

# MAISHA TECHNOLOGIES PLC

## Ethiopia

TECH FOR GOOD



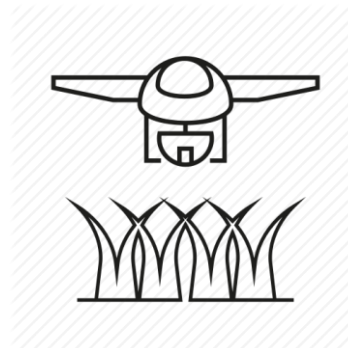
# About Us

Maisha is an Ethiopian tech for good social enterprise.



# Mission

‘We are on a mission to use drone technology for social impact in the field of health care and agriculture in Ethiopia.’  
(Maisha CEO)



# Prototypes



Fixed Wing Long Range UAV

- Range: 200 km
- Payload W: 3 kg



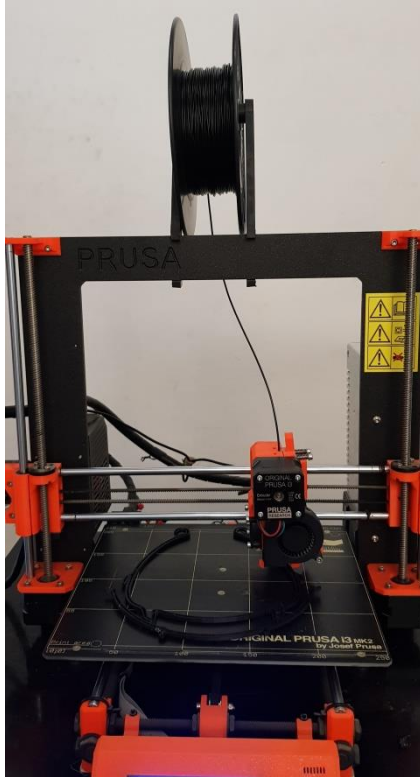
# Prototypes



## Vertical Take-Off & Landing (VTOL) UAV

- Range: 150 km
- Payload W: 3 kg

# Fighting COVID19: 3D printing face shields for frontline health workers



# Fighting COVID19: 3D printing face shields for frontline health workers

- 638 pieces produced and donated to covid-19 centers in Addis Ababa and Debre Birhan town
- 200 more in process
- Financial collaboration with Israel Embassy, Australia Embassy, local residents



# Maisha & Kaizen concept

- Design Thinking methodology
- Continuous engagement with stakeholders throughout process: Government, end users, beneficiaries
- Update/continuous improvement from the start of design



# Maisha & Kaizen concept

- Small team
- Weekly discussion: all team members engaged and openly have a say in all the process
- Hierarchy is not rooted in the startup: easier to implement Kaizen

# Challenges of startups

- Time and money
- Need to create minimum value product (MVP) and secure customer
- Trying to improve on an MVP is challenging as it takes more time which might lead for the startup to reduce their cash reserve while not being able to bring in more sales

# Challenges of startups

- One person wears many hats, that is, one person holds the role of many to minimize cost
- One person with many responsibilities in a startup business makes it difficult to have the time to 'sit and think' on applying the Kaizen philosophy for each roles one plays

# Challenges of startups

- For Maisha: the application of continuous improvement on the engineering sector requiring more parts to be purchased constraints our ability to have more human resources and apply continuous improvement in the other sectors of the business such as skill updates/training to staff



# Kaizen Contribution: technology improvement

- Maisha: the innovative part is the radical change in supply chain process of last mile distribution we bring in.
- The technical process we go through while developing and improving our drones align with the Kaizen philosophy: continuous engagement, continuous improvement

# Kaizen Contribution: technology improvement

- Kaizen can contribute on the technological improvement of a startup like Maisha by: identifying what equipment to add to increase efficiency, improve manufacturing process layout, identify which parts would be best to make in-house and which parts to outsource

# Kaizen Contribution: mindset

- Once the Kaizen philosophy is well understood by all staff members of a startup, it brings out the best of the employees because the mindset of each employee of knowing their input is as valuable as their employer is a high morale boost

# Recommendations on promotion/ implementation of Kaizen to startups

- For each business sector: showing case studies of successful companies that implemented Kaizen during their startup phase and how that had helped them achieve success
- Provide free/affordable Kaizen courses by sector type



# Recommendations on promotion/ implementation of Kaizen to startups

- Arrange for on hand experience, that is, let a management person visit/spend time in a Kaizen adapted company and see how Kaizen is implemented and used in daily activity of their work first hand: seeing is believing.

# Recommendations on promotion/ implementation of Kaizen to startups

- Have someone with a Kaizen experience in the startups sector do an internship/volunteer work assisting the startup in implementing and running the startup with Kaizen.

# Recommendations on promotion/ implementation of Kaizen to startups

- When needed, provide financial/material support for the startup (especially manufacturing ones) so as they can acquire the needed technology to increase their efficiency and reduce cost
- Assist startups in creating quality control departments

Thank you!





# Contact Us

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