

# HEALTHCARE:

## About Me

I am a medical doctor, trained and qualified with a Bachelor's degree in Medicine and a Bachelor's degree in Surgery from Makerere University. I am currently undertaking an Entrepreneurship for Impact (E4Impact) MBA program offered by the Catholic university of Milan, in collaboration with Uganda Martyrs University. I have been in medical practice for 3 years now, working with both public and private facilities. I later managed Royal Health Care Kawempe ) a private health facility as its medical director for 1 year before starting Home Doctors Uganda, where I work on full time basis as its Co-Founder and Lead Doctor. I am also involved in rotary work with the Rotary club of Kampala South where I take on a number of community development work mainly in inclusive health care . I was pushed into health entrepreneurship after identifying a void in our health system that needed to be filled especially through primary health care, empowering the masses with health information and timely management of diseases.

## Leadership Skill & Experience

I held a couple of student leadership positions during my time at the university. The E4impact MBA program has since availed me with knowledge and skills of providing leadership and business management. Running development projects in Rotary has given me first-hand knowledge in managing community based health programs. My long line of work in the medical sector gives me skills to sustainably run a health enterprise, but also provide effective health care solutions.

## Personal Achievement

I have been able to build a social enterprise bringing affordable inclusive health care to different people in the comfort of their homes. Home Doctors Uganda is the premier home health care company not only in Uganda but also the East African region. This work has earned me various recognitions like just recently in 2017, I was nominated for the prestigious Young Achievers' Awards. I have also received awards from other organizations like the Uganda Medical Association, Rotary club of Kampala South and Rotaract club of Kampala south.

## **Elevator Pitch**

Home Doctors Uganda is a social enterprise, that provides a health care delivery system which seeks to avail effective and timely affordable health solutions to patients and their families in the comfort of their homes or workplaces.

## **Detailed Description**

This is a health care service that offers medical services to people in the comfort of their homes or offices or any other place of convenience that we can access. We offer medical facilities like end of life care, care for the elderly, treatment and follow up of pregnant mothers and patients with chronic illnesses such as HIV, Diabetes Mellitus, Hypertension and Cancer. We conduct Television and Radio health talk shows with a purpose of educating the masses while demystifying myths and misconceptions on health. We carry out immunization campaigns in institutions like schools, universities and workplaces where we carry out vaccinations against HPV and Hepatitis B among others. We also offer counselling and guidance sessions on a number of medical and psychosocial issues for individuals, couples and groups. We further provide medical linkages and referrals of patients to relevant hospitals, medical specialists, radiological and laboratory investigations after which we get to review them and advise accordingly. We hold empowerment programs for health personnel through which we seek to give feedback to health workers about the issues as raised by patients or identified in the community, and therefore seek to better patient care and dissemination of information to patients.

## **Wow Us**

I have been able to build a social enterprise bringing affordable inclusive health care to different people in the comfort of their homes. Home Doctors Uganda is the premier home health care company not only in Uganda but also the East African region. This work has earned me various recognitions like just recently in 2017, I was nominated for the prestigious Young Achievers' Awards. I have also received awards from other organizations like the Uganda Medical Association, Rotary club of Kampala South and Rotaract club of Kampala south.

## **Problem Solved**

We are solving the problem of lack of inclusive health care mainly with accessibility gaps. There are fewer inadequately stocked health facilities as

compared to the growing population (1 national referral and 14 regional referral hospitals for 40 million people, Doctor:Patient ratio of 1;20,000 patients).

### **Development Stage**

Infancy (Market Entry)

### **Please select your company's primary industry sector**

Healthcare

### **SDG**

•

### **Company Structure**

Registered company

Yes

### **Business Start Year**

2017

### **Type of Business Entity**

Ltd

### **Do you have Business Partners?**

Yes

### **Your Primary Role (e.g CEO, COO)**

Lead Doctor/Managing Director

•

### **Market Potential**

#### **How big is the addressable market for your product or service?**

The market for home health care in this country and the region at large, is still virgin. Hospice Africa Uganda only provides home based doctor services for terminally ill patients. We hope to fill the void and capitalize on growing burden of non-communicable diseases.

### **Revenue Model**

- Charges on home medical consultations and treatment, starting from \$30.
- Fixed cost medical care packages using health insurance models.
- Company or organization owners also pay for health education and screenings services for their staff.

## **Marketing Strategy**

We host a weekly Health Television show which specifically focuses on addressing myths and misconceptions on health Word of mouth through our ambitious sales team that moves door to door promoting our services. Our social media platforms that is Facebook, Twitter. Presentations on medical exhibitions.

## **List your top 3 competitors:**

Home health care is a new concept in Uganda, and therefore little direct competition composed of other medical concierge groups. There are however a number of private and public health facilities, which we hope to partner with in the future to provide continuing home based medical care to patients.

## **What differentiates you?**

We provide an alternative health care delivery system through a network of medical doctors seeing patients in their homes, as opposed to the traditional way of seeking services in hospitals, and we are working in partnership with hospitals rather than compete with them.

