





MOBILE



E MAIL



VIDEO



SOCIAL
NETWORK

DIGITAL MARKETING



About Us

Goby is a forward-thinking digital company based in Juba, South Sudan, dedicated to building sustainable solutions that improve daily life and drive economic growth in emerging markets

At Goby, we build sustainable, tech-driven solutions that solve everyday challenges in emerging markets. Our mission is to empower communities and stimulate economic growth through accessible digital services.



Our Vision

"To create sustainable digital services using modern technology to address both social needs and market demands."

Our Mission

"Our mission is to design and deliver inclusive, technology-driven solutions that improve mobility, financial access, and daily services — empowering communities and enabling economic growth across emerging markets."

Our Commitment

At Goby, we're committed to delivering smart, inclusive digital services across marketing, mobility, finance, home maintenance, and consultancy. We empower communities and support business growth through accessible, reliable, and impactful solutions.



Position

"Goby, partners with businesses, governments, and NGOs to deliver powerful digital marketing, customer-focused mobility solutions, seamless mobile payments, expert consultancy, and reliable service networks — all designed to help organizations grow, scale, and create real impact across emerging markets."

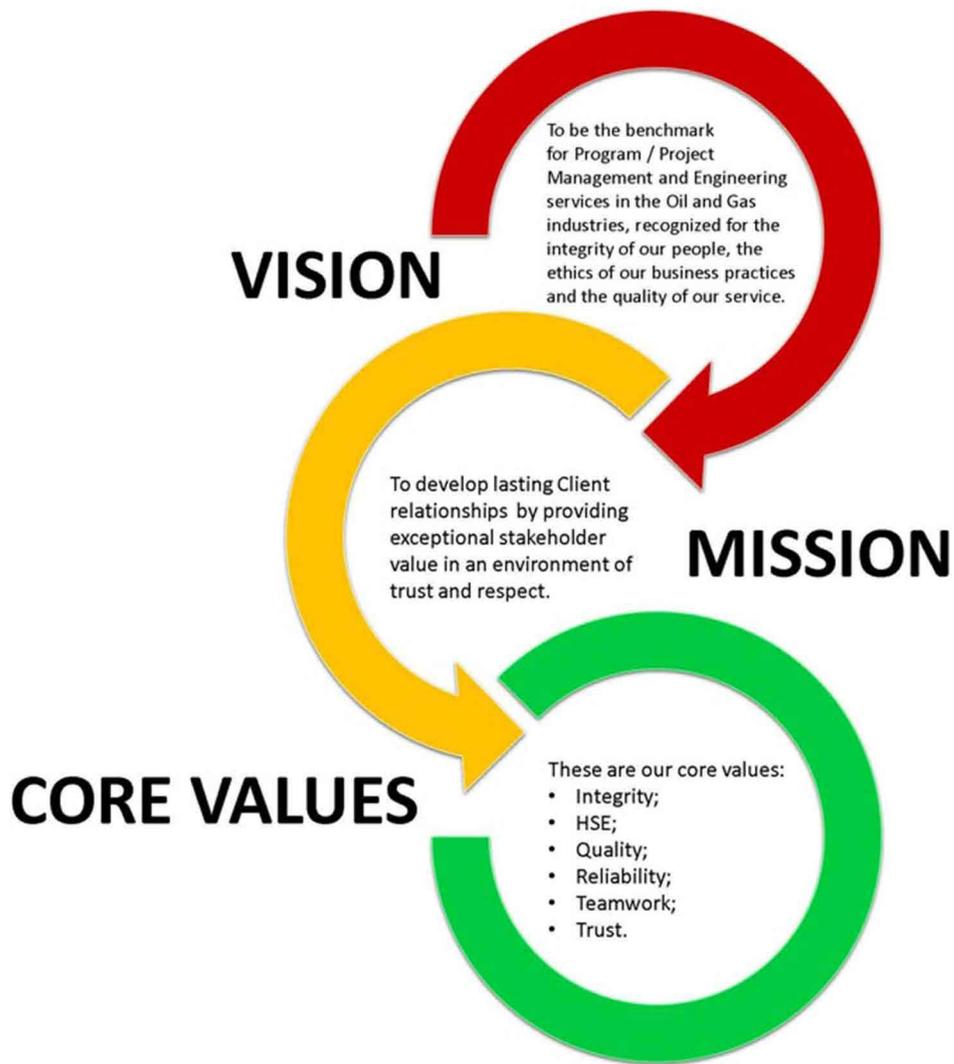
COMMITMENT

LEADERSHIP
TRAINING
SKILLS
EMOTIONAL
RISK
CONDUCT
DIRECTING
MISSION
PHILOSOPHY
BUSINESS
SOLUTION
LEADER
COLLABORATION
STRENGTH
TEAM
MANAGEMENT
SELECTING
COMMITMENT
MANAGER
INNOVATION
MOTIVATION
MEMBER
GOAL
TRUST
RESPECT
CAPABILITY
ASSESSMENT
VISION
PEOPLE
DISCIPLINE
COMMERCE
COACHING
COMPETENCE
POWER
TEAMWORK
SUCCESS

Our People

At Goby, our people are the heart of our mission diverse, skilled, and committed to delivering real impact across every service we offer





The Reason behind Our Success



Our success comes from a deep understanding of local needs, a passionate team, and a commitment to delivering real value through smart, inclusive digital solutions.



Goby Media

A digital social marketing agency that provides full-service branding, content, and paid media solutions for large and profitable organizations.

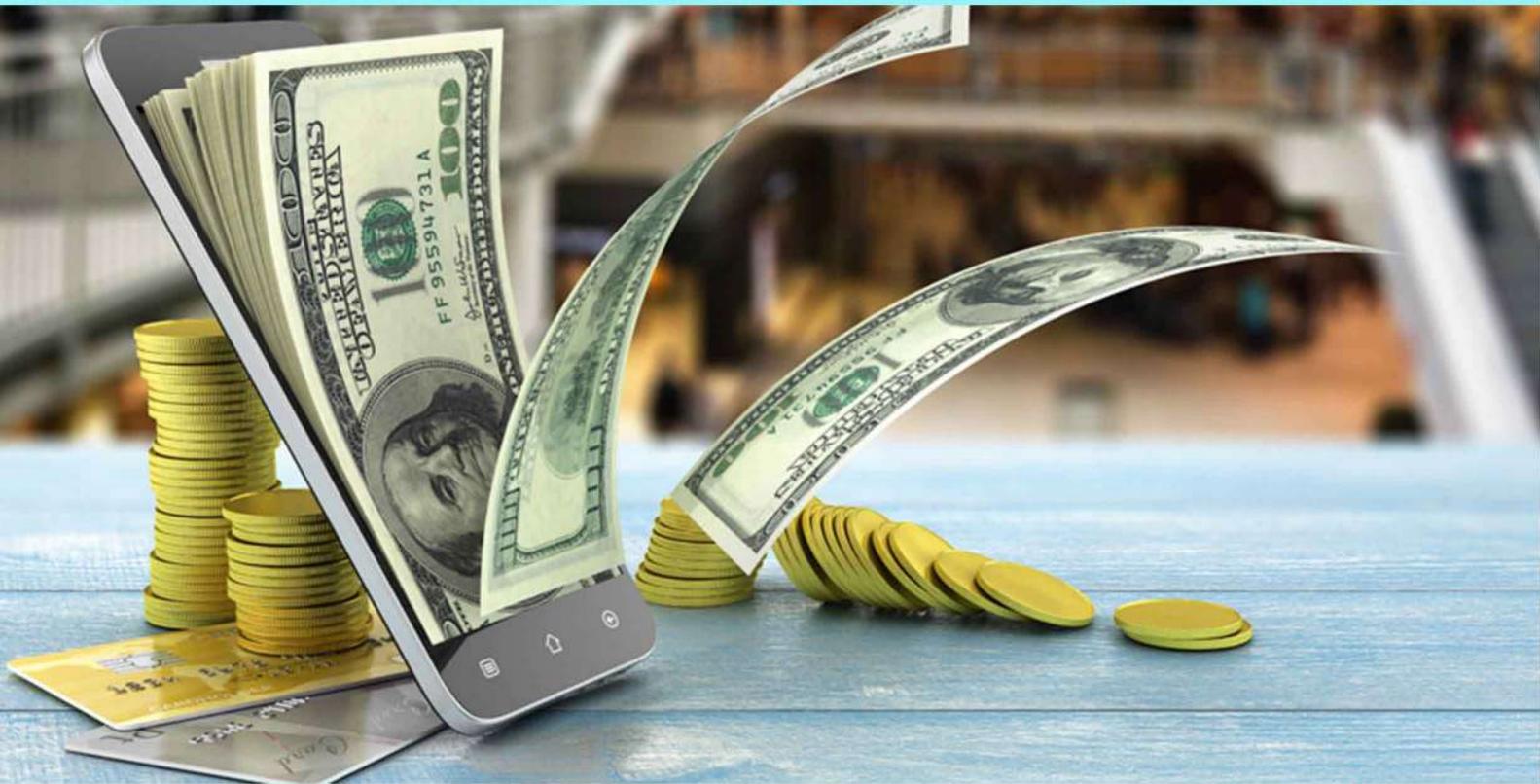
We help brands grow by:

