

# The Information Architects

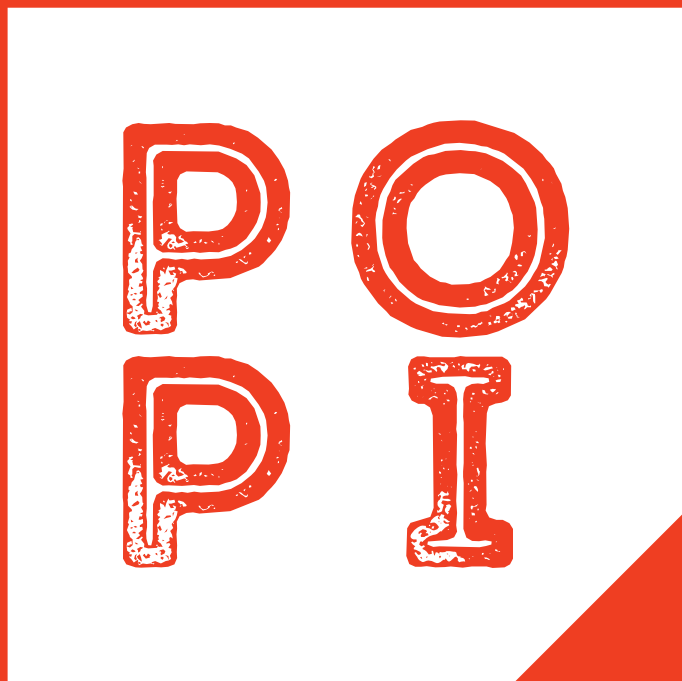
This is an interactive pdf where we can click through the pages.



