



# STOWELINK INC

Transforming and empowering lives

## COMPANY PROFILE.



**STOWELINK INC.**  
TRANSFORMING AND EMPOWERING LIVES





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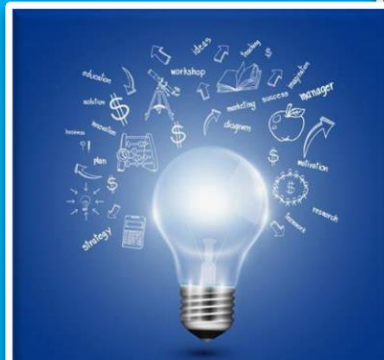
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## WHO ARE WE?

Stowelink is a youth led social enterprise founded in 2016 and registered with the government of Kenya as a company under the limited liability partnership (LLP) We are youth driven and focused on attaining one mission only and that is transforming and empowering lives. We do this actively through focusing on health, disruptive entrepreneurship and innovation. We have 3 main divisions and this include the Stowelink health division, the disruptive entrepreneurship division and the TechHub Division. Stowelink major focus is to make information on non-communicable diseases available to all at all times and in relevant formats.



### Fun fact.

*The name Stowelink comes from the name Stowel which is a name from Palmerston Island meaning bed rock. In Palmerston, it was a foundation where all great chiefs stood and where all out of the box decisions and strategies were discussed. For us it's a foundation for great movements and revolutions around health care, youth engagement and cutting edge innovation.*

## BASIC DETAILS.

**Physical address per location:** Kasarani- Nairobi, Kenya

**Phone number:** 0714671748

**Website :** <https://Stowelink.com/>

**Email address:** [Stowelink@gmail.com](mailto:Stowelink@gmail.com)

**Facebook :** <https://www.facebook.com/StowelinkINC>

**Instagram :** <https://www.instagram.com/Stowelink.inc/>

**Twitter :** [https://twitter.com/Stowelink\\_inc](https://twitter.com/Stowelink_inc)

**Youtube :** <https://www.youtube.com/c/StowelinkInc>



## WHAT'S STOWELINK'S VISION?

To inspire healthier communities through provision on non-communicable diseases information to ALL at ALL times and in RELEVANT formats through integration of innovative community projects, technology and using disruptive communication approaches.

### WHAT WE DO

Stowelink has 3 main divisions which perform in synchrony to achieve the organizations vision these are

1. The Stowelink health division
2. The Disruptive entrepreneurship division
3. The TechHub division.

## HEALTH DIVISION

Our main focus is to provide health and wellbeing and with the specific interest in non-communicable diseases. We also have an interest in sexual reproductive health and these two form our major focus in the health division. Under non-communicable diseases we focus majorly on preventive primary health care providing services and undertaking projects aimed at addressing this. We have projects to address the 4 major risk factors to non-communicable diseases which include tobacco use, alcohol use, poor diets and physical inactivity. We also go a step forward to provide primary preventing of non-communicable diseases which include screening services where we currently do screening for cardiovascular diseases which are the leading killer non communicable diseases through blood pressure screening, blood sugar screening, and with time we hope to start screening for cancers and other NCDS. We also conduct relevant easy to understand trainings on the preventive approaches of all non-communicable diseases. Under sexual and reproductive health, we also conduct primary health care projects and health education with our major target being the young people.



