

AfricaTalentbank.com (ATB)

Empowering African Youth & Women to become Self-reliant through MENTORSHIP & ENTREPRENEURSHIP!

ATB

AfricaTalentBank.com



Recruitment

Mentorship

Training

Entrepreneurship

ATB Events in Kenya (Since 2013)



**Careers Fairs, University Talks,
Corporate Open Days &
Entrepreneurship Bootcamps.**

The student demography is a great market to test our products & services as 65% of Kenyans are aged under 35. Kenyan youth are mobile native and open to adopting and adapting to new solutions. In addition, we ensure females are well represented through our Student Brand Ambassadors (BAs) networks.

***ATB events attract anything from 300 - 5,000 participants, depending on venue**

ATB Corporate Partnerships in Kenya since 2013



ATB & Microsoft Mentorship Programme

*46 Microsoft Executives from over 12 countries,
mentored 50 of our Mentees*

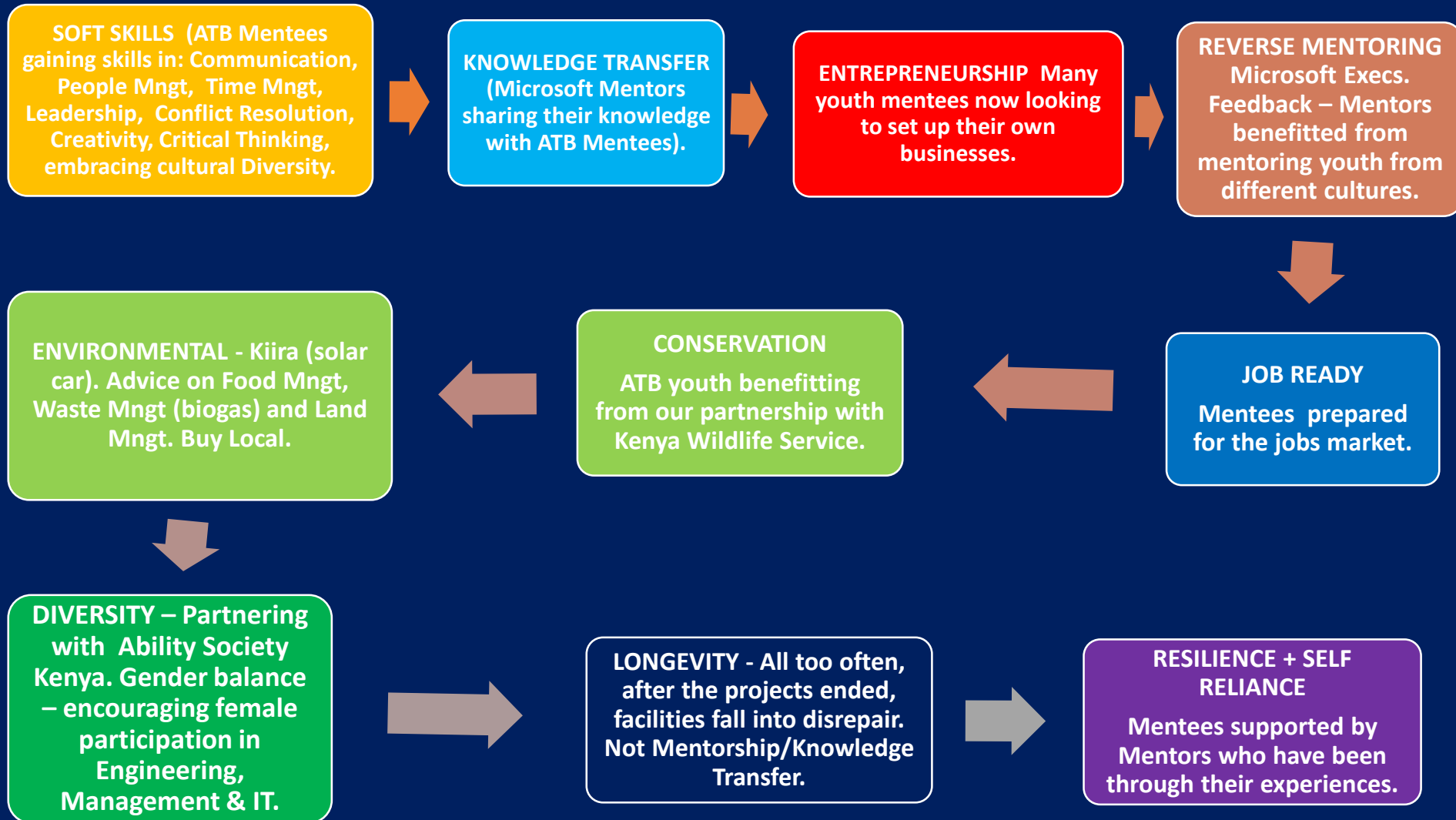
MENTORS AND MENTEES



Accelerating Careers and Business Growth!

Microsoft Mentors from: USA, UK, Israel, India, Romania, France, Turkey, India, Indonesia, Austria, Denmark, Egypt & more.

ATB Mentorship - IMPACT





WE ARE LOOKING TO SCALE UP ...

... to include Micro SMEs & Informal Sector Workers.

(Kenya's informal sector employs over 80% of the workforce each year, many of who, are women.)

AFRICATALENTBANK.COM (ATB)

A Knowledge Sharing Platform connecting African Entrepreneurs
with Entrepreneurs from around the Globe!



AfricaTalentbank.com (ATB)

Mentorship/Knowledge Sharing Categories



Food Vendors



Organic Food Vendors



Teachers



Bakers



Shoemakers



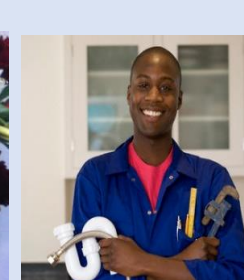
Butchers



Farmers



Horticulture



Plumbers

AfricaTalentbank.com (ATB) TEAM & Partners



MIRIAM MUKASA (MASTALIER)

Founder, AfricaTalentbank.com (ATB)

Nationality: British (Born in Uganda, brought up in Tanzania & the UK).

Exec. Head-hunter & Recruiter for corporates including McKinsey & Co, Uber, Diageo, Microsoft, Unilever & Standard Chartered Bank.

Mentorship Experience: Mentored over 150 students & graduates in Kenya, Uganda and Tanzania.

Built Corporate Partnerships: McKinsey & Co., Uber, Safaricom/vodafone, BAT, Diageo, Unilever, Standard Chartered Bank, Microsoft, Commercial Bank of Africa, Mobisol, Base Titanium, Craft Silicon, Give Directly (NGO).

