



StepUp.One

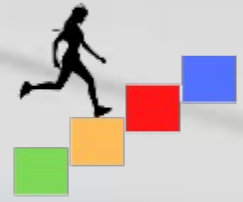
WE'VE STEPPED UP.  
WILL YOU?

**We are a Social Impact Enterprise**

**Re-skilling Refugees with Cutting Edge Social Media Skills**

**To Deliver Marketing, Sales, Recruitment and Fundraising**

**By working for their client's Start-ups, Scale-ups and Enterprises**



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Our Vision Is To Reskill them into **The World's Largest Digital Workforce**

Our Mission Is To Reskill And Employ **1 Million Forgotten Refugees** Over The Next Ten Years



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# WORLD ECONOMIC FORUM

COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

"Can you help us get access to a marketable skill and connect us to global opportunities?"

"When capital, goods, and money move so freely across the world, why is it that we 185,000 refugees are stuck in a camp for more than 20 years?"



We created [StepUp.One](#) as a response to [Mohamed's challenge](#) at WEF 2019



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UNHCR  
SUB OFFICE  
KAKUMA



We pitched the idea “**Reskilling & Employing Refugees**”  
to UNHCR leaders in Kakuma





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# Together we decided to Reskill Refugees as **Digital Professionals specialising in Social Media**



A marketable skill that's in demand and  
one of the **top 10 skills for the future of work**

We designed and executed a **step-by-step** program



# that **onboards, trains** and helps the refugees find their **first job**

**Onboarding Template** | 7 Lists | Automate | Share

Search tasks... | Filter | Group by: Status | Subtasks | Me | Show

**01 Getting Started** | 17 TASKS

TASK ID	PLATFORM	TIME (MINUTES)
1	ClickUp	60
2	YouTube	2
3	YouTube	7
4	YouTube	70
5	YouTube	15
6	WhatsApp	1
7	YouTube, WhatsApp	10
8	LinkedIn	60
9	WhatsApp	10
10	Excel	10
11	Outlook	60
12	ClickUp	60
13	LinkedIn	10
14	LinkedIn	5
15	LinkedIn	10
16	YouTube	2
17	Outlook	30

**02 Learning Skills** | 2 TASKS

TASK ID	PLATFORM	TIME (MINUTES)
18	YouTube	90
19	YouTube	90

**03 Finding Your first Job** | 14 TASKS

TASK ID	PLATFORM	TIME (MINUTES)
20	LinkedIn	20
21	LinkedIn	20
22	LinkedIn	20
23	LinkedIn	15
24	HubSpot	5
25	HubSpot	5
26	YouTube	60
27	ClickUp	30



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We also hand-picked tools used by **top design agencies** to deliver professional outcomes



Hootsuite  
For Analytics



Lumen5  
For Video



LinkedIn  
For Clients



Crunchbase  
For Investors



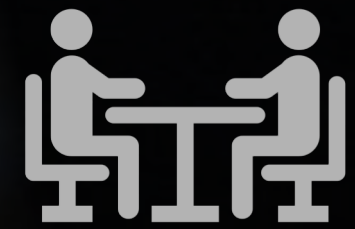
Canva  
For posts





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# We engineered a **7-Step Model** to deliver training, to find jobs and to execute work for our clients



**Step 1.**  
Understand the client  
context and objective



**Step 2.**  
Re-frame their objective  
into a powerful story



**Step 3.**  
Convert the story  
into a compelling video



**Step 4.** Identify the target  
audience / buyers



**Step 7.**  
Close the sale /  
Formalise meetings



**Step 6.**  
Converse with  
connected audience



**Step 5.**  
Connect with  
them using the video



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# We started with a team of **5 refugees in 2019**



**Joelle Hangi**



**Paul Padiet**



**Yasmin  
Mohamed**



**Bahana  
Hydrogene**



**Nhial Deng**



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# We reached 50 refugees in 2020





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# We scaled to **1,000** in 2021

