

How it started...



We all start from somewhere. For us, our 'garage' was Mark's dining table where 6 wide eyed interns gathered around a vision



INTRODUCTION

Letter from our CEO

This month marks our **two year anniversary** and even we have been surprised by what we have accomplished so far.

We launched IAN around my apartment dining table with six wide eyed interns who were the very first cohort of what evolved to become our Innovation Fellowship program through which we have provided a life changing opportunity to 40 college graduates.

The idea is to create an environment that can absorb Africa's most abundant resource, *her young talent*, immersing them in a crucible that shifts their mindsets while imparting world class execution skill sets necessary to be effective in the 21st century.

Our mission is to ensure young talented Africans have a chance at participating in the digital transformation of Africa as **creators** and **owners**.

Looking back at the last two years, each has had a specific theme:

2019 was the year of **hope & prayer** - we were simply hoping and praying it would work.

2020 was the year of **survival** - like everyone else we needed to ensure we survived that unprecedented season

Thanks to the support of some amazingly kind and generous people from around the world, not only did we survive 2020 but doubled in size from a team of 20 to 40+ and were able to launch **Jenga School**, our first startup despite the pandemic.

To me, this is proof of the indomitable nature of the human spirit. Our ability to see a distant light in the midst of dark- uncertain times is the real story of the 2020.

Mark Karake Founder & CEO Impact Africa Network

INTRODUCTION

Letter from our CEO

2021 looks like we are set to Thrive!

We are currently onboarding our 5th cohort of innovation fellows and expanding our leadership team in key areas such engineering and learning and development.

The real story here is the type of talent we are attracting, A players not short of opportunities are choosing to come to Impact Africa and taking pay cuts in the process because they believe in the mission.

This year we expect to launch 4 additional startups and create 100 full time jobs, 80% of whom are within 1-3 years of their professional careers.

We are definitely on a path towards our <u>big hairy audacious vision</u> of developing **10 scale ups** that provide **10K jobs** with a combined value of **\$10B**. We only have 9 years left to make it happen.

However, none of this would be possible without the support of the kind and generous people who have provided the financial backing and mentorship to our fellows that has enabled us to achieve so much so quickly.

Our support network spans the globe from **California** to **Australia** and back to mother **Africa**, we have been the beneficiaries of amazing individuals who make you proud to be human and hopeful for the future of our species.

Purpose

Our intent is not just to launch and grow companies. We are animated by a bigger and infinitely more compelling Why.

Our ultimate purpose is to use **venture scale entrepreneurship** and innovation as a platform for effecting structural and cultural change in our community and eventually across the continent.

The most encouraging take-away from our first two years and what gives me great confidence in our ability to achieve this audacious vision is two-fold; i) observing how fast young people step into leadership roles when provided the opportunity and ii) the unbounded generosity of the human spirit.

If you like me are energized by the animated pursuit of freedom and inspired by the noble work of unlocking human potential, I welcome you to join us on this vital mission of changing the Africa narrative.

Wishing you more life and success in 2021. When bad things happen, do more good things:)

Onwards and upwards!

INTRODUCTION

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Mission

To ensure young talented

Africans can participate in the digital transformation of Africa as creators and owners



Traction



Startups Launched

٦



Projects

8



Jobs Created

50

Ecosystem Impact



Podcast listeners

14,000



Event attendees

3,122



Vision 2030

Awakening a sleeping

GITINT

10

10_K

Scale-ups

Skill Jobs

In Value

By 2030 our vision is to develop 10 scale-ups, that provide

10K jobs, with a combined value of \$10B

People

Africa is booming with young talent but lacking in support structures for enabling innovators, entrepreneurs, with 21st century ready mindset and skills

We are fixing that!



