



Website: www.arifu.com
 Year Founded: 2013
 Location: Nairobi, Kenya
 Founder: Craig Heintzman

INVESTMENT TERMS
 Round Size: \$200K - \$350K
 MC Share: \$100,000
 Type: Convertible note
 Date: June 2017

MARKET NEED

Over 4.5 billion low-income consumers lack access to the skill development, education, needed products and services, and employment and entrepreneurial opportunities that can lift them out of poverty. But, 90% of these individuals have access to mobile phones. As millions of phones still lack access to the internet there is a large market opportunity for value-added services for basic mobile devices.

THE ARIFU SOLUTION

Arifu offers mobile learning tools that make it possible for the world's least served people (youth and women at the base of the income pyramid (BOP), rural smallholder farmers, and microentrepreneurs) to access the information they need to improve their incomes and escape from poverty using any mobile phone. Arifu works to develop learning campaigns for multinational companies, international NGOs, and social enterprises operating in the agriculture, financial services, and consumer goods sectors. These campaigns serve as an affordable and effective way for global organizations to educate and train large networks of BOP employees (who make up the informal last-mile distribution networks for large companies in developing countries), beneficiaries, and businesses, while offering end users an employment-oriented educational marketplace.

BUSINESS MODEL

Arifu operates a fee for service model. It provides its partners with custom content development services and distribution channels to disseminate content to active learners on its platform.

INVESTMENT RATIONALE

Arifu's model addresses several of Mercy Corps focus areas - last-mile distribution, agriculture, financial inclusion, and youth and female training & employment. Since Arifu's digital learning products can be delivered over any mobile phone and caters to the needs of large consumer goods and development organizations, the opportunity to scale is massive.

ROUTE TO IMPACT

Activities	Custom content design, recruit learners to platform, send learning texts
Outputs	Delivered learning messages
Intermediate Outcomes	Increased access to important information
Outcomes	Learners increase incomes via skills development and training
Ultimate Impacts	Improved livelihoods and pathways out of poverty

METRICS

- REACH** # BOP learners, # smallholder farmers, # youth, # women
- BREADTH** # learners, # of learning messages delivered
- DEPTH** # messages engaged with

SDG ALIGNMENT

