

modovi



Company Profile And Capability Presentation

www.madavi.co

CONTENTS.

01 – Our story.

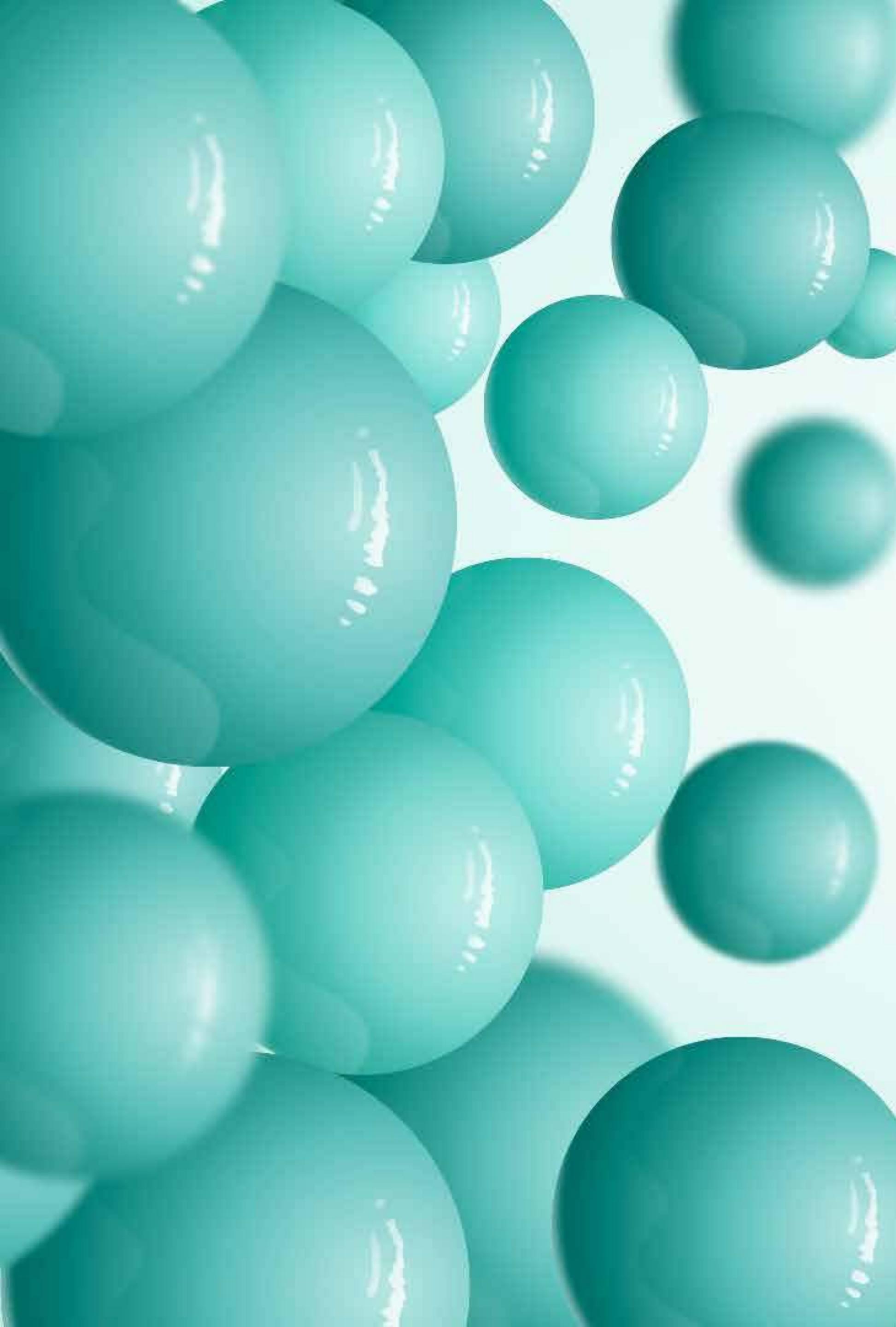
02 – Our services.

03 – Our clients.

04 – Our experts.

05 – Our works.

06 – Our network.



OUR 01 STORY.

HELLO!

We are a **digital performance marketing agency** that blends creativity, strategy, and innovation to build powerful brands and drive lasting impact.

+8

Years of experience

+3

Countries operated

+40

Businesses helped

At Madavi, we are architects of brand transformation, merging creativity, strategy, and technology to craft powerful digital identities. We have successfully launched over **40 businesses online**, generated more than **7 million organic hits** for client keywords, and driven over **\$800K in revenue**; turning vision into measurable impact.

From brand storytelling and design to Search Engine Optimization(SEO), performance marketing, and digital innovation, we build brands that captivate and convert.

Our team of strategists, creatives, and digital experts redefines possibilities, reconstructing your approach for maximum growth. For us, marketing is the art of connection, the science of growth, and the heartbeat of a brand's legacy.

