



Startup Lions 2022 Financial and Impact Report



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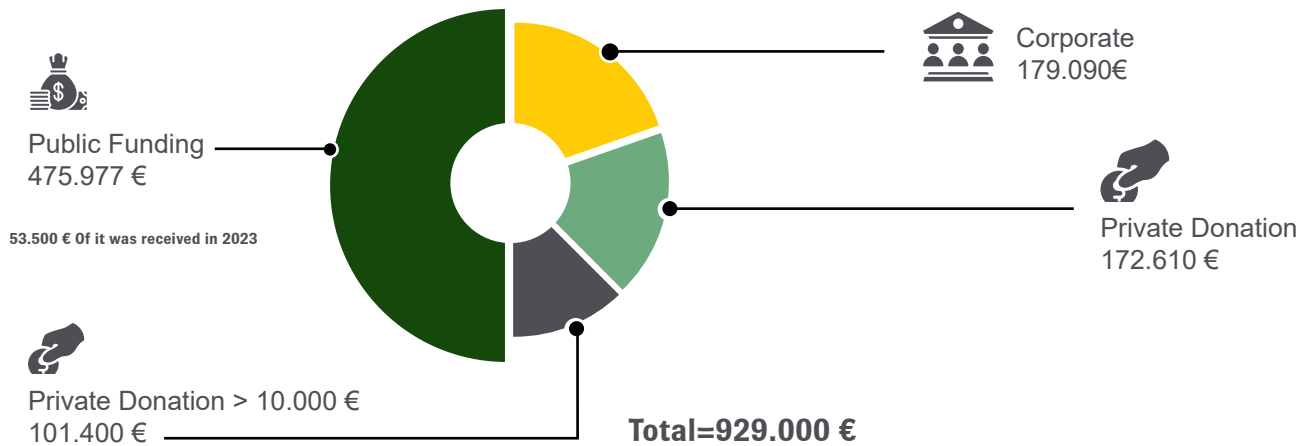
Progress Towards Our 2023 Goals



Financials

Income

Donation Sources, Learning Lions



120.000 €
Löwenmarsch

66,500€ received in 2022,
the rest in 2023.



