

AfricaTalentbank.com (ATB)

A Crowd MENTORING platform &
MARKETPLACE!

ATB
AfricaTalentBank.com

Recruitment

Mentorship

Training

Entrepreneurship

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

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

THE PROBLEM

- **Potential of Africa's informal sector often ignored** – The Informal Section in Africa, is one of the biggest emerging markets providing ample opportunities for ROI, and offering (untapped) potential customers for FMCGs, banks, telcos, energy and insurance companies, and yet is often ignored.
- **Fragmented Market** – The sector, which employs between 40-80% of the workforce (in a continent expected to reach 2bn people by 2050), is very fragmented and unregulated. Many workers learn their skills “on the job” with no access to expert advice. Whether it is food vendors, taxi drivers, hairdressers, mechanics, caterers, domestic workers, electricians, photographers, city farmers and more, most can be found working in Africa's informal economy.
- **No fixed abode** – Many vendors have no fixed abode and often have to keep moving from location to location (to avoid fines and/or look for customers), making it difficult for them to grow a loyal and repeat customer base. Workers can be found everywhere: around factories, offices, construction sites, schools, universities, markets & bus stops.
- **Poor Data Sets** – In many countries, the informal sector contributes a significant chunk to GDP; yet the sector is often not well represented in data sets. Top line numbers from the World Bank & IMF often miss out on vital insights. Informal sector contribution to GDP (in brackets): South Africa GDP \$349bn (\$21bn), Nigeria GDP \$411bn (\$316bn), Kenya GPD \$85bn (\$28bn).
- **Fast growing consumer market** - The African consumer market is expected to top \$1.2 trillion in 2020 - with spending in the informal sector contributing a large portion of this.
- **Little to no marketing** – Despite some workers/micro SMEs earning between \$30-100 per day (some even more), “Word of mouth” remains their primary source of recommendations.

SOLUTION- ATB Crowd Mentoring



Accelerating Growth & Job Creation, by connecting entrepreneurs in Africa, with entrepreneurs & experts from around the world!



Food Vendors



Fruit Vendors



Tutors



Bakers



Shoemakers



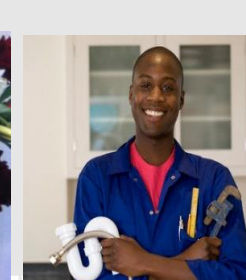
Butchers



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 one of their highlights.*

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.

MARKET SHARE – Mentorship Platform



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/>*

MSMEs: 103.6m

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

Total Available Market (TAM)

103.6 million people

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

Online-2-Offline (O2O) MARKETPLACE



We're not looking to change but rather, **ENHANCE** user experience

Latest Products & Services



Daisy's Soaps ***



Edgar- Electrician ***



Bob - Barber *****



Fred's Fruits *****



Cathy's cakes

Most Popular



Grace's goat stew *****



Harriet's hair *****



Peter - Plumber *****



Jacob's fresh meat *****



Theresa - Tutor *****

Nearest



TAM – MARKETPLACE (US\$38.2 Billion)

Informal Sector GDP (*Kenya, Nigeria, South Africa*).

\$317 Billion

Less: Informal Agricultural sector (60%)

\$127 Billion

Informal Sector
(*Online access*) 30%

TAM

\$38bn

VALUE PROPOSITION



1. **CAPACITY BUILDING** - Micro SMEs using knowledge shared by their mentors to build sustainable businesses, accelerate growth and become **job creators** i.e. *Hand Up, not Handout*.
2. **DIVERSE CUSTOMER BASE** - Giving local MSMEs & artisans access to both local, as well as international customers.
3. **SCALABLE & UNTAPPED MARKET**- A Business model that is easily scalable leveraging a large and often untapped, growing consumer base. A strategic beachhead which can lead to other additional markets.
4. **GENDER BALANCE** - A platform enabling more women to participate in entrepreneurship and to work in "safe zones" i.e. at or near their homes.
5. **RELEVANT DATA SETS** - Utilising mobile technology to build relevant data sets enabling our micro SMEs to customise their offerings and marketing strategies, as well as plan their inventory using AI (previous buying patterns, local events, weather). Urban Developers - Providing Location Intelligence.
6. **MOBILE-FIRST APPROACH** – A mobile first platform built by mobile native African developers.
7. **INVESTORS** – An opportunity for Impact as well as financial returns.

BIZ MODEL: FREEMIUM TO PREMIUM



We give people Value (Mentors) & then Upsell (Marketplace)

VALIDATION

Examples proving the ATB brand can attract customers and, that they are willing to pay:

TRACTION – An ATB event attracting over 5,000 participants (Kenya) - <https://bit.ly/2Fydlfa>

CUSTOMERS WILLING TO PAY – List of paying participants (personal data removed), for an ATB event hosted in Kenya. We charge between \$1-\$6 per event (depending on venue) -

<https://bit.ly/2UYMxKb>

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 – so the status quo 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 (Facebook Messenger, WhatsApp, WeChat etc), focus on facilitating deeper communication between friends or groups.

COMPETITORS (Marketplaces and Classifieds): Lynk, Jumia (currently seeking NYSE IPO), Konga (Nigeria), OLX, Kilimall (Kenya). Trust in e-commerce platforms (quality, delivery, pre-payments), is very low and many Africans prefer to see & touch products before purchase. As such, our O2O platform is not about changing shopper habits but rather, enhancing current behaviour.



THE TEAM



MIRIAM MUKASA - 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](https://www.mastamap.com) Ltd– A ‘real time’ 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 (A \$100m funded USA NGO; also backed by HNWIs), EABL/Diageo, Microsoft, Unilever & Safaricom (developers of mPesa mobile money). Miriam has coached over 200+ Executives in Africa, Europe and the USA and has personally mentored over 150 students & graduates in Kenya, Uganda and Tanzania. She is also responsible for marketing and organising ATB events which attract [300 - 5,000 participants](#), per event.

