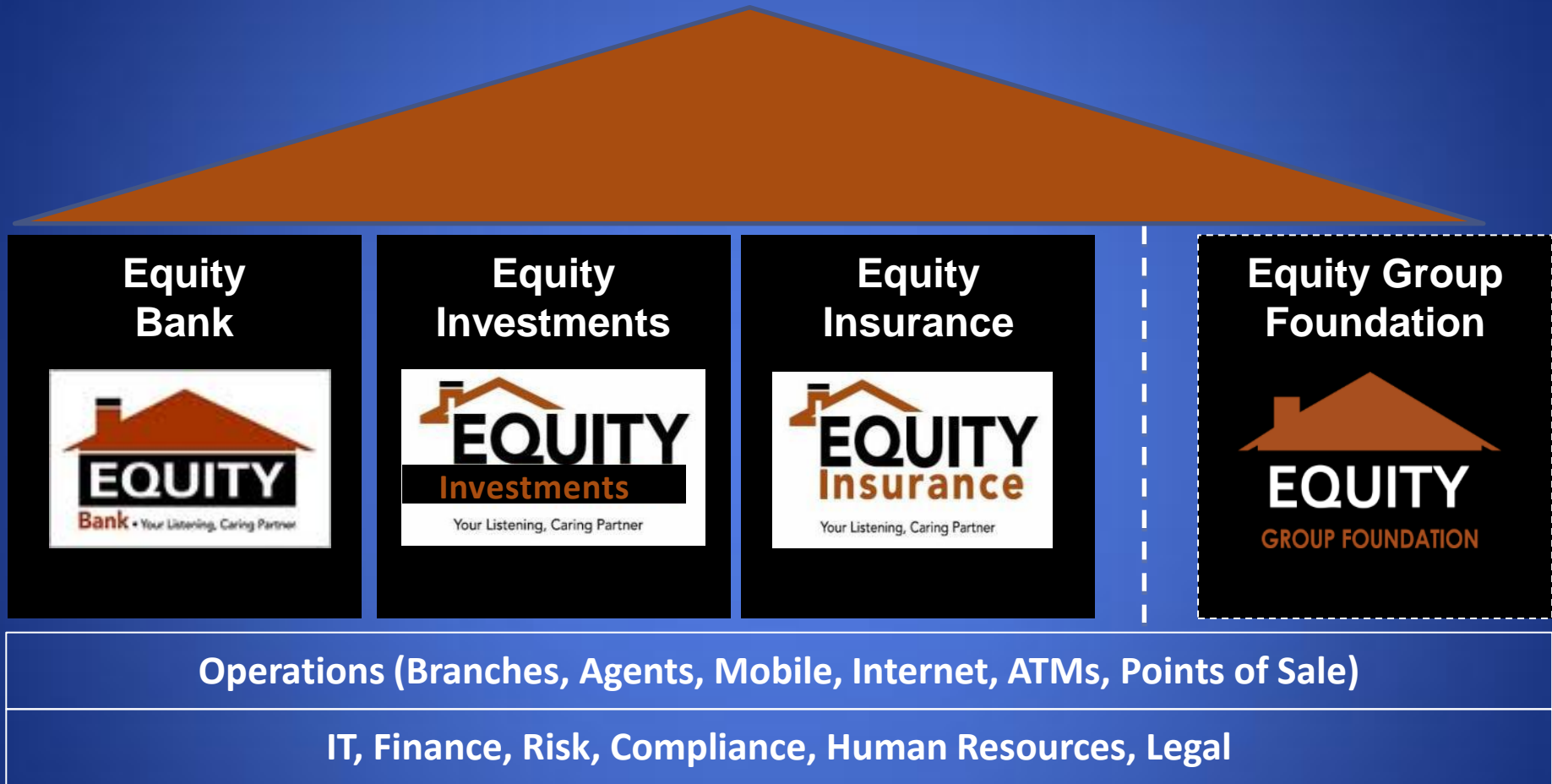


Connecting Young Workers with the Private Sector – The Importance of Access to Financial Services



