

We are Last Mile

Our Mission & Vision

Mission: Improved access to the last mile

Vision: Every low- and middle- income household has access to affordable, life-changing products through a distribution network of trained local sales agents

Last Mile is a start-up social business based in Kilimanjaro, Tanzania. Last Mile improves access to life-changing products in the communities where they are needed most through a distribution network of trained, local sales agents. Our team recruits local youth and women and provides the training, resources, and tools for them to be successful sales agents within their own communities. Our agents develop new skills and capacity, and earn commission on every sale, improving their livelihood, while consumers benefit from access to the products that solve their everyday challenges.

Our Story

The motivation for starting Last Mile was driven by the lack of access that women and girls have to sanitary feminine hygiene products. It is unacceptable that girls and women are missing school or work, and are unable to fulfill their potential due to menstruation, especially when products exist that can easily manage this in a dignified and sanitary way. The idea was to create a network of sales women, similar to Avon, to sell these products to the fellow women and girls in their communities. After conducting thorough market research, it became clear that there is need for many additional impact products that solve a wide range of every day challenges if only communities had access. As a result, we expanded our product portfolio to include a range of solar products and health products. We now train and work with local youth and women as sales agents in their communities to bridge the access gap and improve quality of life through life-changing products.

Our Theory of Action



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Our Impact

The Last Mile impact is two-fold: improved access and improved livelihoods. Communities benefit from improved access to the products that can solve every-day challenges and from new employment and income-generating opportunities. Products our agents are currently selling include solar-powered lights and home-lighting systems, water filters, clean and efficient cooking stoves, nutritional supplements to combat malnutrition, and reusable feminine hygiene products to improve health and opportunity of women and girls.

We create **environmental** impact:

- Distribution of renewable energy solutions, including solar products, contributes towards positive environmental outcomes.
- Reusable feminine hygiene products reduce waste associated with disposable products.

We create **economic** impact:

- Attractive commission-based sales positions for local youth and women, with bonuses and other incentives.
- All of the products our agents sell have money-saving benefits for the consumer.

We create **social** impact:

- Each product sold contributes to positive social change.
- Investing in women and youth creates an empowered workforce with skills and confidence to reach their potential.

To date, we have sold over 700 social impact products through our sales agent network and have trained 32 sales agents. Through the sales of our products, Last Mile has impacted over 3,100 people in the Kilimanjaro Region, and we are just getting started.

Our Partners

Anza: Last Mile was a member of the first Anza 360° accelerator co-hort. Anza has provided some start-up capital and strategic business development consultation. Last Mile also benefits from the use of office space, a grant database, monitoring and evaluations support, and tools for internal communications and financial tracking through our partnership with Anza.

GSBI: Last Mile is currently a member of the Global Social Benefit Institute online accelerator program, run out of Santa Clara University's Miller Centre for Social Entrepreneurship. This program is supporting our growth plan, funding plan and

Livelihoods: Livelihoods provides on-going strategic and business develop support and consultation as a part of their scaling initiatives. We are also an authorized user of their sales training curriculum.

Globalbike: Globalbike is providing bicycles to our sales agents and have helped us to develop a rent-to-own system for any agents interested.

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Lalafofofo: Lalafofofo is a US-based charity which works in communities outside of Moshi. They are a fiscal sponsor and fundraising partner for Last Mile.

SNV: Last Mile is a mentor organization for the SNV Opportunity for Youth Employment program. SNV recruits youth in the region looking for employment opportunities and cost-shares our agent training program.

D-Prize: Last Mile was selected as a winner of the D-Prize Solar Challenge and is now a social venture supported by D-Prize. D-Prize is an award given to organizations dedicated to the mass distribution of proven poverty solutions. They have awarded Last Mile with funding used to pilot our distribution model.

Femme International (Femme): Femme International offers their feminine health and hygiene training program to our sales agents, along with a Femme Kit. This benefits both parties; Femme increases their impact through additional beneficiaries and Last Mile sales agents receive training and the sample product at no cost. Femme International also has a high quality training-of-trainers curriculum which they have shared with the Last Mile sales team, enabling us to deliver their workshops.

Our Core Values

Tupo Pamoja: We are together in all that we do. We work *for* one another and *with* one another. We can accomplish things together never possible alone. We are supportive, approachable and compassionate.

Make Impact, Make Money: It is possible to create sustained, meaningful impact through a profitable business model and to do good while making money. Our desire for making profit matches our desire for social change.

Be empowered, be empowering: Create empowering opportunities for our sales network, consumers, suppliers and partners.

Songa mbele - Today is a new day: Approach each day without yesterday's burdens. Be accountable for your actions and admit mistakes but have the courage and drive to always keep moving forward. View obstacles as opportunities and believe there is a solution to every challenge.

Celebrate: Big wins and small victories. Take time to reward and celebrate success and hard work.

Open ears, open mind, open heart: Listen, think, feel. Come to each experience with the willingness to learn.

Consumer-Inspired: All activities are driven by the desire to serve our consumers. Consumer needs are our business. Treat consumers with nothing but respect and dignity.

Bring it HARD: Never be satisfied with the status quo. Always strive personally and professionally growth. Always seek new opportunities. Bring relentlessness. Bring passion. Bring a burning desire to succeed. Bring it to everything you do.

Our Brand Promises

To Our Customers, we promise:

We are Last Mile

1. Access to life changing products and services unique to your community.
2. To be worthy of your trust.
3. Value; quality products at an affordable price.
4. To provide supportive, consistent and reliable customer service.

To our Sales Agents, we promise:

1. That you are our investment.
2. To empower you to be a community change agent.
3. The opportunity to be a business owner.
4. You will make impact while making money.
5. To support you.

To Our Suppliers, we promise:

1. To provide access to your target market.
2. A network of sales agents, trained as experts on your products
3. To uphold your brand promises.
4. To monitor and report on product-specific impact metrics.