Best viewed with  
Adobe Acrobat

Click here  
to begin





About Popi



What We Do



Why it Works

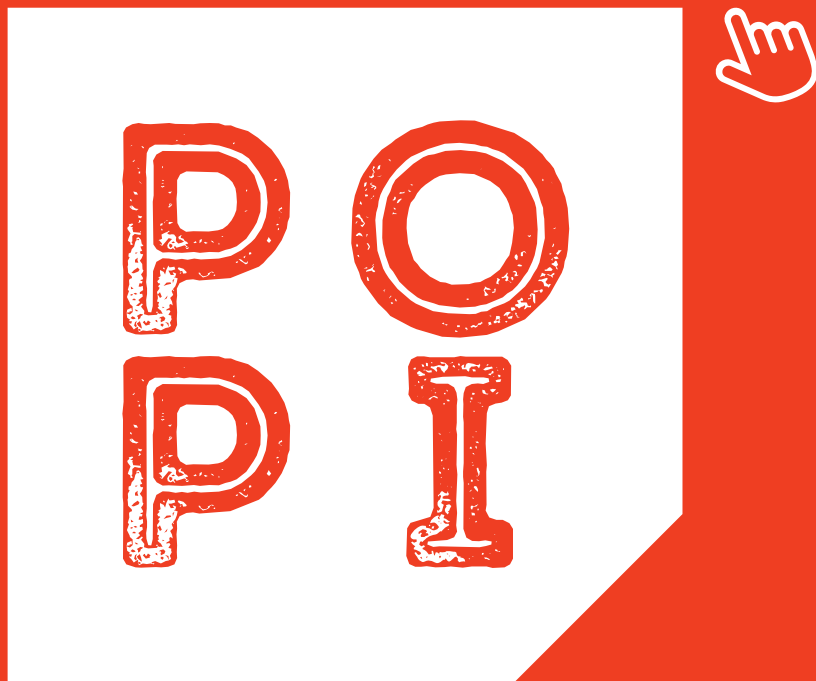


Contact Us



A little about  
the Founder

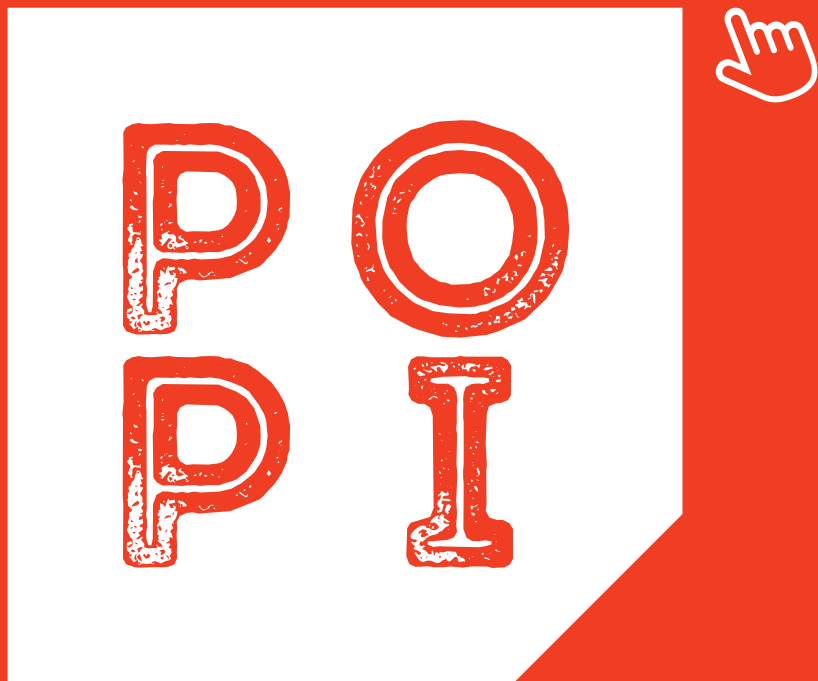




## About Popi

Popi is an information architecture company that takes complex information to something that more readily consumed. We breakdown complex chunks and lay it out into more manageable nuggets that are easy to reference and then package that into interactive pdfs that can be viewed from a feature phone right up to the latest iphone.

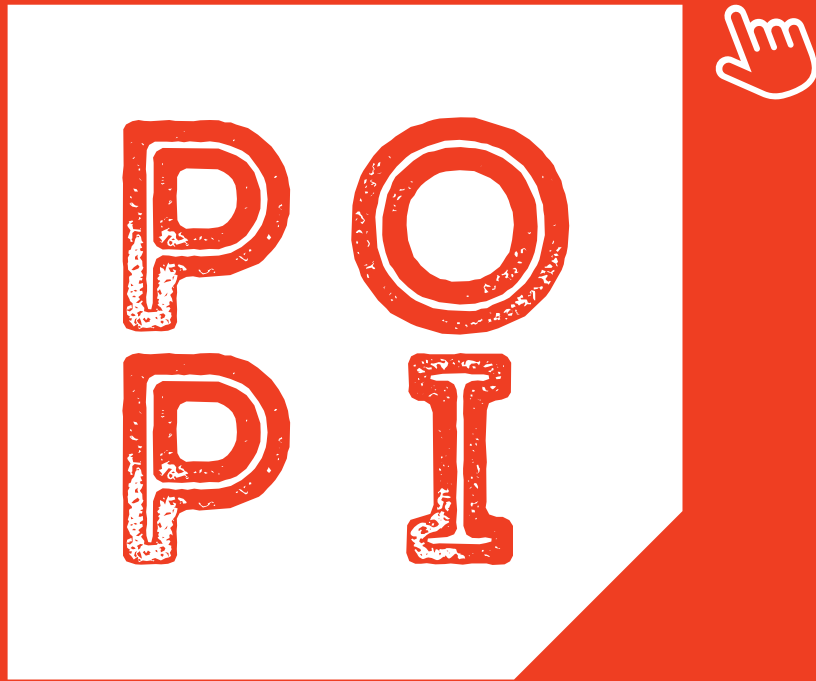




## What We Do

We package the information in a way that is easily accessible both offline and online, leveraging on technology that we already use today thus making it easy to access and process info even when out of the grid. The interactive pdf is also readily shareable via WhatsApp, Telegram, email or even bluetooth and remains fully functional with or without network access.





