



Management Summary 2017

In 2017 we were able to continue and build upon the positive developments of 2016. By the end of the year 2017 the number of projects was stable with eight current projects. Including the new projects as well as those we stopped, we worked on ten projects during the whole year.

In 2017 we were able to reach the following levels within the “four-step-model”

- 2 new projects started at step one. There is 1 promising candidate we expect to admit to our group soon
- 3 projects made their way successfully to step two.
- 1 project stayed strongly in step three.
- 2 projects succeeded in their way to step three.
- 0 projects had to be downgraded
- 2 of our projects had to be discontinued

The four-step-model, which was introduced in 2016 and updated in 2017, has now been thoroughly tested in the daily lives of our members. Every single step has it's aim, as you can see in the following chart:

Step	device	goals
1	„Build up basement“	<ul style="list-style-type: none">• closer look on the development of the reliability• achieving the technical know-how, building a solid base of qualification and a custom communication behavior• picking the first business idea
2	„Driving businesses professional“	<ul style="list-style-type: none">• train and use of basic business knowledge• train and use of deeper business knowledge• opening of the first own business and running it successful for at least one year
3	„Business Improvement & Growing“	<ul style="list-style-type: none">• train and use of management tools (such as business plan und investment plan)• train and use of principles of business ethics• continuous development of the business• positive development of the ordinary income• becoming a member of Mama Afrika system for social safeguarding („MASHG“)
4	„Big Business on own soil“	<ul style="list-style-type: none">• purchasing an own land• further development of the business to become a medium or big business• create further general conditions• building a local financing basis in addition to a project-donator-basis• implementing an appreciatively dealing with employees



In our experience a new member needs about six months for the first step (including an IT-course which lasts three months). For the second step most members need between 1,5 and 2 years.

When a member has successfully finished one step, we're celebrating it with a skype-conference with this member and most of the time two members of the Mama Afrika team. During this conference our members get a certificate from us sent via mail.



The "four-step-model" went through an intense testing phase during the year of 2017. We collected a huge amount of feedback we got. Those are going to be worked in during the year of 2018. To not mix up this planned action we acted with restraint regarding to recruit new members. In total we only got two new members in 2017 even though we the number of applications was quite large.

Our "onboarding process" is consists of well-designed filters. We did this to see in the early days of the membership if the new members are trustworthy and if they are truly interested in becoming an entrepreneur and not just making fast money. Our first filter includes the follow process: we send them € 20,- directly via Western Union, after the application reached in at Mama Afrika. With the money we send the description of your "four-step-model" with all the pros and cons this development process has. A lot of people just take the money and won't reach out to us again. The experience of the last years showed us, that those people who do reach out to us again really are interested in becoming an entrepreneur.

We also discontinued two of our projects during this year. In both cases our members didn't accept the rules und responsibilities. To us sending the monthly controlling and the paybacks are an absolutely "must". A permanent non-compliance inevitably leads unfortunately to the termination of cooperation.

The payback of the given loans works entirely through an app called M-Pesa. For this we instal an african smartphone account. Our members send the money from their M-Pesa account to ours. Every three months we send the money from the M-Pesa account to our Austrian account. This service is the one with the lowest transfer charges.



Entrepreneurship, initial and continuing education, women support (“WOMEN”) and social prevention are still our four sections we’re offering to our members. During the last year entrepreneurship and education grew more and more together and almost became one. One of the reasons for this is probably our belief that one of those won’t work without the other. So, they became our focus this year and the other sections are currently in place to assist them.

If we take a closer look at how the money of Mama Afrika is used, we get the following picture:

Section	portion
Entrepreneurship	65 %
Education	10 %
WOMEN	10 %
MASHG	3 %
Support in emergency cases	12 %

To sum up: the year 2017 was a stable one. We could launch our new strategies and models from 2016 successfully and we were able to implement them in a meaningful and productive way. With a rather slim budget of € 15.000,- we were able to handle all our outgoings. All together we got € 350.000,- from the very beginning of Mama Afrika from all our donors.

We’re very thankful for the support from all our donors who give us the opportunity to keep our work up and keep the whole project Mama Afrika alive. We wouldn’t be able to help without you helping us!

P.S.: As always, we choose to not use the real names of our projects and the involved people because of security reasons.