



WHO WE ARE.

**We are a specialized Youth
Experiential Marketing &
Communications Agency.**

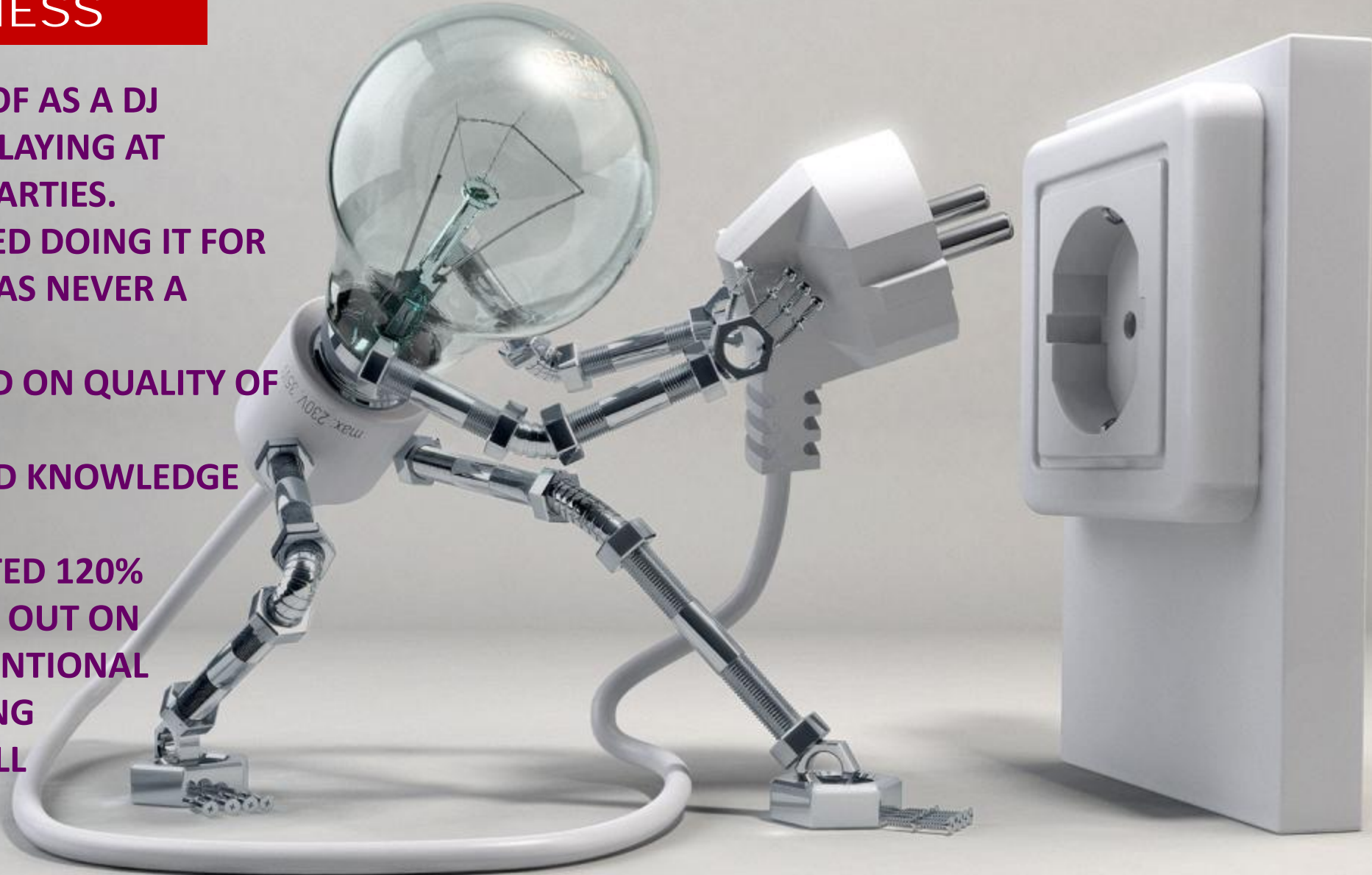


SOME OF OUR BUSINESSES



WHAT WE DID TO START AND GROW THE BUSINESS

- ❖ STARTED OF AS A DJ AGENCY PLAYING AT PRIVATE PARTIES.
- ❖ CONTINUED DOING IT FOR FUN. IT WAS NEVER A BUSINESS
- ❖ IMPROVED ON QUALITY OF SERVICE.
- ❖ INCREASED KNOWLEDGE CAPACITY
- ❖ RE-INVESTED 120%
- ❖ WENT ALL OUT ON UNCONVENTIONAL MARKETING
- ❖ HAD A BALL