## Why it Works



Easy to Reference



Shareable



Unlimited

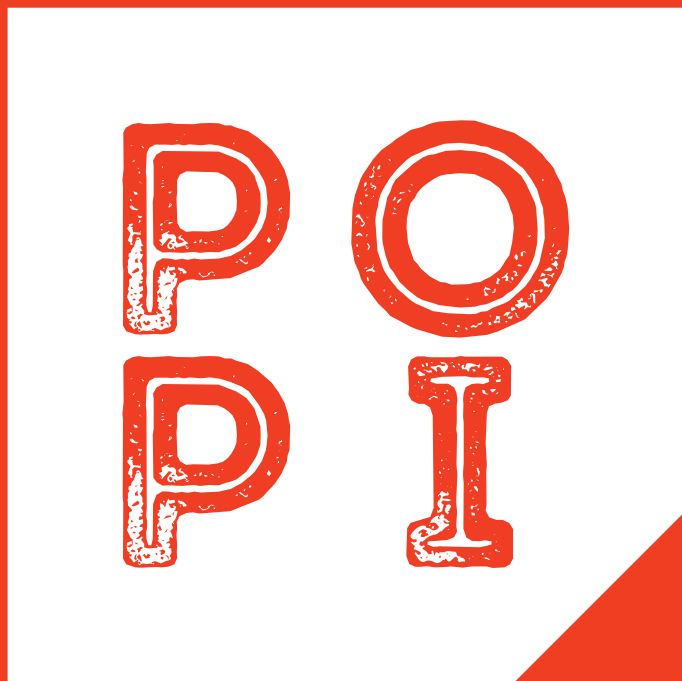


Quick Response



Security





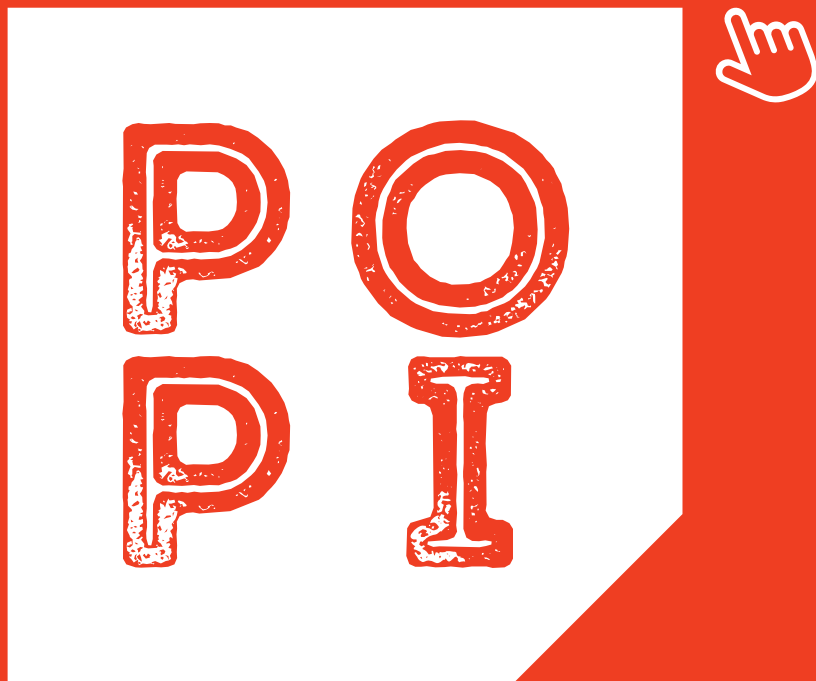
## Why it Works



### Easy to Reference

Popi is a great tool which we've found especially useful for sales and marketing agents, teachers, medreps and professionals to need to reference resources quickly. One is able to search for keywords as well as access particular topics quickly and easily.





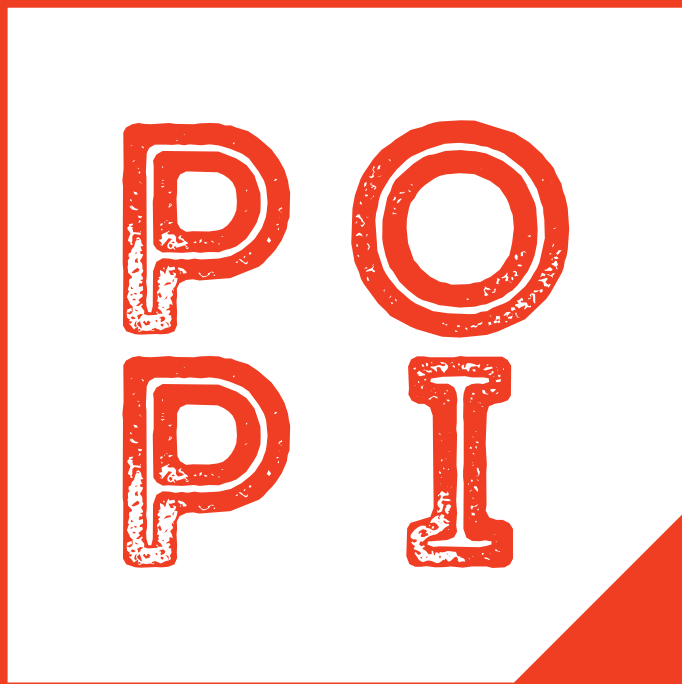
## Why it Works



Shareable

The documents created make it easy to share especially with those that would readily benefit from it. It can be sent via multiple means from email to WhatsApp and telegram without losing any of its functionality and can thus be shared with your database in a split of a second.





