My Guardian gives Ugandan migrant workers the means to a better future



Project information

Project code	D1 (2023)
Sector	Services and Informatics
Funding	Loan
Country	Uganda
Location	Kampala, Uganda

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The entreprise

My Guardian (MG) is an organization, founded by Charles Maina just two years ago, currently operating in Uganda and registered in Kenya. With an unwavering dedication to improving the safety, well-being, and opportunities of migrant workers, MG is making a positive impact on the lives of thousands of Ugandans.

While labour migration faces challenges such as human trafficking, MG recognizes the importance of carrying out this labour export safely, correctly, and humanely. With their advanced Web and Mobile application, MG seamlessly facilitates communication, offers track & trace capabilities, and provides emergency support to migrant workers. Premium users also enjoy comprehensive insurance coverage, including repatriation costs.

Furthermore, MG's platform empowers users financially by enabling low-cost money transfers, offering small loans, and promoting savings. By addressing these essential aspects, MG ensures that labour migration is conducted with utmost care and integrity, fostering a secure and prosperous environment for migrant workers.

The business project

With an existing mobile and web application that requires updates and integrations, as well as 200 free app subscribers, MG is poised to take its next steps towards expansion, including :

- Establishing a contact centre office in Saudi Arabia with a team of 4 individuals for administration, sales, and customer support.
- Upgrading its software, and enabling seamless integrations
- Recruiting sales and administrative staff to facilitate a successful roll-out and scale-up of its services.

Why OVO believes in this project

The market potential for this application has been confirmed by our contacts in Uganda, presenting a significant opportunity. With a gross margin of $30 per premium user per year, low operational costs, and the potential for additional revenue through advertising and consulting, reaching breakeven within 3 to 6 months or 200 paying users per month is feasible.

Moreover, partnering with recruitment agencies offers a win-win situation, and the project allows for quick adjustments and short-term prospects. The additional income from labour migration can make a tremendous difference for the home front, enabling investment in essential needs such as school fees, sanitary facilities, and energy requirements.

Charles and Doreen possess advanced academic qualifications, holding a PhD and master's degree from Univ. Hasselt (B). Their commitment to transparency, openness, and timely communication has always been of the highest quality. With their profound understanding of the market and context in Uganda and Kenya, they bring valuable expertise. Additionally, Charles brings extensive experience in repatriation, further strengthening their operation capabilities.

Requested investment

Loan requested: A total of $20,000 payable in two phases. The first phase is $10,000 payable after 12 months to support the roll-out, establishment of a contact center office in Saudi Arabia, software upgrades, seamless integrations, and recruitment of sales and administrative staff. The second phase is $10,000 payable after 18 months.

Topic

- Income generating
- Smartphone technology
- Innovative
- Locally based
- Empowerment
- Young people
- Well-being

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