

Rotary Start Up Academy 09.-13.12.2019



CONTENT OVERVIEW

1. Summary
2. Entry/ Exit (Students)
3. Feedback Analysis (Students)
4. Mentor Survey
5. Quotes from Students

1. Summary



SUMMARY – KEY FACTS & FIGURES

Number of Participants: 42

- 16 Female

- 26 Male

Overall rating by participants: 9.47 (out of 10)

How much would you like to become an Entrepreneur: 9.73 (out of 10)



All mentors rate the overall quality of the Academy as *good* or *excellent*
All mentors would recommend the Academy to a colleague

SUMMARY - TOPICS

Pitching your Start-up (*Andrea Degen*)

Building Blocks of a BusinessPlan (*Jimmy Tune*)

Maintaining your Business (*Emmanuel Mbungu*)

Introduction into GYLA (*Sheila Jilani*)

Customer Need, Solution & USP's (*Jessica Paul*)

Business Model (*Baraka Megiroo*)

Agile Management (*Patrick Maier*)

Basics of Bookkeeping (*Beat Scheurer*)

Team Work (*Emmanuel Mutuku*)

Marketing (*Liomo Elias*)

Sales (*Samuel Ayugi*)

SUMMARY - THE PROGRAM



Day 1 THINK	Day 2 PLAN	Day 3 FUND	Day 4 MARKET	Day 5 WIN
Introduction Ice Breakers	Block 1: Customer Need, Solution & USP's	Block 3: Funding your Business / Finance	Block 4: Marketing	Final Presentations
Pitching & Business Planning Incl. Market Place	Block 2: Business Model		Block 5: Sales	
Maintaining your Business	Agile Management	Teamwork	Practicing Final Presentations	

SUMMARY – ORGANIZERS

AIDUCATION AND THE SCHOOL OF ST. JUDE



Aiducation International

Aiducation International is a for-impact organization that awards merit-based high-school scholarships to gifted students in developing countries (currently Kenya & Philippines). In addition to a financial component that gives each student in the scholarship program access to high school, the scholarships support the Aiducation students (AiduFellows) also non-financially: They join an exclusive network of high potentials that meet regularly for seminars, mentorship academies, group mentoring, career rotations, start-up experiences and others. The program empowers high potentials to become active citizens and sets them up for a path to realize their full potential and maximally contribute to their country and society in later life.



The School of St. Jude

The School of St. Jude is a charity-funded school located in the city of Arusha, in the northern Arusha Region of Tanzania. The school, located across three campuses, provides free primary and secondary education to the poorest and brightest children of the Arusha Region. It also provides boarding for over 1000 students and employs over 270 local Tanzanian staff members. It was founded by Australian Gemma Sisia in 2002, based on the belief that education is the best way to fight poverty. The School of St. Jude is one of the Rotary's ongoing success stories. Since the beginning of The School of St. Jude's, Rotary and Rotarians have given endless support. Rotary continues to support The School of St. Jude and each year Gemma attends various Rotary District Conferences from all over the world from Australia and New Zealand to America. Many Rotary contributions are providing long-term benefits to the school including the water storage tanks, half of our school buses and the solar water heaters for our boarding houses.

SUMMARY – SPEAKERS AND MENTORS

FROM SWITZERLAND & GERMANY



Dr. Andrea Degen
Founder, Eurelations AG
Club: Rotary Club Limmattal
Session: Welcome, Pitching



Patrick Maier
Senior consultant, BEST
product safety
Session: Agile Management



Beat Scheurer
Board member, strategic
advisor, multiple organizations
Session: Finances

SUMMARY – SPEAKERS AND MENTORS FROM KENYA



Emmanuel Mutuku

CEO, TechNet Kenya Limited

Club: Rotaract Club Nairobi

Session: Teamwork, Maintaining Your
Business



Sheila Jilani

Academy Manager Aiducation Kenya

Session: Introduction into Global
Young Leaders Alliance



Jimmy Tune

CEO and Founder, Crosstown
Courier

Club: Rotaract District 9212

Session: Business Plan

SUMMARY – SPEAKERS AND MENTORS

FROM TANZANIA (1/2)



Vivian Deus

Lawyer, Fashion Designer, Beyond St
Jude's Coordinator CEO
Club: Rotaract Club of St. Jude



Jessica Paul

Founder, Business Developer and Manager
Consultant, Royal Consulting Ltd
Club: Rotary Club of Arusha Clock Tower
Session: Customer Need, Solution and
Unique Selling Proposition (USPs)



Liomo Elias

Operations Director, Ongeza Tanzania
Club: Rotary Club of Arusha Clock Tower
Session: Marketing

SUMMARY – SPEAKERS AND MENTORS

FROM TANZANIA (2/2)



Baraka Megiroo

Senior Investment Analyst, SunFunder Inc
Club: Rotary Club of Arusha Clock Tower
Session: Business Model



Hawa Kipilili

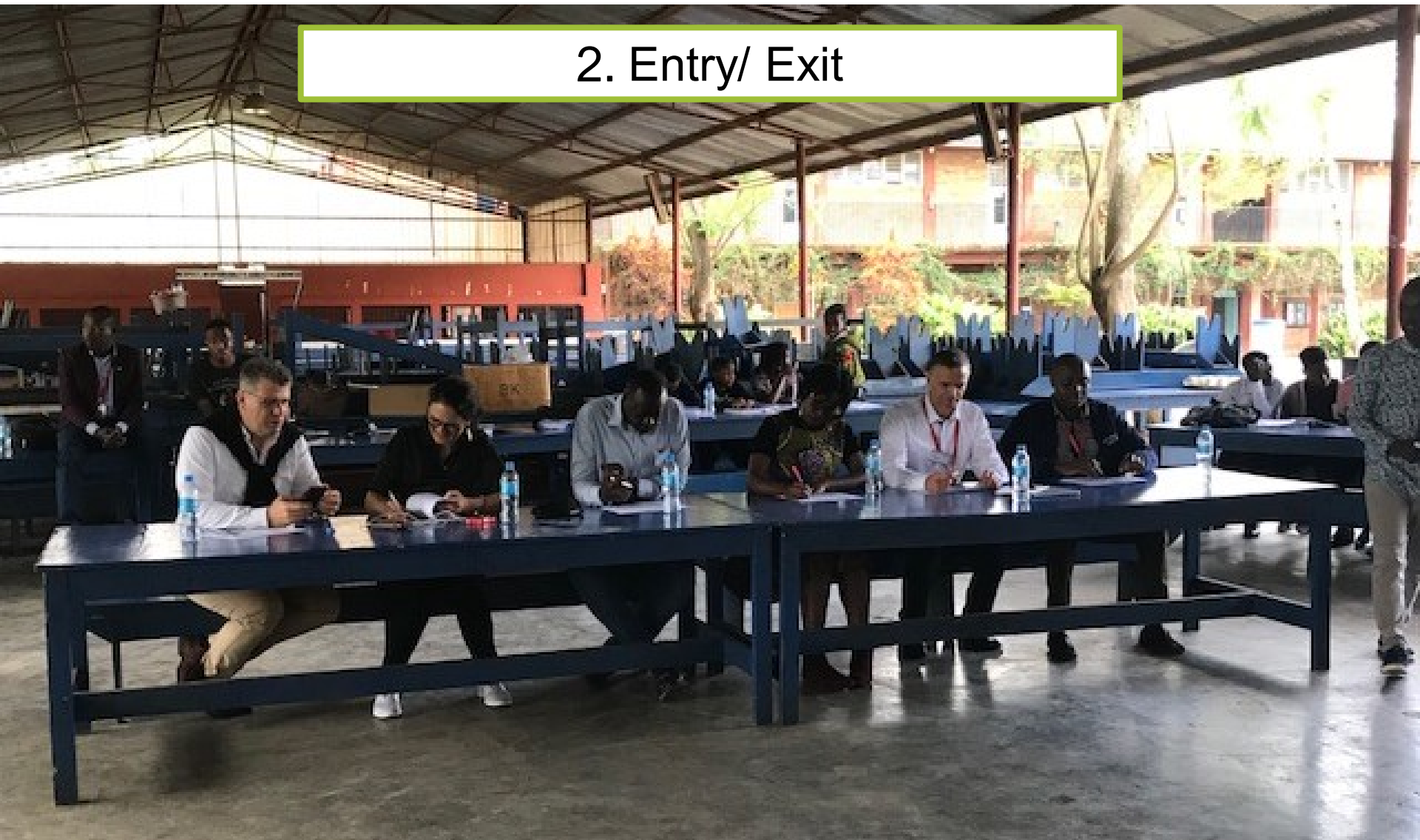
Senior Investment Analyst, SunFunder Inc
Club: Rotary Club of Arusha Clock Tower
Session: Keynote Speech



Samwel Ayugi

Asset Management Consultant,
Fundersyard
Club: Rotary Club of Arusha Mount Meru
Session: Sales