OUR STRENGTH GENERATION X+Y

- ❖ We have a deep understanding of the consumption habits and trends of consumers aged 15-35yrs in East Africa. They love us.
- ❖ We have extensive experience in conventional and experiential marketing.
- ❖ We have an wide network of partners across Africa.
- ❖ We are a 24hr Media House, our pulse is constantly in sync with the streets.



CHALLENGES

❖ LIMITED
ACCESS
TO SET UP
AND
GROWTH
CAPITAL

❖ INFORMALITY OF
THE SECTOR WE
ARE IN,
STEREOTYPICAL
PERCEPTION

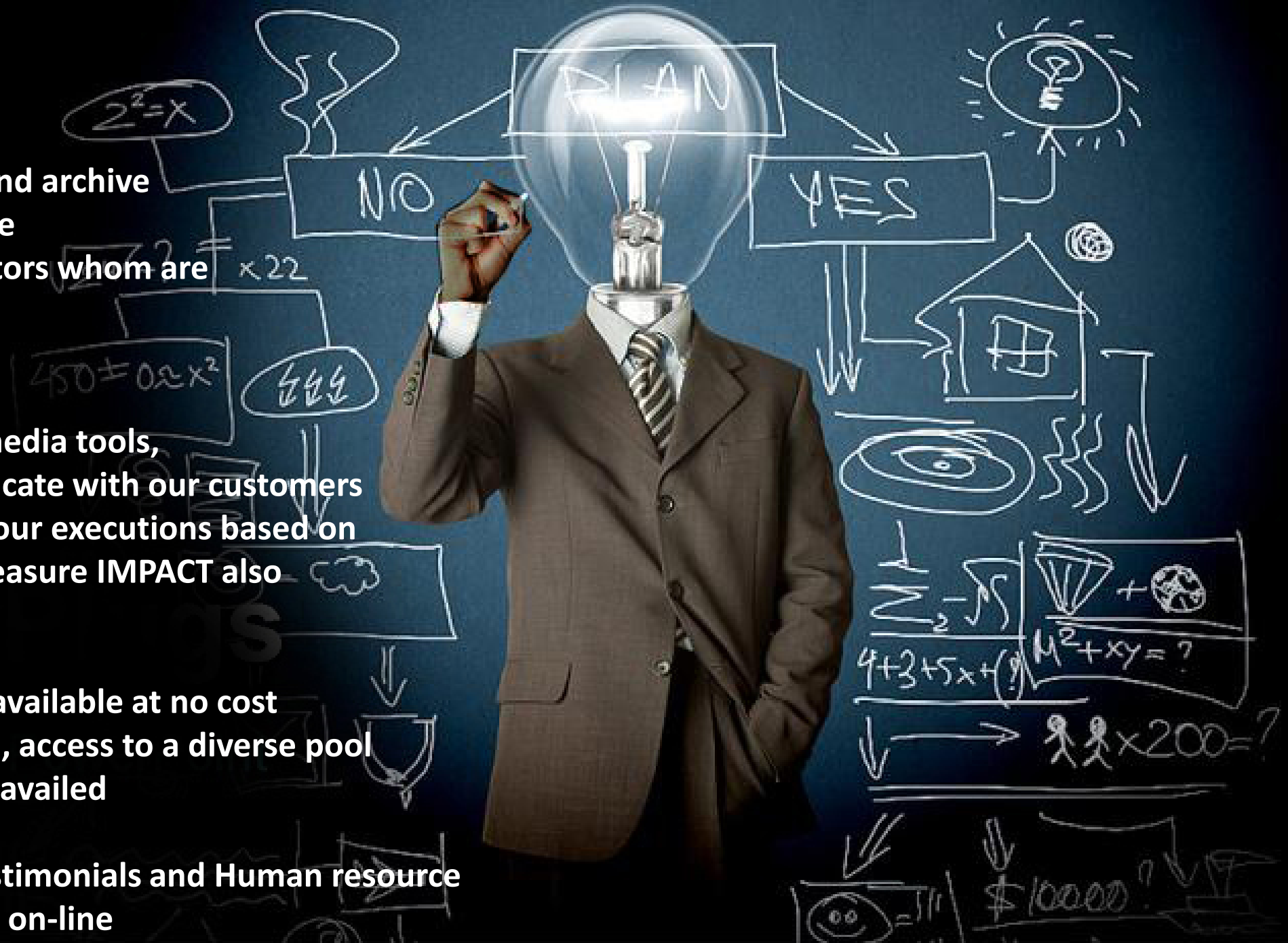


❖ LACK OF
SKILLED
HUMAN
RESOURCE

❖ ACCESS TO
QUALITY AND
GENUINE
MENTORS

INNOVATIVE STRATEGIES USING ICT

1. Being able to post and archive our achievements on-line enables us to woo investors whom are now able to invest and track ROI