OUR WORK

Developing Innovation Leaders

CHALLENGE & OPPORTUNITY

"Africa's biggest challenge and opportunity is effectively deploying her abundant young talent"

- Mark Karake

INNOVATION FELLOWSHIPS

We provide 12 month Innovation Fellowships to talented college graduates providing them the opportunity to work on well vetted idea, with like minded peers under the guidance of an experienced leadership team and global mentor network



Cohorts 2019

15 Fellows

In 2019, we provided Innovation Fellowships to 15 talented university graduates

The founding fellows were involved in laying the foundation for the fellowship program, establishing the IAN brand, launching our podcast, kick starting the startup studio, and building our community via ecosystem events.

Cohort I - January 2019



Pauline Nyathira
Strathmore University
Mathematical Finance MSc



Yeonhwa Mwalagho Hannam University



Brandon Ruoro
Kenyatta University
Environmental Science



Mark Orina

Joash Mosi
USIU-Africa



Chizi Mutsumi USIU-Africa Marketing

Cohort II - July 2019



James Mungai Kenyatta University Psychology



Kefa Mutuma
University of Nairobi



Raphael Waithaka

Moi University

BSc. Statistics



Andrew Ndung'u Strathmore University BSc. Informatics



Lucia Kamau JKUAT



Wycliffe Barasa ALU Co-Foundation Course



Daisy Langat

Moi University

Communication and P



Evelyn Musembi
University of Nairobi



Hosea Ciuti University of Nairob Computer Science

Cohorts 2020

21 Fellows

Cohort III – January 2020



Consolata Akoth

Akira Chix

nformation Technology



Purity Mutethya

Moi University

Communication and

Journalism



Erick Liona Moi University Business Management



lan Kinyua Strathmore University Computer Science



Mercy Nyaramba Laikipia University



lan Kiragu Africa Nazarene University Bachelor of Laws



Maurine Kerich
Kenyatta University



George Kibuku
University of Nairobi
Env. & Bio-systems Eng



Pauline Gathuru Strathmore University 3. Com (Finance option)



Damaris Kongin

Moi University

Communication and Pl

Cohort IV – July 2020



Christine Gatwiri University of Nairobi BSc. Computer Science



Zachary Gakuo JKUAT BSc. Computer Science



Grace Gitau

JKUAT

BSc. Operations Research



Ellen Harmon

Moi University

Communications &



James Kabochi
University of Nairobi
3.Com(Information Systems



Kerry Watiri
JKUAT
BSc. Mining and Minera
Processing Engineering



Valentine Hokah Strathmore University B.Com. (Marketing)



Ezekiel Wasonga Strathmore University Actuarial Science



Warida Makena University of Nairobi Bachelor of Laws



Ivanarita Aburuli Strathmore University B. Com Finance



Michael Gitonga Laikipia University BSc. ICT

PEOPLE

Staff

Our team is comprised of **passionate**, **driven** and **ambitious** individuals who are devoted to the mission of changing the African narrative



Mark Karake Founder & CEO

"It is truly inspiring to watch how quickly young people step into leadership roles when provided the opportunity."



Phyllis Mburu Head, Partner & Donor Relations

"Being at IAN has given my career a deeper meaning. Witnessing young African talent create and push solutions out into the world has really proven to me that we are capable."



Kevin Owuor Human Resources

"Working with like-minded individuals who are passionate about making a difference drives me to deliver my best" Staff

As we have grown we have found the need to expand our rank of experienced team members to support the development of fellows and programs



Robert Opiyo
Content Production Lead

"The vision at IAN had me sold. We are building a successful future led by Africans especially those returning home with great knowledge."



Indimuli Macharia
Partnership Development Lead

"The opportunity to collaborate with a mission driven team, bearing a purpose that is bigger than us, is a privilege."



Zionah Ndirangu Solution Development Lead

"Excited and Ignited to be part of a talented team of young individuals passionate and daring to push boundaries to create value by working on Innovative solutions."



Joy Ndinda Fundraising & Donor Relations

"I am enjoying the culture of continuous learning and inspired by how much the young fellows in the studio are able to accomplish with minimal work experience."

