

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



AfricaTalentBank.com (ATB)

Recruitment

Mentorship

Training

Entrepreneurship

ATB Events



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

ATB Corporate Partnerships in Kenya since 2011



ATB & Microsoft Mentorship Programme

46 Microsoft Exec. Mentors; 50 ATB Mentees

MENTORS AND MENTEES



Accelerating Careers and Business Growth!



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)

AFRICATALENTBANK.COM (ATB)

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



AfricaTalentbank.com (ATB) TEAM



MIRIAM MUKASA (MASTALIER)
Founder, AfricaTalentbank.com (ATB)

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

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

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 Mbutia & Nicholas Odhiambo

Content: Mwangi Ndegwa, Mercy Karumba,
Dantan Wasobokha, Anne Gathoni

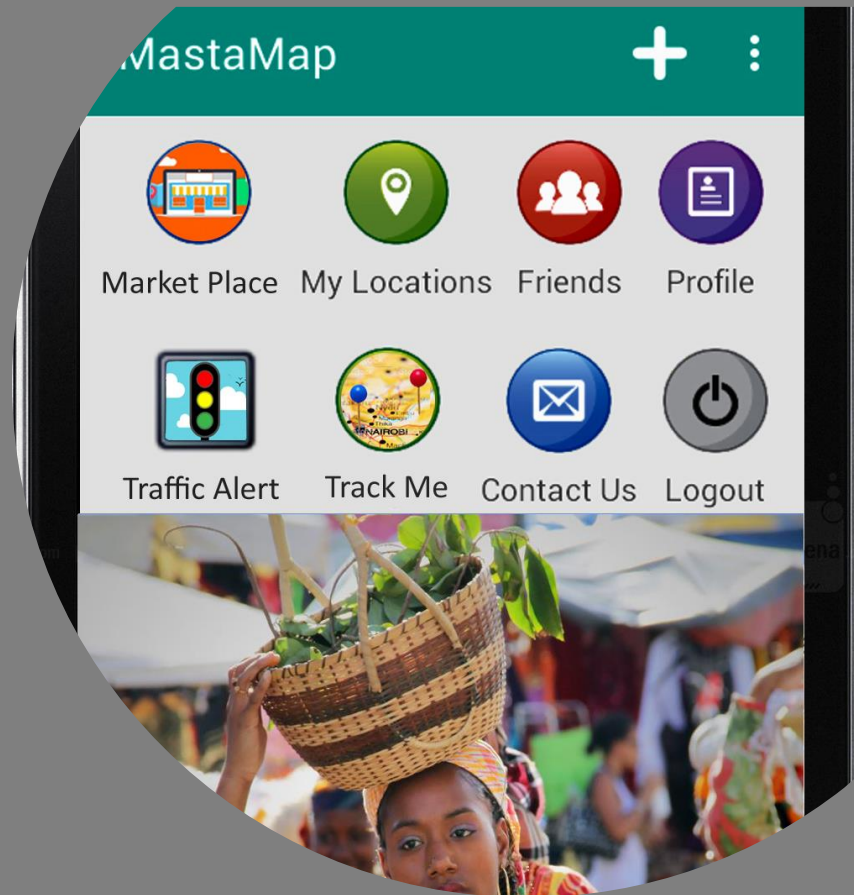
Other Team Members: 150+ ATB Mentees who are now employees & entrepreneurs and who are often volunteers at ATB events in Kenya, Uganda and Tanzania.