*On a medical camp*





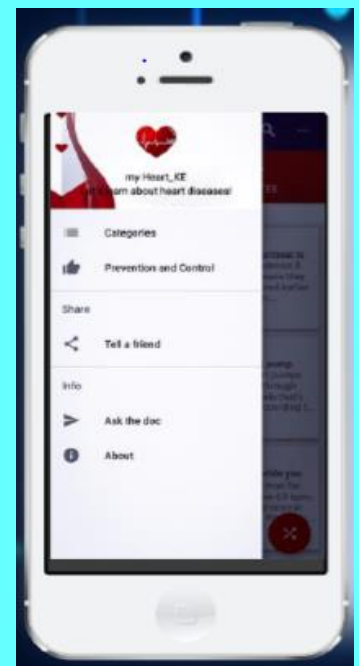
*Kreative hub branded hoodies*

## DISRUPTIVE ENTREPRENEURSHIP DIVISION

Under the Disruptive entrepreneurship division, we focus on raising a generation of youth who are job creators and not job seekers. As a result, we established the Kreative Hub clubs in the universities to help us reach the young people in universities who are considered the cream of the society and transform them into not only intellectuals but also individuals with hands-on skills who can be able to create jobs for themselves and the communities around them. The Kreative hub clubs have been established in Kenyatta University and Jommo Kenyatta University of Agriculture and Technology with small groups in Moi University and Egerton university. The club trains its members on 3 main pillars: health, disruptive entrepreneurship and soft skills development with major focus on leadership and personal development for all the members.

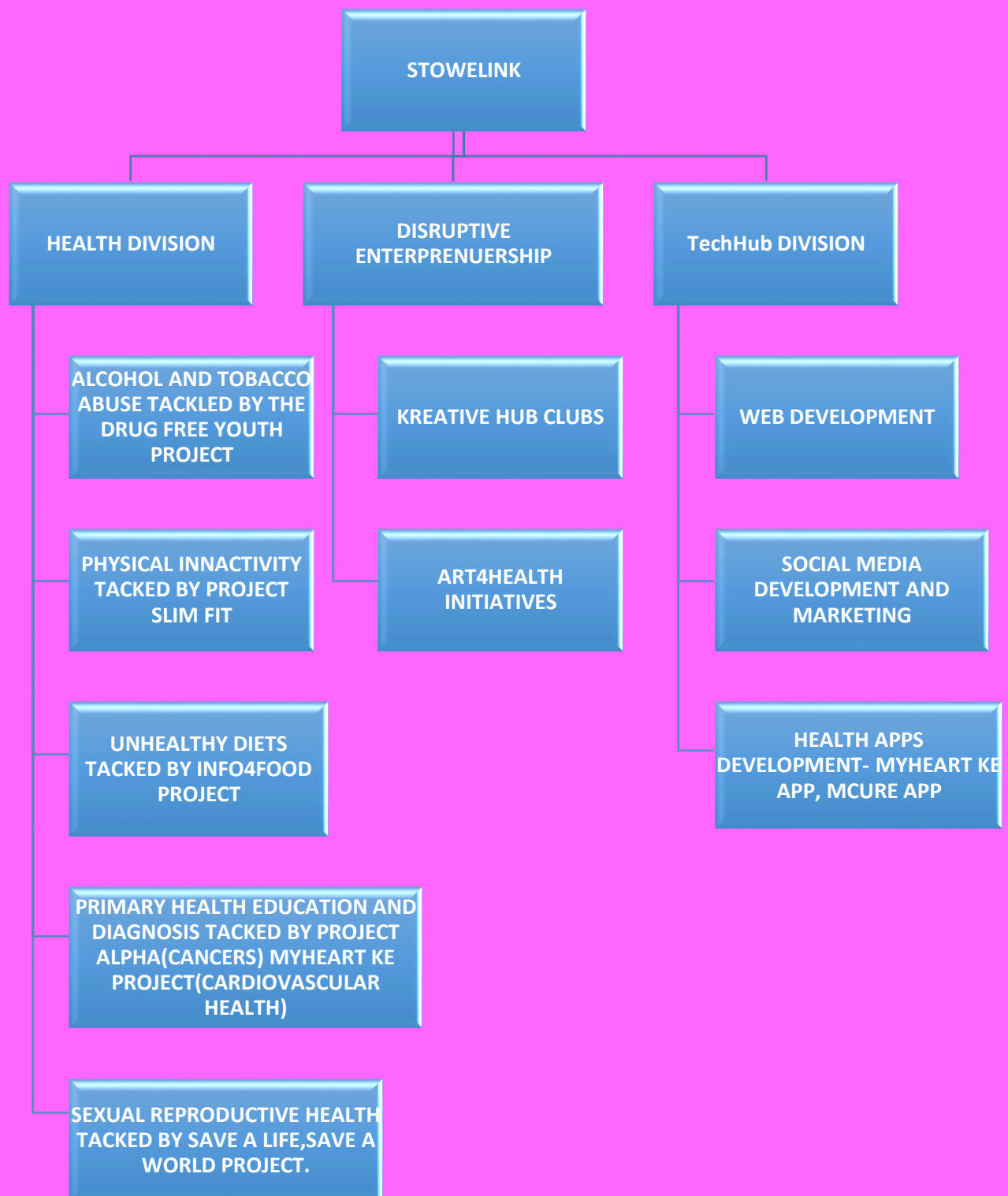
## TECHHUB DIVISION.

