

AfricaTalentbank.com (ATB)

**A Crowd MENTORING
platform &
MARKETPLACE!**

ATB
AfricaTalentBank.com

Recruitment

Mentorship

Training

Entrepreneurship

***GEO FOCUS: Africa (Kenya, Uganda, Tanzania, Rwanda, Ethiopia, South Africa, Nigeria)
Europe (UK, Germany, France & Austria)***

AfricaTalentbank.com - A company registered in England with company No: 07544833

THE PROBLEM

- **Ample Opportunities often ignored** – The informal economy in Africa (often ignored), is one of the biggest emerging markets and provides ample opportunities for ROI, as well as offering (untapped), potential customers for: FMCGs, banks, telcos, energy and insurance companies. Participants earn anything between \$3-\$150 per day, with many earning more – most of which is unbanked.
- **Poor Data Sets** – The sector employs between 40-80% of the workforce ((in a continent expected to reach 2bn people by 2050), yet is often not well represented in data sets,
- **Fragmented** - The informal sector is very fragmented despite being worth the equivalent of between 30-80% of a country's GDP: South Africa GDP (2018) \$349bn; Nigeria GDP (2018) \$411bn, Kenya GDP (2018) \$85bn.
- **Low levels of trust in Online platforms** - Many Africans prefer to see & touch products before purchase; there is low level of trust, when it comes to online platforms (quality, delivery, pre-payment).
- **Mobile** - While cash is still king in Africa, many informal sector transactions are conducted using mobile money. In Kenya, for example, 48.76% of the share of the country's GDP, was processed over M-PESA - that's about 29 billion euros. Most of this is untaxed.
- **Marketing** - Whether it is street vendors, taxi drivers, hairdressers, mechanics, caterers, domestic workers, electricians, photographers, city farmers and more, most can be found in Africa's informal sector where their main advertising platform still word of mouth rather than online platforms.

SOLUTION- ATB Crowd Mentoring



A platform accelerating Growth & Formalisation by enabling SMEs from around the world, to share their knowledge and skills, with entrepreneurs & micro SMEs in Africa.



Food Vendors



Fruit Vendors



Tutors



Bakers



Shoemakers



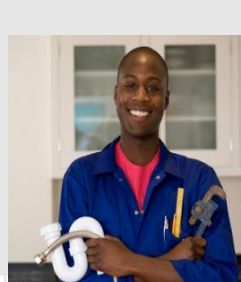
Butchers



Farmers



Horticulture



Plumbers



42 Microsoft Execs. & Snr Execs. from 14 countries, mentored 46 ATB Mentees from three countries. *Upon or before completion, Mentees secured jobs and/or started their own businesses. Many participants rated cross-cultural interactions as their high point.*

MENTORS AND MENTEEES



Accelerating Careers and Business Growth!

Microsoft Mentors were from: USA, UK, Germany, Israel, India, Romania, Portugal, Brazil, France, Turkey, Indonesia, UAE, Austria, Denmark and Egypt.

Mentees were from: Kenya, Uganda and Tanzania.

VALUE PROPOSITION



1. **CAPACITY BUILDING** - African entrepreneurs & street traders building sustainable businesses and becoming job creators.
2. **SCALABLE & UNTAPPED MARKET**- A Business model that is easily scalable – as a result of a large and growing population and thus, consumer base.
3. **GENDER BALANCE** - A platform enabling more women to participate in entrepreneurship and to work in "safe zones" i.e. at or near their homes.
4. **RELEVANT DATA SETS** - Utilising mobile technology to build relevant data sets of the informal sector in Africa i.e. AI and machine learning using data sets that reflect Africans (esp. youth and women who are often excluded), thus minimising algorithm bias and backlash.
5. **MOBILE TECH** - Using mobile platforms to emancipate women through training & entrepreneurship enabling male family members to appreciate the contribution & value, a working woman brings to sustainability.
6. **URBAN DEVELOPERS** - Location Intelligence.
7. **EDUCATION & HEALTH** - Increased uptake in Education and Health services.
8. **INVESTORS** – An opportunity for Impact as well as financial returns.

