



Empowering young
entrepreneurs in
low-income countries



**Our mission is to empower
young entrepreneurs in
low-income countries**

to bring the change they
envision.

Mkono is a Canadian microfinance non-profit organization supporting entrepreneurs in Kenya

What we do

We are a registered Canadian non-profit organization that connects people around the world to share capital and global insights to empower young entrepreneurs in low-income countries and achieve lasting change.

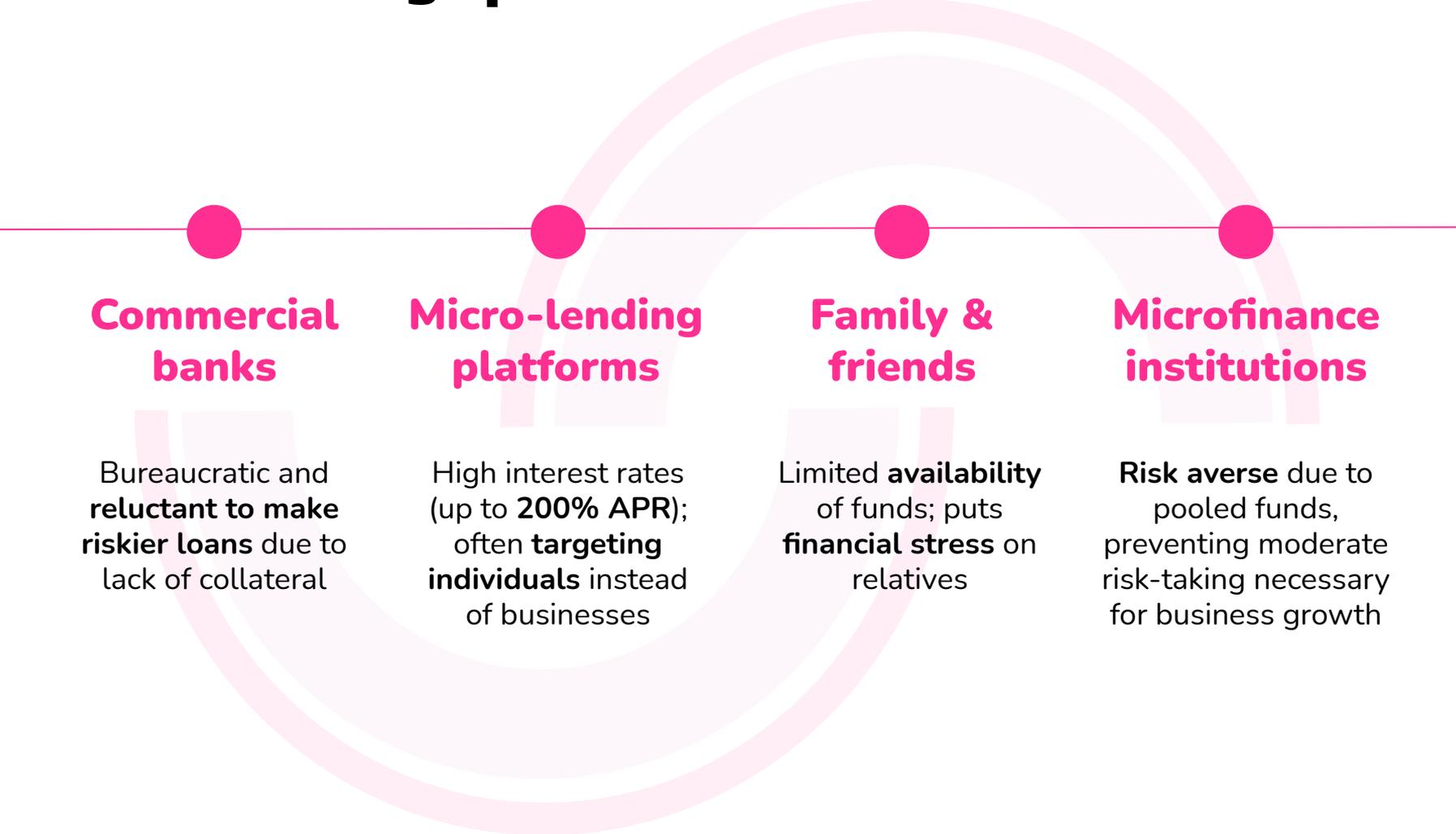
How we do it

We partner with local organizations - incubators, accelerators, and mentorship programs - to effectively deliver our services by sourcing the most promising businesses, promoting loan repayment, and supplementing their local support.