In this division we focus majorly on using technology as a tool to spearhead innovation under health care and entrepreneurship. As a result, we have been able to design award-winning mobile app on health care with focus on cardiovascular health called MyHeart ke which we are now upgrading to mCure App. Besides creating apps, we also develop websites, do social media marketing and manage social media sites.



*MYHEART KE MOBILE APP*

# STOWELINK ORGANOGRAM



# FLAGSHIP PROGRAMMES

## PROJECT ALPHA

Project ALPHA is a project which focuses on creation of sensitization and awareness on cancers equipping the communities we talk to with vital information on cancers, their signs symptoms and more importantly how to prevent and manage them with key focus on the importance of regular checkups and diagnosis.

The project has been running since January 2017. the project has attracted several partners since its inception for instance in 2017 we partnered with Santé Reva and the Kenyatta University School of Public Health in events and activities of the project. Some of the events and activities in this project included training of trainers workshops, student training in self-examination for cancers and an annual thematic photoshoot where youths come to also learn about cancer through the works of art. in 2018 we partnered with the Cancer Awareness Center of Kenya in a medical camp conducted at Zimmerman.

Project alpha got a national feature as a result featuring on the daily nation newspapers due to its impact in communities that we had visited.

[A detailed report on this project is available](#)



*PROJECT ALPHA project images*



*AFTER PROJECT SLIMFIT bike riding event*

## PROJECT SLIM FIT

Project slim fit is a Stowelink project aimed at targeting and addressing the fourth risk factor related to non-communicable diseases which is physical inactivity. The project aims at creating awareness on physical inactivity encouraging light and consistent physical activities and using new disruptive approaches in showing how physical activities could be done.



## THE DRUG FREE YOUTH

The drug free youth is a Stowelink project which aims at creating awareness on drugs and substance abuse with particular focus to tobacco smoking and alcohol use among the young people. The project aims at showing the effects of drug abuse and linking them to non-communicable diseases since tobacco and alcohol abuse are the leading risk factors for non-communicable diseases. The project uses various approaches to ensure the message is out and these include public education, focus group discussions and the use of art to talk about drug and substance abuse linking them to non-communicable diseases.