OUR MISSION, VISION

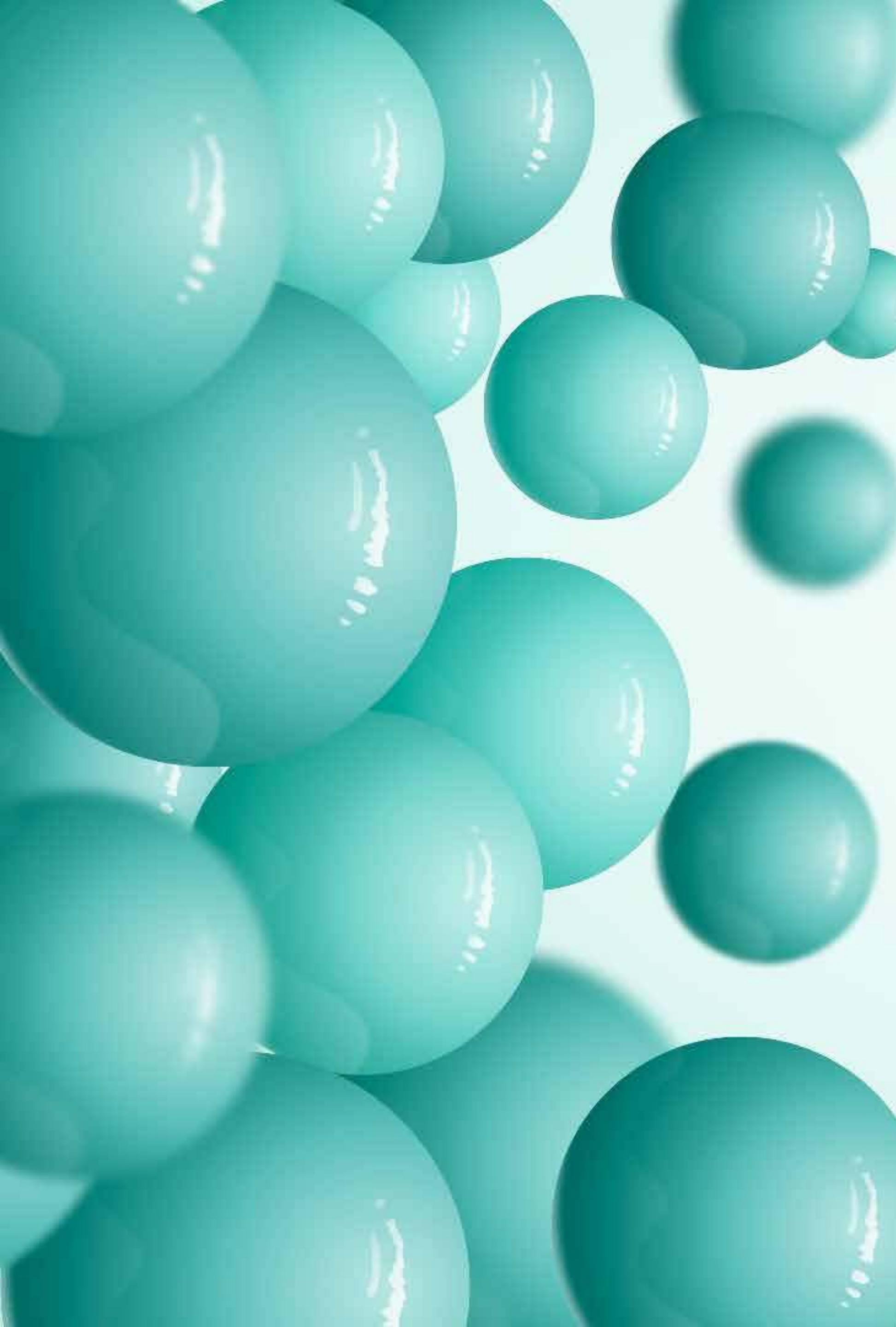
Mission

We exist to harness the expertise of our exceptional team and fuel relentless research, driving sustainable market growth.

Vision

To empower brands with creativity and innovation, amplifying their market growth and lasting impact.





OUR 02 SERVICES.



Brand Strategy.

We craft data-driven brand strategies that position your business for success, ensuring a strong market presence, clear differentiation, and deep audience connection.

What You Get:

- ✓ Market Research & Analysis
- ✓ Brand Positioning
- ✓ Target Audience Profiling
- ✓ Competitive Analysis



Brand Communication.

We bring your brand to life with powerful storytelling and strategic messaging, ensuring your voice resonates across all platforms to engage and captivate your audience.

What You Get:

- ✓ SEO & Content Creation
- ✓ Social Media Management
- ✓ Public Relations
- ✓ Campaign Development



Brand Management.

We nurture and refine your brand, maintaining consistency and adaptability to keep you relevant, recognizable, and impactful in an ever-changing market.

What You Get:

- ✓ Brand Identity Development
- ✓ Brand Guidelines Creation
- ✓ Rebranding Services
- ✓ Brand Performance Monitoring



Website Design.

We design and develop visually stunning, high-performing websites that enhance user experience, improve engagement, and drive conversions. Our websites are optimized for speed, functionality, and seamless navigation across all devices.