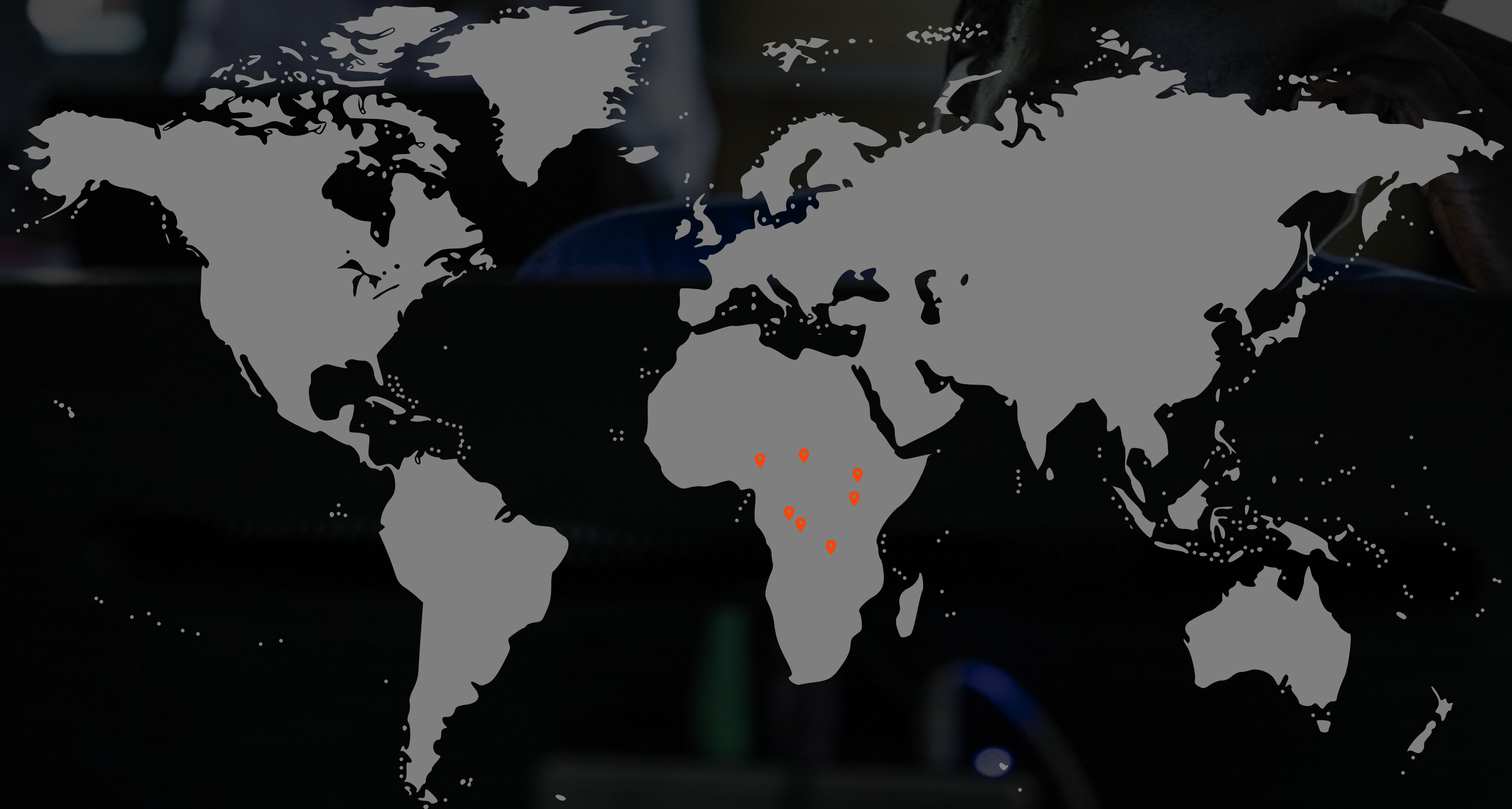




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We plan to scale to **10,000 refugees across 7 camps** by 2025





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We plan to replicate Kakuma's model across the **top 10** camps employing **225,000** refugees generating **\$1 billion** by 2032

