

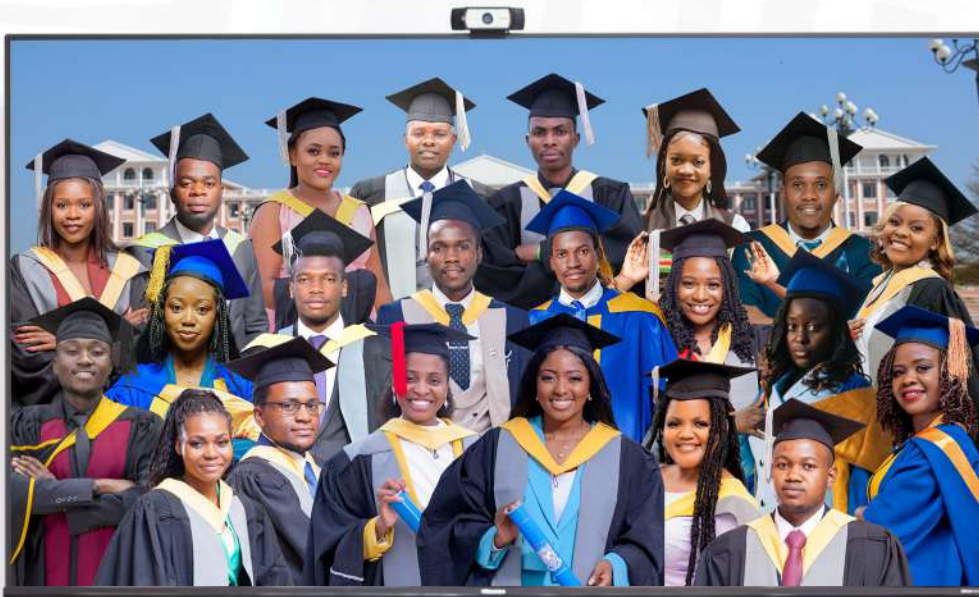


KWATHU KOLLECTIVE

Kreativiti | Koworking | Konversations



Kwathu Kollektive: Strategic Roadmap 2024-2026



The Kwathu Kollektive envisions becoming Africa's leading network for creativity and innovation, uniting pioneers from startups, tech, and corporate sectors to drive meaningful impact. Our mission is to cultivate a culture of creativity, innovation, and education, empowering Africa's youth with resources and opportunities to build a thriving, interconnected community. We are guided by the values of nurturing talent, fostering entrepreneurship, and advancing research.

Kwathu Kollektive's Core Platforms

Kwathu Kowork

A collaborative workspace network with locations in Lilongwe and Mangochi, designed to support freelancers, entrepreneurs, and remote workers with modern facilities and community engagement. Future expansion will focus on additional hubs across African cities.

Kwathu Kreative

A creative agency offering innovative branding, content creation, and visual communication solutions. Kwathu Kreative aims to become a preferred partner for African brands looking to elevate their market presence.

Kwathu Konversations

A platform for impactful discussions, connecting thought leaders, creatives, and experts across diverse fields to explore pressing issues and inspire solutions. We plan to scale this initiative across the continent, fostering broader dialogue and engagement.

Kwathu Fund

An entrepreneurship fund supporting young innovators with financial resources, mentorship, and networking opportunities. We aim to increase the fund's capacity and impact, supporting more startups and creating sustainable entrepreneurial pathways.

Kwathu Upgrade

A development platform offering workshops, training, and skills development in areas like digital literacy, leadership, and advocacy. Our goal is to expand Kwathu Upgrade's reach, providing accessible learning experiences for youth across Africa.



Digital Skills for Africa (DSA)

Digital Skills for Africa is Kwathu Kollektive's online-learning platform, carefully curated for Africans, by Africans. Developed to address Africa's digital divide, DSA provides high-quality, inclusive, and personalized learning experiences accessible to diverse demographics across the continent. With a reach of over 10,000 beneficiaries across 17 African countries, DSA envisions a future where every African has access to transformative digital education, regardless of background or location.



M'Mmawa Apprenticeship Programme

An initiative providing young professionals with essential skills in administration, digital proficiency, and work ethics. Currently partnered with institutions like the Malawi University of Science and Technology, and the Catholic University of Malawi, we have provided 20+ final year students with on the job skills.

Nyenyenzi Entrepreneurship Fellowship

A six-month business incubation program for young entrepreneurs. The Fellowship equips future leaders with business development skills. We plan to double the program's participant capacity, add a mentorship network, and connect fellows with the broader African entrepreneurial ecosystem.



Strategic Goals for 2024-2026

1. Hub Construction and Establish Kwathu Research Center

We will launch the Kwathu Research Center through a university partnership, creating a knowledge hub focused on Africa's creative industries, generating valuable insights for policy and program development. Furthermore, expanding Kwathu Kowork into additional African cities, creating a continent-wide ecosystem of workspaces and capacity building programs.

2. Broaden Kwathu Fund and Nyenyezi Fellowship Impact

We aim to establish the Kwathu Fund to support a larger pool of startups and double Nyenyezi Fellowship's participant capacity, establishing a mentorship network to support fellows in launching impactful businesses.

3. Scale Digital Skills for Africa (DSA)

We will increase DSA's reach across Africa through university, school, and hub partnerships, offering localized, translated content to empower diverse communities and reach 50,000 learners by 2026.

4. Develop Pan-African Learning and Networking Opportunities

Through Kwathu Upgrade, we will provide skills training, mentorship, and networking events across African cities, empowering young professionals to become Africa's next generation of creative leaders.



Objective	Target	Baseline (2025)	Activities	Verification	Assumptions
Outcome 1: Increase Revenue	\$800,000 annually	\$400,000	Strengthen funder and investor relationships, expand revenue generating models	Financial records, grant reports	Continued funder support
Outcome 2: Expand Kwathu Hubs across Africa	5 active hubs by 2026	2 hubs	Launch hubs in 3 more African cities	Program records, hub membership data	Infrastructure investment
Outcome 3: Grow Digital Skills for Africa (DSA) Platform	50,000 users	10,000 users	University and school partnerships, expand marketing	Platform analytics, user feedback	High user adoption
Output 1: New Hubs Established	3 additional hubs	2 existing hubs	Secure new locations, partner with local organizations	Partnership agreements, hub reports	Infrastructure and staffing support
Output 2: Expand Youth Programs	4 annual cohorts for each program	2 cohorts annually	Increase Kwathu Upgrade, Nyenyezi Fellowship, M'Mmawa Training	Participant surveys, program reports	Strong youth engagement
Output 3: Develop Kwathu Research Center	4 publications on Africa's creative economy by 2026	No publications	Establish research facility, recruit research fellows	Research publications, facility reports	Interest from research communities

Objective	Target	Baseline (2025)	Activities	Verification	Assumptions
Input 1: Increase Funding	\$1.4 million over 2 years	\$400,000	Pursue diverse funding sources, grow partnerships	Funding receipts, financial reports	Strong donor interest
Input 2: Establish New Partnerships	10+ university and hub partners	8 current partners	Formalize partnerships with universities and creative hubs	Signed agreements, partnership reports	High partner engagement
Input 3: Scale Staff and Technology Resources	10+ staff, enhanced tech capacity	10 staff members	Hire specialized staff, invest in tech infrastructure	HR records, technology acquisition	Effective recruitment and tech setup



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