



Website: lynk.co.ke
 Year Founded: 2015
 Location: Nairobi, Kenya
 Founders: Adam Grunewald and Johannes Degn

INVESTMENT TERMS
 Round Size: \$400K - \$650K
 MC Share: \$100,000
 Type: Convertible note
 Date: August 2016

MARKET NEED

The majority (78%) of the labor force in Kenya operates in the informal sector with jobs and paychecks coming infrequently. The informal economy is inefficient, not transparent, and often associated with poverty, lower wages, and poor working conditions. At the same time, almost half (48%) of youth in Sub-Saharan Africa experience long-term unemployment. While even informal jobs are available, there is a mismatch between jobs and skills in the youth workforce.

THE LYNK SOLUTION

Lynk is an online platform that connects skilled, reliable workers with households and businesses in need of their services. After creating a free profile and having their credentials verified, workers are alerted via SMS whenever job requests that require their skills (e.g., carpentry, plumbing, cooking, tailoring, etc.) are placed on Lynk's website. Workers respond to alerts with a bid price, and employers then select among competing bids and review worker profiles before making a decision. As informal workers accrue more job experience and earn positive customer satisfaction ratings on their profiles, they can build their resumes and position themselves for more formal work, higher wages, and access to credit.

BUSINESS MODEL

Lynk has a commissioned-based revenue model. It charges employers a fixed percentage of the job fee allowing workers to retain 100% of the amount they quoted. As its network of professionals grows, Lynk will offer feedback, training, apprenticeships and other value added services to its workers such as access to financial services.

INVESTMENT RATIONALE

Lynk's model endeavors to make impact in a key Mercy Corps focus area - youth employment. The platform is a scalable solution and has a strong connection to Mercy Corps' youth training programming in Kenya.

ROUTE TO IMPACT

Activities	Create online job matching platform, connect workers with training, apprenticeships and financial services
Outputs	Workers sign up on the platform, employers post jobs on the platform
Intermediate Outcomes	Workers are placed in jobs via the platform
Outcomes	Increased income for workers
Ultimate Impacts	Increased job security for informal workers, and improved livelihoods

METRICS

REACH	% of individuals paid for jobs through Lynk who are youth (18-34), % of individuals paid for jobs through Lynk who are female
BREADTH	# of individuals that get paid for jobs through Lynk, # of people that complete training through Lynk
DEPTH	\$ total income earned by individuals through Lynk jobs, \$ average monthly income earned for individuals through Lynk

SDG ALIGNMENT

