

OUR STORY

Helping each other,
a win-win for two
continents

CONTENT

Our Motivation

Dutch-Kenyan
cooperation

Why Kenya?

OUR MOTIVATION

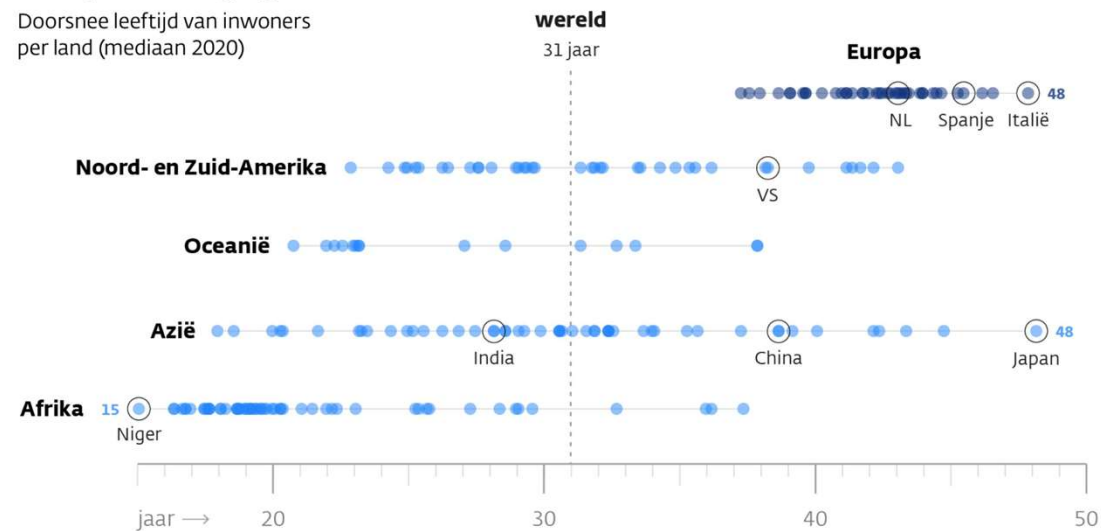
- Europe faces an ageing population,
- while at the same time Africa gets younger.

ORANGE NILE / EUROPEAN-AFRICAN TECH



Europeanen zijn gemiddeld het oudst

Doorsnee leeftijd van inwoners per land (mediaan 2020)



bron: OurWorld In Data /VN

CONSEQUENCES

- Healthcare and elderly care becomes more expensive
- Fewer people are to pay for these increasing costs
- Increasing (illegal) immigration

Costs for elderly healthcare in the Netherlands:

EUR 19 billion (2018)

EUR 43 billion (2040)



In many countries the age-trap is closing. More financial struggle results in less children at an older age.

ADDING GLOBAL WARMING

- Global warming is contributing to more and extended heat waves, a tripling of droughts, a quadrupling of storms, and a tenfold increase in flooding in Africa since the 1970s.
- World Bank expects this results in 53 to 71 million migrants from Sub-Saharan Africa by 2050.

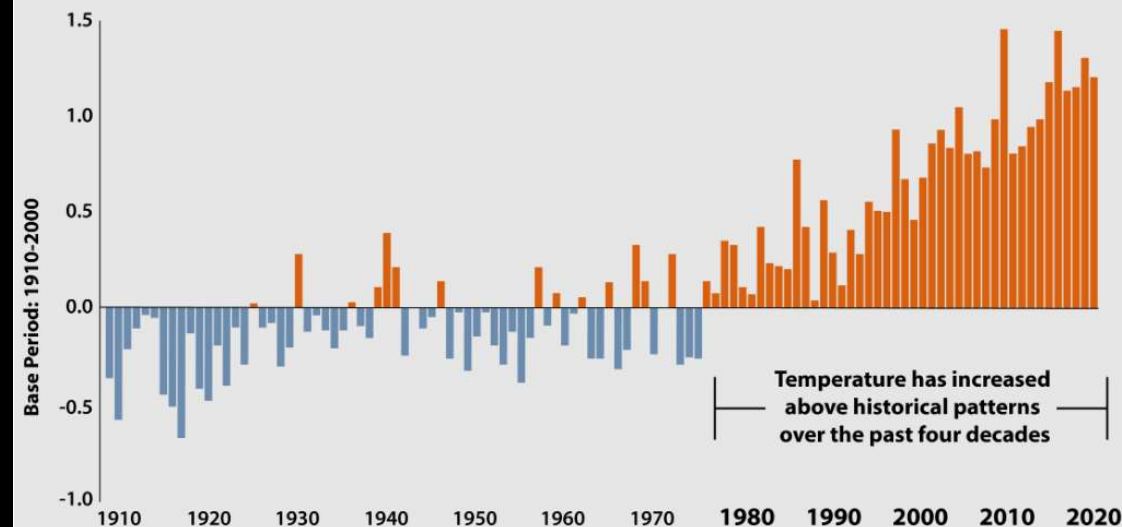
ORANGE NILE / EUROPEAN-AFRICAN TECH



EU spends billions to close the borders for non-EU migration (Turkiya EUR 6 billion, Tunisia EUR 700 million).

People are literally trapped suffering more than in the past from droughts, storms, floodings etc.

Africa's Temperature Anomalies, 1920-2020 (degrees Celsius)



Source: NOAA 2021, World Bank

A POSSIBLE WIN-WIN

- Many entrepreneurs have knowledge about these traps and feel uncomfortable.
- Is there a win-win adding entrepreneurship and flexibility to step up the effort. How can we add “Hope”, how do we find solutions the entrepreneurial way?

