1 village 100 computers Project
Business Plan

Amua Africa-daho foundation

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1 VILLAGE, 100COMPUTERS (-Kenya)

"With ultimate goal to Reduce Unemployment and better marketing strategies using information technologies while refashioning urban informal and rural settlements.

Project Name :	1 Village ,100 Computers
Project Area:	Siaya Town, Siaya County-Kenya
Contact person:	George Arango
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Physical address:	
Email:	Amuaafricaproject@gmail.com
Telephone:	+254770306839/725743923
Website:	
Amount requested	99,658 $
P.o.box:	68141-00200
COUNTRY:	KENYA

Amua Africa project -daho– a nonprofit organization offering   educational self development programs encompassing Leadership ,wash(water,sanitation,hygiene)and entrepreneurship that benefited over 28611 community and youths in last two years has created 1 village 100 farmers project to provide:

FREE COMPUTER TRAINING

FREE ENTREPRENUERSHIP/MENTORSHIPS

LOANS (COMPUTERS AND TECHNOLOGICAL DEVICES TO SET UP AGRI-BUSINESSES(COMPUTER-AIDED)

YOUTHS IN SIAYA DISTRICT &ENVIRONS
(Siaya town,center)

Repay Loan
(3200
)$)S

Interest: 12% (6 Months)

Interest: 15% (12 Months)

# 1 village 100 Farmers project: Market Analysis

Unemployed Youth

- 1.6Million : Kenya
- 434,884 : siaya County
- 24528: Siaya District (town)

Needs

- Profession
- Employment
- Income Generating business ownership
- Computer/internet technology services

Reachable Market &

- 1st year - 30 Youths -3 New Bus
- 2nd year-60 youth -6 New Busine
- 5th year -270 youths - 27 New bu

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    30        60        60        6
    30    60   90  120  150  180

00 year   1 year   2 year   3 year
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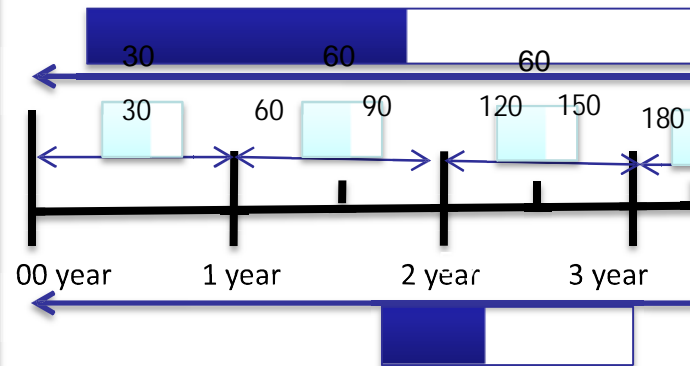
Market Environment Enablers and Obstacles

•Free Training Computer Training:

1. Introduction to computer
2. Computer typing
3. Microsoft office
4. Graphic design
5. Internet /web services.

•Free entrepreneurship Mentorship:

1. Mission, opportunity and strategy
2. External Environment
3. Target Market statement
4. Operations and value chain
5. Organization/Human Resource
6. Business Model
7. Metrics
8. Operating Plan
9. Financing .

•Loan to set up agri-resource center:

1. Available to everyone
2. No security guarantor
3. Small interest.

RISKS

- Poor Housing
- No reliable security
- Poor Roads
- No enough banking services
- No Reliable electricity
- Business registration –Government enforcement
- Poor connectivity
- Traditions
- Politics

VALUE CHAIN

amua Africa
involvement

Partner's involvement

Beneficiaries Involvement

Amua africa

Case study

Project Fundraising

Recruitment & Training

Community Outreach

Mentors Providing Companies: Partne

Site set up

Computer Trainings

Mentorship

Beneficiaries

1 village, 100 computers project: Financials

		1 YEAR	
Incomes **99,658 $**	Donated Income	Grants Sponsorships Donations	99
	Earned Income	Service & Subscription fee	0.
Expenses **99,658 $**	Personnel	Direct labor salary & allowance	4
	Travel & substance	Staff/ volunteer transportation	1
	Equipment	Computers & accessories, tools and furniture purchase.	1
	Administration	General administrative expenses	٤
	Support to Participants	Loan to start up business	1
	Others	Public relations activities	(

