

# The 2021 Mandela Washington Fellowship for Young African Leaders



# Glo-Ray Tailoring Studio (Malawi)



**Name** Kulukaya Sadiki  
**Position** Founder and Business Dev. Manager  
**Website** [web.facebook.com/Gloraydesigns](https://web.facebook.com/Gloraydesigns)  
**Number of employees** 3 full-time and 3 part-time  
**Company Stage** Expansion

## Business Summary

Glo-Ray Tailoring Studio (GRTS) is on a mission to become a global innovative sustainable fashion brand that celebrates humanity, protects the environment, practices inclusivity, supports diversity, encourages individuality and creates awareness for eco-fashion with a strong belief that the brand makes the world a better place for humanity and the planet.

Timely| Affordable



Fabric advisory|Designing|Mobile tailoring

## Product or Service

- Green and clean designs: apply sustainable value chain for every phase of the clothing line
- Repair, redesign and up-cycle: give old clothes new life
- Rent, lease and swap: clients encouraged to rent, lease and swap clothing items at the studio.
- Second-hand vintage: Encourage the use of recycled clothing items and fabrics

## Challenge

- The fashion industry is one of the major polluting industries in the world. Fast fashion produces high volumes of low-quality clothes which end up losing shape or fading in color after being cleaned once or twice resulting in a reduced clothes lifespan leading to pollution due to premature garment disposal.

## Target Market

- The target market is between the age group of 15 to 50 attracting the youth and the middle aged who are more aware and concerned about environmental and social issues and global clothes retailers supporting eco-fashion.

## Competitive Advantage

The enterprise is an eco-fashion brand that is not only focused on financial performance but making a positive impact in society by using an important aspect of human existence being clothes. They reduce wastage in production, work with marginalized groups and incorporate recycled, remnant and rejected fabrics to create timeless trends and delay premature disposal, thereby protecting the environment.



# Kasa Farm (Nigeria)



<b>Name</b>	Courage Agbonlahor
<b>Position</b>	Founder and CEO
<b>Number of employees</b>	17
<b>Company Stage</b>	Growth/Expansion

## Business Summary

Kasa farm is an agribusiness that engages in the processing of cassava tubers into packaged Garri, Starch, and Animal feed with a mission to enhance food safety and security, create income opportunities for smallholder cassava farmers in underserved and hard-to-reach farm communities through our operations in the cassava value chain.



## Product:

- High quality packaged garri, starch, and animal feeds

## Service:

- Access to a wholesale market, improved cassava stem, training, and extension services for smallholder cassava farmers in underserved and hard-to-reach farm communities

## Challenge

- Consumers at the BOP level are exposed to risks ranging from contamination, poor nutritional value of existing cassava products due to poor processing, and storage infrastructure. Most products are stored in sacks susceptible to rodents, excessive human contact during purchase and other irregularities across the food system making cassava products unsafe.

## Target Market

- 500,000 low- and middle-income earners sourcing food from local mass markets, supermarkets, and retail stores in Nigeria.

## Competitive Advantage

- Kasa Farm products are neatly and attractively packaged, the price of our product is lower than the market price yet offers high quality, healthy products that respond to the direct tastes of mid to high-end market segment. Availability of raw materials all year round through our collaboration with smallholder farmers.



# Mainsoft Development Company (Nigeria)



<b>Name</b>	Ifeanyi Chikeluba
<b>Position</b>	Founder and CEO
<b>Website</b>	<a href="http://www.costoma.net">www.costoma.net</a>
<b>Number of employees</b>	1
<b>Company Stage</b>	Growth

## Business Summary

Costoma is a simple, affordable, subscription based mobile application designed and targeted to the high number of general/traditional trade merchants in Nigeria who presently keep no business records or still do with a pen and paper. The Costoma app enables general trade merchants manage several aspects of their business such as sales, inventory, profit and debtors from their smart phones, also enabling them gain remote access to their business records anywhere at the push of a button.

## Product or Service

- Costoma is an ERP (Enterprise Resource Planning) mobile application designed for the typical general/traditional trade merchant in Nigeria, enabling merchants manage several aspects of their business from their smart phones.

## Challenge

- The challenges facing the development of the solution revolve around funding to improve the present solution and run continuous marketing campaigns to promote the Costoma application.

## Target Market

- Costomas target market are low to medium income local traders/merchants of any gender aged 18-65, retailer or wholesalers that are based in Nigeria who have and/or run a product-based business, in the most rudimentary/manual way of buy and sell, who operate in the traditional open market.

## Competitive Advantage

- Costomas advantages are its niche target market, delivery as a mobile application, simplistic design and flexible pricing model.



# SENSO (South Africa)



<b>Name</b>	Zuko Mandlakazi
<b>Position</b>	Founder and CEO
<b>Website</b>	<a href="http://www.senso.co.za">www.senso.co.za</a>
<b>Number of employees</b>	6
<b>Company Stage</b>	Early stage (seed)

## Business Summary

Senso is focused on innovating and developing affordable and non-intrusive sound assistive devices that make it easier for the Deaf Communities to be connected to the world around us, be alert to everyday and lifesaving sounds needed to navigate our lives.



## Product or Service

It's a wrist wearable that picks up sounds via sensors placed in specific spatial areas, the sensors communicate sounds to the wearable and the user then receives alertness in the form of vibrations and color-coded LED lights that are associated with these different colours.

## Challenge

The challenge that Senso seeks to solve is with the deaf communities missing out on life-saving and everyday sounds. This challenge matters, according to the WHO, existing sound assistive device only meet 10 percent of the global need.

## Target Market

Beneficiaries are deaf people, deaf Parents, hard of hearing and normal hearing people who might have said "oops, I'm sorry, I didn't hear it".