Why we do it

In Sub-Saharan countries, small and medium business owners lack access to adequate financial resources despite an increasing number of lenders. By facilitating access to affordable capital and mentorship, we give entrepreneurs a real chance at creating positive change.

Business owners in Kenya are faced with limited and flawed financing options



Commercial banks

Bureaucratic and **reluctant to make riskier loans** due to lack of collateral

Micro-lending platforms

High interest rates (up to **200% APR**); often **targeting individuals** instead of businesses

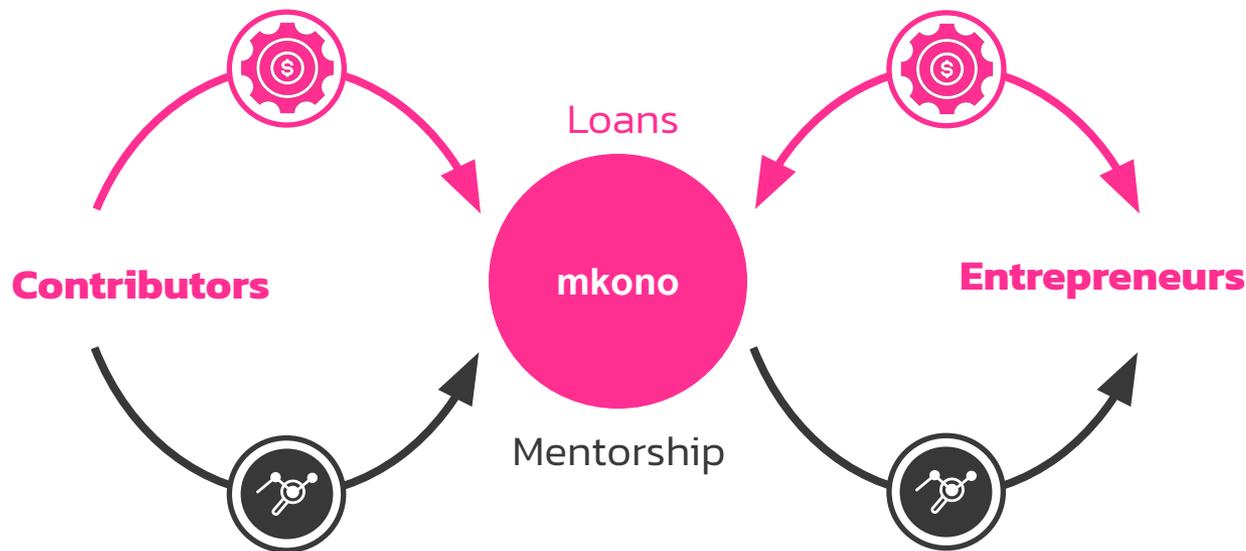
Family & friends

Limited **availability** of funds; puts **financial stress** on relatives

Microfinance institutions

Risk averse due to pooled funds, preventing moderate risk-taking necessary for business growth

We take a holistic approach: combining the benefits of traditional micro-lending and mentorship to achieve maximum impact



Loans

Capital, generously provided by individual donors and corporate sponsors, is granted to entrepreneurs in the form of affordable loans. Loan repayment increases the capital's impact and creates a multiplier effect

Mentorship

Insights are shared by Mkono Allies, a global network of young professionals with relevant experience, with the entrepreneurs in the form of targeted mentorship calls



Meet Lornah

Lornah is a Nairobi-based entrepreneur who owns a fashion business that **employs 6 people**.

Lornah received and repaid **2 loans**, totalling over **CAD\$2,000**, allowing her to finance new orders, launch a new clothing collecting, and implement her marketing strategy to boost sales.

Her **2 mentorship sessions** helped her improve her online marketing activities during COVID.

“ I was stuck in terms of financing. **Most bank institutions are stringent** and take quite a lot of time. Everything was perfect about Mkono’s process. ”

“ One thing raised during the mentorship session was that clients want to be involved with a **brand with a story**. ”

“ I am really grateful for what Mkono has done so far... **This has changed my life, my company, and the life of my employees.** ”

We have made real impact in just 2 years

45

Entrepreneurs
supported, of which
~40% are women

72

Mentorship sessions held
by Mkono Allies
(i.e., selected young professionals)

24K+

USD in loans extended,
over 36 loans

35

Volunteers and Mkono Allies, across 9 different countries

90%

Repayment rate

82

Net promoter score, for our personal approach and affordable services

2020 impact report key themes

Improved cash flow and pricing

“Before, I was reinvesting into the business and didn’t pay myself a monthly salary. We’ve implemented measures (e.g., down payment) and feel more at ease with our finances.”

