


GESYI hub

# Affordable, quality, and reliable CBC focused printing near your school

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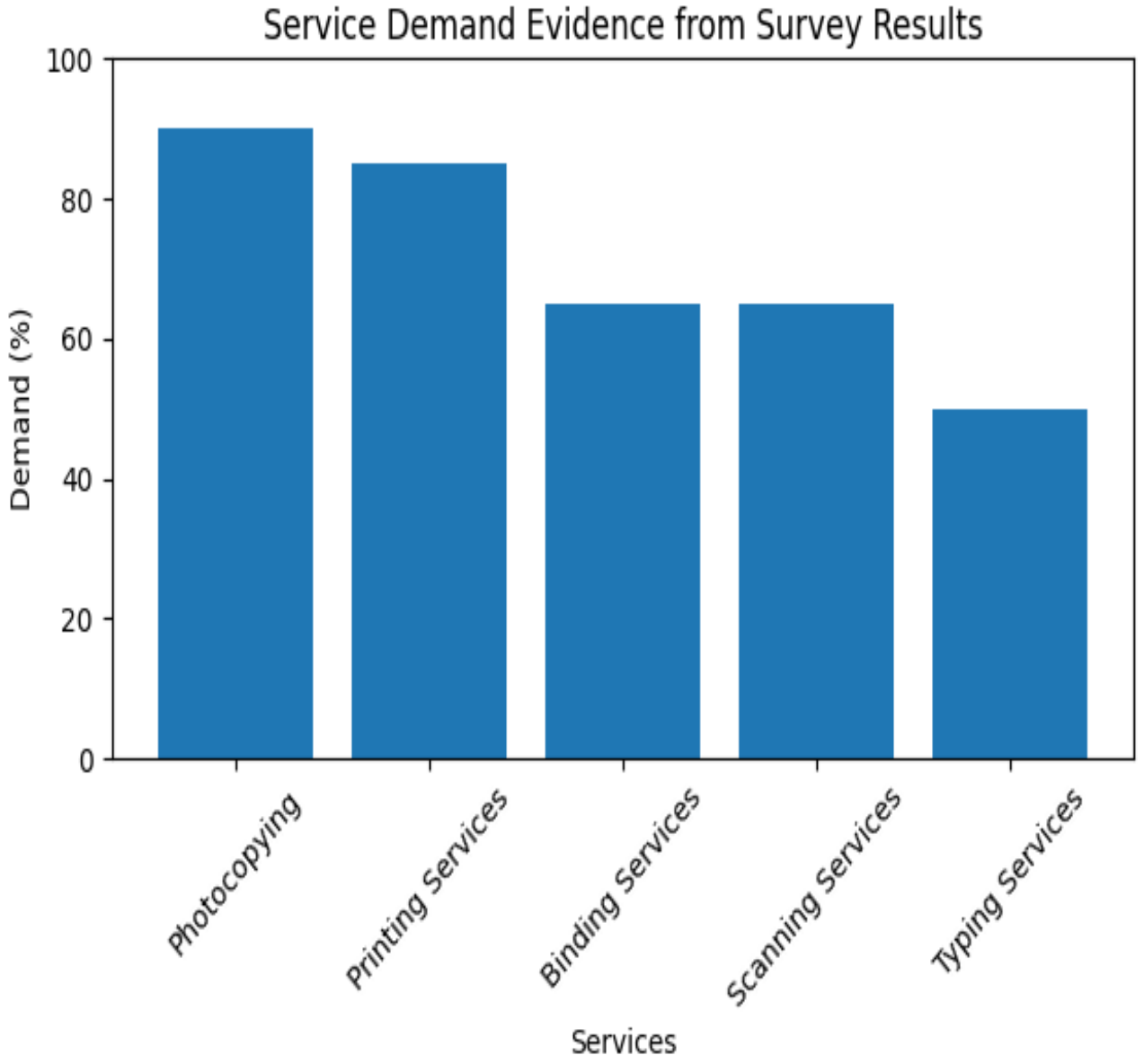
Nairobi

# CBE Printing Is Expensive and  Inaccessible

- 75% rely on printed materials
- 50% require printing daily
- 60% spend 3,000+ KSH per term
- 95% want service near scho*ol*
- *Hence The Competency Based  Education requires students to frequently print educational materials*

# Proposed Solution

1. Affordable per-page printing
2. Binding and portfolio packaging
3. Online application support
4. Bulk printing for schools and teachers



**Primary Customers:**CBE Learners (primary target - need daily/weekly printing), Parents (paying for services)

Local Schools (bulk printing partners)  and youth Job Seekers – Need typing, CV printing, and online application services

**Early Adopters**: Students (portfolio-heavy CBE years) and their parents who currently travel far or pay high prices.

Parents who:Spend 3,000+ KSH per term and Want convenience near school

**Market Size:** All CBE students in who need printing.Our Reachable Market: Students within 1-2km of hub (2,000+)Immediate Target: First 200-300 students (3 months)

# UNIQUE VALUE PROPOSITION

**“Affordable, quality, and reliable CBE-focused printing for schools and the community.”**

Making GESYI hub unique is that:

- Designed specifically for CBE and competency-based assessments
- Located close to schools (95% prefer proximity)
- Affordable pricing model with reduced profit margins
- Fast and reliable service turnaround
- Portfolio binding support
- Accessible to both learners and the general community

# CASE STUDY

## MCEDO BEIJING SCHOOL

Students = 500
Each Student pays Kshs. 300 per term for printing

500 x  Kshs.300
=Kshs.150,000

# OUR FAIR ADVANTAGE

- **Community Trust**
- **School Relationship**
- **CBE Expertise**
- **First Mover Advantage**
- **Safaricom Partnership**