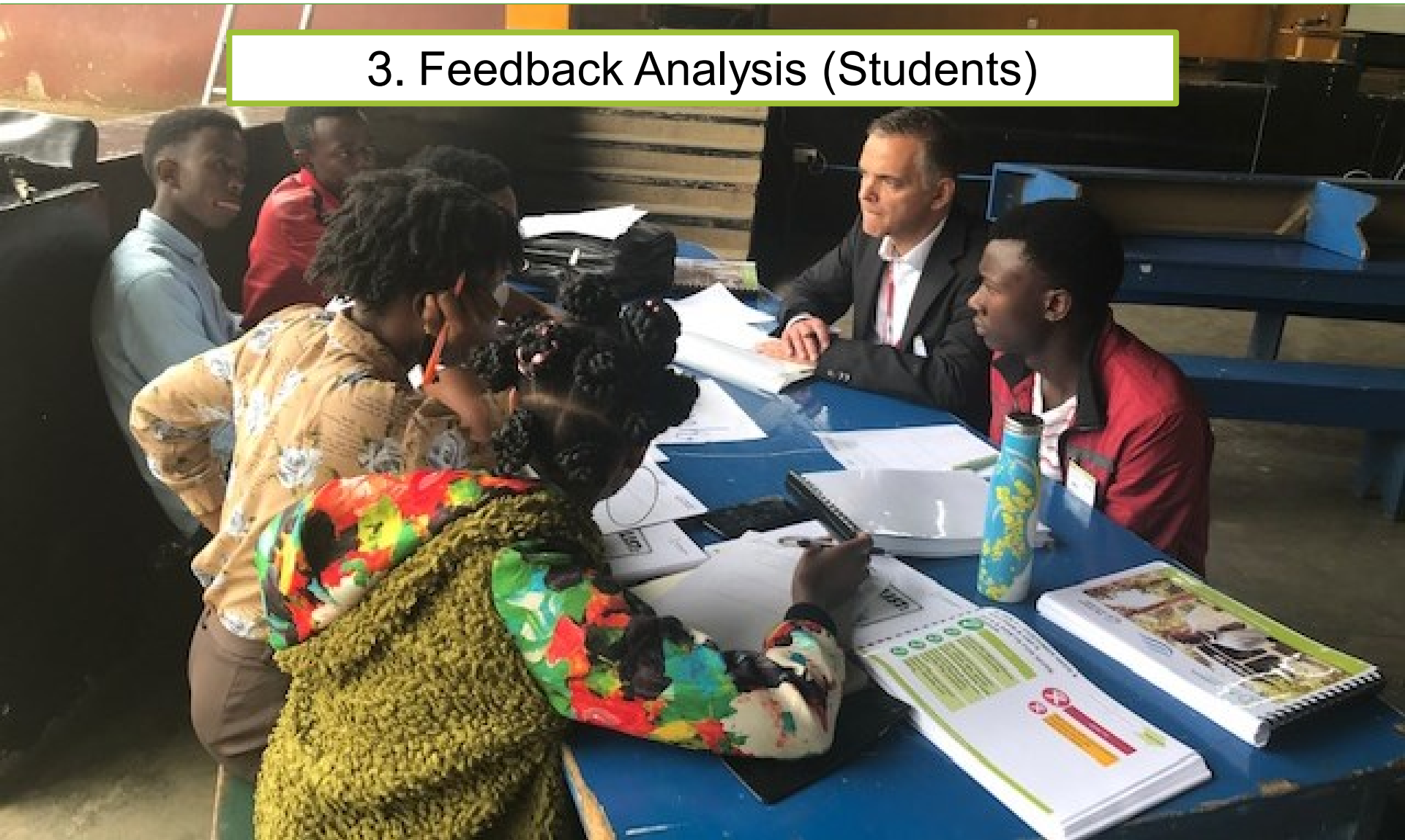
2. Entry/ Exit



THE OVERALL COMPETENCE LEVELS IN THE TOPICS DISCUSSED DURING THE ACADEMY GREATLY INCREASED FROM AVERAGE 46% (GREEN / ENTRY) TO AVERAGE 55% (BLUE / EXIT):

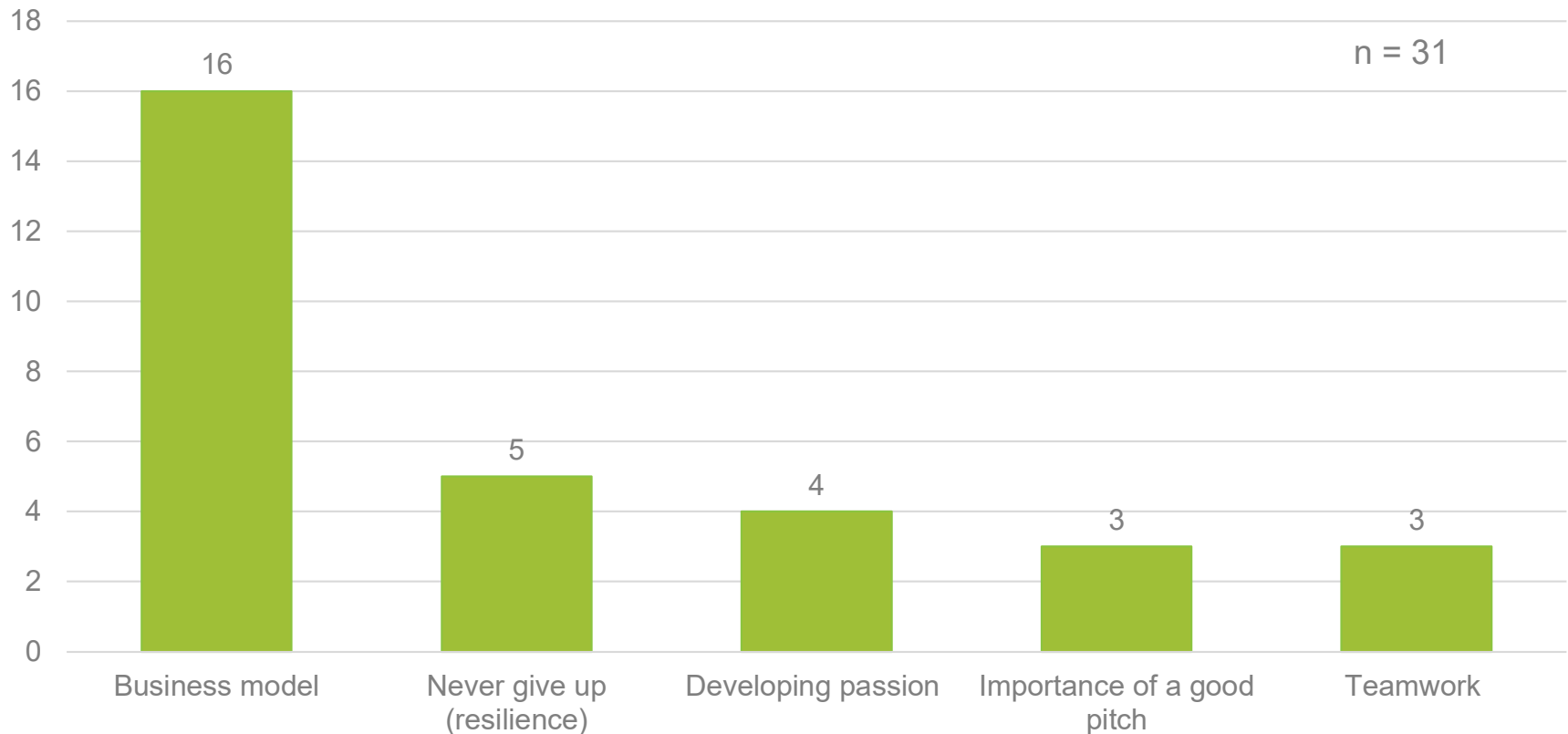


3. Feedback Analysis (Students)



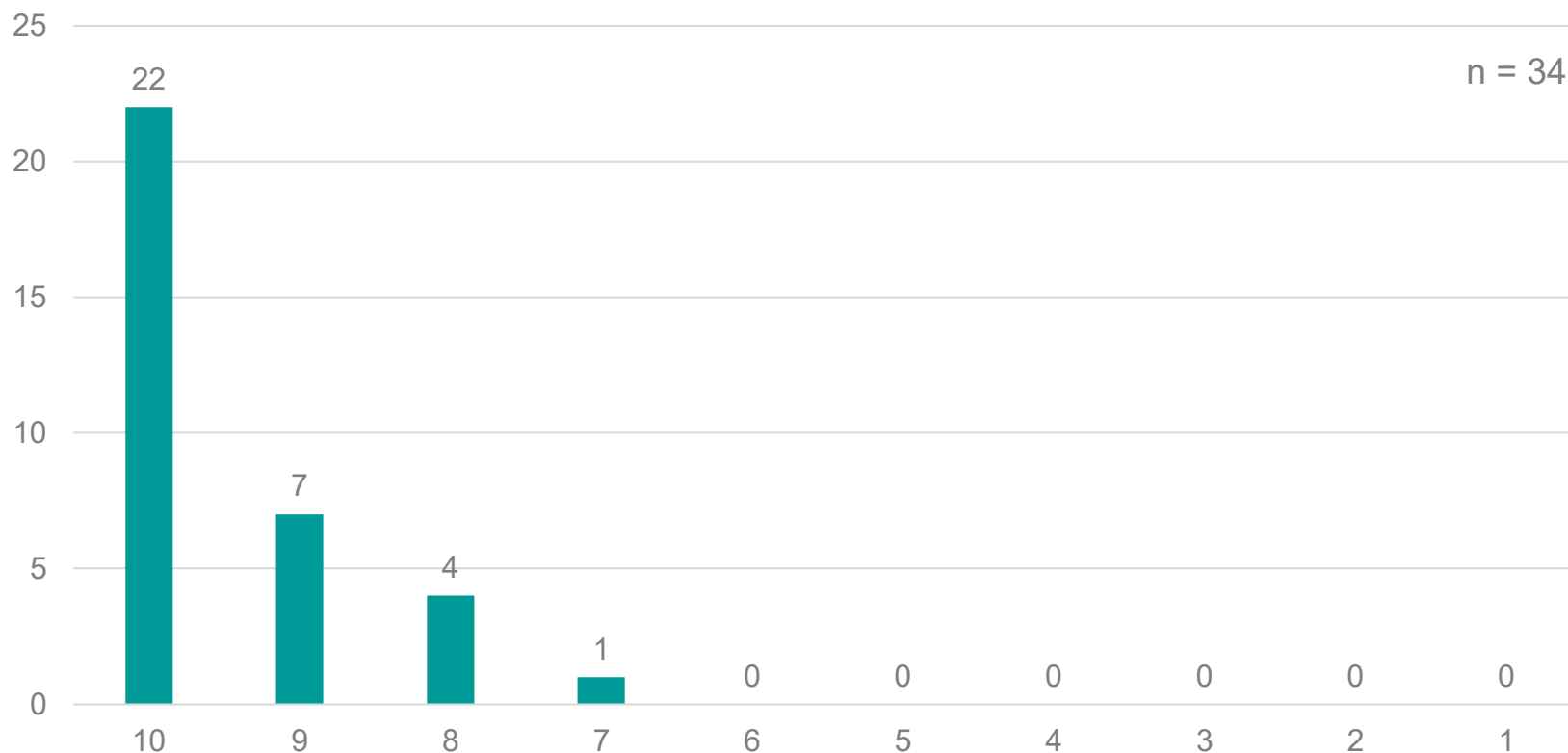
1. WHAT IS THE MOST IMPORTANT KNOWLEDGE YOU WILL TAKE HOME FROM THE ACADEMY? (SUMMARIZED)

