

# **1. Mission and Purpose**

## **People in Developing Countries**

**Our Mission and Purpose is to provide the opportunity for people in developing countries to get a decent work life so as to kickstart their dreams. We do this by training and hiring them for free and in a way that they can immediately work and earn money in the Digital Economy.**

## **Small Business Owners**

**Our Mission and Purpose is to help Small Business Owners take their business to a whole new level of profitability. We do this by leveraging the potential of an undistracted workforce in developing nations in a way that is cost effective, stress free and sustainable.**

## **Purpose Driven Entrepreneurs and Investors**

**Our Mission and Purpose is to help Purpose Driven Entrepreneurs create a great impact in the lives of people in developing countries, develop impactful partnerships with international organizations while getting an excellent return on their investment. We do this by training, hiring and selling human capital in a way that is sustainable and cost effective.**

## **About the Founders**

# **2. Idea**

## **What is the idea?**

**Many young people in Cameroon find it difficult to find employment even after attending university. Professional schools came in to solve the problem, but it can be observed that even their graduates hardly find jobs. On the other hand, many young people spend long hours online.**

There are a large number of small businesses looking for help online on freelancing platforms like fiverr.com, freelancer.com or upwork.com that require a specific IT skills like logo design, logo animation, web design, social media page design.

Take Me Home help young unemployed Cameroonians qualify for basic IT-related jobs by training and train them and hire them on client projects online. The focus here is really to train and professionalize the youths on basic IT-skills which are not too complex to learn and hire them in the incubator which finds gigs on online platforms.

### **What is the Method?**

The way we do this is to reach important goals for:

**Apprentice:** They come into the training for free, they are not looking for a certificate, they need a job that will give them a minimum decent life. So we have designed and tested a training method that gets apprentice productive in only 1 month! So an apprentice who is focused can start earning their first entry salary in just a months time.

Think about it, when you graduated and got your first job, who trained you? Your new colleagues right? This is exactly the same model. The experienced apprentice because they also learned very practically and are already involved with real client projects help train the new ones. This has been tested and proven for the past 4 years. We don't leave our apprentice to go look for jobs after their training, as the service company is a natural extension of the training company. Our job does not end with the training, but with the job which we provide ourselves. It is also important to state that this provides us the opportunity to develop the apprentices work culture to align more with that demanded in the west which is our market.

Secondly every step of the training is documented and just like in the Military, every task done for clients are well documented into SOPs (Standard Operating Procedures).

So we use three mantras in the process of learning

- Learn by doing - get hit by a bad client review, and do not rest till you find out what to do to make the client happy.
- Learn by teaching - when you tell someone something, the more things come right in your mind.
- Learn by playing - inter-team contests, role playing and actual client projects, field sales and profit.

**Investors:** Apprentice join the program for free and most of them lack a laptop to start. So it is important for our method to optimize the cost of training, onboarding and hiring, increasing the success rate.

The core equation is cost per apprentice, and then success per apprentice.

The method works to reduce the cost per apprentice and increase success per apprentice.

The latter which involves getting apprentices hired on real client projects so the company can earn money . Hiring is a main limitation of hiring students and our competitors like Lamda School and Andela invest heavily in sales teams that pitch graduates to potential employers and works to get them prepared for interviews. This is very expensive as most of their sales teams work out of their offices in the west.

Our method completely bypasses this first by focusing on small businesses who are already looking for workers and contractors on outsourcing websites like freelancer.com, fiverr.com, upwork.com.

Some of our apprentices are trained to also sell the services keeping the cost really low (low cost labor ).

## **What's new about the idea? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?**

75% of graduates in Cameroon have one major problem: They are unemployed.

Professional private Universities provide various professional courses at a cost. These are also theoretical in nature and provide no employable skills.

Online MOOC platforms like Udemy and Lynda.com provide courses in various topics like web design, logo design, digital marketing. The problem with them is they lack real client projects that could professionalize the learners. They also lack the mentoring learners could need to transfer them from learners to people who are able to do real client projects.

