



Mentee Elizabeth Mwangi

Tested new customer acquisition strategies, expanding impact to 5,000 women and increasing their average income to \$15 per day.

Mentor Asha Saleh-Mwangi, Partner, Financial Accounting Advisory Services (FAAS), UK & Ireland at Ernst & Young LLP

Used her wealth of experience in business structuring and strategy to support Gwiji's B2B strategy opening the doors to corporate clients.

Mentor Rachel Cowburn-Walden, previously at Unilever

Used her experience as a human rights adviser to guide Elizabeth on how to build a socially sustainable and responsible business.



Gwiji is a tech-based social enterprise which economically empowers women from urban informal settlements working as casual cleaners.



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The TRANSFORM strategy sessions were magical. We were struggling with our B2B approach, but the insights from our mentors completely changed the game and helped us break into the corporate world.

Elizabeth Mwangi

Gwiji for Women





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TRANSFORM has been a huge learning experience — we built real rapport, challenged ideas, and grew together.

Rachel Cowburn-Walden

Previously at Unilever



Shape the future
with confidence