No	Camp	Population	Reskilled & Employed	Yearly Revenue (US\$ M)
1	Kakuma	200,000	20,000	\$ 93
2	Kiziba	150,000	15,000	\$ 70
3	Dadaab	235,000	23,500	\$ 109
4	Bidi Bidi	285,000	28,500	\$ 132
5	Kutupalong	900,000	90,000	\$ 418
6	Nyarugusu	140,000	14,000	\$ 65
7	Jabalia	120,000	12,000	\$ 56
8	Zaatari	80,000	8,000	\$ 37
9	Yida	70,000	7,000	\$ 33
10	Katumba	70,000	7,000	\$ 33
Total		2,250,000	225,000	\$ 1,045



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# We do this through **2 Engagement Models**



**Founders  
&  
Executives**

**Generate  
Revenue**

**Raise  
Capital**

**Thought  
Leadership**



**Start-Ups  
&  
Enterprises**

**Sales  
Team**

**Recruitment  
Team**

**Marketing  
Team**

With one simple, transparent **Pricing Model**

**\$300**

**per month**





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# Our Product

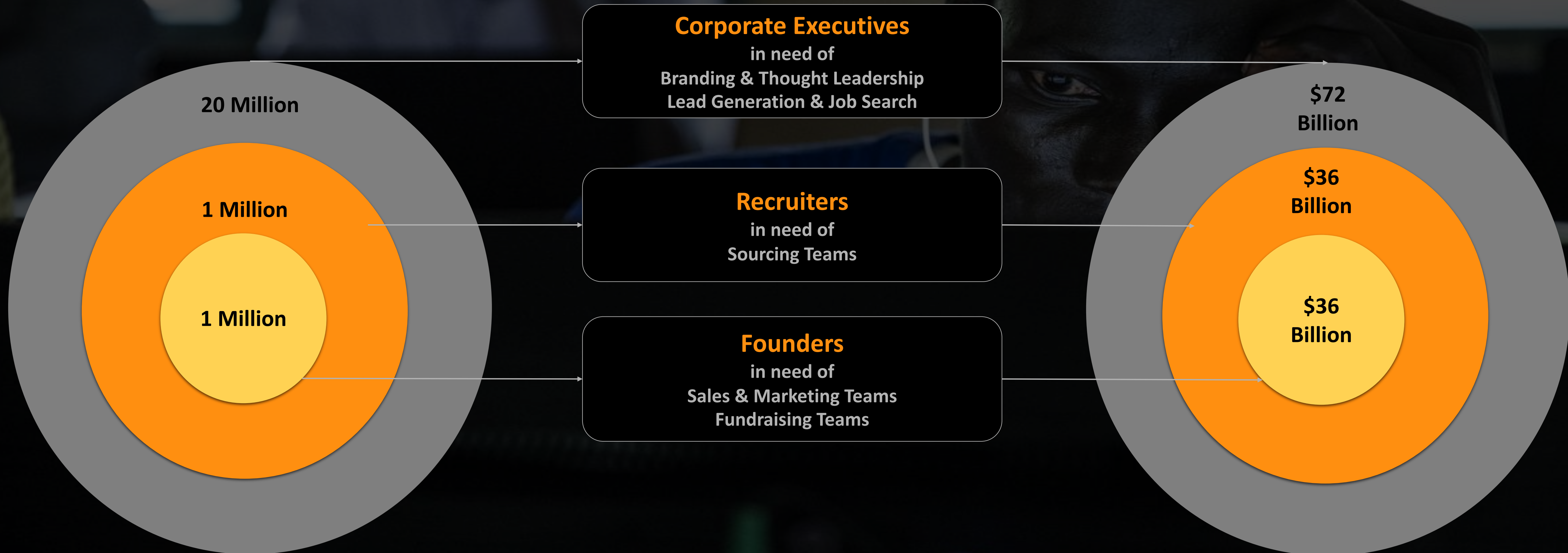




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# Our Market