1 village 100 computers project: Financials

			2nd year	3rd year	4t...
Incomes 68990 $	Donated Income	•Grants • Sponsorships • Donations	73.3%	30.3 %	0.0
	Earned Income	•Service and Subscription fee •Loan repayment	26.7%	69.7%	11
Expenses 68990 $	Personnel	Direct labor cost	43%	43%	43
	Travel & substance	Staffs/volunteer transportation	6%	6%	6%
	Equipment	Computer equipments, furniture, tools and devices purchase	0%	0%	0%
	Administration	General administrative cost	11%	11%	11
	Support to participants	Loan to start up business	28%	28%	28
	Other costs	Public relations activities	12%	12%	12

12 MONTHS

30
Community

1. Computer Training
e entrepreneurship Mentorship

90058 $

B Business start up Loan

9600 $

60

Computer Training
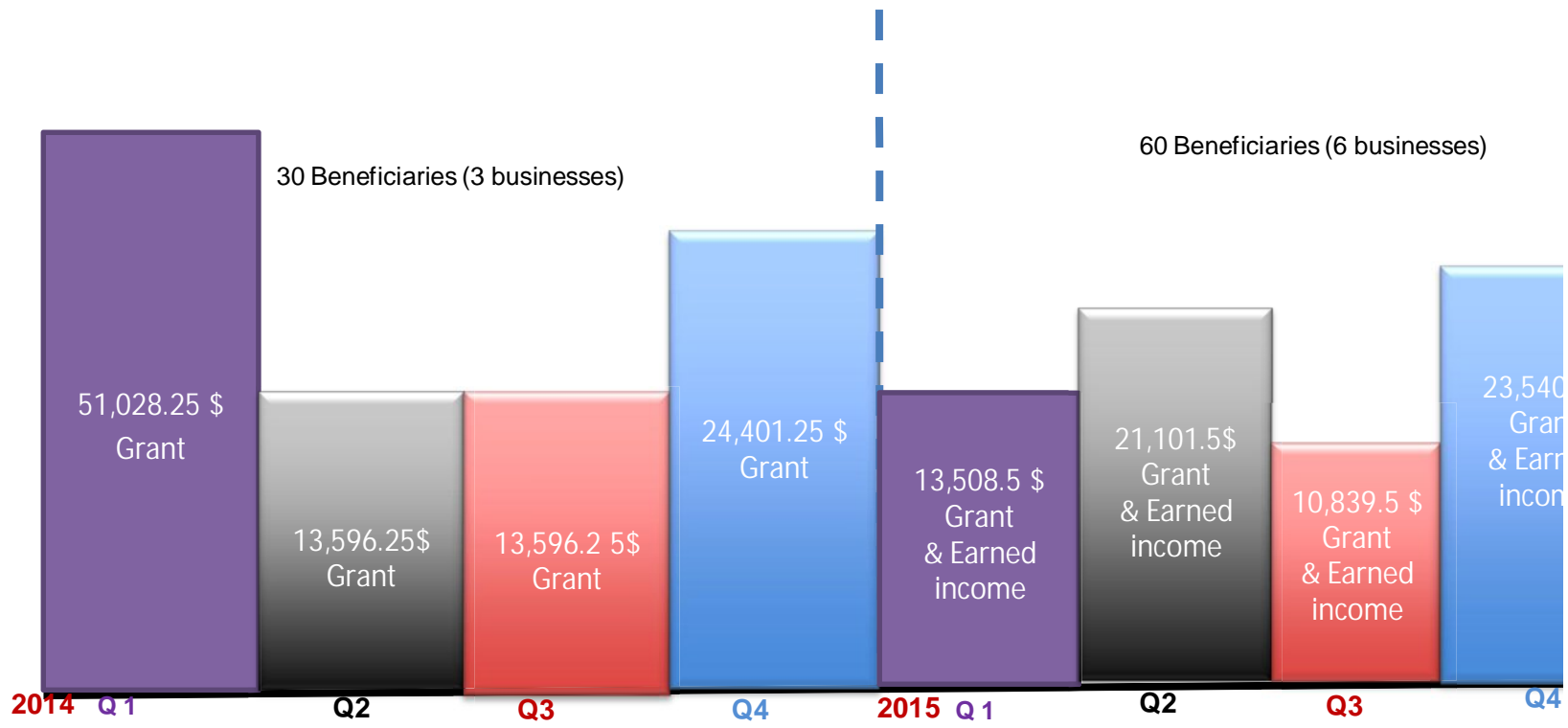a entrepreneurship Mentorship

