



LEARNING LIONS

A home to learn, earn, and innovate for rural Africa

THE CHALLENGE



Global Goals for Sustainable Development^[1]

Most people in Africa live tough lives and face numerous challenges



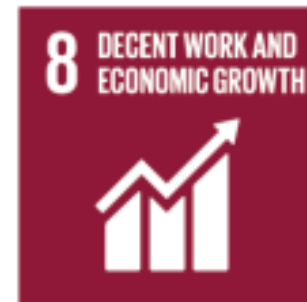
- Goal: End poverty in all its forms everywhere
- Challenge: In Sub-Saharan Africa, ~43% of people are living below the poverty line^[2]



- Goal: "Achieve gender equality and empower all women and girls"
- Challenge: With an average remaining gender gap of 32%, the Sub-Saharan Africa region scores in the lower middle range of the Global Gender Gap Index^[3]



- Goal: "Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all"
- Challenge: Less than 25% of Sub-Saharan Africans currently complete secondary education^[4]



- Goal: "Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all"
- Challenge: Although the Sub-Saharan region's per capita GDP growth will turn positive in 2018, it will remain insufficient to reduce poverty significantly^[2]

Turkana Region in a Nutshell

In the Turkana Region in Kenya 97% of people live in extreme poverty, suffering from unemployment caused by poor infrastructure, limited access to markets, and few formal job opportunities



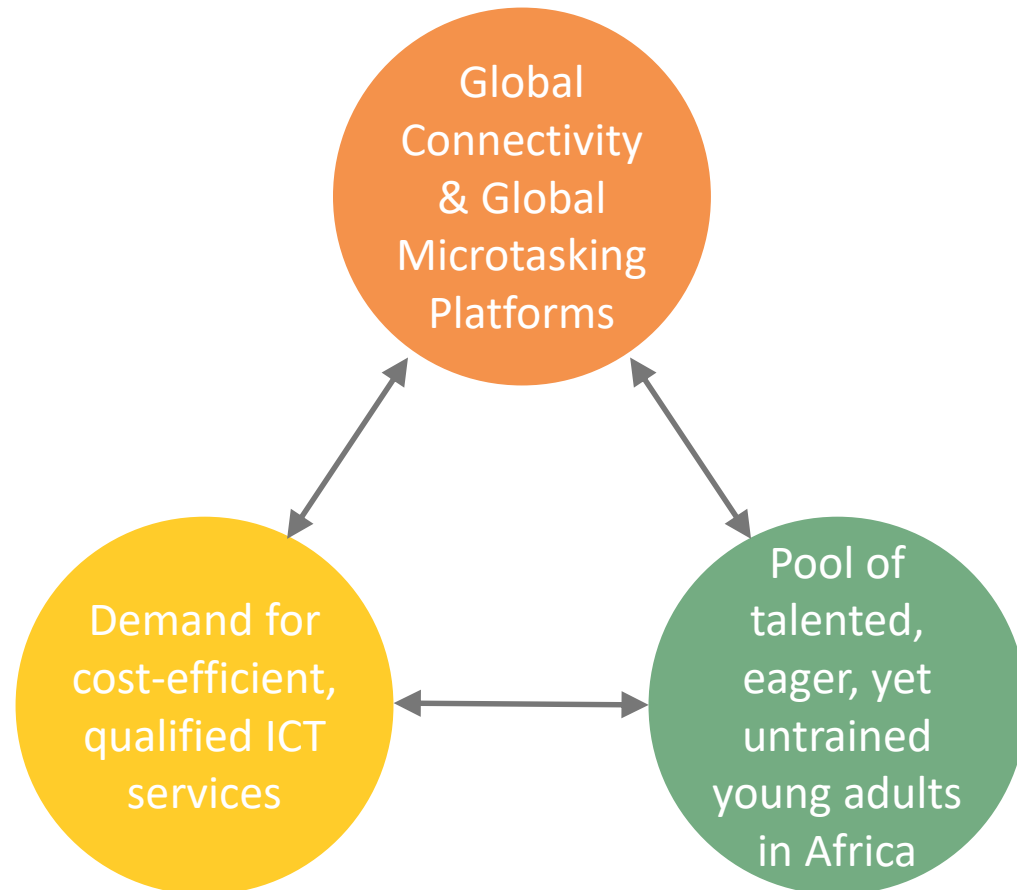
- Kenya and especially the Turkana region face several challenges, underlining the need for social projects to improve education and fight poverty
- In the Turkana region, 97% of people live in extreme poverty, suffering from unemployment caused by poor infrastructure, limited access to markets, and few formal job opportunities
- Turkana has particularly infertile soil that does not support sustainable agriculture
- Local businesses (e.g., basket weaving, mechanical repairs, small kiosks) do not scale to provide widespread employment opportunities or meaningful wages
- With around 900,000 inhabitants, Turkana holds an untapped potential of human talent with the great advantage of having internet access even in some of the most remote areas

THE IDEA



The Idea

The Learning Lions were founded to grant access to Internet and New Economy business models to provide ICT services in Africa for the global market



- Learning Lions' **vision** is to **bring digital literacy** and **21st century skills** to the many high potential **young adults of isolated and economically depressed regions** of East Africa
- **Earning an income** from online work while remaining in their home region, they will build a **path away from poverty** and contribute to the development of their country

Business Model | Overview

The program starts at square one and educates, trains and supports young adults on their way as an ICT consultant or even entrepreneur



- **Selects** talented youth
- Provides **basic** and then **targeted training** in specific high value ICT & Media skills
- **Prepares for client work** within 9 months
- Provides **access to basic ICT equipment**
- **Offers** performance-based **stipends** for students