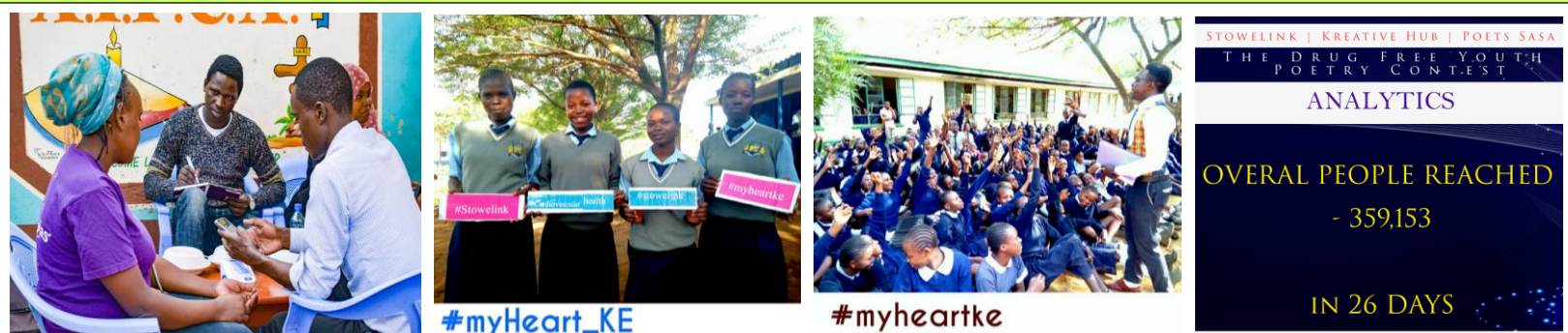
## MYHEART KE PROJECT

My Heart KE. is a project aimed at sensitizing the country and the world on cardiovascular diseases and cardiovascular conditions and encouraging the practice of a healthy lifestyle to prevent and avoid these conditions. The project aims at visiting different counties within the country with this message. The project was officially launched in June 2017 and has been running ever since. Throughout the projects we have partnered with Stroke Association of Kenya and Amref Health Africa, the Non-Communicable diseases alliance of Kenya amongst other partners in Kenya who have proved to be very crucial partners in the movement on cardiovascular health and wellbeing.

The project has been able to run in the Kisumu County and Nairobi county where we've been able to reach over 300,000 people. Besides the normal health education the project also adopts disruptive ways of reaching the youth through online poetry contests, medical camps during the May Measurement Month and MyHeart Ke Campaign walks.

This project also came with a technological innovation My Heart Ke App (will be discussed separately). this project also got a national recognition, winning several awards.

[A detailed report on this project is available](#)





## MYHEART KE MOBILE APPLICATION

My Heart Ke is a mobile application developed by Stowelink Inc. With the aim of creating awareness on cardiovascular health and healthy living. The app was first released in November 2017 and has so far undergone updates and its second version was released on Jan 10 2018. The app has run for 10 months on playstore as we were better testing and getting feedback for the users on what to edit what to add and what to remove or improve on.

Due to collection of this data we decided to pull the app out of app store and playstore to rework on it, upgrade it and make it a bigger better and more effective app. We also are widening the scope of what will contain. The app will be called MCure and is set to be released on August this year.

The other app is still available and upon request the link to download it will be provided



## OTHER PROJECTS

### INFO4FOOD PROJECT.

Info4food is a project aiming at enhancing food security and nutritional levels of communities through focus on food preservation and value addition to food crops especially vegetables which often go at a waste. This award winning project was as a result of a community centered design innovation research conducted by Stowelink through the Kreative hub club of Kenyatta university. Through working with small farmers' households in Githurai-Njathaine, the project intends to use outreach youth champions to empower these households with the information and the low cost technology (Info4Food Dryer, first of its kind in Kenya) to enable them preserve food, to increase their shelf life and add value.





*Photos of the project*

## SAVE A LIFE, SAVE A WORLD PROJECT

Save A Life, Save A World is a project aimed at creating sensitization and awareness on gender-based violence issues and diseases and fistula. The project aims at providing the right information with the aim of making the youths and the society as a whole to be able to make the right decisions as far as gender and sexual based issues are concerned. The project began in February 2017 and has been running ever since. The project has been sponsored The Aids Control Unit in the past year and has continued to reach more youths with the information required.

In the past year we managed to do a Kisumu county tour in partnership with the Gender Based Violence Recovery Center (GBVRC) of Jaramogi Oginga Odinga Teaching and Referral Hospital Kisumu (JOOTRH) where we visited 6 schools in Kisumu county taking about gender-based violence in high schools and linking survivors to the gender based violence center in Kisumu where in partnership with the center guide them to overcome the traumas of gender based violence.

## SPECIAL PROJECTS

### #10,000 PROJECT

This is the big goal this year (2019) to reach individuals **DIRECTLY** with messages on free health care and health messages. As at now those we have been able to directly reach is at an approximate of 4761 people reached directly and interacted one on one with them and are hoping to reach many more as the year progresses though all our main projects of 2019.