Business Trainer (Austria): Facilitate business workshops in Austria, training members of staff (including departmental heads), from: Siemens, UNIQA, GlaxoSmithKline, AstraZeneca, GKN plc, Continental AG.

Interests: Sports (F1, Tennis, Cycling, Running), Travelling, Theatre, Youth Mentorship, Baking, Cultural Exchanges.



Corporate & Entrepreneur Relationships: Douglas Logedi

Corporate and Training Events: Mitchell Odhiambo

IT : Ken Mbuthia (*Javascript, Node.js, PHP, Android, MySQL, MongoDB*)

SME Onboarding: Mwangi Ndegwa, Mercy Karumba, Dantan Wasobokha, Anne Gathoni

Data Scientists – tbc

Other Team Members: 150+ ATB Mentees who are often volunteers at ATB events in Kenya, Uganda and Tanzania.

Professional Services

Caldwell Penn Accountants (UK) – *Since 2012*

RSM Eastern Africa (Kenya) – *tbc*

CHALLENGES (1)

- High youth unemployment in Africa.
- Governments and private sector face challenges in creating enough jobs for rapidly rising youth population (in Kenya for e.g., over 65% of the population is aged 35 or younger).
- Nearly 80% of Kenyans entering the jobs market each year, find work within the “informal” sector. There are not enough government or formal sector jobs to meet the over 100,000+ university and tertiary graduates each year.
- Sectors such as manufacturing are still very small and most tend to prefer using casual labour.
- The informal sector in Africa is both disorganised and fragmented. Most participants are not waged employees. Healthcare and education is often paid for privately.
- With little or no welfare system in place, many entrepreneurs are one emergency (crop failure, illness), away from returning to poverty. This also leads to high numbers of youth attempting to migrate to the west with some youth susceptible to radicalism.
- Many young people are migrating from villages to cities thus putting pressure on urban areas – high crime, poor drainage systems, low quality housing.
- Many entrepreneurs have little or no advice/support which means environmental as well as health & safety issues are often overlooked with many not even aware of the negative impact their own actions have on their environment i.e. poor disposal of used cooking oil & plastic bags, continuous use of firewood leading to soil erosion, food hygiene etc.