Conclusion: Most students stated the knowledge about business model was the most crucial element to them.



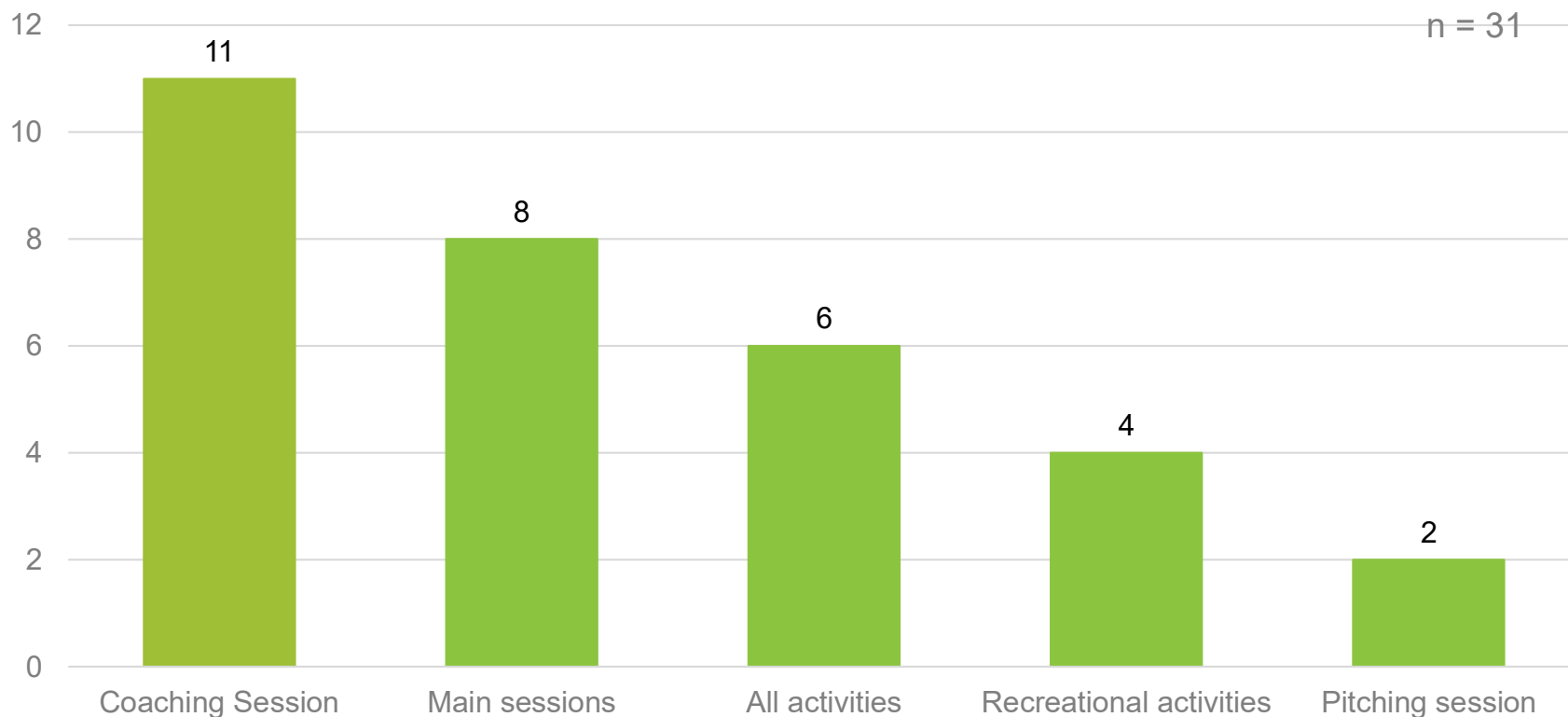
2. ON A SCALE OF 1-10, HOW MUCH DID YOU ENJOY THE ACADEMY (1: NOT AT ALL / 10: EXTREMELY)?

Conclusion: Most students stated that they enjoyed the Academy extremely. None rated it below a 7. The average is 9,47.



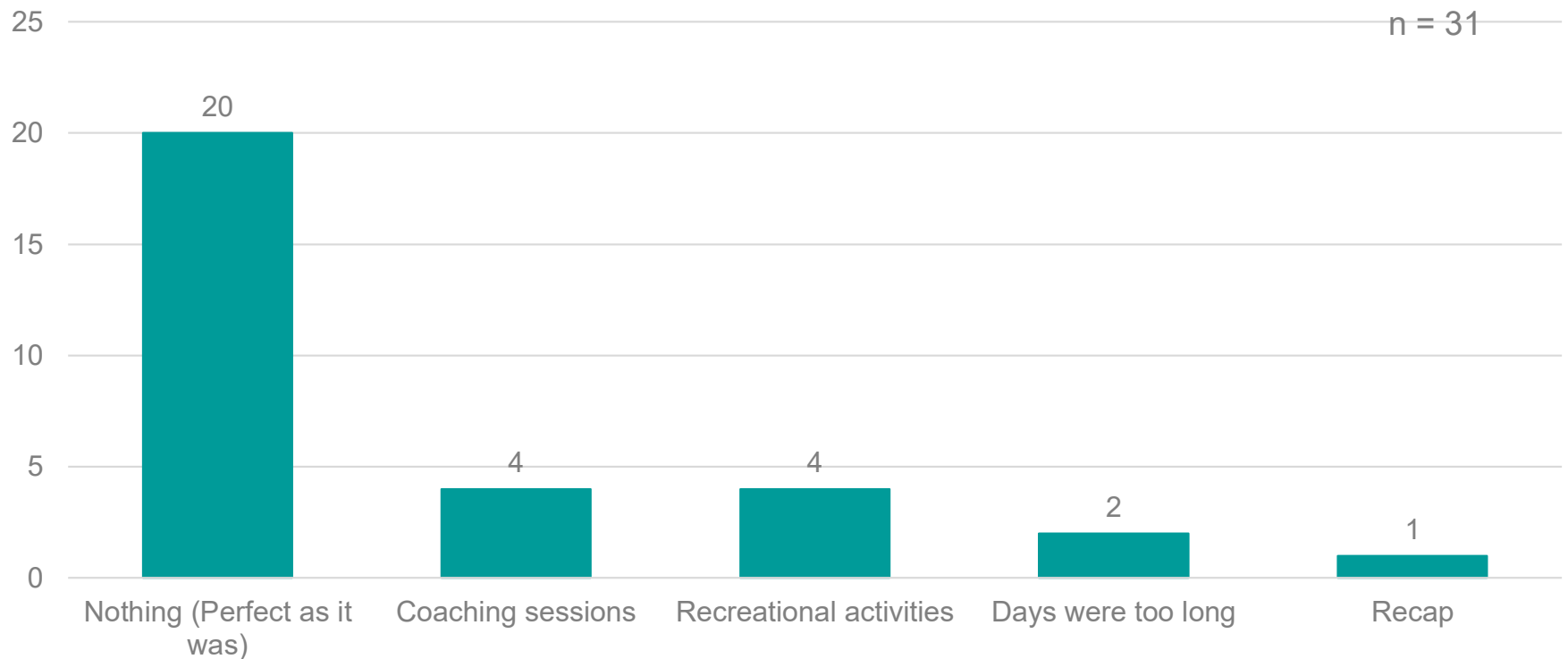
3. WHAT DID YOU ENJOY MOST AT THE ACADEMY (E.G. PARTS OF PROGRAM, ACTIVITIES)? (SUMMARIZED)

Conclusion: 11 enjoyed the coaching sessions the most. 8 students enjoyed all the main sessions and 6 liked all activities.



