



Kidogo Expansion Plan: Ethiopia, Burundi, and Mauritius

Strategic Partners to Open New Markets



x kidogo

Executive Summary



The Problem.

In Sub-Saharan Africa, 1 of 5 children have been orphaned due to wars, AIDS, etc. They do not receive proper nutrition or education.

With 140 languages in East Africa, and high rent cost, aid is difficult.



The Solution.

We've created a database that tracks determining factors for a potential country in need.

Partnering Kidogo with multiple organizations in Africa that deal with this cause.



The Outcome.

300-900 kids can be reached with these potential partnerships.

At least 8-12 centers can be opened in 3-4 years.

Problems: Barriers to Scaling to New Countries

Basis Of The Problem

½ children in Sub-Saharan Africa have been orphaned due to wars or AIDS etc. 32% of orphans have had a parent die or suffer from AIDS.

Barriers to Scaling

- The language barrier is a big factor with 140 different languages spoken in East Africa.
- Cost of Rent is a factor because it is usually extremely high in cities, in contrast with the slums.
- Average Salaries are a factor as many parents in the slums may not be able to afford spending money.

Overview of Our Solution



Contacting local non-profits to look for potential partnerships to grow Kidogo more accustomed to a new environment with advice for resources.



Our top recommendations based on extensive data that we've researched on economic and social statistic stances of East African countries.

National Database for Scaling: Rent, Language, Average Salary, GDP/Capita, Population

We gathered our information by making different data sets that represent specific information such as average rent, official languages, average salary, the average salary in Kenyan Shillings, GDP/capita and population from 2017, 2018, 2019, 2020, % growth.

This information was used to find out which countries across East Africa would be the most compatible with Kidogo.

Location	Average Rent	In KES
Burundi	350,000 BIF	19,246.
Comoros	125,000 XAF	21,810.
Djibouti	N/A	N/A
Eritrea	11,700 ERN	14,765.
Ethiopia	30,000 ETB	9,553.0
Kenya	23,000 KES	23,000 KES
Madagascar		17,865.
	633,927 MGA	
Mauritius	4,000 MUR	10,618.

Location	Official Language
Burundi	French, Kirundi
Comoros	Arabic, Comorian, French
Djibouti	Arabic, French
Eritrea	Arabic, English, Tigrinya
Ethiopia	Amharic, Oromo, Tigrinya
Kenya	English, Swahili, Kiswahili
Madagascar	French, Malagasy
Mauritius	English, French
Rwanda	English, French, Kinyarwanda

Location	% Growth	2017
Burundi	3.69%	59,916.11 KES
Comoros	2.09%	163,615.39 KES
Djibouti	1.69%	152,441.50 KES
Eritrea	1.90%	115,347.38 KES
Ethiopia	2.08%	26,283.35 KES
Kenya	2.14%	5,500 KES
Madagascar	1.71%	3,935.21 KES
Mauritius	1.67%	166,136.04 KES
Rwanda	2.77%	90,288.67 KES

Location	% Growth	2017
Burundi	3.69%	1,090,000 BIF
Comoros	2.09%	708,000 KMF
Djibouti	1.69%	260,000 DJF
Eritrea	1.90%	16,600 ERN
Ethiopia	2.08%	3,260 ETB
Kenya	2.14%	136,000KES
Madagascar	1.71%	1,240,000MGA
Mauritius	1.67%	62,600 MUR
Rwanda	2.77%	813,000RWF

Location	% Growth	2017
Burundi	0.02%	312,493 USD
Comoros	2.42%	784,741 USD
Djibouti	4.20%	1988,770 USD
Eritrea	2.09%	17,910 USD
Ethiopia	2.08%	11,190 USD
Kenya	6.14%	16,5,150 USD
Madagascar	2.14%	447,657 USD
Mauritius	4.66%	10,491,070 USD
Rwanda	3.22%	773,949 USD

Location	% Growth	2017
Burundi	3%	5,558,400 (2017)
Comoros	2.70%	528,532 (2014)
Djibouti	1.50%	120,000 (2014)
Eritrea	4%	1,398,708 (2012)
Ethiopia	2.50%	85,119 (2012)
Kenya	2.30%	25,771,200 (2012)
Madagascar	2.20%	10,217,190 (2012)
Mauritius	0.20%	N/A
Rwanda	2.60%	6,038,200 (2012)