2. Using ICT and social media tools, We are able to communicate with our customers in real time and amend our executions based on instant feedback. We measure IMPACT also in real- time
3. Online mentorship is available at no cost With no strings attached, access to a diverse pool of mentors is also easily availed
4. Training Materials, testimonials and Human resource are now easily available on-line



Ask. Think. Do.

1. **Ask:** All the right questions

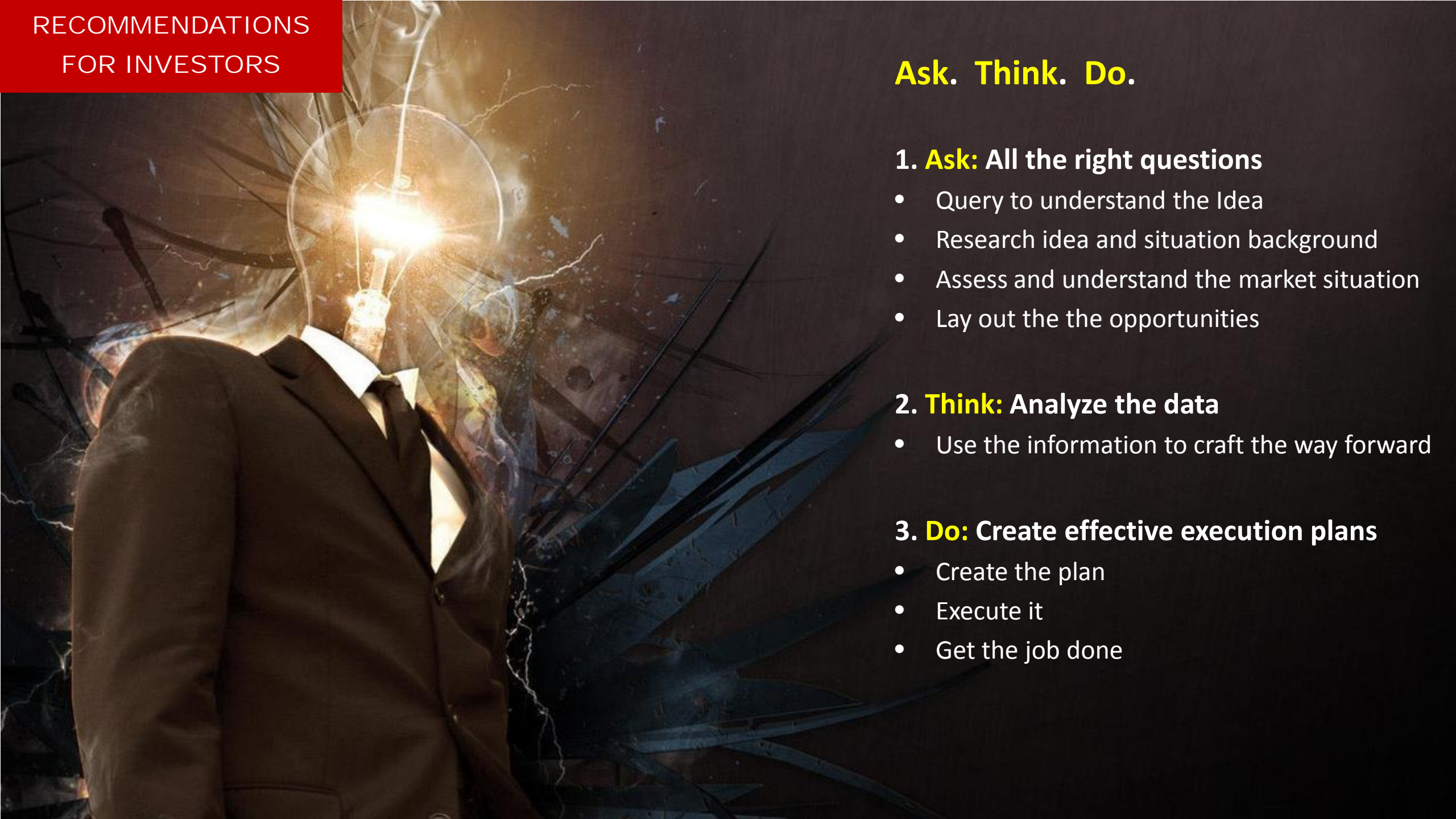
- Query to understand the Idea
- Research idea and situation background
- Assess and understand the market situation
- Lay out the the opportunities