<p>CHALLENGES (1)</p> <ol style="list-style-type: none"> 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. Despite making some inroads and moving upwards within the pyramid, because there is 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 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, aerosol tins. 	<p>RESPONSE (2)</p> <ol style="list-style-type: none"> AfricaTalentbank.com (ATB) Mentorship/Knowledge Sharing platform connecting entrepreneurs in Africa with entrepreneurs and experts from around the globe. 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. Utilising mobile technology to grow a global, entrepreneurial community i.e the plumber from a small English village sharing tips with a plumber in Nairobi. Business model easily scalable across Africa. 	<p>VALUE PROPOSITION (4)</p> <ol style="list-style-type: none"> African entrepreneurs building sustainable businesses and becoming job creators. Tips & strategies from global entrepreneurs - Competitive advantage over competitors. 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. <p style="text-align: center;">Ordinary People Exchanging Ideas and Sharing their Knowledge, Skills & Experiences</p>	<p>REACH AND ENGAGEMENT (5) African micro SMEs</p> <ol style="list-style-type: none"> Sales people & Brand Ambassadors – Recruited from local communities. Online - Social Platforms, ATB Website, Push Notifications, Android apps. Events: Face to face engagement, Demos, Training sessions. Content – Audio/Podcasts covering specific categories: Plumbing, catering. Corporate partnerships – With companies offering products and services to micro SMEs i.e telcos, banks, insurance, FMCGs. European/USA/Asian SMEs – Social media ads, online content, local Chambers of commerce. 	<p>BENEFICIARIES (3)</p> <ol style="list-style-type: none"> DIRECT: Youth, Female & Marginalised communities i.e informal sector workers, micro SMEs. INDIRECT: Government, Health services, Schools, Policy Makers, Environment, Conservation.
<p>RESOURCES AND TEAM (8)</p> <ol style="list-style-type: none"> 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. 	<p>MEASURES OF IMPACT (7)</p> <ol style="list-style-type: none"> Economic – Sustainable businesses (5 yrs) Economic - Number of jobs created per micro SME partner (5 yrs) Revenue Growth (5 yrs) Healthcare insurance uptake (5/10 years) Technology - Tech embraced as a vital tool to educate & empower entrepreneurs (5/10 yrs) 			
<p>REVENUE/FUNDING (9)</p> <ol style="list-style-type: none"> Revenue: Anonymised Data, Location Intelligence, Market Surveys, Sponsorship & Advertising revenue from FMCGs, banks, Insurance, Telcos, Travel & tourism. Subscription & transactional payments for ATB platform add ons: events, training programmes, content (podcasts, videos, webinars). Funding (To scale & broaden impacts) - Social Impact Investors/Funds. High-net-worth individuals, Foundations, Angels. 		<p>POTENTIAL IMPACT (6)</p> <p>Social & Cultural – Empower marginalised communities . Gender balance. Economic - Employment, Taxes Building Global brands – Potential partnerships with foreign mentors Environmental - Waste Management, Food Management, Clean Energy Policy Makers/International organisations – Data & evidence based decisions. Education & Health – Improved access to quality education and health care services Technological - A platform that empowers women & youth to become job creators.</p>		

APPENDIX

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

<https://mastamap.com/>



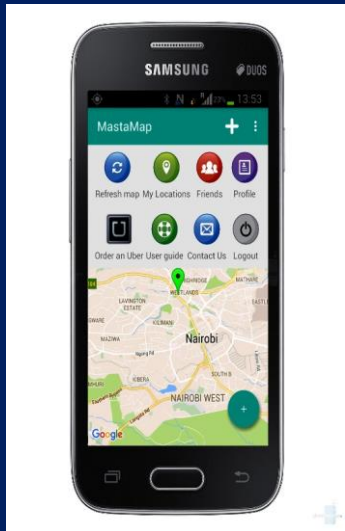
MASTAMAP (Digital Address)

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 small business partners to create a Digital Address.

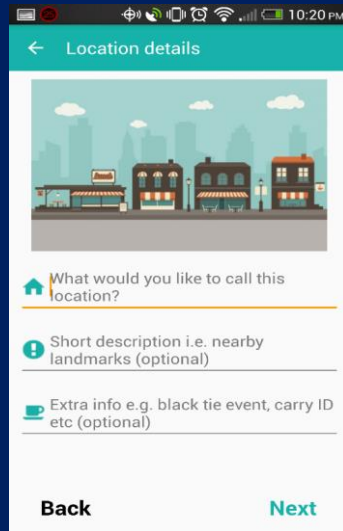
CREATE

A Location Code (click +)



