



Innovative Enterprise Making A Social Impact

Yejj Executive Summary 2011

The Yejj Social Enterprise Model combines the best of Commerce & Non Profit principles, using revenues to create successful, sustainable business & social impact in the long term.

Established in 2001, Yejj has created and established a strong reputation and brand, recognised for quality and service, combined with a **sound social business model** and a proven track record in the challenging emerging market and country of Cambodia.

Our core focuses are **Enterprise, Education, Employment & Energy**. Originally starting by providing IT server & networking support services, combined with computer training, we have expanded our existing portfolios and impact by adding renewable energy, web & software development, outsourcing & hospitality sectors.

There are 57 staff, including 8 expatriates (Nov 2010).

We accomplish all this by maintaining & improving the quality of our core competencies, business deliverables, customer service and social goals, with the infrastructure needed to deliver these.

The **Yejj Social Enterprise Model** has a '**Triple Bottom Line**' focus; commercially we make a profit, in people's lives & environmentally, we make an impact.

Yejj Group

- **Yejj Solar Tech** - Solar lighting & renewable energy
- **Yejj Consulting Services** – Education, F&B, Business & Management
- **Yejj Web** - Website, database & applications development & outsourcing
- **Yejj eAcademy** – Cisco, Ms Office, Pearson Vue
- **Hospitality Training Centre** – Cookery, Housekeeping, Child Care
- **M-Ploy Recruitment** - Careers & Interpersonal Skills
- **Café Yejj** – Bistro Cafe in Popular Tourist Area of Phnom Penh
- **Chab Dai Yejj Charitable Trust** - a registered charity in the UK



Yejj Solar Technologies - Bringing the benefits of renewable energy to Cambodia, especially the rural poor. High quality, affordable products in Solar Lighting & Power, with a proven track record in Africa & India. Desk lamps with phone charger, Solar Panels for TV & radio, Complete lighting solutions for buildings.

Benefits for users: Energy Efficient - Free Electricity!, Long Usage Life (8+ years), Brings Latest Technologies To The Poor, Excellent Capital Recoup Time, Immediate Low Carbon Footprint, Children Can Study At Night, Yejj Country Support & Expertise.



Yejj Web Development & Outsourcing - leading edge web development, databases, applications & hosting to clients in Europe & Cambodia. **Drupal, Typo3, Joomla, & Wordpress** are our core competency CMS and basis of the products and services we provide.

For outsourcing we work with the originating web company (eg in Europe), who have contracts with the client & then outsources some or all of the development to Yejj. We are the reliable and effective business partner in the background.

Yejj Consulting Services – Using our combined expertise and competencies to improve client capacities.

Working with business start-ups, companies, restaurants, hotels, non profit agencies and government ministries.

Specialising in;

- **Education, curriculum design, learning to learn & teacher training**
- **Business strategic planning & start up. Business registration**
- **Organisational planning and development**
- **Food and beverage supply chain management & organisation**
- **IT MIS planning and implementation**
- **Real estate registration, planning and development**



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Yejj Training Cambodia NGO is a pioneering & innovative organization providing international standards of training & access to employment opportunities. Yejj Training Cambodia uses the following names;

Yejj eAcademy is a Cisco Networking Academy in Cambodia & provides training in Cisco Networking, Microsoft Office (Activ Courseware), English & interpersonal skills. We are an accredited Pearson Vue testing centre.



Yejj Hospitality Training Centre (HTC) provides training in cookery, waiting, housekeeping & child care. We partner with many shelters & non profits, as well as the hospitality industry.

In 2010 we provided over 537 courses, of which over 70% were from shelters & non profit organisations, directly receiving scholarships & subsidised training.

Behind these numbers are lives impacted & changed, careers started or improved, confidences built & institutionalism broken down.

For 2011 we will increase on the job training & experience, coupled with careers guidance to students at Yejj, giving them increased employment opportunities.

Café Yejj is a bistro café in the popular Russian Market tourist area, serving a range of Mediterranean style dishes, desserts & drinks at lunchtime & the evening. A core focus is providing skills training & employment in catering & hospitality, especially to women from 'at risk' & vulnerable backgrounds. Over the past 6 years the cafe has built a strong reputation and following with local expats and tourists, as well as positive reviews in travel guides, online sites, local and airline magazines. We plan to open further cafes and restaurants in the near future.



Divine Pizza & Ribs is a MMW project, planned & implemented by Yejj. Launching the Divine brand name with a restaurant strategically located on the riverfront, with a unique pizza & ribs eatery & deliveries, with a bright & memorable theme. The kitchen also provides the food for Mao's Bar. We focus & invest in staff development, many who are from disadvantaged backgrounds.

Other Yejj Sectors

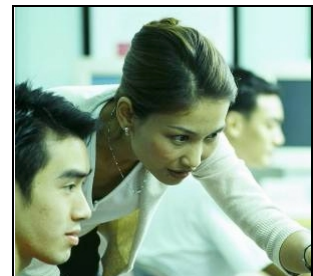
Chab Dai Yejj Charitable Trust - a registered charity in the UK (No 1103241), raising funds & awareness towards work with disadvantaged young people, especially females at risk, in Cambodia.

Awards

Cisco Networking Academy Program, Asia Pacific, presented Yejj with an award for Social Impact & Innovation at the Asia Regional Conference, Kuala Lumpur, Malaysia, in December 2006.

Core Values

Our Core Values are; **Courage, Commitment, Compassion, Integrity, and Worth.** See www.yejj.com/values for more details.



Investor & Donor Relations

We welcome interest in investment & funding opportunities from interested parties with a similar vision.



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