RESPONSE (2)

- AfricaTalentbank.com (ATB) Mentorship/Knowledge Sharing platform** connecting street traders/entrepreneurs in Africa with entrepreneurs and experts from around the globe.
- Utilising mobile technology to build data sets about the informal sector in Africa while growing a global, entrepreneurial community i.e a retired plumber from Hastings (UK), sharing tips with a plumber in Nairobi.
- Business survival tips from global entrepreneurs who have experienced similar challenges first hand.
- Using (mobile) technology to educate & empower African entrepreneurs to grow sustainable businesses and to go on to become job creators.
- A platform that educates African entrepreneurs on running and growing their businesses in a safe, environmentally friendly & responsible manner.
- An inclusive mentorship platform to encourage more female & youth participation in entrepreneurship.
- The ATB Business model is easily scalable

RESOURCES AND TEAM (8)

- Human Resources:** Sales, Finance, Data Scientists, Marketing, IT Developers, Trainers.
- Technology** – Web and Android apps; SaaS, VOIP.
- Global Corporate & Entrepreneur Partners** (Mentors, Trainers)
- European/USA/Asian** – Chambers of Commerce.

VALUE PROPOSITION (4)

- Capacity Building** - African entrepreneurs & street traders building sustainable businesses and becoming job creators.
- Competitive Advantage Over Competitors** - Tips from global entrepreneurs & experts, sharing best practice. Mentees using this knowledge and information to shorten the learning curve & accelerating their business growth.
- Customers/End Users** - Improvement in quality of goods and services.
- Government** - Increased tax revenue as companies become formalised.
- Policy Makers** – Evidence based/data driven policy making.
- Urban Developers** - Location Intelligence.
- Education & Health** - Increased uptake in Education and Health services.
- Cost Effective** – Mentors are volunteers for first 6 sessions.

REACH AND ENGAGEMENT (5)

- African Entrepreneurs**
- Agents & our ATB network** – Recruited from local communities.
 - Online** - Social Platforms, ATB Website, Android apps (push notifications).
 - Events:** Face to face engagement, Demos, Training sessions, Pop Up Kiosks.
 - Content** – Audio/Podcasts/Webinars covering specific categories: Plumbing, catering.
 - Corporate partnerships** – With companies offering products and services to entrepreneurs/traders i.e telcos, banks, insurance, FMCGs.
- European/USA/Asian SMEs**
Social media ads, online content, local Chambers of Commerce.

MEASURES OF IMPACT (7)

- Economic (5 yrs)** – Sustainable businesses. Financial Inclusion (mobile money, savings). Jobs created per entrepreneur.
- MSMEs Revenue Growth** (5 yrs)
- Healthcare insurance uptake** (5/10 years)
- Technology** – (5/10 yrs). Data Sets. MSMEs Financial inclusion (mobile money).
- Surveys** (1, 3, 12 months.). Pre & Post feedback (changes in behaviour, satisfaction, future outlook)

BENEFICIARIES (3)

- DIRECT:** Youth, Female & Marginalised communities i.e informal sector workers, micro SMEs.
- INDIRECT:** Government, Health services, Schools, Policy Makers, General population, Environment, Conservation.

A Platform that enables ordinary People to exchange ideas and share their Knowledge, Skills & Experiences with youth in Africa.

