



# LIVELYHOODS

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OUR MISSION IS TO CREATE JOBS FOR YOUTH AND WOMEN IN SLUMS.

LIVELYHOODS IS A 501(C)3 TAX-EXEMPT NOT-FOR-PROFIT SOCIAL ENTERPRISE.

**For slum consumers who lack access to life-changing, high quality products, LivelyHoods is a youth and women powered distribution channel that provides a range of household products like clean cookstoves and solar lamps.**

**Unlike super markets or micro-finance institutions, LivelyHoods provides a retail experience, with customer education, personalized service, and after-sales follow up, that is currently unavailable in slums.**



# Employment is critical to development and security.

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**A JOB CREATES DIGNITY  
AND A SENSE OF  
VALUE AND CONFIDENCE.**

**A JOB IMPROVES  
ACCESS TO CRITICAL  
HEALTH SERVICES.**

**A JOB IMPROVES  
NUTRITION AND  
FOOD SECURITY.**

**A JOB IS AN ALTERNATIVE  
TO CRIMINAL ACTIVITY  
AND VIOLENCE.**

**In Kenyan slums, 70% of youth  
are jobless with women facing  
additional gender-related  
disparities in earning power.**



# LivelyHoods creates sales jobs that leverage the unique talents of youth in slums.

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We interviewed 278 youth and learned that they often survived by selling anything from mangoes to marijuana. Our sales network leverages this experience.



**WE TRAIN  
UNEMPLOYED YOUTH  
AND GIVE THEM JOBS**



**SELLING LIFE-  
CHANGING PRODUCTS  
IN SLUM COMMUNITIES**



**SO THEY CAN  
EARN AN  
HONEST LIVING.**



Through LivelyHoods, youth and women gain professional skills, confidence, and an income.

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FOR OUR YOUTH, EMPLOYMENT REPRESENTS A **TRANSFORMATIVE SHIFT** FROM A LIFE OF INSTABILITY AND INSECURITY TO A LIFE OF FREEDOM, DIGNITY & PRIDE.

“ I’m making my own money. I’m able to take care of myself. ”

MAUREEN, SALES AGENT



**1,450**  
JOBS CREATED

**\$70** PER AGENT  
AVERAGE COST OF  
RECRUITMENT & TRAINING

**\$840** PER AGENT  
AVERAGE YEARLY INCREASE  
IN INCOME



Urban slums in Kenya also represent a massive, rapidly-growing, and underserved consumer market.

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Consumers lack access to products because suppliers cannot reach them.



Our distribution network brings high-quality goods to hard-to-reach communities.

**POVERTYMATTERS  
BLOG**

Supported by  
**BILL & MELINDA  
GATES foundation**

"We're figuring out ways to penetrate even the hardest-to-reach markets," says Laden. "You normally have distribution points or stores on the periphery of the slums, but they struggle to reach every single customer in that area. So we look at the way we want to scale kind of like a Starbucks or a McDonald's – on every corner."

–Tania Laden, Co-founder and Executive Director  
January 2014

**theguardian**

THE MARKET OPPORTUNITY

**LIVELYHOODS**

# Interpersonal communication and trust-building are at the core of our marketing strategy.

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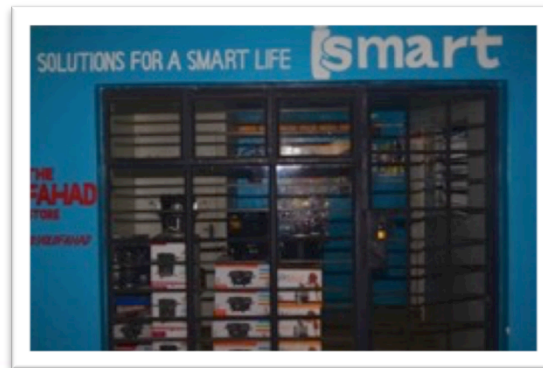
Our sales agents market their products door-to-door to penetrate even the hardest to reach slum markets.



Our branches are located within slum communities and we set up marketing events to bring our products to our customers, wherever they are.



Our suppliers support us with above-the-line marketing campaigns, like billboards with the LivelyHoods logo and contact information.





The products we sell add environmental and economic value beyond the jobs we create.