Vertical integration

“[The loan] has helped us do everything in house. We are able to check the quality of the job. Before, 50% of the time, we had issues with material, finishing, lost shipment, and issues with timelines. Now, we have a dedicated contractor doing this.”

Business pivot

From helping an entrepreneur make use of photography to document the impact of COVID-19 to assisting others implement an online store, as attested by an entrepreneur, “Mkono did not jump to conclusions and unsolicited advice”.

Marketing and branding

“We’ve fully increased our online presence [through a new website]. We started getting clients [...]. This is really helping us out.”

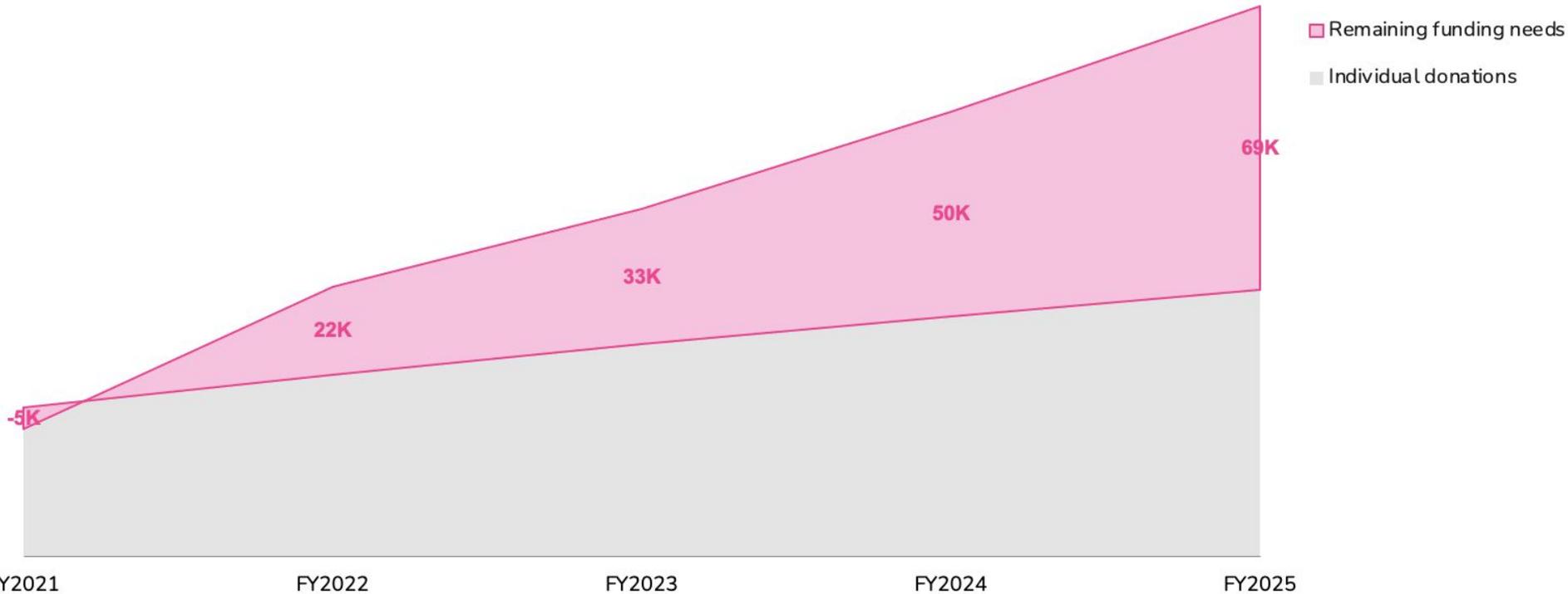
Read the full Impact Report [here](#).

