The Problem

50% of Ugandan students don’t find a job after university

Students are highly innovative and create startups

Bureaucratic European import barriers slow down growth

Philemon (22)
Founder of Afrika21
Mbele

Exporting African Spirit.
Authentic Marketing

African-designed Shirt.

Starting summer 2019: mbiele.eu
Redefine Value

African-designed Shirt.

I pay: €

Suggestion: 15-25€
Minimum: 13€

✓ 100% of the profits go to StartHub-Education
✓ Customizable Design
✓ Climate-friendly transport

Starting summer 2019: mbele.eu
Transport

Travellers & Companies

23kg

66 Shirts
46 Coffee
Pricing

T-Shirt: Minimum Price

- **Basis**: 7,00€
- **Transport & Risk**: 0,90€
- **OnlineShop & Transactions**: 0,80€
- **Fund to StartHub Education**: 2,20€
- **Tax & Customs**: 2,10€

+ Everything paid extra: 16%
1. Export: 29 textile products to 11 buyers on 22/09/2018
2. Export: 45 products to 22 different buyers on 08/11/2018
3. & 4. Export: 19 kg coffee and 20 designer bow ties on December 2018

Turnover until now: 1500€
In the Future

June 2019: Crowdfunding Campaign

July 2019: Launch Online Shop

October 2019: First export with companies containers

December 2019: Turnover exceeds 2000€/month

2020/21: StartHub Africa takes it over
Empowering women through fair trade coffee