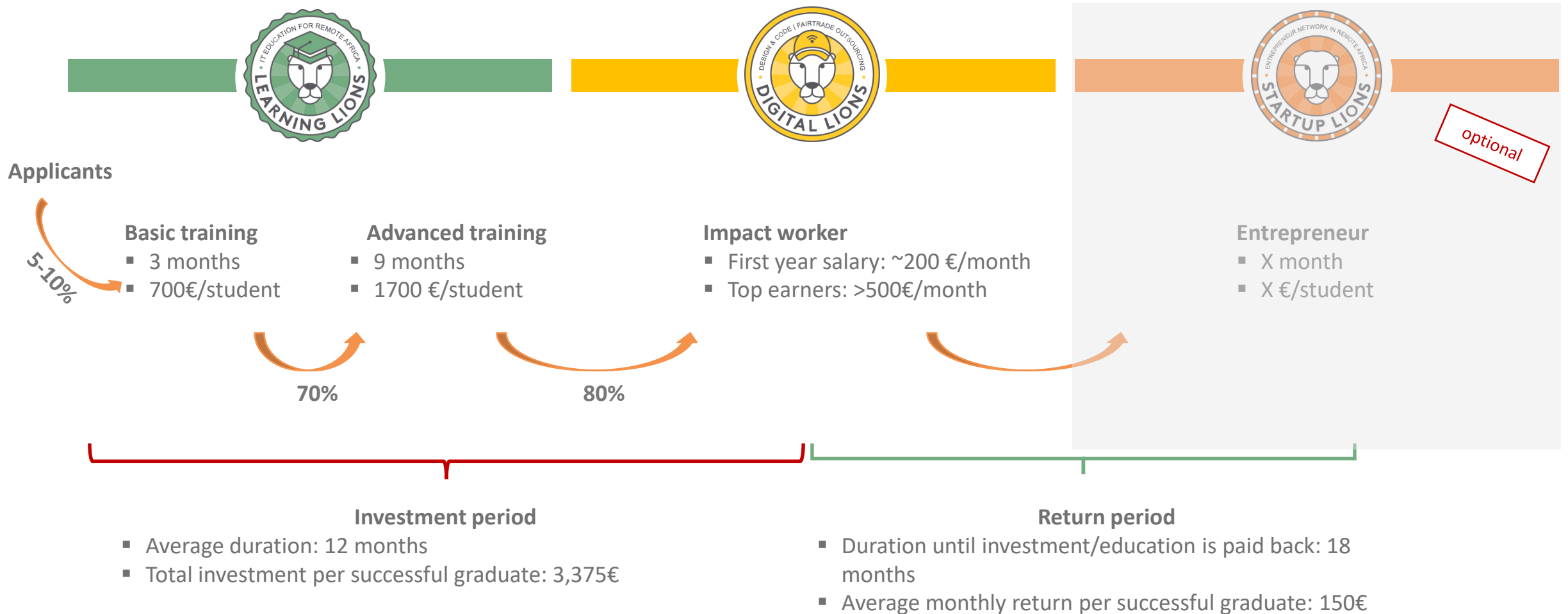
- Provides **traineeship** to graduates from Learning Lions
- Sources **international clients** through various **sales channels**
- **Distributes excess profit** to finance Learning Lions education
- **Ensures fair trade profit share** between Digital Lions and Learning Lions



- Acts as startup accelerator by providing
 - **consulting**
 - **co-working spaces**
 - **access to equipment** for graduates
 - **access to markets**
- **Income generation** through incubated startup
- **Excess profit** used to finance Learning Lions education

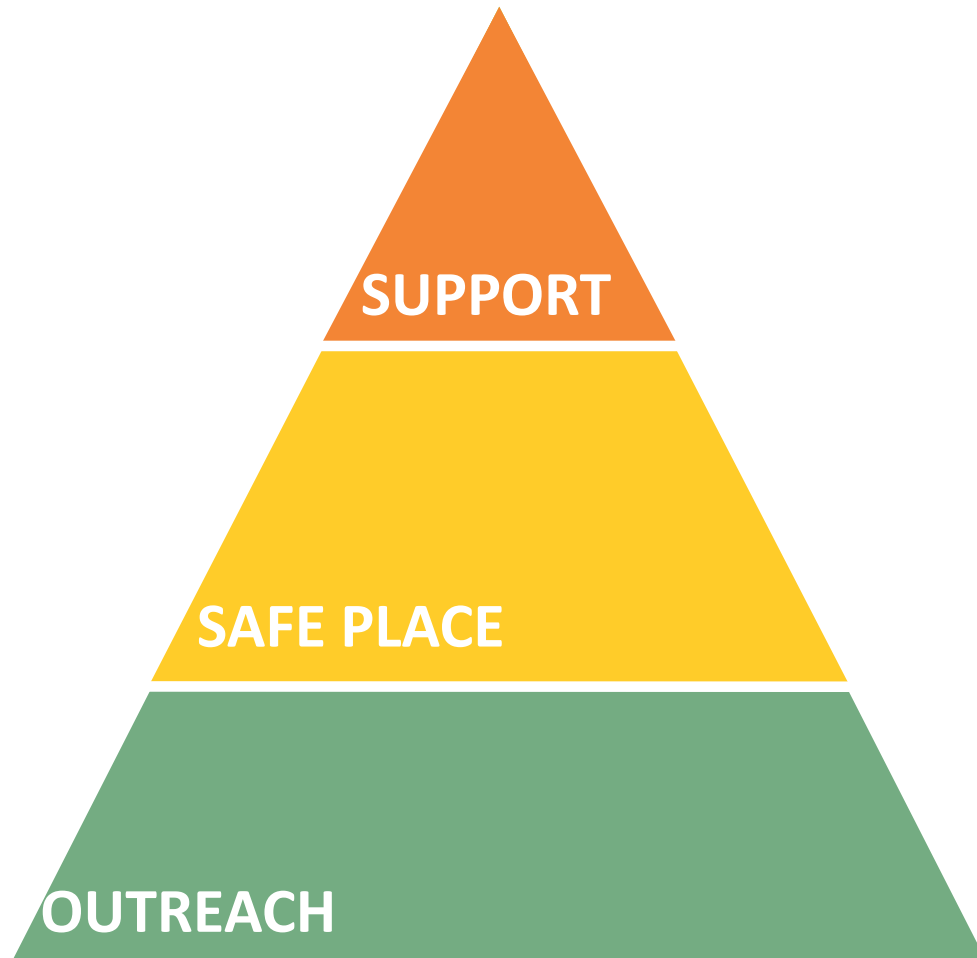
Business Model | Numbers

The business model is sustainable



Business Model | Gender Equality as a Key Element

A special program supports young talented women on their way to a Digital Lioness



We have “**lessons learned**” from two classes of trained Lionesses into a **three level concept** to align Startup Lions closely with the realities and promises of young female talents in rural Africa:

- Comprehensive “**building identity**” program for competency in leading life in dignity
- **Counseling** by qualified senior female staff
- **Team-building** events & mixed study groups
- Set up **day-care** & live-in facilities to accommodate single mothers & young families
- Optimize layout for **physical security**
- Install a **team culture** that values diversity
- Specifically reach out to **groups** like young mothers **facing hurdles to applying**

What makes us different?

