M-taka
Educate . Connect . Empower

Terms of Reference (ToR)

Position: Technology Firm – Full-Stack Development Partner

Assignment: Development of the M-taka App

Location: Remote and/or hybrid with periodic check-ins in Nairobi/Kisumu
Duration: 90 working days (June – December 2025)
Reporting to: Chief Executive Officer (CEO) and Chief Operating Officer (COO)

1. Background

M-taka is a tech-enabled social enterprise driving sustainable waste recovery through digital tools, incentives, and data. It connects households, agents, aggregators, and recyclers to ensure traceability, fair pricing, and improved waste value chain management.

M-taka seeks to enhance and deploy a more advanced version of its platform—including both the mobile app and a new ERP + B2B Marketplace system—to support a 5-county pilot in Western Kenya.

2. Objective of the Assignment

To upgrade the M-taka mobile application with gamification, AI-based interaction, USSD services, and data dashboards to ensure improved user engagement, inclusivity, and decision-making.

3. Scope of Work

The selected firm will be responsible for:

App Development:

- Review and redesign current M-taka App UI/UX for better user experience
- Integrate gamification features (e.g., rewards, badges, recycling scoreboards)
- Embed AI modules for user analytics and feedback
- Build out agent-specific dashboard views within the app
- Integrate USSD functionality to mirror app services
- Conduct iterative testing, fix bugs, and support deployment

Additional Tasks:

- Conduct system and user testing across five counties
- Provide documentation, user manuals, and handover package
- Train M-taka's internal team on system use and administration
- Support deployment and maintenance for a minimum of 3 months

4. Deliverables

The Consultant will be expected to produce the following deliverables according to the agreed timeline:

Deliverable	Description	Timeline
Inception Report	Detailed implementation plan, timelines, and tech stack recommendations	Week 1
Prototype App	Clickable UI prototype including gamification, USSD mock-up	Week 4
AI & USSD Modules	Integrated AI feedback system and functional	Week 8

	USSD interface	
Tested App	Final app tested across Android/iOS with bug fixes	Week 12
Training Materials	User guide, onboarding documentation, and training sessions	Week 13

5. Required Firm Qualifications

- Registered software company with at least 5 years of experience in full-stack development
- Proven track record developing ERP systems, marketplaces, and mobile applications (especially in emerging markets)
- Demonstrated ability to build offline-capable and USSD-integrated platforms
- Strong expertise in AI integration, backend database design, and API development
- Experience in sustainability, circular economy, or informal sector digitization is an added advantage
- Capacity to offer post-launch technical support

6. Duration and Payment

The contract duration is 90 working days from June to September 2025. Payment will be milestone-based upon successful review and approval of deliverables.

7. Reporting and Supervision

The Consultant will report to the CEO and the COO. Sprint reviews and check-ins will be required, and all deliverables will be subject to technical and user testing by M-taka's internal teams.

8. Confidentiality and Intellectual Property

All work, source code, data models, and documents developed during this consultancy shall be the sole property of M-taka. The Consultant shall maintain confidentiality and not reuse any part of the materials without express written permission.

9. Submission Guidelines

Interested consultants should submit the following:
- Technical proposal outlining understanding and approach
- Workplan with timeline
- CV and portfolio of past work
- Financial proposal in KES (inclusive of taxes)