

## KidsCan

The Citi Skills for Success Program has brought three young girls from Hasbaya to join their forces and delve in the entrepreneurial world together. Marwa, Ghenwa and Issamar knew that they wanted to achieve something great, yet did not know where to start from. When they completed the entrepreneurship training with AMIDEAST in the Citi Skills for Success program, they got the courage to pursue the coaching sessions and focus on their idea: a customized tutoring business set in Hasbaya built on each child's abilities, called the Academic Mentor Program (AMP).



Ever since the demo day for the Citi Skills For Success program, the startup has grown a lot in several exciting ways. The Academic Mentor Program turned into KidsCan!

The basic knowledge the team gained from the training helped them work more professionally and chase the right opportunities to help them grow bigger. AMP was a tutoring center for kids, in which they tried to take care of the students' mental health and make them feel like they belong in a safe environment. Their main idea evolved and now AMP is called KidsCan.

KidsCan still offers personalized tutoring according to the students' specific abilities, but new services were integrated. The startup implemented STEAM education programs and new training sessions to work on building character. They now offer life skills training sessions (effective teamwork and other classroom skills for students). They also implemented Psychosocial training activities in which the students learn to discover themselves and to express and verbalize their feelings and thoughts.

The changes were not limited to new services; they re-structured the team to work in a more professional and effective way. Everyone now has a clear and specific job description and operations are running more smoothly. The team re-branded as well and started working on improving their social media content and reach.

After witnessing the benefits of the training with AMIDEAST and Citi, they decided to join other entrepreneurial training programs and accelerators. Indeed, KidsCan joined both the Asfari Challenge for Social Innovation Accelerator - ACSI (a partnership between Pitchworthy and the Asfari Foundation) and YLP6 with the United Nations Development Program in Lebanon and DOT Lebanon.

The team also secured a partnership with Numinds (a US based educational and professional development organization), and currently working another with ElKhalil Foundation.

Their market size has substantially grown as they can now offer their services to every student in the Hasbaya area considering they are no longer limited to office space and give trainings in schools.

They started in October 2018, tutoring 4 students. In the last academic year, this number reached 28 students, increasing revenues from 600,000 LBP per month to 4,200,000 LBP per month. For other training sessions, about a hundred students bought services, generating about 10,000,000 LBP. As for their economic impact on the community, KidsCan hired so far a total of eight teachers as part-timers. They also received funding from the ACSI Accelerator challenge, using it to get stationary, electronics and other essential equipment, and were offered a laptop and a projector from AMIDEAST as well.