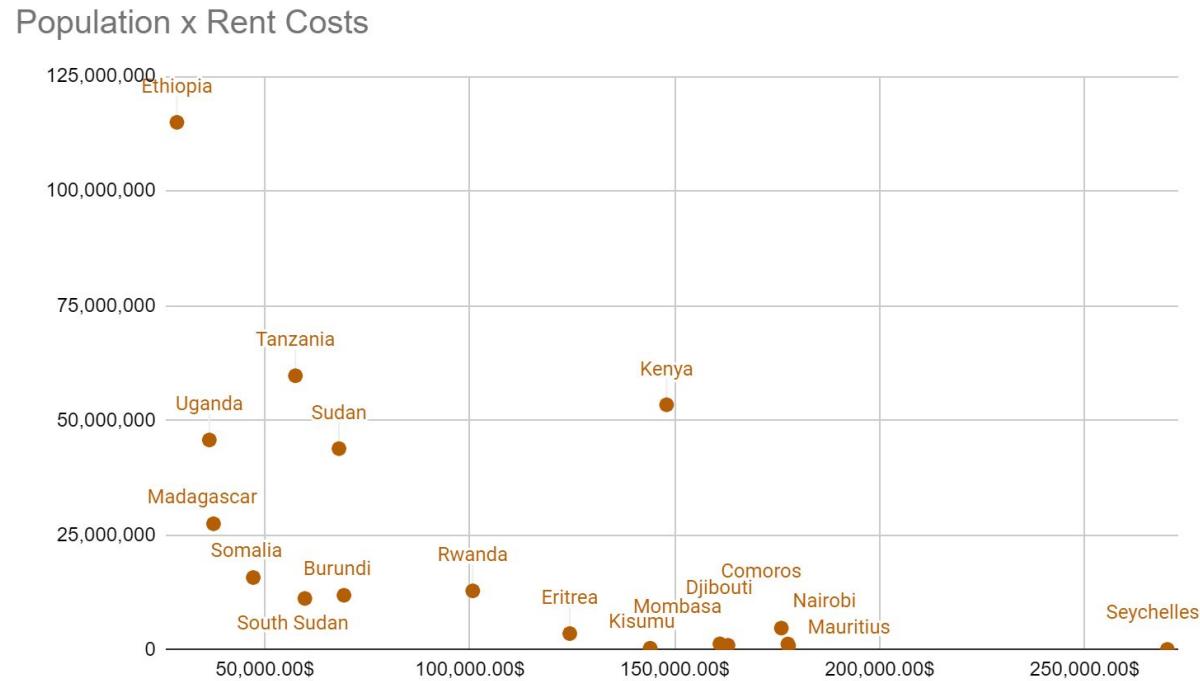
Location	% Growth	Slum Population
Burundi	3%	5,558,400 (2017)
Comoros	2.70%	528,532 (2014)
Djibouti	1.50%	120,000 (2014)
Eritrea	4%	1,398,708 (2012)
Ethiopia	2.50%	85,119 (2012)
Kenya	2.30%	25,771,200 (2012)
Madagascar	2.20%	10,217,190 (2012)
Mauritius	0.20%	N/A
Rwanda	2.60%	6,038,200 (2012)

Opportunity #1: Opportunity for expansion – Population x Rent Costs

This graph represents the population of each country as of 2020, and the Average rent adjusted to Kenyan Shillings.

Ethiopia has a low cost for average rent with 9,553.06KES per month, and currently has one of the fastest growing population countries in the world, with a growth rate of 3.02% per year. This means there are a lot of children, and the rental cost for centers is relatively low .

Cities like Mombasa, and Kisumu may have a relatively higher average rent, but they are located in Kenya closer to Nairobi. This would be a more convenient expansion.



