

# Business Profile

of

## Discovereum



### Main Company Contact

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**Address:** 18399 Hillside Road Extension, Msasa, Harare, Zimbabwe

## **BUSINESS, ADMINISTRATION & CONTACT INFORMATION**

**Business name:** INZI Foundation t/a Discovereum

**Business type:** Non-profit registered Trust

**Company registration number:** MA01133/2016

**EDR:** 02/09/2016

**Tel:** 04- 446 900

**E-mail:** info@discovereum.org

**Cell:** 073 774 5983

**Physical address:** 18399 Hillside Road Ext, Msasa, Harare

### **Banking details:**

1. **Bank:** Steward Bank Limited
2. **Branch:** Avondale
3. **Account number:** 1005575563
4. **Swift code:** STBLZWHX

# **INTRODUCTION**

## **Company History**

The Discovereum is the brainchild of Drs J.N. Maraire and A.N. Chiura who upon relocating back to their homeland Zimbabwe recognised a gap in children's learning resources in areas such as science, technology, and art. They sought to establish a learning centre for children and young adults as well as a sanctuary for families to learn collaboratively and interactively with each other. And so, the Discovereum was founded as the first museum with a strong focus on free choice learning and learning through play.

To date, the Founding Trustees have contributed USD\$50,000 towards fixed and variable costs, and USD\$26,000 has been raised through individual philanthropists as well as corporate investments. A further USD\$77,000 investment is needed in order to develop exhibits at a new site that was availed by the Zimbabwe Agricultural Society in August 2017.

## **What The Company Does**

The Discovereum is a learning centre that provides a safe space for children, teenagers and families to engage in interactive learning about a diverse range of topics with exhibits, which are vital to the development of well-rounded individuals.

The permanent exhibits include: Zimbabwe History and Heritage; Ancient Egypt, Grocery Store, Life Science (human & animal anatomy), Transport / Maritime & Energy (planes, trains, boats & automobiles), Dinosaur Cave, Science Laboratory (chemistry, physics and biology), Arts and Crafts, Auditorium, Technology Centre, outdoor stage and playground, Library as well as an outdoor environmental and conservation site (air, wind, water and soil).

# **STRATEGY**

## **Vision Statement**

A hub for the intellectual life for the nation.

## **Mission Statement**

Create a fun-filled environment of creativity, learning, and discovery through interactive exhibits for young children, teenagers and families.

## **Business Goals & Objectives**

1. Make science learning fun for the young people and families
2. Supplement academic education with hands-on learning, exploration and discovery
3. Complement and reinforce academic syllabi
4. Increase exposure to and participation in science learning for rural and urban schools with limited resources
5. Create regular performing, literary and visual arts programmes that stimulate the imagination and entertainment
6. A hub for innovation
7. Showcase and develop local talent
8. A link for youth to connect to other regional and international cultural and science organisations
9. Fellowship programmes for interns and young graduates

## **Business Strategy**

Main areas of funding is from the Board of Trustees, however, philanthopists, development partners as well as corporate investments are an immediate source of funding. Membership subscriptions, on-going events as well as once-off visitors provide another source of revenue.

## **Economic Intent**

### **1. Not-for-profit**

1. While registered as a not-for-profit organisation, the Discovereum will operate using innovative business principles in order to become self-sufficient within five years. At this point, profits will be used to establish Discovereum centres firstly in Zimbabwe's major cities, and eventually spread across Southern Africa.

## **BUSINESS CONCEPT**

### **What The Business Does**

1. School holiday camps where children can interact, learn from one another, discover their hidden talents and passions.
2. Varying weekend programmes, which are designed to be engaging, entertaining and educating.
3. Monday programmes for schools with limited resources. Schools in underserved communities in and around Harare may make reservations for a group of students to tour the museum, explore and have a hands-on experience in the science laboratory.
4. Mobile unit for rural and urban schools, which are further away from Harare. This mobile unit would be a mini version of the museum.
5. Innovation camps and competitions for children with recognition and prizes.
6. Internship programmes and Fellowships:
  1. Research interns: Eligible to children who would have completed their Ordinary Levels or Advanced Level studies and awaiting results.
  2. Health Sciences interns: includes learning about diagnosis, how to measure vitals, the human body systems and processes, preventative measures and curbing infectious diseases.
  3. Arts Interns: art research, archiving, assist in show openings and exhibitions for local art galleries.
  4. Technology internships: include enlightenment on how to design and create simple applications, how the Internet works, new technological discoveries from around the globe.
  5. Non-profit and business internships: children research about entrepreneurship, how to start projects, think up a business idea, develop management as a group, implementing the idea and evaluate sustainability of the business, whether to continue or make changes by the end of the internship.

### **Business Competitiveness**

1. The only children's museum of its kind in Zimbabwe
2. Centrally located and easily accessible to the public.

### **Quality Policy & Objectives**

1. Adhere to laws governing children's museums
2. Ratify and implement policies set by global children's museums associations and partner networks

### **Business Model**

Decision-making is centralised with the Board of Trustees that sets the vision that the management team implements. Quarterly reports are generated, and a larger annual report is produced by the management team.

### **Partnership Model**

The Discovereum adopted the Alliance partnership model, and our creative approach to business enables the potential to pursue agreed business goals with our partners, whilst keeping each organisation independent.

## **MANAGEMENT & OWNERSHIP**

### **Management Structure**

1. Executive Director: Wesley Maraire

### **Ownership Structure**

1. INZI Foundation Trust

### **Trustees**

1. Allen N. Chiura
2. Nozipo J. Maraire
3. Collen Masimirembwa
4. Susan Mahachi
5. Lisa Luka
6. Rinesh Desai
7. Esther Bhebhe
8. Julie Bjune
9. David Behr
10. Summeiya Omar

### **Attorney**

Obey Matizanadzo

### **Finance**

Velimat Consultancy

**Thank you for taking time to go through this business profile. Please do not hesitate to contact us should any questions arise.**