Compared to other initiatives the Learning Lions offer an integrated study and work program in remote and rural areas

COMPETITORS

- Based in **urban** areas
- Tap into **existing (already pre-qualified) talent** pools without addressing education bottlenecks
- For-profit models with **no plan for empowerment** of talents
- Basic data entry, data processing and relatively standardized (low human capital) Business Process Outsourcing tasks – **limiting the earnings potential** for locals
- Freelancing models: more **precarious jobs**, less opportunity to build reliable livelihood & family



LEARNING LIONS

- Focus on **remote & rural areas**
- **Integrated study & work program** – working with talented high-school graduates **without preconditions**
- Focus on human-capital intensive and creative skills: **higher value for local talents & personal growth**
- Yearly review of training to match skills required in global market
- Clear **path to entrepreneurship** & ownership to foster work engagement and leadership skills
- Campus-model offers employment for less skilled community members: **bigger multiplier** effect
- Fully run on **renewable energy**

THE TEAM



Team (1/2)

A team of European and African has joint forces ...



LUDWIG BAYERN

Co-Founder / CEO. As director of the Hilfsverein Nymphenburg, Ludwig has more than one decade of experience working with leading development aid projects with special focus on East Africa. Accomplished autodidact in programming and digital media skills, he founded the Startup Lions (SL) project – managing the pilot Learning Lions (LL) course in 2015. His first internet startup was built at the age of 18. He holds a Diploma in Law from the University of Göttingen, Germany.



BRIZAN WERE

Co-Founder / Local Director. A teacher by profession, he has 10 years teaching experience and worked with the youth at various levels. Brizan is a Kenyan national, native of Turkana and has been involved in development aid projects in Northern Kenya for NGOs (American Jewish World Service, Hilfsverein Nymphenburg, etc.) and institutions in the last decade. He also has a diploma in human resource management.



CHARLOTTE BONCOURT

Co-Founder / Communications. Charlotte is a seasoned specialist in modern & contemporary art. She has been working as director of research and exhibitions for a leading art advisory firm, before co-founding Thanks For Nothing, a philanthropic platform gathering major actors of the art world to promote and support sustainable development projects across the world. She spent a year in Turkana in 2015-2016 to set up and launch Learning Lions/Startup Lions and is still fully engaged in the project.



JAN VEDDELER

Co-Founder / Sales. With tech as a hobby and economic development as his professional career plan, Jan found Learning Lions to be an ideal match when entering the project as a volunteer in January 2017. He decided to return and to join the founding team in the beginning of 2018 focusing on developing income generation possibilities for the students. Jan holds a B.Sc. in Economics and a M.A. in PPE (Philosophy, Politics and Economics).

Team (2/2)

... to promote and implement the idea in an innovative way



BENEDIKT WAHLER

Co-Founder / Fundraising. Over 15 years of experience in banking & finance and strategy consulting: building the business of a top 4 strategy consultancy in Sub-Saharan Africa and driving financial inclusion & digital finance projects that reached >1mn unbanked (incl. for World Bank, IFC, Gates, EBRD). Benedikt is a graduate of Germany's leading banking university and Johns Hopkins University SAIS. He also served on supervisory board of Europe's leading e-commerce software firm, co-managed investment projects >EUR 3.5bn.



WILHELM STOTZINGEN

Co-Founder / Finance. Wilhelm has over 10 years financial project work experience within Private Equity and the consumer goods sector (P&G). Currently he is working for a London based private equity company. From September 2015 he spent over a year in Turkana to co-found and setup the Learning Lions/ Startup Lions. He is still heavily involved on a daily basis. Wilhelm holds a Bachelor's degree in Business Administration from the University of St. Gallen and a Global Executive MBA from IE Business School. Furthermore he holds a certificate in global social entrepreneurship from the Haas School of Business, University of California Berkley.



ANTONIUS STOTZINGEN

Co-Founder / Local operations and logistics. Antonius has a Business Administration background and has been working the past five years in sales and logistics. Since September 2015 he is based in Turkana and is working full time on the project. He is passionate about music and is closely connected to the local culture.

OUR ACHIEVEMENTS TO DATE



Achievements

Over the last years, the pilot was successfully completed and a solid organizational structure and network have been established

- ✓ **Successful completion of pilot (2016/2017):**
 - First student managed to exceed the mark of 1000\$ income in a month
 - Last cohort solely taught by former students which became teachers themselves (peer to peer teaching approach)
 - ✓ Establishment of **solid organizational structures** (decentralized management concept Holacracy) with an increasing number of tasks being taken over by our graduates
 - ✓ Building a **solid network** of volunteers, donors, clients and other stakeholders that allow us to run the organization successfully
- **Ramp-up-phase**
 - Accelerating sales through enhanced productivity and higher value services
 - Fair Trade certification
 - Extending global partner network of IT service agencies & professionals

