



Aiducation
International



**The School
of St Jude**



The Rotary Start-Up Academy Tanzania
9.-13. December Arusha



„Every society can only be as intelligent, effective and successful as the people it's made of. [...] It is not an indulgence to cultivate great talent, it is an indulgence, a criminal indulgence not to do so.”

DR. ALFRED HERRHAUSEN
former Chairman of Deutsche Bank

Aiducation International: Our Mission

Aiducation International's Mission

Together with our supporters we empower high potential students in economically developing nations through scholarships. Our scholarships have two components:

1. Aid To Education

We provide bright & engaged talents with access to formal education when they lack financial means.

2. Education To Aid

We provide bright & engaged talents with mentoring and training outside the standard curriculum, including civic leadership, hands-on social engagement, and entrepreneurship. We thereby build a network of talents who will grow into socially responsible and active members of society who drive change and build a culture of giving back.

Whether the emphasis of a scholarship is on “Education to Aid” or “Aid to Education” is individually tailored to the precise situation in the country of the AiduFellow. While for instance the focus in Kenya is on “Aid to Education”, our scholarships in the Philippines and the mentorship academies emphasize on “Education to Aid”.



Aiducation Mentorship Academies

Mentorship Academies are, as mentioned above, a central part of our idealistic support of students in Kenya, the Philippines, Ghana and thanks to Rotary Tanzania. In these 1-week workshops about 50 young talents get to know each other, learn from each other as well as from selected speakers who are role models of their civil societies, carry out first entrepreneurial projects and receive individual mentoring in addition to this coaching. In this way, we contribute to the scholarship holders developing into socially responsible young talents who form networks and develop their country economically, politically and socially. A video, which is available on Youtube (www.youtube.com/Aiducation), gives an impression.

Rotary Club Zürich Limmattal

The Rotary Club Zürich-Limmattal has decided to fund the very first start-up academy in Tanzania. Tanzania is in the top 15 of the poorest countries worldwide. Only 30% of the youth are going to high school and the unemployment rate is alarming. One way to break this poverty cycle is entrepreneurship. Through equipping talented youth from poor backgrounds with entrepreneurial skills and knowledge, this start-up academy will have an enormous impact on the life of the participants, their families, friends and whole communities. During five days, selected Rotary members will share their knowledge about entrepreneurship with bright Tanzanian students from poor backgrounds. The students will learn how to turn their business ideas into practice, benefit from coaching sessions with all the Rotarians and have the chance to profit from an individual mentoring with the coach of their choice

How to support this Project

The implementation of the mentorship academy in Tanzania costs CHF 34'000. Your donation towards this project will help to transform lives in Tanzania in a sustainable way.

Thank you for your donation on this account:

IBAN: CH33 0070 0114 8010 51004

ZKB, 8010 Zürich, PC 80-151-4, Clearing #700

Zugunsten: ROTARY CLUB ZÜRICH-LIMMATTAL, Postfach, 8953 Dietikon

MENTORS AT THE ROTARY START UP ACADEMY

Six international Mentors who are all experienced entrepreneurs and coaches have decided to volunteer as mentors at the Rotary Start-Up Academy in Tanzania



Dr. Andrea Degen (Host)
Founder, Eurelations AG, Switzerland

«By sharing my knowledge as an Entrepreneur, I want to empower future Tanzanian entrepreneurs»

«As an expert in business management, I want help the Tanzanian entrepreneurs to develop a successful business»



Beat Scheurer
Board member, strategic advisor,
Multiple Organizations, Switzerland



Patrick Maier
Senior Consultant, BEST productsafety,
Germany

«I built multiple successful businesses and share my experiences with the Tanzanian entrepreneurs»

MENTORS AT THE ROTARY START UP ACADEMY



Jimmy Tune
CEO and Founder, Crosstown Courier,
Kenya

«Entrepreneurs in East Africa face many challenges, I want to help the next generation to overcome theirs»

«I have built a successful business myself and want to help Tanzanian entrepreneurs to improve their business plans»



Emmanuel Mbungu
CEO, TechNet Kenya Limited, Kenya



Simon Rick
CEO and Founder, The Backyard Kuku
Ranch, Kenya

«My business was successful due to the insight I gained at a start-up academy. Now I want to give back and help the future entrepreneurs of Africa»

General Information on Tanzania

Population (M)	55.6	HDI	0.531	GDP p.c. (\$)	2787
Pop. growth ¹ (% p.a.)	3.1	HDI rank of 188	151	Gini Index	37.8
Life expectancy (years)	64.9	UN Education Index	0.458	Poverty³ (%)	79.0
Urban population (%)	32.3	Gender inequality ²	0.544	Aid per capita (\$)	47.9

