



Report 2018

2018 was a very stable year, in which many further developments took place. The number of supervised projects has been increased from 8 to 11. Proven methods were supplemented with new ones, and stages of development were introduced. These support the members in their career and personal growth.

Development of projects

In 2018, four new members were admitted. We separated from a candidate. In our 4-phase model this results in the following development status:

	Phase 1	Phase 2	Phase 3	Phase 4
	5 Projekte	3 Projekte	2 Projekte	1 Projekt
	1 Projekt ist von Stufe 3 in Phase 4 aufgestiegen 4 neue Projekte wurden in Phase 1 aufgenommen 1 Projekt hat die Phase 1 unterbrochen (Army) Von einem Projekt der Phase 1 haben wir uns getrennt			

Further developments of the Mama Africa development concept

This year, the "Mama Afrika Controlling" was fundamentally revised. We now use digital templates that members can edit directly on their smartphone. As in the past, the entrepreneurs are asked to create a monthly report of the business and to transmit it to us, they still do so but now digitally. The report was further extended by a "Daybook", in which all cash flows must be recorded.

Also new is the use of an "effectuation appraisal", with which the business ideas are developed together with each member.

Furthermore, in the transition from Phase 1 to Phase 2 (i.e. before the start-up) we now use a methodology that we call "Interlink-Bridge" and essentially comprises the following steps:

- Systematic development of the business idea
- Introduction to entrepreneurial thinking
- Two one-month internships in companies in the same sector
- Training and trial application of the Mama Afrika Daybook and Mama Afrika protocol
- Preparation of the business opening



With this methodology, the start-up difficulties were significantly reduced. The following graphic shows the structure of the two-month Interlink Bridge:

1 to 2 – Interlink Bridge								
Success at ICT Course	Phase	1		Level 1 -Certificate	2		Start-up your business	
	Step	Effectuation			Internship & Controlling-Training			
	Duration	1 month			2 months			
	Tasks	Eff. Reader & Reflection			First Internship	Second Internship		
		Eff. Appraisal & Coach.			Creating Evidences (eg. Photos)			
		Business Decision			Video Training of Mama Afrika Controlling			
		Zwei Internship-partner			Casework-Appliance of MA Controlling			
	Boni	Member Bonus 3000 ksh			Preparing Start-up			
					Member Bonus 3000 ksh	Member Bonus 3000 ksh		
					Internship Partner Bonus 3000 ksh	Internship Partner Bonus 3000 ksh		

Experience has shown that a member needs about 6 to 9 months to complete Phase 1 ("Check-in Mama Africa" with the goal of building a common base), including the completion of a 3-month EDP course. For the completion of Phase 2 ("Start-up Businesses" with the aim to be able to operate companies professionally) usually 1.5 to 2 years are needed.

Further development WOMEN

In 2018 we have expanded the services we offer to our female members in the action field WOMEN.

The package now includes:

- Priority in including women as members in bottleneck situations
- 35 - 50% contribution to the school fees of the children for single mothers
- Subsidy for Nanny costs during training
- Cooperation with "Kenia Care" in case of HIV infection
- Cooperation with "Solwodi" in distress (i.e. prostitution)
- Support to compensate for legal discrimination against women
- Protective support in cases of domestic violence

Further development A & W (apprenticeship & training)

Since the beginning of 2018, we are now in Phase 2 for commercial qualification, among others. on web-based training. For this we use attractive learning videos of the "Udemy" portal to convey business and commercial knowledge. In total, about 30 videos have to be completed followed by a final test to prove the learning progress. We demand a lot of consistency from our members with this tutorial. It also requires some incentives for this, so we grant small financial bonuses on successful progress.



Personnel changes in the association Mama Afrika

We are pleased to welcome two new members: Victoria Flisar and Gernot Reiter are now joining the Mama Africa team.

All in all, the year 2018 was a very dynamic year, marked by new projects, further developments in terms of methodology and additional staffing. Also in this year could be financed with a budget of approximately € 17,400 all expenditures.

All the people who supported us financially this year, a big thank you for your valuable support!

