

AfricaTalentbank.com (ATB)

Creating a Network of Data
Driven Circular Economy
Entrepreneurs!

ATB

AfricaTalentBank.com



Recruitment

Mentorship

Training

Entrepreneurship

AfricaTalentbank.com(ATB) – **Crowd Mentoring Platform**

Enabling Circular SMEs from around the world, to share their Knowledge and Skills with Entrepreneurs & micro SMEs in Africa.



Food Vendors



Fruit Vendors



Teachers



Bakers



Shoemakers



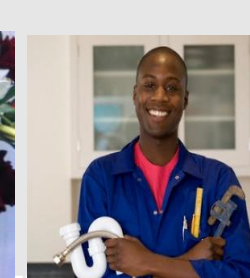
Butchers



Farmers



Horticulture



Plumbers

BACKGROUND

ATB
Africa Talent Bank.com



Since 2013, ATB training events have attracted between 300 - 5,000 participants (per event), depending on venue size. Watch an ATB event video - <https://bit.ly/2Fydlfa>

ATB Events include: Careers Fairs, University Talks, Corporate Open Days & Entrepreneurship Bootcamps.



The youth demography is a good market to test products & services in Kenya, where 65% of the population is 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 Brand Ambassador (BA) **“On the ground”** networks.

ATB Corporate Partnerships since 2013



ATB & Microsoft Mentorship Programme

2016-2017: 40+ Microsoft Execs. & Snr Execs. from over 12 countries, mentored 46 ATB Mentees from three countries.



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.

WE ARE LOOKING TO SCALE ...



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

Kenya's informal sector employs over 80% of the workforce each year, many of whom are women. In addition, women are often not included in (non-reproductive) data sets relied upon by businesses and policy makers. We want to change this by partnering to enable gender dis-aggregated data.

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



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.
- With little or no welfare system in place (healthcare and education are often paid for privately), many MSMEs 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 MSMEs have little or no advice/support which means environmental as well as health & safety matters are often inadvertently overlooked with many MSMEs not even aware of the negative impact their own actions have on their environment i.e. poor disposal of used cooking oil, plastic bags & food, continuous use of firewood leading to deforestation > climate change.

RESPONSE (2)

- AfricaTalentbank.com (ATB) – Network of circular entrepreneurs**- An Inclusive multi channel platform enabling ordinary people from around the world, to share their Knowledge and Skills with entrepreneurs/micro SMEs in Africa.
- A multi channel platform that encourages more female & youth participation in circular entrepreneurship & job creation.
- Utilising mobile technology to build data sets of the informal sector in Africa while growing a global, entrepreneurial community i.e. a retired biogas expert in Germany, mentoring/sharing tips with a farmer in Kenya.
- Business survival tips from global circular entrepreneurs who have experienced similar challenges.
- 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.**

RESOURCES AND TEAM (8)

- Human Resources:** IT Developers, Sales, Finance, Data Scientists, Marketing, MSME Trainers.
- Technology** – Web, Android, iOS 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 & accelerate their business growth.
- Customers/End Users** - Improvement in quality of goods and services.
- Government** - Increased tax revenue as companies become formalised.
- Policy Makers** – Data-informed policymaking.
- Urban Developers** - Location Intelligence.
- Education & Health** - Increased uptake in quality Education and Health services.
- Scalability** - A Business model that is easily scalable.
- Investors** – An opportunity for Impact as well as financial returns

REACH AND ENGAGEMENT (5)

MSMEs (Africa)

- On the ground** - ATB Networks, & community-based outreach.
 - Online** - Social Platforms, ATB Website, Android apps (push notifications).
 - Events:** Face to face engagement, Demos, Training sessions, Pop Up kiosks.
 - Content** – Radio/ podcasts covering specific categories i.e. plumbing, catering.
 - Corporate partnerships** – With companies offering products and services to entrepreneurs/traders i.e telcos, banks, insurance cos., FMCGs.
- Global Circular Entrepreneurs**
Social media ads, Skype, local Chambers of Commerce, Airline sponsorships.

