I believe that the training will have a great impact in my community, country and the world.

Coach Loiruck
We will train 1 million women, helping them transform their lives, lifting nearly 6 million people out of poverty worldwide.

Devin Hibbard, CEO and Founder, Street Business School
“This decision was not easy, but it was what I needed to do in order to change my life.”

SANDRA NASIO

“The support given to me in terms of coaching and mentoring has really changed not only my business but also my attitude towards life!”

FLORENCE WANYANA

“I’m on fire! There is something burning inside me. When I remember where I came from and where I am now, I feel a fire.”

VICTORIA KABANGE

“What I never thought about is that one can have the ‘capital’ they need to start a business right inside their own house.”

JOSEPHINE NANSAMBA
“I am what I am because of you, coaches!”
RIZIKI UMANGI

“I have been able to build two additional rooms on my land and I have eight dependents in my home that I can comfortably care for.”
JUSTINE NAMPIJA

“I am now a changed women... I no longer cry. I am able to pay school fees for my children. Thank you for supporting me to be able to attend SBS.”
NALUMOZA SCOVIA

“Women are capable of anything.”
NURU NANKANJA
This is the Street Business School story.
211% average increase* in income for SBS alumni through direct implementation (ave. $1.35/day to $4.19/day)

163% average increase** in income for SBS alumni through Global Catalyst Partner (GCP) implementation (ave. $1.03/day to $2.71/day)

89% of women still have at least one business two years after graduating from the SBS Learning Lab in Kampala

80% of women still have at least one business one year after graduating from a program led by a GCP

110,000 people helped by SBS since inception

22,000 SBS entrepreneurs trained

221 Lead Coaches trained to implement SBS in new communities

97 GCPs

21 countries served by SBS

5 million children who will benefit from SBS

1 million women who will lift themselves out of poverty due to SBS

*Two years after graduation
**One year after graduation
Empowering Women: Street Business School Uganda

When the spark in one woman becomes a blazing classroom of entrepreneurial women, we call that Street Business School (SBS).

At SBS, we believe in helping people help themselves. We believe that a one-time intervention that creates multi-generational change and reduces dependency on foreign aid is smart and sustainable. We believe that increasing self-confidence and economic independence creates the best social return on investment. And of course, we believe that investing in women is investing in boys and girls and their futures as educated men and women.
SBS is a six-month, mobile classroom uniquely tailored to meet the needs of women living in poverty (less than $3.10/day), many of whom have not finished primary school. Women in this economic group are most likely to lack the skills and confidence to start their own business. SBS creates transformation by building confidence and igniting entrepreneurial skills.

Since inception, 89 percent of SBS graduates have at least one business still open and 42 percent have two or more businesses in operation. On average, women experience an increase in income of 211 percent. Typically, these women begin SBS at an average income of $1.35 per day and within two years, are earning $4.19 per day. This tripling of income results in lifetime changes for these women and all their children.

Studies show investing in women has exponential reach, benefitting her family and community. SBS graduates use their newly acquired income to send their children to school, access medical care for their families, move into safer housing and serve as coaches to inspire other women to do the same.

SBS alumni are our greatest advocates. At “Alumni Days”, we announced our goal to expand SBS and share this program with 1 million women by 2027. In response, 97 percent of SBS alumni who had bravely lifted themselves out of poverty gave a personal gift to help bring SBS to new communities. SBS alumni champion their experience to new students and often lead recruitment efforts at a local level.

As inspiring as it is to see women triple their income, even more transformational is seeing the fire of human dignity.

Devin Hibbard

On average, women experience an increase in income of 211 percent.

Women begin SBS at an average income of $1.35 per day and within two years, are earning $4.19 per day.

97 percent of SBS alumni who had bravely lifted themselves out of poverty gave a personal gift to help bring SBS to new communities.
Let us use this innovative program to completely break down the long-in-existence traditional stereotypes that have downgraded women in our communities and help them gain confidence, acquire skills and get empowered.

Coach Ezekiel, Scope International, (GCP)
In order to scale globally, Street Business School (SBS) is pioneering a social franchise model in which we partner with mission-aligned organizations serving impoverished communities who want to offer a proven poverty eradication program to those they serve. Each organization becomes a franchise partner in which program staff customize the program to the local community and then deliver SBS to boost women’s confidence and income.

While SBS provides the program expertise, partner organizations know their communities the best. As a result, bringing these organizations together results in sophisticated and streamlined collaborations, expediting impact in the process.

The process of becoming a franchisee, known as a Global Catalyst Partner (GCP), is comprehensive. GCPs receive the following from SBS:

- Eight-day Immersion Workshop training
- A full suite of customized collateral specific to their organization
- Six-personalized consultative sessions over the course of a year
- Enrollment into the full SBS network
- Capacity building courses to strengthen operations
- Access to SBS resources and fellow GCPs

Through SBS, organizations are sharing knowledge and resources to streamline efficiencies and increase impact. The blaze which began in Uganda has become a wildfire in which poverty disappears like smoke.

**Organizations partnering to share resources and learn from each other**

- **Street Business School**
  - Proven entrepreneurship program

- **Global Catalyst Partner**
  - Tested community expertise

- **Advancing women’s empowerment through partnerships**
In order to scale thoughtfully, SBS is committed to expand via two types of models. One is the aforementioned GCPs which are typically mission-aligned, grassroots organizations with years of experience serving a specific community and have the operational integrity to implement SBS in a customized, highly capable manner.

The other partner profile is a large-scale institution interested in adding a proven income-generating program to augment existing services which currently span across multiple communities and/or countries. In these occasions, SBS partners with these institutions, such as an international NGO or a government, to train their expansive program team for large-scale, customized roll out of SBS into multiple communities.

