



Karoline Beronius

Co-founder & CEO of Addressya AB

Main product: Addressya

Aim: For everyone to have an address so they can exercise their civil rights and gain access to all goods and services



addressya.com

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Addressya

addressya

Supplying the world with addresses

The project

The idea

Addressya is a mobile app and platform that makes it possible for everyone to create a complete, precise and easy-to-use address and share it with people and organisations. Four billion people, numerous government agencies, and businesses suffer from a lack of addresses. The challenge does not only affect low and middle-income countries, but also rural areas of high-income countries.

I remain in close contact with many innovators and entrepreneurs from the EIT. We support each other and always learn a lot.

Inspiration

While working with e-health solutions for preventive child healthcare in Afghanistan and Uganda, we noticed how difficult it was to follow up a child's vaccination schedule because they didn't have an official identity or proper address. Hence the idea to launch Addressya to help fulfil this basic need.

Unique selling points

We leapfrog addressing infrastructure through a digital solution that strengthens available addressing infrastructure and connects those who have an address with those who do not. In addition, the user owns their data and decides whom to share it with, when, and for how long.

Societal impact

Accurate addresses are an essential part of infrastructure needed for society to work and to reach the UN SDGs. By enabling the registration of people, businesses, and property, we increase transparency and efficiency in business and government.

Supported by:



Generated funding:
EUR 395 000



Challenge:
Addresses for all



Prizes:
Impact Maker in Venture Cup Region East, Female Founders at the Executive Women's Conference in New York

EIT Community support

The EIT puts you in contact with entrepreneurial students, start-ups and innovative researchers. Meeting them all inspired me to use the business model of a start-up to achieve the goals of Addressya.

Overcoming adversity

All entrepreneurs struggle with funding and recruitment at some point. Everyone is looking for the same talent and that makes it hard for a small start-up to fill up some positions. We thought outside the box and recruited front-end developers through a consultancy firm in Uganda.

The nominee

The beginning

I have experience with international cooperation within the area of ICT for the development of health services, education, innovation, and good governance. I am passionate about infrastructural change and getting the most out of every penny spent.

Rewarding moments

We recently launched our business solution in Rwanda and our stakeholders are excited; I am so proud of what my team and I have achieved so far in East Africa.