Kevin M. Doyle, General Manager – Program
Design & Development

Equity Group Structure





Banking the “Unbankable”

- Changed the banking model in SSA by removing barriers to banking
 - No fees, no minimum deposit, no minimum balances, just an ID to open an account
- Business model: high volume, low margin





Banking the “Unbankable”

- Agency model: bringing banking services even closer to your door step in rural areas and urban informal settlements
- 10,378 Agents in Kenya
- Total transactions on 6th May
 - 141,826 (YTD: 11,779,916)
 - Deposits: 85,876 valued@ \$7.4m
 - Withdrawals 55,959@ \$3.3m
 - Agency accounts for 36% of all banks transactions in volume



Equity Group Foundation



Vision

To champion the social and economic transformation of the people of Africa

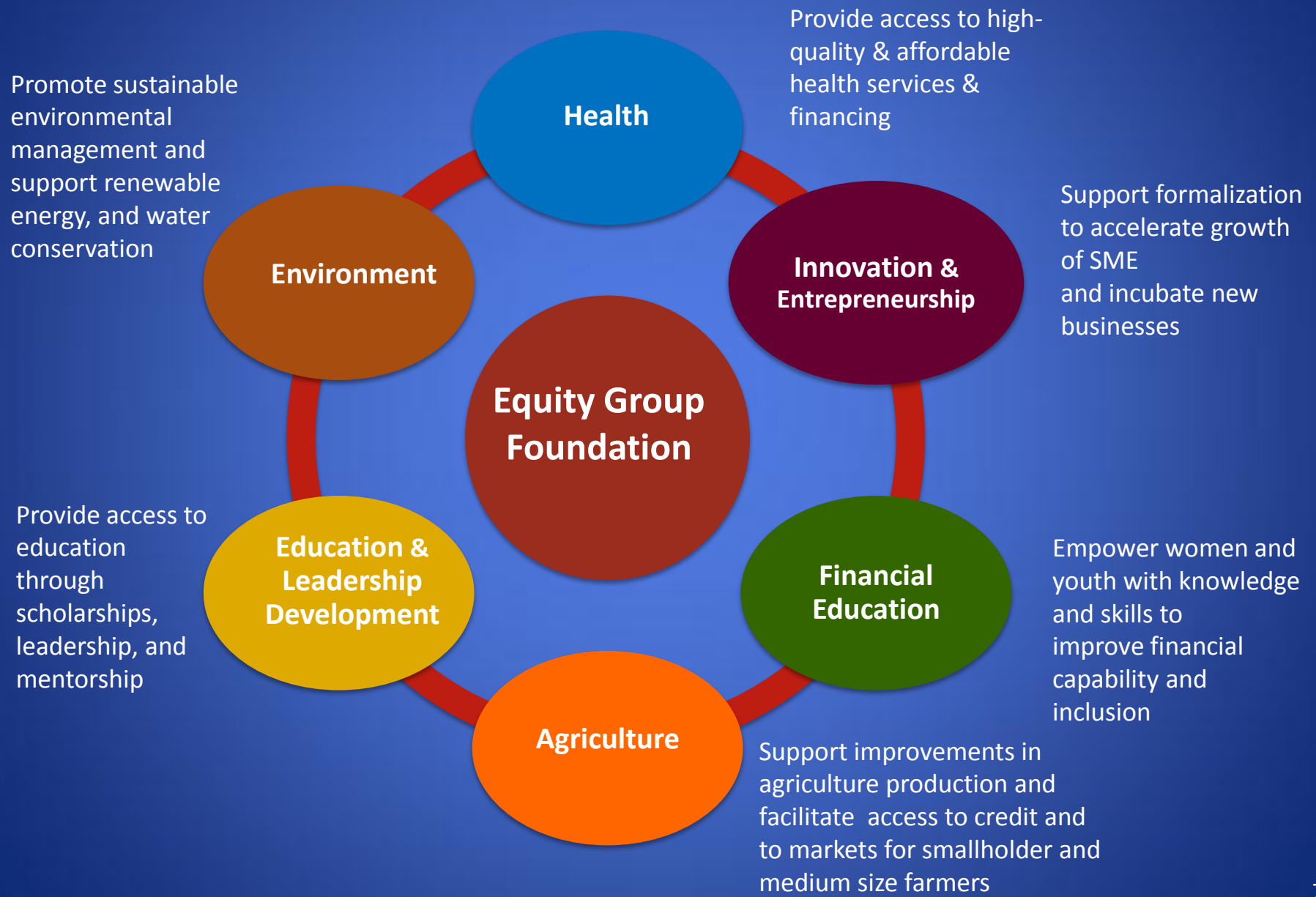
Mission

We harness partnerships and leverage infrastructure to implement innovative, scalable and sustainable initiatives that transform lives and livelihoods

Why the Foundation

- To consolidate and scale social and economic programs that are at the core of Equity Bank's vision
- Vehicle to build new partnerships, funding sources, technical competencies to test, develop and implement new approaches
- To allow for financial and operational separation
- To leverage on the resources and infrastructure of the Bank to deepen and broaden reach and to become a Force for Good
- To soften and strengthen the brand of Equity Bank

EGF Pillars



