"Made in Africa Evaluation (MAE)" Toolkit

Description

A first-mover M&E toolkit based on decolonial principles, centering African contexts, cultures, and philosophies like Ubuntu.

Pain Point Addressed

Traditional, top-down M&E frameworks are often "extractive" and based on "Global North development theory," failing to capture the nuanced realities and priorities of African communities. Organizations lack the specific tools to adopt more authentic, participatory approaches.

Competitive Advantage

Explicitly founded on decolonial principles, centering African contexts, cultures, and philosophies. It provides practical tools like templates for participatory data collection and frameworks for incorporating local knowledge, moving MAE from theory to achievable practice.

Revenue & Investment Model

A SaaS model targeting NGOs, foundations, and corporate social investment (CSI) departments. Licenses can be priced per project or per organization, supplemented with high-margin training workshops on MAE methodology.

AI Technology Leverage

Natural Language Processing (NLP) analyzes qualitative data from focus groups, storytelling sessions, and community surveys in local languages to identify key themes and sentiments. This automates a labor-intensive process, making deep, culturally-attuned evaluation more scalable.