2. **Think:** Analyze the data

- Use the information to craft the way forward

3. **Do:** Create effective execution plans

- Create the plan
- Execute it
- Get the job done

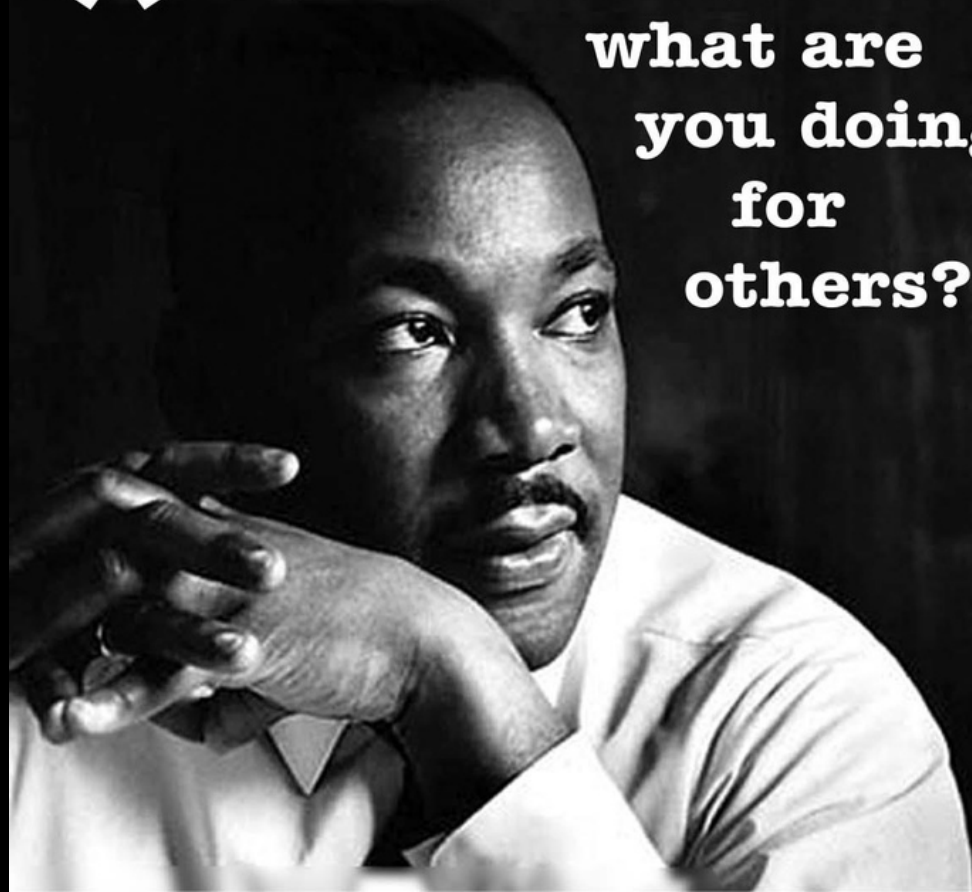


GIVE BACK

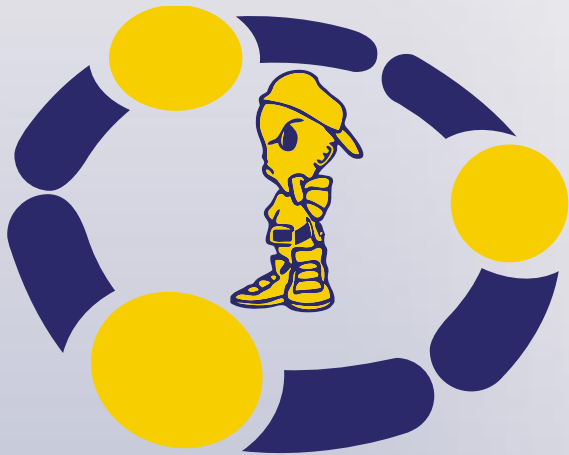


Life's most persistent and urgent question is,

**what are
you doing
for
others?**



THE HOMEBOYZ FOUNDATION



THE HOMEBO4Z FOUNDATION



The Homeboyz Foundation:

The Homeboyz Foundation is a non-profit organization founded in 2010 to provide a platform where young people can access the skills, tools and resources to be empowered.

The Foundation's mandate is to empower young people develop their skills and enhance their capabilities so that they can reach their fullest potential.