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Solar-powered lamp



Reusable sanitary menstrual cup



Clean-burning cookstove

**LivelyHoods brings life-changing products with high-quality service right to each slum consumer's doorstep.**

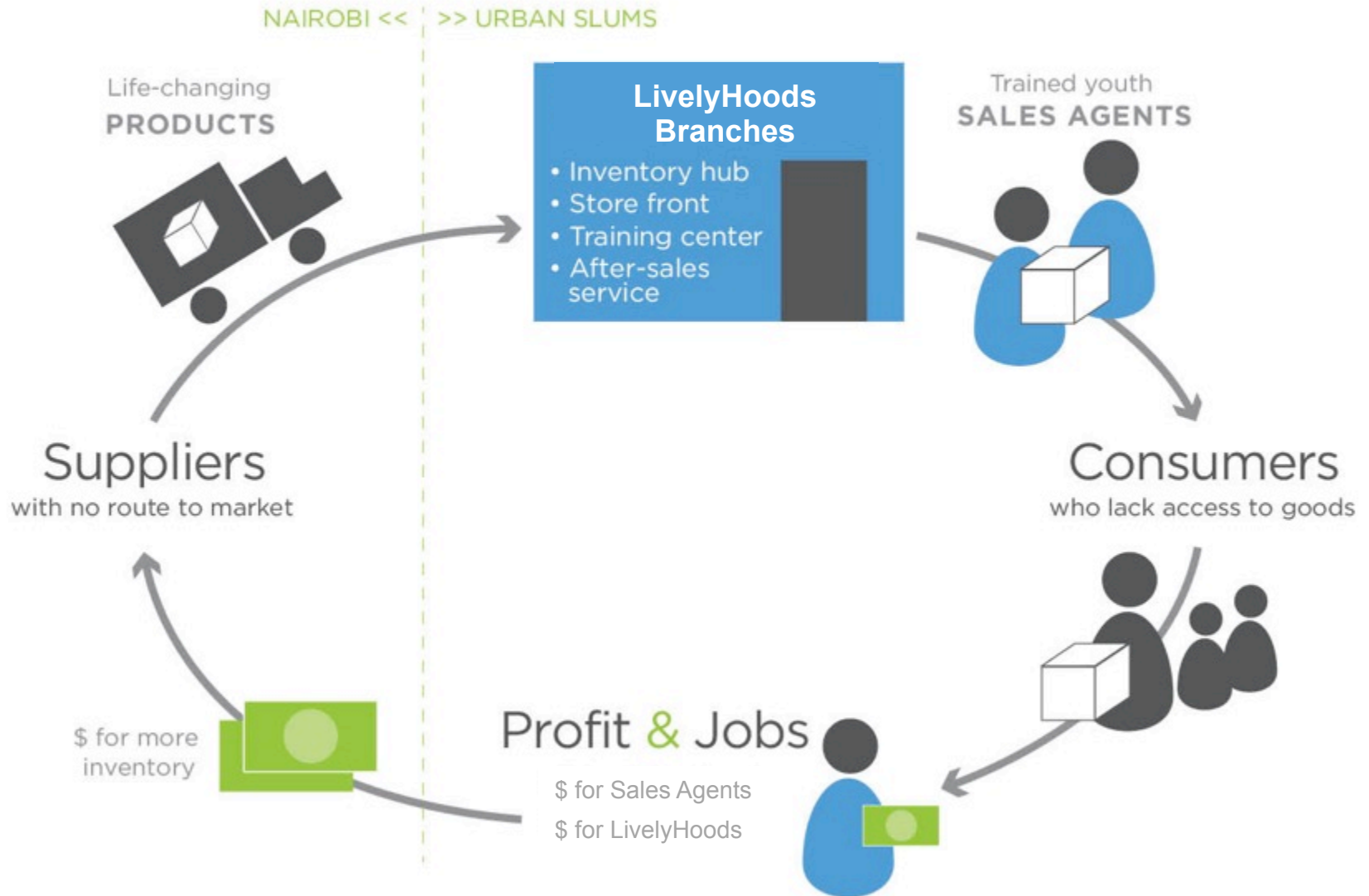
Improve health  
Improve education  
Improve productivity



Save lives  
Save time  
Save money

**Our product line is made up of 15 household products related to energy, health and cooking.**

Our business model is sustainable. We make a margin on every sale and, at scale, will be able to cover all of our operating costs.