# Traction- to get us ready into business

Our journey

**Goal 1**

**survey to 30+ schools,**

**Goal 2**

**Create a website and partnerhip based on CBOs and Private Sector, parents and community**

**Goal 3**

**Parnerships**

| Milestone | Result |
|---|---|
| survey | 30+ schools, parents , students confirmed need |
| schools interested | 8 schools ready for bulkprinting |
| parents commitment | 45 parents will useit immediately |
| parnerships | Onboard with affordable data |

# Business Model and Sustainability

## Revenue Streams

1. Per-page printing charges

1. Binding and portfolio packaging fees

1. Bulk printing contracts with schools

## Sustainability Strategy

We will ensure sustainability by:

- Maintaining low profit margins to attract more customers
- Offering student-friendly packages
- Partnering with schools for bulk printing and consistent income

# Implementation Plan

**Phase 1: Setup and Establishment (Weeks 1–2)**

1. Secure a small shop space near schools

**Phase 2: Operational Launch (Weeks 3–4)**

✓ Begin service delivery

**Phase 3: School Partnerships & Growth (Month 2–3)**

- Engage nearby schools for bulk printing agreements

# BUDGET

| Item | Quantity | Unit Cost (Ksh) | Total (Ksh) |
|---|---|---|---|
| Printer (All-in-One: Print/Scan/Copy) | 1 | 30,000 | 30,000 |
| Laptop/Desktop Computer (Refurbished) | 1 | 20,000 | 20,000 |
| UPS/Power Backup | 1 | 5,000 | 5,000 |
| Wi-Fi Router | 1 | 2,000 | 3,000 |
| Extension cables & power strip | 2 | 1,000 | 2,000 |
| Table & Chair | 1 set | 4,000 | 4,000 |
| Branding (Signboard + Stickers) | 1 | 3,000 | 3,000 |
| Binding Machine (Manual) | 1 | 4,000 | 4,000 |
| Paper Reams (initial stock) | 5 | 700 | 3,500 |
| Ink/Toner (initial supply) | 1 set | 4,500 | 4,500 |
| Rent Deposit + 1 Month Rent | 1 | 4,000 | 4,000 |
| Internet Subscription (1 month) | 1 | 2,000 | 2,000 |
| Business Permits/Registration (basic/local) | 1 | 1,000 | 1,000 |
| Contingency (emergency repairs & extras) | 1 | 0 | 0 |

# Expectation, Expected Outcomes, KPI, RISK MANAGEMENT

**Expected Outputs**

1.fully functional cyber café and printing hub established

**Expected Outcomes**

- ✓ Reduced printing costs for parents and learners
- ✓ Improved timely submission of CBC assignments and portfolios

# RISK ASSESSMENT AND MITIGATION

| Risk | Likelihood | Mitigation Strategy |
|---|---|---|
| Power outages | Medium | Back UPS backup system and power planning |
| High cost of ink and paper | Medium | Bulk purchasing and supplier partnerships |
| Competition from existing cyber cafés | Medium | Affordable pricing, quality service, proximity |
| | | |
| | | |

**We are ready for success**

# OUR CALL TO ACTION

We request support to establish GESYI Hub through the purchase of printing equipment, cyber café setup tools, and initial rent for a small operational shop space.

Your support will directly:

✓ Improve learning outcomes

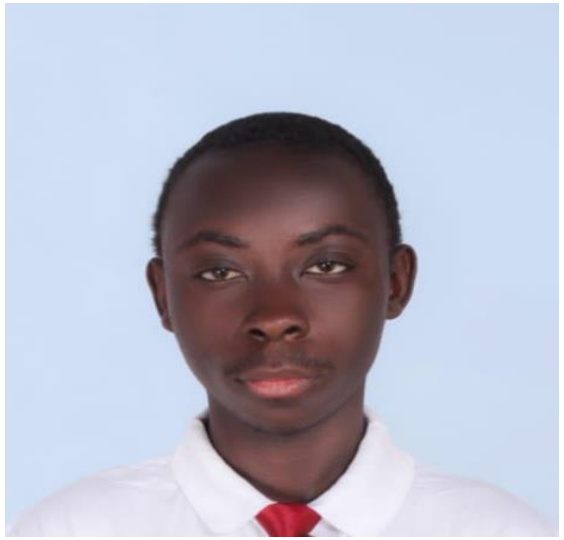
✓ Reduce financial burdens on parents

✓ Create a sustainable community-based educational support system

**Thank you for investing in education and community transformation.**

GESYI hub

# MEET THE TEAM



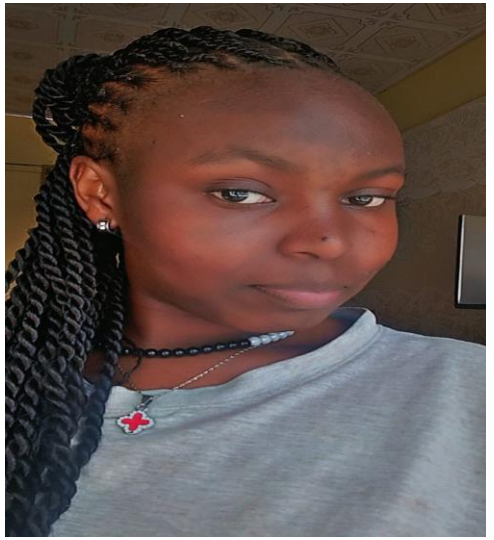
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