

# Increasing Mamapreneur Income

---

**Upholding Quality Standards Through Pricing  
Incentives, Customer Engagement, and Charity  
Partnerships**



X



**kidogo**

# Executive Summary

Supporting Mamapreneurs and Kidogo centres to generate more income

## Problem Insufficient income

- 1)** Home-based mamapreneurs experience a 35% loss on total revenue due to no-show payments
- 2)** There is a communication gap between mamapreneurs and parents
- 3)** Kidogo locations spend 37% of total revenue on food expenses

## Solution Three Steps

- 1)** Using a reward program to create affordable and attractive pricing models for current clients and increase total revenue by 28%
- 2)** Using open houses to engage current customer interaction and attract potential customers
- 3)** Partnering with Feed the Children to provide nutritious meals for the children.

## Outcomes Increased Income and Stronger Customer Base

- 1)** Parents are encouraged to make payments in a way that doesn't harm their financial comfort
- 2)** Mamapreneurs develop strong rapport with parents with sustainable engagement
- 3)** Kidogo centres save 37% on total expenses and spend close to 0 on food



An aerial photograph of a densely packed urban area, likely a slum or informal settlement. The buildings are small and closely packed together, with a mix of brown, grey, and blue roofs. A few larger, more modern-looking buildings are visible, including a prominent white building with a red roof on the left side. The overall scene is one of high population density and limited open space.

# Objective

What are we currently tackling?

# Problem Overview

3 obstacles that Kidogo currently faces

1

## No-Show Payments

Close to 30% of total revenue is lost from clients not upholding their financial obligations to pay fees for their child.

2

## Communication Gap

There are currently no active efforts from Kidogo to keep parents in the loop and updated on the happenings of their child's centre.

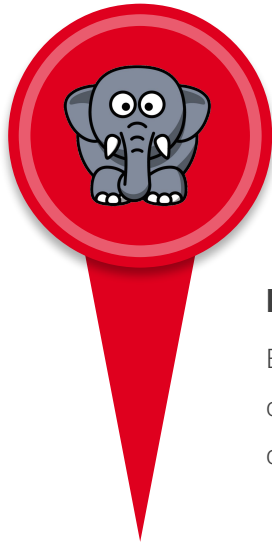
3

## High Food Expenses

Approximately 37% of total revenue is spent on food and cooking, leaving a major dent in net profits.

# Kidogo vs. Competitor

What is different about our main competitor?



[READ MORE](#)

## **Kidogo**

Building quality, affordable childcare centres in East Africa's low income communities.



[READ MORE](#)

## **Tiny Totos**

Revolves around an intervention based model that upgrades pre-existing slum daycares.

# KIDOGO

## ★ **Health is Not a Main Priority**

There is no guarantee that all malnourished children will have the chance to become healthy. As well, food expenses are quite high.

## ★ **Funding is Inconsistent**

Kidogo's funding is entirely dependent on their donors. If they don't receive donations, then funds will have to be self-provided.

## ★ **Potential Growth Opportunity in Quality Care**

Mamapreneurs receive two mentorship and franchisor visits a month. Training is held once per three months to uphold quality care.



Number of Children:

3K

## ★ **Health is a Main Priority**

Meals are 25% of daycare income. All children receive health screenings and access to nutritious meals to bring their health up.

## ★ **Actively Receive Funding**

Tiny Totos partners with private informal daycare entrepreneurs to ensure that they are always receiving funding.

## ★ **Quality Care**

Transform standard daycares to quality care centres, including entrepreneur coaching, mentorship and access to finance.

Number of Children:

1.7K

# TINY TOTOS





# Problems

What are the current problems Kidogo is facing?

A collage of Kenyan currency, including 100, 200, and 1000 Shilling banknotes and 10 Shilling coins, overlaid with a semi-transparent dark grey rectangle. The text is centered within this rectangle.