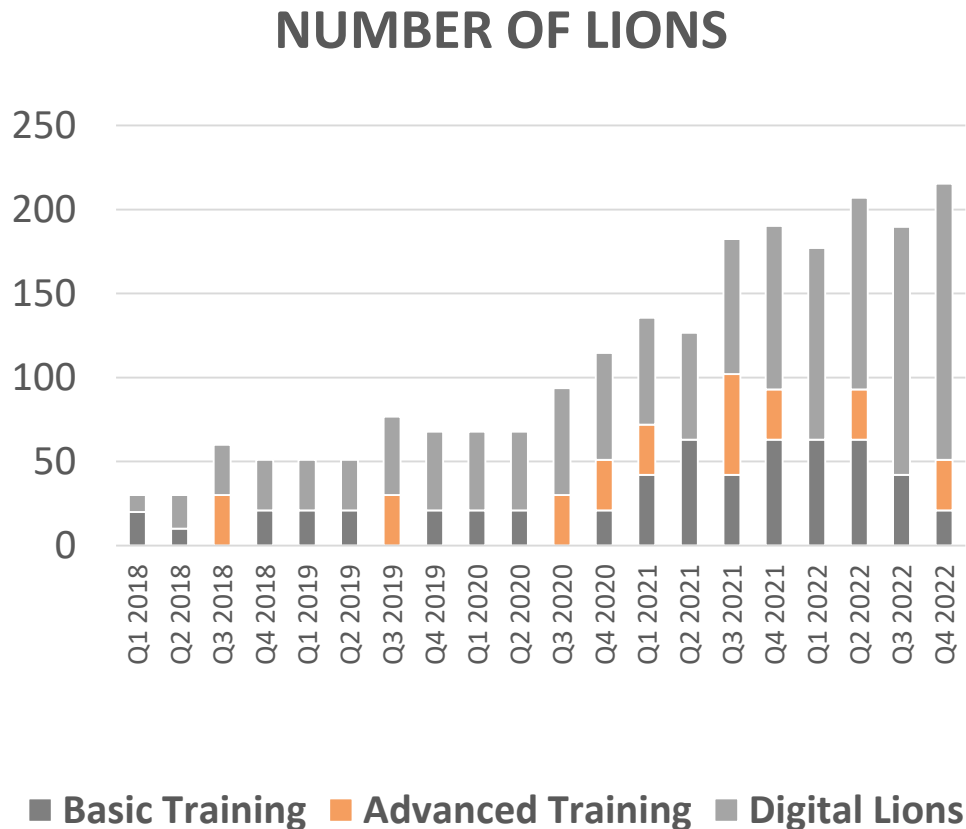


2016/2017

2018

Selected Facts

Up to today, 120 young adults received basic training – currently, 20 impact workers working for Digital Lions



Partly self funded

- 60k€ infrastructure and 40k€ testing

Successful pilot phase

- 2016-2017: Learning Lions pilot (education) with:
 - 100+ high-school graduates trained in basic ICT skills
 - 50 talents taught in Advanced Training to acquire specialized digital vocational skills
 - 30 graduates already income-generating through selling digital services to international clients
- 2018: Digital Lions pilot (sales)

Lions

- >1000 candidates screened
- 120 young adults received basic training
- **Currently 50** Lions of which around 20 impact worker with Digital Lions

High client satisfaction

- 5 of 5 star rating on outsourcing platform Fiverr with large repeat customers such as the Konrad-Adenauer Foundation

Salary of lions

- Average monthly salary per Lion of 150€ (three times higher than local average) with salaries up to 500€-1000€ in good months of the top earners

Product Examples (1/2)

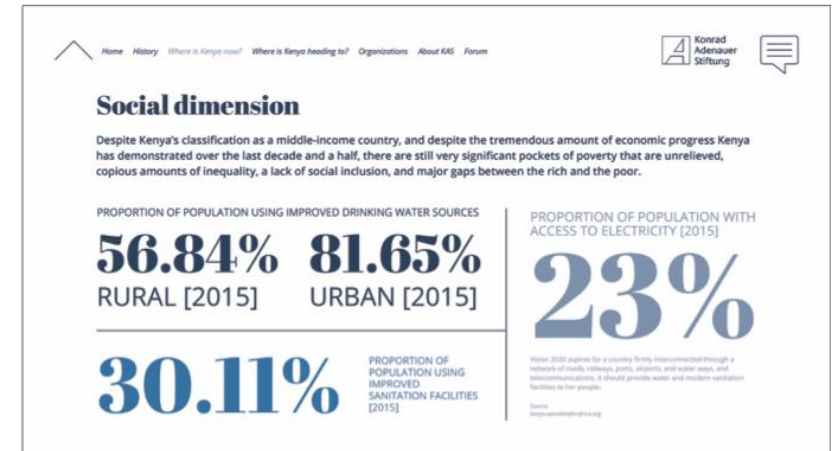
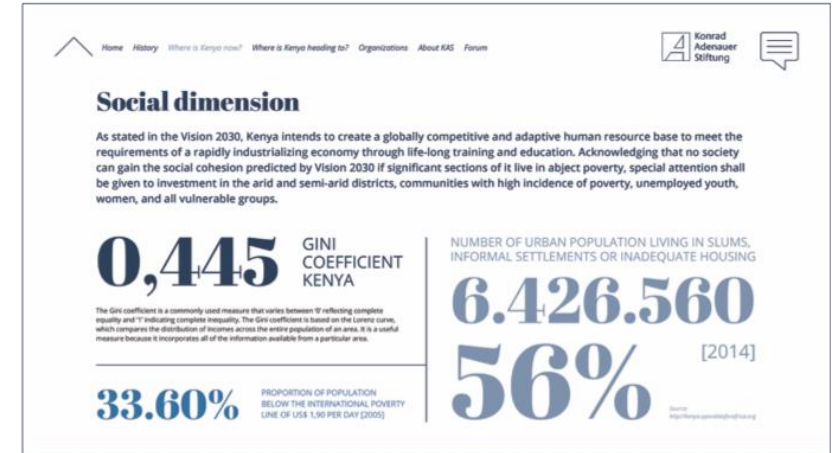
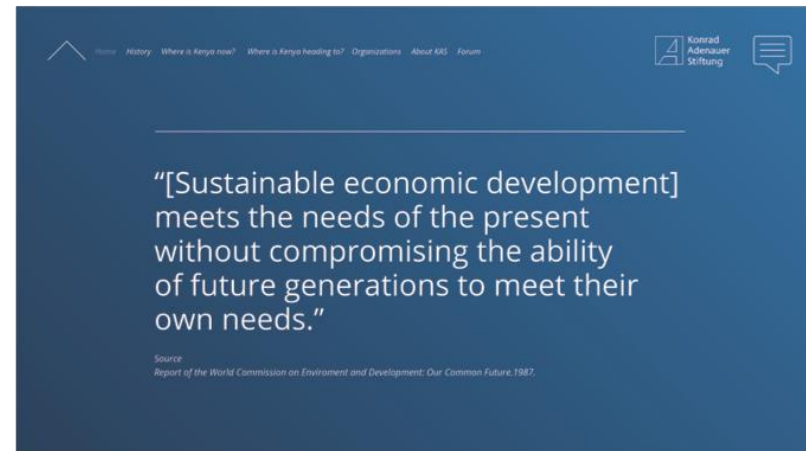
The first services provided already meet international market requirements