Financial Knowledge for Africa

- Modules in saving, budgeting, debt management and demystifying financial services
- **1,025,769** women and youth from 32,867 groups trained over 12 weeks, 1 hour a week



Theory of Change

- Helps reduce demand-side barriers to financial inclusion by increasing awareness about products and services, as well as confidence and ability in using them
- Empowers people to better manage their personal and household resources, both on a day-to-day basis and over a long-term horizon
- Immediately applicable in small-scale entrepreneurial activities that often constitute an important source of income for poor households

Entrepreneurship Training

- Why: The micro and small enterprise (MSE) sector in Kenya employs about 7.5 million Kenyans or 80 per cent of the country's total employment and contributes 20% of the Gross Domestic Product (GDP).
- EGF focuses on developing skills, knowledge and attitudes prerequisite to adopting effective small business management practices

EGF's Entrepreneurship Training

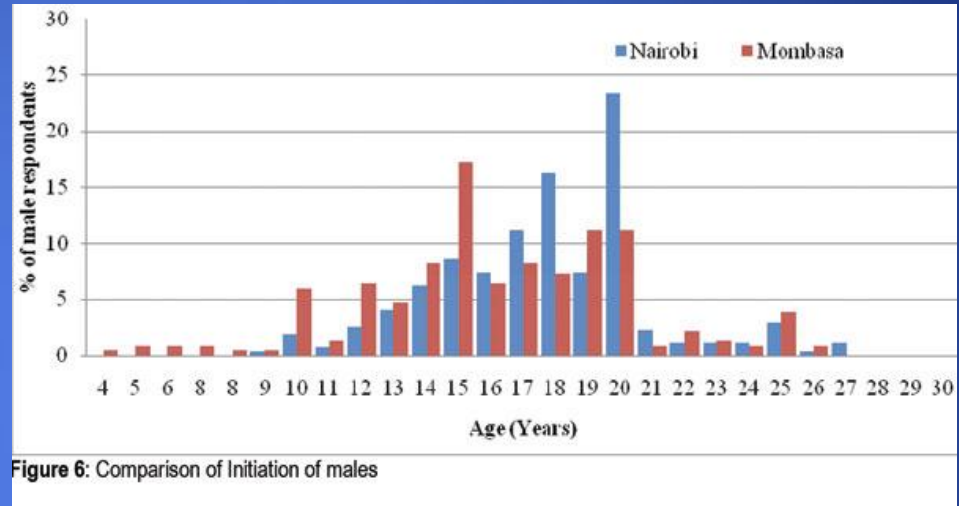
- ILO curriculum covers seven entrepreneurial domains: record keeping, marketing, business planning, costing, stock control, buying, and people and productivity
- Focuses on developing skills, knowledge and attitudes prerequisite to adopting effective small business management practices
- 8,126 emerging youth and women entrepreneurs trained to date
- >1 job created per beneficiary trained to date