# No-Show Payments

Due to intimidating pricing models and minimal daily wages



# No-Show Payments

The inconsistent payments from parents harm the revenue of mamapreneurs and are detrimental to the overall relationship between client and mamapreneur



**Mamapreneurs charge clients daily rather than weekly**

Parents earn a minimal daily wage and as a result are unable to pay daily.



**Parents fail to pay a promised cumulative amount shortly after**

The upfront payments to many parents are intimidating and they fail to complete necessary payments.



**Mamapreneurs suffer ~35% loss on possible revenue**

According to Kidogo's financial models, centre-based brands lose ~20% whilst home-based daycares lose ~35%.



# No-Show Payments

Due to intimidating pricing models and minimal daily wages.

Without the necessary payments, employees lose revenue everyday. There must be a way to encourage proper payments standards from parents.



## Centre-Based

Revenue: \$302 per month

20% of total revenue (\$302) is **\$60.4 lost monthly**

15 children, 4 weeks/month, 5 days/week

**\$0.20 is lost per child every day due to absences**



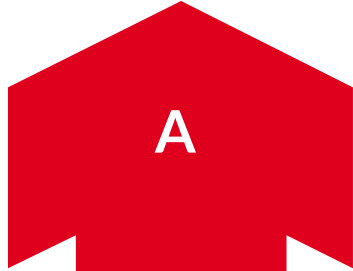
## Home-Based

Revenue: \$114 per month

35% of total revenue (\$114) is **\$39.9 lost monthly**

10 children, 4 weeks/month, 6 days/week

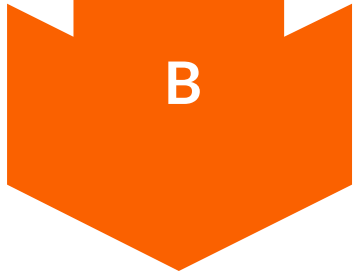
**\$0.17 is lost per child every day due to absences**



~35% Possible Revenue Lost

# No-Show Payments

Results in mamapreneurs failing to meet minimum wage earning requirements



Mamapreneurs Lose \$0.17/Child Everyday



A photograph of a smiling woman with curly hair and a young girl in a classroom setting. The woman is wearing a light blue striped shirt and is looking towards the camera. The girl is wearing a pink cardigan and is looking towards the woman. The background is a classroom with a bulletin board and shelves.

# Engagement Opportunity

Increase quality standards and communication between Kidogo and parents

# Engagement Opportunities

Between communities and mamapreneurs

## ★ Kidogo → Parents

Kidogo has previously attempted implementing unsuccessful community involvement through: SMS, WhatsApp. Based on the turnout, however, the community events that Kidogo hosted were successful.

## ★ Mamapreneurs → Parents

There are no guaranteed client touch points between the mamapreneur and parents. The parents are left unaware of what their child is experiencing and the Mamapreneurs insight on how their child is developing.

How can we keep the parents engaged with their childcare centre and Mamapreneur to foster positive customer relations and provide a better overall experience?



# Parent and Community Involvement

A Case Study (under the direction of Dr. Randall Dunn). School of Education, May, 2008.

## ★ Purpose

“The study is based upon the observations, interviews, and reflections [...] implemented to **increase parent and community involvement in that school.**”

## ★ Conclusion

“Study results indicate that to increase parent and community involvement, schools need supportive administrators, who are willing to involve parents and community members in the decision-making process and who are **willing to welcome parents and community members into the school.**”



[READ MORE](#)

| The case shows the outcomes of implementing community engagement at education centres





# Food & Cooking Expenses

A major expense for Kidogo and shared centres



# Money Lost on Food

The current financial model shows the following for food and nutrition expenses:

- ★ **-\$5 monthly [home-based] for food**  
This seems insignificant, but adds up to a total of \$60 annually and accounts for 4.38% of profit.
- ★ **-\$113 monthly [centre-based] for food**  
This accounts for 37% of the profit, or  $\frac{1}{3}$ . It amounts to a total of \$1356 annually lost on food and cooking.