Web development

Interactive Web-Version
of Research Report

Konrad-Adenauer-
Foundation, Kenya



Product Examples (2/2)

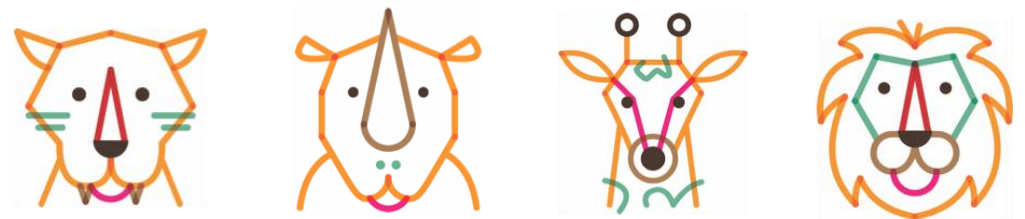
The first services provided already meet international market requirements



GRAPHIC DESIGN

Logo and Icon Set as part of Full Corporate Design

ValueVillages, Kenya



Selected Careers

The careers of the first Learning Lions prove that the business model works and that it is ready to be scaled up



ENOMAT ABBU

"I'm Abbu, 23, and I am a web developer. I already did some simple web design previous to joining Learning Lions, but was seeking to develop my skills further. Through the program I was not only able to finish my education I also started working on several projects with the help and guidance of professional volunteers. I am now about to create my own startup in this field together with 4 other programmers. I have finally long-term perspective for employment!"



JOAN AWOUR

"I'm Joan, 26. At Learning Lions I trained to become a graphic designer. I have been passionate about painting all my life and worked as a painter in the last years, but before joining Learning Lions I had no idea one can draw with computers, too. It's fascinating and fun! I learned how to draw in Adobe Illustrator and started earning a living through micro-tasking online. So far I have designed children's books, invitation cards, calendars, brochures... It's great!"



KEVIN NAKWAKI

"I'm Kevino, 20, and I am in the post production team for films here. I was approached by Learning Lions at school where I already did some simple editing works, but with very simple software. I did not know and had no access to all the editing software out there! Having been taught during an extremely intensive 3 month courses how to use the various tools here at Learning Lions, I am now planning my career in this field and want to create my own startup soon."



Winner of the Google Impact Challenge

Google Impact Challenge nominates the Digital Lions as the most innovative social enterprise using technology to improve society.



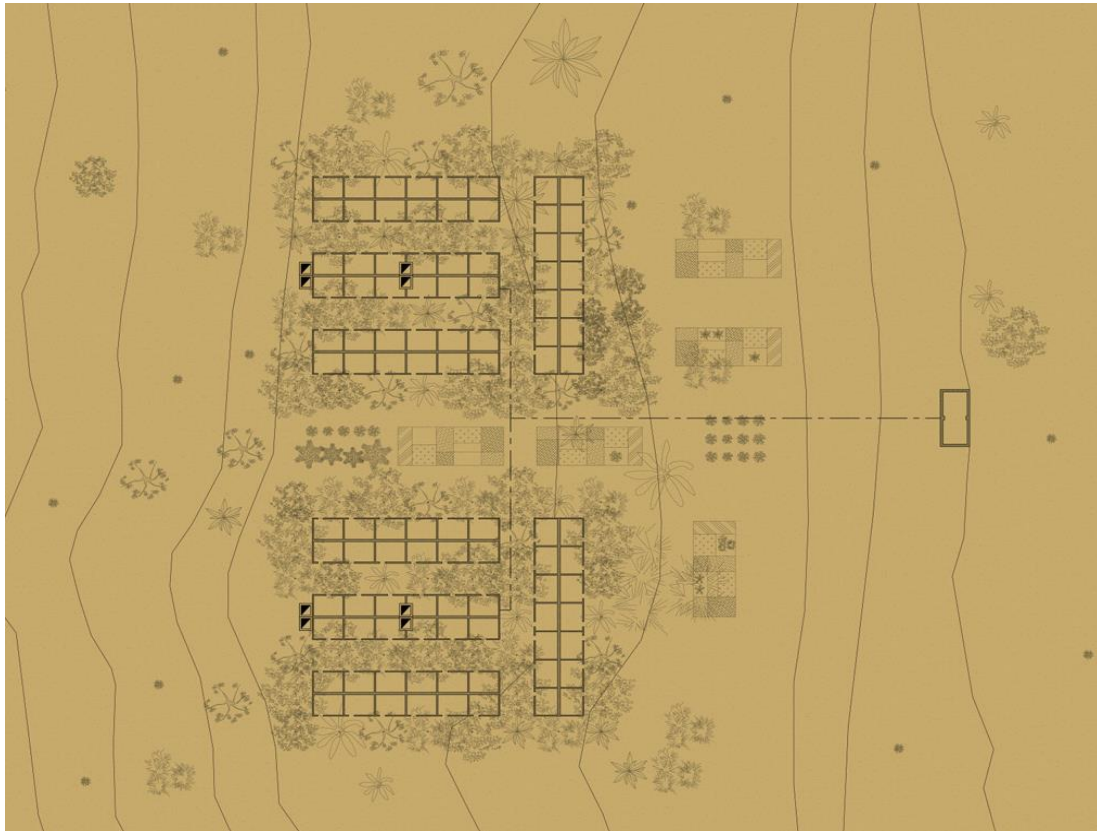
- Google impact challenge sought to identify and fund the most innovative social enterprises using technology to improve society
- 5000 participating organizations in Africa with around 1,300 in Kenya
- Google Team picked 30 projects for the semi-finals to invite them to a pitch in Nairobi and a full due diligence
- Digital Lions won the Judge's choice award at the final Event in Nairobi in November 2018
- The judges were impressed by the scalability of the project and by how fast it could show sustainable results with almost no overhead cost
- The price of the four final winners in Kenya is to receive a 250.000 USD Cash Grant and support and training from Google experts



