

Topic 3: Digital/blended service delivery – is it delivering more for less?



Naomi Kirungu

Lead Partnerships – SME

AMI

African Management Institute



Peter I. Nduati

Founder & CEO

Africa Turnaround Ltd.



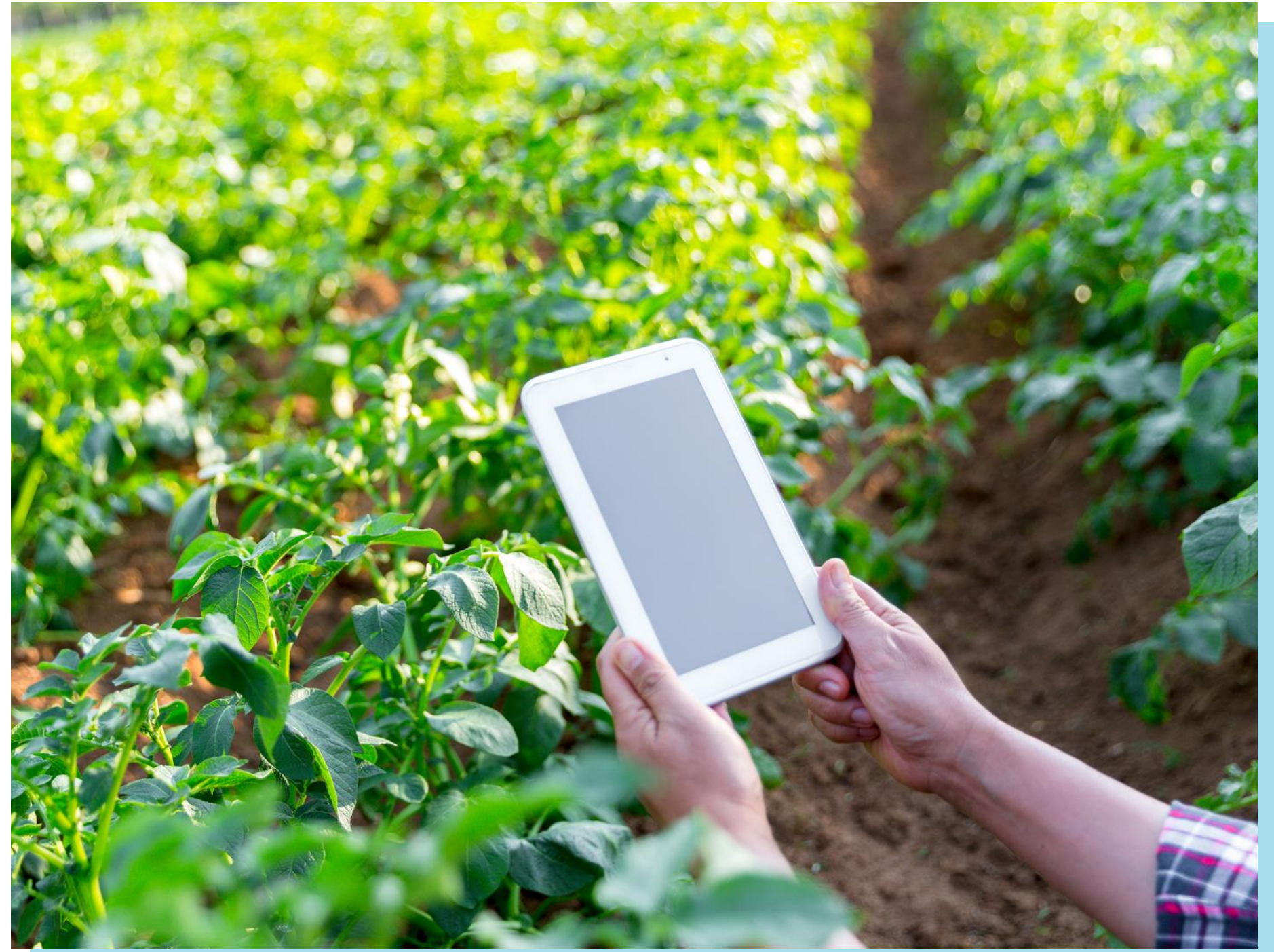
Anne Marie Van Swinderen

Founder and Managing Director

L-IFT

Digital/blended service delivery

Is it delivering more for less?



"In a world where scale, inclusivity, and sustained impact matter more than ever, can digital and blended service delivery models truly deliver *more for less*—not just in cost savings, but in community reach, local ownership, and long-term transformation for MSMEs?"