## **Current Milestone**

Our company is now a fully registered private company. We have carried out over (300) home health visits since February 2017 when we opened up, as well as sixty seven (67) television and radio talk shows for health education and promoting our home health care services.

## **Next Milestone**

We hope to further increase our visibility and market our services more, so as to increase bookings for our packages to 1000 clients in the next 3years. We hope to get into more partnerships with regional and international health organizations, so as to roll out our services to more people.

## **Financials**

**What is the total amount of cash invested to date in this startup?**

17000000.00

**What are your current monthly cash expenses?**

2400000.00

**Lifetime Revenue**

21000000.00

**What is the projected breakeven revenues for the business?**

75000000.00

**Breakeven Volume**

When we see 2000 patients per year

- **Business Impact**

**Describe what impact your business will have within your community, country for job creation, revenue generation or social development?**

We have created part-time jobs for 15 medical doctors, nurses, social workers, counsellors, full-time jobs for receptionist and cashier, and hope to recruit more. Our work avails the masses with health information and therefore protect them from unskilled health practitioners in the community who may not be in position to make correct diagnoses or guide on proper management of diseases. This also provides us an opportunity to guide the people as regards the many myths and misconceptions on health which they hold. We have collected data and evidences for health policy formulation which shall improve health service provision and make services available to all, irrespective of their socio-economic status or where they live. We are empowering vulnerable groups such as widows, orphans, women to make decisions regarding their health/their children's health through counselling and guidance. We are promoting better health seeking behavior as patients are encouraged to utilize proper health service systems. We have acquired mobile blood testing equipment to make sure we offer blood tests to our patients before offering treatment and therefore promote rational use of medicines.

**What are some of the challenges you face in operating or launching your business?**

We need service vans to solve the challenge in transportation of our medical teams and equipment. We need mobile health equipment to effectively assess our patients. There is need to recruit more medical doctors so as to effectively reach out to the growing numbers.

**Explain briefly what you hope to achieve from the 9 month entrepreneurship programme?**

I hope to gain Entrepreneurial skills and knowledge on business management such as business financing, marketing, staffing and scaling up

of business. I believe that through networking and interactions with like-minded persons, I will appreciate how similar businesses are run elsewhere and how challenges are addressed. I hope to acquire more Leadership skills which will enable me lead my team better, and encourage them to work together for prosperity of business. My entry into the programme will hopefully enable me acquire more skills and experience in running a health based business so as to impact the health sector positively. This will enable us reach out better to the population with effective health practices and therefore promote health through prevention and early diagnosis. I equally hope that I shall be able to pass on skills of management to my team at Home Doctors Uganda and many other health workers.

## **AGRICULTURE:**

### **About Me**

At age seven, I used to raise chicken at home. I loved chicken so much that i treat them special. At their maturity stage i would rather sale them for money to raise funds for my school needs or i would leave them to grow and reproduce more of their kind. I did this for several years before I got admission to secondary school. When I left for school, I left my chicken with my mother but she couldnâ€™™ take good care of them, so they died. I was so sad that i could not help it because I was in school and had no time to do the needful. At the finish of my school, I have to convince myself to be self reliance since i couldn't depend more on my monthly salary. so, I approached some of my friends from my University to start raring chicken as a business since i had passion for it from my young age. That is how OMICKX VENTURES started. Omickx ventures is a chicken raring business that sales a special yellow yolked type of egg that has more nutrition and most preferred by many in Ankpa and its environ at Large.

### **Leadership Skill & Experience**

I am the General Manager and Founder of Omickx ventures. I have acquired a lot of skills and experience in business management and had some professional training in international project management, Business management and Emergency management. I started this career after i finished my National Youth service corps around 2012, although I was doing part time job with Ugozulla ventures limited, a construction company that was into building and road construction. I handled several work positions and

most of this positions exposed me to managerial duties and contributed so much to my skills at large.

### **Personal Achievement**

Having my own business has been my dream since I was young. Therefore Omickx ventures is the most delighted thing that have ever happened to me, it made me proud to have achieved my long awaited dream. I have acquired knowledge needed to be able to manage this business, I have traveled to several state to some extent to learn best practices needed for a successful entrepreneur. My business had employed some persons around my host community. They can now boast of food on their tables and money to send their children to school and provide other basic needs .

### **Elevator Pitch**

Omickz Ventures is an Egg production business which focuses on producing a special yellow yoked type of eggs and is the most preferred in Ankpa town and its suburbs among other eggs. We produce sufficiently to the market and supply quality eggs at affordable prices and meet up customers demand.

### **Detailed Description**

Poultry Eggs are the most affordable source of animal proteins for most Nigerians, this has become popular to people living in towns and villages in Nigeria. In Ankpa town and its suburbs, there is no modern poultry farm. Places where eggs are retailed exist, but the number of eggs needed by consumers in the environment has been increasing rapidly. The egg market of this town is far from being reached by the current local egg suppliers. Most of this local egg supplier have a very low production and cant meet up the increasing demand. It is also reported that over 700000 eggs are been transported every week from neighboring state like Enugu and Benue state. That means a range in local egg production is lacking, and a big demand of eggs is needed in the town. My business produces around 800 eggs a day and one egg is sold at 40 naira. in a day we should be making up to 32,000. Per day.

