High-Level Policy Statements

Policy Statements J

Mr Peter Alfred-Adekeye, Founder and Chief Executive Officer, Post.world

The way we post and receive letters has not changed in over 2000 years when Augustus Caesar launched the first formal postal system in ancient Rome.

Today, over 4 billion trees are felled to make paper for the 400 billion letters we post every year, which are delivered by postal workers traveling 3.6 billion kilometres annually in their trucks.

This is a double blow for the environment because by felling all those trees, we deprive the Earth of billions of oxygen emitters, while postal trucks pollute the atmosphere on a grand scale with their CO_2 emissions.

Meanwhile, according to the UPU, the average postal worker in western Europe serves 300 people, while a postal worker in Latin America serves 3,000 people and in Africa, it is one postal worker for at least 15,000 people; a clear sign of the lack of adequate postal distribution infrastructure in Africa and other emerging markets.

The consequence of this is that the per capita of letters sent in Africa is 2, the Middle East is 3, South East Asia is 10, Latin America is 18 while in Western Europe, it is 400 with the Swiss topping the world with a per capita of almost 700!

The fact that most adults worldwide now have a mobile phone got us thinking that, what if we could create a technology that would give every physical address on earth a verified digital online letterbox that would enable everybody with a mobile phone or computer to post and receive letters completely digitally, without needing to print anything, in real time, at the same speed as Instant Messaging.

Guess what, it is my pleasure to present to you www.letterbox.world - an online technology platform that we are honoured to be launching today, that enables public and private postal

and telecommunications operators worldwide to offer their customers individual digital letterboxes.

LetterBox is the online version of your physical letterbox, enabling you to post and receive letters completely electronically, in seconds, from any device.

Put simply, LetterBox enables the real-time transmission of Letters over the Internet from verified senders to verified recipients.

Mpesa gave millions in Africa that previously lacked banking services, mobile phone-based banking. It is our hope that LetterBox will give every African, Latin American, South east Asian and other under-served people the world over an Internet-based letterbox enabling them to post and receive letters in real-time thus improving business-to-business and business-to-consumer communication, which in turn will boost their local economies and GDP, while also providing people and businesses in developed markets in Europe, North America, Australia etc. with a completely green digital-age postal service that enables them to send and receive letters in seconds, view letter timelines, set letterbox status and many more intelligent features that makes letters a fun communication tool while leapfrogging it to the 21st century.

We conservatively estimate that with Letterbox, Postal and Telecoms Operators have the potential to grow their earnings by up to 1000% from profit sharing with LetterBox and new e-revenue from e-commerce, e-government and other e-services, built atop the letterbox platform.

We are commencing pilots in a number of countries and interested Postal and Telecom Operators should contact LetterBox at post@post.world to learn more.