TAKING THE LIONS TO THE NEXT LEVEL

Turkana Campus | The Concept

With the new Turkana Campus, the Lions plan to build an ICT center that includes accommodation, offices, and service facilities



EXCELLENCE IN RURAL AFRICA

- Startup Lions has been granted by the Turkana County government a property in Loropio at the shores of Lake Turkana to build an ICT center that includes **accommodation, offices, service facilities (incl. health and nursery)** and space for various rounds of expansion. This campus-like environment provides the best conditions to start successful careers, deliver high quality work, unleash personal creativity and live in dignity. We seek to provide a **safe environment** for talents with lives outside the rural mainstream (refugees, unmarried young women, LGBT, disabled).
- A **high-quality internet** connection via micro-wave will be ensured by the internet provider Safaricom, electricity and clean water will be produced by **solar panels** – just like already at our pilot location in the county capital Lodwar.

Turkana Campus | Development Steps

In a next step, Learning Lions plans to stepwise scale its operations and establish a campus and co-working space for more than 200 students, independently working Lions and consultants.



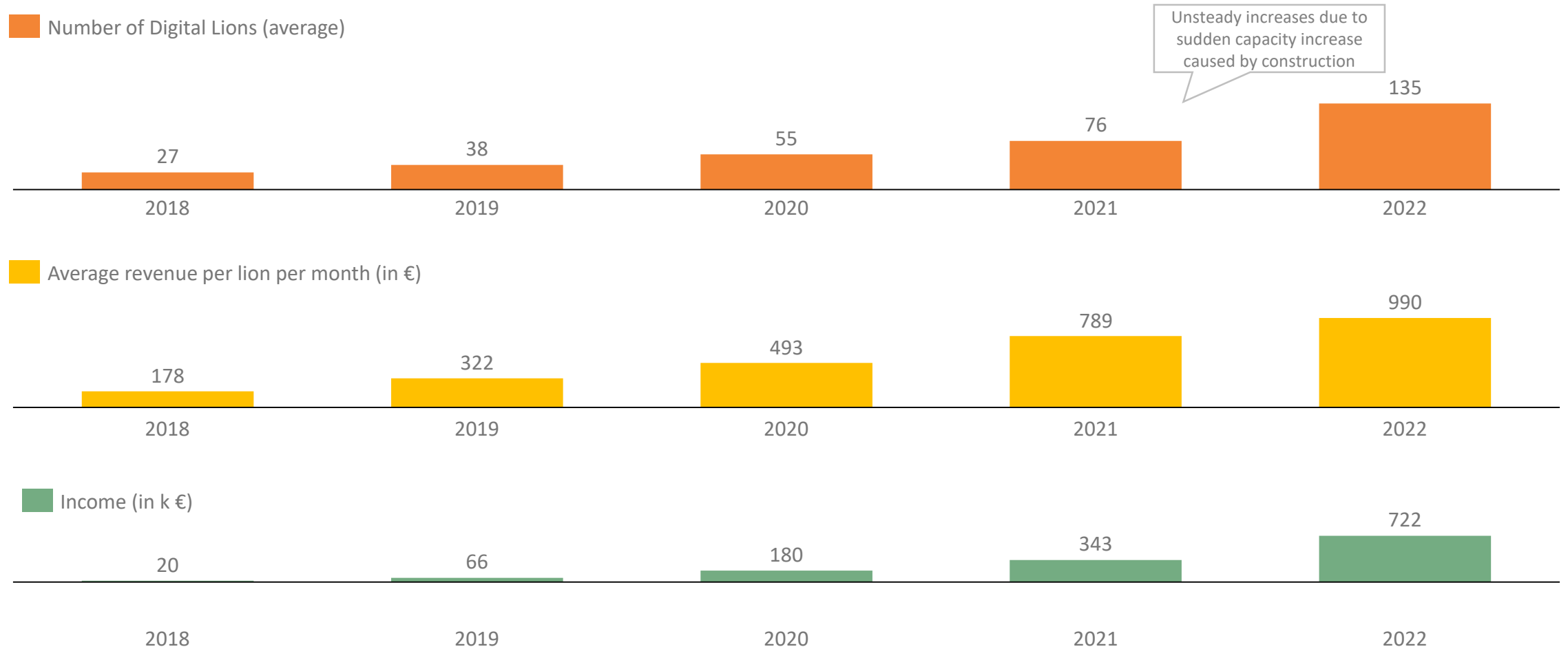
- **Work done:** Site preparation (water, electricity), Main ICT building, 1st part Equipment ICT building, 1st part living & campus facilities,
- **Investment requirement:** EUR 660k
- **Number of students:** 80-90
- **Revenue:** EUR 180k (after construction until start of phase 2)
- **EBIT:** EUR -111k

- **Work done:** Main ICT building, 2nd part Equipment ICT building, 2nd part living & campus facilities, campus facility equipment
- **Investment requirement:** EUR 517k
- **Number of students:** 140-160
- **Revenue:** EUR 343k (to social venture & after construction of phase 2 until start of phase 3)
- **EBIT:** EUR -190k

- **Work done:** Extension ICT building, Equipment extension ICT building, further living & campus facilities, recreational facilities
- **Investment requirement:** EUR 743k
- **Number of students:** 200-210
- **Revenue:** EUR 722k (to social venture & after construction of phase 3 for following year)
- **EBIT:** EUR 143k