**The Global Executives**

Affordable Services at  
\$300 per month per Job

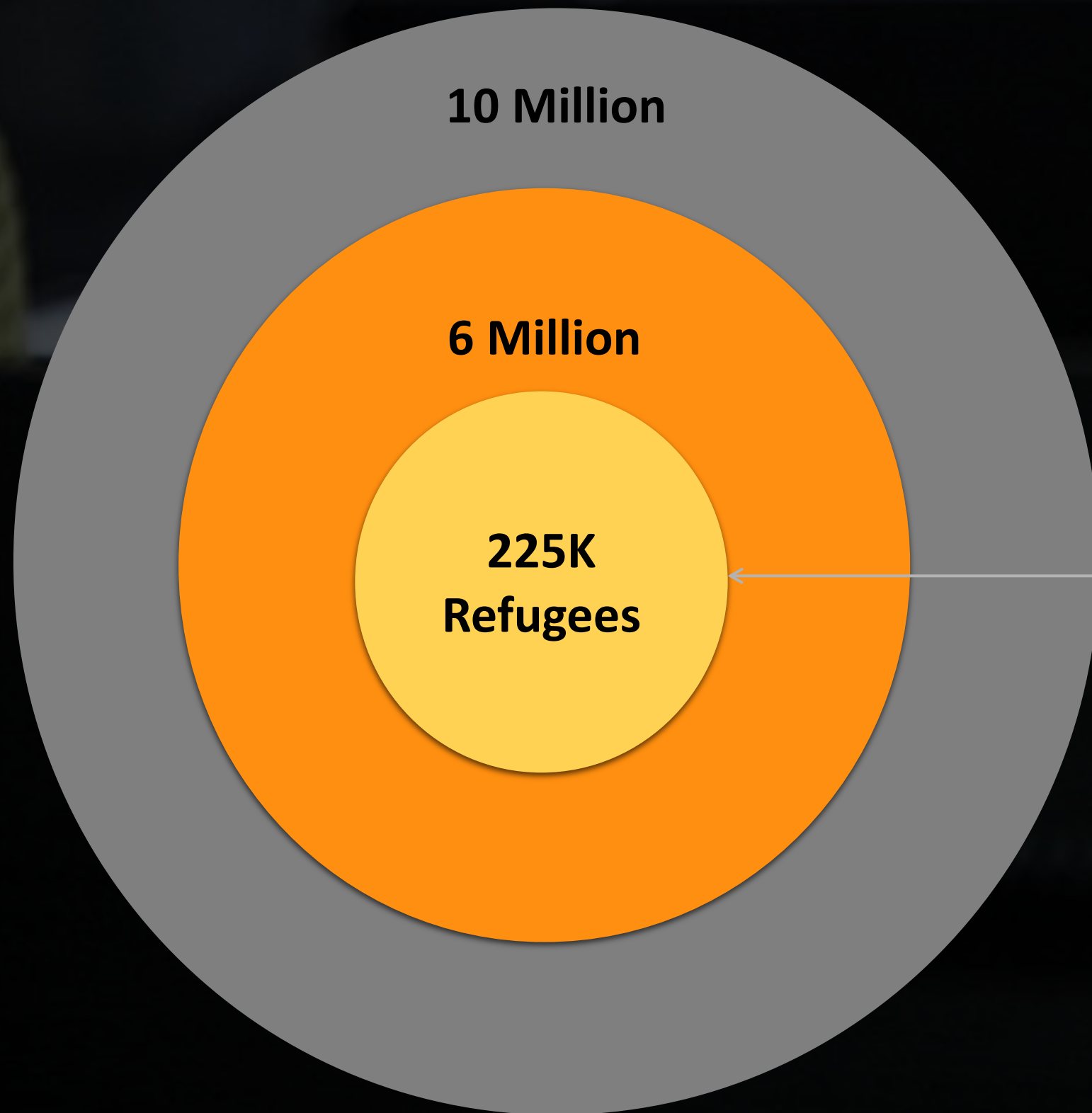
**\$144 Billion Demand for Digital**



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# Our Product Market Fit



10 Million Refugee Workforce

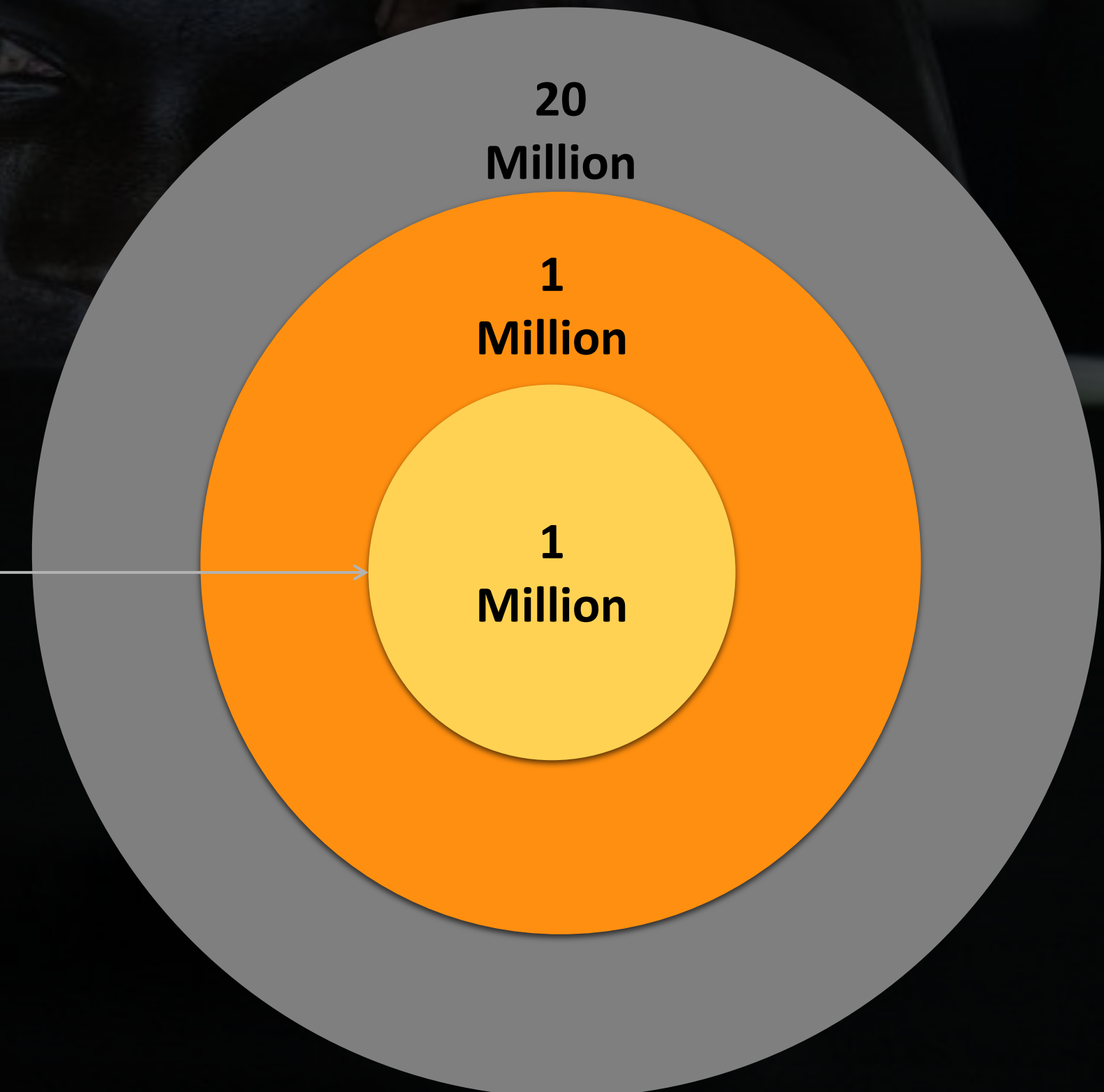
## StepUp.One Engines

Onboarding & Identity

Generating Leads

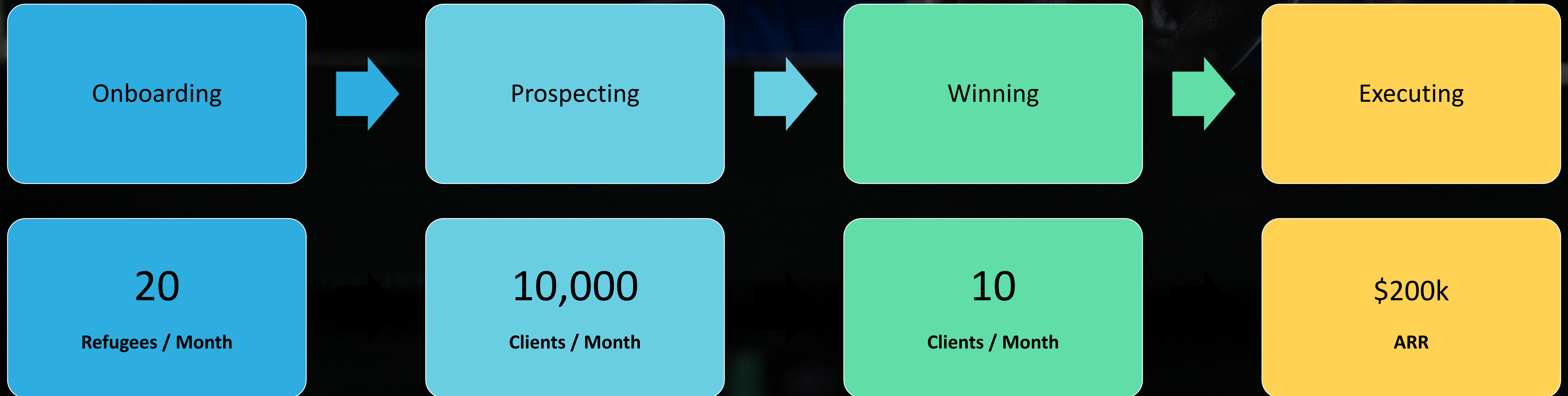
Pitching & Closing

Executing & Reporting