## Competitive Advantage

- It's non-intrusive.
- It doesn't rely on mobile network operators, providing accessibility to people in remote areas.
- No costs for specialist consultations involved.
- It's more reliable than any existing sound assistive device available in the market.



# Healthy Seaweed Co. Limited (Tanzania)



**Name** Nancy Iraba  
**Position** Co-founder and CEO  
**Website** [Healthyseaweedcafe.co.tz](http://Healthyseaweedcafe.co.tz)  
**Number of employees** 4  
**Company Stage** Expansion

## Business Summary

Healthy Seaweed Co. Limited is the first social enterprise that partners with women seaweed farmers in Tanzania to increase local consumption of seaweed for healthy living by adding value to seaweed through creating diverse seaweed-based foods such as seaweed gels, juices smoothies, and bakings.



## Product or Service

- Seaweed Gel
- Seaweed Juice
- Seaweed Baking
- Seaweed Smoothies

## Challenge

In Tanzania, unprocessed seaweed export has been the only way of gaining income for women seaweed farmers. Healthy Seaweed Co. diversifies use of seaweed through value-addition of the product for food while improving income of the women seaweed farmers by buying their farmed raw seaweed at a good price.

## Target Market

- Individuals concerned about their health
- Health and beauty practitioners
- Middle to old age people (40 years and above)
- Other food service company

## Competitive Advantage

- Strong partnership with women seaweed farmers
- A well-qualified team.
- Excellent customer service culture.
- Competitive pricing.
- Social impact agenda – improving women seaweed farmers livelihoods and income



# Epicob Agriculture (Uganda)



<b>Name</b>	Angella Kyomugisha
<b>Position</b>	Founder and CEO
<b>Website</b>	www.epicob.com
<b>Number of employees</b>	7 full-time Employees
<b>Company Stage</b>	Expansion

## Business Summary

Epicob Agriculture manufactures a range of nutritious foods specially formulated to meet the nutritional needs of pregnant women, under-five infants, and whole families



## Product or Service

- The company manufactures a range of nutritious foods specially formulated to meet the nutritional needs of pregnant women, under-five infants, and whole families. Epicob Agriculture also empowers female entrepreneurs to distribute their products to last-mile consumers who are the most affected by malnutrition.

## Challenge

- More than one third of Uganda's children are stunted. Over 50 percent of children under 5 years as well as nearly 30 percent of women in child-bearing age are anemic. This problem is colossal, and the importance of expanding infant and mother nutrition programs cannot be overemphasized.

## Target Market

- Rural and peri-urban female entrepreneurs are our direct customers. These purchase and distribute Epicob Agriculture products.
- Pregnant and nursing mothers and their infants are the final beneficiaries.

## Competitive Advantage

- Epicob Agriculture products are distributed by women, to women, and their families, thereby achieving last-mile coverage. Their products are also cheaper than competing products and affordable to customers.



# Tusafishe (Uganda)



<b>Name</b>	Henry Othieno
<b>Position</b>	Founder and CEO
<b>Website</b>	<a href="http://www.tusafishe.com">www.tusafishe.com</a>
<b>Number of employees</b>	8
<b>Company Stage</b>	Expansion

## Business Summary

The enterprise installs fully integrated community-based regenerative WASH systems, that work in harmony with nature, improves health and generates sustainable income for local communities. The enterprise does this through installation of community water purification systems that require planting of trees to operate, installation of toilets and training of the local women in income generation.



## Product or Service

- Tusafishe community water purification systems.
- Tusafishe container-based toilets
- The training of women in income generating activities.

## Challenge

- The use of firewood for water purification for large communities, like schools, as it is the tradition in Uganda is unsustainable to the environment and the communities at large. The resulting practices, like consumption of contaminated water, lead to infections that mainly affect school-going children.

## Target Market

- Large rural communities including schools and refugee camps.

## Competitive Advantage

- The purification systems use locally available materials in the communities, making them easy to maintain by the communities themselves.
- Container-based toilets make the maintenance of toilets an income-generating activity (through the selling of fertilizer) instead of a cost.





# Phenomenon Technologies (Zimbabwe)



<b>Name</b>	Nkosana Butholenkosi Masuku
<b>Position</b>	Founder and CEO
<b>Website</b>	<a href="http://www.phenomtech.co.zw">www.phenomtech.co.zw</a>
<b>Number of employees</b>	4
<b>Company Stage</b>	Expansion

## Business Summary

Phenomenon Technologies provides high school learners with a portable science lab through a digital application called *Sciency*. The app uses a low-cost, subscription-based model, and equips learners with the ability to access 3D models of science phenomena which wouldn't be available in their school labs, enhancing STEM learning.



## Product or Service

- An application called *Sciency Learning*, which is a portable lab for high school learners. The app allows students to access 3-Dimensional models of apparatus they wouldn't find in their school's labs. The *Sciency* STEM Club also uplifts learners by introducing them to robotics and coding at a young age.

## Challenge

- 80 percent of secondary school labs in Zimbabwe are under-funded that has led to low adoption of STEM subjects and high dropout rates. Lab infrastructure for schools is very expensive to import and, as a result, this makes science learning abstract and theoretical rather than practical and applied.

## Target Market

- The *Sciency* app and STEM Club currently targets secondary school students (13-16) across Zimbabwe who are studying their Ordinary Level. This will be scaled to learners across the SADC region as the enterprise expands. There are currently over 5 million students across the continent who study pure sciences with smartphone access.

## Competitive Advantage

- Through the use of emerging technologies like Augmented Reality (AR), Phenomenon Technologies has managed to shrink a lab into an app that is easily accessible. Thousands of science models can be projected by a student anywhere they are, allowing them to experience applied STEM education at a low-cost.