A person wearing a green sweater is shown from the chest down, sitting at a wooden desk and typing on a laptop. The scene is dimly lit, with a warm, orange glow. A large, semi-transparent orange diamond is centered over the image, containing white text. The text reads "Recommendation" in a large, bold font, and "Three-Step Solution" in a smaller font below it. The background is a blurred office setting.

# Recommendation

Three-Step Solution





# 1. Reward Program

For current clients and rewarding timely and up to date payments with free day passes to alleviate financial stress for clients.

# Steps to a Successful Reward Program

In order to gain new customers whilst ensuring the loyalty and payments of current clients.

01

## Validation

If the client has a **timely payment record** and is up to date on all existing payments for **5 days**, they qualify to receive a reward.

02

## Process

Upon verifying that the client has paid 5 days of fees successfully, they would receive **1 free day pass**.

03

## Reward

This reward would **encourage parents** to make timely payments as well as give them a chance to cover their payments free of charge for days that they are unable to pay.

# A Gift To The Customers

The Impact of the Incentive Can Regulate Payments Much More Efficiently

“

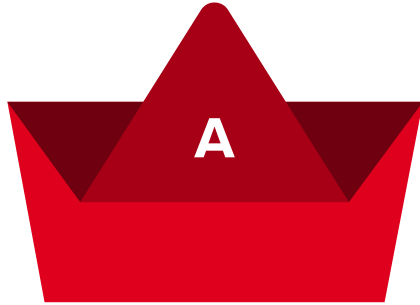
A majority of parents are not strong financial earners, and are unable to create long term financial plans. Therefore they are **unable to make upfront discounted payments**. These **one-day passes** let them continue to enroll their child at the centre while accounting for variable expenses.

This sort of **incentive also encourages building important relationships** with clients to ensure that both the mamapreneur and parents are happy.



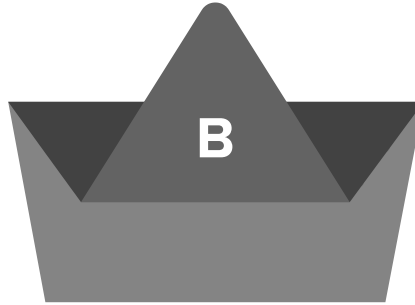
# Increasing Profits while Offering Discounts

The reward program increases profits for Mamapreneurs by 21% while making fees more affordable and easy to pay for parents by lowering them by 20%



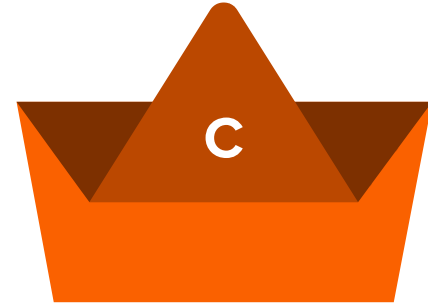
## Current Revenue

The average mamapreneur earns \$312 USD in revenue per child enrolled in her centre. But is losing roughly 30% due to no-show payments. Thus her **monthly revenue per child is \$218.4 USD.**



## Increased Revenue

If the reward program were to be implemented, and we would assume that parents would strive to use the discount whenever it would be possible then **total revenue per child would be \$260 USD.**



## Conclusion

This means that Mamapreneurs would be making a **21%** yearly increase in income (**\$45.6 USD**) while simultaneously **lowering client fees by 20%.**



A group of people are seated around a table in a meeting. The image has an orange tint. A white circular overlay is positioned on the right side of the image, containing the text. The people are engaged in conversation, with some looking towards the camera and others looking at each other.

