Okoa Maisha Business Plan

Executive Summary

The Product
Okoa Maisha is a social network platform that is aimed at linking blood donors to blood seekers. It was founded by a group of four Strathmore University students who wanted to make an impact in the society.

Mission
To continuously build and link a community of blood donors and seekers and to ensure that no life is lost due to lack of timely access to required blood.

Service Description
Okoa Maisha links blood seekers to donors and also allows organizations like Non-Governmental Organizations and Corporates to get access to willing registered blood donors. The platform also allows advertisements for blood drives happening in the country and therefore blood donors are able to identify centers near them. Members of the social network are able to invite their friends and relatives and recruit them as blood donors. In doing the above, Okoa Maisha raises awareness on the importance of blood donation.

The Market
The target market comprises of the following groups;
Blood Transfusion Centers around the country and the Kenya Red Cross, Individuals in emergency situations who need quick access to specific type of blood, Private Hospitals seeking to fill their Blood Banks and Corporate Organizations holding blood donation drives across the country.

Competition
The main competition comes from Pledge 25. This is an organization that targets people aged below 25 years and keeps their contacts in a database. Okoa Maisha’s target is the mass population This gives Okoa Maisha a competitive edge. Our business model is also quite unique in approaching the target market.

Risk/Opportunity
The country faces a blood shortage of 70,000 pints annually. Statistics also indicate that 1 in 10 people hospitalized in Kenya need blood transfusion. Moreover, many people lose their lives daily due to lack of access to required blood type in good time.

Management Team
Our team has vibrant individuals who are passionate about humanitarian activities and web/mobile application development. The four individuals have experience in Marketing, Product Development, Web and Mobile Applications Development.

Capital Requirements
A capital investment of Ksh 1 Million will be needed and will be broken down as follows; Product Launch, Operations Costs, Marketing and Allowances for employees for the first year before we break even.