MEASURES OF IMPACT (7)

- Economic (5 yrs)** – Sustainable businesses. Financial Inclusion (access to working capital loans). Assets ownership (women). Jobs created.
- MSMEs Revenue Growth** (5 yrs)
- Healthcare insurance uptake** (5/10 years)
- Increase in circular economy entrepreneurs.**
- Technology** – (5/10 yrs). Using mobile money to increase financial inclusion, AI – Using relevant data sets (incl. gender dis-aggregated).
- Surveys** (1, 3, 12 months.). Pre & Post feedback (to gauge 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 MSMEs in Africa.

REVENUE & FUNDING (9)

- REVENUE:** *Anonymised Data (incl. heat maps), Real Time Location Intelligence on waste & collection. Sponsorship/Advertising revenues from Corporates who wish to partner on waste management as well as amplify their green messages/launch new products/services to a receptive audience: Telcos, FMCGs, Renewable energy companies (namely solar). Pop-up green events, Circular economy vocational training programmes (farmers & entrepreneurs), Content (podcasts, videos, webinars).* **FUNDING:** *(To scale & broaden impacts within Kenya and then rest of Africa) – Social Impact Investors/Funds. High-net-worth individuals, Foundations, Angels, Seed Investors.*

POTENTIAL IMPACT (6)

Technological - AI and machine learning using data sets that reflect Africans (namely youth and women (often excluded), thus minimising algorithm bias and backlash.
Social & Cultural – Empowering marginalised communities. Increase in female participation and earning power as well as assets. **Economic** – MSMEs job creations. Taxes. **Building Global brands** – Potential partnerships with foreign companies.
Environmental - 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.



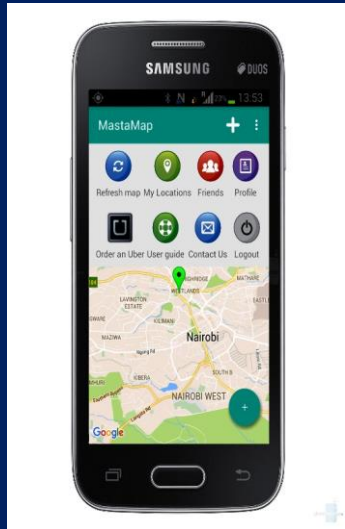
MASTAMAP (Digital Address)

Over 4 billion people worldwide have no address. In Africa, many streets are incomplete or not indexed on Google Maps.

SOLUTION: We developed MastaMap – an app that converts geo-coordinates into short alpha numeric codes i.e. KE16KXZ, enabling our MSME partners to create a Digital Address (and be found by customers or, emergency services).

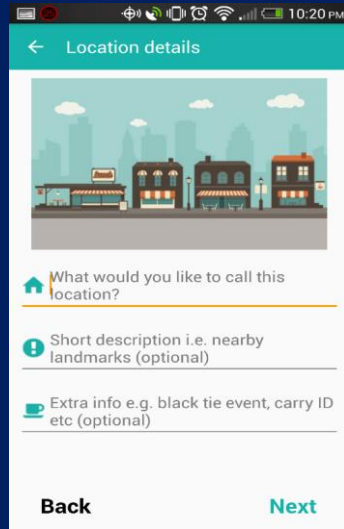
CREATE

A Location Code (click +)