MARKET SIZE

MSMEs: 103.6m

(40% of 259M population aged 15-54)

Total Available Market (**TAM**)

103.6 Million

MSMEs internet access: 31.1M

(30% x 103.6M)

Serviceable Available Market (**SAM**)

31.1M

1.5% of SAM 466.5k

Market Share

466.5K

POPULATION 502 million*

*Kenya (47m), Uganda (40m), Tanzania (54m),
Rwanda (12m), Ethiopia (105m), Nigeria (190m), South Africa (54m)*

% Population aged 15-54: 51.6% (259 million)

**Source: <https://www.indexmundi.com/>*

BIZ MODEL: FREEMIUM TO PREMIUM



We give people Value (mentors) & then Upsell (marketplace)

466.5K

\$2.4

\$1.1m

\$13.2m

SHARE OF MARKET
Ethiopia, Kenya, Nigeria, South Africa, Tanzania, Uganda., Rwanda.

FEE (\$1.2 x 2 ads per month)

REVENUE Per Month

REVENUE 2019-2024

Online-2-Offline (O2O) MARKETPLACE



We are not looking to change but rather **ENHANCE** user experience

Latest Products & Services – Ads pushed to local & tourist users.



Daisy's Soaps ***



Samuel – Electrician ***



Thomas – Barber ****



Fred's Fruits ****



Cathy's cakes

Most Popular



Grace's goat stew *****



Janine's hair *****



Peter – Plumber ****



Jacob's fresh meat *****



Theresa – Tutor *****

Nearest



COMPETITION AND THEIR LIMITATIONS

On Social Platforms, SMEs often use their personal and not business pages. Customer base is therefore limited. Also difficult for SMEs to scale up social platforms which often lack Search and Category features, thereby limiting customer's ability to find what they are looking for.



WORD OF MOUTH is still the primary source of recommendations - this is our main competitor. Our platform is a form of "Word of Mouth" by offering reviews and personal recommendations.

Most social platforms, were built on a broadcast model of one-to-many communication while Message Apps (WhatsApp, WeChat etc), focus on facilitating deeper communication between friends or groups.

Marketplaces and Classifieds: Lynk, Jumia, Konga (Nigeria), OLX, Kilimall (Kenya). Trusting online platforms (quality, delivery, pre-payments), is an issue and many Africans prefer to see & touch products before purchase. As such, our platform is not about changing shopper habits but rather, enhancing current ones.



THE TEAM



MIRIAM MUKASA - Nationality: British (Born in Uganda, brought up in Tanzania & the UK). Co-founder of two startups: (1) [AfricaTalentbank.com](https://www.africatalentbank.com) (ATB) – e-Recruitment, Mentorship & Entrepreneurship platform and (2) [MastaMap](#) Ltd– A tracking tool for SMEs. Responsible for sales, day-to-day operations, as well as working closely with IT developer partners on product development (including wireframing). Miriam has a degree in Economics from Sussex University, UK and has also worked as recruiter and executive headhunter for ATB clients and partners including: McKinsey & Co, Uber, Mobisol (fast growth German solar company) GiveDirectly (USA NGO backed by HNWIs), EABL/Diageo, Microsoft, Unilever & Safaricom (developers of mPesa mobile money). Miriam has also coached over 200+ Executives in Africa, Europe and the USA and has personally mentored over 150 students & graduates in Kenya, Uganda and Tanzania. Miriam is also responsible for marketing and organises ATB events which have attracted 300-5,000 participants, per event (depending on venue size).