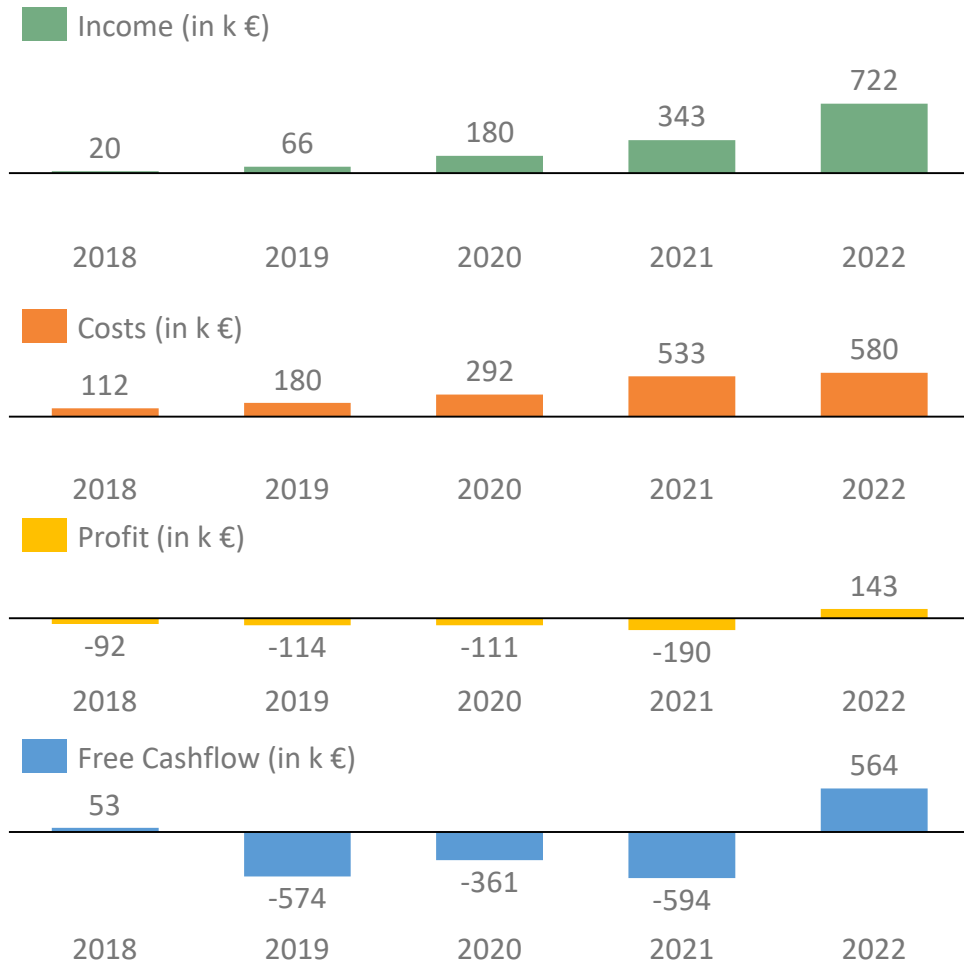
Business Case (1/2)

Business case assumes solid growth with in number of students and average income, leading to strong revenue growth.



Business Case (2/2)

Break-even will be reached in 2022



Income Assumptions

- Income generated by rent from Lions and the sold products
- Assumed revenue for rent of around 100€ per Lion per month is based on current cost for housing and food of the Lions
- Income from products sold is based on a revenue share of 30% that remain with the company, and 70% that are distributed to the Lions

Cost Assumptions

Strongly influenced by depreciation on capex

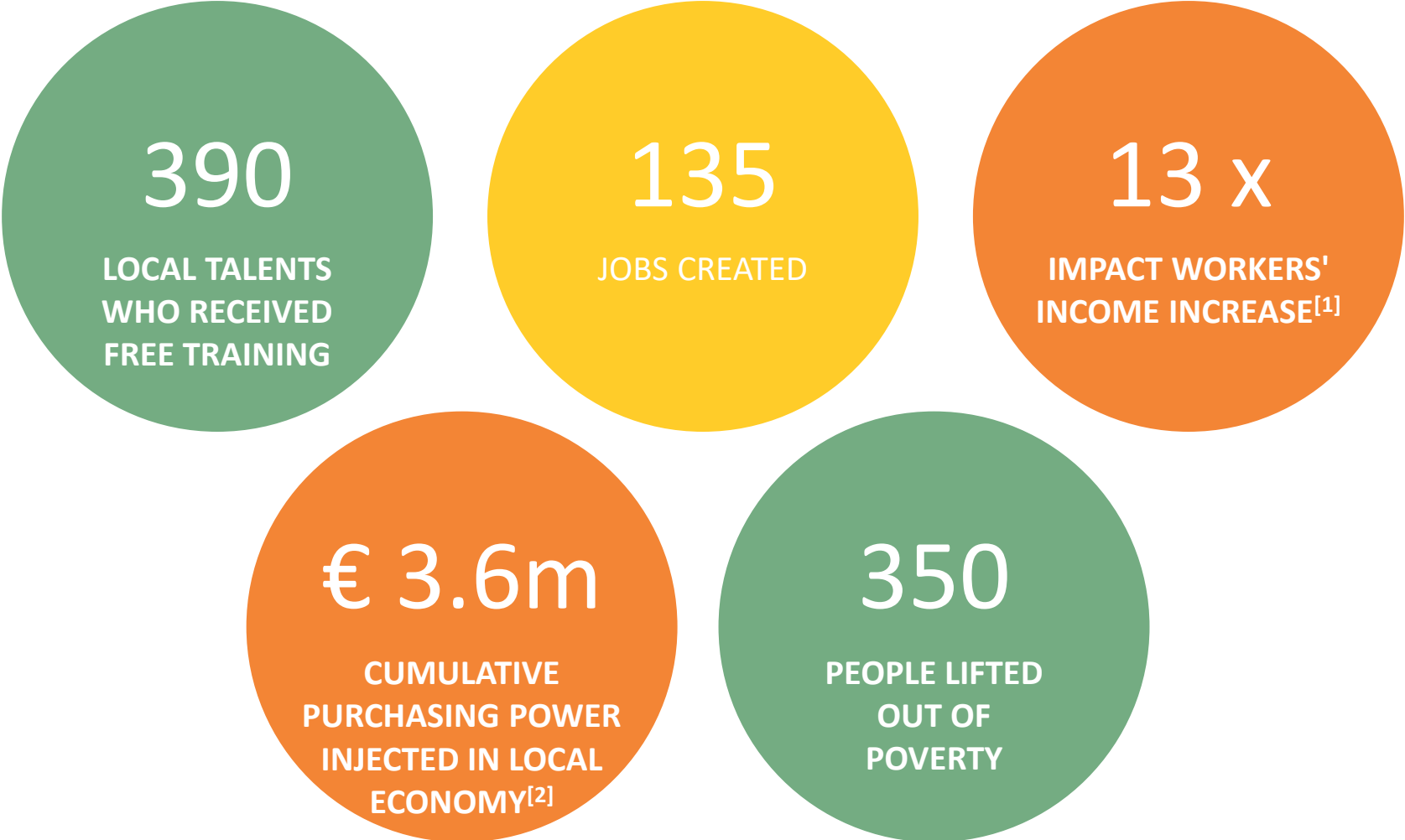
- Only limited OPEX are assumed as volunteers work honorary and are less involved in operations
- Successful handover to Lions (e.g. more senior Lions are working as teacher) underlines sustainability and results in low costs