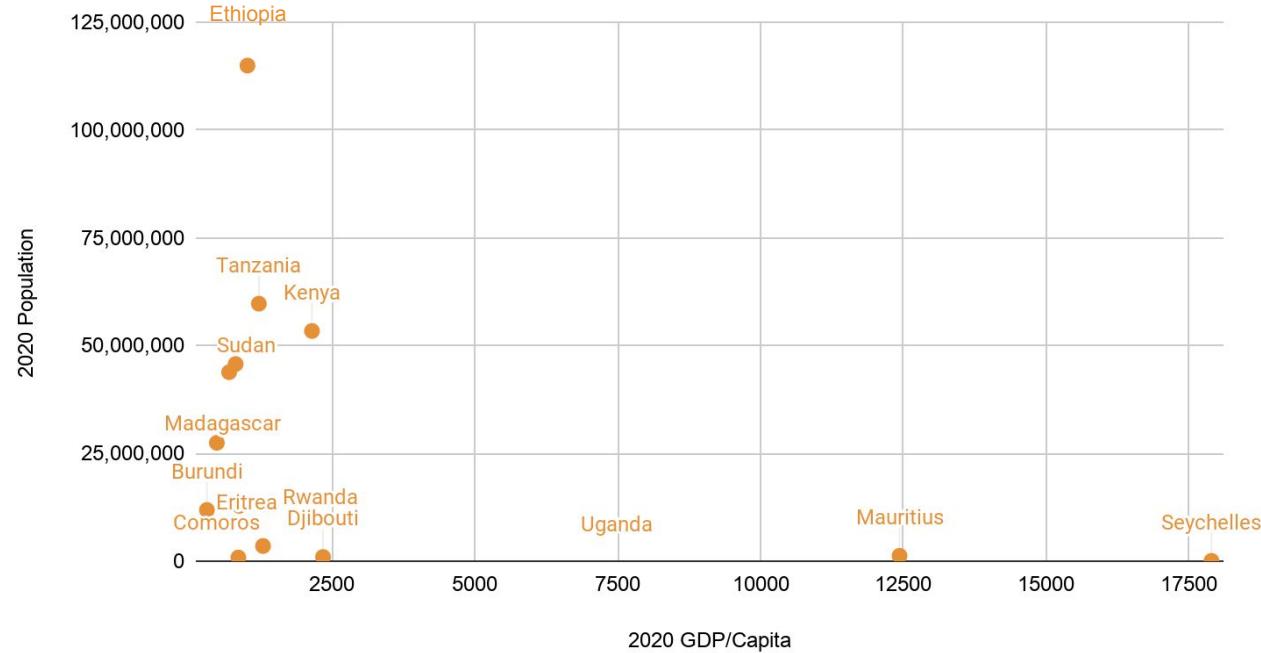
Opportunity #2: Opportunity for impact - population x GDP

This graph shows the GDP/Capita as compared to the population of each country.

Ethiopia has a high population, but a low GDP/Capita. Despite Ethiopia's larger population, the economic growth is not expanding proportionately.

Burundi may have a low population, but they are considered the 3rd poorest country in the world. There may be less impact in numbers, but there would be more economical impact.

