

Excellence  
Expertise  
Enthusiasm

A strategy and management consulting enterprise.

# > Beyond Advisory.

**A strategy consulting and financial advisory firm with a focus on Africa.**

Brainhouse Capital was set up with the intention of becoming a leading management consulting firm across the continent that allows small and medium-sized enterprises and startups to scale and become highly profitable.

The economic and social opportunities in Africa that remain largely untapped have provided a platform for us to make an impact and contribute positively to the growth of small enterprises. We focus on design, formulation and execution of winning strategies that many businesses have a problem articulating clearly and effectively.

Brainhouse is keen on making an impact across a wide range of sectors in the economy including fast moving consumer goods, manufacturing, financial institutions, technology firms, power and energy utilities, real estate and marketing and advertising enterprises. We will help build your capacity and expertise in achieving your set organizational targets and operational objectives.

We have three over-arching pillars we use whenever we take up engaging assignments. These are **excellence**, **expertise** and **enthusiasm**.

# Brainhouse At a Glance

- ◆ Brainhouse is a consulting firm dedicated to serving clients on the African continent founded by former banking and financial advisory industry experts who are passionate about entrepreneurship activities on the continent.
- ◆ Brainhouse works with private sector and non-governmental industry players delivering best in-service expertise in strategy consulting (corporate strategy, project management, developing business plans, market entry strategy maps, reviewing and refining business models) and financial advisory expertise (financial modelling, fundraising, accounting and taxation and insurance management).
- ◆ Brainhouse works with stakeholders in the financial services and management consulting industry.
- ◆ Brainhouse serves its clients on competitive financial terms offering efficient and effective high-value expertise.

# “Brainhouse At a Glance”



We are dedicated to serving clients on the African continent

**GET IN  
touch!**

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# Our Value Proposition

Here are some four reasons to engage Brainhouse



Ethics & Integrity



Efficiency & Effectiveness.



Grow & Scale



We Build & Manage Long-term Relationships

- ◆ We value **ethics and integrity** when engaging all our clients and the businesses they operate. Integrity is a cornerstone of how we see ourselves as a consulting and advisory firm
- ◆ We strive for **efficiency and effectiveness** when assisting our clients optimize their operational structures to maximize revenue and returns
- ◆ We exist to help **grow and scale** business operations, rationalize costs for early-stage startups, Small and Medium Sized Enterprises (SMEs)
- ◆ We **build and manage long-term relationships** with our clients by offering timely feedback on all engagements

# SERVICES

## 1. Market-entry

- We develop concept-models and strategy maps for firms that seek market entry into Africa
- We analyze and assess African markets and prepare detailed market research on financial and economic opportunities across the continent
- We do on the ground implementation of projects and handle business development in select countries prior to your official market entry

## 2. Strategy Analytics and Business Process Optimization

- We carry out market studies and conduct competitive positioning assessments
- Design and document policies and procedures to help optimize management operations
- We define and create business development plans and help craft effective financial, organization design and partnership strategies

## 3. Finance, Accounting and Insurance Services

- We file tax returns, calculate employee tax benefits and calculate annual and periodic tax liabilities on behalf of your organization
- Generation and preparation of management accounts and filing of financial regulatory reports
- Handling of payroll function for employees
- We develop basic financial models for small enterprises to help aid in informed decision making
- We work with insurance companies to help SMEs access cost-effective insurance products and services in the market
- Project structuring, financial modelling and valuation and creating investor maps
- We offer private equity and venture capital advise

## 4. Advise for Early Stage Startups

- We help early-stage local startups think through concepts of product-market fit, marketing and business process development
- We offer training on business strategy and appropriate startup financial management advise to entry level startups operating in East Africa
- We act as a liaison between startups and the angel investment and venture capital community in Africa to help accelerate access to early stage finance
- We also work with startup accelerator firms on the continent that give early stage entrepreneurs a chance to build networks in the startup community




# STEPHEN MURIITHI, MANAGING PRINCIPAL

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Stephen is a finance and strategy professional with extensive work experience working in the financial services industry for large multinational corporations in Kenya.

Stephen has over seven years working in the financial services industry having worked in the Vehicle and Asset Finance division as a Business Development Manager at Standard Bank Group, locally known as Stanbic Bank Kenya responsible for structuring finance facilities for major motor-vehicle and insurance dealerships across the country.

Stephen has also worked in a variety of roles in human resources (Citi Kenya) and IT Consulting (Nestle Equatorial Africa Region) and as a private equity research associate in Germany (Africa Development Corporation AG). As part of the German effort, he was involved part time on a research and analysis project on the banking market in Africa that facilitated the acquisition of a West African bank through an investor consortium worth USD \$30 Million in 2012.

A portrait of Stephen Muriithi, a young Black man with short hair and glasses, wearing a light blue dress shirt and a dark tie. He is looking directly at the camera with a neutral expression. The background is a plain, light color.

Stephen holds an MBA degree from the WHU - Otto Beisheim School of Management, based in Düsseldorf, Germany. He also holds a Graduate Diploma in Sustainable Energy from the University of Queensland, Australia and a Bachelor of Commerce (Finance) degree from the University of Nairobi, Kenya.

He is currently undertaking level three exams of the Association of Chartered Certified Accountants (ACCA).

# NIXON YEBEI, MANAGEMENT CONSULTANT

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Nixon is a management and strategy consulting expert with over 10 years experience working across organizations in the financial services sector.

He has a track record of helping SMEs design effective operational procedures and structures and advising clients on business strategy and prudent financial management. In his spare time, he coaches and mentors young upcoming leaders across the country.



Nixon holds an Executive MBA from Strathmore University and a Bachelor's degree in Business Management from Moi University. He also holds a certificate in Innovation and Entrepreneurship from Stanford University.



# Brainhouse

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