### **Wow Us**

Having my own business has been my dream since I was young. Therefore Omickx ventures is the most delighted thing that have ever happened to me, it made me proud to have achieved my long awaited dream. I have acquired knowledge needed to be able to manage this business, I have traveled to

several state to some extent to learn best practices needed for a successful entrepreneur. My business had employed some persons around my host community. They can now boast of food on their tables and money to send their children to school and provide other basic needs .

### **Problem Solved**

problem in malnutrition has been solved by making available quality eggs that are major source of protein. We are also covering the gap that exist on egg market in Anpka and Nigeria at large, where most eggs consumed comes from neighboring state like, Enugu and Benue State with poor quality.`

### **Development Stage**

Infancy (Market Entry)

### **Please select your company's primary industry sector**

Agriculture (Agri-business, Farming)

### **SDG**

•

#### **Company Structure**

**Registered company**

No

#### **Business Start Year**

None

#### **Type of Business Entity**

**Do you have Business Partners?**

No

#### **Your Primary Role (e.g CEO, COO)**

Project Manager

•

#### **Market Potential**

**How big is the addressable market for your product or service?**

In Ankpa and its environs, we have identified 19 potential customers: 2hotels, 2bakeries, 3hospitals, 2modern secondary schools, 2big markets, 3bars and other local retailers who are in need of about 14,800 eggs/week and 1800 chicken/week, this creates a big market for my products trail.

## **Revenue Model**

After calculating the production cost for one egg, the price is about 25 naira. After all the expenses such as; salaries, food, electricity and other variable cost. the market price for one egg will cost 40-45 from the farm. This has been a very profitable business for me.

## **Marketing Strategy**

We have approached some eggs retailers who supply eggs in Ankpa Town and they promised to buy from us and widen their range of business. More also, new hotels around gave us their words for patronage and we promised to give them quality products and prompt delivery.

## **List your top 3 competitors:**

Eggs retailers who travels as far from Enugu and Benue state; Each week around 700,000 eggs are transported into the town, with one other chicken farm in the town that produces eggs too but sometimes deals on meat production.

## **What differentiates you?**

My major competitors are the eggs from Enugu and Benue State, this eggs lack a yellow yolk because their birds are not properly feed with green vegetables. With this, marketing of what is different in my products ( the yellow yolk ) and is most preferred by our customers.

## **Current Milestone**

We started in 2013, construction of the chicken farm In 2014, and we started with 200 chicken as our first trial to really understand the business and later increased it to 400 chicken in end 2015 in 2017 we increased to 1000 and Want to expand to 4000 by 2019.

## **Next Milestone**

Having known all the technicalities both in the disease mitigation plans, their food formula and others, for our chickens and egg production . We want to increase the number of our birds from 1000 to about 4000 so we meet and satisfy the market demand of our customers.

## **Financials**

**What is the total amount of cash invested to date in this startup?**

2800000.00

**What are your current monthly cash expenses?**

380000.00

**Lifetime Revenue**

4800000.00

**What is the projected breakeven revenues for the business?**

2300000.00

**Breakeven Volume**

30 creates of eggs daily @ 950 per creates

•

## **Business Impact**

**Describe what impact your business will have within your community, country for job creation, revenue generation or social development?**

To promote nutritional value in my country through production of concentrated yolked eggs which are the major source of protein from animals. Research has it that 45% of Nigerian population still lack a balanced meal due to lack of fruit and protein in their daily food. Lots of carbohydrates and with little or no vegetable and almost no protein has been their way and type of feeding. Vitamin A, B and D, as well as calcium are very essential as nutrients necessary in our bodies are found in the eggs. Creation of jobs for people in the environment will improve their social and economic status. My business has employed some unemployed people in the community where it is located as at the moment. At least they are able to cater for their basic needs, pay their school fees and get meals on their tables. The average income for them is 20,000 naira per month. My number of employees will increase as long as the number of my chicken increase too. This will contribute greatly to my income generation and the economy development of our country as well.

**What are some of the challenges you face in operating or launching your business?**

Transportation of feed to my farm, availability of water, the area is not close to stream where I can get water easily so I have to pay much money to people to get water to the farm and lastly was a disease that attacked my chicken and spread among them.

## **Explain briefly what you hope to achieve from the 9 month entrepreneurship programme?**

Getting this opportunity will be of a great benefit to me because it will link me up with other entrepreneurs and and i will learn from their best practices in mitigating challenges they face and other innovations. and i hope to share my experience with them too, so we can learn from each others with good feedback on how to improve our business. i will also crave for Mentorship is a vital key for growing entrepreneur, with their wealth of knowledge on entrepreneurship will have a great impact on me and how to better manage my business will be a great achievement too. This program will also can help me expand my business through more investment. With my 1000 chicken on ground and having gotten all it needs to expand can generate me more income and employ more unemployed in my host community. I have the target to expand to about 4000 chicken in my farm by 2019 if given more fund and all technicalities to do so, will add a lot of value to me and the nation at large, I hope this great foundation of Tony Elumelu's can help foster in the realization of this dream of mine.