49790 $

l12

B Bsiness start up Loan

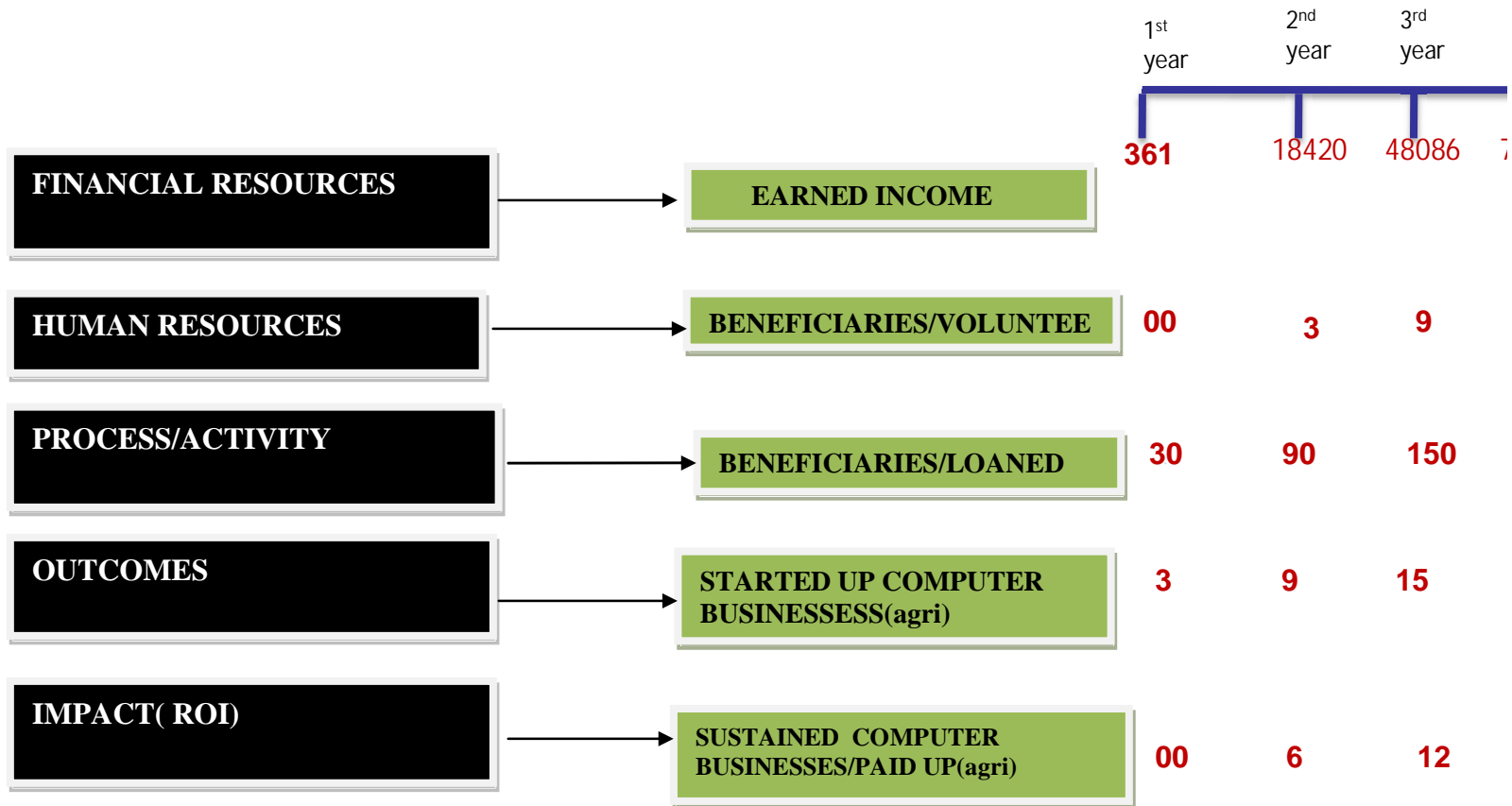**19200 $**
