

Ziya January 2025 Update

Overview:

January marked a critical month for Ziya as we refined our operations, solidified our team structure, and advanced the Kisauni project. Below is a summary of our progress, key achievements, and focus areas moving forward.

1. Key Achievements

Pilot Success in Kisauni

- **Loan Disbursements:**
 - 48 microloans (Kes 2,000 each) disbursed to women in micro-businesses.
 - 6 shopkeeper loans (Kes 5,000 each) issued to support local businesses.
 - 2 lease-to-own TukTuks and 1 motorcycle delivered, with repayment systems in place.
 - **Today's Update:** Adding 16 more microloans and 2 additional shopkeeper loans, bringing the total to 50 loans by end of day.
- **Repayment Performance:**
 - **100% repayment rate** maintained, demonstrating trust and user commitment.
 - Daily repayment collections averaging Kes 3,780 across all borrowers.

Operational Improvements

- Created a **Kisauni Reporting Dashboard** on Notion to centralize operations data:
 - Loan disbursements, repayments, and operational updates tracked daily.
 - Field officers have begun using the dashboard to submit updates, with feedback pending.
 - Streamlined responsibilities:
 - **Mariam:** Lead for Kisauni operations.
 - **Khadija:** Field officer managing daily loan engagements and community activities.
 - **Ramadhan:** Lease-to-own officer focusing on TukTuk and motorcycle operations.
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Investor Engagement

- Positive meetings held with key potential investors:
 - **Juneid:** Committed \$4,000 to the pre-seed round.
 - **Hussein Jama (Amal Express):** Productive discussions on alignment with Ziya's mission.
- Herbert finalized the pitch deck, with refinements underway for broader distribution.

Banking and Cash Flow Updates

- Opened Ziya bank accounts with **SBM Bank Kenya**, ensuring operational readiness.
- Received a prepaid card to streamline field expenses and pilot payments.
- Completed cash flow projections for January and February, ensuring sustainability for ongoing pilots.

Team Structure and Alignment

- Finalized the core team for Kisauni:
 - Hassan: Overall lead for strategy and direct reporting for Mariam.
 - Abdulrahman: Regional Lead for public policy, investor relations, and strategy, working closely with Herbert and Hassan.
 - Protas, Comark, Herbert, Mariam, Khadija, and Ramadhan.

2. Challenges and Resolutions

Team Transitions

- Made the necessary decision to part ways with team members not aligned with Ziya's vision or pace:
 - Wamaitha, David, and Mohammed Austin.
 - Transition handled professionally, maintaining respect and collaboration.

Operational Gaps

- Field reporting delays resolved through dashboard implementation.
- Strengthening field leadership and communication within the new team structure.

3. Focus for February 2025

Scaling the Kisauni Project

- **Target Metrics:**
 - Disburse 150 additional loans (140 microloans, 10 shopkeeper loans).
 - Maintain 100% repayment performance.
 - **Operational Enhancements:**
 - Refine the reporting dashboard based on field feedback.
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- Train field officers in data collection and analysis.

Investor Outreach

- Distribute the refined pitch deck to the investor pipeline.
- Schedule follow-up meetings with key investors (e.g., Patrice Kiilu, Lisa from Naivas).

Ecosystem Development

- Conduct community engagement meetings to build trust and gather feedback.
- Explore partnerships with local businesses for ecosystem integration.

Technology Rollout

- Accelerate MVP app development for loan disbursements and repayment tracking.
- Test basic app functionalities with current borrowers for feedback.

4. Conclusion

January demonstrated Ziya's ability to execute effectively and adapt to challenges, establishing a strong foundation for growth. With streamlined operations, a dedicated core team, and investor interest, we are well-positioned to expand the Kisauni project and increase our impact in February and beyond.