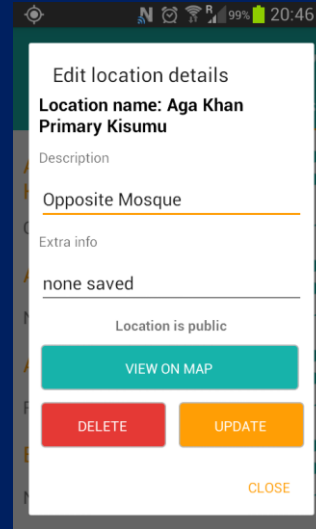
NAME

Your Location



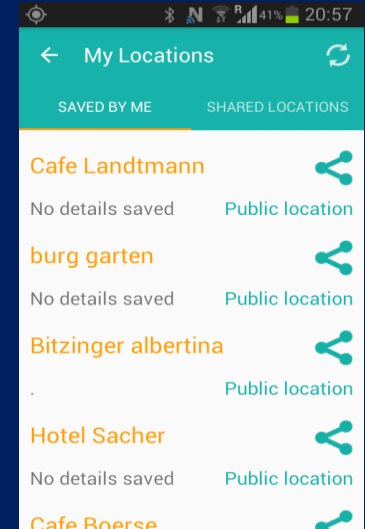
SAVE

Your Location



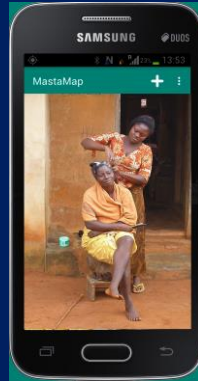
SHARE

Your Location



MastaMap 2.0 'TRACK ME' Customer Services tool

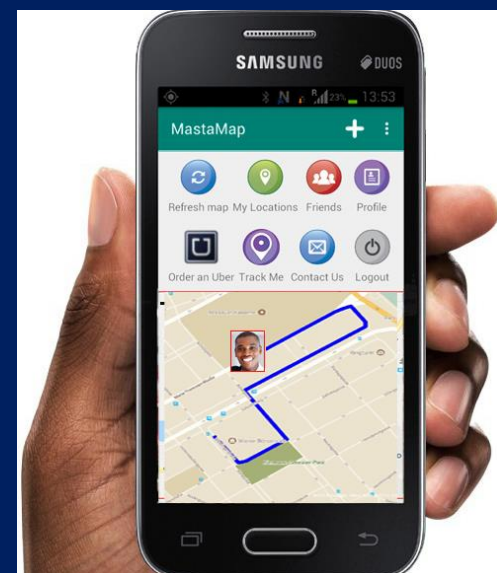
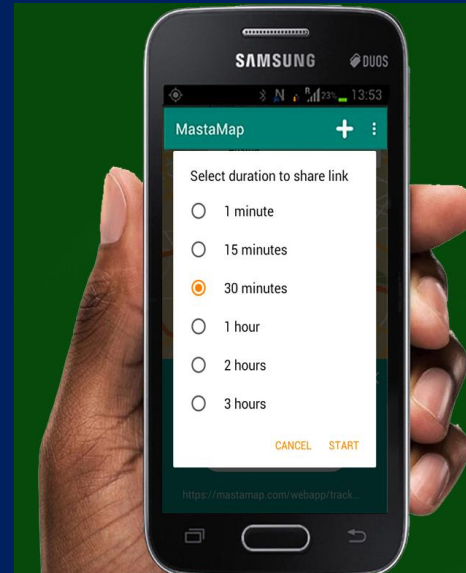
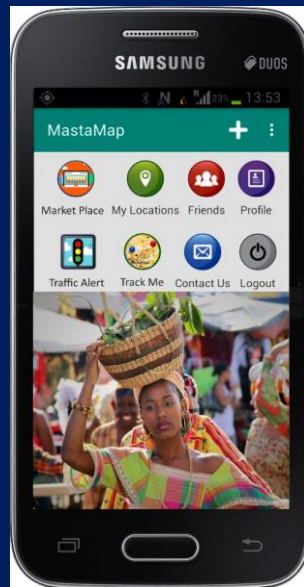
Enabling Micro SMEs & Street Traders to share their 'Real Time' location movements with Customers.



Click
'Track Me'

Select Tracking
duration

Share
Location Web link



To see how Track Me works, Click [HERE](https://bit.ly/2GDQf7G) or paste URL into Browser: <https://bit.ly/2GDQf7G>

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