PEOPLE

Board

Our board consists of a stellar selection of entrepreneurs and professionals who bring a wealth of cross cutting experience. We couldn't be more blessed to have these amazing people guiding our efforts.



Agatha Gikunda Developer Relations EMEA, Intel



Dr. Bitange Ndemo
Professor of Entrepreneurship
Former PS



Ella Peinovich Cofounder Power-by-people Serial Entrepreneur



Ngigi Waithaka CEO Kionjo Serial Entrepreneur



Raphael Kilondu Secretary Kenya USA Diaspora Sacco



Louis Majanja CPO & Co-founder AJUA

Projects

Our fellows get the opportunity to work on well vetted ideas with like minded peers under the guidance of an experienced leadership team and mentor network.

The best way to learn is by doing



Ongoing Projects



Vision

Connect African diaspora to opportunities on the ground

THE Chini ya Maji podcast

Vision

Media platform focussed on informing to shift mindsets



Vision

Simplify & streamline idea to traction for entrepreneurs

Frontier Learning

Vision

Bridge the education to market gap



Vision

Cowork & innovation hub accessible to all

SIMPLE

Vision

Better financial services for small & medium businesses



Vision

Financial well being partner for gen Z

Seamless

Vision

HR platform with a fintech angle

Startups

The goal is to launch fundamentally sound early stage startups that have a meaningful chance of attracting growth capital for scaling.

Our sustainability plan



Jenga School – Our First Startup



Our first growth-ready startup

<u>Jenga School</u> is a professional skills training institution focused on bridging the global STEM talent gap

We launched in June of 2020 ushering in our first cohort of budding data scientists

As anticipated, the course has attracted strong interest from high quality STEM professionals seeking on ramps into highly demanded Data Science & Al careers.

Jenga School

THE PROBLEM

The demand for STEM talent is skyrocketing globally and the developing world is aging

THE OPPORTUNITY

Africa's youth bulge can be the engine room of STEM talent to the world

MISSION

Unleash Africa's genius to help solve global problems

(According to the Future of Jobs Report 2020 by WEF), 85 million jobs may be displaced by a shift in the division of labour between humans and machines, while 97 million new roles may emerge that are more adapted to the new division of labour between humans, machines and algorithms

(According to Indeed.com) With an additional 2.7 million Data Science jobs from a global perspective and research statistics that are revealing a 29% increase in demand for D.S. talent year on year (a 344% increase since 2013), there are no signs of a slowdown.

Jenga School – Academic Team

Our instructors have PhDs in Al and Machine Learning with many years of instructional experience in the field. We also provide in class Teaching Assistants with advanced degrees (Msc) in relevant fields to support student learning journey.



Dr. Lawrence Nderu, PhD. (Fuzzy Logic) Senior Instructor



Dr. Kennedy Senagi, PhD. (AI & Parallel computing) Instructor



Prof. Manderick, PhD
Part-time Instructor



Albert Kahira,
PhD Candidate(Machine Learning)
Instructor



Dorcaus Mwigereri
PhD. Candidate (Al & Machine learning)
Teaching Assistant



Alfred Mwangangi,
MSc. Candidate(Computer Systems)
Teaching Assistant



Jedidah Mwaura, MSc. (Computer Science) Teaching Assistant



Jeff Dean Head of Al, Google Advisor

Jenga School – Operations Team

The Jenga team is a manifestation of our commitment to providing women leadership opportunities early on in the startups we create and career paths for our fellows



Esther Mumbi
Head of Growth & Operations

"Working for JENGA has made me a more proactive and resourceful team player, it has allowed me to pick up problem-solving techniques and skills I wasn't exposed to."



Mumbi Karanja

Communications & Marketing

"Jenga School is like working on a plain canvas. You create as you go and that makes the challenge very exciting."



Student Experience Lead

"I enjoy being part of a great and supportive team that is dedicated to achieving a common vision - Unleashing Africa's Genius to Solve Global Problems."



