



Street Business School Global Expansion

The Vision

Founded in 2004, BeadforLife combines the best of social enterprise, global integration, and a focus on empowering women to create innovative pathways out of poverty. Over the past ten years, we have honed two unique and innovative entrepreneurial training programs, helping women living on less than \$2.50 a day open sustainable local businesses. Our vision now is to pilot and then launch a model that works with organizations around the world to expand our Street Business School (SBS) training program. Our goal is to reach a million women worldwide by 2024.

The Need

Nearly 3 billion people live on less than \$2.50 a day, struggling to meet their basic needs. Despite decades of foreign aid, the number of people living in poverty in sub-Saharan Africa has increased from 286 million in 1990 to 454 million in 2010. New approaches are needed. Empowering people to solve their own problems with dignity through entrepreneurship is a proven intervention, but one that has primarily not been accessible to the poorest of the poor.

The Model

Our model is designed to serve the unique needs of women at the bottom of the economic pyramid by building their entrepreneurial capacity and helping them start sustainable business ventures. The three core components of our model are:

1. Identifying women with entrepreneurial potential.
2. Offering relevant, credible and practical business training, delivered by credible trainers (often graduates of the program).
3. Providing hands-on mentoring and support, so women who have been marginalized for years learn to tap into their own potential to manage and sustain successful businesses.

The Impact

BeadforLife's entrepreneurial model has been adapted to multiple locations and contexts within Uganda, where it began. Evaluation shows the rate of successful graduation from our training program ranges from 60 – 85%, with graduates realizing a 100% to 400% increase in income.

The Expansion

Our model for global expansion involves training other organizations who work with people in extreme poverty to use the entrepreneurial training principles of our program, encouraging them to adapt the curriculum to the needs of the community they serve. In the next two years, we will pilot our SBS training program with a dozen organizations from different regions around the globe to create a replicable model that can be adapted and used anywhere in the world. After that, we will disseminate the model through multiple distribution channels, allowing us to reach thousands of organizations and hundreds of thousands of people living in extreme poverty.



The Skills to Succeed: One Woman's Story

After Stella was urgently called to help her ailing father, she returned home only to find her husband had spent every last dime of her hard-earned savings.

But even with only \$3 to her name, Stella refused to give up. She joined BeadforLife's Street Business School Training. "The thought of my children not going to school gave me the strength to strive and look for an opportunity," she says.

Stella used the skills and confidence she learned in her SBS training to make a plan—and carry it out. She asked her sister for a \$4 loan, which she used with her \$3 to buy a dozen rolls of toilet paper. With her son in tow, she re-sold the rolls individually along the street, making a small profit each time. After 3 days, she paid her sister back and, with her remaining money, opened a small candy business.

After 2 months of hard work and savings, Stella is now earning a profit of \$10/day. She is paying her children's school fees and continues to embrace hard work, guided by the practical economic lessons she learned through SBS. Her hope is to one day open a wholesale candy business.

For more information please contact Carlyla Dawson at: carlyla@beadforlife.ug



Global Street Business School (SBS) Immersion Workshop

The Opportunity

We are seeking organizations from different regions around the globe to work with us to test and create a replicable SBS model that can be adapted and used anywhere in the world. During this pilot program, we will share our model and work together to identify which principal components of the SBS model are universally applicable and which must be adapted to the local, cultural and organizational context.

How it Works

The Pilot Program will begin with a unique **6-day Immersion Workshop from June 1st - 6th at our headquarters in Kampala, Uganda** where participants will learn how to replicate BeadforLife's successful field-tested SBS model. After the workshop, partners will return to their communities to begin implementing the SBS model through a one-year implementation process.

We are looking for organizations with:

- A commitment to become an SBS implementing partner
- Financial ability to implement all applicable components of the SBS model
- Capacity to track program metrics and to share results and challenge
- Two dedicated staff members for one-year implementation process (roughly 30 hours per month)
- Ability to cover travel costs for the two dedicated staff members to come to the workshop

We will provide partners with:

- Access to knowledgeable and experienced trainers to support implementation process
- Use of the SBS name and licensed model
- Detailed implementation guide and training curriculum
- Monitoring and evaluation tools to track progress and program impact
- Additional support through monthly conference calls, site visits and interaction through our online learning platform designed to gather data, capture best practices and troubleshoot challenges

The costs

The pilot training is being offered at a discounted rate of \$1,200 per participant. This includes administrative fees, room and board for six days, three field visits and all course materials. This excludes: airfare and the cost of the visa. Airport transfers will be available at two scheduled times on Sunday, May 31st and Saturday, June 6th.

To apply

For more information and to receive an application please email Carlyla Dawson at carlyla@beadforlife.ug. **Applications are due by March 20th, 2015.** We have a limited number of scholarships available, so early applications are encouraged.

What to Expect

Understand our philosophy of delivering entrepreneurial training with dignity, respect and compassion.

Experience our participatory training techniques and field-tested monitoring and evaluation tools.

Connect with program participants to learn first hand how the SBS program helped them to start small businesses.

Explore how the SBS model works and how it can be adapted to fit your local community.

"The Street Business School has completely changed the women in our group. They now know how to initiate means of getting capital and have learned the importance of saving. The SBS training has done wonders among our women."

~ Bulogo Women's Group