## **CONSTRUCTION/REAL ESTATE:**

### **About Me**

Miss Firdaos Khidir was born in Oyo town, the second child of a family of eleven. She is a graduate of the University of Ibadan with a Bachelor of Science in Economics. Her family background not been a particularly glamorous one instilled virtues such as hard work and thrift as the prevailing values one cannot but bear to have. This pushed her to become a determined, passionate and strategic lady who was always a step ahead of her counterparts in logic and intellect. At age eleven she was exposed to fashion designing in Home Economics class. This propelled her first business and the beginning of her entrepreneurial journey. Undaunted in the face of difficulties, she has become an entrepreneur, having nine years of experience in six businesses. Watching Korean movies led her to Real Estate. The exquisite designs of traditional Korean homes were exciting and fascinating. From there, she would often find herself staring at house patterns on Instagram with budding desire to improve them. Then, she knew she would dedicate her company to improving Africa's real estate. Two years

ago, she decided to incorporate this with her knowledge in sales strategy and marketing and this gave birth to ZIAF.

### **Leadership Skill & Experience**

Currently, I work as a Freelance Sales Consultant for fourteen Real-estate companies in Lagos. My work requires me to lead teams and conduct researches on people's preferences in building projects. I can predict when the value of a property rises, carries or drops; also I'm conversant in ways of developing and improving a building project. I took courses in Entrepreneurship and Leadership development at the University and EDC. I attend diverse real-estate conferences and workshops to keep up-to-date with global real-estate developments and trends. My B.Sc in Economics provides skills to conduct analysis and develop strategies of developing a business.

### **Personal Achievement**

Before I started ZIAF Homes I ran an online store called Integrity Mall. During the period we were cash-strapped due to inventories which tied 73% of our capital. I developed a strategy which I later found out it is called drop-shipping. With this strategy, we no longer needed to stock goods; we only had to serve as a facilitator linking customer's orders with manufacturers' stock. That gave us leverage to reduce cost by 65% and our profit doubled. From the experience, I learnt that nothing is impossible as long as one is willing to strive and succeed.

### **Elevator Pitch**

ZIAF is an online platform where different people can co-fund real-estate projects for profits. It integrates real-estate with crowdfunding using technology. It is Africa's version of Fundrise. Our vision is to accelerate the rate at which real estate projects in Africa are completed while also reducing housing and infrastructural deficits.

### **Detailed Description**

ZIAF covers both residential and commercial real estate projects. Investment is divided into two options- equity and debt. ZIAF's equity option, allows co-owners to directly invest in a building and earn on every return the building makes. Income from the building is shared with a sharing formula of 40/40/20. 40% is shared among co-owners; another 40% is for maintenance and fees, while a 20% management goes to ZIAF. This arrangement goes

on for 25 years and the investors can monitor and withdraw earnings weekly or monthly. For ZIAF's debt option, Investors come together on the ZIAF platform to invest and co-own a building; the building is then rented out. ZIAF manages the building and remits payment to investors on monthly basis for 4years. ZIAF becomes owner of the building after 4years when full payment has been made. A unit of investment is called a block. We have laid the foundation for this project. We have established partnership with 97 freelance real estate marketers and 10 SMEs to serve as a link to their communities and 2 international brands to capture Africans in UK, US and UAE. Our website is under construction and marketing strategies have been drafted and some executed.

### **Wow Us**

Before I started ZIAF Homes I ran an online store called Integrity Mall. During the period we were cash-strapped due to inventories which tied 73% of our capital. I developed a strategy which I later found out it is called drop-shipping. With this strategy, we no longer needed to stock goods; we only had to serve as a facilitator linking customer's orders with manufacturers' stock. That gave us leverage to reduce cost by 65% and our profit doubled. From the experience, I learnt that nothing is impossible as long as one is willing to strive and succeed.

### **Problem Solved**

ZIAF seeks to; 1.) Reduce housing and infrastructural deficits. 2.) Improve economic growth via collaboration. 3.) Increase crowdfunders income and living standard. 4.) Provide jobs to builders and artisans. 5.) Serve as an alternative investment to stock and bonds. 6.) Facilitate human need for interaction. 7.) Provide more economic opportunities.

### **Development Stage**

Infancy (Market Entry)

### **Please select your company's primary industry sector**

Construction

### **SDG**

### **Company Structure**

### **Registered company**

Yes

### **Business Start Year**

2016

**Type of Business Entity**

Sole Proprietor

**Do you have Business Partners?**

No

**Your Primary Role (e.g CEO, COO)**

Managing Director

**Market Potential**

**How big is the addressable market for your product or service?**

Although we can be accessed online anywhere around the world, we are narrowing down our target market to individuals residing in Lagos and Ibadan. Lagos and Ibadan has an estimated population of 27.5million. Out of this, we are targeting 15% with emphasis on the nouveau riche, businessmen and portfolio investors.

