**Q1: Respondent details**
Name: Mutoni Karasanyi  
Organization: World Bank Group  
Email Address: kkarasanyi@worldbank.org  
Phone Number: 202-558-1228

**Q2: Country or Customs territory**
KENYA

**Q3: Organization**
NGO

**PAGE 4: C. ABOUT YOUR CASE STORY**

**Q4: Title of case story**
ShopSoko connects local Artisans to Global Markets

**Q5: Case story focus**
E-commerce development and efforts to bridge the "digital divide".

**Q6: Case story abstract**
Shop Soko is an e-commerce site that sells jewelry made by African artisans for a global market. The start-up received support and training through Nailab (funded by a World Bank Group project) and participated in infodev’s Startup Camp in 2013.

Today, Shop Soko is considered one of Kenya’s success stories and has become an “Etsy” for African jewelry. Their site has sold over 100k products, generating over $800k in income to the over 1,300 artisans with whom they partner.

**Q7: Who provided funding?**
Multilateral organization

**Q8: Project/Programme type**
Single country, Multi-country

**Q9: Your text case story**
VIDEO LINK: https://www.youtube.com/watch?v=e6Qt0SylZZc
ARTICLE: http://www.infodev.org/highlights/mobile-startup-camp-alumna-makes-her-debut-world-bank

**Q10: Lessons learnt**
Respondent skipped this question