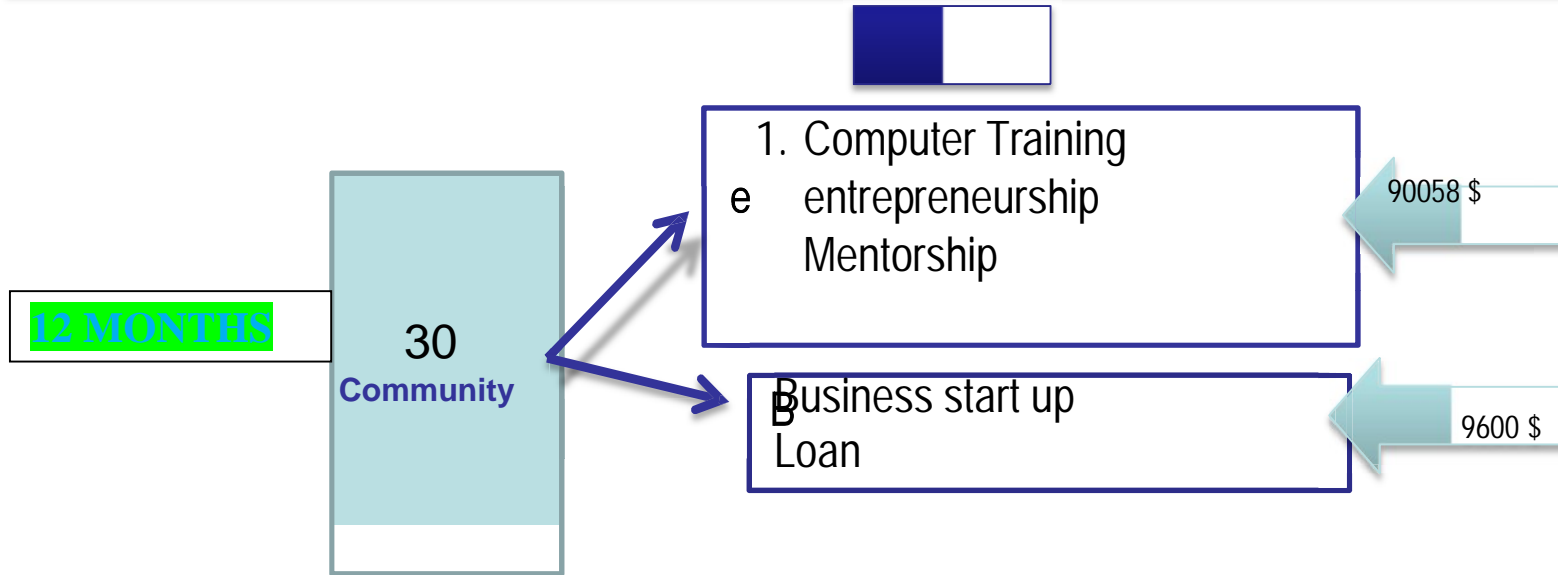
1 slum 100 computers project: Critical Success Factors