## Why it Works



Unlimited

You are no longer hindered by space or printing costs and are able to share so much more information and are able to expound on details you'd not ordinarily be able to on fliers.







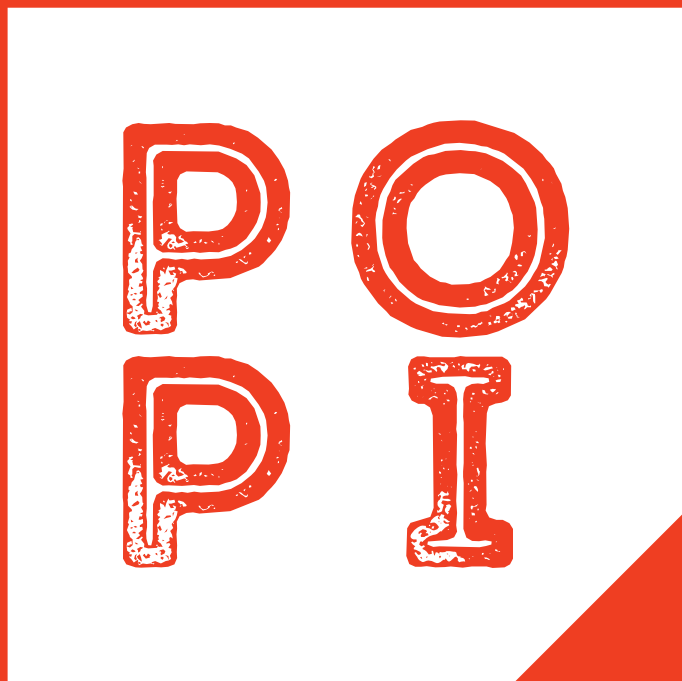
## Why it Works



### Quick Response

Built into the structure of the pdf is a easy way to respond to call to actions. Unlike the paper fliers one can make a call, sms or email directly from the document.





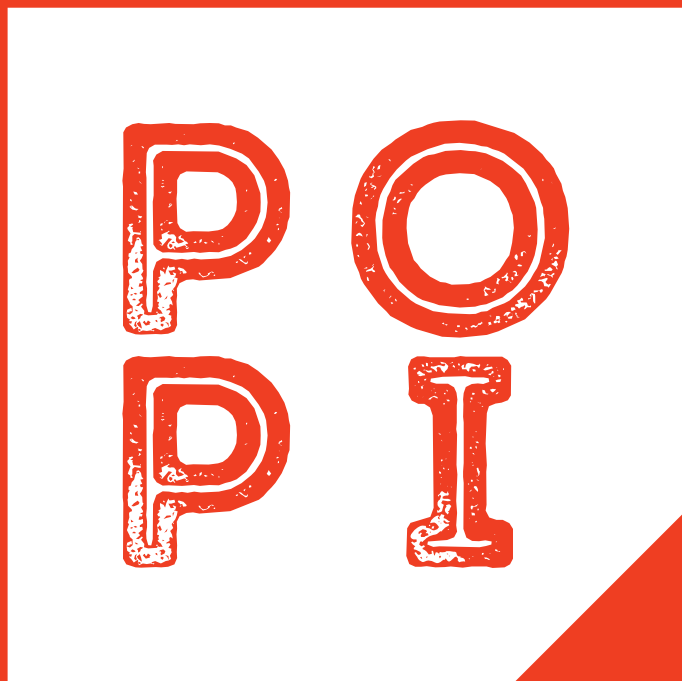
## Why it Works



### Security

As an additional feature, security options can also be set to require one to input a password to view, edit, print or copy, which can be especially useful to prevent misuse of the resources.





## Contact Us

Have we piqued your interest?  
If so, please let us know.

Reach us on

0720 929 488



or email

[muirukandia@gmail.com](mailto:muirukandia@gmail.com)



and we'll be happy to create a  
custom solution for you.





## A little about the Founder

Popi is headed by Aaron Kandia, an Art director with over 8 years of work experience breaking down complex information into manageable chunks; skills which he has obtained in the many years working in Advertising in Kenya and Tanzania. Aaron has worked in agencies such as TBWA, Ogilvy, Right Here and Isobar. He is an award-winning, proven and capable creative with a reputation of generating, developing and nurturing creative ideas. He has worked on brands like Coca-Cola, Safaricom, Airtel, Kenya Airways, Kenchic, Aquafresh, Weetabix, CFC Stanbic, Lucozade and Ribena to name a few.