**Revenue Model**

ZIAF sources of revenue are; 1.) Profit sharing from projects: 20% profit share. 2.) Commission on crowdfunders invested fund- 0.1% 3.) Returns from company's investment of its profits. We are offering blocks of real-estates to individuals. A block would be sold at #10,000 and would be paid for by crowdfunders.

**Marketing Strategy**

We already make use of SMS and Email marketing, fliers, property centres advertisement, Social media, word of mouth, affiliate marketing, cold calling, trust and integrity. In the future, we intend on furthering the above and making use of SEO, Blogs, Banners, Radio, Brochures, Newspaper and Magazine Adverts and Google Ads.

**List your top 3 competitors:**

- 1.) Fundrise: Fundrise is the first real-estate crowdfunding and investment platform in US.
- 2.) Realty Mogul: RealtyMogul.com is an online platform in US that simplifies real estate investing by connecting investors through cutting-edge technology.
- 3.) Landmark Africa: a leading real estate development company in Nigeria that focuses on large investments.

## What differentiates you?

- 1.) We make use of crowdfunding unlike other businesses in our field that uses outright purchase and installments.
- 2.) We rely on advanced technologies to reduce cost and fraud.
- 3.) Our marketing strategy is more encompassing and client oriented
- 4.) We collaborate with other brands and businesses than our competitors.

## Current Milestone

ZIAF's current milestone is to: 1.) Finish construction of website. 2.) Upgrade from a business venture to a Limited company. 3.) Take an entrepreneurship course at Lagos Business School. 4.) Move from home to an office space. 5.) Increase freelance marketers from 97 to 200. 6.) Hire two full-time staffs.

## Next Milestone

ZIAF's next milestone would be to: 1.) Expand presence to Abuja and Port-Harcourt. 2.) Increase small business partners from 12 to 25. 3.) Increase staffs salary. 4.) Establish a branch office in Tanzania. 5.) Diversify into a pure investment company and outsource construction. It would take 22months to accomplish everything.

## Financials

**What is the total amount of cash invested to date in this startup?**

137745.00

**What are your current monthly cash expenses?**

51150.00

**Lifetime Revenue**

280000.00

**What is the projected breakeven revenues for the business?**

1111100.00

**Breakeven Volume**

TFC calculated=#925,000 VC calculated=#670,000 BEV=TFC/contribution margin ratio(CMR)  $CMR=TR-VC/Sales$ .  $CMR=#4,000,000-#670,000/400blocks=8325$  BEV=#925,000/8325 =111.11blocks. I will have to sell 112blocks in a year (9.33blocks monthly) to break-even.

## Business Impact

**Describe what impact your business will have within your community, country for job creation, revenue generation or social development?**

ZIAF will have impact within the community and country via: 1.) Job opportunities within the target market (Lagos and Ibadan): A fully-fledged ZIAF will provide direct employment to 37 people and indirect employment to over 100 people. This would include administrative staffs, builders and artisans. Expansion to other areas in the country and beyond will multiply the numbers. 2.) The business would also generate revenue to government through payment of taxes like personal income tax, company tax and levies from the federal, state and local government. This would increase money in the national coffers for infrastructure developments, healthcare, education etc. 3.) Foreign Exchange Generation: Since ZIAF is an online platform and can be accessed and used by Nigerians and other Africans outside the country, we anticipate this will help generate foreign currency and have a positive impact on the national economy of Nigeria. 4.) As part of our corporate social responsibilities, we intend to support 100 mothers of kid(s) with cerebral palsy every year. With the aforesaid, ZIAF will definitely affect the socio-economic development of Ibadan and Lagos and by extension, the whole country positively. This makes the business socio-economically desirable.

**What are some of the challenges you face in operating or launching your business?**

- 1.) Getting mentors: it has been very difficult getting someone that is business savvy, selfless and of strong ethics as a mentor.
- 2.) Staffing: particularly with hiring good employees and delegating tasks
- 3.) Inadequate capital- From inception, we have made use of equity but this has limited our growth process.

**Explain briefly what you hope to achieve from the 9 month entrepreneurship programme?**

The Tony Elumelu Entrepreneurship Programme is an opportunity for me to:

- 1.) Develop necessary skills relevant for better entrepreneurial performance.
- 2.) Receive adequate mentoring on business management.
- 3.) Gain knowledge of financial managements and book-keeping techniques.
- 4.) Gain leadership and management training.
- 5.) Network with other emerging African entrepreneurs.
- 6.) Obtain seed grant to boost capital.
- 7.) Meet and learn from experienced mentors and business coaches.
- 8.) Boost business confidence.
- 9.) Expand business horizon to see other opportunities that can be explored.

In essence, the program would further confirm my goal of becoming one of the best business leaders in the world, whose business

practices is not only for profit making but also centered on making other people's life better. I would be glad if I am strongly considered.

