Startup Lions Impact Report #3

Based on 3rd Impact Measurement Survey
Graduates vs. Control Group of Applicants
Report by: Jan Veddeler & Robin Bittner, April 2024

I.   Background Info

- General Study Design: Surveying of Learning Lions training graduates (henceforth "LL graduates") with a control group made up of applicants to the Learning Lions training who were not selected (henceforth "applicants" or "non-LL-graduates"). This control group is believed to be relatively comparable to the LL graduates and thus be well suited for impact measurement purposes.
- Two data sources, SMS survey export (echomobile.io) and online form via Google Form (Google Sheet data)
    - 462 SMS
    - 78 Online
    - Merged two data sources in analysis google sheet, merged two datasets in one sheet, matched columns as far as possible
- Survey was run in February 2024
- Data Cleaning Steps
    - Duplicates
        - SMS Survey: Check of duplicate phone numbers ◻ none
        - Online Survey: check of duplicate eMail addresses ◻ multiple; for simplicity, only the lastest response was counted, though it may even be better to take the average for questions like income, as maybe the average of various spontaneous „memorisations" of respondents may best reflect the reality
    - Fake/Undue Entries
        - One entry was identified as potentially fake/not serious and neglected.
- Interpretation/Validation/Correction
    - Some free texts answers are interpreted wrongly by EchoMobile, e.g. 10k is interpreted as 10 instead of 10,000 somtimes, or somebody writes „5000ksh to 10,000ksh"
- Categorisation
    - Used chatgpt for clustering, category suggestions ◻ reviewed manually and then have ChatGPT map the survey responses to the revised catetories ◻ manual review again
- Remarks:
    - On the online survey, we did some mistakes by asking open questions instead of giving the same categorisation as in the SMS survey which leads to some inconsistency in the data. We tried to group the open text answers of the online survey to the categories of the SMS survey,

but this is not always possible and is subject to judgement. Partially, chatGPT was used to support and cross check the categorisation.

- o Also, there are some few other differences between online and SMS survey
    - ▪ Name, Age, Gender were not asked online
    - ▪ The question „Outside of Learning Lions, were there any other opportunities that you have benefitted from a lot (e.g. that made you find a job)? Please name them and explain how they helped you." was only asked online, not via SMS
- o In future, hybrid survey should be as streamlined as possible, makes data analysis easier and more consistent and powerful
- o Differences between target group reached online vs. via SMS:
    - ▪ higher income among online survey respondents, especially among applicants
    - ▪ no clear pattern for other variables at first sight
- o Impact Survey still stand-alone and not yet linked to other impact data such as the Baseline survey of students starting at LL

II. Result Summary

In nearly all relevant dimensions, graduates reveal better results than applicants who were not selected. The differences are of relevant size, and largely statistically significant. Also, the groups have shown to be very comparable in terms of age and location, and with only small and non-distortive differences in educational background

- ● **Growth & Satisfaction:** Graduates show significantly **higher self-efficacy, growth mindset and life satisfaction.**
- ● **Earning:** Graduates earn **40% more than the control group**[1]. The earning effect of the Learning Lions training is corroborated by **graduates significantly spending and saving more money.**[2] You can usually only spend and save more, if you earn more. Also, **financial dependency on others is reduced among LL graduates**.
- ● **Women empowerment: The women's share is more than twice as high** among graduates than among applicants, reflecting our efforts towards affirmative action in selection of women.
- ● **Recommendation: 97% of graduates would recommend the Learning Lions training** (NPS>5), resulting in a Net Promoter Score (NPS) of 85, which is very high against both training and NGO industry benchmarks.

---

[1] Statistical significance is narrowly missed; t-test might not be the accurate measur, but still, the absolute average values differ largely
[2] T-test might not be the accurate measure, but still, the absolute average values differ largely

- **Jobs**: The large majority of graduates (60%) reported to have gained job opportunities through the **Learning Lions** training.
- For entrepreneurial intention no significant difference could be found[3].
- **Occupation**: **Unemployment 50% reduced** among LL graduates + share of IT jobs 3x higher and share of freelancers 2,5x higher than among non-LL graduates
- **Educational backgrounds of the two groups are similar**. The fact that LL graduates are more likely to have a certificate or diploma may reflect our selection process, because more talented people may also be more likely to have a certificate or diploma. Interestingly, however, our graduates are less likely to end up at university, reflecting our goal that we are providing opportunities for those who don't manage to secure a university education.
- **Online money**: LL Graduates earn 50% more online. Interestingly, the share of LL graduates reporting to have earned money online is slightly lower than among non-LL graduates, potentially explained by the higher share of online betting among non-LL graduates. Graduates earn more money on Upwork and LinkedIn and in areas such as Design and Web Development.
- **Little to improve**: 82% of graduates report "nothing to improve" at Learning Lions; the remaining improvement directions go towards improved curriculum, equipment (e.g. free laptops), certification, and others.