4. WHAT DID YOU ENJOY THE LEAST AT THE ACADEMY (E.G. PARTS OF PROGRAM, ACTIVITIES)? (SUMMARIZED)

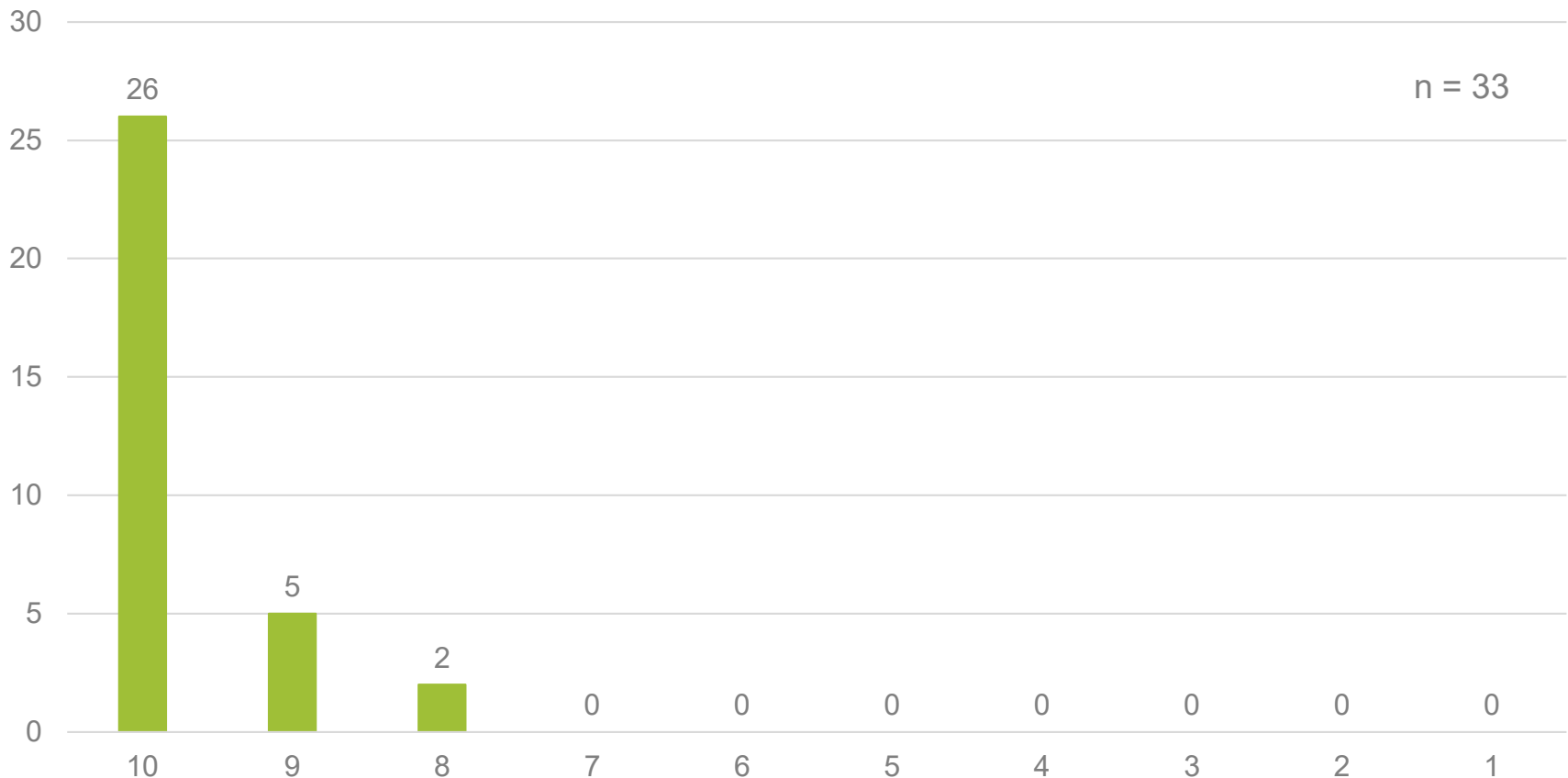
Conclusion: 20 students said that it was perfect as it was. Program elements that some students didn't enjoy so much were coaching sessions, recreational activities and the length of the days such as recap in the mornings.



5. ON A SCALE OF 1-10 HOW STRONGLY WOULD YOU LIKE TO BECOME AN ENTREPRENEUR (1: NOT AT ALL / 10: I WILL DO EVERYTHING I CAN TO BECOME AN ENTREPRENEUR)?



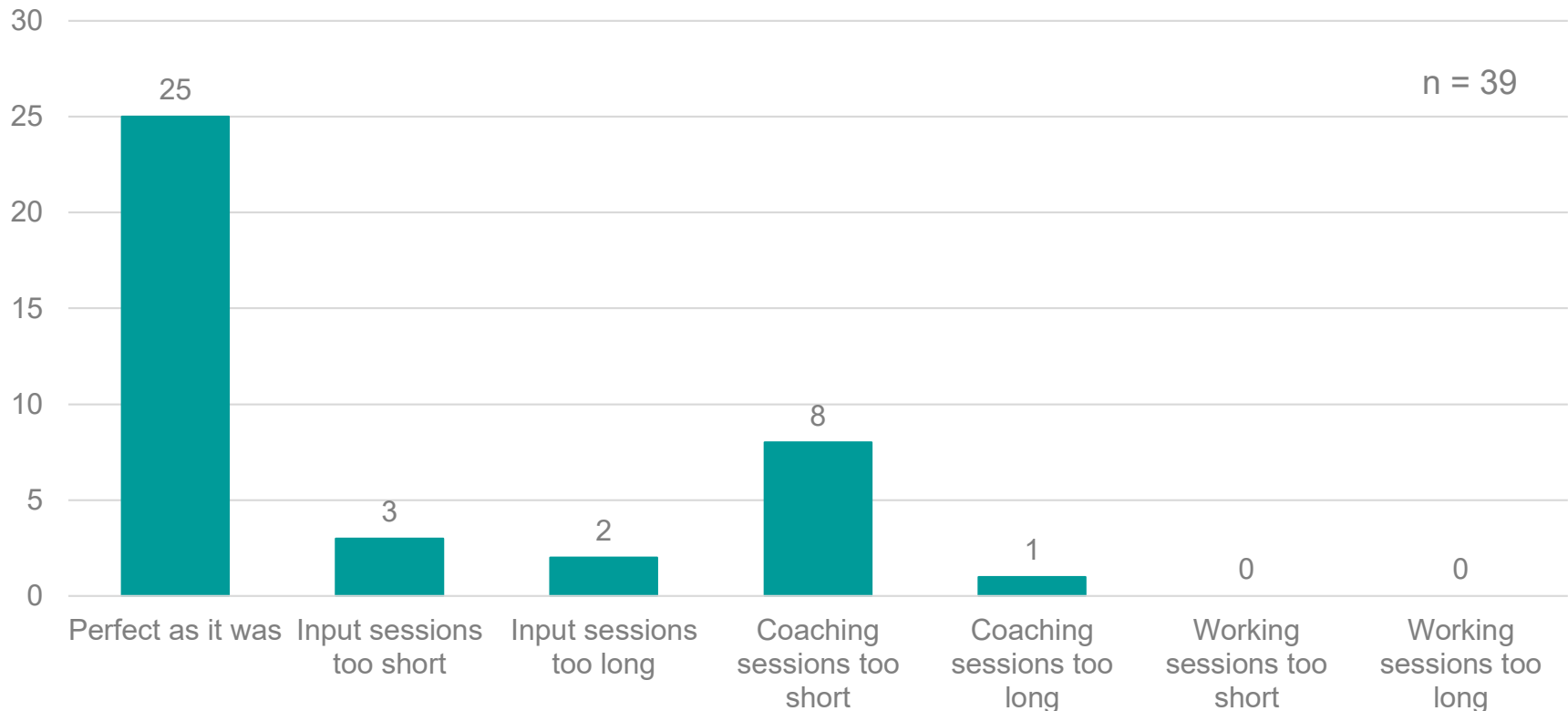
Conclusion: Most students stated that they would like to become an entrepreneur. None rated it below an 8. The average is 9,73.



6. HOW DID YOU FIND THE STRUCTURE WITHIN EACH MODULE: INPUT SESSION - COACHING SESSION - WORKING SESSION (MULTIPLE ANSWERS ARE POSSIBLE)?

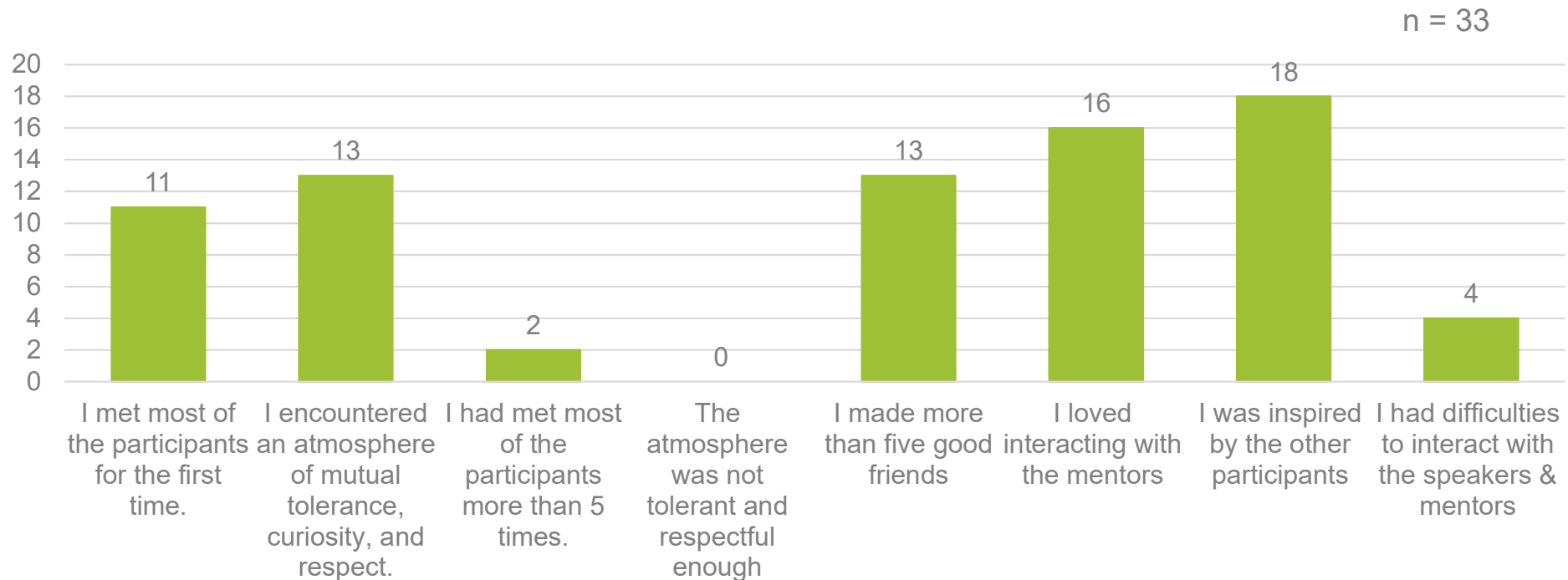


Conclusion: Most students found the structures of each block perfect as it was. Some wished for longer Coaching and Input sessions.