Kenya

- Urban Population growth rate of 230% since 1989
- 85% of Kenya's population under 40
- 1/3 of population between 18-35 yrs old
- Estimated 75% unemployment amongst youth in urban areas
- Only ~50% of children in Primary School
- ~70% of Primary School graduates NOT transitioning to Secondary School

Consequences

- Drug use
- Thievery
- Prostitution
- HIV/AIDS
- General insecurity
- Political/Religious Extremism with links to terrorism



Mombasa Youth Employment Project

- Core life skills to help individuals understand the labour market, make more informed choices about their options, including vocational education
- Financial education empowers people to better manage their personal, household and enterprise resources
- Entrepreneurship training can address constraints faced by micro-entrepreneurs



DUMAWORKS.COM | +254 701 060 302 | INFO@DUMAWORKS.COM

OUR **SOLUTION**

DUMA Works is a **RECRUITING PLATFORM** that connects employers with qualified job seekers, primarily for short-term, entry-level, and middle-management positions.

DUMA saves employers time and guarantees security, while giving job seekers access to a robust hiring network to increase their income.

OUR **TECHNOLOGY**

Our **MOBILE PLATFORM** makes jobs accessible for everyone.

Our **MATCHING ALGORITHMS** identify the top qualified candidates based on employers' social connections and their hiring criteria.

Our **SCREENING SYSTEM** verifies job seekers' skills and helps train them for interviews and future employment.

HOW IT WORKS: **SIGN UP**



PERSONAL INFO

Name, Age, Town

JOB PROFILE

Skills, Education, Work Experience, Hours of availability, Salary range

NETWORK

Colleagues, Referees, Friends, Family

HOW IT WORKS: **JOB POST**



TARGETED MATCHING based on skills, work experience, education, salary, age, gender, location, and referrals.



SMS NOTIFICATIONS sent to the top candidates for each opening. They have 3 hours to respond about their interest and availability.



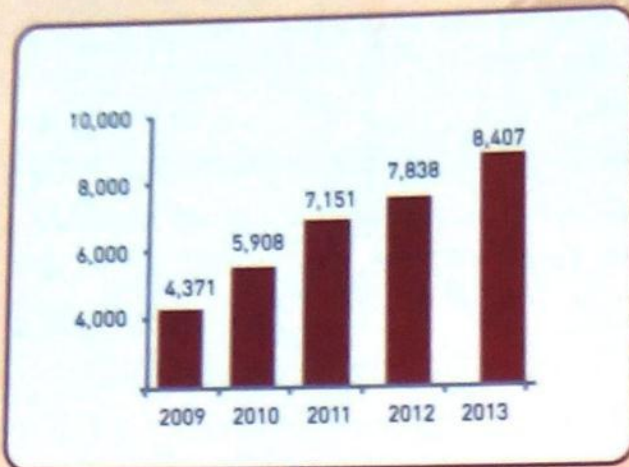
SCREENING of candidates through CV evaluation, basic skills testing, industry-specific testing, audio interviews, and expert screenings.



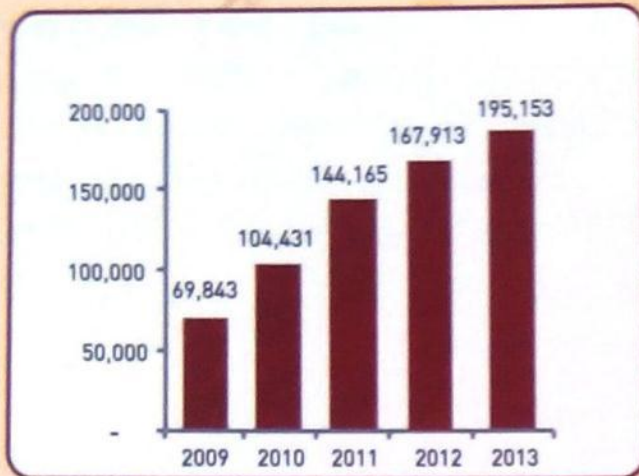
CANDIDATES SENT to employer for review.



