



Be cool; be a mentor

A low-angle, black and white photograph of a modern building's facade, showing sharp geometric lines and a textured wall. The building is set against a clear sky.

# COMPANY PROFILE



Education is the most powerful weapon which you can use to change the world.

*- Nelson Mandela, anti-apartheid revolutionary, politician, philanthropist and South Africa's first black president*



Education is not preparation for life; education is life itself.

*- John Dewey, American Philosopher, Psychologist and Education Reformer*



The foundation of every state is the education of its youth.

*- Diogenes of Sinope, Ancient Greek Philosopher*



Education is not a tool for development... It is the foundation for our future. It is empowerment to make choices and emboldens the youth to chase their dreams.

*- Nita Ambani, Chairperson & Founder, Reliance Foundation*

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# MESSAGE FROM FOUNDER & CEO



We welcome you to be part of the 'Msomihub' experience. 'Msomi' is a Swahili word meaning *learner*. This platform is a deliberate attempt to unite all learners and professionals under one forum across the divide in a peer-driven engagement.

Our goal is to empower, capacity-build, sensitize and provide a robust, peer-led mentorship platform. We avail academic articles, popular literature, career features, edutainment writings, artwork, photography and videography in order to bridge the ever-widening academic gap through our engagement.

Let us all be part of an experience that is made meaningful and stronger by our shared expressions. May these expressions be enough to inspire the youth to always aim higher, dream bigger and attain their goals. Be cool, be a mentor.

- Antonio Braizeniv



# WHO WE ARE

Msomihub is a social edutainment platform that targets learners. It provides an unrivalled forum for thousands of professionals to be mentors. The focus is on strengthening academic and socio-economic pillars among the youth.

We champion literacy advocacy across learning institutions to advance capacity growth through career sensitizations, academic guides, anti-HIV stigma and discrimination campaigns, civic entrepreneurship and health awareness among our youth.

We also boast a periodic news publication together with a newly unveiled Msomihub App that can be downloaded from your Android phone's Play Store using the search term 'msomihub'.

As an enterprising establishment we endeavour to avail information to help our target population implement effective behaviour change and ensure positive growth. We deliver products that help shape and move forward the market in which we operate.

Our innovation (the Msomihub Platform in its entirety) endeavours to fill the existing vacuum within learning institutions by offering a platform that bridges inter-institutional boundaries. This platform remains relevant to tutors, guardians and a majority of education stakeholders for access and, it is our hope, influence in policy dissemination.

We aspire to be the leading go to digital platform for professional mentorship and peer to peer interaction. Msomihub seeks to be recognized as one of the most progressive, innovative and socio-driven communication tool across Africa and beyond.

Msomihub was first duly registered in 2015 under the name *Msomi East Africa Ltd* before its rebranding to *Msomi Hub Ltd* in 2017.

# WHO WE ARE TARGETING



Our target audience are learners between 13 to 24 years championing peer-led engagement and professionals who are 24+ years offering mentorship





# MISSION

To develop the youth's socio-economic capabilities by enhancing skills advancement through mentorship, training and workshops