7. PLEASE GIVE US SOME FEEDBACK ABOUT THE NETWORKING QUALITY OF THE ACADEMY (MULTIPLE ANSWERS ARE POSSIBLE):

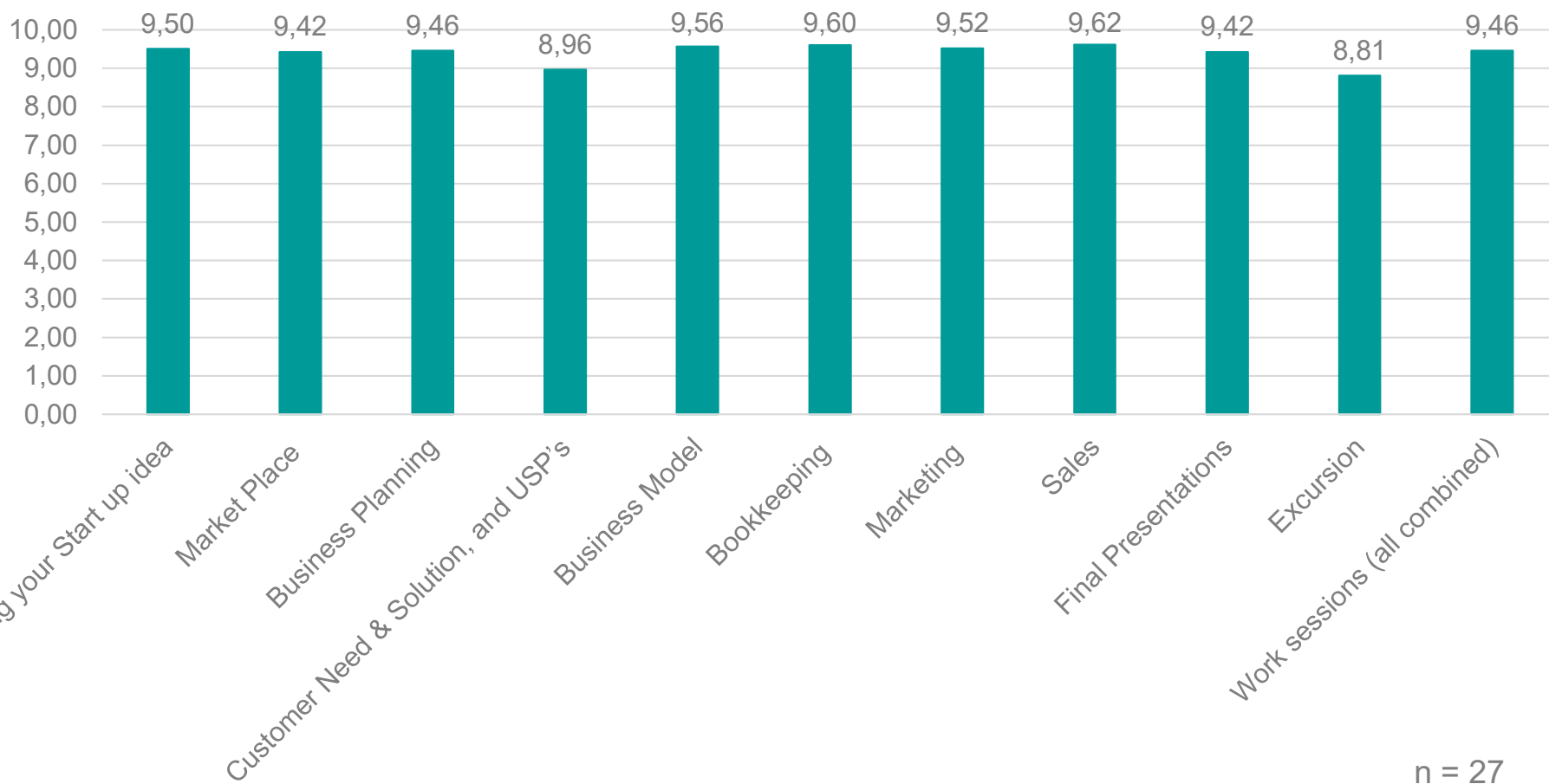
Conclusion: The networking quality of the Academy was greatly appreciated. The majority was inspired by other participants and loved interacting with mentors.



8. ON A SCALE OF 1 (UNIMPORTANT) TO 10 (CRUCIAL), PLEASE RATE HOW IMPORTANT EACH OF THE FOLLOWING PROGRAM ELEMENTS WAS FOR YOU.



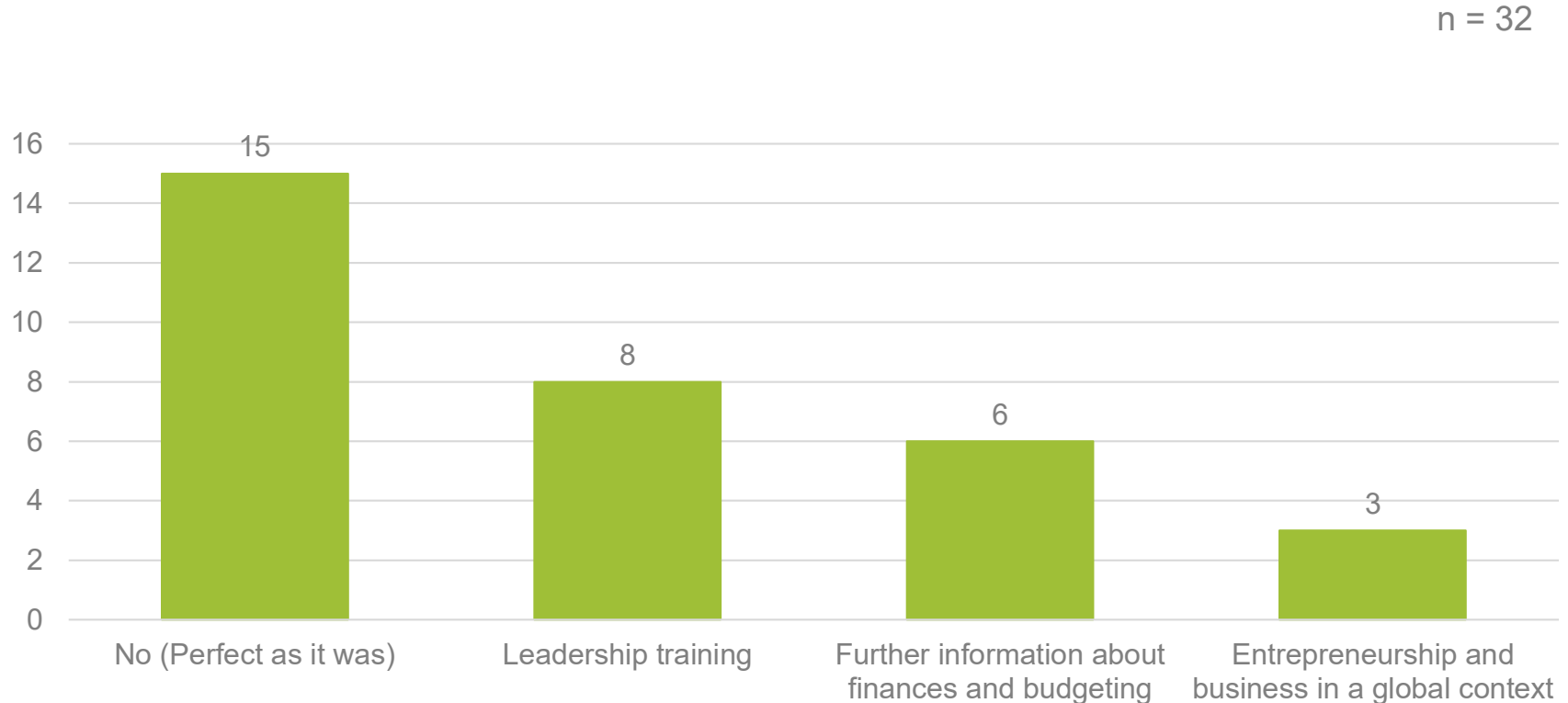
Conclusion: The three most appealing program elements for the students were Sales, Bookkeeping, Business Model, Marketing and Pitching.



