

- If we shift gears and think about more of the corporate side of it, I think between we're now in December, and with one of our corporate partners over probably between June and October, as we're heading into discussing the renewal of an agreement we had, I probably had 56 to 60 different email conversations going on with around five people in the company. I had three in-person meetings and three full meetings and I had an neverending WhatsApp thread. What is clear for me also is also the amount of money that we're raising from this corporation was probably the equivalent of 15 to 20 individuals. And given that we have fewer individuals in East Africa from whom to fundraise from really doubling down my efforts and focusing on a small number of corporates made sense. But I mean, if you're working on 56 emails, there's a lot of follow through and responsiveness and making sure that you're responding within ideally eight to 12 hours. And it's just top of mind. So coupled with that correspondence, which then speaks to your ability to write and communicate, there's also I think I attended maybe two company events, made sure that they met at some point with Acumen senior leadership, and also worked on really figuring out how could I send them information that would be beneficial to them without benefiting Acumen in any way. So my experience is the corporate side is very much akin to what does the corporation need, understanding the sustainability report and building from there. And so the different people that I'm engaging are in different roles that end. The individual side was a lot more of you need to get to know me and understand why I am doing this. But you need to ground it in data, because at the end of the day, a heartstring story is not going to win you over. On the corporate and foundation side, they're also more interested in insights and learnings. Well, the individual at times seemed more interested in impact. Tell me how many people benefited from this is one part of the story. Tell me what you're learning and how that can help my company. 'Cause this is part of our corporate sustainability strategy is more likely a question you're going to get from a large foundation or from an organization and being able to understand what that is.