

# PEAK

Promotion of e-commerce and digital marketing trends and practices among startups and MSMEs

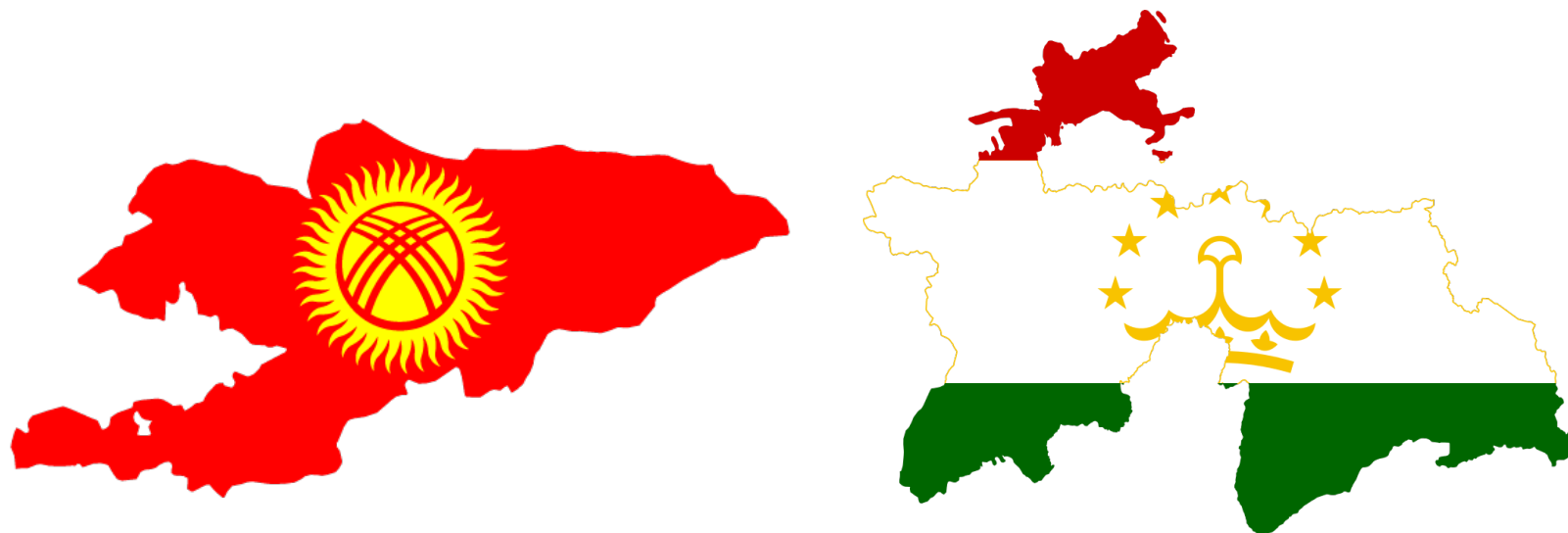


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# What is PEAK?



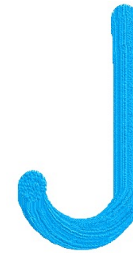
PEAK is funded by UK Aid from the United Kingdom Government and implemented by DAI Global



# PEAK Structure



**PEAK Kyrgyzstan**  
Enterprise and Innovation Programme



**PEAK Bishkek**  
Business  
Innovation Centre



**PEAK Osh**  
Business  
Innovation Centre

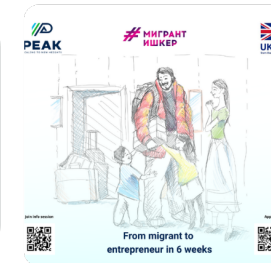
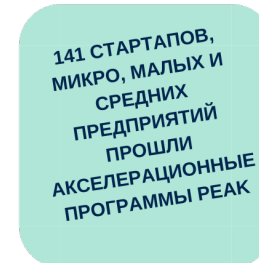


**PEAK Karakol**  
Business  
Innovation Centre

# PEAK programmes

17

## pre-acceleration and acceleration programmes delivered



SCALING TO NEW HEIGHTS

# PEAK Graduates

240

**start-ups, micro, small and  
medium enterprises passed  
PEAK pre-acceleration and  
acceleration programmes**

# MSMEs needs for ecommerce

Assessment  
conducted in 2021



**Face the challenges  
in the identification  
and implementation  
of new sales  
channels (including  
online channels)**



**Plans to overcome  
the ongoing crisis  
with introduction  
and growth of sales  
through ecommerce**

# Ecommerce programmes

ПРИЕМ ЗАЯВОК ОТКРЫТ  
ПРОГРАММА ПО  
ЭЛЕКТРОННОЙ  
КОММЕРЦИИ

КРАЙНИК СРОК: 6 ИЮНЯ 2021 Г.

UKaid PEAK  
SCALING TO NEW HEIGHTS

E-COMMERCE

ПРИЕМ  
ЗАЯВОК ОТКРЫТ

Программа PEAK  
по электронной коммерции

www.peak.kg

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15/05/2022

Active support for micro and small businesses in transition and improvement of their ecommerce activities on local and regional markets through business training and coaching involving.

- E-Commerce Strategy
- Marketing and data based decision making
- Ecommerce platforms: marketplaces, customised solutions, social networks
- Payment platforms and solutions
- Performance management and assessment
- SMM and digital communication
- Product presentation
- Logistics

# Ecommerce and digital marketing modules



All pre-acceleration and acceleration programmes include digital marketing and ecommerce module to:

- Develop participants' digital marketing strategy
- Create the communication plan for digital channels
- Create profiles for participants' businesses on relevant platforms
- Generate sales through these platforms and channels
- Manage and measure the communication and engagement of customers



# Acceleration programmes for ICT startups



Programme focused on technology based startups, including the technological solution for ecommerce sector.

## Types of enterprises

- Local market places for retail and services
- Payment solutions
- Stock tracking
- Ecommerce support systems (marketing, pricing)
- Logistics and delivery services

## Provided support

- Trainings and mentorship with support by regional and international experts
- Tracking and coaching for performance during the programme
- Access to angel investors and funding

# Local and international events

**PEAK**  
SCALING TO NEW HEIGHTS

2-6 марта

**DIGITAL**  
МАРКЕТИНГ

Спикер:  
**Ouali Benmeziane**,  
основатель  
Webcongress,  
США

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**PEAK** e-commerce ASSOCIATION OF KYRGYZSTAN digital academy **UKaid** from the British people

Бесплатный вебинар 21 января | 14:00  
**zoom**

**Наргиза Абдышева**  
Beeline  
Мобильное приложение -  
площадка, объединяющая  
сервисы разных направлений

**Атай Соронкулов**  
PayBox  
Как управлять платежами при  
масштабировании бизнеса

Open webinars and events with international and local speakers to share the latest trends in ecommerce and digital marketing.

Delivered topics:

- Digital Marketing for ITC startups and companies
- Ecommerce trends
- Assessment and management of digital activities
- Payment platforms and solutions
- Automatization of product delivery
- Wildberries and regional platforms

# Key learnings for delivery of ecommerce programmes

- Programmes developed for specific ecommerce goal are more effective (e.g. ecommerce within the country vs. export oriented ecommerce through regional and global platforms)
- Involvement of regional and international experts as trainers and mentors is necessary for development of innovative products
- Post-programme support – providing participants with access to content database, mentorship support, alumni network.

# Контакты PEAK

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**Scaling to new heights!**

