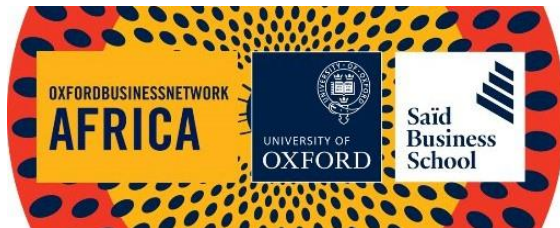


# East Africa Trek

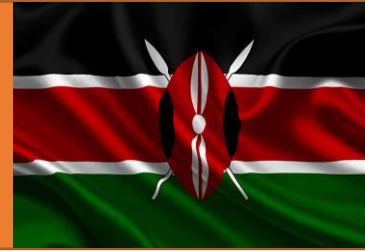
31<sup>st</sup> March – 8<sup>th</sup> April 2017

Theme: “The African Consumer” through the lens of East African Business

Once-in-a-lifetime experience brought you by:



# What to Expect



**Interact with business leaders:** Multiple informal sessions with business leaders, executives and founders of small and large companies to understand how they see consumers and how that has shaped their strategy

**Network:** Interact with people at **Oxford Saïd Business School and London Business School**. Build life-long connections.

Visit **leading companies:** Behind-the-scenes insights into incredibly successful companies that shape the economic landscape. Understand their business models. Where possible, experience their products

Experience culture from **a local's perspective**. We'll share our country. Come and live it. It'll be LIT!

# TREK OVERVIEW

Saturday, 31<sup>st</sup> March – Sunday, 8<sup>th</sup> April OR Tuesday, 10<sup>th</sup> April

## **NAIROBI, KENYA**

Sat 31<sup>st</sup> March– Wed 4<sup>th</sup>  
April

Nairobi, Maasai for ‘cool waters’ is Kenya’s largest city and the economic hub of the country.

- Visit East Africa’s Leading Companies
- Learn from East Africa’s business leaders, entrepreneurs and rising executives
- Enjoy Nairobi’s metropolitan culture, food, sights and night life

## **LAMU, KENYA**

Thur 5<sup>th</sup> April – Sat 7<sup>th</sup>  
April

Lamu is a small island off the Kenyan Coast; one of the oldest and best preserved Swahili settlements in East Africa. UNESCO World Heritage site

- Enjoy Swahili architecture
- Explore Lamu’s marine life
- Indulge in Swahili cuisine
- Experience Lamu’s old culture

## **KIGALI, RWANDA**

Sun 8<sup>th</sup> April – Tue 10<sup>th</sup>  
April

Kigali, Rwanda’s largest city and the economic and cultural hub of the country.

- Visit Rwanda’s emerging companies
- Engage with entrepreneurs, business leaders and young professionals
- Immerse yourself in Rwanda’s culture and history

# NAIROBI

Saturday, 31<sup>st</sup> March – Wednesday, 4<sup>th</sup> April

## Who is Nairobi?

Experience Nairobi's unique metropolitan culture, from the night life to a BBQ in the National Park.



## Company Visits

Company visits at the economic power houses of East Africa with themes: start ups, social impact/development & industry



**Lessons from the ground**  
Conversations with senior business leaders, entrepreneurs and professionals



McKinsey & Company

# LAMU

Thursday, 5<sup>th</sup> April – Saturday, 7<sup>th</sup> April



**Lamu Town is a medieval labyrinth so perfectly intact that it was named a UNESCO World Heritage site in 2001**

Enjoy Lamu's Marine life

Indulge in authentic swahili cuisine

Experience Lamu's unique architecture

Relax!

