



‘Transforming our communities through education and entrepreneurship’

Problem

1. 70% of students in the rural schools of Kenya lack adequate educational resources
2. The rate of transition from high school to tertiary levels in Kenya is very low, standing at 11.46%
3. Poor business practices among our youth who are out of school, has led to quick death of most promising businesses.

Solution

1. We provide customized texts in areas where there’s lack;
2. We offer school mentorships, and have a pool of professional volunteers who help us deliver this;
3. We train our youth on sustainable ways of doing business, and also self-discipline.

Target

1. Schools all over Kenya;
2. Community centers in Kenya and beyond;
3. Students in Kenya;
4. Entrepreneurs all over Africa.

Competition

We face competition in the book sales market, against well established publishing firms who can always deliver bulk and market/offer their texts in a variety of platforms. We however beat them with our cross subsidy sales model where we guarantee affordability based on the income levels in our sales areas.

Revenue model

1. Sales of our texts.
2. Premium fees for our leadership trainings in high income schools.
3. Equity share in entrepreneurship funding for the start ups we help to co-develop.

GTM strategy

We use the Inside Sales Model, where we periodically retrain and recruit field reps who sell our texts directly to schools and to the parents of the students who use the texts.

Traction:

We have currently produced over 4000 texts which we have sold through the cross subsidy model. This has seen us give 400 texts to students with need, at 100% subsidy.

We currently have active school mentorship with two schools, one secondary school in a rural set up in Western Kenya and one primary school within an urban slum in Nairobi, Kenya.

We also have an active leadership and entrepreneurship training session with peer counsellors in Masinde Muliro University in Kenya.

Our Partners

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