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MBM Africa

MBM MyBizMarketer- MBMSKILLS - MBMLABS - SWWEKENYA.COM



Company Background

Services

MBM Africa is the parent company of MBM Marketing, MBMLabs, MBMSkills and SWWEKENYA. We provide Go to Market Strategy, Execution, Product Development and Business Coaching to Startups in East Africa. We run startup boot camps over the weekend that cover the Business Model Canvas, Human Centred Design, How to Pitch, and more under the Startup Weekend Women Edition.

MBM, under the SWWE Kenya program, has been running Startup Boot camps training since 2018, partnering with startup enablers such as iHub, Nairobi University, C4Dlab to train and coach startup founders.

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MBM acknowledges the fact that a significant number of entrepreneurs owning and running Startups across Kenya would reduce unemployment rates, overdependence on formal employment and increase the revenues for counties governments and national government through licences and taxes and consequently improve the standards of living. This is in line with the Big 4 Agenda as well as the SDG's

MBM is open to startups across East Africa and then Africa wide

MBM SKILLS

MBM SKILLS - Provides skills to young people, that would team up with our entrepreneurs at MBMLABS and support the startups there or go on to work in the gig economy/corporate

MBM LABS

MBM LABS - Provides support to entrepreneurs to experiment, develop and take to make good ideas. We provide product development, Product Management MVP and Product Market Fit guidance. The Program is up to 18 months and can be extended to 24 months

SWWE KENYA (swwekenya.com)

SWWEKENYA is an initiative by MBM SKILLS that provides a platform for Bootcamp, recognition, showcasing and resources access for startups Kenya based on their business performance, profitability, quality of products and services, suppliers and customer relations. With a major focus on women entrepreneurs who need support. The women numbers at startup competitions, incubators or accelerators are anaemic.

Our Objectives

MBM Africa Parent company of MBM Marketing, MBMSKILLS and MBMLABS were created to achieve the following objectives:-

- To skill up the youth in readiness for dignified employment and as talent support for startups and SME with a foundation on Entrepreneurial Education
- To promote the attainment of the SDG'S through startup development.
- To connect businesses worth ecosystem enablers and stakeholders
- To provide go to market strategy and planning for startups thus leading to the growth of youth and women-owned businesses.
- Assist in the commercialization ideas, or skilling up for the Gig economy or supporting the startup ecosystem which lacks the Human capital to create a minimum viable company.

Startup Community

- Continued Education on Business and Entrepreneurship
- Business Legitimacy in building a viable company with product-market fit.
- The visibility with the global investor community
- Providing visibility to the public and to markets through our partners
- Creation of brand/business awareness through a showcase of startups.
- Product Development
- Visibility on the company website and social media pages.

Current Partnerships With

- Google
- Nairobi Innovation Week
- Social Entrepreneur Conference
- Korean Trade
- Japan Trade -JICA
- Universities - JKUAT, UON, RIARA
- Startup Hubs
- CBO/CSO

Methodology

Step	What	How	Suggested Timeline
MBM SKILLS	Bootcamp	<ul style="list-style-type: none"> ✓ ***SWWEKENYA 54 HOURS Friday - Sunday Intensive Boot Camps ✓ Content covered - BMC, HCD, Team Dynamics, Go to Market ✓ Idea Validation 	3day
MBM LABS	Incubation and Acceleration	<ul style="list-style-type: none"> ✓ Idea evaluation and assessment ✓ commercialization mapping and roadmap ✓ Ongoing emersion of Entrepreneurship - Mini MBA in Entrepreneurship ✓ Market Research ✓ Application Development ✓ Team Development ✓ Improve Product /MVP ✓ Pitch, Pitch - Locally and Globally <p>Note: A standard questionnaire to be used/completed</p>	0-24 months
Step 3	Mentorship	<ul style="list-style-type: none"> ✓ Startups with tractions need advisors ✓ matching them with mentors for the need at the time ✓ and More 	up to 18 months

The Team



EUNICE NYANDAT



NOREEN LIKIMANI



TERI WANDERI



REEMA DOSHI



CATHERINE MURAYA



JULIET AWOUR

Plan for 2020 - 2021

Objectives:

- To educate at least 2000 young people on entrepreneurship in 2020
- To Help Commercialize 50 ideas in 2020
- Hackathon August 2020
- Women Accelerator in Sept 2020 - 6 weeks program
- Idea to Commercialization Startups 25 2020 - 2021
- Upskill 300 youth 16- 26 post high school and university.
- Introducing High schoolers to tech and entrepreneurship - 200-300.

The Why:

Startups and Entrepreneurs struggle to survive. Our goal is to get them to thrive, by providing continuous education and mentorship.

Now more than ever due to the COVID19 situation

#NotJustSurvivingButThriving

FUTURE PLANS

Building a platform for both women and the youth

Also creating a virtual community for both that is available 24/7 with mentors and study contents.

Introducing products that can help fund the non profit arm of the [swwekenya] we have four products in development.

THANK YOU FOR YOUR TIME

Eunice Nyandat

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