

# Minzoto Club

Centre Culturel Educatif

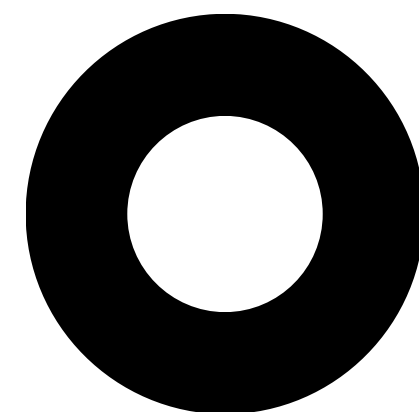
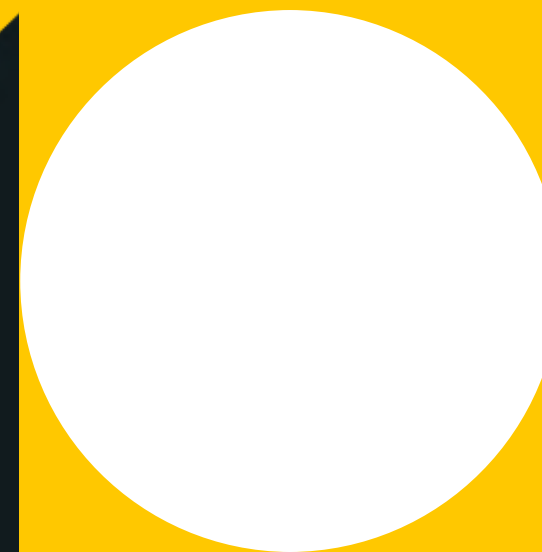
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MINZOTO  
CLUB