**\*\*P.S. This is one of the actual properties we are negotiating to stay in**

# KIGALI

Sunday 8<sup>th</sup> April – Tuesday 10<sup>th</sup> April

## Kigali's businesses:

- Rwanda is the 3<sup>rd</sup> easiest country in Africa to do business in
- First country in the world to outlaw plastic bags (2007)



## Rwanda's culture & history:

- World's highest number of women in parliament (64%)
- Unique cultural dress, food
- Understand impact of the genocide

IMPACT  
HUB

Kigali

zipline



## Rwanda's history:

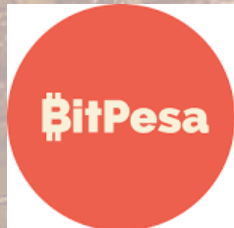
- The famous King's cows
- Umuganda – 1 day each month of national community service



# EAST AFRICA

## Target Companies We are Talking to

Start Ups/SMEs



Kigali



M-KOPA SOLAR

Strathmore  
UNIVERSITY

Social Impact/  
Development



Dalberg



Professional & Financial  
Services

McKinsey & Company



# Company Descriptions

## Start Ups/SMEs



Fintech start up,  
enabling people to  
trade in equities online



Microfinance institution  
financing consumer  
electronics e.g. mobile  
phones



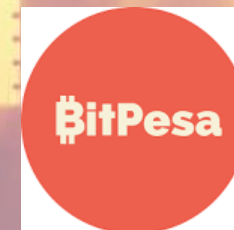
“Africa’s Amazon”  
Business in ecommerce,  
food delivery and  
property listings



Co-working space hosting start ups  
in Nairobi & Kigali



E-commerce platform by  
Safaricom, company behind  
M-Pesa



Digital foreign  
exchange and  
payment platform  
that leverages  
cryptocurrency

# Company Descriptions

## Social Impact/ Development

The logo for M-KOPA SOLAR, featuring the text "M-KOPA" in black and "SOLAR" in red, with a small green solar panel icon between "KOPA" and "SOLAR".

M-KOPA SOLAR

Financing low income families to light up their homes using solar kits

The logo for zipline, with the word "zipline" in a red, lowercase, sans-serif font. The "z" is stylized with a red triangle pointing to the right.

Using drones to deliver on-demand medical supplies like blood and vaccines

The logo for Dalberg, with the word "Dalberg" in a dark purple, serif font.

Professional Services firm focused on consulting in the development space

The logo for Kasha, featuring a stylized pink flower icon to the left of the word "Kasha" in a purple, sans-serif font.

Using technology to enable women to take control of their reproductive health

The logo for Andela, featuring a blue star-like icon to the left of the word "Andela" in a blue, sans-serif font.

Trains full time, world class developers – investment from Mark Zuckerberg

The logo for the Rwanda Development Board (RDB), featuring a blue and yellow vertical bar to the left of the text "RDB" in blue, with "RWANDA DEVELOPMENT BOARD" in smaller blue text to the right.

Responsible for the attraction, retention and facilitation of investments in the national economy.

The logo for Earth Enable, featuring a stylized orange house icon with a sunburst above it, and the text "EARTH ENABLE" in orange, sans-serif font below it.

Creating affordable flooring solutions that help curb disease and improve living conditions in Rwanda

The logo for Bridge International Academies, featuring a green archway icon to the left of the word "Bridge" in a bold, black, sans-serif font, with "INTERNATIONAL ACADEMIES" in smaller black text below it.

Providing affordable world class education for low income children



**Strathmore**  
UNIVERSITY

Leading business school in East Africa (also SBS 😊)

# Company Descriptions

## Industry

### McKinsey & Company

McKinsey's Africa Delivery Hub helps governments and social-sector institutions to address complex public and social challenges; first MBB in East Africa



East Africa's largest bank, grew by serving the 'unbanked'. Operates in Kenya, Uganda, South Sudan, Rwanda, Tanzania and DRC



Private Equity investor with a focus on Africa, Latin America, Middle East, Turkey and Asia. \$13.6Bn AUMs; recently raised Healthcare Fund in Africa.



East Africa's largest conglomerate investing in development sectors like Real Estate, Education, Healthcare, Agribusiness – similar investment style to Berkshire Hathaway & Dangote

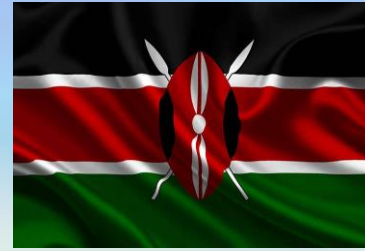


Just completed \$300M acquisition of Gapco in Tanzania



East African Breweries; holders of Diageo distribution rights in EA, biggest beverages manufacturer in EA.