The detailed data and analysis can be found here:
🟩 SLIM 2024_Results_Combined_Online+SMS

III. Tables & Charts

Summary	applicant	graduate	Grand Total
Respondents	282	185	467
Age	25	26	25
Male	187	60	247
Female	39	37	76
Other	3	0	3
income	Ksh8,663.98	Ksh12,030.92	Ksh10,042.73
consumption	Ksh7,662.23	Ksh11,143.17	Ksh9,154.06
savings	Ksh3,182.76	Ksh5,329.21	Ksh4,111.16
selfEfficacy	7.2	8.1	7.6
gmCantChangeTalent	6.3	5.5	5.9
gmAcceptCriticism	8.8	9.0	8.9

---

[3] T-test might not be the accurate measure here, but the average values are actually similar.

gmDislikeChallenges	3.6	2.5	3.1
eiOwnBiz	9.2	9.5	9.3
lsOthersBetter	6.1	5.0	5.6
lsSatisfied	3.6	3.8	3.7
NPS	n/a	9.4	9.4
jobThroughLL	n/a	59%	59%

Earnings
blue= non-LL graduates vs. red= LL graduates
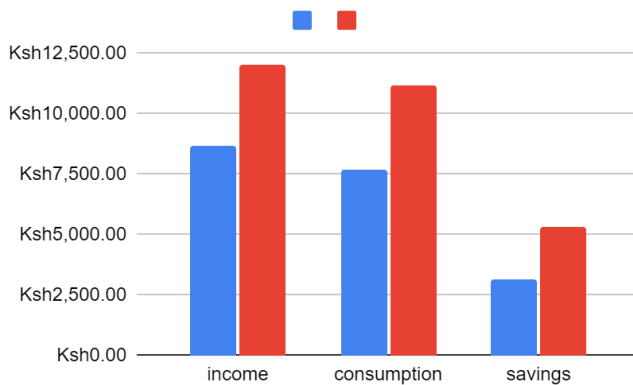
Highest education	applicant	graduate
Primary	0%	1%
Secondary	39%	20%
Certificate	14%	24%
Diploma	13%	17%
Started university	8%	5%
Degree	4%	4%

Current Occupation	applicant	graduate
Employed in IT or related fields	6%	22%
Freelancers or Self-Employed	2%	7%
Non-IT Occupations	45%	38%
Students or Training in IT	7%	9%
Unemployed or Job Seekers	41%	24%

Location	applicant	graduate
Loropio	1%	4%
Outside Kenya (rural)	1%	
Rural Kenya	3%	3%
Turkana (rural)	40%	29%
Turkana (urban)	28%	30%
Urban Kenya	3%	3%

Financial Dependency	applicant	graduate
Family	9.6%	8.1%
Me, but it is barely enough	17.1%	36.2%
Me, I support my family and save	17.4%	14.6%
Me, I support my family, but dont save	13.2%	5.9%
Others	2.5%	3.2%
Financially Self-Sustainable	47.7%	56.8%
Dependent on Others	12.1%	11.4%

Did you get a job through Learning Lions?

Yes, a digital-related job
32.4%

No
41.0%

Yes (not digital or type unknown)
26.7%
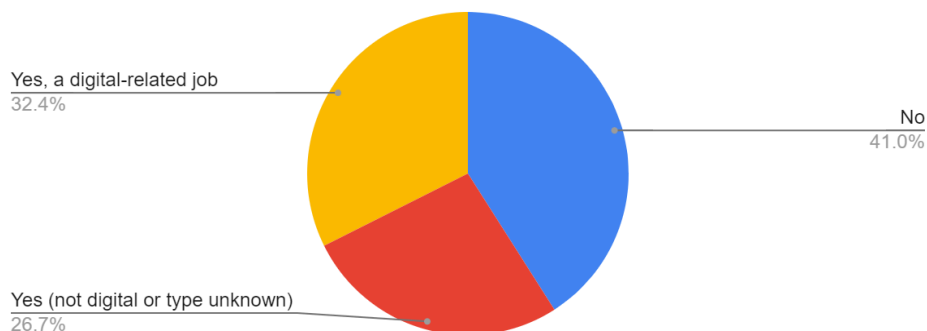
What could be improved at Learning Lions?
% of those who reported something to improve; 82% reported "nothing to improve"

Selection Process and Fairness
6.1%

Certification
9.1%

Communication and Collaboration
6.1%

Curriculum Enhancement and Training Duration
15.2%

Other
39.4%

Employment Opportunities and Skill Utilization
9.1%

Facilities and Resources Improvement
15.2%
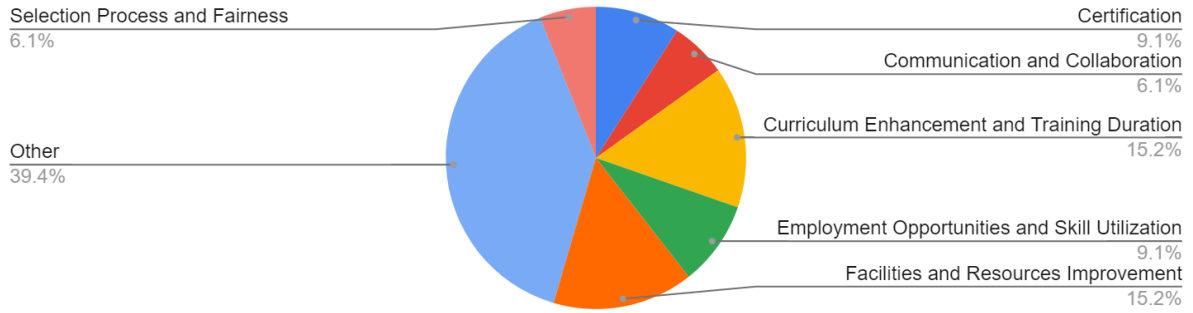
Which skills were missing at Learning Lions?

Missing skills in LL training