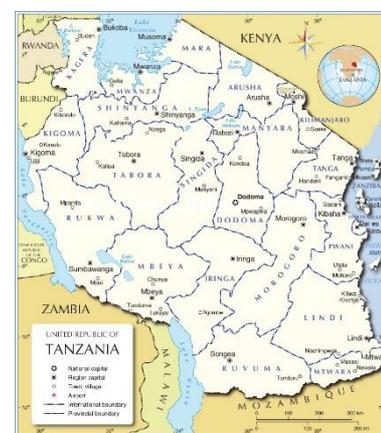
Footnotes: (1) Average annual growth rate. (2) Gender Inequality Index (GII). (3) Percentage of population living on less than \$3.20 a day.

Tanzania borders Uganda, Kenya, Mozambique, Malawi, Zambia, Rwanda, Burundi and the Democratic Republic of Congo. Tanzania is located in eastern Africa and borders both the Indian Ocean and Lake Victoria.

ECONOMY Tanzania is the second largest economy in the East African Community and the tenth largest in Africa. The Country is largely dependent on agriculture for employment, accounting for about half of the employed workforce. The economy has been transitioning from a command economy to a market economy since 1985. Although total GDP has increased since these reforms began, GDP per capita dropped sharply at first and only exceeded the pre-transition figure in 2007.

POLITICS The politics of Tanzania takes place in a framework of unitary presidential democratic republic, whereby the President of Tanzania is both, head of state and head of government. Executive power is exercised by the government. Legislative power is vested in both the government and the parliament. The party system is dominated by the Revolutionary State Party. The judiciary is independent of the executive and the legislature.

Tanzania has a mediocre performance on Transparency International's Corruption Perception Index (CPI), a metric which attempts to gauge the prevalence of public sector corruption in various countries. In 2018, the nation ranked 99 out of 180 total countries in the CPI, with a score of 36/100.



POPULATION Tanzania has the largest population in East Africa and the lowest population density; about one third of the population lives in urban areas. Tanzania's population is very young, about two-thirds of the population is under 25 years. The population of Tanzania is growing rapidly due to the high fertility rate of 4.8 children per woman. Tanzania has made strides reducing infant mortality rates while Malaria remains to be the number one reason for death of children below 5 years. The population consists of about 125 ethnic groups. The Sukuma, Nyamwezi, Chagga and Haya peoples each have a population exceeding 1 million.

Poor nutrition remains a persistent problem within Tanzania and varies hugely throughout the country's regions. 16% of Tanzanian children are underweight and 34% experience stunted growth as a result of malnutrition. Drought in East Africa has resulted in massive increases in the prices of food staples such as maize and sorghum, crops crucial to the nutrition of the majority of Tanzania's population. From 2015 to 2017, the price of maize when bought wholesale has more than doubled from 400 Shillings per kilogram to 1253 Shillings per kilogram respectively.

Tanzania has a high occurrence in human rights violations. The freedom of expression, as well as the rights of association and assembly have declined since the election of President John Magufuli in December 2015. Sexual acts between men are illegal and carry a maximum penalty of life imprisonment. Girls in Tanzania continue to face discrimination in education following Magufuli's 2017 ban on pregnant girls and young mothers in schools. Many secondary school officials routinely subject girls to forced pregnancy testing as a disciplinary measure to expel pregnant students from schools.

TANZANIA'S SCHOOL SYSTEM Tanzania's government's commitment to education as an integral part of its social and economic development started shortly after independence in 1962. Both primary and secondary education at public schools is free, except for school supplies and taught in Kiswahili. 86.5 percent of Tanzania's primary school aged children are enrolled in school. High enrolment, restricted funds and lack of qualified teachers have resulted in a decreasing educational quality. Resulting in overcrowded classrooms with 100-200 students and only one teacher. The average Teacher to student ratio in government schools is 1:51, and textbook to student ratio is 1:10. Even though, public secondary school is free of charge only 30% of Tanzanian student proceed to the ordinary secondary school and only 3.2% proceed to the advanced level, which is a prerequisite for University.