**2.**

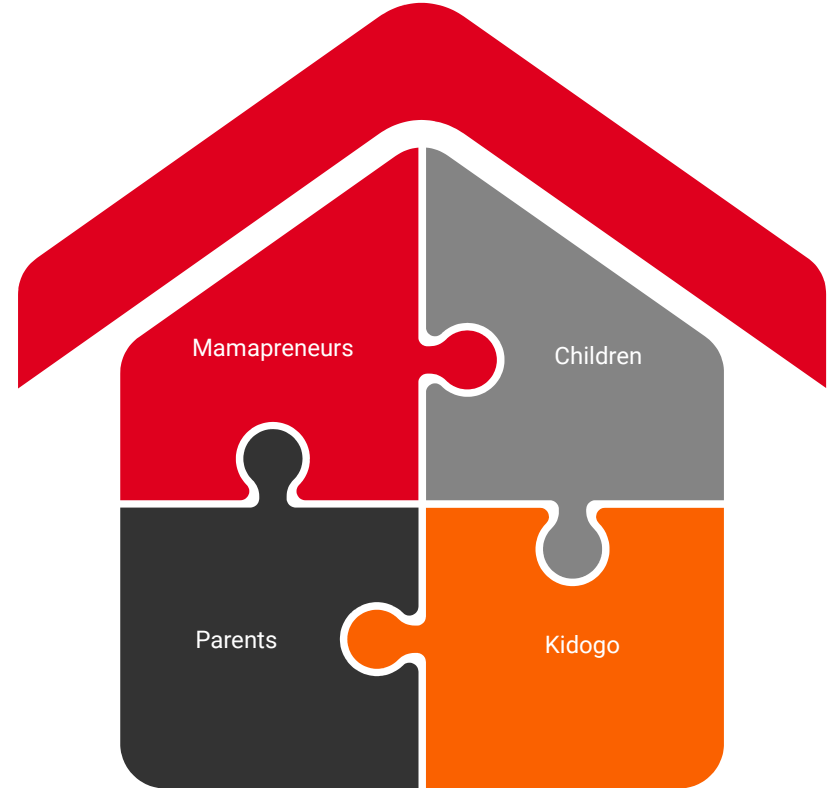
## **Kidogo Open Houses**

Using open houses to engage current customer interaction, attract new clients and uphold quality standards.

# Kidogo Centre Open Houses

Sensitizing parents, the community and Mamapreneur Homes

- ★ **Current Parents**  
Open houses would be held once a month to update parents on their children's progress at their centre.
- ★ **New Clients**  
Interested parents who have not yet enrolled their children in the program would also be given the chance to visit and see the centre for themselves.
- ★ **Quality Standards**  
Open houses also incentivize Mamapreneurs to uphold proper quality standards and provide a satisfactory experience.
- ★ **Connecting Parent and Child**  
This would also be the perfect opportunity to strengthen the bond between parent and child as well as give children the platform to present any work or art they have been working on.





## Sensitization Results

The current financial model shows the following for food and nutrition expenses:

### ★ Why It Will Work

Upon looking through Kidogo's Instagram and Facebook pages, we realized that they already hold many community-based events that parents are invited to. These events are clearly successful, based on the turnout showed in the pictures. This is why we have reason to believe that the open houses will be just as successful.

### ★ Implementing the open houses will result in

Higher quality care, improved mamapreneur and community engagement, and a decrease in no-show payments therefore an increased mamapreneur income.



### **3.**

# **Charity Partnership Opportunities**

Partnering with a charity to supply and cover costs for Kidogo children nutrition



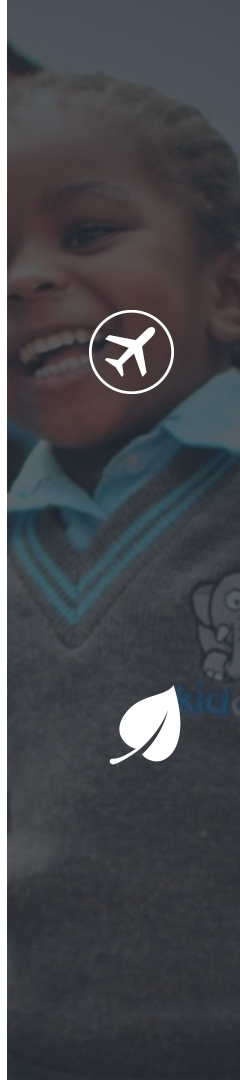
# Partnership Breakdown

There are two main components of partnering with a company to provide meals for the children at Kidogo: shipping and nutritional value.