It is inspired by the journey and experiences of The Homeboyz Entertainment Group, the foundation's key benefactors. The foundation advances youth empowerment mainly through sports entertainment;

HOMEBOYZ RUGBY



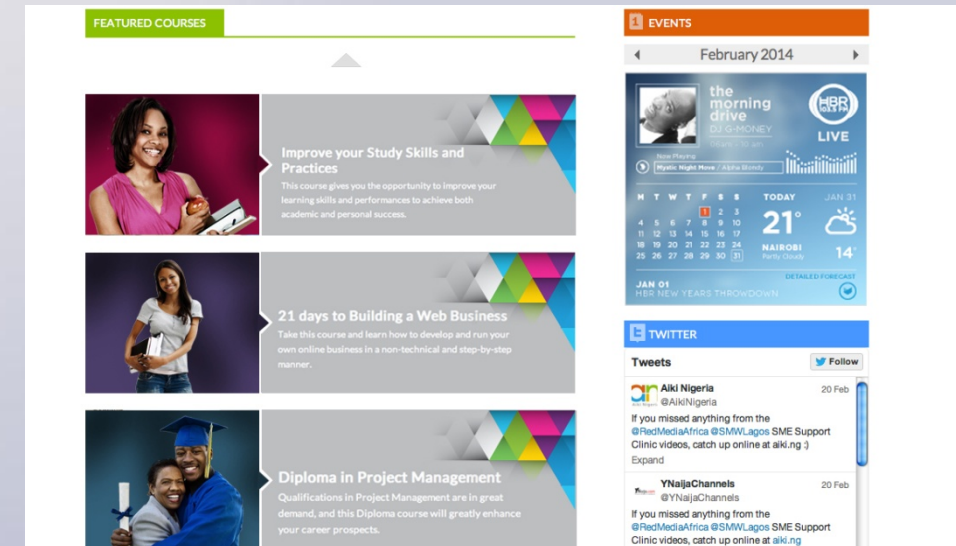
- Set up Homeboyz Rugby Club, a sports vehicle through which we unearth youth below the age of 16 with a talent in sports, incubate them, assist with their education and help them build a career in sports.
- All players enroll on to an entrepreneurship course.
- Have turned out to be the Brands best Ambassadors

THE YHUB



Youth Hub:

- ❖ An on-line entrepreneurship and digital jobs portal.
- ❖ A space to post your idea and get seed funding for your business fast.



OUR
PARTNERS





Great Expectations

Great Experiences