ORANGE NILE / EUROPEAN-AFRICAN TECH



Emerging developments:

- Working remotely since Corona
- Proving easy access to highly skilled and motivated labour force in the same time zone
- English more and more working language internationally





TRAINING KENYAN SOFTWARE DEVELOPERS TO BECOME ENTREPRENEURS.

The Orange Nile solution

THE ORANGE NILE SOLUTION

LESS MIGRATION

- Working remote means people can stay in their own city and country
- These businesses attract other business locally (e.g., housing services, facility services, catering etc.)

SECONDARY EFFECT

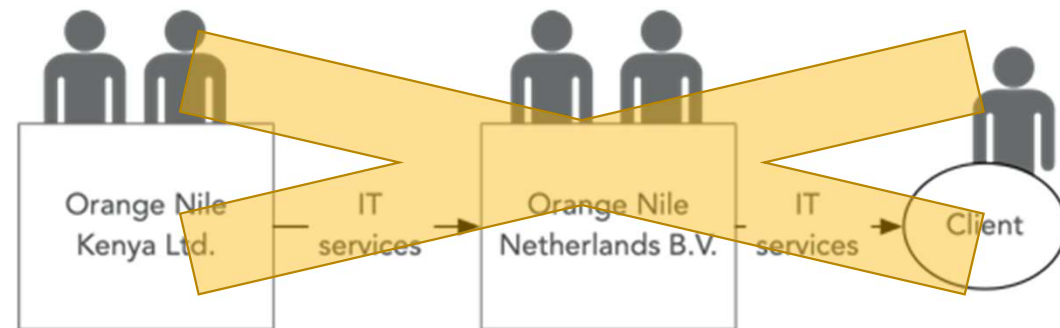
- More interaction results in becoming more familiar and increases experience on both sides, reducing misunderstandings and tension.

ADVANTAGES

- Same time zone
- Very competitive rate
- Highly educated, good English, and reliable internet connection
- Kenyan ownership, investing in economic development and education
- Trained in our way of working

THE DUTCH – KENYAN COOPERATION

- We like the Dutch clients to do business directly with the company in Kenya.
- So, our business will not be organised in a typical nearshoring structure.



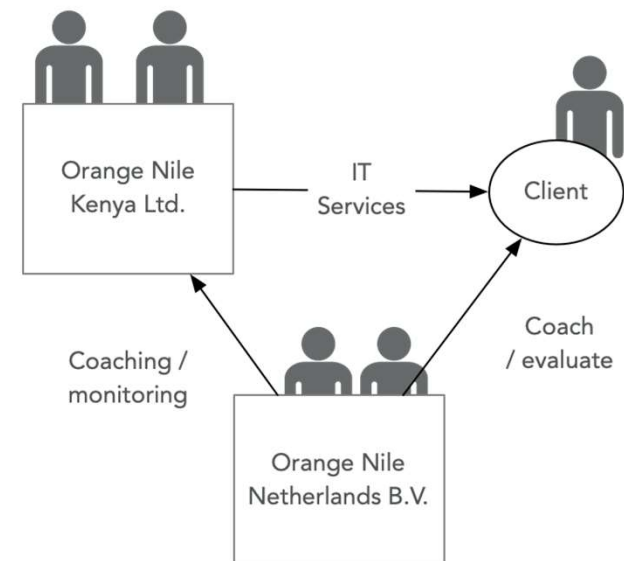
DIRECT RELATIONSHIP BENEFITS

For Client

- Direct contact with decision makers in the team.
- Direct control instead through a Dutch contact
- Reduced costs

For the Kenyan entrepreneur

- Growing an entrepreneurial mindset
- Able to directly manage client expectations and promises



WHY KENYA?

- Kenya is the most stable democracy in East Africa,
- Kenya is the gateway to the East African market of almost 500 million consumers,
- Kenya is the regional logistics hub,
- Kenya is the leading regional financial hub,
- Kenya, with its Silicon Savannah and super smart engineers, is the region's ICT hub: Konza
- Kenya is a leading destination for foreign direct investment and venture capital,
- Kenya has a young, educated, entrepreneurial, and English-speaking workforce,
- Kenya generates over 90% of its energy from renewable sources

ORANGE NILE / EUROPEAN-AFRICAN TECH

- Tech companies: Copia Global, Semiconductor Technologies Limited, Twiga Foods, Market Force, Power Financial Wellness, Kyosk, Odoo, and many electric vehicle start-ups
- MPesa mobile money was developed by Kenyan innovators in 2007, and by 2010, it had become the largest mobile money network in the world.
- MPesa has annual revenues of EUR 940M, EUR 240B flowed through the platform in 2022, and it has an open API with 60,000 developers.



JUST START

- It will happen, so start gaining experience now. Make some iterations, make yourself future proof on the supply side.
- We have experience with nearshoring. We can increase your learning curve and avoid the bumps in the road while doing
- Young Kenyans have an eagerness and are committed to join the projects in
- We coach and train the Kenyan developers, to become familiar with communication and processes as we are accustomed to in The Netherlands



HOW WE REDUCE COSTS

- Entrepreneurial spirit in Kenya
- Offering remote work only
- No unnecessary overhead in Kenya or The Netherlands



THANK YOU

Jules van den Berg

info@orange-nile.nl

www.orange-nile.nl

Manolo de la Fuente