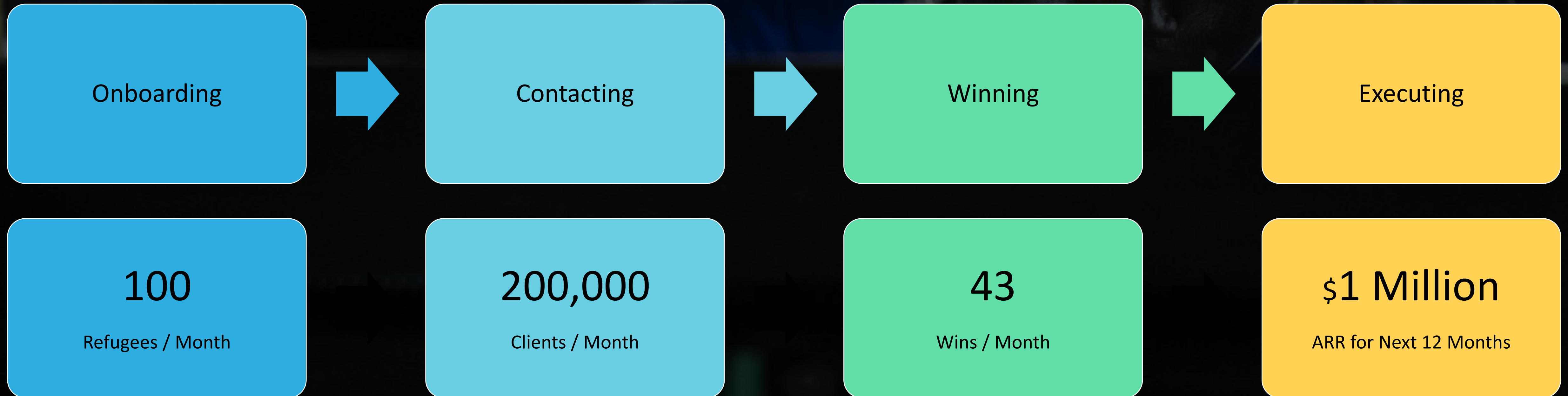


22 Million Global Executives

Our current ARR is at **\$200k**



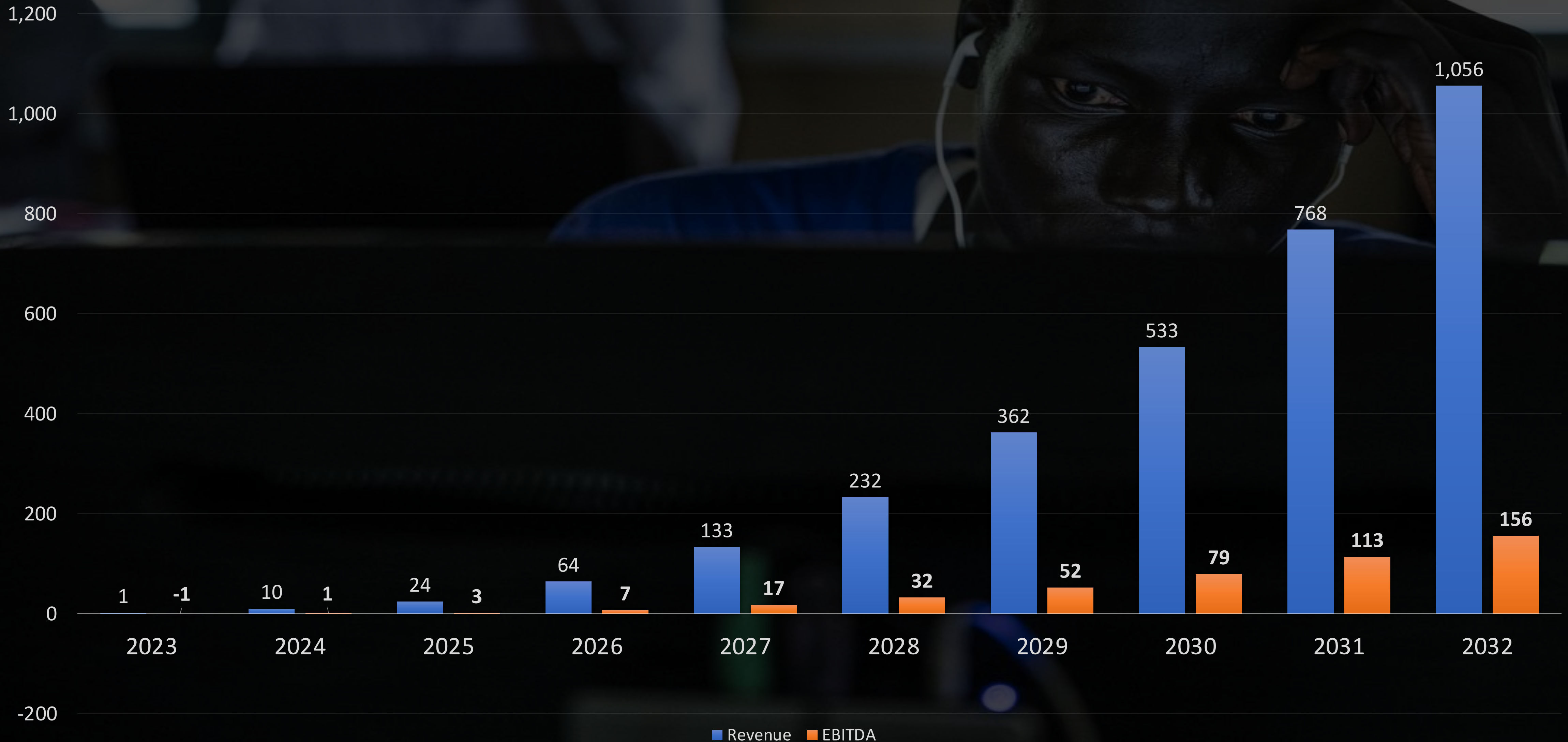
We are raising **\$2 million** to reach the **\$1 Million ARR**





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# Followed by a **\$5 million** raise to scale each refugee camp to its fullest potential





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# Our Executive Team



## Anis Mohamed

Founder & CEO

25+ Years Experience

Regional Head - Infosys  
\$250m P&L for Europe

Co-Created Adia – Uber  
of Work – Revenue of  
\$0 to \$50m in 3 years



## Shahid Chishty

Board Advisor

30+ Years Experience

CFO in Silicon Valley

C-Suite experience with  
fundraising, capital  
structuring, and IPOs  
valued at over  
\$500M. AUM >\$1.5B



## Dr Ryan

Board Advisor

20+ Years Experience

Regional Head – Introhive

Doctorate in turning  
relationships to revenues.



