



PRESS RELEASE

STARTUP LIONS SELECTED AS FINALIST IN THE GOOGLE IMPACT CHALLENGE!

Lodwar, 14 November 2018



From more than 1000 applicants, the young innovative NGO STARTUP LIONS founded by European & Kenyan entrepreneurs in Turkana, Kenya, one of the poorest regions of East Africa, has been selected as one of the 12 finalists in the GOOGLE IMPACT CHALLENGE.

Startup Lions enables Africa's rural youth to learn, earn and innovate.

Rural youth unemployment is often caused by poor infrastructure, limited access to markets and few job opportunities. Yet, in many regions of rural Africa, there is internet access and a vast amount of human talent - all it needs for digital careers.

This is where Startup Lions kicks in: it trains talented young adults, of which most have never touched a computer before, in high-value skills like web development, graphic design and animation.

Through its dedicated Fair-Trade sales unit, Startup Lions links its graduates to international clients. By enabling them to sell digital services right from its campus based in their home region, Startup Lions facilitates their 'leapfrogging' straight into the global digital economy.

Ludwig Bayern, Founder of Startup Lions, said:

*"At Startup Lions, we enable young people to **learn** ICT & Business skills at the coding school Learning Lions, **earn** an income from online work as freelancer at Digital Lions, and **innovate** by becoming themselves IT entrepreneurs with the support of our incubator Startup Lions. All this while remaining with their families and contributing to the development of their communities.*

After 3 years of existence, 150 Kenyans educated in IT and media skills, 40 talented freelancers and young IT entrepreneurs trained and empowered, Google has acknowledged the empowering impact of our program and has selected Startup Lions as finalist in their challenge.

Now, we hope to win the Google Impact Challenge, to be able to make a difference to hundreds more young women, men and their families. With your vote we can win the competition"

The winner of the Impact Challenge will see a life changing donation of \$250,000 and support from Google's experts to grow the organisation. The finalists now face an online vote from the public open for votes until the 25th of November, 2018.
The winners will be announced at the end of November.

Vote here for Startup Lions: <https://impactchallenge.withgoogle.com/kenya2018/charities/startup-lions>

Annex. Pictures

More info on: www.startuplions.org | www.learninglions.org | www.digitallions.co

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