




Presentation on Funding Strategies



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Set Realistic Growth Targets And Develop Plans

- Stage 1: Establish good base and nodal infrastructure in the periphery of urban locations.
- Stage 2: Provide public sector services at minimal price like:
 - Geological Survey service for Kenyan government.
 - Document delivery to nodal offices.
- Stage 3: Provide private sector services like:
 - Medical supply delivery service for Private hospitals and their nodal centers.
 - Partner with logistics companies like UPS, DHL, FedEx, Kenfreight, and Mitchell Cotts to deliver lightweight packages.
 - Collaboration with NGO's, pharmaceutical companies, Hospitals and Private Investors.

Invest Wisely In Technology

- Setup base and nodal office with storage for serum and drone.
- Invest on Green energy generation.
- Sell excess solar energy to government.
- Office space should be designed to accommodate maintenance and charging for drone.
- Provide drone repair service for other organizations.

identify Funds (Grants & Investors)

- Villgro Africa seed funding(\$20,000) organization for healthcare innovation, which was earlier Villgro Kenya.
- EU Skills Initiative for Africa (SIFA) Innovation Funding (€400,000/\$427,500)
- develoPPP Ventures grant(€100,000/\$106,000) in Kenya, set up by German Federal Ministry of Economic Cooperation and Development.
- UNICEF Venture Fund - Bridge funding (\$150,000)

Villgro Africa

(\$20,000)

Fund type: Seed Funding Incubator

Villgro Africa are looking for emerging inventors or innovators who have a product or service that can impact the poor and vulnerable in society. Applicants' ideas must have the potential to scale and change the lives of Africa's rural and urban resource-poor communities.

INCUBATION REQUIREMENTS

Innovators interested in our business incubator program must have:



Multidisciplinary,
collaborative team



Problem-solution fit



Product-market fit



Minimum viable
product built



Validated market
demand



Clear revenue model



Program commitment
from one full-time
founder



One technical co-
founder

EU Skills Initiative for Africa (SIFA) Innovation Funding (€400,000/\$427,500)

SIFA is an initiative of the African Union Commission (AUC) supported by the German Government to strengthen occupational prospects of young people in Africa.

To begin with eight countries have been selected as pilot countries – Cameroon, Ethiopia, Ghana, Kenya, Nigeria, South Africa, Togo and Tunisia.

SIFA finances skills development projects in several African countries. Projects should contribute to employment-oriented skills development for young people.

WINDOW III

This Funding Window is now closed. Future Call for Proposals in 2023 will be announced.

Call Status and Deadlines

INNOVATIVE SKILLS PROJECTS

Grant Amount per project

Between EUR 150,000 and 400,000

Thematic Areas

1. Digital Tools and Skills
2. Female Entrepreneurship and Employability
3. Training Innovation in Informal Sectors

Eligible Applicants

Professional TVET entities from the public and private sectors, academia, civil society, and organisations supporting entrepreneurship in the labour market

Applicant contribution

10% of total project cost (in cash or in-kind)

Project Implementation Period

12 to 18 months

develoPPP Ventures grant

(€100,000/\$106,000)

develoPPP Ventures is aimed at young companies, whose innovative business model improves living conditions in a developing or emerging country and who are planning to scale up. Via a matching-funds model, the German Federal Ministry for Economic Cooperation and Development (BMZ) provides a grant of up to 100,000 euros for suitable growth investments.

develoPPP Ventures is currently available in Ghana, Kenya and Tanzania with additional countries to follow.

A prerequisite for funding is that the start-up phase has already been completed and initial revenues have been generated. In addition, your company must:

- be privately owned and profit-oriented
- have a viable business and financial plan
- be able to provide at least one annual financial statement
- convince other financiers of its business model (matching funds)
- not have acquired more than a maximum of €2 million in funding to date
- have high growth potential and reach break-even within a maximum of three years

UNICEF Venture Fund

(\$150,000)

The UNICEF Innovation Fund is looking to make up to \$100K equity-free investments to provide early stage (seed) finance to for-profit technology start-ups that have the potential to benefit humanity through the use of drones.

Looking for company with capabilities in :

3. Software to manage flight and delivery operations

- Manage supply chain payments and quality of assets for sensitive products
- Load, delivery or flight navigation optimization
- Digital management of delivery execution
- Feature detection to land or drop deliveries autonomously on landing pads.

The general eligibility criteria:

- You must be registered as a private company in a UNICEF programme country;
- You are working on open source technology solutions or willing to be open-source under the following licenses or their equivalent: BSD (software), CERN (hardware), or CC-BY (content);
- You have an existing prototype of the solution with promising results from initial pilots;
- Your solution has the potential to positively impact the lives of children.

Defined sales structure

- Buy anti-venom serum in bulk. Partnering with antiserum production organizations to get discounted deal on bulk buying - Provide them to the general public for a fixed cost.

- **In-app ads:**

Through our app we can make up to \$200 a day in average revenue from ads - this is an estimate for an app with only 1000 active users.

Population of Kenya is 53 million people. Once our app starts to expand in other cities we will be able to get more ad viewers and hence revenue from it.

- **Subscribe for ad-free version:** Monthly subscription fee.
- **Paid Features in app** - include a social media component where family members and friends can add each other as friends and get notified after the alert button is pressed.

Ebook - users can purchase helpful health e-books through the app. This way we can add more ad viewership.

Outsourcing Non Critical Tasks

- Digital Marketing
- Increasing social media presence by collaborators in social media pages.
- Maintenance of the mobile app will be outsourced to software app developers in Indonesia.
- 1 kenyan shilling = 120 Indonesian Rupiah - means more profit.

Customer Analysis

- Government and health organizations
- Hospitals and clinics
- Wildlife conservation organizations
- Tourist companies
- Individuals

