Startup Lions 2022 Financial and Impact Report
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Donation Sources, Learning Lions

Public Funding 475.977 €
53.500 € of it was received in 2023

Corporate 179.090 €

Private Donation 172.610 €

Total=929.000 €

Private Donation > 10.000 €
101.400 €

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

Ecomarket 25 K
Digital Lions 21 K
Cafeteria 2.8 K
Housing 4.5 K
Water and Electricity 0.5 K
Co-working space 1.7 K
ICT Equipment rental 0.5 K

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

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

Impact and Financial Report 2022 Startup Lions
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.
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
Progress Towards Our 2023 Goals

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.
We Welcome any support via learninglions.org/donate.

Or via bank transfer to:
Learning Lions gUG Commerzbank
IBAN: DE17 7004 0041 0669 6165 00
BIC: COBADEFFXXX