# ICT

## **About Me**

I'm an MBA graduate with 4 years' experience in business development, marketing, sales and brand management; a self-taught early stage software developer very passionate with technology and entrepreneurship and how these two can make our lives better. Africa is faced with numerous challenges, and as aspiring leaders, it is our responsibility to take charge on solving these challenges. In 2015 I encountered a major challenge searching for the right serviceman to do a basic repair in my apartment, I went on and did further research and realized how much of a problem this was, right there and then I realized there was a gap that needed to be filled and that's what led me into becoming an entrepreneur in this particular field.

## **Leadership Skill & Experience**

In 2017 I was selected as one of the Unleash Global talent, a network of youths committed on training entrepreneurs on how their businesses can push forward the 2030 Agenda. I was also selected as a finalist on the prestigious African Entrepreneurship Award 2017, which selects businesses with most plausible and probable impact in Africa, through the network we got business training through the boot camp sessions. Furthermore on my 4 years work placement in marketing and business development, all these are centered on bringing about sustainability to business practices which is a good fit on pushing forward the company.

## **Personal Achievement**

FixChap was selected as a finalist on the African Entrepreneurship Award (a pan-African entrepreneurship competition which selects and supports the African businesses with the most plausible and probable impact in Africa). Furthermore I was awarded by Unleash Innovation Lab for the innovative idea around my start up on tackling the global challenges of Unemployment and urban sustainability furthering the SDG Agenda. These achievements

were all in recognition of the impact made by our start up on addressing unemployment and bringing about the emergence of sustainable cities in Africa.

### **Elevator Pitch**

FixChap is a digital platform bringing the trust gap between home owners/offices with servicemen by giving them access to verified servicemen within their localities. Payments done securely directly to us, serviceman is only paid upon customer's satisfaction. Servicemen performances are monitored through customer reviews and ratings after the service

### **Detailed Description**

FixChap is a digital platform through which clients can book repair requests and get connected with verified servicemen within their locations. Servicemen are sourced from the national vocational training institutions, they have centers countrywide with networks of trained youths. This enables home owners and office owners to be attended by competent people who can handle well these repair tasks. Furthermore we provide assurance for the quality of the work done by remitting the serviceman's portion only after the client's approval. The versatility of FixChap allows servicemen to only take deals/repair jobs when they want to, as a result people name us as "an uber for repair services". For Bootstrapping purposes we only have the serviceman App which enables them to get notifications and handles interaction with clients who are currently using the platform via a web system. The prices are fixed for each particular case of repair which brings more price stability, order and structure to this highly fragmented industry. Customer's rating and feedback is used to reward the top performer's thus spurring competition which is likely to result to better quality services.

### **Wow Us**

FixChap was selected as a finalist on the African Entrepreneurship Award (a pan-African entrepreneurship competition which selects and supports the African businesses with the most plausible and probable impact in Africa). Furthermore I was awarded by Unleash Innovation Lab for the innovative idea around my start up on tackling the global challenges of Unemployment and urban sustainability furthering the SDG Agenda. These achievements were all in recognition of the impact made by our start up on addressing unemployment and bringing about the emergence of sustainable cities in Africa.

## **Problem Solved**

In Tanzania, 30% of crime incidents in homes and offices are linked to strangers who portray themselves as servicemen, meanwhile about 70,000 youths graduate yearly from vocational training institutions 75% fail to secure employment, FixChap provides access to skilled youths thus curbing the crime incidents and filling the trust gap

## **Development Stage**

Infancy (Market Entry)

## **Please select your company's primary industry sector**

ICT

**SDG**

•

### **Company Structure**

**Registered company**

Yes

### **Business Start Year**

2016

### **Type of Business Entity**

Ltd

### **Do you have Business Partners?**

Yes

### **Your Primary Role (e.g CEO, COO)**

Managing Director

•

### **Market Potential**

#### **How big is the addressable market for your product or service?**

The household population of Dar Es Salaam is estimated to be around 1 million, the targeted household/users are the middle and high income earners who are estimated to be a minimum 40% of the household, which brings our addressable market to an estimated minimum of 400,000 households.

### **Revenue Model**

Our primary revenue model is through charging a commission to each service rendered through our platform, currently we take a 20% cut and the servicemen get the 80%. Secondary revenue stream is through the commission from Hardware stores, a 5% commission for every successful client referral to their stores.

## **Marketing Strategy**

Low budget creative Guerrilla marketing techniques such as placing our flyers at the hardware stores. Digital marketing, through channels ranging from social media platforms, SEO, Ad-words and the like to reach our online market segment. Partnerships and MoU with apartments and real estate's for affordable monthly repairs and maintenance

## **List your top 3 competitors:**

1. Dar Fundi
2. Smart Fundi
3. Fundi At Work

## **What differentiates you?**

FixChap is basically a click away accessible through the web system, it leverages on the so called jobbing/part time and sparks the spirit of self-employment, Rating and feedback from customers are used to rank and reward servicemen. Incentivizes servicemen by providing health insurance and social security benefits

## **Current Milestone**

Our current milestone is being able to complete a total of 1200 repair tasks from 480 clients on our platform with a total of 260 servicemen registered with us and the business being recognized as one with plausible and probable impact in Africa by the African Entrepreneurship Award

## **Next Milestone**

Our next milestone is to have a total of 500 servicemen registered on our platform completing 5000 repair requests per month. Most importantly developing and rolling out our clients mobile App to provide a more personalized customer experience. This will take about a year to attain this.