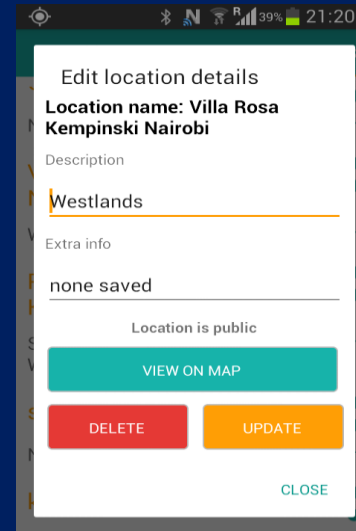
NAME

Your Location



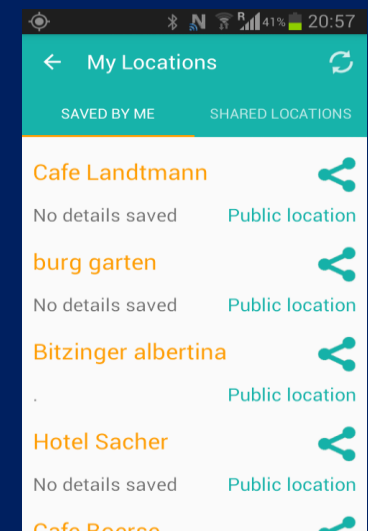
SAVE

Your Location



SHARE

Your Location

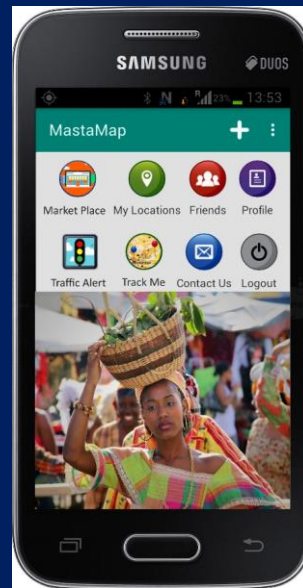


MastaMap 'TRACK ME' Customer Services tool.

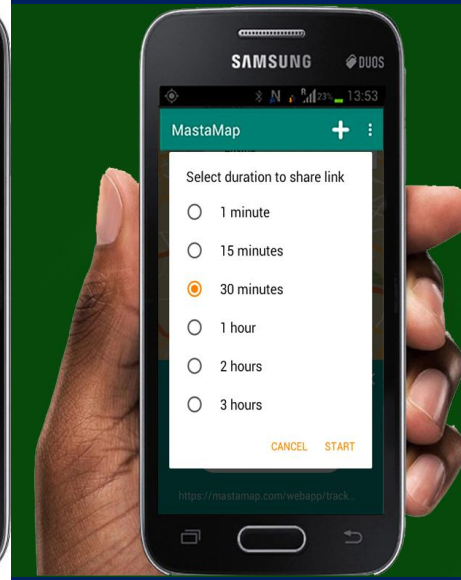
Enabling Street Traders to share their 'Real Time' location movements with Customers.



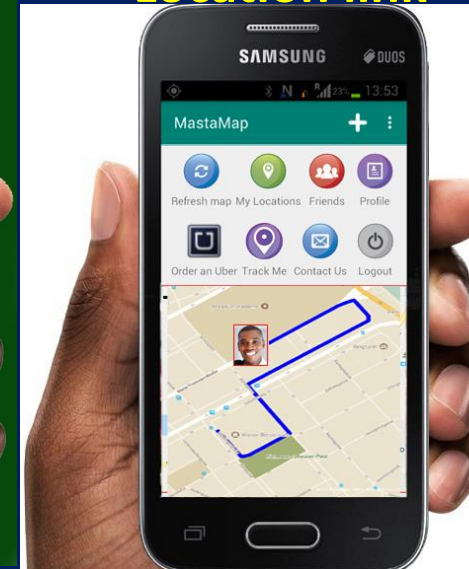
Click
'Track Me'



Select Tracking
duration



Share
Location link



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