- **Loaning without sec**urity guaranty but mentorship
- **Keep volunteers, employe**es, mentors and beneficiaries motivated
- **Commitme**nt from partners
- **Evaluation of** customs and traditions

1 village 100 computers project: Financing and Scaling Model

30 Beneficiaries (3 businesses)

60 Beneficiaries (6 businesses)

51,028.25 $
Grant

13,596.25$
Grant

13,596.2 5$
Grant

24,401.25 $
Grant

13,508.5 $
Grant
& Earned
income

21,101.5$
Grant
& Earned
income

10,839.5 $
Grant
& Earned
income

23,540
Gran
& Earn
incom

2014 Q 1   Q2   Q3   Q4   **2015** Q 1   Q2   Q3   Q4

1 village 100 computers Project – Metrics

	1st year	2nd year	3rd year	
	361	18420	48086	7

FINANCIAL RESOURCES	→	**EARNED INCOME**			

HUMAN RESOURCES	→	**BENEFICIARIES/VOLUNTEE**	**00**	**3**	**9**

PROCESS/ACTIVITY	→	**BENEFICIARIES/LOANED**	**30**	**90**	**150**

OUTCOMES	→	**STARTED UP COMPUTER BUSINESSESS(agri)**	**3**	**9**	**15**

IMPACT(ROI)	→	**SUSTAINED COMPUTER BUSINESSES/PAID UP(agri)**	**00**	**6**	**12**

1 village 100 computers project: Summary

Earned Income
development
sumption (US $)

Expense (

Earned Income values	Bar values
107348	
77751	
48086	
18420	
361	

Expense values:
- 68990
- 68990
- 68990
- 68990
- 99658

First Year — 30 Beneficiaries, 3 Businesses

Second year — 90 Beneficiaries, 9 Businesses

Third year — 150 Beneficiaries, 15 Businesses

Fourth Year — 210 Beneficiaries, 21 Businesses

Fifth Year — 270 Beneficiaries, 27 Businesses

00

Required Investment : 99,658 US $

Implementation Kicking off:

March 2016

Annex 1: How It Works

Executive Summary

The 1 village 100 computers is a self sustainable project providing free computer training and entrepreneurship ment
disadvantaged youths/community members in both urban informal and rural settlements in KENYA. At completion of the
and mentorship, loans them computers and other technological devices to help them set up a computer based agri-bu
resource centers such as cybercafé, respectively to the business plan designed during the training/mentorship. For se
sustainability, the program requires loan repayment with interests of 12-15%.

How it works

Within 6 months 30 youths in 3 groups with 10 members per group receive free Computer training in applications rel
agri-business services.
 simultaneously, these youths receive an entrepreneurship mentorship - Each group is requested to identify a local me
the Project assigns another mentor to each Group (a mentor: An experienced business person with 15+ years of diver
business experience). These mentors help the group members to complete 9 modules course intended to help them (
business plan for the group and to document this plan with an elevator pitch, a business plan summary, and an Invest
Profile.
At completion of this training & mentorship, each group (Leader) present their Business Plan Summary to Project and
Leadership, mentors, and invited audience in a Public graduation conference. Each group then receive a loan package
equipments worth not exceeding 3200 $, respectively to their business plan. On top, they receive project personnel v
with them for the business development until the loan is fully repaid. For self-sustainability, the program requires loa
repayment with interests of 12-15% if paid within 6 months and 12 months respectively.

Participants' selection Criteria

• Be a newly formed or existing youth group with 10 members ready to participate in the program,
•All participating members must be 18 - 28 years old,
•Born & living in siaya town and its environs
•Shown integrity & accountability character in the community (confirmed by local leader)
•At least 2 group members have a basic computer understanding,
•Subscription fee 1000 ksh per member. It can be paid during training but at least 3members of the group should have
upon application date,
•Completed Application form.