



EMPOWERING GREAT ENTREPRENEURS
In the World's Most Underserved Areas

THE PROBLEM

1 BILLION
PEOPLE
LIVE IN
POVERTY

Cities are increasingly overcrowded, with growing slum populations. Those urban slums have poor infrastructure with little to no health care, education, or economic opportunity. These otherwise dire conditions create huge opportunities for social entrepreneurs.



That's 1 out of every 7 people in the world

By 2030, that number is expected to grow to 2 billion.

THE NEED

There are amazing entrepreneurs with community changing ideas that come from low-income backgrounds. But these entrepreneurs lack the training, capital, mentorship and market access, to bring about change in their communities.



THE OPPORTUNITY

SOMO

IS THE ROOT OF A SWAHILI WORD MEANING "TO LEARN"

We are called The SOMO Project because we believe that talent is widely distributed. Visionary entrepreneurs exist in informal settlements around the world. Their lessons and learnings are typically overlooked in development initiatives.

Somo is a 501(c)(3) non-profit and pledges that 100% of donations go to funding our entrepreneurs.



WHAT WE DO

OUR MISSION AND PHILOSOPHY

The SOMO Project identifies, trains, funds and mentors entrepreneurs looking to drive social change by building enterprises in their own low-income urban communities. We invest in social entrepreneurs and provide the training and tools to help them build enterprises that change their communities from within. By investing in the right people, we help break the cycle of poverty and help bring long-term stability to urban slum areas.



HOW WE DO IT

TRAINING

- Entrepreneurship Bootcamp
- Business plan development
- Self-belief and local context development

CAPITAL

- Financial backing for selected entrepreneurs
- Long-term investment and partnership
- Early stage grant equity and later stage growth capital

ADVISORY

- Market Advisory of local and international entrepreneurs, advisors, and investors
- Business development workshops providing 1:1 mentorship
- Long-term mentorship commitment

MARKET ACCESS

- Highly trafficked local retail shops
- Online retail & shipping
- Advertising & marketing help
- Access to markets outside of the local community
- Help entering wholesale markets

TRAINING: ENTREPRENEURSHIP BOOTCAMP

WE FOCUS ON:

- Strategy and business planning
- Attracting and retaining talent
- Self-belief and local context development
- Capital allocation and long-term thinking
- Scaling and growth
- Conducting and evaluating market research
- Trainee pairing for individualized assistance

We provide core business training tailored to local markets in start-up locations.



CAPITAL: LONG-TERM INVESTMENT

WE PROVIDE

- Multi-year investment horizon
- Three-stage investment program
 - **Seed** = Grant
 - **Early Growth** = Low-interest loans
 - **Late Stage** = Equity Stake or debt
- Measure success through financial, job creation, operational output and other social impact
- Entrepreneurs are required to deliver quarterly impact reports and cash flows. This data is backed up by bank statements and a point of sales tool customized for each business.



We provide long-term, value-added patient capital.

ADVISORY: MARKET ADVISORY NETWORK



WORKSHOPS

During every Entrepreneurship Bootcamp, entrepreneurs and innovators from Nairobi meet our training class. Trainees pitch in front of the group and receive direct feedback.

MENTORSHIP

Advisors have the opportunity to work with entrepreneurs one-on-one during the week to assist them with their challenges during their startup process.

START-UP SERIES

During office hours and follow-up classes, local and visiting advisors spend a day working with some start-ups on different areas of need or teach a class on an area where they have expertise.

MARKET ACCESS: SOMO POP-UP

We have opened a physical and online retail space. Featuring the wares of our talented entrepreneurs, the shop gives them access to a larger customer base and an opportunity to expand their businesses.



POP-UP SHOPPING INCLUDES

- A highly trafficked local retail shop
- Online retail and shipping
- Advertising and marketing help
- Access to markets outside of the local community

CO-WORKING SPACE: KIBERA & KOROGOCHO

SOMO enterprises work out of our co-working space in Kibera and Korogocho, unincorporated settlements in Nairobi.



IMPACT STATS

30
Businesses
Launched



143
People
Employed



1.6x
Annual Revenue
Growth

70
Entrepreneurs
Trained



OVER 100,00
Customers
Served





SOMO

CASE STUDIES

NUTRITION PALACE: JOSHUA AND LINET



Nutrition Palace is a healthy food cafe in Kibera, Nairobi. Their mission is to produce nutritious, great tasting meals that are affordable to their community. Where previously only existed fast food restaurants, Nutrition Palace offers a healthy alternative for low-income earners.

- First investment in June 2016 of 217,000 KSH
- Average monthly turnover of 85,000 KSH per month
- Providing employment for 19 people through restaurant and catering service
- Reached over 15,000 people
- Launching a delivery system to cater meals to offices at lunch time



RE-AFRIC: JULIUS OTIENO

Re-Afric is a recycling shoe company. They collect waste materials such as leather boards, fabric scraps, used tires, leather scraps, and old jeans to make quality, durable footwear. Julius trains young mothers and youth to produce these shoes, giving them a sustainable source of income.



- First investment in April 2018 of 111,000 KSH
- Average monthly turnover of 69,000 KSH per month
- Employing 15 youth to collect waste fabric and product shoes
- Sold over 1,000 shoes abroad and locally



BOUNTY NUT: ROSE

BountyNut produces natural peanut butter that does not contain any chemicals. The business creates job opportunities for widows, single women, and youth. BountyNut peanut butter is produced from fresh dried nuts, which are roasted and ground to a smooth or crunchy texture.



- Average monthly turnover of 48,000 KSH per month
- Employing 3 single mothers
- Take out the 800 clients
- Kenya Bureau of Standards certified so can now launch product in supermarkets



SOMO

ENTREPRENEURS ARE SAYING...

"I AM HERE BECAUSE I LOVE TO TEACH. EACH DAY I WORK AT STANTECK, I AM LIVING OUT MY PASSION AND DREAM. OWNING MY OWN BUSINESS IS EMPOWERING. I AM DIRECTLY HELPING TO CREATE A BETTER WORLD FOR MY COMMUNITY."

- Stanley, StanTeck

"WHEN I FIRST ENTERED SOMO I HAD NEVER SOLD PEANUT BUTTER TO A MAN, TODAY I HAVE NO FEAR IN SELLING MY PRODUCT TO ANYONE. MY COMMUNITY CALLS ME MAMA PEANUT BECAUSE OF MY AMAZING PRODUCT"

- Rose, BountyNut Peanut Butter

"SOMO HAS HELPED TEACH US A LOT ABOUT RUNNING A BUSINESS. THROUGH THE TRAININGS, WE LEARNED HOW TO FIND AND MAINTAIN CUSTOMERS AS WELL AS MAKE FINANCIAL PROJECTIONS AND BUDGETS."

- Seth, PurYSeth



INTERESTED IN IMPACTING ENTREPRENEURSHIP IN KENYA?

CONTRIBUTIONS DIRECTLY SUPPORT ENTREPRENEURS

- **\$2,000** - Invests in start-up capital for one entrepreneur
- **\$5,000** - Supports a training cohort to go through Somo's Entrepreneurship Bootcamp
- **\$10,000** - Supports half a cohort with start-up capital
- **\$20,000** - Supports a full cohort with start-up capital





THANK YOU!