n = 27

9. ARE THERE ANY ADDITIONAL TOPICS YOU WOULD LIKE TO HAVE HEARD ABOUT DURING THE ACADEMY? IF YES, WHICH? (SUMMARIZED)

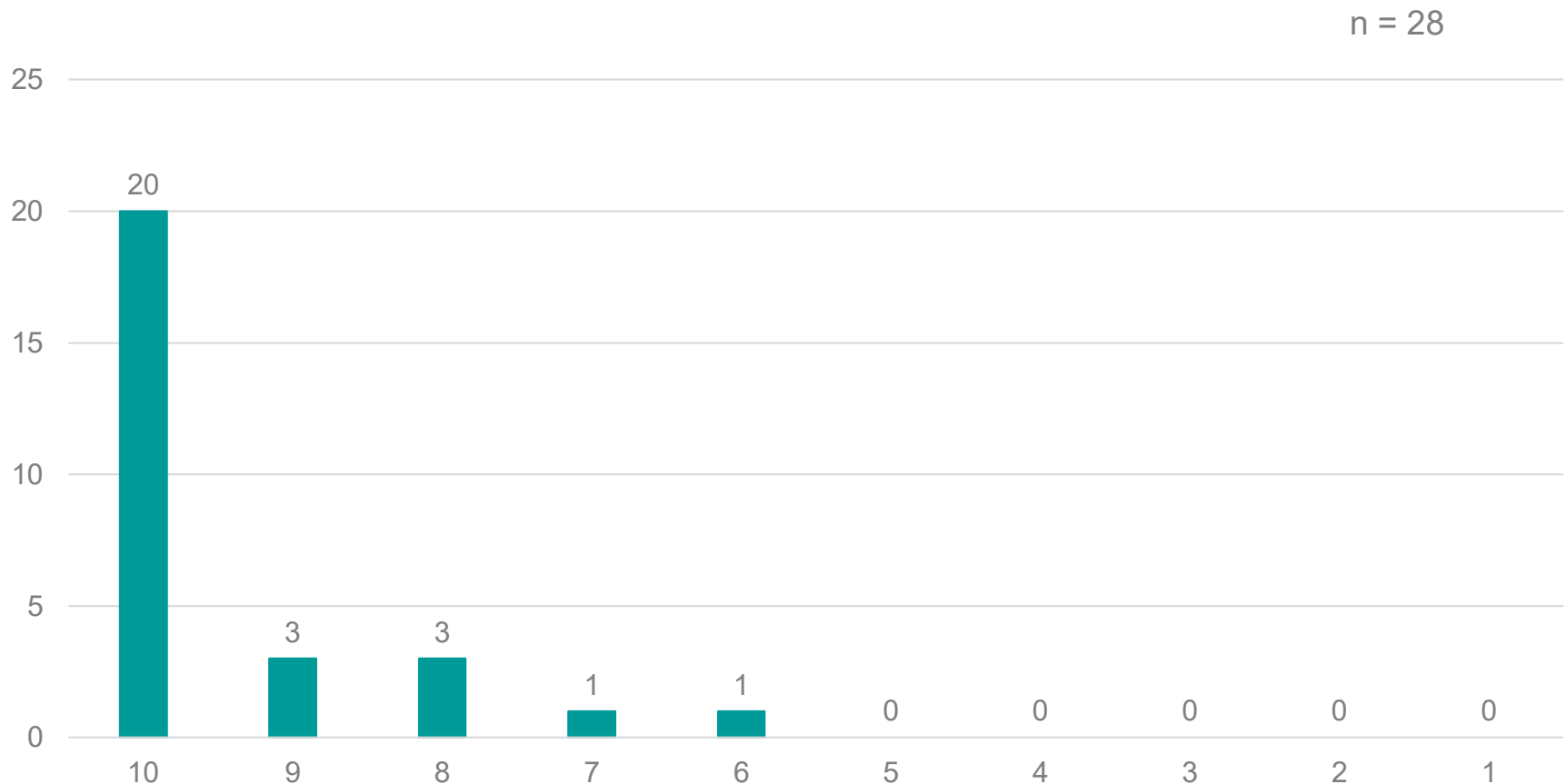
Conclusion: Elements/topics students wish to be included next time are leadership training, more detailed bookkeeping and entrepreneurship in a global context.



10. ON A SCALE OF 1-10, HOW IMPACTFUL WAS YOUR MENTORING SESSION (1: NOT AT ALL, 10: EXTREMELY)?

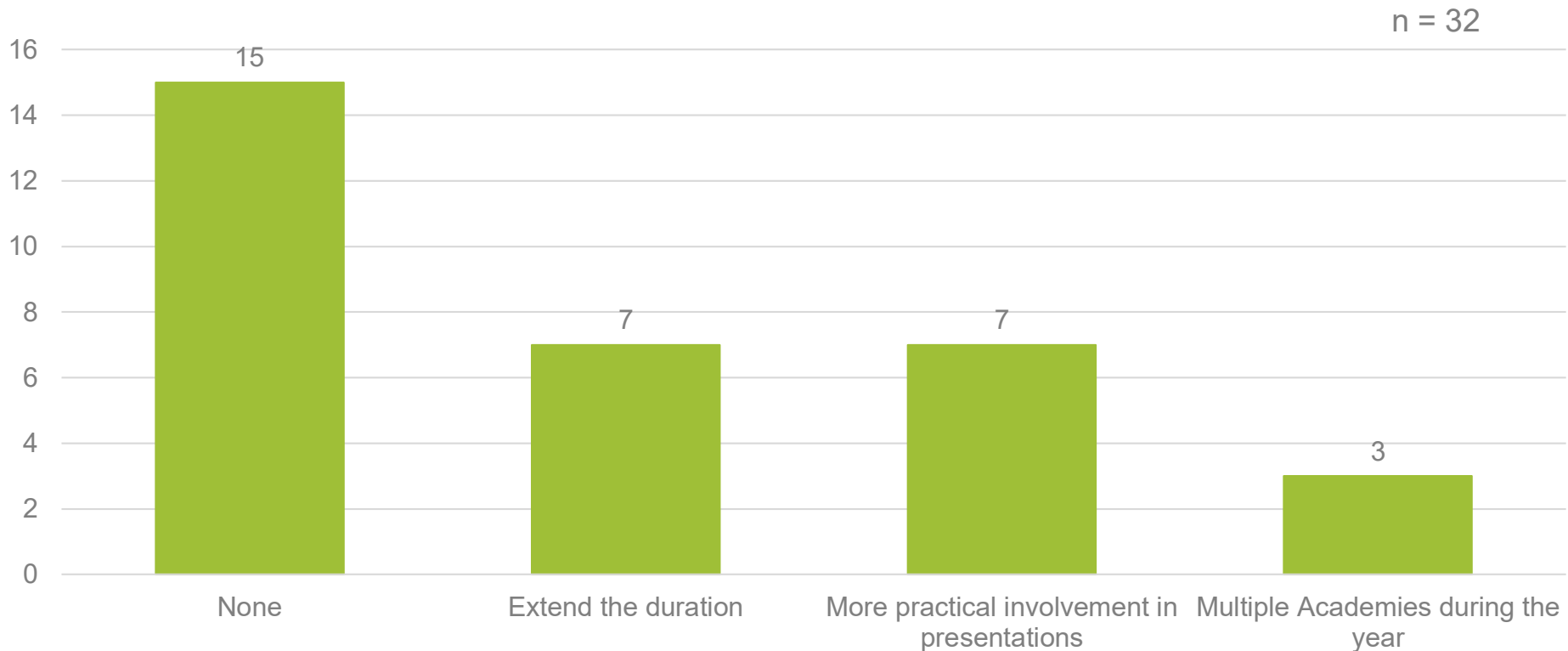


Conclusion: Most students stated that they liked the 1:1 Mentoring extremely. None rated it below a 6. The average is 9,43.



11. WHAT ARE YOUR RECOMMENDATIONS FOR FUTURE ACADEMIES? (SUMMARIZED)

Conclusion: There were several recommendations for future Academies, however, extending the duration and more practical involvement in presentations was mentioned most. And some students wish those Academies to be conducted more often.

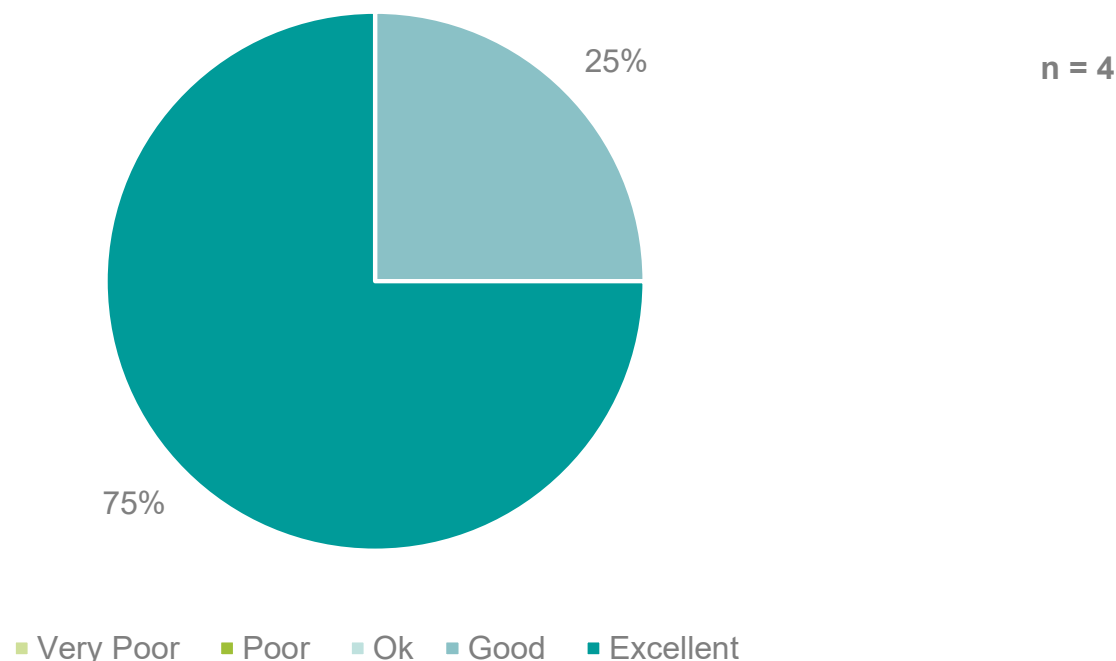


4. Mentor Survey



1. HOW DO YOU RATE THE OVERALL QUALITY OF THE SWISS RE START UP ACADEMY?

Conclusion: 4 out of 6 mentors filled in the survey. 3 rated the overall quality to be 'excellent' and one to be 'good'.