2020 GDP/Capita vs. 2020 Population

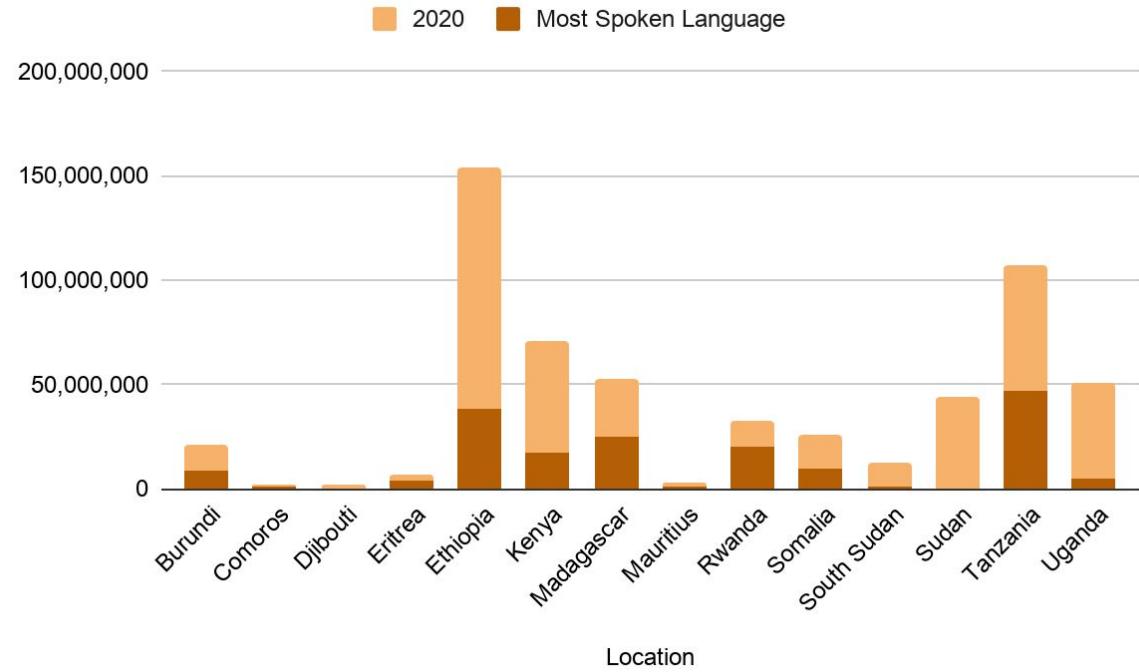


Opportunity #3: Opportunity for curriculum scale – Language x Population

This is a stacked bar graph, therefore the bars in which the lengths are closer to the same indicate that the majority of the people in the population speak the same language.

Although the population in Ethiopia is very high, the most widely spoken language is only spoken by ~34% of the population. This makes communication harder and scalability more difficult.

As opposed to Madagascar or Burundi, where scalability of resources would be more impactful because a majority of the country speaks one language.



Our Recommendation



Ethiopia

Based on our data we can determine that Ethiopia is a great place for expansion because it has the highest population and lowest average rent.

Kelem Ethiopia, one of our partners, builds schools for children aged 4 and older in Addis Ababa.

Another partner we also have, Shapethiopia, has supported 150 children in Arba Minch slums to get health care and an education. Both are open to working with Kidogo and are in support of women.



Burundi

Another country that is just as compatible is Burundi. Based on our data, Burundi shows to have very little wealth with a low GDP average.

We've partnered with Friends Women's Association, a local non profit organization that helps provide free healthcare to women. They are open to a partnership to help improve the lives of women through entrepreneurship.



Mauritius

Another country that comes to mind is Mauritius. It may not be the best location wise but based on our database it seems like a great fit.

The Action Developpement Le Morne is a non profit organization that we've partnered with that helps women with their financial status through promoting business. They are super optimistic about a partnership and adore what Kidogo is doing to help women and were hoping to develop these in Mauritius as well.

Partnerships



adm
Action
Développement
Le Morne
PARTAGEONS L'AVENIR



The Friends Women's Association in Burundi
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fwaburundi.com

The Action Developpement Le Morne in Mauritius
+230 451 53 20
adm.foundation/en/

Kelem Ethiopia in Ethiopia
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kelemethiopia.org

Shapethiopia in Ethiopia
+251 91 109 4273
shapethiopia.org

Mission for Community Development in Ethiopia
+251 11 2765995
mcdpethiopia.org

Validation: Mission Driven Individuals



I am so passionate as a women leader and development worker. In Ethiopia, we have the policy, but not progressing specially for the marginalized group or mothers.

-Mulu Haile, MCDP Ethiopia



Most Burundian women suffer in their homes because they rely 100% on their husbands economically. I'm excited about this program. We are working in a community where we have lots of children. Indeed, the average is now 5,7 kids per woman.