You will hear from:

ATL (Nduati) – the potential of LMS for BDS Providers

AMI (Naomi) – the trade offs between scaling and impact

L-IFT (Anne-Marie) – presents their approach to local coaching



ATL- The potential of LMS for BDS Providers

"In a world of shrinking donor budgets, how can we equip local BDS providers with the digital platforms and ready-made courses they need to deliver affordable, high-quality BDS support at scale?"

The potential of a shared platform for BDS Providers

ATL catalyzes the power of enterprise through tech-enabled BDS

We accelerate the scale of BDS

by

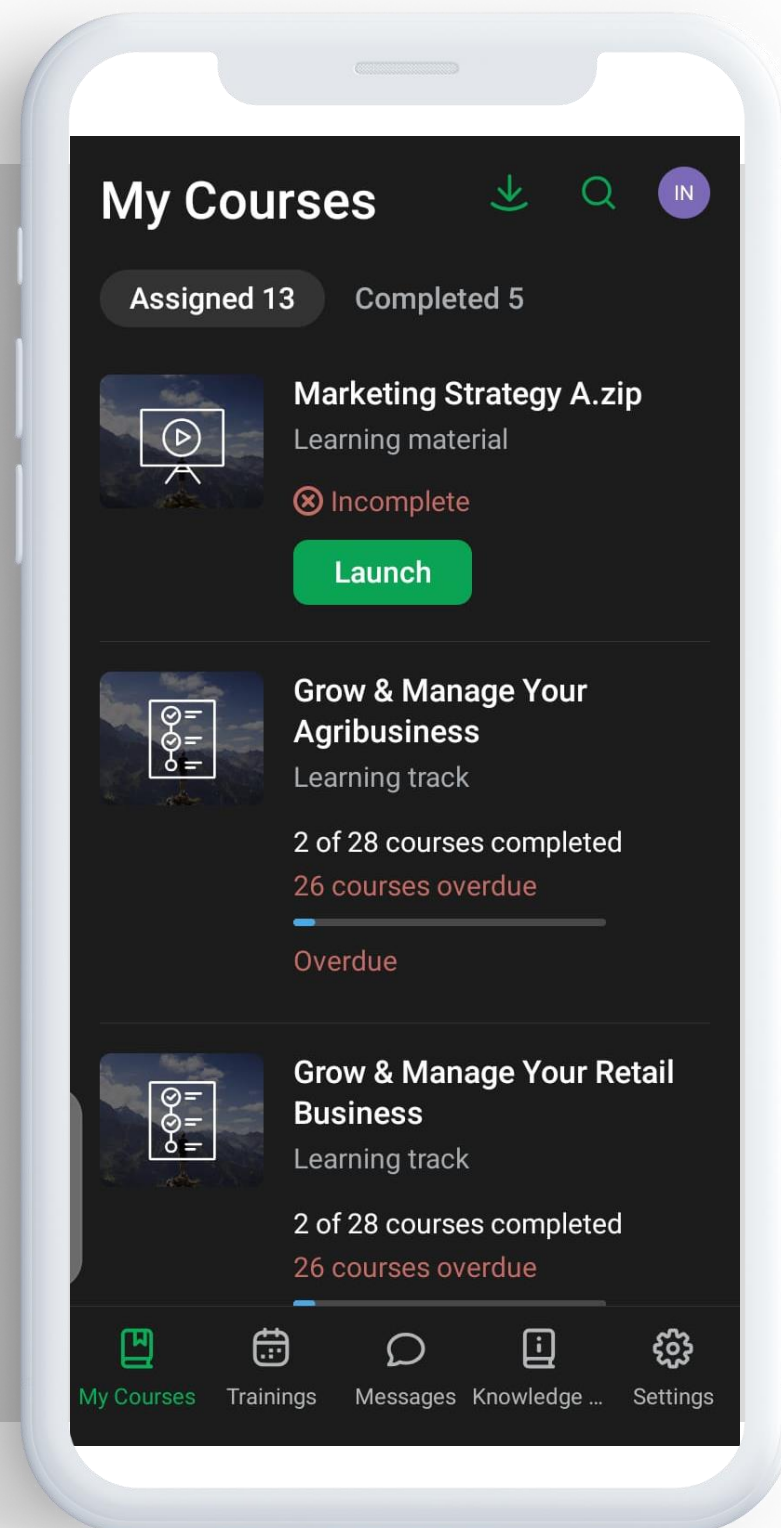
Certifying Local BDS
Providers and Licensing them
to