## **Financials**

**What is the total amount of cash invested to date in this startup?**

7500000.00

**What are your current monthly cash expenses?**

702500.00

**Lifetime Revenue**

3500600.00

**What is the projected breakeven revenues for the business?**

5500000.00

## **Breakeven Volume**

4,000 repair requests

## **Business Impact**

### **Describe what impact your business will have within your community, country for job creation, revenue generation or social development?**

the security and safety consequences that many have faced as a result of dealing with criminals who have quite often portrayed themselves as servicemen. The service waiting time will be reduced as households/offices will be linked with servicemen within their localities. Additionally the platform will improve the repair services quality by first providing service guarantee for every task done and constant screening and rating of service men. Most importantly the platform will provide employment and relevant skills training opportunities to service men. It is estimated that more than 70,000 service men graduate from vocational training institutions every year with only about 30% of them managing to secure employment. FixChap will open new doors for youth to leverage into their skills set and earn a living therefore reduce unemployment in the society. On an overall perspective FixChap will play a crucial role on promoting the sustainable development goals particularly by giving youths descent jobs and economic empowerment and promoting the rise of sustainable cities.

### **What are some of the challenges you face in operating or launching your business?**

The challenges we face currently; 1.Lack of financial resources for product development, training and on boarding of servicemen and acquiring indemnity insurance 2. Refining our business model in terms of expansion plan whilst maintaining focus 3. Strategy for Scaling-up across borders; the right way to expand our services across borders.

### **Explain briefly what you hope to achieve from the 9 month entrepreneurship programme?**

The Tony Elumelu Entrepreneurship Programme is a very crucial tool for empowering young entrepreneurs in Africa, I hope to sharpen my entrepreneurial skills through the training sessions which will be conducted by experienced business experts will be very useful for me on restructuring and rethinking my business model. This will give it a better taste of sustainability and much more efficient operations. Most importantly gaining the seed capital which comes along with the programme will largely assist

us on product development, training and onboarding the servicemen on customer services skills, etiquette and mannerism and acquiring indemnity insurance for all tasks rendered in our platform. Participating on the boot camp will provide a platform for me to network with entrepreneurs from all around Africa. This experience will broaden my networking skills which is surely a powerful tool especially for us entrepreneurs, through this i hope to gain useful links, contacts and possible partners who will be influential on driving forward my business. In such a setting, i will be constantly exposed to skills and ideas that will enable me to contribute to my professional development as an entrepreneur by kick starting my business thus impacting my community with virtually unlimited potential.

# MANUFACTURING:

## **About Me**

I am a young energetic and hardworking graduate of the University of Benin. I have held previous leadership positions in the past. I was the leader of my Entrepreneurship Course project group in my penultimate year at the university. I grew up in a low income family and during my early years my parents were not always able to pay my school fees promptly. I observed that they were too financially dependent as they have only one source of livelihood. This birthed in me a deep hunger to save my family from financial dependence and as the first son of the family, I needed to take responsibility. I saw a future in entrepreneurship. This hunger positively affected my academics as I strove to do things differently in my class and school to stand out from the crowd. As a result I represented my school in a Delta Broadcasting Service (DBS) organized quiz competition and emerged victoriously with laurels. I also won essay contests for my secondary school, all as a result of my quest to make a difference, distinguish myself from the crowd and to make my family proud.

## **Leadership Skill & Experience**

I have successfully run my personal businesses in the last four years. I ran an agro-enterprise, a consultancy firm and an educational services firm. I organized the various factors of production in my agro-enterprise to produce

yams, maize, pepper, tomatoes etcetera. In my educational services firm, I organized extra-curricular home lessons for school students. I carried out promotional activities to advertise my services and I packaged myself so well, that my personality epitomized value to my clients and prospective clients alike. I have also provided business consultancy and business development services for small and medium scale enterprises in Nigeria.

### **Personal Achievement**

won a meritorious award in the CBN/NYSC Entrepreneurship Venture Prize competition organized for Nigerian youth corp members in 2012 during my national youth service. Also during my youth service I was a Polling Officer during the 2012 Adamawa State governorship election in Nigeria where I successfully coordinated the elections. I changed the orientation of students in my place of primary assignment during my National Youth service from that reliant on external assistance via examination malpractice to that of self-dependence during examinations. I successfully inculcated in them the values of diligence, integrity, hardwork and determination.

### **Elevator Pitch**

My idea deals with the large scale production of garri using cassava processing machines, while also tapping from the various value chains of cassava processing, earning revenues from starch and cassava peels which are by-products and also from cassava processing services.