Money Lost in Home-Based on Food



Money Lost in Centre-Based on Food



## Shipping

Air shipping costs \$15 per kilogram from the United States to Kenya. Therefore, if we ship one kilogram per day (accounting for all 15 children), this will cost us \$75 per week. However, delivery costs will be much cheaper if it is from somewhere local or done at industrial sized discounts.

## Nutritional Value

All of the charities we looked at believe in providing nutritional meals for the children they help. For example, Me to We states that “by making healthy choices with every meal and snack, you will be better equipped to live an overall healthy lifestyle and develop lifelong healthy eating habits.”

# Feed the Children

Plausible Community Partnership

1-800-627-4556 | [info@feedthechildren.org](mailto:info@feedthechildren.org)



## Feed the Children

Feed the Children offers community partnership with nonprofits to provide them nutritious food and other products.

## ★ Application Link to Become Community Partner: Click Below

[Feed the Children Community Partner Application](#)



*Our relationships with community partners are vast and deep, meaning we can provide relief to communities in nearly any area of the world.*

# Charity Partnership

We have contacted Feed the Children who is willing to work with Kidogo to provide food for Kidogo Centres and have responded with the following:



Good afternoon, Ms. Gupta!

There are several options that are open to people who need assistance. Based on your description, I believe that the option to become a Community Partner may be the best fit.

Partner Agencies must be a 501c3 recognized by the IRS and be established for one year in order to apply to become a Community Partner. Application approval can take anywhere from 2 weeks – 12 weeks to process depending on if we need extra documentation from that agency or if we need to personally visit their agency to ensure compliance of our standards for the program. Place of storage cannot be in a place of residence. Products can only be stored in a public building or church that meets Feed the Children's standards of compliance. Place of storage also must be ample in space. The Community Partner application is located on our website and the application must be completed online to start the process. Once the form is completed, the application will need to be faxed to 405-949-5169 or e-mailed to Agency.Development@feedthechildren.org. Our Agency Development Department will follow up with them and answer any questions they may have.

Thank you for your concern for the hungry!

Cary Wiyninger  
Donor Engagement Owner  
Feed the Children - United States  
cary.wiyninger@feedthechildren.org | www.feedthechildren.org

[Online Application Here](#)

email Feed the Children at [Info@feedthechildren.org](mailto:Info@feedthechildren.org) or call at 1-800-627-4556 between Monday – Friday 8 AM to 9:20 PM CST if you have any more questions



## Feed the Children Community Partner Application Requirements

- Must have a minimum of at least one-year non-profit experience and provide a copy of 501(c)3 Declaration Letter from the IRS indicating your organization has been operating for a minimum of one-year. Churches can provide Articles of Incorporation in lieu of 501c3.
- All product or goods received from FEED must be distributed freely, without required participation (actively or passively) in any religious services, be actively proselytized, be excluded or included based on religious beliefs or lack thereof.
- All product or goods received from FEED must be distributed to individuals who are genuinely in need and/or for projects that relate to the community partner's mission and regardless of gender, race or religious background.
- All product or other goods are provided in an "as is" condition. FEED is to be notified promptly if any items are damaged, cannot be used safely or are unfit for human consumption.
- Product or other goods received from FEED cannot be sold, transferred or bartered in any manner.
- Partner is responsible for maintaining accurate distribution records and will be required to complete and return Donation Feedback Reports 30 days after receipt of the Certificate of Donation. Some donors require additional distribution reports at which time the local community partner will be informed of the requirement when product is accepted.



# Alternative Partnership

Me to We is potentially willing to work with Kidogo to supply food for Daycare Centres



## Me to We

Me to We has regular service trips to Kenya and therefore knows the culture.