### NCDYOUTHCHAMPIONS

This is a movement we have started now which aims at bringing out youths who have lived or are living with non-communicable diseases to be able to share their stories and to use them as champions to demystify the myths and misconceptions that non communicable diseases don't affect the youth. More than that the project aims at inspiring youth to begin to actively talk about and act about their health by adopting healthy lifestyles and as a results kick off non communicable diseases.

## MAKE A CHANGE MOVEMENT

Make A Change Movement is a movement under Stowelink whose main aim is to purely give back to the society. As Stowelink Inc. we strongly believe in giving back to the society as a result we decided to visit children's home every quarter throughout the year. We are committed to improving lives and giving back to the society because at Stowelink we strongly believe in transforming and empowering lives.



*At Joy Children's Home*

## CORE TEAM MEMBERS

**Ogweno Stephen Odhiambo,**  
**BSc. Population Health**  
**Founder and CEO**

Ogweno Stephen is the founder and CEO of Stowelink Inc. Ogweno is a Young African Leadership Initiative fellow, A Cambridge University CISL programme fellow and a multi award winning leader in the field of innovation for sustainable development goals. In 2018 he represented East and Central Africa during the World Obesity Patient Summit organized World Obesity Federation in London. His professional background is in Population Health which is in line with his passion and lifes work: on youth,non-communicable diseases and innovation.

**Harrison Ayallo**  
**BSc. Population health,**  
**COO**

His passion for leadership led him to work at Stowelink's the general coordinator, managing day to day activities at Stowelink. When he is not actively engaged in leadership, he is a youth mentor, a coach and a football player. He is guided by the inspiration from Maya Angelou, like dust, ill rise.

**Kevin Oduor,**  
**BSc. Environmental Health**  
**CPO**

Having had vast experience from running various projects and even founded the Peer Mentors club at Kenyatta University, Oduor kevin is an innovator a leader and a champion for universal health coverage. He is a great addition to the team bringing on board excellent people skills, organization skills and community engagement.

**Collins Ongolla**  
**BSc. Environmental Health**  
**CFO.**

Otieno Ongola Collins is all about innovation, social development and youth empowerment. financial literacy and skills development are his passion with health economics being one of his favorite topics, he is also the finance manager for Stowelink. His best quote is by himself, "a message of change given to a youth is long lived."

**Neila Chebet**  
**BSc. Environmental Health**  
**EXTERNAL RELATIONS AND COMMUNICATIONS DIRECTOR**

She is one humble and kind person with excellent people skills. She is responsible for overseeing public relations, managing aspects of charity development and supporting network building.

**Eton Otieno**  
**BSc. Computer Science.**  
**CHIEF INNOVATIONS OFFICER (CIO)**

A vibrant personality with a crave for code, Eton is a passionate young man who aims at coding for impact. His life is driven by 3 key words code for impact and that is why he joined Stowelink in 2018 to become the head of the TechHub Innovation Division.

**Victor Owinyo**  
**BSc. Environmental Health**  
**PROGRAMMES MANAGER.**

Owinyo Victor is a very young and passionate individual who believes in service to humanity and dignity for all. His roles include organizing programs and activities in accordance with the mission and goals of the organization for various programmes. His favorite quote "do it until it is done, for there is no reward for those who have brains, but those who use it intelligently"

**Noelle Murunga**  
**BSc. Environmental Health**  
**Head of Disruptive Entrepreneurship division and publicity secretary.**

Vision, passion and dedication for change describe who Noel Museshi Murunga is. she is very passionate about youth change and innovation. she strongly believes that the youth in Africa hold the keys to transforming the continent to greatness if equipped with the right skill. This has led her to become the Head of Disruptive Entrepreneurship division where she manages the Kreative Hub clubs which teaches on health, disruptive entrepreneurship, leadership and personal development.