The following goals represent opportunities to scale through these two partnership profiles within the next three years.

<table>
<thead>
<tr>
<th>Fiscal Year (July-June)</th>
<th>Trainings</th>
<th>Among trainings, # of LP’s</th>
<th>Certified Lead Coaches trained</th>
<th>Women trained w/in 4 years</th>
<th>Lives changed w/in 4 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020/21</td>
<td>7</td>
<td>1</td>
<td>144</td>
<td>26,400</td>
<td>132,000</td>
</tr>
<tr>
<td>2021/22</td>
<td>11</td>
<td>2</td>
<td>512</td>
<td>170,720</td>
<td>853,600</td>
</tr>
<tr>
<td>2022/23</td>
<td>14</td>
<td>3</td>
<td>880</td>
<td>196,240</td>
<td>981,200</td>
</tr>
<tr>
<td>Total spark created by 2023</td>
<td>32</td>
<td>6</td>
<td>1,536</td>
<td>393,360</td>
<td>1,966,800</td>
</tr>
</tbody>
</table>
World-class curriculum

The following curriculum is the basis of our Street Business School Lead Certification process in order to become a Global Catalyst Partner (GCP).

Module 1 – Getting out of your comfort zone
• Why it’s important to get out of your comfort zone
• Advantages/disadvantages of being a woman or man, and how to turn the disadvantages to your advantage
• Obstacles to getting out of your comfort zone

Module 2 – Business opportunity identification
• Factors to consider to determine a business’ viability

Module 3 – Finding capital and starting small
• Identify the four parts of capital
• Ways to raise money for your business

Module 4 – Recordkeeping and bookkeeping
• Three simple, yet effective means to bookkeeping
• Importance of separating personal needs/records from business resources

Module 5 – Market research
• Importance of market research
• How to conduct market research

Module 6 – Business planning
• Components of a simple business plan
• Importance of making a business plan

Module 7 – Growing your customer base
• Promotions
• Customer care

Module 8 – Money management
• Importance and core concepts of money management
• Importance of saving for your business
As of September, 2020, SBS has expanded from Uganda to 21 countries with the goal to reach 1 million women and 5 million children by 2027.
Where SBS began
Where SBS is located as of March, 2020
Expansion goals
Street Business School (SBS) utilizes both earned and philanthropic income to fund our work. We charge Global Catalyst Partners (GCPs) a fee to become SBS-certified. This engenders ownership among our GCPs while also keeping fees economical to maintain an inclusive participation strategy. The relationship between SBS and GCPs begins with a mutual investment from both organizations, resulting in an equitable commitment.

Cost Model

- **US$5K**
  - GCP Fee
  - SBS Pays

- **US$1.5K**
  - SBS starting investment to train a GCP
  - GCP Pays

- **US$6.5K**
  - Total direct cost to train a Global Catalyst Partner (GCP)
  - Anticipate cost reducing to $5K by 2022

- **US$3K**
  - Projected average fees paid by GCP due to scholarship opportunities

- **US$3.5K**
  - Projected average fees paid by SBS per GCP after scholarships

Average fees paid after scholarships.
The direct cost to train partners via the Immersion Workshops are just one element of the effort to scale SBS globally. In order to expand, the following chart graphs the project cost to fund the training and the necessary capacity building for the next three years.

Street Business School's 2019 990 reported the following distribution of spending:

- Program: 82%
- Fundraising: 5%
- Admin: 13%

We are proud to have an A+ Charitable Rating for maintaining administrative and fundraising costs below 20 percent.

<table>
<thead>
<tr>
<th>SBS Three-year budget</th>
<th>Fiscal year spans July 1 to June 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2020</td>
<td>FY 2021</td>
</tr>
<tr>
<td>$1,458,000</td>
<td>$1,625,000</td>
</tr>
<tr>
<td><strong>Communications</strong></td>
<td><strong>Monitoring and Evaluation</strong></td>
</tr>
<tr>
<td>$101K</td>
<td>$110K</td>
</tr>
<tr>
<td>$286K</td>
<td>$300K</td>
</tr>
<tr>
<td>$133K</td>
<td>$142K</td>
</tr>
<tr>
<td>$124K</td>
<td>$125K</td>
</tr>
<tr>
<td>$115K</td>
<td>$121K</td>
</tr>
<tr>
<td>$166K</td>
<td>$169K</td>
</tr>
<tr>
<td><strong>Outreach</strong></td>
<td><strong>Fundraising</strong></td>
</tr>
<tr>
<td>$534K</td>
<td>$534K</td>
</tr>
<tr>
<td>$658K</td>
<td>$658K</td>
</tr>
<tr>
<td>$683K</td>
<td>$683K</td>
</tr>
<tr>
<td><strong>Philanthropic Income</strong></td>
<td>$200,000</td>
</tr>
<tr>
<td><strong>Earned Income</strong></td>
<td><strong>$0</strong></td>
</tr>
</tbody>
</table>
| **Total**              | **$1,458,000**                     | **$1,625,000**                     | **$1,700,000**
Fueling this fire will require your help. Together, we can accomplish great things through smart, sustainable investments that will change people’s lives around the world.

If you want to go fast, go alone. If you want to go far, go together.

African Proverb

If you want to go fast, go alone. If you want to go far, go together.

African Proverb

Photo credits: SBS staff and Thomas White
The most important thing we do in Street Business School is to believe. We believe in women so they can believe in themselves.

Devin Hibbard, CEO and Founder, Street Business School