Sources and further reading:

Bertelsmann Transformation Index:
<https://www.bti-project.org/de/berichte/laenderberichte/detail/itc/TZ/A/>

CIA World Factbook
<https://www.cia.gov/library/publications/resources/the-world-factbook/geos/tz.html>

Wikipedia:
<https://en.wikipedia.org/wiki/Tanzania#Demographics>

Human Rights Watch
<https://www.hrw.org/world-report/2019/country-chapters/tanzania-and-zanzibar>

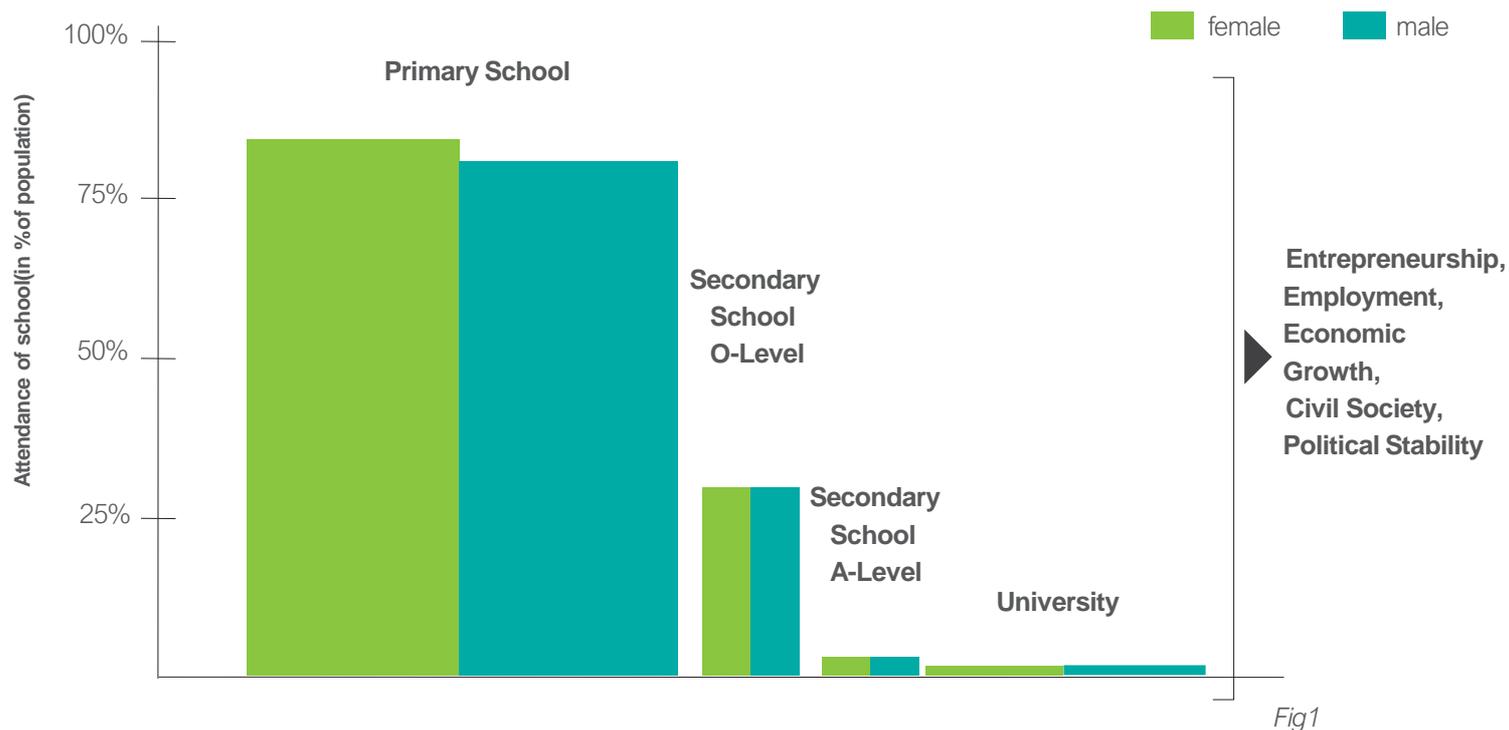


FIG 1: The education system in Tanzania has a classical bottleneck. After compulsory primary school, many children in Tanzania are unable to continue their education due to lack of funds for meals, stationary, books, or transportation. Early marriage and labour in the agriculture industry increase the problem. Consequently many of them drop out and are therefore denied an education and a future. The school of St. Jude only educates children from financially disadvantaged backgrounds which demonstrate high academic potential. All costs associated with the education of the students including uniforms, transportation, boarding, meals etc. are fully covered by St. Jude. If a student wishes to pursue a university degree after finishing St. Jude, they can enrol in the beyond St. Jude programme where they work in various community service initiatives for one year and are then given a full scholarship for their university studies.

