



BUILDING THE KENYA- U.S **MARKETING** **COOPORATIVE**

**A SUSTAINABLE PARTNERSHIP FOR TRADE ,TRAINING, AND
TRANSPARENCY**

WWW.REDWINEDU.COM

PRESENTED BY : JERMAINE E WHITESIDE



WHY COOPERATIVE THIS

01

Uniting
Business
,Agriculture and
Education

02

Expand bilateral
trade
opportunities

03

Strengthen
Agricultural
Extension

04

Export
Marketing, and
Technology
transfer

05

SCAAC, Robert
Colson
Company,
REDWIN and
SCSU 1890

06

Promote
inclusive
growth

07

Integrating
African and
American Small
business
networks

08

United
Proposal to
KNCCI



**THREE CORE
PILLARS:**

**TRADE
TRAINING
TRANSPARENCY**

THE COOPERATIVE FRAMEWORK

TRADE

- Connect African exporters and U.S. retailers through chamber-to-chamber matchmaking.

TRAINING

- Training: Leverage SC State 1890 and RedwinEDU® for entrepreneurship and technology training.

TRANSPARENCY

KNCCI ensures milestone tracking and audit integrity.

FINANCIAL ACCOUNTABILITY

- No Fiscal Agent — Direct Accountability to KNCCI
- Partner organizations manage their own budgets.
- Redwin Global Initiative™ compiles quarterly milestones.
- KNCCI reviews and approves progress.



Roberts Colson & Company



250K

INITIAL BUDGET
INVESTMENT

85K

Per Partner- SCAAC,
Robert Colson Company
and REDWIN Marketing
LLC

VALUE TO EACH PARTNER

KNCCI

- Global recognition as Africa's trade gateway; receives quarterly audit packages.

SCAAC

Expands access for African-American entrepreneurs; coordinates marketing outreach.

SC STATE 1890

- Academic and research collaboration; provides technical training and impact evaluation.

ROBERTS COLSON & COMPANY

Leads U.S. private-sector engagement; develops financial structures, loan packaging, and business credit facilitation for cooperative members; supports Kenya-U.S. investment alignment.

REDWIN

- Redwin Global Initiative™ / RedwinEDU.com® – Readiness platform for data integrity and audit prep.

MARKETING & TRADE EXCHANGE STRATEGY

**KENYA ↔ SOUTH CAROLINA TRADE AND TRAINING
EXCHANGE**

- **1890 EXTENSION + KNCCI PRODUCT INCUBATORS.**
- **CHAMBER-TO-CHAMBER TRADE FAIRS AND B2B MATCHMAKING.**
- **REDWIN GLOBAL READINESS PROGRAM® FOR VENDOR CERTIFICATION.**
- **JOINT DIGITAL TRADE PORTAL AND STORYTELLING PLATFORM.**



MOU
DELIVERABLES

THE REDWIN GLOBAL READINESS PROGRAM®

• Training the Cooperative for
International Compliance

• Modules include:

- 1. Fiscal Accountability 101
- 2. IFRS / Kenyan Act 486 Training
- 3. Procurement & Conflict-of-Interest Controls
- 4. Export & Trade Documentation Basics
- 5. Brand Storytelling for Global Markets



UNDERSTANDING THE U.S. MARKET & STORYTELLING FOR TRADE SUCCESS

Building a Unified Trade Narrative
for the Cooperative



5- STEP READINESS FRAMEWORK

- 1. Partner onboarding & baseline review
- 2. Quarterly milestone submission
- 3. KNCCI internal audit (<\$500K)
- 4. External audit (≥\$500K)
- 5. Readiness certification for expansion into new regions

INTERNATIONAL COMPLIANCE PATHWAY

- 1

•Partner onboarding & baseline review
- 2

•Quarterly milestone submission
- 3

•KNCCI internal audit (<\$500K)
- 4

•External audit (≥\$500K)
- 5

Readiness certification for expansion into new regions

IMPACT OUTCOMES

-  Transparent financial model for Africa–U.S. cooperatives
 -  Strengthened SME export capacity
 -  Bilateral trade and educational programs
-  Job creation across agriculture and marketing sectors
 -  Replicable model for future KNCCI partnerships

NEXT **STEPS**

1. Confirm signatories for MOU + Appendix A
2. Launch cooperative kickoff and readiness training
3. Begin Kenya–U.S. marketing exchange campaign
4. Prepare for Q1 milestone submission



864-900-9407



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BILLING@REDWINMARKETING.COM