# Our Success Stories : Teenagers's succes



# PROBLEMS



**Gap between  
theoretical concepts  
learned at school and  
practical requirements  
in the field**

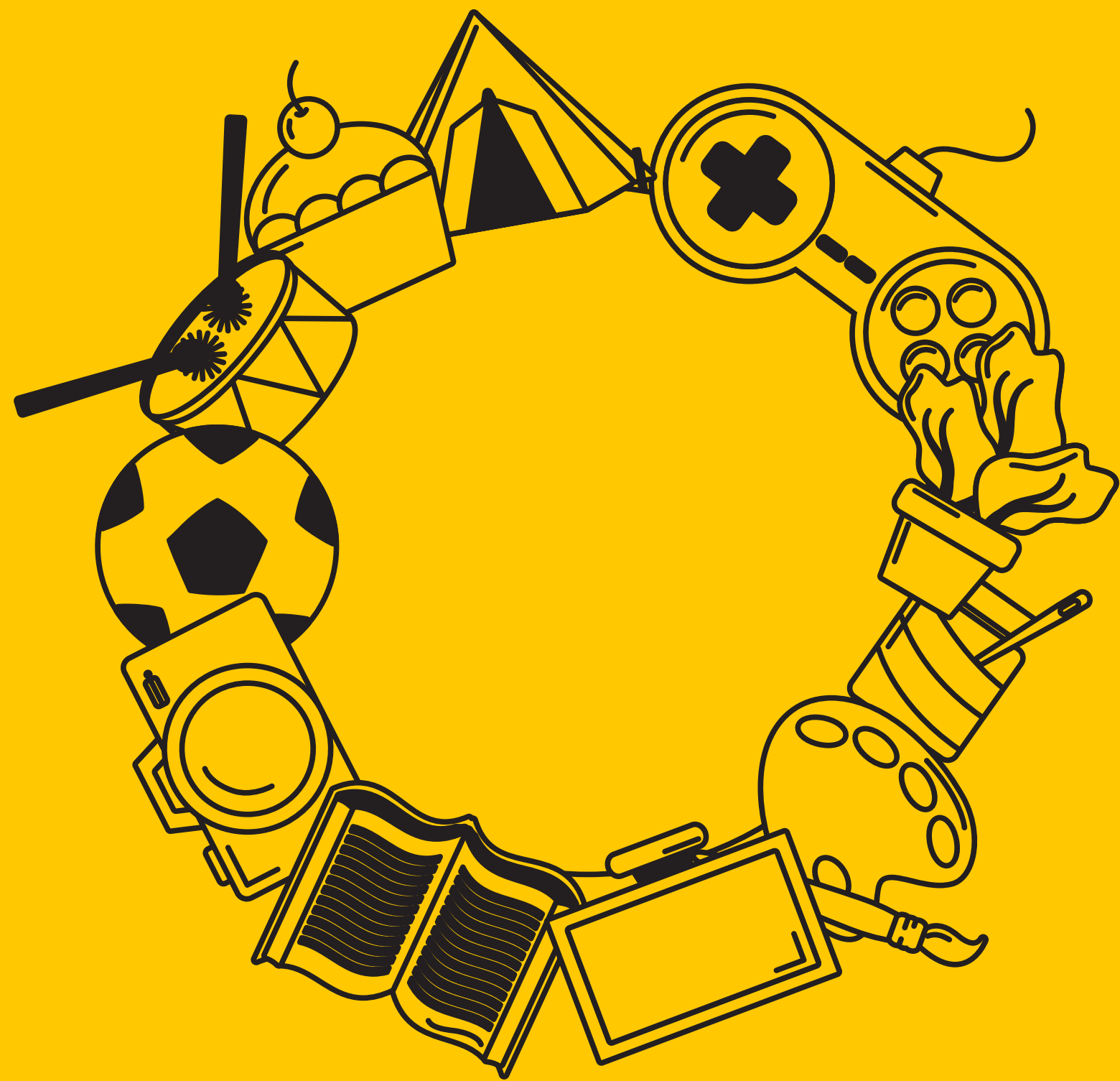


# PROBLEMS



**Insufficient  
infrastructure and  
specialised cultural  
and sports facilities  
for teenagers**





**SOLUTION**

**SERVICES PROVIDED  
BY THE CULTURAL  
CENTRE**



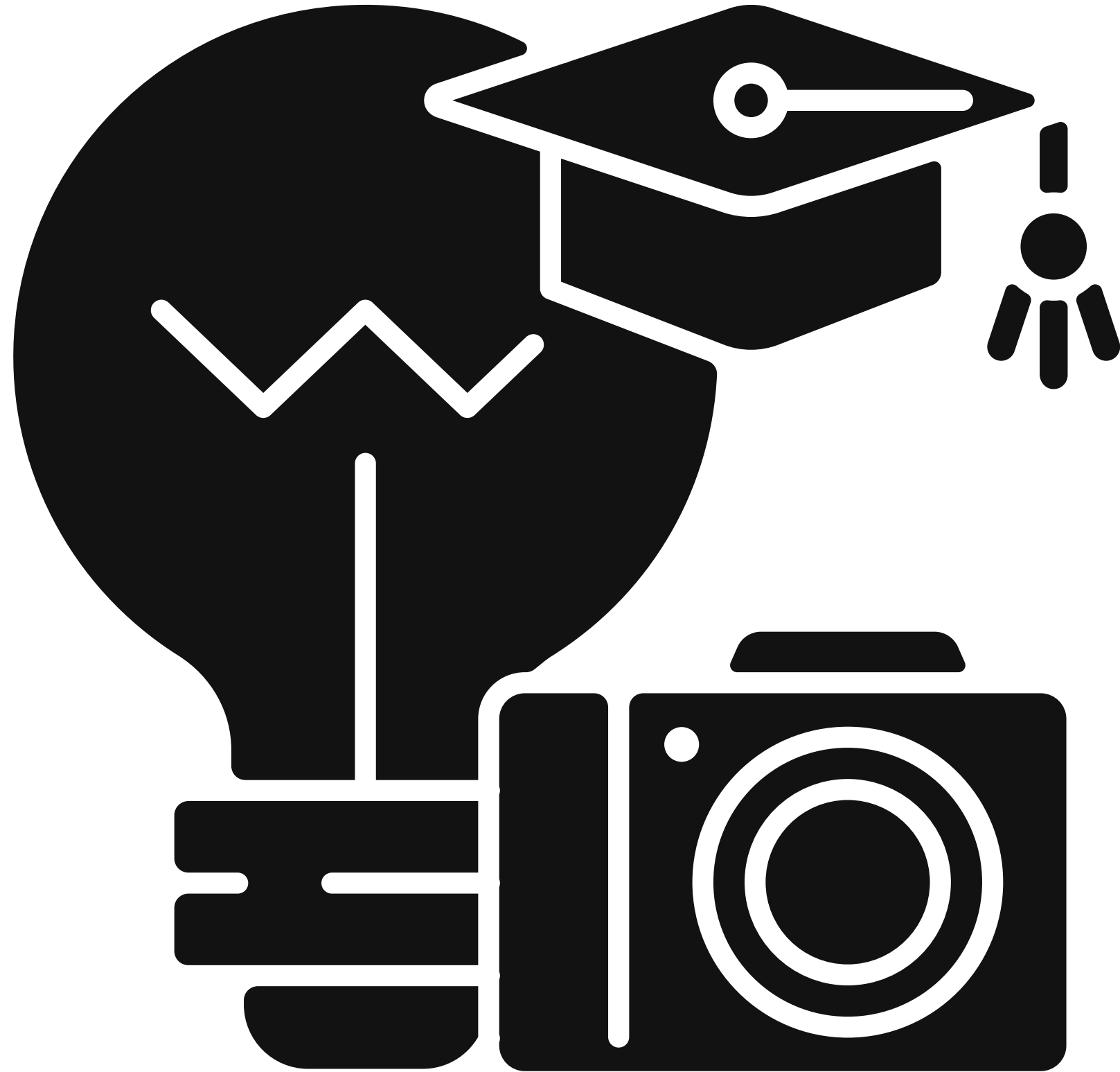
# CREATIVE WORKSHOPS

(Only for 12 - 19 year olds)

To ensure that as many talents as possible are developed among teenagers, the cultural centre offers a variety of workshops:

- Coding workshop: creation of websites, video games, etc.
- Robotics workshop: creating electronic and/or mechanical gadgets.
- Science & Creativity workshop: applying chemistry to create everyday products.
- Drawing workshop.
- Literature workshop. -
- Music lessons.
- Agriculture workshop





# **PROGRAMS AND ACADEMY**



# PERSONAL AND PROFESSIONAL DEVELOPMENT WORKSHOPS FOR YOUNG ADULTS

Training, exercises and assessment in personal, cultural and professional development for young people aged between 18 and 35. Advice and consultation in entrepreneurship.

# EDUCATION PROGRAMMES FOR TEENAGERS

The M- ACADEMY is a pre-incubation programme for teenagers, with individual support for the 10 best teenagers with high potential, identified annually by the cultural centre.

"Creators" is a online program of creative workshops. This program accessible to young people aged between 15 and 18 in Kinshasa and the rest of the country. The programme runs for 4 weeks.



# THE PROGRAMMES END WITH CERTIFICATIONS



# WE BRING IN EXPERTS

# Evènements



# EXHIBITIONS

Minzoto Club also offers participation in 4 themed exhibitions each year, at which the teenagers present and sell their creations from the various creative workshops;

Attendance at these exhibitions is free of charge for the public. An average of 100 people attend each exhibition.



# INTER-SCHOOL CULTURAL AND SPORTS SEASON

The Saison Culturelle et Sportive Interscholaire (SCSI) is a sporting and cultural competition and tournament between different schools in Kinshasa. Its mission is to provide a framework for the expression of the talents of young Congolese, to create opportunities for the best among them, to encourage the development of sporting and artistic skills from an early age and to promote and perpetuate Congolese culture.