# VISION

To champion youth literacy across the divide



# SLOGAN

Be cool, be a mentor

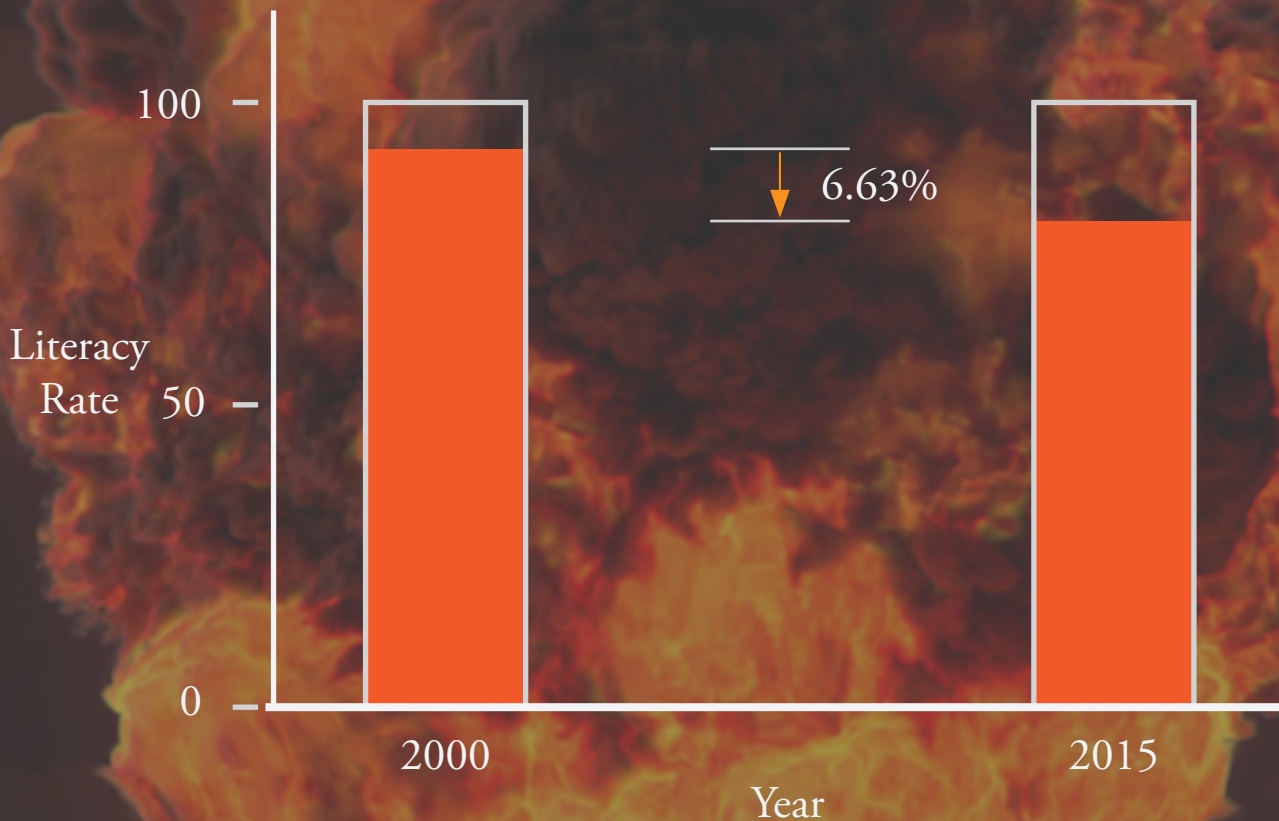


# CORE VALUES

**F**UN  
**I**MPROVEMENT  
**R**ESPONSIBILITY  
**S**TEWARDSHIP  
**T**RANSFORMATION



# THE PROBLEM



Statistics indicate a slow but steady drop in the rate of literacy among Kenyan youth from 92.53% in 2000 to 85.9% in 2015. This has a direct impact to national development in the long run, particularly in consideration of the Vision 2030 set of objectives.

Faced with lack of information access, opportunities and frustration, the Kenyan youth have continued to make wrong or ill-advised academic or career decisions, engage in risky behaviour such as alcohol and substance abuse, crime and radicalization, as well as transactional or intergenerational unsafe sex. These situations have led to dismal academic performance, low levels of career progression and exposure to unwanted pregnancy, HIV/AIDs and STIs among teens.

We, therefore, see the urgency of introducing Skills Development & Mentorship programmes to counter these effects. Msomihub was born out of this need.



# OUR SOLUTIONS



## *The Msomihub newspaper / magazine*

It's published every quarter and features the latest and most relevant news focusing on the Kenyan youth in Academia



## *Mobile App*

Featuring a trendy, clean user interface, our mobile solution intends to unite all learners across the divide in a peer to peer engagement. Join the community as a learner or a mentor



## *Capacity Building*

These include, but aren't limited to, career sensitization, academic guides, Sexual Reproductive Health trainings, Mentorship and Entrepreneurship workshops / seminars



## WORKSHOPS / SEMINARS

In collaboration with the *Learn.Network.Grow* campaign, we are undertaking major entrepreneurial workshops across higher learning institutions. Our objective is to *motivate* learners to become self reliant in their careers. This is necessitated by a World Bank report (2016), stating that while young people are interested to start their own business, they often lack skills, financing and networks, resulting in failed start-ups. The unemployment rate among young people between the ages 15 - 24 is estimated to be at 22.2 percent.

# ACTIONS

## BOOTCAMPS, HIKING AND CAMPING

We organize and carry out tailored outdoor activities as part of our team building programme. Specifically, we help learning institutions within the scope of our operations organize joint outdoor activities and field excursions, targeted at clubs, student councils, networking groups or any other cohort groups. Team building exercises help to foster a sense of unity that transcends many barriers and, if properly nurtured, lives on in the participants.





# OUR MOBILE APP

Our mobile application intends to unite all learners across the divide in a peer-to-peer engagement. Join and learn or become a mentor. Be part of the experiential learning.



Go live with our fun and engaging chat rooms



View the news feed straight from Msomihub's editorial and mentors



Meet peers and build a productive loyal following



Meet mentors. These are professionals who are always there to guide you



Send and receive direct messages



Volunteer your skills because that's a really cool thing to do :)



Get updates on upcoming events



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