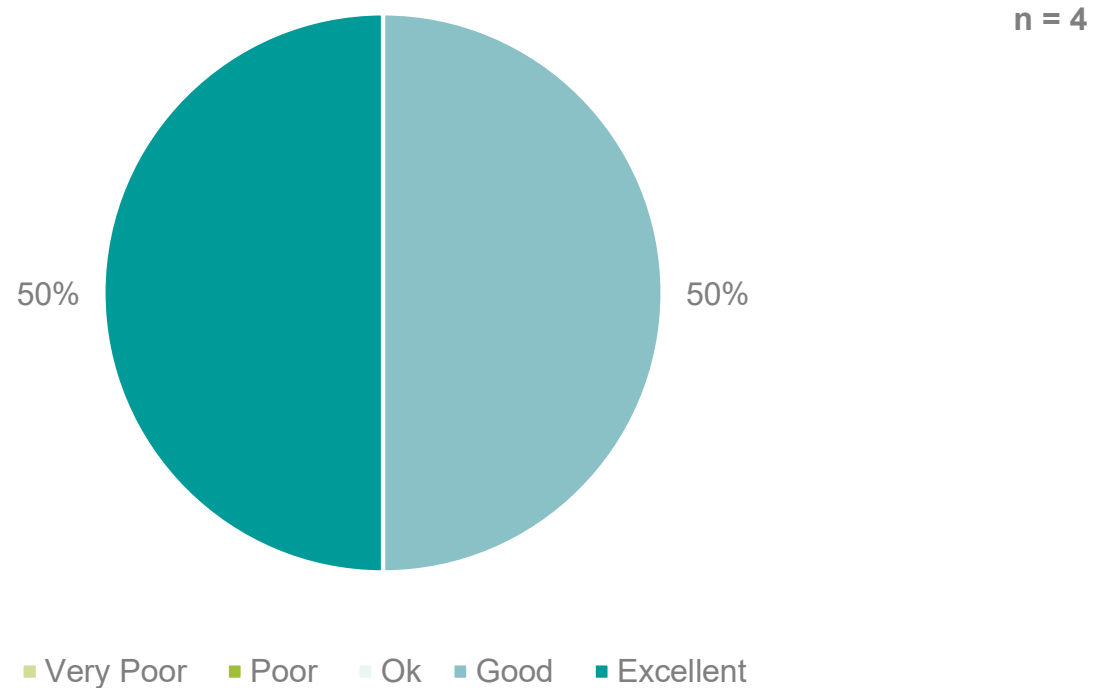


100% highly committed people! It was a pleasure to work with you for to empower the kids!

Above all expectation . although I didn't had any ;-)

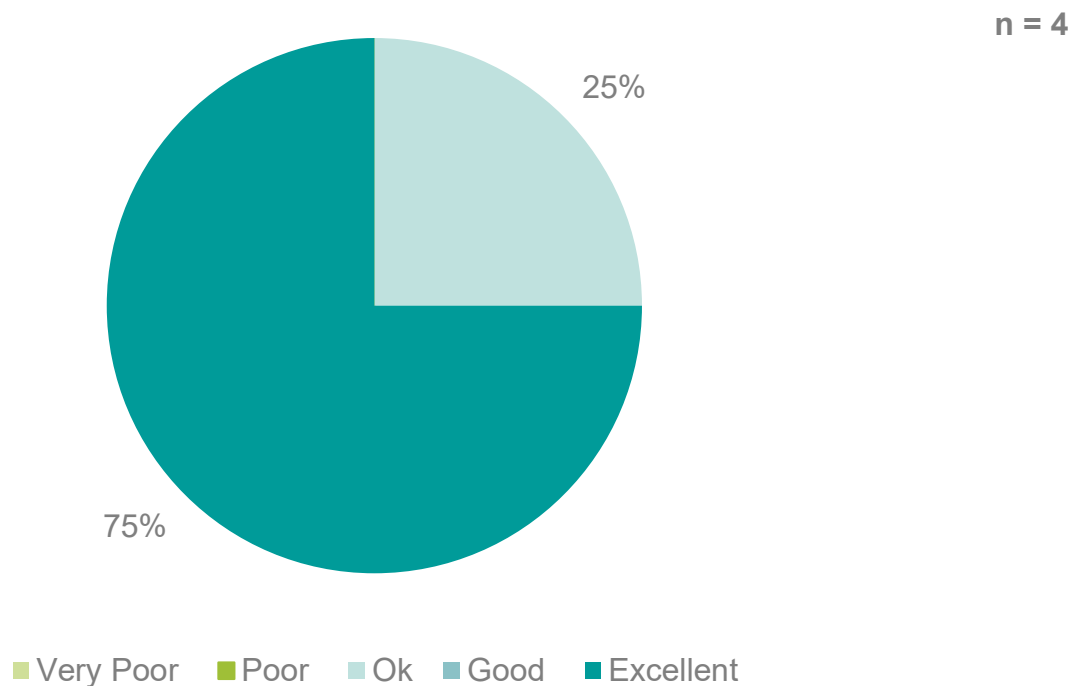
2. HOW DO YOU RATE THE COMMUNICATION AND COLLABORATION BEFORE THE ACADEMY?

Conclusion: The overall Mentors' experience of communication and collaboration before the Academy was good to excellent.



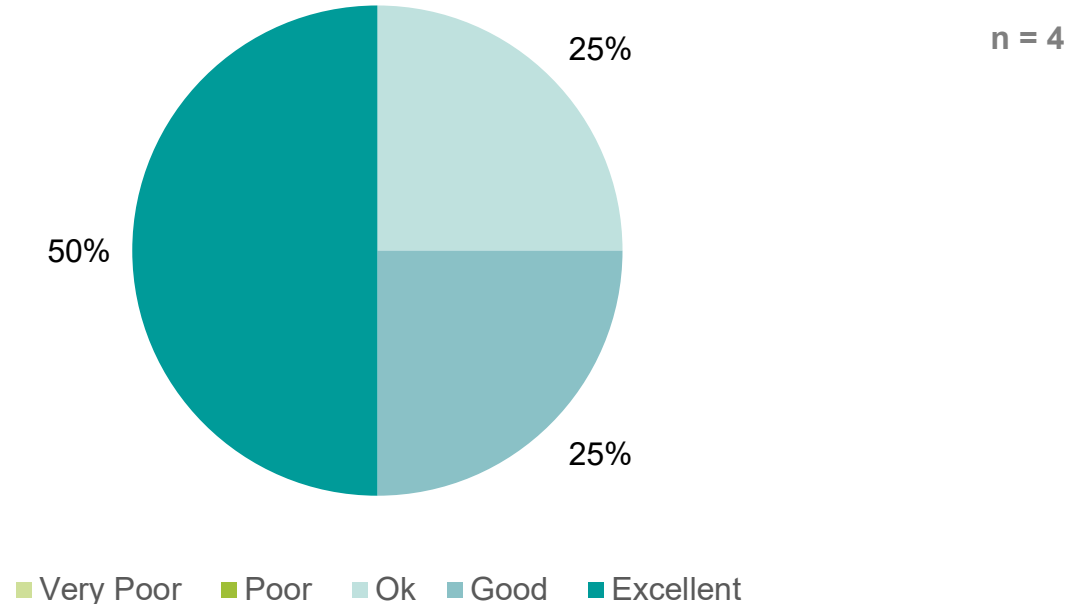
3. HOW DO YOU RATE THE COMMUNICATION AND COLLABORATION DURING THE ACADEMY?

Conclusion: The mentors appreciated the collaboration and communication during the Academy and rated it mostly with excellent.



4. HOW DO YOU RATE THE OVERALL QUALITY AND PRACTICALITY OF THE DOCUMENTATION FOR STUDENTS?

Conclusion: The overall quality of the documents was rated ,excellent‘ ,ok‘ and ,good‘. It was mentioned that it is a lot to grasp in a week and the workbook could be printed in a more environmental friendly paper.



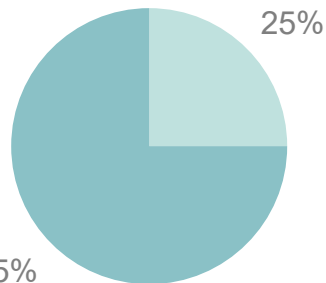
It was quite a lot to be grasped in a week.

Unfortunately printed on environmental very unfriendly paper. Avoid Shutterstock (licensed) pictures. Instead use Pixabay for free picture database.