## Dr Ashma

Board Advisor

20+ Years Experience

Psychiatrist – NHS, UK

Social Impact  
Entrepreneur, Mental  
Health Specialist



## BG Srinivas

Board Advisor

30+ Years Experience

Group MD – PCCW  
\$4+ billion

President, Infosys  
Digital Transformation  
Leader



## Carsten Snedker

Board Advisor

25+ Years Experience

Chairman – Eferio

Entrepreneur, Digital &  
Deep Tech Innovator  
shaping the Future of  
Business and Society





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# Our Operations Team - Kakuma Refugee Camp



**Bahana Hydrogene**

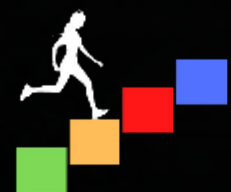
Operations Officer

15+ Years Experience

3+ Years in StepUp.One

Group Leader

Manages 100+ Refugees



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**Farah Ibrahim**

Marketing Officer

5+ Years Experience

1+ Years in StepUp.One

Group Leader

Manages 20+ Refugees



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**Kiza Mauridi**

Sales Officer

15+ Years Experience

3+ Years in StepUp.One

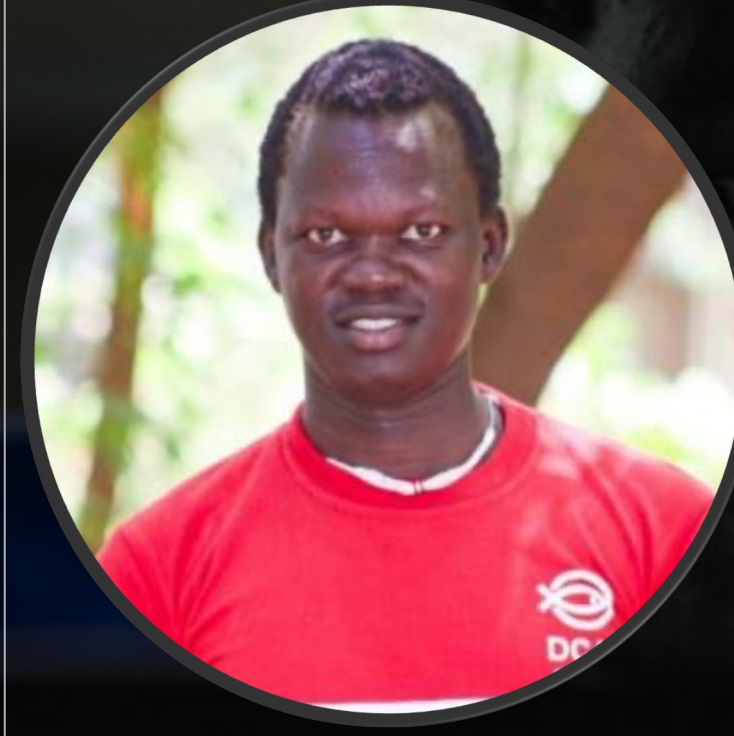
Group Leader

Manages 100+ Refugees



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**Deng Malual**

Onboarding Officer

10+ Years Experience

1+ Years in StepUp.One

Group Leader

Manages 20+ Refugees



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**Vestine Leila**

Onboarding Officer

5+ Years Experience

2+ Years in StepUp.One

Team Leader

Manages 10+ Refugees



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**Sheila Allison**

Onboarding Officer

5+ Years Experience

2+ Years in StepUp.One

Team Leader

Manages 10+ Refugees



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# Our Impact is not just **financial or economical**





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**Having worked for global clients for over 3 Years now,  
there is definitely a spring in their steps !!!**





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We're **StepUp.One**

Our Vision is to create **The World's Largest Digital Workforce**