## ★ Opportunities Provided Upon Charity Partnership

If a partnership with Me to We is successful, there are many opportunities to expand on this affiliation. For example, Kidogo has the opportunity to sell rafikis, which are a type of bracelet that Kenyan mamapreneurs make, which Me to We sells for them. Kidogo would then be able to make a percentage of the profit.

**Partnerships allow for an increase of profit along with forming deep relationships with our partners allows for future opportunities.**

# Summary of Recommendation

A

## **Kidogo Open Houses**

Open houses allow for current and potential clients to understand what the centre offers and allows for parents and Mamapreneurs to connect keeping parents engaged with the happenings of their child's curriculum and encouraging them to understand the importance of the Kidogo Way and making proper payments.

B

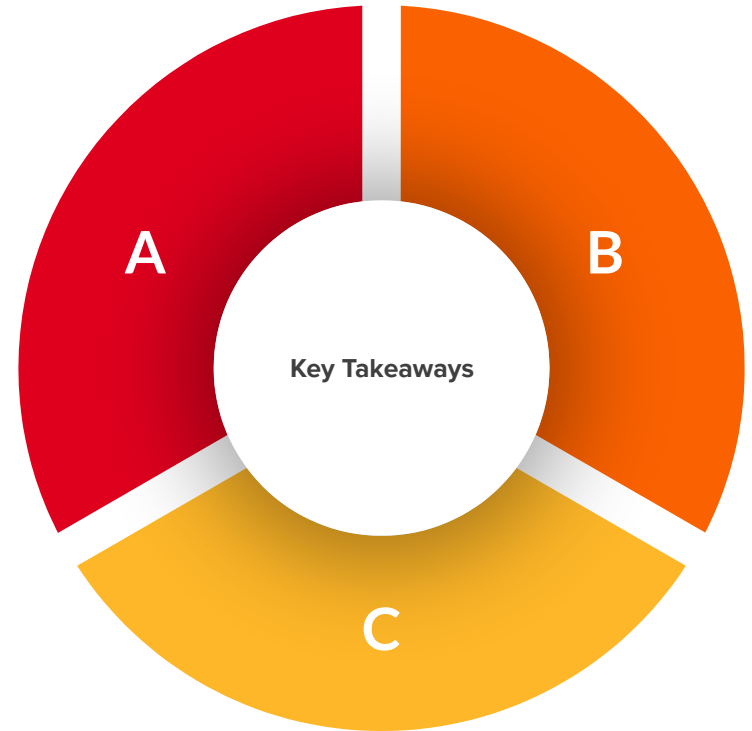
## **Pricing Incentives Through a Reward Program**

Using the reward program allows for parents to be encouraged and supported at making timely payments when they are due whilst also bringing in an extra 28.3% of revenue for Mamapreneurs.

C

## **Charity Partnership Opportunities**

Partnering with Feed the Children covers the cost for food and expenses and alleviates the 37% loss of total revenue for Kidogo and shared centres.



# On a Personal Note

Thank you!

Dear Kidogo team,

We'd like to personally thank you for this wonderful opportunity to contribute our part to help Kidogo expand and increase income for mamapreneurs. Through this experience we have learned so much about the importance of perspective and will be able to apply what we've learned in future projects.

We hope we were able to make an impact on Kidogo's future decisions! Feel free to contact us at any time via email or LinkedIn if you have any questions or comments in regards to our recommendation. We'd love to hear from you!

We would love to help Kidogo in the future! We hope to see the company strive even further and become a platform that makes a huge impact in the lives of others.

Best Regards,  
Esha, Ariya, & Ritvik

[saleemesha04@gmail.com](mailto:saleemesha04@gmail.com) | [ariyadgupta@gmail.com](mailto:ariyadgupta@gmail.com) | [ritvikmenon04@gmail.com](mailto:ritvikmenon04@gmail.com)



 Esha Saleem



 Ariya Gupta



 Ritvik Menon