



MULIKA MTAA

PROPOSAL TO PARTNER WITH SAFARICOM PLC

To: Sylvia (Safaricom PLC)

From: Mulika Mtaa Team

Date: October 27, 2020

Subject: Proposal to partner with Safaricom PLC in regards to achieving SDGs

Purpose of the Proposal

As the world keeps growing, evolving... new solutions solve old problems, and new problems arise from the very solutions we create. But nothing is as sure as humanity's progress. Harmoniously like an orchestra, worldwide, the current mission is Sustainable Development Goals(SDG), a paradigm change. Change that is inevitable, and part of this paradigm shift is your organisation spearheading it, at the forefront on the Kenyan lines. No Longer is the battle between rich versus poor, white-collar versus blue-collar but leveraged versus unleveraged.

Statement of Problem

As a nation, we are still new to this landscape, and through this change, many hidden talents are being discovered every day. With near-zero marginal costs to share media, We are at peak, information age. Safaricom PLC, an information and Telconoligcal leader in this information age. Being one of its kind, it's an innovation and cultural marvel leading our country, but the majority of Kenyans are not feeling connected to the brand as part of the cultural and societal shift.

And this is where we come in.

One word, MulikaMtaa. That's the solution! That's the solution, that we believe Safaricom PLC needs to better connect with its customers. Not merely as a means of people getting their regular service, but more of a friend, a big brother... if not yet a big brother, that is always looking over your shoulder and supporting you in achieving your goals.

That is what people yearn for. This is what people deserve. This is what Safaricom needs.

Proposed Solution

At MulikaMtaa, we will do the heavy lifting, do the dirty work. Go to the ground, dig and delve, while seeking and receiving the word from the people, by the people, and let them know that Safaricom, most importantly! is supporting them, all steps of their way...But not any story, stories that are SDG driven. And what does Safaricom get in return? Great public relations, great customer feedback, great insider information on problems that it may profit in future, solving.

But why Mulika Mtaa? Why us?

Because we are a group of young, talented, G.R.I.T-driven, professionals telling captivating stories and leveraging it using media. Our main goal is to give Kenyans impactful content such as interviewing Amb. Esther Waringa, Founder and President of Public Service Governance.

Together we will forge a great partnership as part of this paradigm shift because it's no longer focused on zero-sum games, but more on positive-sum, long-term games.

Costs

As mentioned earlier, we will spend time digging, sieving through stories that align with the SDG principles. And that will cost time. Time! The greatest cost is time. That is what it will cost Safaricom PLC. Time! Time that it doesn't have, time to spare.

The upside? Zero-marginal cost. The greatest weapon in our chest is near zero-marginal cost.

Conclusion

In the start of something new, you must nurture it, bud it and take care of it, in its infancy stage. That's why we are committed to this in the long run.

In conclusion, having Safaricom as one of the sponsors of Mulikamtaa will illuminate on Kenyan hearts and Safaricom as a brand. I think this partnership will benefit everyone, all around.

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