Bootcamps like Udacity, Bloc, or Thinkful, provide both practical courses, real client-like projects and 1-1 mentorship and job placement. However their average cost of \$9,000 is too expensive for students in Cameroon and many developing countries.

Lamda School (venture funded) a for-profit online coding bootcamp recently expanded to Africa and presents an interesting business model that allows the student to study for free and only pay when they get a job. A model which would have worked very well for the unemployed graduates in Africa. There is a big BUT, young people in Africa who don't have work experience generally have another culture towards work, professionalism, time management which is generally not compatible with the demands of companies in the west.

So a completely online version like Lamda school is unable to provide the work culture training that students need to be employable by people and companies in the west. Haven't tried this for 4 years both online and offline, we can say clearly that it is very difficult to provide this cultural training online only.

Andela is closest to our idea. Andela(venture funded) rigorously selects developers in Africa and then selects the performant ones who enroll in their program and immediately start getting a stipend during their 6 months intensive training. After their training Andela finds remote jobs for them, which they do in Andela's offices.

This model is very attractive as the students get paid for learning, however Andela is not really focused on training unemployed, unskilled youth. Andela is focused on a small percentage of the market which are already good in software development and then work to refine them and make them ready for companies in the west to hire them.

Another thing about Andela's model is the way they get jobs for students. They have sales teams who pitch their students to companies in the west. This makes their cost per hired students very high.

So in summary, competitors either:

Don't provide employable skills,

or

Are too expensive

or

Don't prepare students for a market friendly (western friendly) work culture

or

Are too selective leaving a large unserved market

Or

Run a very expensive business model with high cost per trained and high cost per hired student

Take Me Home solves all these challenges.

Take Me Home is a hybrid between a school and a company takes the abundant, undistracted, unemployed unskilled labour in Cameroon, trains them for free and hires them in a record 3 months time in a way that keeps both the cost per trained student and cost per hired student very low.

To the advantage of a student, Take Me Home is free of charge and uses an already well proven method of training that is practiced in companies, whereby old employees show newly hired employees the job, on the job and applies it to the training of unskilled unemployed youths. Those old students who learned through a very practical process teach the new students on the job!. This is reinforced by a very well documented military type SOP (Standard Operating Procedures) for each task client task.

To the advantage of an investor, Take Me Home sells their well trained human capital through sales channels with a high buying intent (freelance websites like fiverr.com, upwork etc.), thereby optimizing the cost per student hired and hence guaranteeing high return on investments.

We have created and refined a robust method that gets students in for free, train them at low cost, sell them at a low cost of sales to people and companies who have shown a buying intent!

This ecosystem and how we serve all of them is what takes us there.

## **Who are your competitors, and who might become competitors? Who do you fear most?**

Private Professional Universities do a sloppy job in providing skills and have really disappointed. They also pose such a threat because we are not trying to get people University degrees or certificates. We are trying to get them jobs.

MOOC platforms like Udemy and lynda.com do a better job at skilled focus training but lack the real life client projects. They also don't provide job oriented methoring and don't help students to find jobs.

Bootcamps like Bloc and Thinkful have an average price of \$9.000 and so are too expensive.

Pay after you get hired boot camp, Lamda School are interesting but don't provide offline environment and do need help aligning the work culture of the students with what the western market is demanding. They also use a sales team to find jobs for their graduates thereby high cost per student hired.

The competitor we would have feared most is Andela because they pay their students to learn making them very attractive to students, but their focus is on a very small percentage of the potential labor market. The focus on people who are already developers and do a very rigorous selection process to get just the best whom they train for 6 months and use a sales team to sell them as remote workers for companies. Andela could be feared because they are highly funded and could modify their business model to look like ours or build a version of ours in their business. We took more than 4 years to build and test our training to hire system and so it might be somewhat of a learning curve for anybody who wants to replicate.

## **What do you understand about your business that other companies in it just don't get?**

Competing services really miss tapping the greatest potential in Africa, the abundant, undistracted and unemployed youths. So their models are either too selective and focus only on a small portion of this labor market or they think that they can effectively prepare the students for the job market by training them online only. This is a total myth as the cultural perception of work, work ethics, time management and communication are usually the biggest challenge faced by people and companies who have tried to hire offshore developers in countries like India.