- Creating high-impact campaigns tailored to African markets.
- Managing social media with data-driven strategies.
- Producing engaging visual and video content.
- Delivering measurable ROI through performance marketing.



Goby Drive

A smart ride-hailing platform offering affordable and reliable transportation — including motorcycles (Boda), taxis, and private cars — enhancing mobility and safety for daily commuters.



Goby Trans

A mobile money-powered platform that simplifies domestic and cross-border transfers, enabling fast and secure financial access for underserved populations.



Goby Fix

An on-demand service that connects users with verified technicians for home and office maintenance — from plumbing and electrical work to appliance repairs.



KNOWLEDGE

SERVICE

SUPPORT

CONSULTING

EXPERIENCE

SUCCESS

Goby Consultancy

A strategic advisory division offering consultancy in project planning, implementation, and evaluation for governments, NGOs, Investor and enterprises.



Our Activities

At Goby, we deliver impactful digital services that drive transformation in marketing, mobility, finance, and home solutions. Our work empowers individuals, supports businesses, and contributes to social and economic development in emerging markets.

1. Digital Marketing & Brand Strategy

Through Goby-Media, our social marketing agency, we partner with large and profitable organizations to amplify their brand presence and digital reach. Our services include:

- Strategic social media management
- Paid advertising campaigns
- Content creation (visuals, video, storytelling)
- Performance analytics and ROI tracking . We craft data-driven campaigns tailored to local cultures and market behaviors.

2. Ride-Hailing & Urban Mobility

Goby-Drive connects riders with trusted drivers through motorcycles, taxis, and private vehicles. We make transportation:

- Safe and efficient
- Affordable and trackable via GPS
- Digitally accessible with mobile payments

3. Financial Transfers & Mobile Payments With Goby-Trans, users can:

- Send and receive money instantly
- Use mobile money solutions like MTN MoMo
- Access secure financial services without bank accounts .

4. Home & Technical Services

Goby-Fix helps households and offices access skilled technicians for:

- Plumbing, electrical work, and appliance repair
- On-demand booking via app or hotline
- Transparent pricing and quality assurance

The Reason behind Our Success

Our success comes from a deep understanding of local needs, a passionate team, and a commitment to delivering real value through smart, inclusive digital solutions.

We are known for:

- Marketing that drives growth
- Mobility that connects communities
- Finance that includes everyone
- Home services that solve everyday problems
- Consultancy that guides impactful development and project success

Goby is more than a service provider — it's a brand of digital progress and purpose.





Message to Our Customers
Your trust inspires us to do better every day





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Let's connect — whether you're a customer, partner, or investor.