# Key Dates



## KENYA

### Kenya Trek (Nairobi + Lamu)

Dates: March 31<sup>st</sup> – April 8<sup>th</sup>

- Arrive in Kenya on Saturday March 31<sup>st</sup>, depart for London (or other destination) on April 7<sup>th</sup> or 8<sup>th</sup> or head to Rwanda

Estimated cost: 600 GBP

- Accommodation + local transport + main meals included (Nairobi + Lamu)
- Excludes all air tickets and visa fees (flights approx. £500-600, and visa \$50)

## RWANDA

### Optional Rwanda trek (after Kenya)

Dates: April 8<sup>th</sup> – April 10<sup>th</sup>

- Arrive in Rwanda (from Nairobi) on April 8<sup>th</sup>, depart for London April 10<sup>th</sup> (or extend and enjoy Rwanda NB: It will be Genocide Memorial Week 7<sup>th</sup> – 14<sup>th</sup> April)

Estimated cost: 150 GBP (additional to 600)

- All inclusive (local travel + accommodation)
- Excludes all air tickets and visa fees (flights estimated at 150GBP, can get EA Visa in Nairobi for \$50)

# Key Numbers



	NAIROBI + LAMU 31 <sup>st</sup> March – April 7 <sup>th</sup>	KENYA + RWANDA (NAIROBI+LAMU) (KIGALI) 31 <sup>st</sup> March – April 10 <sup>th</sup>
Trek budget	600	750
Flights (estimated)	650	850
Total budget	1250	1600

Please follow school-specific information for deposit payment and full trek payment.

**Key dates:**

**Registration/Trek deposit closes: Jan 21<sup>st</sup> 2018**

**Full payment of Trek budget (excluding flights): Feb 15<sup>th</sup> 2018**

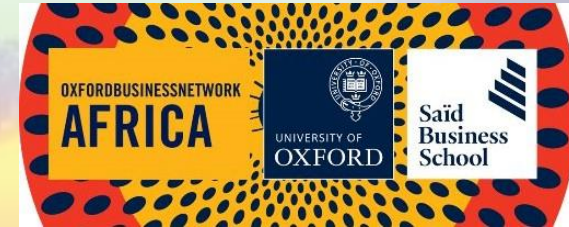
**\*\*Details on group flight options will be shared in the next few days and are subject to change.**

# Organiser info



**Moses Richu**  
**LBS MBA 2019**  
**Kenyan**

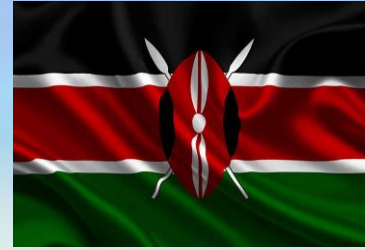
[mrichu.mba2019@london.edu](mailto:mrichu.mba2019@london.edu)



**Valentine Njogoge**  
**Oxford Saïd MBA 2018**  
**Kenyan**

[valentine.njogoge.mba2017@said.oxford.edu](mailto:valentine.njogoge.mba2017@said.oxford.edu)

# Next steps...



## Registration + Payment

- Registration closes 21st January 2018
- Full payment required on 15<sup>th</sup> February 2018

## More info – LBS / Saïd

- For more info contact Valentine Njoroge  
[valentine.njoroge.mba2017@saïd.oxford.edu](mailto:valentine.njoroge.mba2017@saïd.oxford.edu)
- For more info contact Moses Richu  
[mrichu.mba2019@london.edu](mailto:mrichu.mba2019@london.edu)

## Video clips

- <https://vimeo.com/183781505> - LAMU
- <https://www.youtube.com/watch?v=H5ncZZRDRdg> - LAMU
- <https://www.youtube.com/watch?v=foQEZ2wSQhU> - GLAMOROUS NAIROBI
- <https://www.youtube.com/watch?v=34q1muyqNy0> - NAIROBI
- <https://www.youtube.com/watch?v=0HqPDptgLhl> - RWANDA
- <https://www.youtube.com/watch?v=zy0muJcrtwk> - RWANDA