Making our students to become apprentice from day one on real client projects, push them to make big cultural shifts as they go through their training such that in a short period of 3 months they are able to align their work ethics and communicate well with clients in the west. This we think is a game changer as small businesses in the west are not just looking for low cost

workforce, they don't have the time to hire, onboard and manage teams, not to talk of developing a team's work ethic.

Another aspect our competitors don't get is how best to optimize the cost per trained student and the cost per hire student. These two are key to have a great profit per student. The idea of building a whole sales team to do it from the west just makes it hard to make profits and counters the whole idea of going to Africa for dynamic low cost brains.

Our model focuses on high-margin high- intent clients who don't require a huge sales and marketing budget to acquire.

## **How do or will you make money? How much could you make?**

**(We realize you can't know precisely, but give your best estimate.)**

In our current model, students join for free and immediately get introduced in a team working on client projects, so between two weeks to three months they already have an interesting professional contribution on real client projects we acquired from freelancing websites.

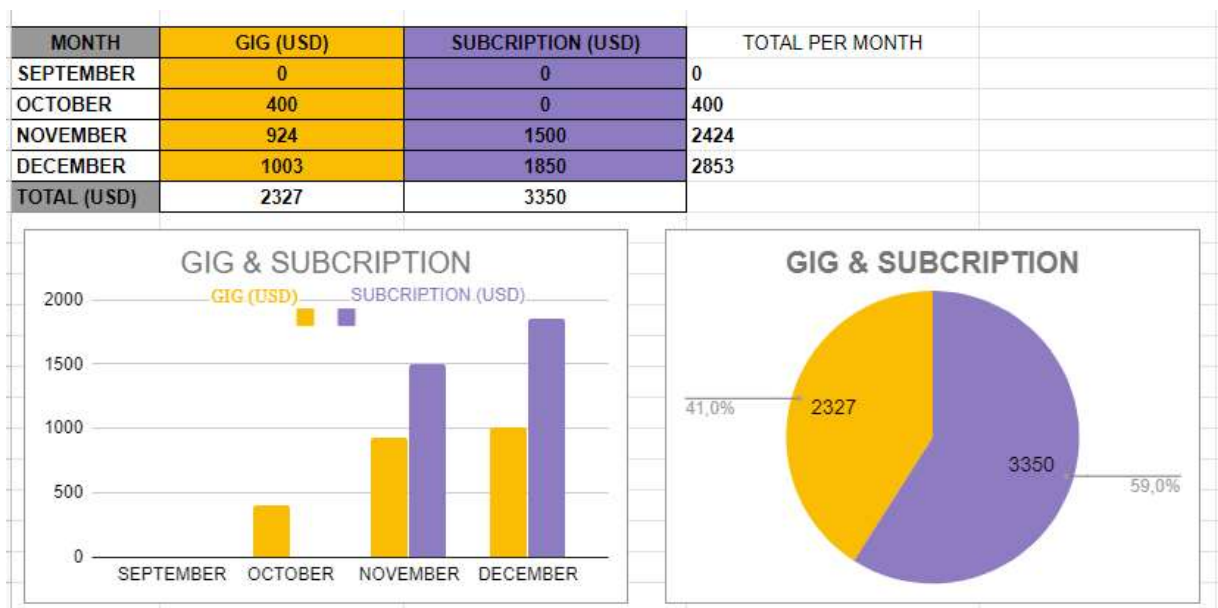
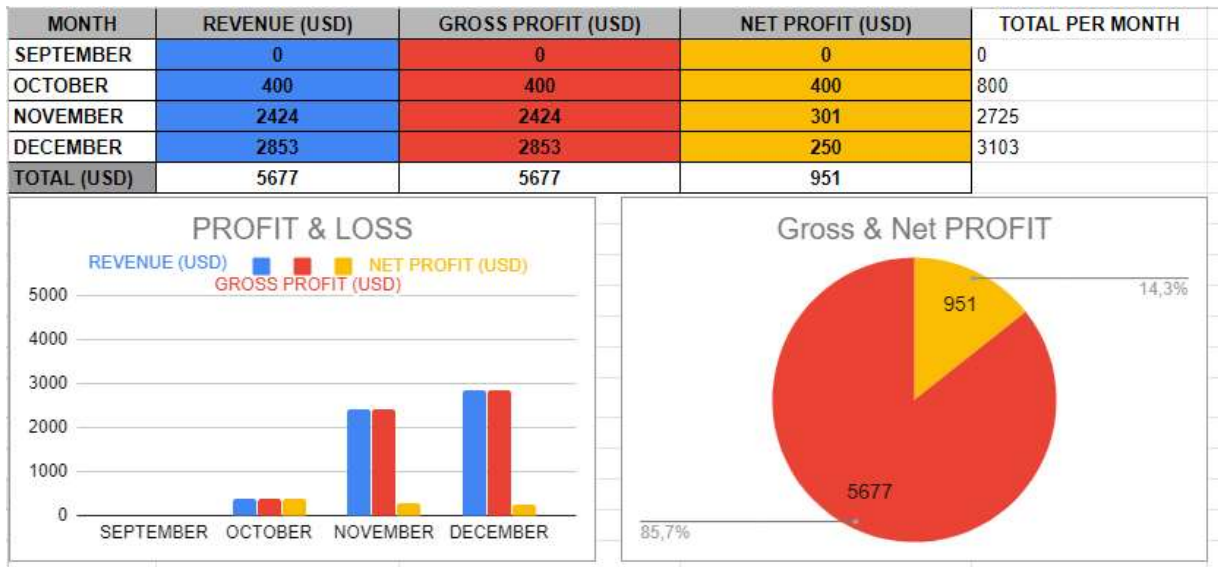
Some people wrongly think that freelancing websites are price dumping grounds and it's hard to charge profitable fees. This is a total myth as we have been able to bill human capital at up to \$50 per hour. Human capital we bought for about \$3 an hour, and in my previous companies we have done this for more than 4 years.