KENNETH MBUTHIA Nationality: Kenyan. Ken is a full-stack software developer: JavaScript; Node.js; PHP; Android; MySQL; Postgres; CassandraDB; MongoDB. He has an MSc in Computer Science from the University of Southampton (UK), where he specialised in data analysis and visualization, predictive algorithms and clustering algorithms. Ken also has a BSc in Business Information Technology from Strathmore University (Kenya). Since 2016, Ken, Joe and Miriam have worked closely together on ATB & MastaMap product development (websites, apps), and were introduced by the head of [@iBizAfrica](#), an incubator based at Strathmore University, which has partnered with ATB for entrepreneur events in Kenya.

JOE MUTHOKA – Nationality: Kenyan. Degree: BSc Computer Information Systems (Kenya Methodist University). Focus: UI/ UX. Software Skills: Adobe Illustrator, Photoshop, After Effects, CorelDraw, Final Cut Pro, Axure RP Pro

CHRISTIAN MASTALIER – Nationality: Austrian. Currently bootstrapping ATB to enable Miriam to focus full time on ATB. Focus: Design and content (marketing videos) and [Photographer](#) Software Skills: Adobe Photoshop, MS Movie Maker.

NICHOLAS OKOTH – Nationality: Kenyan. Advanced Diploma in Computer Electronics Engineering (Compuera), Diploma in Software Engineering (Zetech Uni). Software Skills: Javascript, PHP, HTML, Java, Visual Basic, VueJS.

REVENUE

1. **Anonymised Data** (*incl. heatmaps*)
2. **'Real Time'** Location Intelligence
3. **Consumer Surveys** (*the informal sector is a good measure of African consumer economies*).
4. **Sponsorship/Advertising** - from Corporates who wish to amplify their messages/launch new products/services to a receptive audience: Telcos, FMCGs, Banks, Renewable Energy, Insurance Cos.
5. **Subscription & transaction payments** for ATB platform add ons: MSME events & demos (pop up shops/buy local, shows), vocational training programmes (bread making, poultry/coffee farming etc), Curated Content (incl. **"How to ..."** podcasts), as per Gimlet.

FUNDING & USE

Required to scale & broaden impacts within Kenya and then other African countries, as well as further product development (incl. iOS for European mentors), and, talent acquisition. We are approaching:

1. Seed Investors
2. Angels
3. Social Impact Investors/Funds
4. Foundations
5. High-net-worth individuals

STRENGTHS



- **Global Scalable Platform** – App will be usable throughout the world and model is easily scalable, irrespective of location.
- **Leverage ATB network** of “*on the ground*” Brand Ambassadors and **top tier corporate relationships**: McKinsey & Co., EABL/Diageo, Uber, Craft Silicon, Safaricom, Unilever, BAT, AAR Insurance, Microsoft, CBA & KCB banks.
- **ATB is on Safaricom’s Preferred Supplier List** – Owner of mPesa, the world’s most successful mobile money market platform.
- **Build Brand Asset** - Using Training programmes for micro SMEs.
- **Low cost base** - Agile & fast development. No inventory or logistics infrastructure costs.
- **Cloud services** – Most of our services are on cloud.
- **Social Media** – Leverage ATB social platforms to recruit and retain micro SMEs (Facebook: 46,000+ (organic fans), Twitter: 4,000+ followers).
- **Data** – Use data for Business & Location Intelligence as well as Revenue Management decisions.
- **Pre-Paid Services** – High growth, high margin, high cash generation business. Up front payment utilising mPesa and other mobile money payment platforms/gateways.
- **USP - Location Adverts for ATB marketplace** – UPPL (unique price per location) i.e sellers advertising in Westlands will cost them more than Kibera. Simply put – targeting premier customers will require more money.

