

Investor toolkit with a focus on girls and young women

Product of SPRING Accelerator

Segmentation of girls and young women in emerging markets
(rural versus urban case studies)



SPRING



KadAfrica is a passionfruit farming business located in Fort Portal, Uganda, about five hours outside Kampala. Since KadAfrica was founded in 2012, its business model has centred on girls and is based on the principle that girls deserve opportunities to be economic contributors to their communities. KadAfrica's model employs a four-pronged approach:

- out-of-school girls are contacted to become members of a cooperative
- selected girls receive mentorship, life skills, and agricultural training along every step of the six-month harvesting process, along with seedlings and other inputs in addition to land plots
- KadAfrica buys 100% of harvested passionfruit at local market price using a Hub-and-Spoke collection model
- KadAfrica ships and sells at local markets in Kampala and through pre-established export channels

The core aspects of this business model are to invest in girl-tailored training and to commit to buying 100% of the passionfruit girls produce, so they can focus on the harvesting process and ensure high quality produce. This in turn ensures that girls benefit from the learning and earning potential that comes with engaging in income-generating activities.



Recruit

Up to 30 girls are provided with land to begin their own cooperative.



Train

In life skills, health, business basics and agriculture.



Support

Girls are provided with mentors, extension support and a ready market.



Sell

To domestic and international customers.

KadAfrica recruits girls by engaging local churches, mosques and landowners. It creates cooperatives that each consist of 30 girls who harvest together on a single plot of land (provided by KadAfrica) and who also form savings groups. The selected girls are:

- out-of-school
- aged 14–24 (the majority aged 16–21)
- from rural communities

Why out-of-school girls only?

- Girls need to commit a significant amount of time to participate in the farming activities.
- KadAfrica did not want girls' income activities to negatively impact their school attendance or lead to school attrition. Instead, the company encourages girls to use their income to return to school. Even though this may mean they can no longer harvest passionfruit, they will be able to attend school and KadAfrica will be able to support other out-of-school girls.
- In the area KadAfrica work, 90% of girls do not graduate from high school. The majority of girls are out of school already, but do not have access to the soft skills empowerment and reproductive health programming that is crucial for them to be able to achieve economic security.

Young women positive impact example:

Because of her harvesting work with KadAfrica, a young woman was able to use the income generated to sell shoes at the market, which in turn enabled her to send her children back to school.

SafeBoda

SafeBoda is a commercial motorcycle-taxi service that operates in Uganda's capital city Kampala and has just launched in Nairobi. It was founded in late 2014 as a way to innovate the motorcycle taxi (boda boda) industry in the country by offering a 'safer experience to passengers' through their 'community of professional, trained' boda boda drivers. In February 2017, SafeBoda also launched an app, making it easier for their customers to access the service.

A 2013 survey in Kampala found that 80% of adolescent girls and young women (aged 11–23 years) in urban areas do not feel safe in public spaces or when they move through the city on public transport, by foot, passenger taxis or regular boda bodas. But mobility – access to safe and affordable transportation – is vital to ensure that young women and girls are able to pursue educational and work opportunities. Since young women and girls in urban areas tend to have access to mobile devices, SafeBoda's go-to-market strategy is based on a mobile app rather than personal selling approach, as in KadAfrica's case.

SafeBoda's strong comparative advantage is that its riders are linked to a company which other drivers are not, and that they can be verified and tracked through the SafeBoda app. An Impact Report funded by the Shell Foundation explored how SafeBoda has led to changes in women's use of transport services and levels of mobility, which in turn has enabled them to travel to school and work safely.

Four out of 10 SafeBoda users are women who report high satisfaction levels with its service: 60% of female customers give it a score of five out of five. SafeBoda attributes this, in part, to its strong focus on customer service, which includes training drivers on how to make their female passengers more comfortable (such as by carrying blankets that girls wearing skirts can use to cover up).

SafeBoda's response time to requested rides is extremely fast. Drivers take an average of 18 seconds to accept ping requests, and an average trip starts 7.55 minutes after customers have submitted their request. This not only saves women time, also keeps them safer since they do not have a lengthy wait on the street, where they are vulnerable to harassment or assault.



About SPRING

SPRING is an accelerator working with growth-oriented businesses on innovations that can transform the lives of adolescent girls aged 10–19 living across East Africa and South Asia. We work with world-class experts to support these businesses to create innovations with purpose and commercial potential.



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