Take Me Home has been trading since September 2019 and we have three pricing models. First one is a per hour basis, second is per gig and the last one is a monthly retainer.

Since September we have turned over \$6,988 as follows:

**Gigs: \$1,900 from 61 customers with an average order value of \$41**

**Monthly retainer projects: \$5,088 from 6 customers: With an average order value of \$848 With a retention rate presently of 100%.**



The average order value keeps increasing month after month.

Here are our numbers in summary

We recently started a completely

## What is the Market Size?

More than 25 000 000 people and businesses are trying to find freelancers online.

1. Freelancer.com: More than 31 million users
2. Upwork: More than 17 million registered users
3. Fiverr: More than seven million registered users







## What are our growth projection and strategy?

### (What is our Strategy to Scale?)

The results were reported above were focused only on one product category: Digital Marketing. It is actually a service that helps people who are trying to make their first ten thousand dollars online.

First we will grow the product category we have now deeper and then, take the success we have with that category and replicate it.

Scaling can be tricky though:

Obviously, some business models are easier to scale than others, but why in particular is an agency (which is the business model we are running now) so hard to scale?

For one, it's tricky to maintain the right balance of staff coming from our training and clients.

Sure, notice periods and minimum contracts create safety nets, but they're not foolproof. There's always a risk that multiple clients will wave goodbye at the same time and leave you overstaffed and underfunded.

The reverse presents problems too.

It's tough to say 'no' to new business – especially when trying to scale – but you'll quickly find yourself without the manpower to cope with that business if you take on too much at once. The speed of getting clients might end up becoming faster than the speed of producing new talents to pick the the work.

And that's not all. The average agency's profit margins are generally very low – reportedly between 11% and 20% (and often at the lower end of those figures). The lower your profit margin, the more vulnerable you are. That makes scaling not only hard, but risky.

Last but not least, when you run an agency, your product isn't tangible. You can't just increase production, invest more in online advertising, or get your product into more stores. Agencies essentially sell time, and the only way to increase the amount of time you can sell is by paying more people for that time.