468.830 €
Bavarian State Chancellery

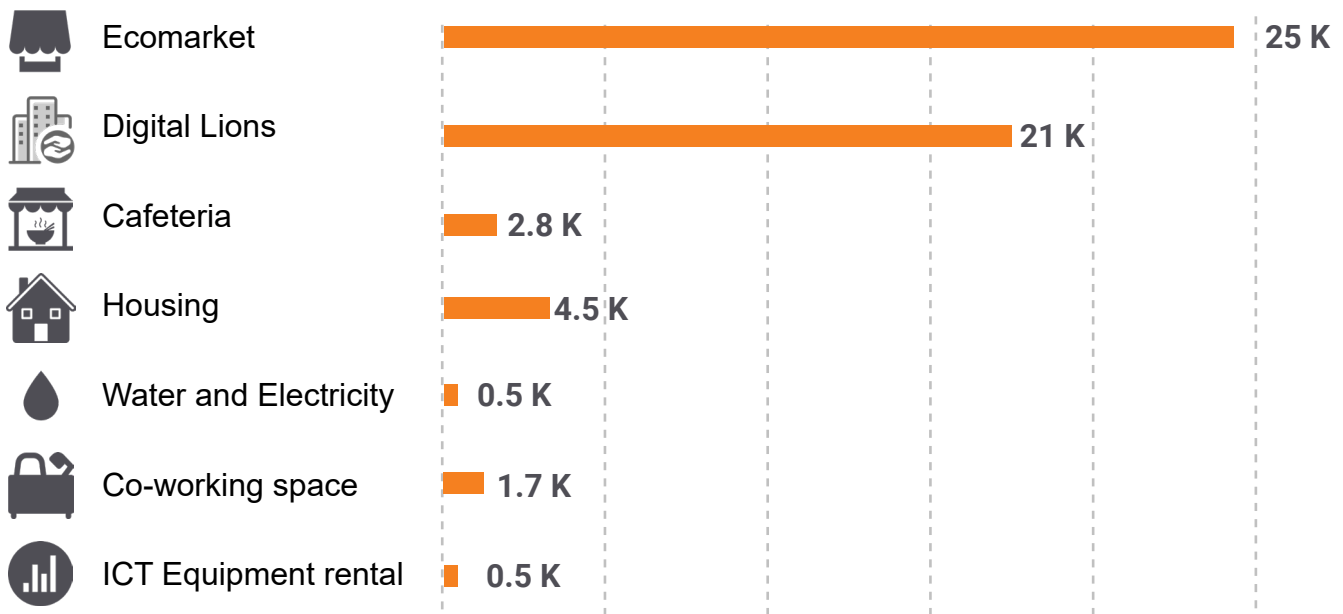


137.760 €
Africa Rising



24.905 €
Recurring Donation Plans

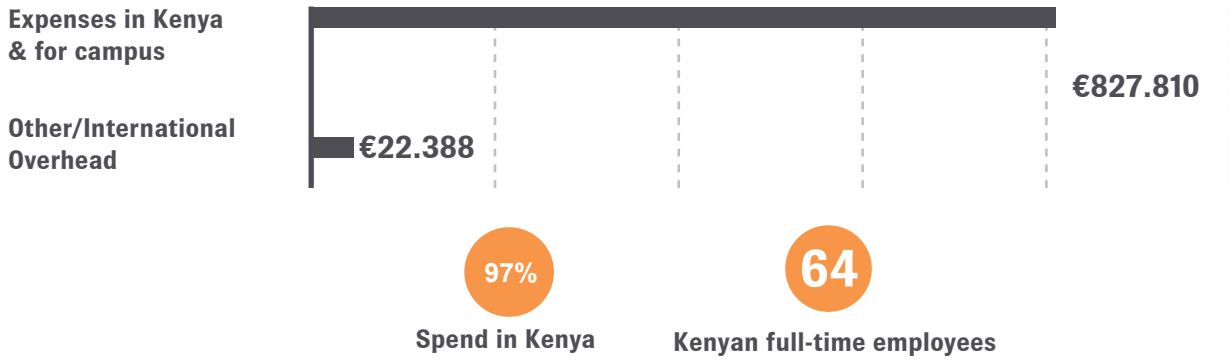
Own Revenue (in €) Startup Lions



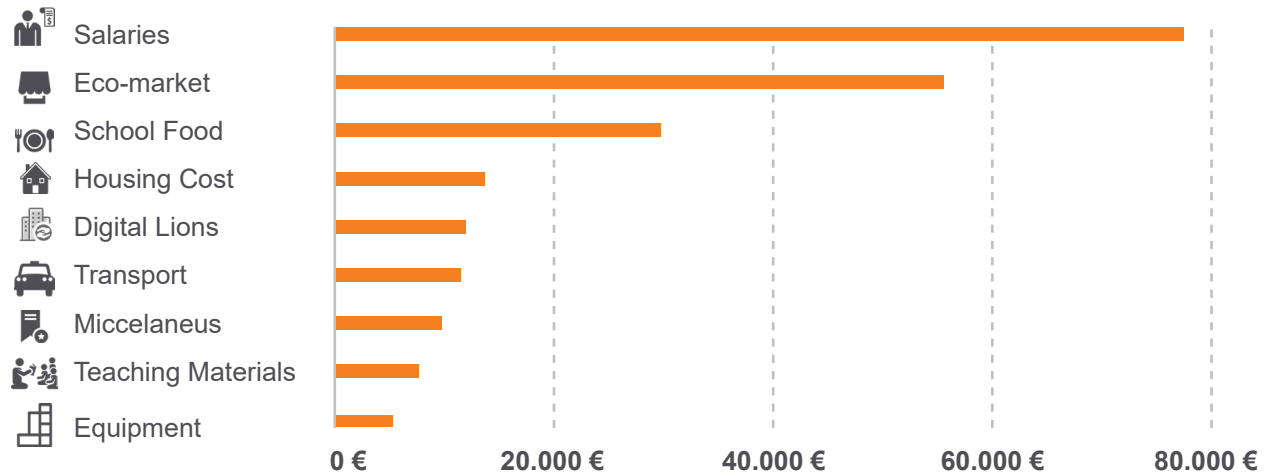
Revenue Digital Lions - 21.500 €
Digital Lions Growth rate since 2021 - 57%

Expenses

Cost



Campus running expenses



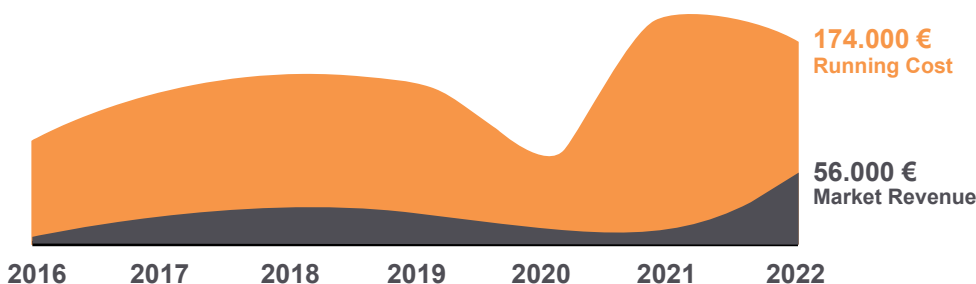
Expenses Campus Construction



438k €

In 2022 we started the construction phase II of our Startup Lions campus in Loropio at the shores of Lake Turkana. Phase I had gifted us with our iconic training, coworking and office building ensemble, that has been featured internationally for its unique and locally adopted design by Francis Kéré. Phase II is now adding the adequate housing, child care and solar power capacities to the campus so that it can accommodate around 200-300 students, digital professionals and employees, among them also a contingent of digital nomads.

