

CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

MBI is a platform to tackle the problem of youth unemployment by identifying and training employable and entrepreneurial young people to design and operate the micro business that provide jobs for other youth and meet the community needs for goods and services.

Draw and describe the ideal user

Title COHORT MEMBER

Name: CHUBAKA SIMWERAY

Age: 28

Profession: NONE

Any Other Key characteristics: Graduated, rent a small home, school his 2 siblings.

Concisely describe what is happening

Chubaka resells water at the tap stand. He is providing water service. His customs are standing in a row discussing as they are waiting for water service.



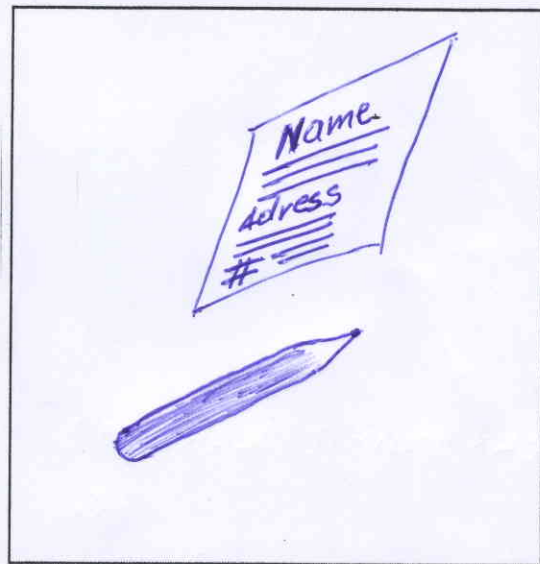
Title AWARENESS



Concisely describe what is happening

Chubaka hears from a customer who attended the community awareness campaign. He is told young people are to take action and be more entrepreneurs and engage with MBI.

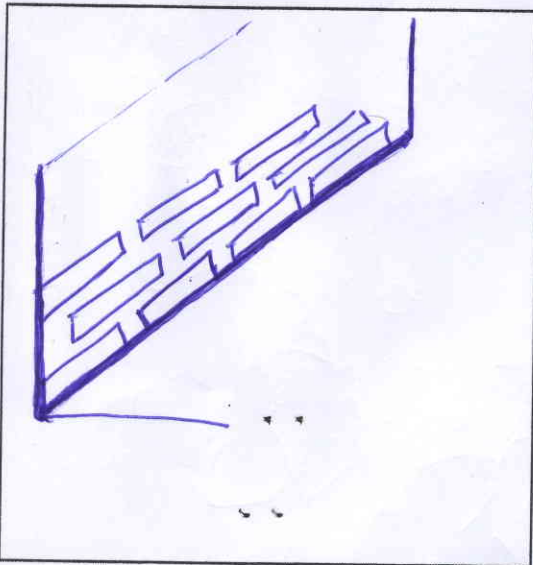
Title APPLICATION



Concisely describe what is happening

He comes to MBI office to confirm information he received from his customer. He is welcomed and given a hard copy to fill in his information and gets further information on MBI.

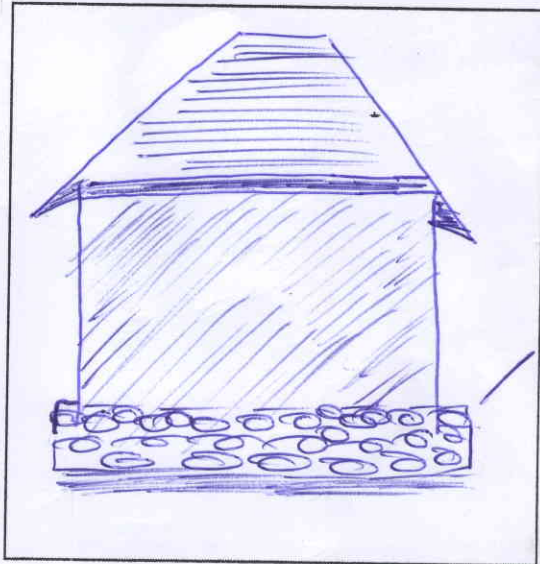
Title CAPACITY BUILDING



Concisely describe what is happening

Out of the 250 applications, Chubaka's idea is among the 50 viable short listed based on community needs prior to entrepreneurial experience, feasibility, viability, completion of formal education and innovation of ideas. Chubaka and other 49 applicants are given the opportunity to present their ideas before the selection panel.

Title START-UP



Concisely describe what is happening

Chubaka sits for a 8 weeks practical training (experience exchange and role playing). This training includes business planning, financial resources management, ... As one of cohort Chubaka is required to develop a business plan of his idea and present it to the selection panel.

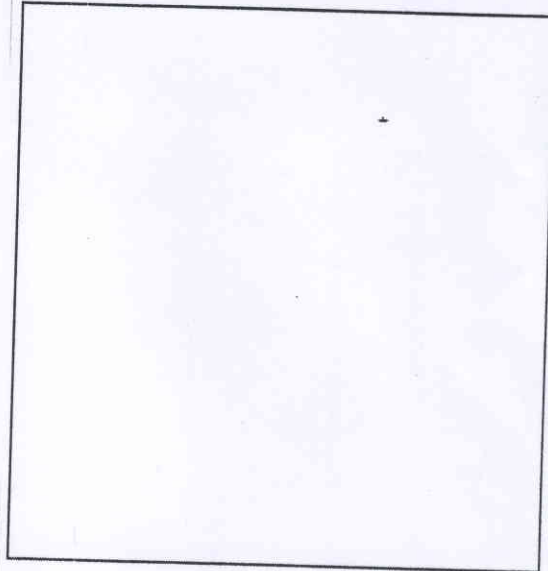
Title YOUTH EMPLOYEMENT



Concisely describe what is happening

Chubaka's idea is selected for implementation from the 15 cohorts member cohorts. He hires 2 of his fellow cohorts to help with ~~sales~~ or sales and logistics giving them jobs

Title



Concisely describe what is happening

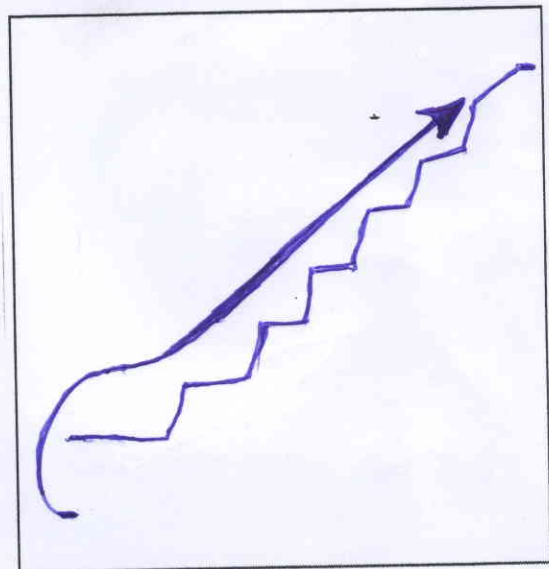
Title MENTORING



Concisely describe what is happening

Chubaka is mentored all year long. ~~friendships~~
He meets with lady Deo (practitioner enterpreneur) once a week to discuss challenges and counseling.

Title REPAYMENT / GROWTH



Concisely describe what is happening

After a year of business, Chubaka grows his business to \$700 revenue, return the loan and he is able to grow other business in his neighborhood.