



# Aiducation

*“impact BOOST is a powerful mentoring program that will help us to further scale up Aiducation International business model thanks to the mentor’s experience and his network.”*

Aiducation ([www.aiducation.org](http://www.aiducation.org)) is a for-impact organization. Founded in 2007 by parts of Kenya’s civil society, it is dedicated to giving people access to education. In Aiducation we deeply believe education is the most important lever for a person’s development and that people are the most important lifters of any country’s social, economic and political development.

Despite talent, motivation, and the ambition to create positive change, millions of young people miss secondary education mostly for financial reasons. Their chance to contribute significantly to the further development of their country is minimized. Together with its donors “AiduMakers”, Aiducation awards merit-based high school scholarships to bright students from disadvantaged backgrounds in developing countries, with a current focus on Kenya and the Philippines.

Our donors contribute to a highly impact-efficient programme as they help individuals (or “AiduFellows”) to increase their opportunities in life, while at the same time bringing the human capital in developing countries closer to their actual potential.

Aiducation is guided by the following “4 Guiding Principles”:

**T**ransparency: our 1-1 principle ensures very high transparency levels on the investment as the AiduMaker receives regular performance reports during the scholarship. The AiduMaker is a member of an informal selection committee and decides from a pre-selected pool of AiduSeekers who s/he wants to support. Each scholarship is named after the AiduMaker (e.g. “Frank-Smith-Scholarship”). Regular reports inform the AiduMakers on the AiduSeeker’s personal progress and impact.

**E**ducation: we believe that education is the most effective way of realizing people’s potential. Therefore, Aiducation’s activities fully focus on providing access to education and we are proud to say that 90% of the overall scholarship funds are invested into education.

**M**eritocracy: we believe in meritocracy. Accordingly, each AiduFellow has to go through a rigorous selection process in which their financial needs and brightness are carefully assessed.

Consequently, our AiduFellows have high-potential and therefore capable of contributing significantly to the social, economic and political development of their country.

**H**uman Capital: Aiducation supports AiduFellows financially (Aid to Education Program) and non-financially (Education to Aid Program) by making them part of an exclusive network of high-potential individuals. The Education to Aid Program consists on elements like mentorship academies, group mentoring, career rotations that allow the students to meet and learn from high profile speakers and from each other through workshops, project work, seminars, internships, training, startup experiences and other activities. The whole program empowers AiduFellows to live active lives and to use their potential and capabilities for the economic, political, and social development of their country.

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Today, Aiducation has been awarded numerous prizes and is run by volunteers (called Aiducators) and present in Germany, Kenya, Switzerland, and UK.



### Urs Landolf

Partner PwC Switzerland

*How has this experience changed your views on social enterprises and business more generally?*

I was already quite familiar with social entrepreneurship. However, it deepened my knowledge of how social entrepreneurs go about building their business.

*Aiducation will be a great success in the market!*

*What have you learnt from this experience that you'll apply to your everyday job?*

Don't give up, stay close to the business, continuously reinvent the concept, and develop and grow it further.

*Matthias Meier and I have been able to build a fine personal rapport during the process. I am impressed with Matthias's dedication, drive and the passion, which have energised me as well. I learned about Aiducation and the way this start-up is building its business. I am sure it will succeed! And Matthias and I have agreed to stay in touch.*

*As a social enterprise Aiducation International is focusing on maximizing impact – not profit. Nevertheless we face the same challenge that any other startup does: scaling up the business model in a sustainable way. The impact BOOST Programme has supported us through our mentor and his network to further grow our organization together with our strategic key pillars.*

### Matthias Meier

Founder of Aiducation

*How has your mentor supported you?*

Urs gave us valuable input regarding our key strategic pillars and identified specific actions that will help us to scale-up our business model. He supported us by establishing contacts with executives in various organisations too, giving us access to a new network that might have a direct impact on Aiducation. For us, taking part in the Programme will also result in a long-term relationship with our mentor.

*What have you learnt from your mentor that you will apply to your business that you wouldn't have otherwise?*

As he challenged our business and strategic plan, Urs mentioned very specific options to follow up on to grow and consolidate our business. He also showed us how positioning a Non-Profit-Organisation correctly is a key to success.