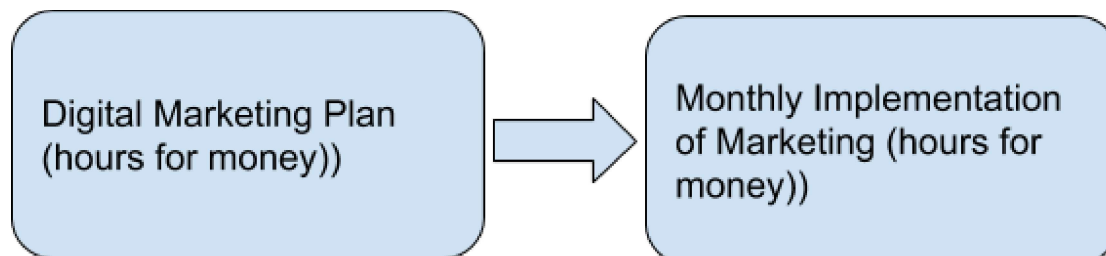
We want our Agency not only to pay out bills but be able to pay an ROI to investors. So we will present below our scaling plan.

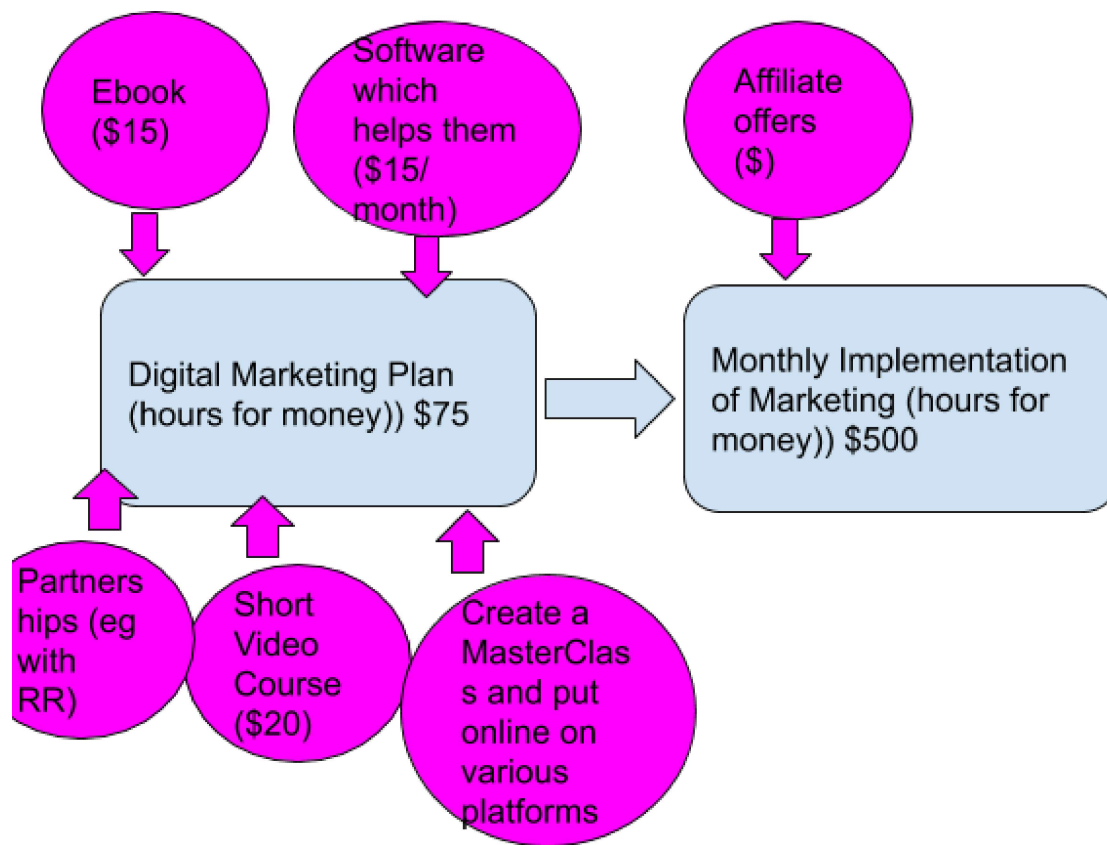
So the growth plan is as follows:

1. Continue growing the digital Marketing product (Increase Revenue and Profit)

- A. Increase AOV

I. How do we avoid correlation hours to money, How do we get exponential money per hour?





**Ebooks:** People keep asking me that they don't have a business ideas, so we can make a small book to show them how to do it.