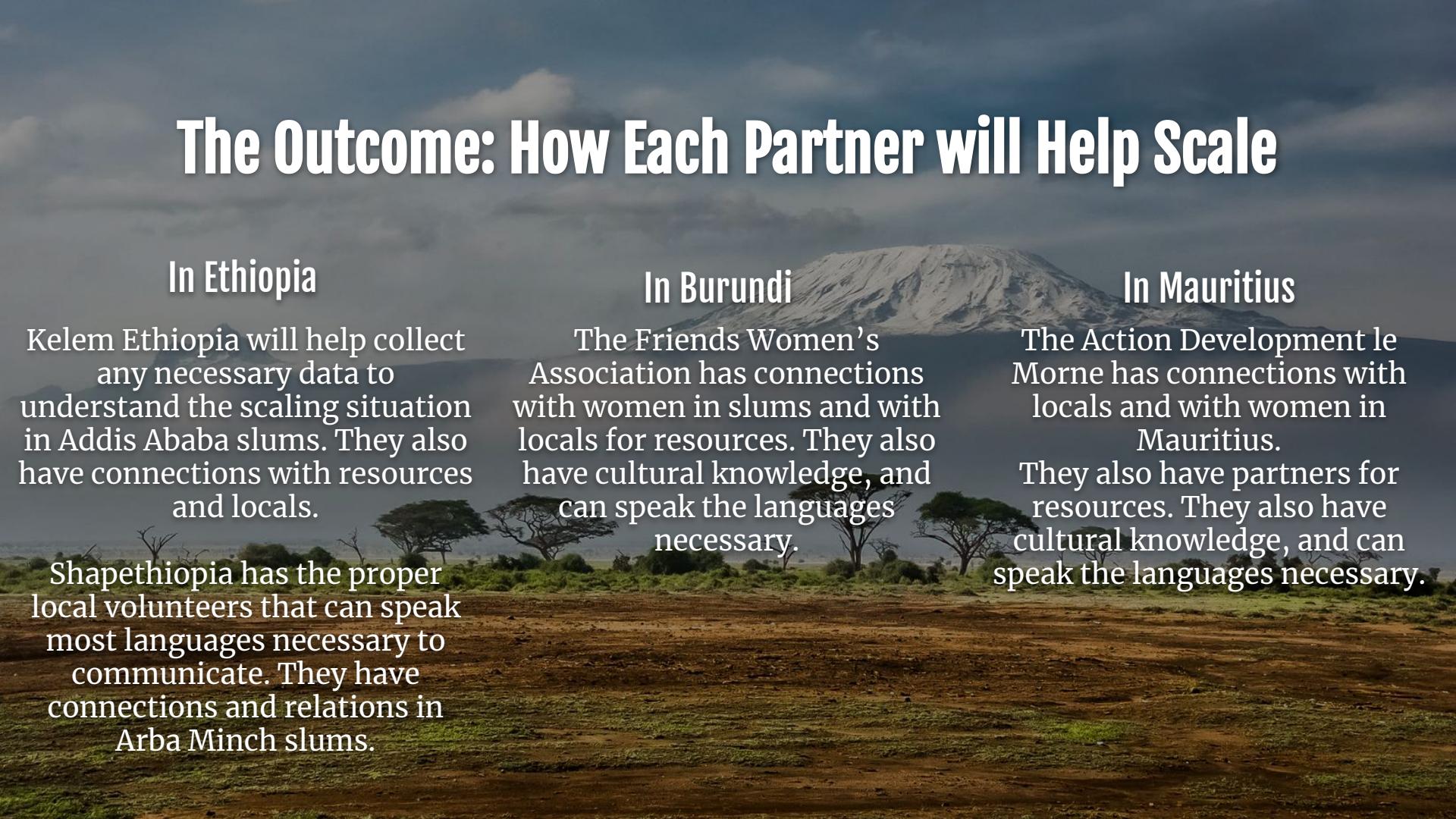
-Parfaite Ntahuba, FWA Burundi



I went to see [Kidogo's website], and it's incredible because we also have at our level, a project that resonates with Kidogo project !!

- Pauline, ADM Mauritius

The Outcome: How Each Partner will Help Scale



In Ethiopia

Kelem Ethiopia will help collect any necessary data to understand the scaling situation in Addis Ababa slums. They also have connections with resources and locals.

Shapethiopia has the proper local volunteers that can speak most languages necessary to communicate. They have connections and relations in Arba Minch slums.

In Burundi

The Friends Women's Association has connections with women in slums and with locals for resources. They also have cultural knowledge, and can speak the languages necessary.

In Mauritius

The Action Development le Morne has connections with locals and with women in Mauritius. They also have partners for resources. They also have cultural knowledge, and can speak the languages necessary.

The Timeline



6-12 Months

In half a year, at least one center will be able to be opened and begin running.