Raphael Waithaka

Market Development Lead

"Seeing a project transition into a startup has been my biggest milestone. Working on Jenga School was challenging yet fulfilling. Excited to see it take off.'

Community

We create events and conversation platforms intended for imparting knowledge and shifting mindsets of young people in our community

Impact beyond our four walls



OUR WORK

Community

2019

Power Speaker Series I

In February 2019, we had the privilege of hosting Scott Chacon, Founding CTO - GitHub for ecosystem talks in an inaugural event that had over 300 students and young professionals in attendance.

Attendance: 150 guests





Power Speaker Series II

In August 2019, we hosted Dr. Sameer Maskey, Founder of Fusemachines, for a fireside chat and pre-launch of JENGA School; an institution offering a 12 month intensive program for Data Science and Al.

Attendance: 250 guests

COMMUNITY

Bridge To The Future

2020

In March 2020, we hosted our first edition of Bridge To The Future, an annual event that brings together ecosystem stakeholders to share experiences, network, and learn.

The event received attendance by innovation leaders, corporates, students, founders and policy makers.

Our panelists were well selected from different sectors; health, finance, manufacturing, IT and education. BTF also happened to be our last event to have physical attendance.

Attendance: 300 guests



COMMUNITY

Chini Ya Maji Podcast

The Chini ya Maji podcast is a media platform meant to demystify and localize startup building knowledge through hosting entrepreneurs and industry practitioners in Nairobi and beyond to share their knowledge and experience.

Podcast listens

14,000

Episodes

67





POWER TO OUR WOMEN

LIVECAST

Conversations

GUEST SPEAKERS

Impactful Conversations

October 2020 saw the dawn of a powerful livecast series dubbed "Power to our women"

The weekly series is run by the women of IAN who host **global female business leaders** and **changemakers** to hold conversations designed to inspire a new generation of female leaders in Africa.

Our first edition has had great reception as the brilliant women shared their experiences, challenges and uplifting messages for the next generation of leaders.



Nora Denzel
Director, AMD, Ericsson,
NortonLifeLock



Dr. Catriona Wallace Founder & CEO, Ethical Al



Kathryn Finney Tech Entrepreneur, Angel Investor, Writer



Lisa Skeete Tatum Founder & CEO, Landit



Cheryl Contee CEO, Do Big Things



Patricia Njenga Cofounder, Afya Baltimore Inc.



Yvonne Okwara Sr. News Anchor



Admas Kanyagia Head of Social Impact, GitHub



Liz Wamai VP - Recruiting Facebook

COMMUNITY

Audience takeaways

"Go on as many learning trips as you can. Pursue conversations with people in your organisation and always be looking and ready to learn."

~ Grace Gitau

"You are a leader before you get a title. So profound"

~ Esther Gatimu

"It's not what you know but how fast you can learn"

~ Mutethya Mutweko

'Women should tell the stories of their success more often. Don't just sit and wait to be recognized. Tell that story"

~ Harmon Ellen



Total Views

1,838

Episodes

10

COMMUNITY

Partners

Our community of partners continues to grow as we share our vision with the world.

We acknowledge the support of these generous organizations that have been instrumental in our success by partnering with us in making impact.

From collaborating in hosting events, raising awareness of our brand, to offering learning resources and mentorship, we couldn't be more grateful.













Craig Newmark Philanthropies

Mentor Network

We have attracted a global community of amazing professionals who provide mentorship to our fellows in their projects, skills, and personal development

They accelerate everything we do











Mentor Spotlight



"I believe mentors empower people to see possible futures and then try to build them.

What I love about being a mentor is being able to guide talented individuals who are attempting to build things that will impact not just themselves, but also their communities, and IAN innovation fellows are doing just that."

Jerrell Taylor
Program Manager
Robinhood



"I've always been passionate about helping startups who are crossing hurdles I crossed years ago, and IAN presented an ideal opportunity for me to do so.