Another idea is a short Ebook on step by step how to make your first \$5000, no matter your industry.

We can do the same for videos

Example. Most of the people we talk to are already working and want a side hustle.

## **Find a Profitable Idea...and Turn it Into a Reliable Side Income of \$1000/month — with 5 hours a week**

You'll discover:

- How to generate dozens of profitable ideas — then select the one with the most potential
- The 16 most effective emotional triggers that tap into your clients' desire to buy
- How to charge premium prices...2x...3x...or even 10x what your competitors are charging

- How to close any sale

For software we could start with a software tool that evaluates their potential to earn \$10K a month

For partnerships, we will reach out to Ryn Robinsson with whom I already have a relationship:

We will also reach out to the people who responded to our cold emails when we worked with a client.

## **B. Increase LTV**

For affiliate offers we need to find important products they use:

1. Hosting and domain name (we already have an affiliate link)
  2. Accounting (We will investigate fresh books)
- C. Make this a course and sell to people who want to replicate our system to make money online
2. Build Web Design category
  3. Build the Software Development Category
  4. Build our own software products

## **What is our intellectual property**

What can we put on our balance sheet that represents the strongest asset of the company? Something others cannot replicate fast. An asset that will give a high value to the company.

Well structured course content for students that makes learning easy and fast

Well structured course content we sell to our customers

Well structured free content to our customers

Elimination software products

## **Strong content marketing**

Ultimately, I wanted a bigger-than-Stanley brand that could run without me.

And that meant some pivots needed to happen.

I needed to stay clear of the Expiration Date Marketing dragging down most course creators, coaches, and consultants.

And build a Content Ecosystem to serve as the foundation for my existing Facebook Ads Ecosystem.

A Multi-Page Presell Site (MPPS) would address both issues.

A solid MPPS:

- Elevates your brand authority and influence
- Builds your warm audience & creates a long-term audience of buyers
- Creates PR opportunities (Entrepreneur Magazine came knocking to feature mine!)
- Stands the test of time + brings in passive sales for YEARS
- Makes it even easier to run my autopilot ads system
- Eliminates the need for launches, complicated funnels, or real-time content creation

## Where we need to Invest

Soft Visionary  
Hard Measurable

## Growth through Investors

Take Me Home has the advantage of also being a social business which helps young people in Cameroon get practical skills jobs and give them future prospect. This aspect makes this project very attractive not only for investments, but for grants. As it can be seen both as social enterprise but also as strong business which can generate returns for its investors.

Get grants and investments will help us create more impact, improve the balance sheet of the business and increase it's brand identity. So we make it a strategy to apply for grants and funding.

## Equity Free Funding

Equity-free funding is very interesting for this project and we have a good number. As we ask, we have been accepted for the first free equity funding by GIZ for an amount of 5000 Euro.



Our 2020 strategic plan for Equity Free Funding is shown in the table below:

Funding	Funder	Amount	Stage
Business Ideas for Development: September 2019	<a href="#">GIZ</a> Germany	5,000 Euro	Awarded
Business Ideas for Development: March 2020	<a href="#">GIZ</a> Germany	5,000 Euro	Yet to apply
Together for a New	<a href="#">GIZ</a> Germany	5,000 Euro	Applied

Job in Africa			
Fit4start	<a href="#">Luxembourg Government</a>	150, 000 Euro	Yet to apply

So we target a total of 165 000 Euro Equity free funding for 2020

## Equity Funding

We are building a solid business that is attractive for outside investors. We are targeting a number of equity funding investors between now and .

Y Combinator Seed Funding	<a href="#">Y Combinator Seed Funding</a>	\$150,000	Yet to apply
Dragon's Den	<a href="#">Dragon's Den</a>	TBD	TBD

So in total we are looking at a total outside funding of \$333,000 in 2020