



## MASTER THESIS ON IMPACT MEASUREMENT & IMPACT MANAGEMENT

Startup Lions is looking for someone to write a Master thesis on the implementation of social impact measurement and management in the context of an award-winning, innovative social business in Kenya.

Startup Lions is an IT training and digital job creation program, providing opportunities to learn, earn and innovate for young adults in rural Kenya. Our program is structured into three subsequent units: Learning Lions trains talented and motivated young adults with high value skills in the areas of programming, graphic design and media production. After the training, part of our graduates join our sister organisation Digital Lions, the world's first Fair Trade creative agency. Here, they start working with international customers and gather hands-on business experience. For the more entrepreneurial lions, the incubator Startup Lions provides them with the necessary funds and tools so that they can launch their own start-up or thrive as digital freelancers.

### RESEARCH TOPICS

#### Impact Measurement & Management Framework

- Research on possible frameworks
- Decision of framework
- Embedding/incorporation into existing organisation/processes
- Setting of impact targets to report against

#### Data

- Collecting Data
- Cohort Tracking / Longitudinal Design
- Comparison Data, e.g. income and employment statistics of the region

#### (SMS) Survey

- Tool
- Question Design (serving different purposes, among them also stakeholders such as donors/grant-givers)
- Participants
- Control Group
- A/B-Test

#### Reporting

- Content
- Visualisation
- Automation

### YOUR PROFILE

- Master's degree programme in business administration, social sciences, economics or a comparable course of study.
- Experience with quantitative and/or qualitative research
- High level of motivation
- Independent and structured way of working
- Good knowledge of English

Our first approach to Impact Measurement can be found [here](#).

Contacts:

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