Through my interaction with the fellows, I have learnt a lot and gathered inspiration from seeing young people step up passionately to immerse themselves in solving some of the continent's biggest challenges.

Super proud of them for taking this journey and I'm honored to be associated with IAN"

Charles Kithika Sr. Program Manage Microsoft

Mentor network

Our mentors participate through project advisory, learning sessions, lunch & learns and coaching.

OUR CHAMPIONS



Rehema Wachira Software Developer Andela



Alejandro Rivas Founder & CEO Userlytics



Brian Busolo Program Manager Microsoft



Bobbi Kahler Lead Consultant ASLAN Training & Development (USA)



John Ashaba Sr. Developer Vibes



Bea Gutierrez
Customer Success Strategy
& Operations
LinkedIn



Charles Kithika Sr. Program Manager Microsoft



Michael Rosenberg
Founder
Limitless



Thomas Nyambati Systems Engineer Delivery Hero SE



Ricardo Mozzini Billing Support Manager LinkedIn(USA)

Fireside Chats

We believe in the power of mentorship in shifting culture and mindsets.

Hence, we invite business leaders and changemakers for fireside chats and topical conversations around this need.

We were privileged to host these esteemed business leaders who were a great influence to our fellows.







Craig Newmark Founder Craigslist



Vala Afshar Chief Digital Evangelist Salesforce



Jeff Weiner
Executive Chairman

Fundraising

A community of kind and generous givers from around the world form the backbone of the work we do.

Without them everything stops













FUNDRAISING

Donor Spotlight



Jeff Weiner
Executive Chairman,
LinkedIn

"Mark wrote what I'd like to call an absolutely brilliant piece on his experience in the valley as a black man, and I read it, and was so struck by it that I reached out to him and asked to meet him and get to know more about what he was upto."

Jeff committed to matching every donation from <u>LinkedIn</u> for our \$20 a month campaign.



Louis Majanja CPO & Co-founder, AJUA

"The work Impact Africa Network is doing especially with the startup studio is really important and necessary in the African ecosystem as part of the support structures that allow people build idas and learn how to work."

Micro-donor champions

<u>The micro-donations program</u> is an opportunity to join our recurring network of micro-donors, many of whom have committed to be mentors. The donation is as little as \$20 a month.

Our network has grown to 88 micro-donors as generous and passionate people across the world have stood by us





Bobby Kahler
Leading Consultant
ASLAN Training and Development



Larry Dignan Editor-in-chief ZDNet



Shekha Wilson Brand Strategist



Vala Afshar Chief Digital Evangelist Salesforce



Kwaku Osei Founder & CEO Cooperative Capital



Susanna Raj Cognitive Science HCI Data Researcher



Ricardo Mozzini Billing Support Manager LinkedIn



Louis Majanja Co-Founder & Chief Product Officer, AJUA

FUNDRAISING

100 Founders Challenge

This is an opportunity for successful founders to pay it forward.

Thanks to the lasting support of these compassionate leaders, we have been able to plan, execute, stay focused on the mission, and thrive.

The caliber of our support system demonstrates the bottoms up work we are doing to change the African narrative

"When I started IAN, I had no doubt, that the tech leaders in Silicon Valley would not hesitate to support the work that we are doing"

~ Mark Karake

OUR CHAMPIONS



Craig McCluckie Founder, Heptio



Kirk Simpson CEO. Wave



Scott Harrison CEO, Charity: Water



Aaron Levie
CEO & Co-founder, Box



Scott Chacon Co-founder, GitHub



Jeff Dean Head of Al, Google



Craig Newmark Founder, Craigslist



Jeff Weiner
Executive Chairman, LinkedIn



Michael Seibel
CEO. Y Combinator



Heidi Hopper Founder, Hopper-Dean Foundation



Stewart Butterfield CEO & Co-founder, Slack



Anonymous Donor

Media



World Economic Forum









Venture Burn



<u>DisrupTV</u>



Emerald Publishing



Gainsight









2021 Projections



Total Jobs

110



Startups Launched

4



Event Attendees

10,000





JOIN US

Support the Cause

We invite you to join a community of passionate and generous people from across the world who form the backbone of the work we do

Methods of Participation

Micro donations

For as little as \$20 a month, *just like Netflix*, you enable us continue with this important work.

