



Position:	Operations
Locations:	Rwanda
Company:	Yellow
Website:	www.yellow.africa

About Yellow

Yellow's goal is to build an enduring business that makes life better for our customers and creates great lives for our team. We provide solar-power electricity solutions and smartphones on a pay-to-own basis which makes these life changing products affordable to bottom of the pyramid households. We sell through a network of rural agents and manage them remotely with technology, through a web-based platform we have developed called Ofefee. Our operation is lean because it uses exponential tech solutions, which allows us to efficiently meet the challenges of last-mile distribution . We currently operate in Malawi and Uganda and have recently launched in Rwanda and Zambia. Here is where you come in...

Who We Are Looking For

You will be joining a small founding team that will grow and build our operations team in Rwanda. To succeed, you have to possess strong emotional intelligence, communication, entrepreneurial and problem solving skills. You should have a curious and creative mind, be eager to learn and build on your business acumen, as well as being able to address matters with pragmatism and practicality.

What Will You be Joining?

Yellow is a community of young dreamers who want to make life better for millions of African customers. We have a goal to reach 10 million customers on the continent by 2030. You would join a vibrant African community of creative thinkers and doers. We put our people first; customers, agents, suppliers and our team, as we recognise we are only as good as they are.

What Are We Launching?

Instead of launching a full operation as we know it in Malawi and Uganda, we are first going to start by doing some selling through urban based smartphone merchants (smartphone shops). Doing some selling will allow us to start gathering information on

how Rwandan customers pay back their loans. This will help us understand “the Rwandan paid curve” in this new market.

What is a Paid Curve?

This is the curve we observe customers pay back rates look like. Basically, how many customers we sell to on credit pay well, and how fast can we get our money in? We have learnt that these curves look very different in Uganda compared to Malawi, even the southern and northern regions of Malawi have differing curves. So, no doubt in every new country we enter, these curves will look different.

What Next?

So I’m sure you want to know what is involved in launching this business as quickly as possible? We will need to sign up merchant stores and assist them to sell their electronics on credit through Yellow’s financing solutions.

To do this, we need a high energy, go-getter team to help us.

We want you on board if you are

- A go-getter, not shy at starting a conversation with merchants and customers
- Able to build trust and relationships with various different stakeholders
- Great communication skills to convince and speak to the right decision makers
- Commercial thinker with the ability to execute under pressure

Your Mission

- Sign up merchants by explaining the business model we are deploying, build trust and create excitement
- Potential administrative tasks associated with setting up the business
- Recruiting your team-mates
- Build trust and create excitement amongst stakeholders
- Build Yellow’s brand in through various different channels

Remuneration and benefits

- You will earn a competitive graduate salary
- Exponential growth path within the company

- A rare opportunity to make an impact in the world by working with a world class startup

About Our Working Culture & Values

Our team is young and hard working. We value down time and flexibility, and we focus on outputs rather than hours in the office, but we also believe that we have a unique opportunity at Yellow and we work very hard to meet the high standards we set for ourselves.

We are low thrills and are careful custodians of money and resources. We love to travel to the countries we operate in and whenever we do, we make time to explore, but we do this, as with everything else, on a lean budget, cognisant of not diverting resources away from our customers, and our mission.

We value resilience and self-reliance. Though we constantly organise ourselves to tackle problems in teams and ruthlessly support one another, we also believe that building independence and self-reliance in the face of challenges is an important part of growth.

We believe that long term sustainability is a worthwhile goal. Whether in one's personal life, from a business perspective, in relationships, or in the environment, we believe that prioritising long term benefits over short term wins is a good strategy. As such, we aim for balance, and slow, steady and disciplined progress in all that we do.