Use our

SHARED Platform and Courses



The Solution



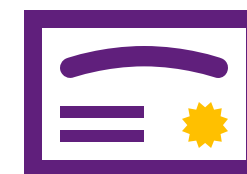
App for learners



Dashboard



Digital Courses

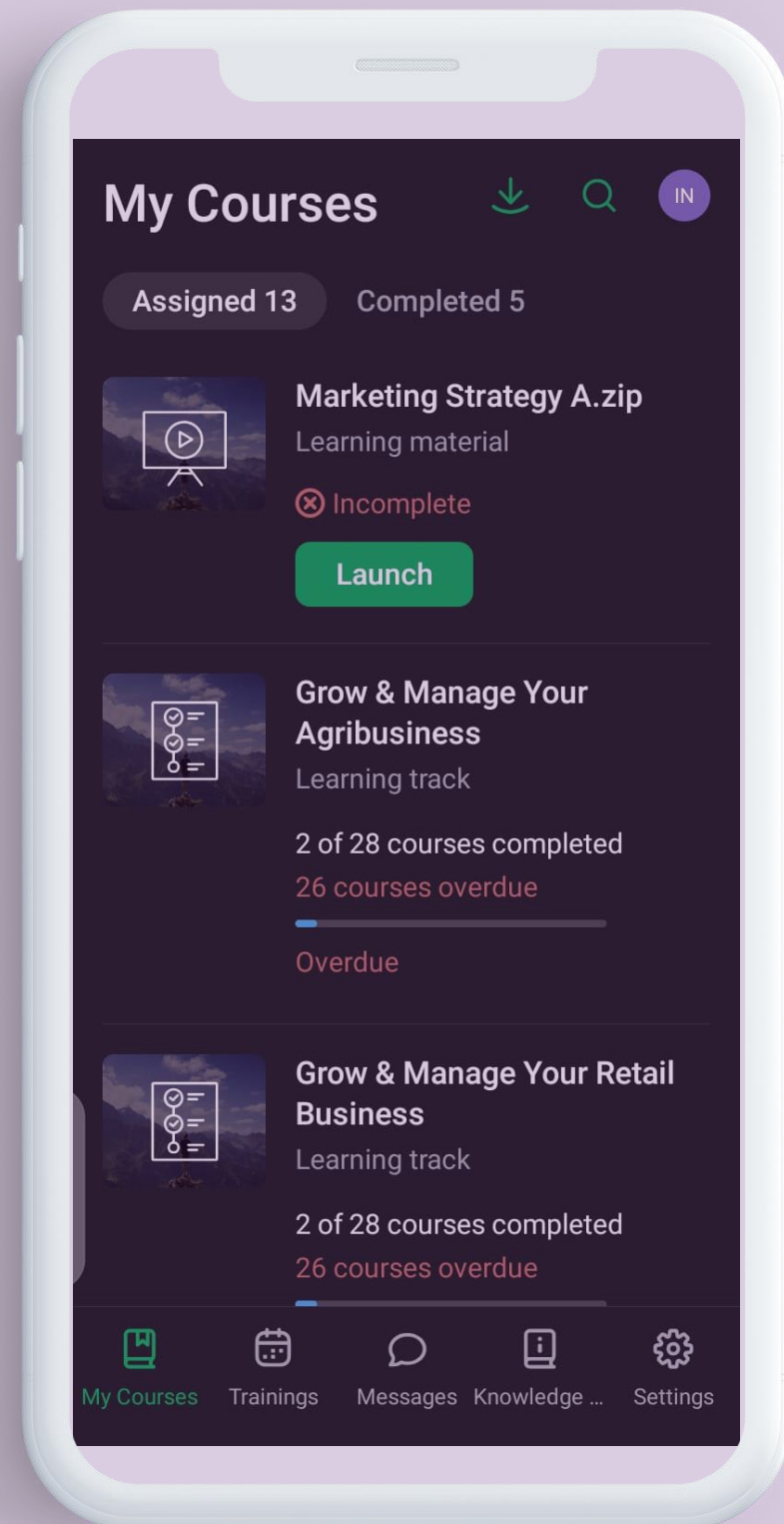


Certification Training



Toolkits

Continental Footprint



Kenya



Uganda



Tanzania



Rwanda



Nigeria



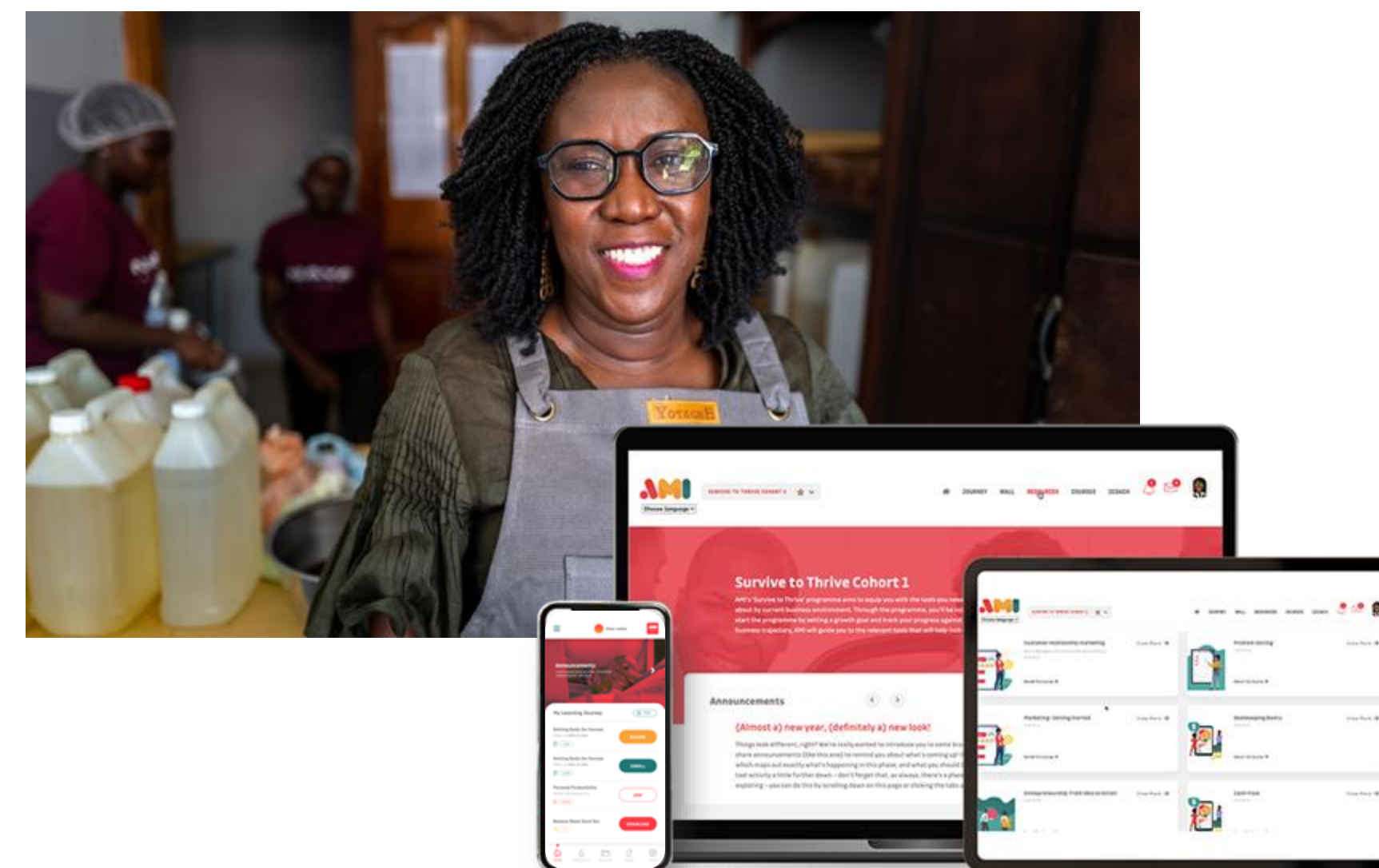
Malawi



Ghana



Enabling Africa's ambitious
businesses to thrive, create jobs
and improve livelihoods



The core innovation: AMI GROW- An evidenced-based, tech-enabled
method of business development support to SMEs, which drives growth
and creates jobs – and has an inbuilt mechanism for scale.

Innovation at the last mile

Entrepreneurs are key to Africa's future — we must deliver inclusive innovation at the last mile so none are left behind no matter how rural or under-resourced they are.

Inclusive business development support means embracing an omnichannel approach, and connecting rural MSMEs to support operating in their area and in their language.