# AWARDS AND RECOGNITION

## FEATURED ON THE DAILY NATION MAGAZINE IN THEIR PULL OUT MYNETWORK MARCH 2017

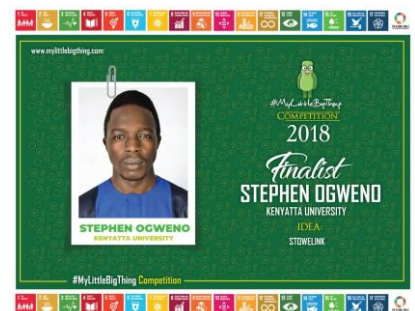
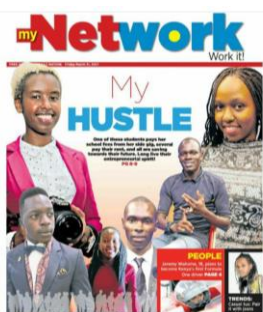
This by far is one of the biggest accomplishments, to feature on a nationwide print media. This came as a result of Project ALPHA and The Save A Life, Save A World Project. By this time these projects had already had a very big impact and it's because of this that we managed to get the feature. This feature really helped us in terms of marketing our brand and what we do and after the feature we had a significantly large following on our social media platforms.

## RECOGNITION FROM Y-TATAS 2017

We were recognized by Y-TATAS (Youths Taking Action To Achieve Sustainability) a partner of the UN situated in Uganda. We were recognized as one of the organizations in Kenya which provide youth friendly service and are working to achieve SDG 3 on health especially on the non-communicable diseases.

## WON HOUSE OF LEGACY AWARDS. 2017

We won house of legacy awards as the Inspirational Personality Of The Year 2017 which went to our founder Ogwen Stephen for using modeling as a platform to create awareness on pertinent health issues that affect the youth and the society at large.



## FEATURE ON THE STANDARD NEWSPAPER JANUARY 20TH 2018

In the beginning of this year on January 20th 2018 Stowelink got to be featured again on the nationwide newspapers this time round the Standard Newspaper where our founder was recognized for what he has been doing and what Stowelink Inc. stands for.

## FEATURE ON KUTV 2018

Stowelink has also managed to feature on KUTV again this year where our founder talked about cancers and project ALPHA with regards to the World Cancer Day and plans and projects we had for that day.

## FEATURE ON KUFM 2018

Stowelink was also privileged to be interviewed on KUFM on Damka Na KUFM Show hosted by Sharon Kalunge where we talked about cardiovascular health and our current project myHeart Ke

## STOWELINK AT THE YALI C25 LEADERSHIP PROGRAMME 2018

Stowelink founder Mr. Ogwen Stephen was one of the one hundred young leaders from 14 African countries who were privileged to undergo a one-month residential leadership training programme under the Young African Leadership Institute, a flagship of President Barrack Obama to train young African leaders making a difference in the community. We have been equipped with skills resources and networks which will be beneficial in improving the future of the organization.

## STOWELINK SCOOPS KUSA AWARD 2018

In July 2018 Stowelink was nominated and eventually scooped an award under the Exemplary Leadership Deeds in Kenyatta University. The awards which were organized by the Kenyatta University Student Association identifies students doing exemplary acts in the university. Stowelink under its CEO and founder MR Ogwen Stephen won the award and thank all those who believe in the Stowelink vision and purpose.

## STOWELINK WINS MLBT COMPETITION 2018

In July 2018 Stowelink won the My Little Big Thing competition which is Africa's biggest innovation challenge surrounding sustainability. Stowelink through its founder Ogwen Stephen emerged as winner among 3 others in a hotly contested innovation challenge which involved 18 of the best university student innovators around the country. We presented on how Stowelink is using innovative ways and disruptive approaches towards solving sustainable development goal 3 on health, 1 on poverty and 8 on decent work and economic growth.



## STOWELINK VISITS CAMBRIDGE UNIVERSITY 2018

In August Stowelink was privileged to attend a fully sponsored trip to South Africa to attend Sustainability Practitioner Programme by Cambridge University.

## STOWELINK FEATURES IN THE PEOPLE'S DAILY NEWSPAPER. 2018

In September Stowelink was yet again featured on the national newspapers, this time round addressing the issue of sustainable development goal 3 on health and wellbeing and how the youth can be involved. We were very honored by this feature and endeavor to continue pushing for greatness.