Growth Assumptions

- Strong growth of around 15% per quarter is assumed
- High growth rate is explained by currently small base figures
- Current revenues of more senior Lions show the potential of significantly higher average revenues per Lion

Turkana Campus | Impact by 2020

By 2020, we will have trained 390 young adults, created 135 jobs and lifted 350 people out of poverty.



[1] Income increase relative to local GDP/capita (1.5€/day) [2] assuming 90% of total cost are spent locally

Local Partner Network

A set of local partners supports our activities



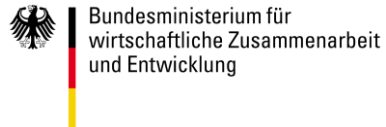
TUNAPANDA INSTITUTE

Tunapanda Institute (TI) builds skills in digital technology, collaboration, problem solving, and creative self-expression. Their primary focus is on youth who lack the opportunity to continue their studies or whose learning styles do not favor rote memorization. TI runs a training center in Kibera, a large Nairobi slum serving hard-working individuals with 3-4 month intensive training programs. They form partnerships with local businesses and community groups to achieve maximal employment or advanced study for TI graduates. TI works with educational partners in rural and peri-urban parts of Kenya, Tanzania, and Uganda to upgrade computer infrastructure, improve software offerings, and develop advanced technology, design, and communication skills. TI favors blended-learning, which empowers teachers and teaching facilitators with software and video content. TI helped to create the curriculum for Learning Lions and supported the education of the first cohorts easing the successful implementation of the peer to peer teaching program. www.tunapanda.org



KENYAN MINISTRY OF INFORMATION AND COMMUNICATION & TURKANA COUNTY GOVERNMENT

The Turkana County Government watches closely our education and access to employment program. They support Learning Lions by graciously lending us teaching rooms and accommodation facilities in Lodwar for the Basic Training. They also granted us a property of 50 hectares in Loropio on the shore of Lake Turkana to build our future ICT center. The center will have a capacity of 400 working and living places. This campus will provide the best conditions to start successful careers, deliver high quality results, and unleash personal creativity. The Kenyan Ministry of Information and Communication is committed to extend the high-speed fiber glass internet connection to our offices in Lodwar and then later to the future ICT Centre in Loropio. We are very thankful to H.E Hon. Dr. Ndemo Bitange, former Permanent Secretary of Kenya's Ministry of Information and Communication from 2005 to 2013 for his great support. www.turkana.go.ke



GERMAN FEDERAL MINISTRY FOR ECONOMIC COOPERATION

As Learning Lions and Startup Lions, we are on the board of the Strategic Partnership for a "Digital Africa" that aims to effectively support and underpin private investment and responsible business in the ICT sector through development cooperation. This will enable the sustainable management of economic results, and deliver positive economic, social and environmental benefits for the population of Africa. www.bmz.de

International Partner Network

We plan to establish a network of supporters to bring the Learning Lions to the next level



GOETZPARTNERS

Since 2017, goetzpartners supports Learning Lions and Startup Lions financially and also with their expertise. As an independent advisory firm for all key issues of entrepreneurial activity, strategy, M&A and transformation, they help us determine valid courses of action, reach decisions and implementation to achieve the successful development of the overall concept. www.goetzpartners.com



EBAY

In August 2017 we formed a promising partnership with eBay. Thanks to the great involvement of its IT department, eBay supports Learning Lions by donating older laptops, screens and docking stations for the school. They also support the most hard-working students by providing the laptops that can be won by the students through the badge reward program. www.ebayinc.com

WHY SUPPORTING THE LIONS?



Why Supporting the Lions?

**ACCESS TO
UNTAPPED POOL OF
TALENTS IN AFRICA,
PARTICULARLY IN
REMOTE AREAS.**

**INTEGRATED
TRAINING ON SPECIFIC
HIGH-VALUE SKILLS
THAT CAN BE LEARNED
WITHIN FEW MONTHS
AND ALIGNED TO
MATCH CLIENTS NEEDS.**

**HIGH LEVEL OF
ENGAGEMENT, LOWER
ATTRITION RATES AND
HIGHER CORRESPONDING
LEVELS OF WORKFORCE
ENGAGEMENT WITH PATH
FROM EMPLOYMENT TO CO-
OWNERSHIP.**

**GLOBAL GO-TO MARKET
STRATEGY WITH STEADY
REVENUE STREAM
THROUGH A NETWORK
OF SALES AGENTS AND
ONLINE OUTSOURCING
PLATFORMS.**

**QUALITY CONTROL
VIA INTERNATIONAL
MANAGEMENT &
VOLUNTEER IT EXPERTS.**

**CAMPUS SET-UP
WITH RELIABLE
INTERNET
CONNECTION &
STANDARDIZED BACK
OFFICE.**

**EASILY SCALABLE
BUSINESS MODEL.**



Learning Lions gemeinnützige UG
(haftungsbeschränkt)

Schlossstr. 8
82260 Geltendorf
GERMANY

P.O. Box 344
30500 Lodwar
KENYA

info@learninglions.org

www.learninglions.org