Kataza



223 trained youth Growth Guides have supported 9,000+ MSMEs with diagnostics and tools in 15 districts in Rwanda.

Channel Innovation



4 visual financial literacy courses developed for Telegram in 5 Ethiopian languages, to be distributed to micro entrepreneurs with low data access.

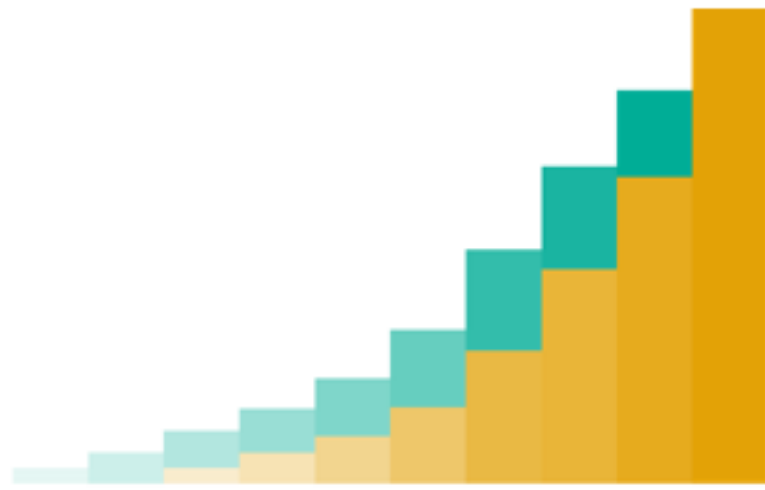
FIRST+ II



Targeting 10,000 MSMEs in agriculture and agri-adjacent sectors support is delivered via financial institutions, the AMI Learn App and in-person bootcamps.



What trade-offs have you encountered delivering innovation at the last mile (e.g., scale vs. depth, tech vs. human touch), and how have you navigated them?



L-IFT

Low-Income
Financial
Transformation



High-Tech High-Touch - our story developing blended learning

AMEA Annual Learning Event, 25th June 2025

FINBIT offers businesses and farmers bookkeeping technology that grows their profit and enables them to access finance



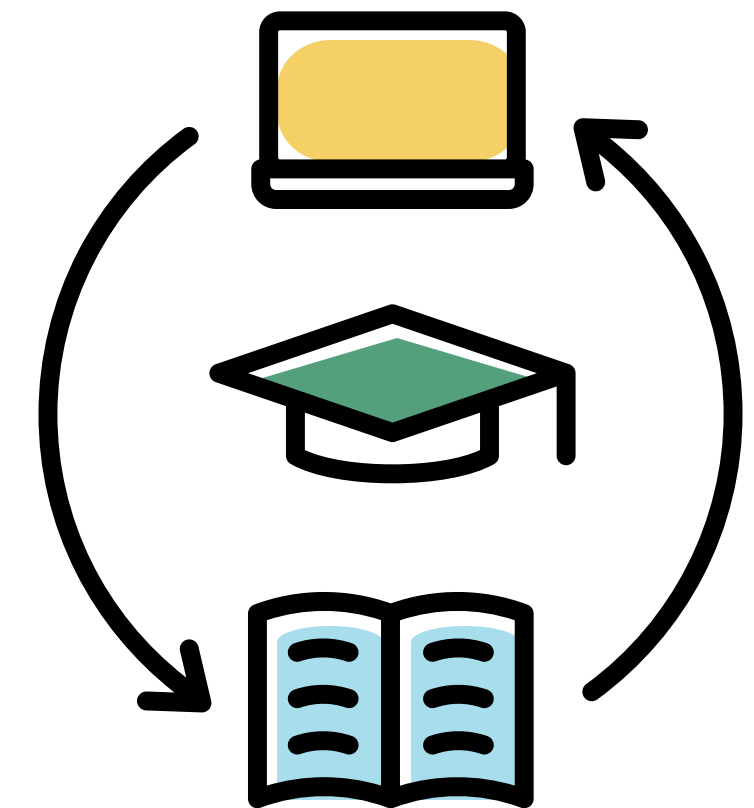
Effective training is gradual

- Incremental
- Step-by-step
- Continuous



Blended learning to enable available people with time to contribute to their communities

- Not just about cost effectiveness
- Also to move away from ‘top performing trainers’
- Digital component to ensure real messages and content comes across
- Local facilitators to engage the community, make it fun, enable all to complete the course



Burning Question

How to incorporate AI without losing the jobs that people need to improve their lives?