## Our impact logic model guides our path from activities to measurable outcomes and results.

Through/By... (Activities)	We... (Outcomes)	In order to... (Impacts/Goals)	Key Indicators
Training youth and women	Increase job skills	<b>Enhance Economic Opportunities for Youth and Women</b>	Number of Youth and Women Trained
	Provide youth and women with an income		Number of Jobs Created
Employ youth and women	Provide youth and women with job experience		Average income of sales agents
Last mile distribution of life-improving and environmentally beneficial products	Reduce indoor air pollution	<b>Improve the health and lives of our customers in Kenya's slums</b>	Number of households with cleaner air from clean cookstoves
	Provide access to solar energy		Number of household with clean, reliable solar power
	Save our customers money		Total Customer Savings (USD)
	Reduce deforestation	<b>Mitigate Climate Change</b>	Number of trees saved
	Reduce carbon emissions		Amount of carbon reduced



Our proof of concept phase demonstrated the sales talent of youth and women, as well as the market potential in slums.



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INVENTORY AND TRAINING BRANCHES

\$850,000  
TOTAL REVENUE

\$2,600  
AVERAGE ANNUAL  
SALES PER AGENT

23,000  
LIFE-CHANGING PRODUCTS SOLD

1,450  
JOBS CREATED FOR  
YOUTH AND WOMEN



2011-2017

PROOF OF CONCEPT

LIVELYHOODS

# Our management team has the background, commitment and vision to succeed.

## Tania Laden



### Executive Director and Co-Founder

- B.S. Science, Technology and Society, Stanford University
- Former Financial Advisor at Morgan Stanley
- Business and Technology Analyst at EZLearn Educacional in Brazil

## James Kimutai



### Training Programs Manager

- Human Resources graduate.
- Training and curriculum development with CAP YEI and Generation Kenya, a McKinsey-run youth employment initiative.
- Direct sales and banking experience with leading national institutions.

## Claire Baker

### Director of Development



- B.A. Modern languages, Durham University, England.
- Not-for-profit operations and communications manager for Jaccede.com, France.
- Experience in solar energy social business with Eternum Energy, Tanzania.

## Joseph Osoth

### Operations Manager



- Joseph started as a sales agent in 2011
- Oversees product procurement, accounting and B2B sales

## Finorah Manyala

### Regional Branch Manager



- Social Work diploma
- Amani Institute Certificate in Social Entrepreneurship
- Four years of sales management experience

## Veronica Njoroge

### Systems and operations manager



- Business Management diploma from Mount Kenya University
- Business operations experience with Easy Taxi, Kenya

## Geoffrey Nyambariga

### Expansion Manager



- Bachelor of Commerce in Finance
- Training, coordination and marketing with The Youth Banner, Kenya
- Responsible for expansion of LivelyHoods branches cross-country

TEAM

LIVELYHOODS

We are supported by a diverse and talented board and network of advisors.

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## BOARD OF DIRECTORS



### Pamela Roussos

Director of Innovation, Miller Center for Social Entrepreneurship, Santa Clara University



### Maria Springer

Co-founder, LivelyHoods



### Kimberly Tilock

Kenya Country Director, Global Communities



### Jade Van Doren

CEO, TechForward



### Katherine French

Business Development, Harlan Estate Winery, former McKinsey Consultant



### Linda Davis

Director of Partnerships, Partnership on Women's Entrepreneurship in Renewables.



### Bob okello

Group Execution manager, Africa, EkoCenter, The Coca-Cola Company

## KEY ADVISORS



### Kennedy Odede

Founder, Shining Hope for Communities



### Matt Flannery

CEO, Kiva



### Lisa Parrot

Development and Quality Program Director  
Save the Children International  
Dar es Salaam



### Sameer Shah

Operations Director of East Africa's leading retail chain, Nakumatt

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## SUPPORT





We have won awards and forged important partnerships.

## INSTITUTIONAL FUNDING



## FELLOWSHIP & AWARDS



## PRESS COVERAGE



## STRATEGIC PARTNERS



## PARTNERS