



Miller Center

for Social Entrepreneurship

Name of social enterprise: LivelyHoods

Mission statement: We create job opportunities for youth and women in slums so they can work their way out of poverty and realize their potential.

Webpage: <https://www.livelyhoods.org/>

GSBI (2016) business plan presentation:

<https://www.youtube.com/playlist?list=PLTFApFZek1zqTmEr10MvFKTYAszISYUvq>

Headquarters: Nairobi, Kenya

Location(s) of research: Kenya, Uganda, Tanzania

Background: Livelyhoods is expanding from Kenya to Uganda and Tanzania. It is working with [Miller Center's Scale Out initiative on](#) this initiative, titled "Expanding last-mile clean energy distribution channels across East Africa."

The challenge: Working with the Scale Out team, evaluate the impact and success of this expansion initiative. A version would be used internally by LivelyHoods, and perhaps another version would serve as a report to funders.

Action research products needed:

1. An evaluation of the expansion initiative, including financial analysis and recommendations for improvement.

Student skills needed: cross-cultural competencies, social science interviews, strong analytical writing, understanding of sales and training processes, financial analysis.

Keywords: scaling, operations, sales, last mile distribution, sales training