Running cost vs market revenue: Increasing Financial Self-Sustainability





Impact

The Year In Numbers



Our ICT training program



738
Applicants



76
Students attended
Mobile LEAP



18
Students graduated
boot camp



36%
Women graduates



Our digital agency



135 +
Project finished



75%
Predicted new
growth 2023



4.5/5
Customer rating



7
(Full time) Digital Lions



Our Kenyan parent company



64
People employed



Fair Trade verification
(World's first digital
organisation)



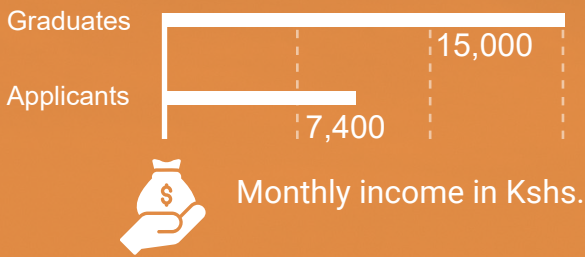
First apprentice in
new apprenticeship
program

Quantitative

We let our graduates talk

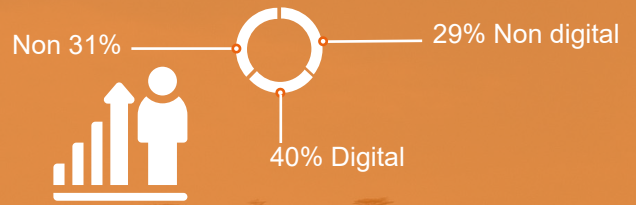
In collaboration with students from the University of Mannheim and Neu-Ulm University, our quantitative study surveyed 240 individuals, comprising graduates and former applicants of the Learning Lions program across various cohorts, to create a control group for a quasi-experimental design, utilizing SMS as the survey distribution method

Graduates have a higher income



Graduates increased employability

Graduate about if they got new job opportunities through Learning Lions



Students perceive the program as helpful



Would recommend to join program

Graduates can monetise new ICT skills



35% earned 5k or more through digital jobs

Graduates improve mental strength

Significant change in self-perceived growth



Qualitative

The qualitative research component of our study involved conducting interviews with 10 individuals who have completed different stages of the Learning Lions program. This part of the study, undertaken in collaboration with master students from Leuphana University, serves to complement our quantitative findings



Overall, they valued the programme as a meaningful impact in their lives and see it as a big opportunity.

Participants confirms impact: changes in skills, changes in their personality, and changes in the opportunities they have.

Not all participants were able to improve their situation.

Uninterested result? Graduates as multipliers, train others - Maybe LL can build stronger on that e.g by sharing curriculum or training how to train



Recently, 50 young talents, including Learning Lions (LL) alumni and non-alumni, participated in a professional sales training. The training's outcomes revealed that LL alumni significantly outperformed others, with participation rates of 42% in applications, 80% in onsite training, and 100% in final team selection. The training and selection process, conducted by an independent external party, serves to validate the strong impact of the LL program.



Impact Story

Before joining Learning Lions I was a primary school teacher with a certificate in basic microsoft office training. I always had a passion for computer and Learning Lions came with the mouth watering offer that to be honest was hard to resist since it offered what I desired most. After the basic training I got a job that I was to train ladies in Programming. I was overwhelmed to be an inspiration and motivation to my fellow gender and did it passionately. Without Learning Lions I would probably still be a primary school instead I've been equipped with skills that I plan on using to the very best.

— Susan Achiech



Progress Towards Our 2023 Goals

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130/160

New learning lions students

9/20

New apprentices

40/50

New houses for students, graduates and employees living on campus

We at Startup Lions won't make our journey of a thousand miles by fretting about how long it will be. We make the journey by taking each day step by step and then repeating it again and again until we reach our destination.





Learning Lions
www.learninglions.org



Digital Lions
www.digitallions.co



Startup Lions
www.startuplions.org

We Welcome any support via
learninglions.org/donate.

Or via bank transfer to:
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BIC: COBADEFFXXX