

# JOEL JACKSON




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**Mobius Motors**

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2011 Global Fellow

## BIG BOLD IDEA

**Empower Africans to gain socioeconomic prosperity by designing and manufacturing highly functional and affordable vehicles designed explicitly for the needs of the African market.**

## ORGANIZATION OVERVIEW

Mobius Motors designs, manufactures and sells highly functional, highly affordable vehicles for Africa. The organization empowers entrepreneurial buyers with business advice and financing to use their Mobius cars as a platform for transport services to lower income end-users. The range of business-in-a-box services is vast, ranging from public transport, to mobile medical care, to consumer goods distribution. These endogenous businesses will create systemic change in the capacity and utility of Africa's transport network.

## PERSONAL BIO

Before founding Mobius, Joel Jackson served as a director with KOMAZA, a highly successful social enterprise based in Kenya. There, he worked directly with a wide range of communities and discovered a consistent need for improved transport, which fueled his vision for a new vehicle for Africa. Joel combines professional experience in both the for-profit and non-profit sectors. As a management consultant in London, he led several engagement teams, where he honed his professional delivery and leadership capability. As a social enterprise director, Joel led a number of major initiatives from strategic and business planning, to financial modeling and operations design, to experimental crop trials and community involvement. Joel is a graduate of Imperial College with a first class honors degree in Computer Science.

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### Issue area

Poverty Alleviation Economic Development

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### Organization/Fellow Location

Nairobi, Kenya

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### Impact Location

Africa  
Kenya

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### Organization Structure

For-profit

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