We are a specialized Youth Experiential Marketing & Communications Agency.
SOME OF OUR BUSINESSES
WHAT WE DID TO START AND GROW THE BUSINESS

- Started off as a DJ agency playing at private parties.
- Continued doing it for fun. It was never a business.
- Improved on quality of service.
- Increased knowledge capacity.
- Re-invested 120%.
- Went all out on unconventional marketing.
- Had a ball.
We have a deep understanding of the consumption habits and trends of consumers aged 15-35yrs in East Africa. They love us.

We have extensive experience in conventional and experiential marketing.

We have a wide network of partners across Africa.

We are a 24hr Media House, our pulse is constantly in sync with the streets.
CHALLENGES

- **Limited access to set up and growth capital**
- **Lack of skilled human resource**
- **Informality of the sector we are in, stereotypical perception**
- **Access to quality and genuine mentors**
INNOVATIVE STRATEGIES USING ICT

1. Being able to post and archive our achievements on-line enables us to woo investors whom are now able to invest and track ROI.

2. Using ICT and social media tools, we are able to communicate with our customers in real time and amend our executions based on instant feedback. We measure IMPACT also in real-time.

3. Online mentorship is available at no cost with no strings attached, access to a diverse pool of mentors is also easily availed.

4. Training Materials, testimonials and Human resource are now easily available on-line.
Ask. Think. Do.

1. **Ask:** All the right questions
   - Query to understand the Idea
   - Research idea and situation background
   - Assess and understand the market situation
   - Lay out the opportunities

2. **Think:** Analyze the data
   - Use the information to craft the way forward

3. **Do:** Create effective execution plans
   - Create the plan
   - Execute it
   - Get the job done

**RECOMMENDATIONS FOR INVESTORS**
Life’s most persistent and urgent question is, 

what are you doing for others?
The Homeboyz Foundation:
The Homeboyz Foundation is a non-profit organization founded in 2010 to provide a platform where young people can access the skills, tools and resources to be empowered. The Foundation’s mandate is to empower young people develop their skills and enhance their capabilities so that they can reach their fullest potential. It is inspired by the journey and experiences of The Homeboyz Entertainment Group, the foundation’s key benefactors. The foundation advances youth empowerment mainly through sports entertainment;
• Set up Homeboyz Rugby Club, a sports vehicle through which we unearth youth below the age of 16 with a talent in sports, incubate them, assist with their education and help them build a career in sports.

• All players enroll on to an entrepreneurship course.

• Have turned out to be the Brands best Ambassadors
Youth Hub:

- An on-line entrepreneurship and digital jobs portal.
- A space to post your idea and get seed funding for your business fast.
Great Expectations

Great Experiences