



TKS x Kidogo

## Improving Conditions for Mamapreneurs

# Improving Quality of a Center While Maintaining Income

## Executive Summary

1

### Problem

Kidogo centres suffer from quality child care due to high children to mamapreneur ratios

2

### Recommendation

Two different approaches to helping out with the overlying problem of quality vs sustainable profits

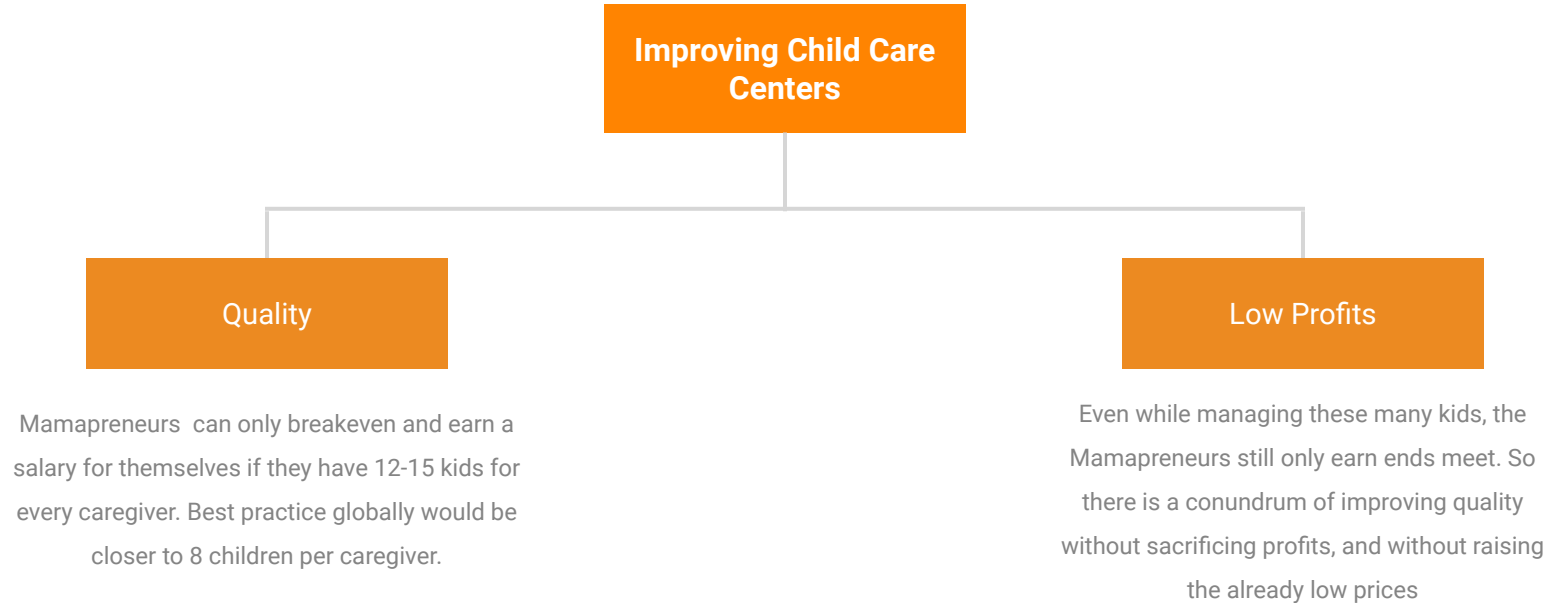
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### Results

How these will help out the Mamapreneurs in improving quality while maintaining profits

# Problem

Breaking the main goal into two main problems





# Improving Quality

Having to manage multiple kids alone can be tough. What is there was a way to bring more helpers in, without increasing the overheads?

# Help From Siblings

Offering a discount to families who can offer a sibling to help out

01

## Incentive for Childcare

Families that may assign an older sibling age 12+ as a caretaker, can offer them as a helper at one of the centers, if there is a discount on the table. Meals for the older sibling can be offered for free for their service. The older sibling may even receive a small salary.

02

## Safety

Being under the supervision of an older person, ensures the safety of the older and younger sibling, compared to having just the older sibling at home alone with the younger one.

03

## Quality Improvement

Having a lower children to caretaker ratio ensures quality care during this time in the child's life. Parent can also send their kids to play at the center during holiday seasons to bring up profits.



# Volunteering

Embedding volunteering at a Kidogo **home-based** center into the Mamapreneur training curriculum

01

## Lowering Cost of Training

Having Aspiring Mamapreneurs volunteer at a center for 1-2 weeks can help them learn a lot. By actually stepping into the shoes of a Mamapreneur, less money needs to be allocated to a formal training program depending on demand, cost can decrease significantly.

02

## Quality Improvement

Having a lower children to caretaker ratio ensures quality care during this time in the child's life. Also since many Mamapreneurs already have their own childcare centres, this can be a great opportunity to collect tips on improvement at their own facility.





# Improving Income

If it's not possible to bring in more people to help, Mamapreneurs can still manage quality by reducing the number of childrens. But what can they do on the side to increase their bottom line?



# Marketing Hub

Using the Mamapreneur's connections to spread the word

01

## Basic Premise

Working with families of young children can be useful for companies who sell products/services oriented to this demographic. Mamapreneurs can take contracts from companies to hand out pamphlets and coupons

02

## Win-Win-Win

This benefits all three parties (company, families, Mamapreneurs).

The company that needs publicity can get it through a direct marketing tactic.

Families of these children receive information about products from a trusted source.

Mamapreneurs receive money per week from multiple companies by putting in minimal effort (simply distributing printed ads to parents when they pick up their kids)





# Distribution Hub

Using the Mamapreneur's connections to sell products

01

## Basic Premise

Similar idea as the marketing hub, but Mamapreneurs become the point of sale for childcare products like diapers, baby food, etc. which saves the company money on brick and mortar locations, and allocate products to Kidogo centers for sale instead via a distribution agreement.

02

## Win-Win-Win

This benefits all three parties (company, families, Mamapreneurs).

The baby product companies don't need to sell their products at convenience/retail stores, but rather at a location that specifically attracts their target market

Families of these children can buy the products they need from a reliable source

Mamapreneurs receive money for housing the product or can earn commission on sales. Minimal effort is put in as the transaction only happens when the kids are dropped off or picked up.



BONUS **IDEA**

# Infant Art

Selling handmade artworks by the kids at Kidogo

01

## Get the word out there

Many organizations sell novelty artworks and toys to people in developed countries to spread the message and grow the brand image of the non-profit. If Kidogo decides to sell artworks made by the infants (abstract art), people would be more likely to donate in the movement.

02

## Mamapreneur Benefit

The Mamapreneurs can also gain a portion of the profit made from the artworks, which allows them to maintain their lifestyle. Artwork prices can range from \$0.50-\$5.00



# Conclusion



The key to improving the conditions for these Mamapreneurs is by utilizing the assets they already have, and growing from there.

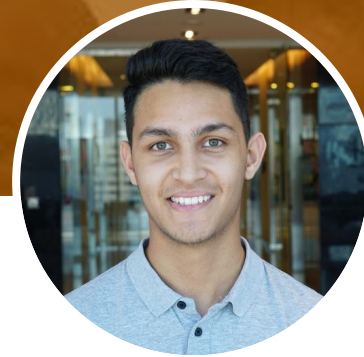


# Thank You

Thank you so much for this impactful opportunity. We are truly honored that you decided to approach a team of high schoolers for solutions, as it is uncommon for companies to do so. We had an amazing time throughout the process of formulating this recommendation. We look forward to seeing what Kidogo decides to implement to help out those in need.



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