Founders Challenge

Join our 100 Founders Challenge:
A high impact opportunity for successful entrepreneurs to pay it forward.

CSR

An opportunity for corporates to make an impact as a family through internal matching programs.

Become part of changing the African narrative

Financials

Transparency and accountability are foundational values to everything we do



Profit and Loss Statement

Impact Africa Network

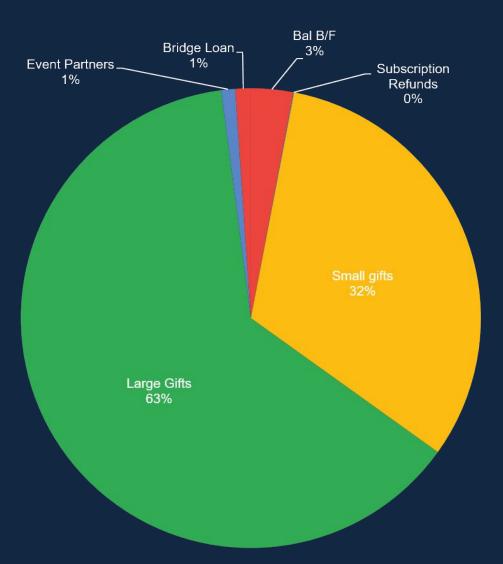
01/01/2020 to 31/12/2020

Income	
Bal B/F	\$11,978.03
Subscription Refunds	\$169.72
Small gifts	\$128,675.26
Large Gifts	\$254,353.91
Event Partners	\$3,966.31
Bridge Loan	\$4,350.00
Total Income	\$403,493.20

CF Balance: **\$199,981.99**

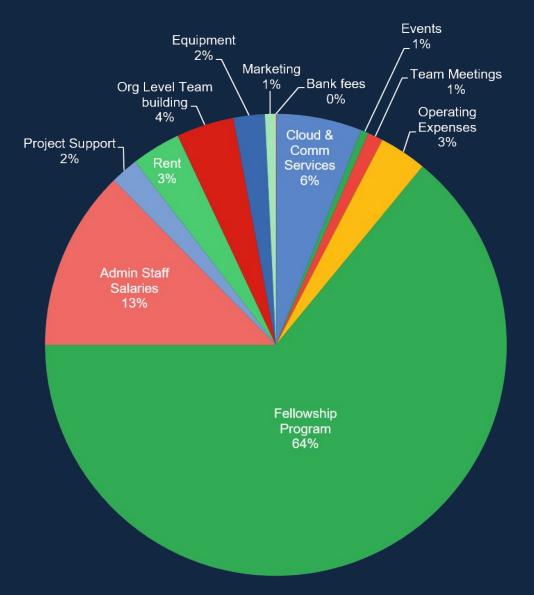
Operating Expenses	
Bank fees	\$84.87
Cloud & Comm Services	\$12,198.37
Events	\$1,072.50
Team Meetings	\$2,178.92
Operating Expenses	\$6,771.54
Fellowship Program	\$130,314.08
Admin Staff Salaries	\$25,681.76
Project Support	\$3,980.00
Rent	\$7,012.47
Org Level Team building	\$8,196.54
Equipment	\$4,466.55
Marketing	\$1,553.64
Total Operating Expenses	\$203,511.25

Income Breakdown



Income	
Bal B/F	\$11,978.03
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Expenses Breakdown



Operating Expenses	
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Total Operating Expenses	\$203,511.25

How its going...



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has"



- Mark Karake