Curriculum Overview

Each day of the Rotary Start Up Academy represents a distinct phase - with each day having its own motto – a successful startup needs to go through. Day 1 focuses on warming up (students and mentors). Day 2-4 contain Learning Blocks 1-5, in which the students will learn key concepts and transfer those to their start-up ideas. Day 5 is about summarizing and presenting the learnings from the week. Each Learning Block typically consists of three sessions: a 30min input session, in which students are brought in touch with new theoretical concepts, a 1h start-up Coaching Session, in which each start-up gets the chance to ask questions, and a final 1h Working Session, in which start-ups implement their learnings in their individual start-up cases. Most of the sessions aim at transferring/sharing know-how to develop a business plan and presenting the findings.

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 / Finances	Block 4: Marketing	Final Presentations
Pitching & Business Planning Incl. Market Place	Block 2: Business Model		Block 5: Sales	
Maintaining your Business	Strategic competence	Teamwork	Practicing Final Presentations	

 = Sessions/presentations delivered by Rotary or Kenyan Mentors (one for each block)

Ongoing Mentoring after the Academy

After the Academy Aiducation offers ongoing mentoring between Students and the Mentors. Naturally students and mentors will keep exchanging contact details during the Academy and through this a mentorship relationship may begin. But with the process below we want to encourage all students (some may be too shy to ask mentors for contact details on site or do not have an issue to discuss at that time) to approach Aiducation with regard to ongoing mentoring.

Read more about the impact of the ongoing mentoring program from one of our AiduTalents here: http://www.aiducation.org/de/blog_posts/146-AiduAlumni-George-on-Mentoring

1. At the end of each Academy the students are informed that Aiducation is offering ongoing mentoring to those students who have concrete business/career related issues (for example: all topics discussed during the Academy, application to the Start-up Fund, running a start-up and all that goes with it, applications for jobs/ internships, career related issues, interview coaching etc.)
2. Students should contact Aiducation informing them on the issue and how they can be contacted.
3. Aiducation then matches the mentee with a mentor.



The Start-up Fund

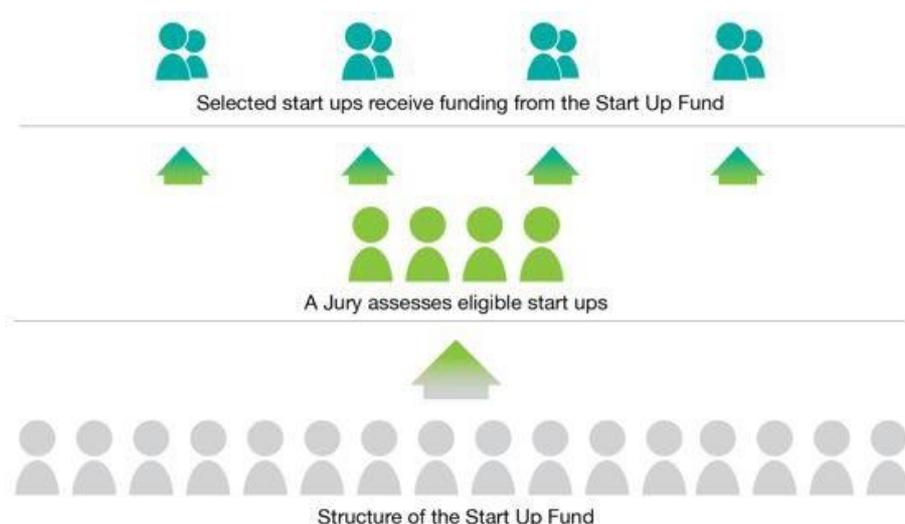
Introduction to the Start-up Fund

After the first Start Up Academy in August 2014, the mentors identified a need to support promising ideas. Together with Aiducation, the concept of the Start-up Fund was developed - a tool through which the most promising start-ups from entrepreneurs can receive financial and coaching support.

See in which startups we are invested and follow their monthly updates:
www.aiducation.org/en/Content/Funded_Startups.html

HOW DOES IT WORK?

Anyone can donate via PayPal (including credit card) or bank transfer to the bank accounts of the Aiducation chapters listed below. All incoming donations will be pooled and Board of Advisors (BOA) will allocate the funds to selected start-ups from the AduAlumni community. The BOA will be governed by a strict code of conduct and pre-agreed constitution. Successful start-ups must pay back the funds received so that other business ventures can be financed, thereby making this fund revolving. Stay tuned to our blog to see some of the Start Up Fund's success stories.



Funding Start-ups: The Process in a Nutshell.

The Start-up Fund Funding Application Process Flow Diagram