REVENUE/FUNDING (9)

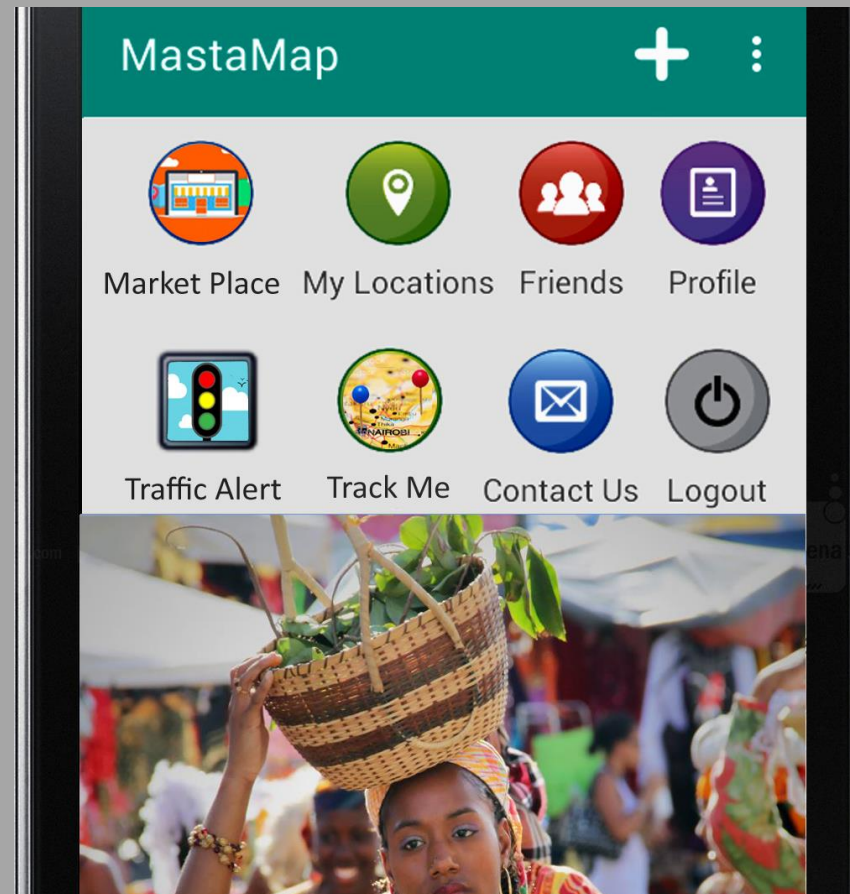
- Revenue:** Anonymised Data, Location Intelligence. Sponsorship/Advertising revenues from Corporates who wish to amplify their messages or launch new products/services to a receptive audience: Telcos, FMCGs, Banks & Insurance). Surveys (*the informal sector is a good measure of African consumer economies*). Subscription & transactional payments for ATB platform add ons: events, pop up shops (buy local) , training programmes, content (podcasts, videos, webinars).
- Funding** (*To scale & broaden impacts within Kenya and then East Africa*) - Social Impact Investors/Funds. High-net-worth individuals, Foundations, Angels, Seed Investors.

POTENTIAL IMPACT (6)

Social & Cultural – Empowering marginalised communities . Female participation.
Economic - Employment, Taxes.
Building Global brands – Potential partnerships with foreign mentors.
Environment - Waste Management, Food Management, Clean Energy, Farming tips.
Policy Makers/International organisations – Data & evidence based decisions.
Education & Health – Improved access to quality education and health care services.
Technological - AI and machine learning using data sets that reflect Africans thus minimising algorithm bias.

APPENDIX

ATB has developed the MastaMap Android app - A Digital Address and Customer Services tool for our SME partners.





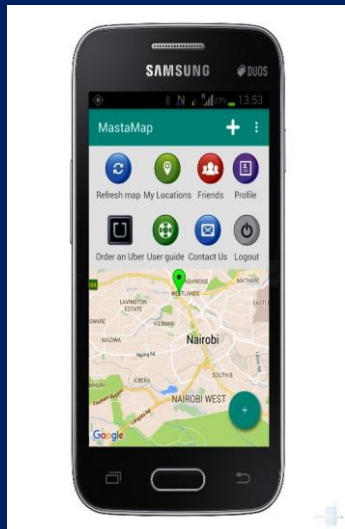
MASTAMAP (Digital Address)

Over 4 billion people worldwide have no address.
In Africa, many Streets are not on Google Maps.

SOLUTION: MastaMap - Converts geo-coordinates into short alpha numeric codes enabling our MSME partners to create a Digital Address.