It is one of the rare events that allows the development of all 9 types of intelligence thanks to its variety of categories and disciplines.



In 2021: over 200 students competing in basketball, football, drawing, literature and dance, with 300 people in attendance.

In 2022: Over 300 students competing in basketball, football, drawing, literature, dance, cookery and project pitch competitions, with 500 people in attendance.

In addition to the Volleyball discipline, the Fashion category will be added to next year's Season because of the many sewing schools in the country.



# Target no. 1

**TEENAGERS aged 12 to 19**



**PARENTS OF THE ABOVE-  
MENTIONED TEENAGERS**

**INSTITUTIONS: SCHOOLS,  
CHURCH YOUTH GROUPS,  
CLUBS**

# Target no. 2

**Young Adults aged  
between 18 and 30**





# Market size

**10 M**

**10% of the Congolese population is between 13 and 17 years old**  
Total Available Market (TAM)

**1,8 M**

**11.6% of the population of Kinshasa**  
Serviceable Available Market (SAM)

**10 000**

**\*Décembre 2024**  
Serviceable Obtainable Market (SOM)

# Current key figures for the Cultural Centre after 2 years of existence :

Average monthly turnover \$1300/ profit \$100

## + 1000 people

people have attended our events to date, including exhibitions, workshops, sports seasons and programmes.

## + 500 teenagers

teenagers reached in 2 years with a measurable impact during the various activities of the cultural centre. an average of only 13 accompanied per month during workshops and programmes and 200 during the cultural and sports seasons.

## + 50 workshops held

Workshops on professional and personal development, projects and other programmes for teenagers and young adults

# CULTURAL CENTRE CHALLENGES

## LIMITED SPACE

Consequently low customer capacity (13 teenagers per month)

## LIMITED EQUIPMENT

A new location also meant reorganising the space to meet our objectives. And the acquisition of more equipment, such as the 20 computers needed as a matter of priority.

# PROPOSAL FOR PARTNERSHIP or type of investment sought

## what we are planning

- Increase the number of teenagers and young adults supported by a factor of 4 over the next 6 months and by a factor of 7 over the next 15 months.
- To submit a half-yearly report on the activities organised by the cultural centre, the results achieved and the cultural centre's progress.  
And annual financial statements.
- Profit sharing and other issues to be discussed

## What we look for in nature

- Get a physical space that includes: an administrative office, a meeting and project workshop room, a creative room (coworking), an events and creative workshop room : **\$24k**
- Achat de 20 ordinateurs et matériels informatiques complémentaires : **\$25k**

**Contract duration: 2 years**

# Key annual figures projected following this partnership

Average monthly turnover \$4500/ profit \$400

**+ 2500 peoples**

people gathered at our events for exhibitions, workshops, sports seasons and programmes.

**+ de 1000 adolescents**

adolescents reached each year with measurable impact during the various activities of the cultural centre. an average of **130 accompanied per month** during workshops and programmes and **500 during the cultural and sports seasons.**

**+ More than 10 workshops a month**

Workshops on professional and personal development, projects and other programmes for teenagers and young adults.

# Advantages of this proposal



**Social, educational,  
sporting and  
entrepreneurial  
impact measurable  
after 3 months**



**Partially profitable  
business with long-term  
return on investment.**



**A sector in  
continuous growth**



**Hybrid cultural centre,  
open to technological  
development and  
capable of several  
economic models**

# They have placed their trust in us

## international organization



## Local organization and companies



# National ministries



**MINISTÈRE DE LA CULTURE  
ARTS ET PATRIMOINES.**



**Minsitère de la jeunesse**



# Equipe

- **Manager**
- **Public relations, marketing & community manager**
- **Secretary**
- **Logistics manager**



## Consultants

- **Workshop leaders**
- **Facilitators**
- **Accountant**
- **Lawyer**





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# Thank you!

