Map activity
My Idea is: Shiriki Hub

Shiriki Hub is a business in a box solar kiosk that offer an income solution for vulnerable people among youth and women using a Micro franchise business model.

The user

Name: Mukabera Odette
Age: 23
Status: unemployed
Additional information: Married and mother of three

Concisely describe what is happening.
Odette did not go to college, she is very limited to what she can do to generate Income by herself. Her choices is limited to low paying job such as becoming a maid or others. She has been unemployed for a long time, and the small jobs she was able to have prior was not enough to provide for her family. Now she Has applied for our micro business opportunity.
Our number one recruitment process is word to mouth, but we also partner with key associations and cooperatives such as women cooperative that is how we found Odette, or persons with disabilities association that are looking for micro business opportunities.

Finally, we also spend time going across the country to demo our platform and business opportunity to local communities to create awareness.

Our goal is to assess each applicant to evaluate their business mindset. The key is to choose from all the applicants those that not only understand this opportunity is a business, but are coachable, willing to learn and willing to work hard. We make a decision from the test. Odette had a great valuation and she was eager to start.
After we selected Odette, she brings all the required documents (ID, Tin registration, letter of recommendation) and pay the one time fee of $20 for women. We provide a 3 day training program that focus on customer service, sales, kiosk maintenance requirement, rule and regulation of the do and donts, Odette receives 2 branded Shiriki Hub t-shirt, usb cable for charging and a solar kiosk.

Odette pic a high traffic location in her district called Rwamagana. It is a small market place where at least 500 people comes too on a regular day except weekend. She start transacting the same day, and she pay her local tax on a monthly basis that give her the right to operate in that location. Her job now is to build a customer base.
Concisely Describe what is happening
Our software system monitor and evaluate sales performance, internet usage of the kiosk, customer complain, and we have develop an mobile application for our field operators on the ground to monitor how they keep the kiosk, if they have their uniform on, how clean Odette uniform is... The goal is to have a virtual and physical monitoring program to improve Odette overall performance.

Concisely Describe what is happening
Our goal is to improve traffic on our kiosk across country by creating products and services that bring value to the customers, therefore; increase revenue for all parties. We focus mostly on our WIFI network, developing product to incentivize customer, programs that will make them more loyal customers. So Odette with a smart phone can also suggest ideas to ARED on what her customers may need.
Concisely Describe what is happening
When Odette has a technical issue with the kiosk, she use her phone to generate a maintenance ticket so our technician can fix the problem as soon as possible. The whole process is automated to avoid delays and human errors.

Concisely Describe what is happening
We have developed a credit system within the app to facilitate Odette to continue her business without interruption. She can know purchase prepaid services on credit sale it and repay within 48 hours. One of the big challenge for Odette, was that she did not have access to capital.