1-2 Years

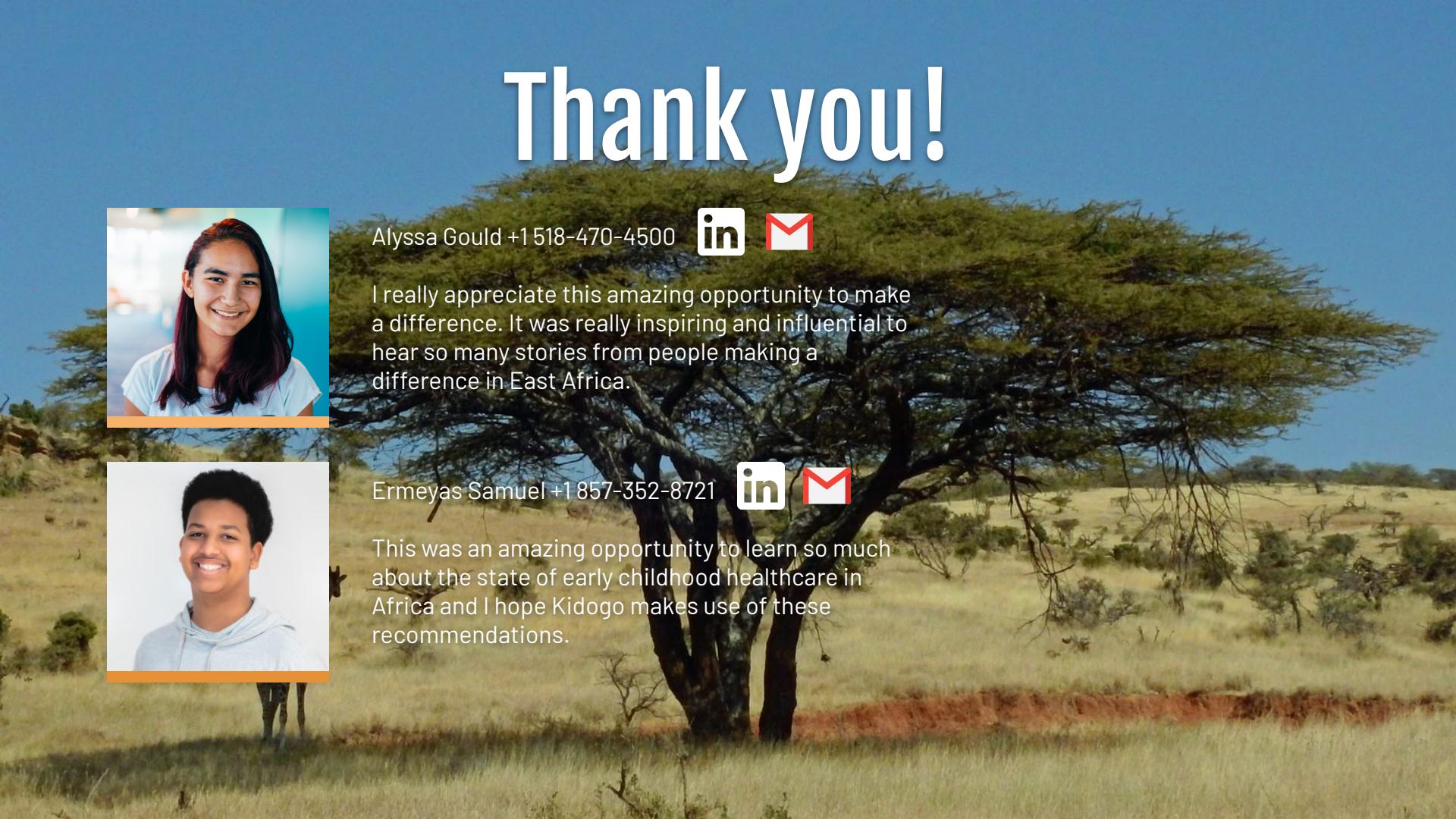
In one city, at least 2-4 centers will be able to be opened and running.



3-4 Years

In 2-3 cities, at least 8-12 centers will be able to be opened and running.

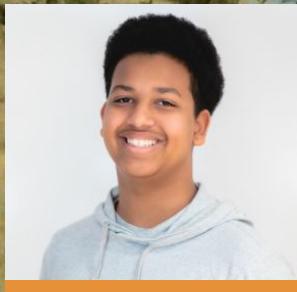
Thank you!



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I really appreciate this amazing opportunity to make a difference. It was really inspiring and influential to hear so many stories from people making a difference in East Africa.



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This was an amazing opportunity to learn so much about the state of early childhood healthcare in Africa and I hope Kidogo makes use of these recommendations.