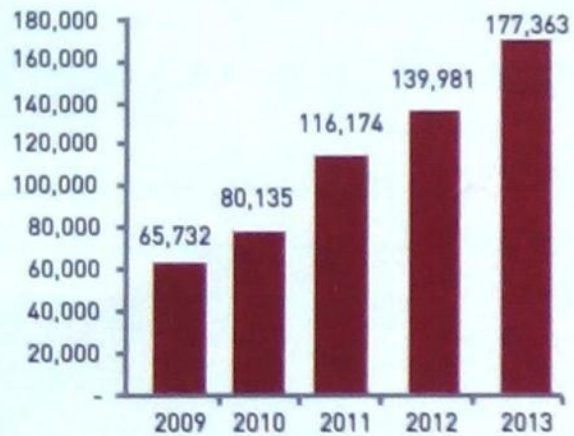
kevin.doyle@equitygroupfoundation.com



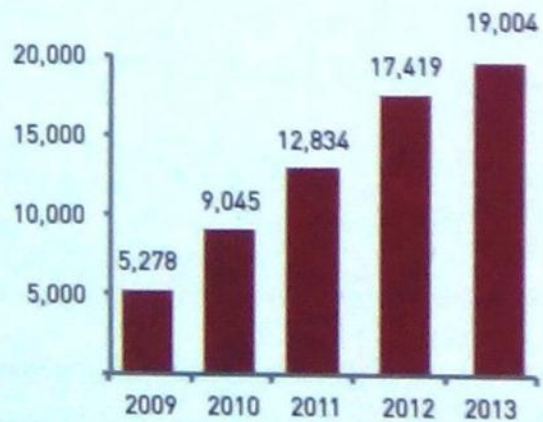
GROWTH IN CUSTOMER NUMBERS
(In Thousands)



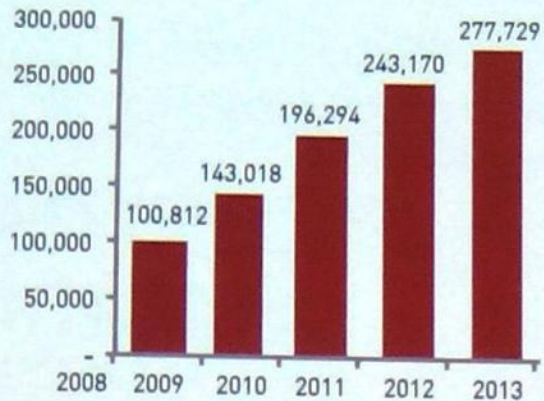
GROWTH IN CUSTOMER DEPOSITS
(In Kshs millions)



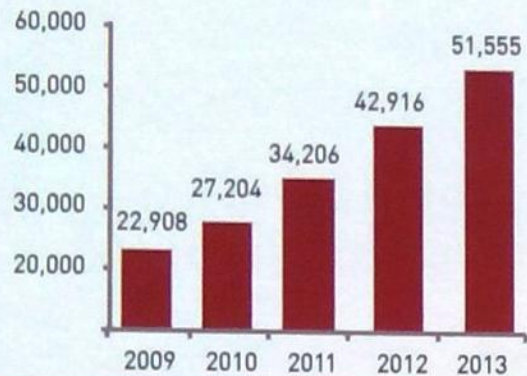
GROWTH IN GROSS LOAN PORTFOLIO
(In Kshs millions)



GROWTH IN PROFIT BEFORE TAX
(In Kshs millions)



GROWTH IN TOTAL ASSETS
(In Kshs millions)



GROWTH IN SHAREHOLDERS' FUNDS
(In Kshs millions)