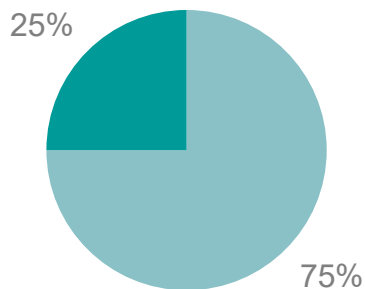
5. HOW DO YOU RATE THE SPECIFIC ELEMENTS OF THE ACADEMY?

Conclusion: All blocks were mostly judged with 'excellent', 'good' or 'ok'.

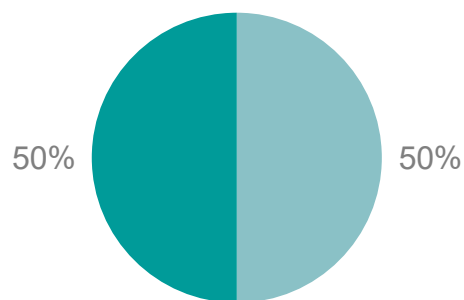
Market Place



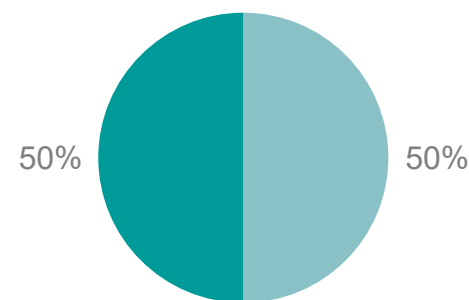
Input Sessions



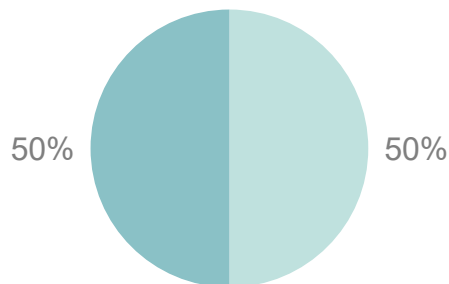
Coaching Sessions



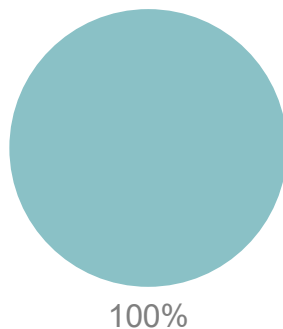
Debriefing Sessions



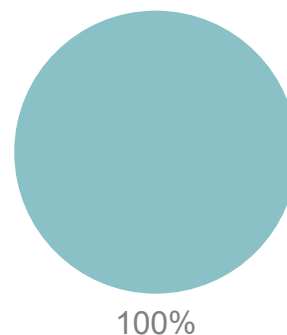
Evening Sessions



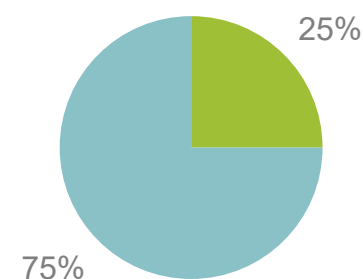
1:1 Mentoring



Final Presentations



Excursion



Very Poor Poor Ok Good Excellent

n = 4

6. WHERE DO YOU SEE BIGGEST ROOM FOR IMPROVEMENT AND WHAT ARE YOUR RECOMMENDATIONS?



keep going in this format!

We need to bring in local legal expertise that can be able to give guidelines on business registration and regulatory procedures.

How to make transparent all business ideas of the talents? How to maximize the learnings? Offer access to capital/fund/grant to start their businesses.

Regarding the Coaching and Debriefing Sessions we could add further topics in future: A) Based on the questionnaire (which is really good) a common protocol for each Start Up Team should be created by the Coaches. This would lead to a better common understanding of each Start Up Team. B) The categories/areas (f.e. Marketing/Sales, Finances, Organization...) could be listed and consolidated by the Coaches after each day

7. WHICH WAS THE MOST VALUABLE LEARNING/EXPERIENCE OF THE ACADEMY FOR YOURSELF?



The change for Africa begins with planting seeds of possibility to the minds of the young brilliant.

I highly estimate and appreciate to work with good partners, which are also good people.

I see more potential of/for Rotary International as a global carrier for Aiducation and beyond: focus on talents.

It was a give and take. It's complementary to the loss of purpose and meaning in the capitalistic world. We need to continue...

the whole Academy was an exiting experiance; Like the engangement of all participants. Getting the personal feedback at the end the best.

- excellent preparation and skilled students with high motivation

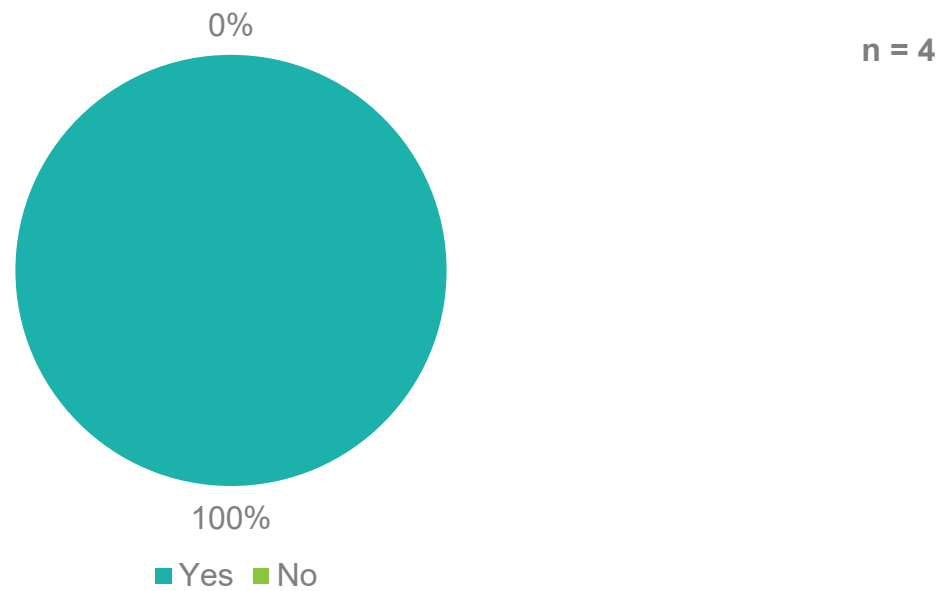
- excellent agenda of the week with fantastic coaches, mentors, Aiducationeers, Speakers...

I see a lot of potential in this kind of Start Up Academy for the future of the students and their societies & environment. This is really a added value support to Africa and the other countries and communities for the future.

8. WOULD YOU LIKE TO PARTICIPATE IN THE SIMILAR ACADEMY IN THE FUTURE? WOULD YOU RECOMMEND THE ACADEMY TO A COLLEAGUE?



Conclusion: All mentors deem it very highly probable that they will participate in an Academy again and they would recommend the Academy to other colleagues.



5. Quotes from Students



MESSAGE TO ROTARY FROM STUDENTS (1/3)

I have really gained a lot during this Academy.
May God bless you so much for financing the program.
I was blind about entrepreneurship, but through this Academy
I have learnt how to startup my business as well as
learning from different mentors from the Aiducation International.
I don't know how to thank you, but more I am
praying to God for you that always your dreams become
very successful.
Thank you A lot.

MESSAGE TO ROTARY FROM STUDENTS (2/3)

I thank for their good idea on building the nations and its people. The environment for the academy including materials, assets, foods and management was ~~so~~ really impressing.

I ask them to keep financing this academy as has good impact toward preparing the ~~you~~ knowledgeable youth who will be able to transfer their community from one level of development to another.

MESSAGE TO ROTARY FROM STUDENTS (3/3)

We ~~appreciate~~ appreciate and value the effort and initiatives taken by the Rotary Club Zurich Limmattal. Please keep up the kind spirit to ~~keep~~ make a world a better place. We look forward to see more of these academies financed and facilitated by you guys (Rotary Club Zurich Limmattal). Otherwise may God ~~keep~~ bless you all.

6. Monitoring



Together with Aiducation the mentors from the first Start Up Academy August 2014 developed the concept of the Start Up Fund, a collaborative structure which enables donors to donate directly to a fund managed by Aiducation which allocates monies to start up projects owned by participants of the Start-Up Academy.

The investments of the Start Up Fund are allocated to the start up ideas by an independent Board of Advisors.

All investment income and return of capital is reinvested in other Start Up Fund activities, thereby making this fund revolving. All donors and advisors act on a philanthropic basis and must not benefit from activities of the start ups.

The participants of the Rotary Start Up Academy in Tanzania now have the opportunity to apply at the Start Up Fund to get funding for any business idea (not necessarily the one built during the Academy). If they receive funding, they will also receive mentoring and have to update the board on a monthly basis.

MONITORING

GYLA



The Aiducation Alumni Network/Online Community called “Global Young Leaders Alliance” (GYLA) is a network that helps our Talents to connect and learn from each other.

The main communication tool for this network is a virtual Alumni Platform where the members can connect, network, organize physical meetings, and receive mentorship.

The platform accelerates networking and knowledge transfer as well as community building and create a sense of belongingness.

Furthermore, the platform helps Aiducation to stay in touch with the Alumni, observe their career paths, success stories and recruit them as mentors or sponsors for future Aiducation generations.

Through this platform the Academy participants stay in touch with Aiducation and the mentors and can share their success stories and learn from other entrepreneurs if they start their own businesses.



*THANK YOU FOR MAKING THE ROTARY START UP ACADEMY A
GREAT SUCCESS!*



Video zur Rotary Start-Up Academy 2019