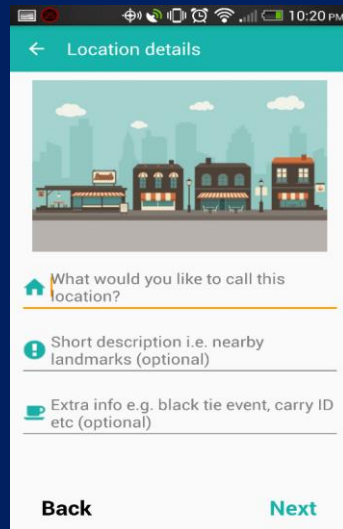
CREATE

A Location Code (click +)



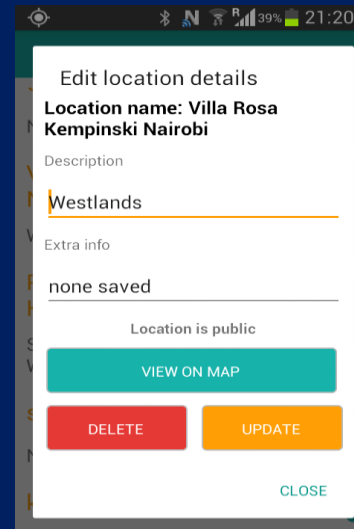
NAME

Your Location



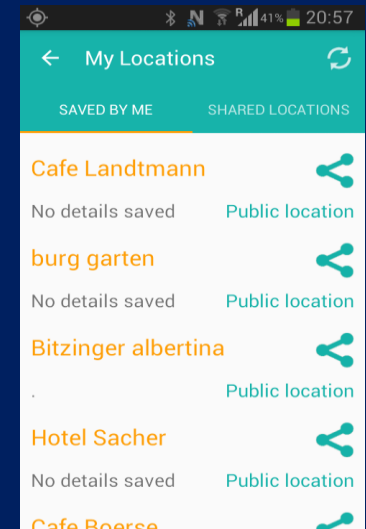
SAVE

Your Location



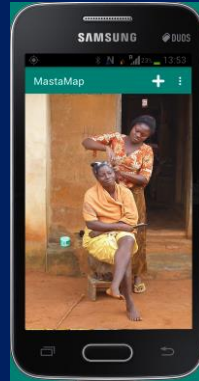
SHARE

Your Location



MastaMap 2.0 'TRACK ME' Customer Services tool.

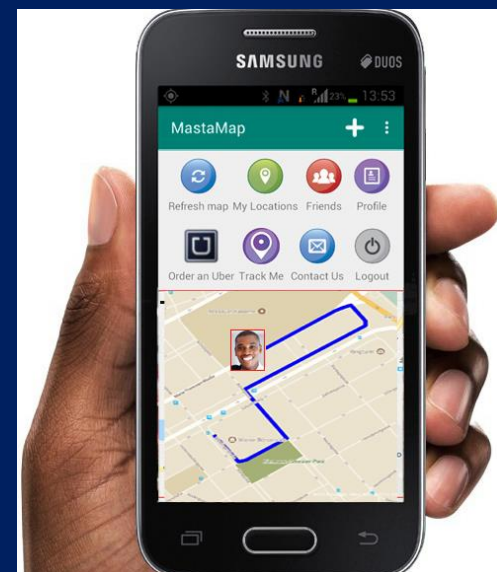
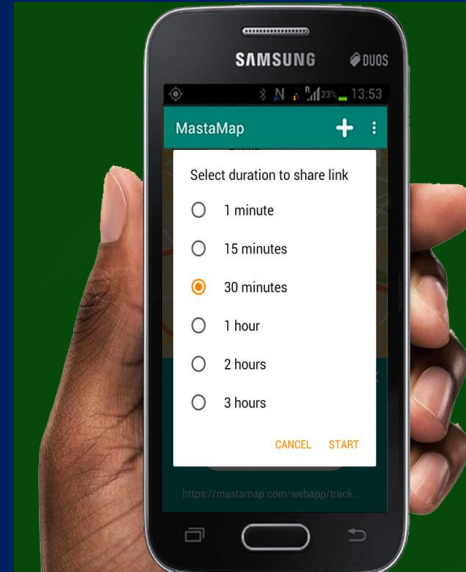
Enabling MSMEs & Street Traders to share their 'Real Time' location movements with Customers.



**Click
'Track Me'**

**Select Tracking
duration**

**Share
Location link**



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