### **Detailed Description**

My main product is cassava flakes commonly popularly called 'Garri' in Nigeria and will be known as FP Flakes garri. FP Flakes garri will be Vitamin A fortified and also fried with Palm oil which contains carotenoids, giving it its red colour. It is a high quality energy giving food used in making the popular Nigerian delicacy 'Eba' which is eaten with various Nigerian soups. The second product is Starch. FP Flakes starch will have high purity, neutral flavor and easily swollen. It is eaten as food, and useful for industrial purposes. FP Flakes will also offer Cassava processing services to local small holder farmers. This include peeling, grating, pressing, sieving, frying and packaging as their needs may be. The benefit of my cassava processing service is that it reduces stress, drudgery and processing time for the farmers. FP Flakes enterprises also has cassava peels as byproduct. It is rich in fibre and can be used by feed companies in making animal feeds. Also animal rearers will also find it useful in feeding their animals

## **Wow Us**

won a meritorious award in the CBN/NYSC Entrepreneurship Venture Prize competition organized for Nigerian youth corp members in 2012 during my national youth service. Also during my youth service I was a Polling Officer during the 2012 Adamawa State governorship election in Nigeria where I successfully coordinated the elections. I changed the orientation of students in my place of primary assignment during my National Youth service from that reliant on external assistance via examination malpractice to that of self-dependence during examinations. I successfully inculcated in them the values of diligence, integrity, hardwork and determination.

## **Problem Solved**

Garri and Starch which are staple foods in Nigeria solve the problem of food insecurity. Starch in addition, provides the raw material needs of pharmaceutical, textile and chemical industries. My processing services removes the age-long drudgery, time-wasting and stress associated with cassava processing, garri and starch production.

## **Development Stage**

Idea (Concept)

### **Please select your company's primary industry sector**

Manufacturing

## **SDG**

### **Company Structure**

#### **Registered company**

Yes

#### **Business Start Year**

2016

#### **Type of Business Entity**

Sole Proprietor

#### **Do you have Business Partners?**

No

#### **Your Primary Role (e.g CEO, COO)**

MD,CEO

## **Market Potential**

### **How big is the addressable market for your product or service?**

The addressable market for garri is a population of over ten million people, from Kogi to Abuja. The market for starch is about 1.5 million people. The market for cassava processing services is over 2000 small holder farmers in villages and towns around Lokoja

### **Revenue Model**

Revenue will come from sales of garri, starch and cassava peels. In addition, revenue will come from charges on cassava processing services.

### **Marketing Strategy**

FP Flakes garri and starch will be sold to market women (wholesalers) who in turn will sell to retailers and or final consumers. These women trade in village markets and the Urban Market of the state. Processing services will be marketed to farmers by word-of-mouth.

### **List your top 3 competitors:**

1. Obasanjo Farms, Ogwashiukwu Delta State
2. Songhai Delta Farms, Amukpe Sapele
3. Locally-processing small holder farmers in Kogi State

### **What differentiates you?**

Our unique cutting edge processing technology and packaging will differentiate us from small-holder farmers, as we employ mechanised methods as opposed to their manual methods. We will also seal our products mechanically as opposed to the conventional manual tying in the market. Our unique branding distinguishes us from other competitors.

### **Current Milestone**

FP Flakes has been registered with Nigeria's Corporate Affairs Commission (CAC). We have also sourced a 2 hectares farmland to be used for growing our cassava. Also the business is at an advanced stage from obtaining a single-digit loan from the Bank of Industry with favourable terms of payment.

### **Next Milestone**

The next milestone involves land preparation using tractors from the Kogi State Ministry of Agriculture. This will take place by the middle of March (few

weeks from now). This will be closely followed by planting of cassava stem cuttings in early April 2018 before the rains start.

## **Financials**

**What is the total amount of cash invested to date in this startup?**

1200000.00

**What are your current monthly cash expenses?**

100000.00

**Lifetime Revenue**

2500000.00

**What is the projected breakeven revenues for the business?**

3000000.00

**Breakeven Volume**

When I sell 561 bags of starch (50KG) and 2915 bags (50KG) of garri

## **Business Impact**

**Describe what impact your business will have within your community, country for job creation, revenue generation or social development?**

My business will take away the age-long drudgery, stress and time wastage associated with cassava processing, garri and starch production. This will encourage people to embark on Agriculture especially cassava farming as we will take help them with their processing concerns and fears. We will also buy cassava from those willing to sell to us. It will also check rural-urban migration, especially among the youths. I will also model cassava processing in my host community and serve as a mentor to people interested in the business. Jobs will be created in for the teeming youths in our area of operation, as we will employ idle hands for farm work ranging from planting to weeding and harvesting. We will also employ machine operators whom will be taught how to operate such machines. The government also stands to gain as our taxes will generate revenue for the government which can be used for infrastructural and social development

**What are some of the challenges you face in operating or launching your business?**

1. Financial constraints 2. sustainability in getting raw materials (cassava and cassava stem cuttings) 3. Credible suppliers of machines who can guarantee the durability and efficiency of their processing machines

**Explain briefly what you hope to achieve from the 9 month entrepreneurship programme?**

I hope to get funding for my business idea, network extensively with key agribusiness leaders and gain access to the much-needed mentorship that I need to succeed in my business enterprise. These are what I hope to achieve from participating in the Tony Elumelu Entrepreneurship Programme