KENNETH MBUTHIA (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, Miriam & Christian, 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.

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

JOE MUTHOKA – (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 (Austrian). Currently bootstrapping ATB to enable Miriam to focus full time. Focus: Design & content (marketing videos) and [Photographer](#) SaaS: Viddyoze, Photoshop, MS Movie Maker, Screencast-o-matic.



REVENUE

1. **Subscription & transaction payments**
2. **Anonymised Data** (*incl. heatmaps*)
3. **'Real Time'** Location Intelligence
4. **Consumer Surveys** (*the informal sector is a good measure of African consumer economies*).
5. **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.
6. **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 (*engineers*). We are approaching:

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

STRENGTHS



- **ATB Brand Asset** – A trusted brand synonymous with quality.
- **ATB (online & offline) network** - Leverage ATB's “*on the ground*” network of over 150 Brand Ambassadors (Kenya, Uganda, Tanzania) & online - Facebook: 46,000+ (organic fans), Twitter: 4,000+ followers.
- **Global Scalable Platform** – Model is easily scalable, irrespective of location.
- **A Business not social networking site** - Users join our community specifically to give or receive technical/business advice from people within the same industry or industries they may wish to start a business in.
- **Low cost base** - Agile & fast development. No inventory or logistics infrastructure costs.
- **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.
- **USP - Location Adverts for ATB marketplace** – UPPL (unique price per location) i.e sellers advertising in Westlands will pay more than in Kibera. Simply put – targeting premier customers will require more money.

OPPORTUNITIES

- **Fast growing population** - Population set to grow to 2 billion, by 2050.
- **Urbanisation and growth in middle class** - Growth in consumer class who regularly purchase from informal sector i.e. domestic workers, taxi drivers, electricians, barbers.
- **Consumption Growth** – Africa’s consumption est. to reach \$1 trillion by 2020.
- **High unemployment** rates forcing many young, mobile native, African millennials (incl. graduates), into entrepreneurship.
- **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 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.
- **Reverse Mentoring** – Opportunity for global entrepreneurs to speak direct to African entrepreneurs/micro SMEs i.e rose grower in Holland & rose farmer in Kenya.
- **Partnerships** – Restaurant owner in UK looking for supplier of vanilla, avocados, coffee beans etc or Indian importer looking to buy cloves from Zanzibar.

CONTACT DETAILS



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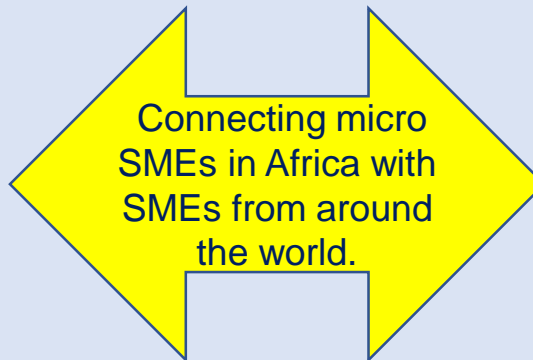
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CASE STUDY (1) - Mentorship

Meet FRED
Fruit Vendor



Meet SILKE

Manager: Planet Fruit, Austria



Fred started selling fruit out of desperation but can now see the potential of his business. He does not need a lot of capital and would like to target office workers nearby especially the expatriate community. He notices that they tend to favour smoothies over chopped fruits and this could be a good area to venture into given he has to throw away a lot of fruit each day because of power problems. The restaurants nearby charge \$6 per 250ml – this is more than double his price. What equipment does he need and can he perhaps, venture into ice cream? If only he could reach out to someone who is running a business similar to his. He does not have time to attend classes.

Silke is very passionate about fair trade, organic farming and conservation. She is a “Farm to Table” advocate. Silke contributes every month to an Austrian charity working with vulnerable people in Africa, but is growing increasingly frustrated by the percentage of her money spent on admin. How can she be sure that her money is reaching the most vulnerable? She really would like to offer more help but she does not have skills/expertise as a doctor, nurse or carpenter. She volunteers, as part of a govt prog. to train young Syrian refugees on starting their own businesses. She is unable to commit too many hours to teach classes, but would be happy to share her expertise with young entrepreneurs.

CASE STUDY (2) - Marketplace

Meet ADAM

Grilled Meat Vendor



Adam is a “Nyama Choma” (Grilled Meat) vendor in Nairobi. He serves 80 customers per day and on a good day, earns \$300. He relies on loyal, repeat customers as well as passing trade. Adam does most of his business at the weekend but would like to have more sales, during the week. He would like to serve office workers at lunchtime but does not know how to reach them. He would also like advice on marketing and on buying new equipment but does not know any experts or, have time to attend classes – in fact, the last one he attended was taught by someone who had never run a business and so it was a waste of money. Posting on Facebook and WhatsApp is not proving successful. If only he could target people nearby especially Uber drivers who don’t know this area well and are therefore unaware of his top status as CBD’s top nyama choma vendor.

**Connecting
Merchants to
Customers**

Meet MIKE

Mobile Phone Sales Manager



Mike works as a mobile phone sales agent and travels up and down the country. He has been promoted twice and is saving up to buy a Toyota. Mike is always on the road and likes traditional African food – namely “Nyama Choma”. He buys this from Adam but since he is often on the road, he forgoes his indulgences as he is often in new areas and doesn’t always know whether there is a good & reliable vendor nearby. He does not have time to drive around. TripAdvisor and Foursquare do not cover his locations nor, the street vendors he uses. He also needs to find a barber nearby before his next meeting this afternoon. The question is how?