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IN REVIEW

We need your support to continue empowering young entrepreneurs

Projected funding needs through FY 2025



These funds will allow Mkono to cumulatively **support over 400 entrepreneurs** through 2025 and invest in priority initiatives to scale our impact

Your donation will have far-reaching impact: Each \$1 donated is equivalent to \$10+ of loans

High repayment rate and low operating costs optimize refresh rate

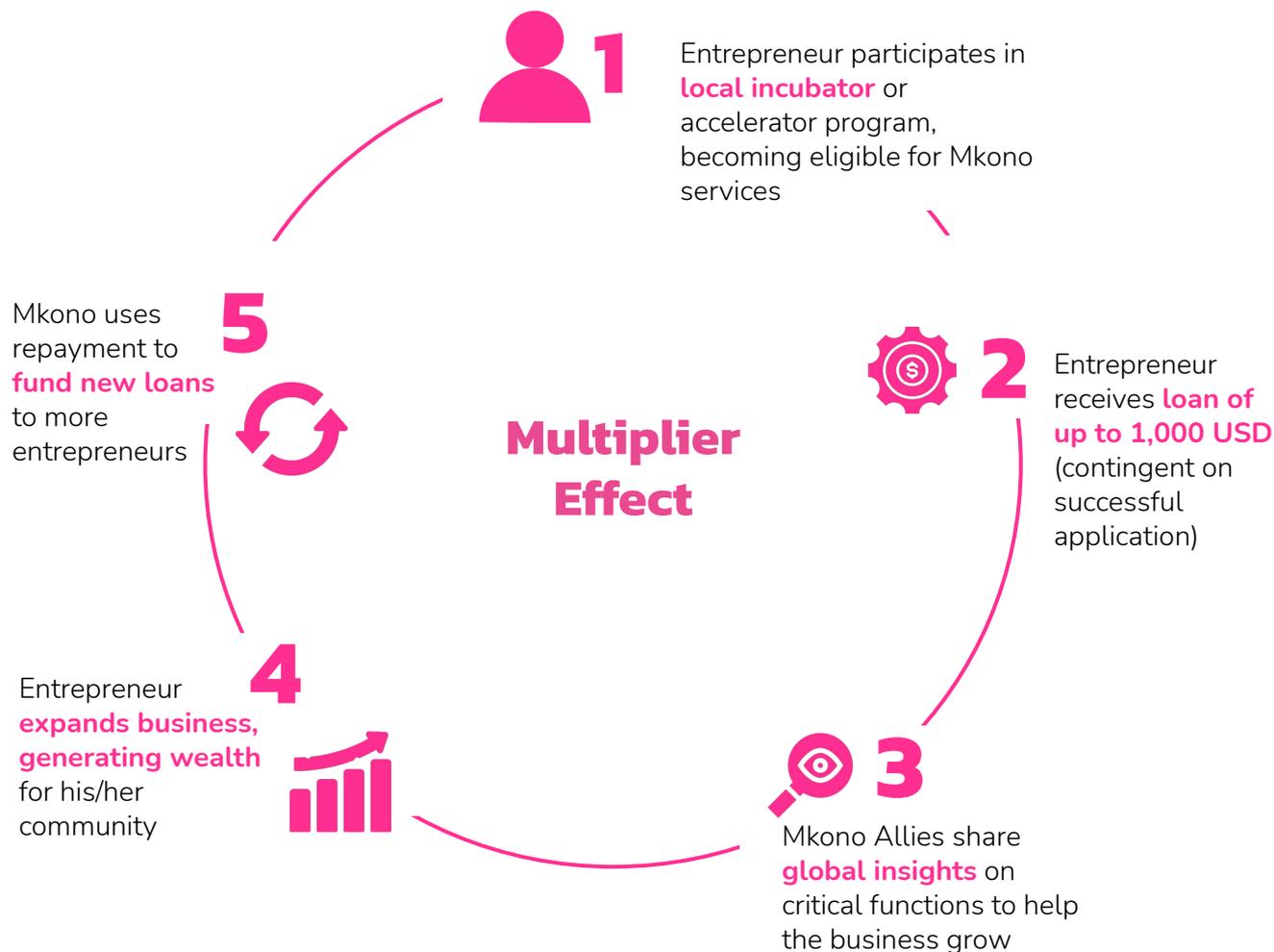
ILLUSTRATIVE

Each \$1 donated is recycled 10x

Enabled by:

High repayment rate of ~90%: Our local partners ensure that high-potential entrepreneurs are selected and encourage loan repayment

Low operating costs: Mkono is run by a team of passionate volunteers - keeping administrative costs low so that funds can be directed to loans



Mkono means hand in Swahili. Let's give a hand to young entrepreneurs in low-income countries.

Together.

Thank you for your interest in partnering with us!
For further information please contact Valerie Ha at
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