OPPORTUNITIES

- **Fast growing middle class in Africa; population set to grow to 2 billion, by 2050.**
- **Growth in young, mobile native, millennials.**
- High unemployment rates forcing many Africans to become entrepreneurs.
- **Urbanisation and growth in middle class** Consumer class who purchase from informal sector workers – domestic workers, taxi drivers, electricians...
- **Increase in mobile phone** & internet usage across Africa.
- **Affordable smartphones:** Starting at US\$25, now available in African markets.
- **Roll out of Wi-Fi hotspots**– Facebook Express, BRCK (Surf, Every Layer).
- **Extension of Internet Access:** High Altitude Balloons i.e Google's '**Project Loon**' a network of balloons traveling on the edge of space, designed to extend Internet connectivity to people in rural and remote areas worldwide.
- **Safaricom Interoperability** – Adoption of Interoperability regulations i.e Introduction of cross-network transfer systems. Also, Vodacom South Africa's stake in Safaricom will enable spread of mPesa across Africa. The mPesa platform allows users in 10 countries in Africa, Asia, and Europe to send and receive money, pay bills, and access loans.

CONTACT DETAILS



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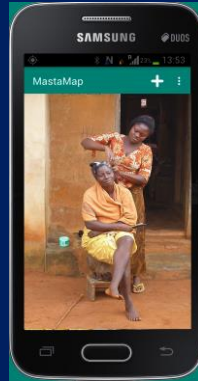
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MastaMap 2.0 'TRACK ME' Customer Services tool

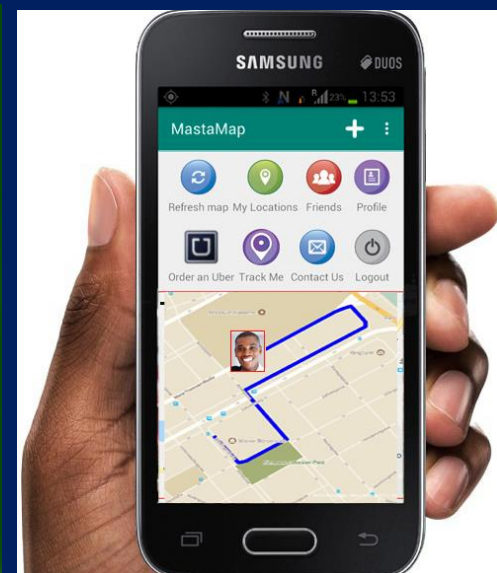
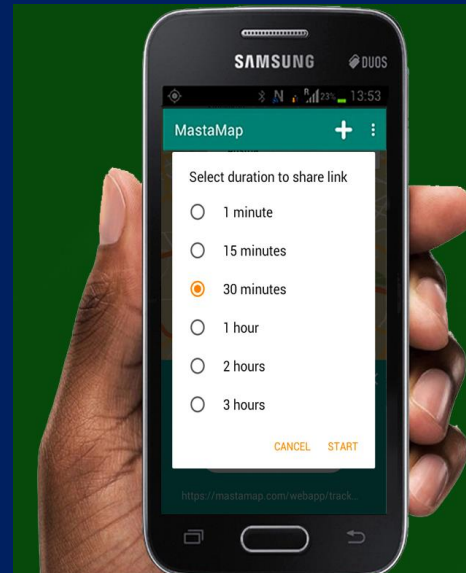
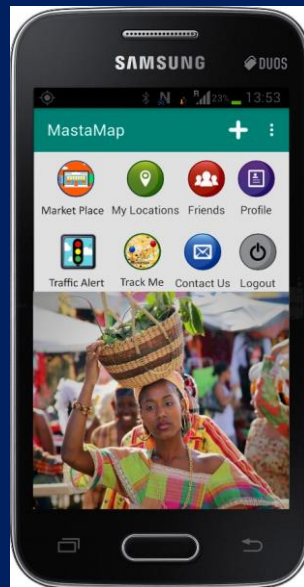
Enabling Micro SMEs & Street Traders to share their 'Real Time' location movements with Customers.



Click
'Track Me'

Select Tracking
duration

Share
Location Web link



To see how Track Me works, Click [HERE](#) For USER TESTER feedback click [HERE](#)