

Project Name: Lynk**Organization(s):** Lynk Jobs Limited**Dates of Implementation:** 2015 – ongoing**Country:** Kenya**Partner(s):** GSMA, Mercy Corps**Funder(s):** Investors (+ angels): Novastar, Steel Africa, Mercy Corps Social Ventures Fund, Safaricom Spark Fund

Grant: GSMA Foundation, Mercy Corps, Vitol Foundation, Global Center for Youth Employment

Website: <https://www.lynk.co.ke/>

Project Description: Lynk is an online platform that partners with Kenyan artisans to showcase and promote their products and services. Lynk works to provide the ‘entrepreneurship infrastructure’ which informal workers are commonly lacking - from access to market to customer service and payment management. Lynk helps African professionals to tie various skills together into a cohesive career, through a digital career identity, access to jobs, training, network building, loans, etc.

Interesting Features & Innovations:

- Targets informal workers
- Based on multiple online platforms including websites and mobile applications that are compatible with all kinds of mobile phones.
- Sustainable with a for-profit business model: charging 10% commission for each service delivered
- Scalability. The business model and technology behind Lynk allow it to seamlessly scale to other geographies or exponentially increase the number of services offering without anything breaking.

The foundations of Lynk come from vetting/credentialing of informal workers, and the provision of digital career [profiles](#). These profiles provide credibility and transparency in an untrusted market, and include verified experience, photos, references, and grow over time through jobs completed on the platform. Based on these foundations, Lynk has a series of customer facing products, called Pros-to jobs to connect customers with professionals.

Lynk is registered as for-profit business. It earns income from a 10% standard commission of service delivered. Some larger projects or tenders it won bring higher commissions ranging from 10%-20% varying on projects.

Target Population:

Lynk targets informal workers with low-skills and a historic reputation of “unreliability”. Lynk works with underemployed and underpaid youth, most of which have never been to university and have TVET education at highest.

Results to-Date and/or Target Results:

Lynk has launched its online platforms consists of a customer website and App, for which customers can make a unique request.

Lynk has facilitated 22,961 jobs for 1,336 Pros on the platform to-date, in addition to jobs for over 500 helpers and assistants. We have transferred over Ksh225,506,754 (roughly US\$2.2m) from customers to Pros. 43.9% of Pros are female, and over 60% are youth.

Lynk has reached 855 youth in Kenya up to-date and aims at reaching 20,000 youth ongoing. Lynk is particularly interested in expanding into markets with large middle-class populations, such as Ethiopian, Nigeria, South Africa, and Angola.