

SRMPL Advisory

Africa Market Entry & Commercial Representation for Technology Manufacturers

SRMPL Advisory helps international technology manufacturers enter and scale across East and Central Africa. We act as a trusted commercial partner — reducing the time, cost, and risk of expansion through local market expertise, established relationships, and proven execution on the ground.

16+ Years Experience	20,000+ Tracking Units Deployed	1,000+ Fuel Tanker Deployments	15+ African Markets
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What We Do

Market Entry Accelerator	Market assessments, country prioritization, competitor mapping, and entry strategy.
Fractional Regional Director	Executive regional representation across multiple countries on a fractional basis.
Distributor Growth Program	Distributor recruitment, partner qualification, installer development, and sales enablement.
Technical Deployment Assurance	Commissioning, training, acceptance testing, and end-to-end project oversight.
Government & Tender Advisory	Compliance navigation, tender support, and stakeholder engagement with regulators.

Verified Case Studies

Fuel Tanker Theft-Prevention Monitoring — Sudan (2018–2020)

1,000+ multi-compartment tankers fitted with Technoton differential fuel-level sensors; illegal fuel substitution eliminated and fuel-drain volume cut by more than half. **60% reduction** in cargo transportation insurance costs.

Source: Technoton / Starcom Systems published case study

National Speed-Limiter & Fleet-Tracking Rollout — Kenya (2020–ongoing)

Converted an existing platform into an NTSA-certified speed-logging device; secured a three-year national supply agreement now covering **20,000+ units** in Kenya's commercial transport fleet. **USD 5.5M (KES 562M)** contract value.

Source: "Speed governors supplier Pinnacle inks Sh562m deal for tracking kits," Business Daily Africa, 10 Jan 2016

Electronic Cargo Tracking — Kenya Revenue Authority Ecosystem (2010)

Supported RFID-sealed, GPS-tracked cargo monitoring aligned to KRA's compliance mandate — now covering over 20,000 cargo trucks.

Government Programmes & Manufacturer Partners

Regulatory programmes: NTSA (Kenya, speed-governor & tracking compliance) · KRA Electronic Cargo Tracking System · LATRA (Tanzania, commuter VTS mandate)

Manufacturer & technology partners: Starcom Systems · Technoton · Hi-G-Tek · Navisat · T42 IoT Solutions

Engagement Models

- **Advisory Retainer** — fixed monthly fee for ongoing regional representation and pipeline development
- **Project-Based Engagement** — scoped delivery against a defined milestone, fixed fee
- **Commission / Success-Fee** — aligned to closed hardware and software revenue
- **Hybrid** — reduced retainer plus commission on revenue generated

Founder & Principal Advisor

Isaac Maina — B.Tech Information Technology (JKUAT). Sixteen years' experience spanning field technician to Regional Business Development Manager for a publicly listed IoT/tracking manufacturer (Starcom Systems / T42 IoT Solutions). Combines engineering-level technical fluency with disciplined commercial negotiation across government, enterprise, and distributor relationships.