## STOWELINK PRESENTS IN THE UNITED KINGDOM AT WORLD OBESITY PATIENT SUMMIT 2018

In October 2018, Stowelink was chosen to represent East Africa youth in the World Obesity Patient Summit that took place In Windsor, Cumberland Lodge United Kingdom. This visit was attended by Stowelink CEO who represented well the region. The summit which was attended by 20 representatives globally also saw the attendance Of World Health Organization, World Obesity Federation, Novartis among other multinational organizations.



## STOWELINK PRESENTS 9 SCIENTIFIC PAPERS AT THE AFRICAN SOCIAL BEHAVIOR CHANGE CONFERENCE 2019

Stowelink made a whopping 9 presentations at the African social behavior change conference, a global scientific conference organized by the population service international. This was the most number of presentations from any organization and Stowelink was the only organization representing the youth at the scientific conference.

## STOWELINK WINS 2 KUSA AWARDS IN 2019

KUSA awards are the most prestigious awards at the Kenyatta University whose main aim is to identify exemplary students who more than academics are impacting lives in their other spheres of operation. Stowelink has been privileged to have won this award twice in the and in 2019 we not only won one but two awards that is the Exemplary Contribution To Technology an award won by MyHeart Ke app and the most prestigious category and the highlight of the awards, The Humanitarian Award which was collected by the founder Mr Ogwenio Stephen



## STOWELINK WINS THE AFRICAN YOUNG RESEARCHERS SCHOLARSHIP AWARD 2019

Stowelink founder was honored to be one of the winners of the young African researches award. This award was as a result of call for submissions of research work from Amref Health Africa. We submitted 3 research papers all of which were taken in and as a result we got to present at the global African Health Agenda International Conference in Kigali Rwanda.

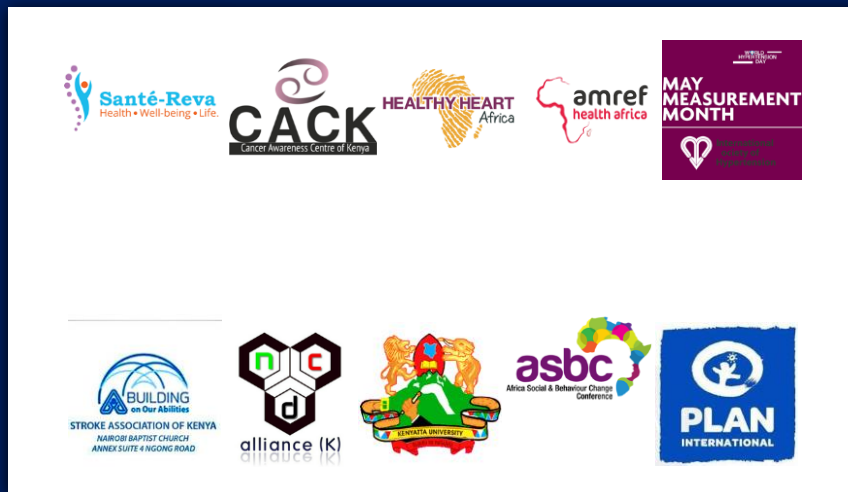
## INFO4FOOD PROJECT WINS THE EFSOYC INNOVATION COMPETITION 2019

Stowelink emerged the winners of the highly contested competition on sustainable development goal 2 on Zero Hunger where we presented our innovative idea on food preservation and encouraging growth of alternative foods to improve nutrition in a project called Info4Food. We will be implementing a 7-month long project in Githurai Nairobi in this regard.

### QUICK FACTS AND FIGURES

1. Stowelink was founded in 2016
2. Stowelink has reached approximately 2.5 million people so far
3. MyHeart Ke mobile app had 1730 downloads before it was pulled down for upgrade
4. The drug free youth online poetry contest reached 359153 PEOPLE on Facebook alone IN 3 WEEKS!!!!!!
5. Stowelink Facebook page hit 5,000 follows this year without any boosted advertisement.
6. Stowelink is currently working on 7 scientific papers for publishing in November 2020

# PATNERS OVER THE YEARS



# OUR INITIATIVES OVER TIME