What You Get:

- ✓ Custom Website Design & Development
- ✓ UX/UI Optimization
- ✓ Mobile & SEO-Friendly Websites
- ✓ Website Maintenance & Performance Enhancement

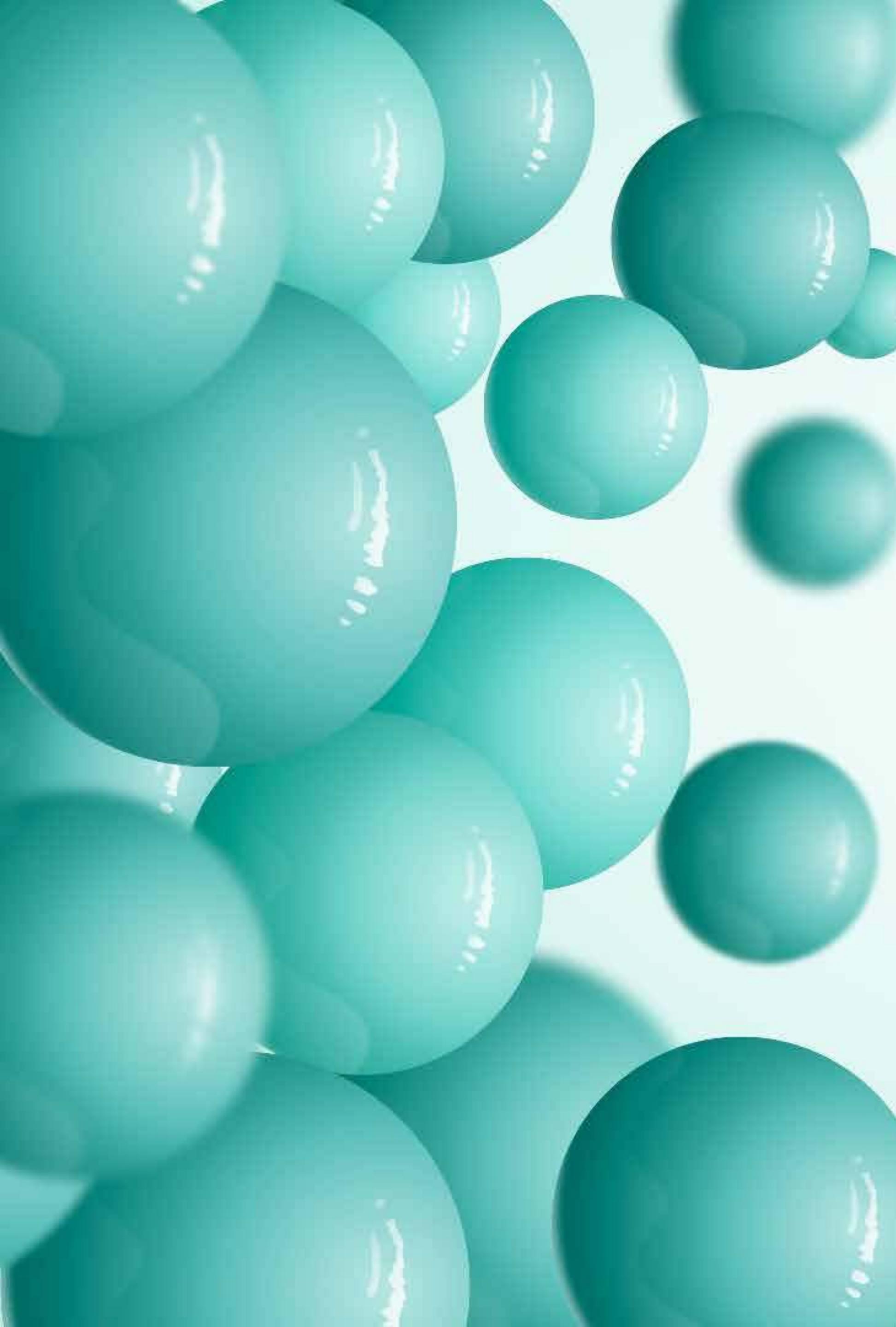


Trainings, Madavigro.

MadaviGro's Training As A Service (TAAS) equips businesses and professionals with advanced digital marketing skills, blending strategy, technology, and innovation to drive growth and market dominance.

What You Get:

- ✓ Digital Marketing Strategy Workshops
- ✓ Content Marketing Mastery
- ✓ Performance Measurement & Analytics
- ✓ Artificial Intelligence in Marketing



OUR 03 CLIENTS.

Professional
Legal Services



Manufacturing
and Industrial



Healthcare
Sector



Retail and
Ecommerce



Nonprofits and
Social Impact



Technology
and IT



Governance
Sector

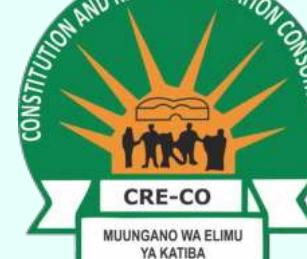


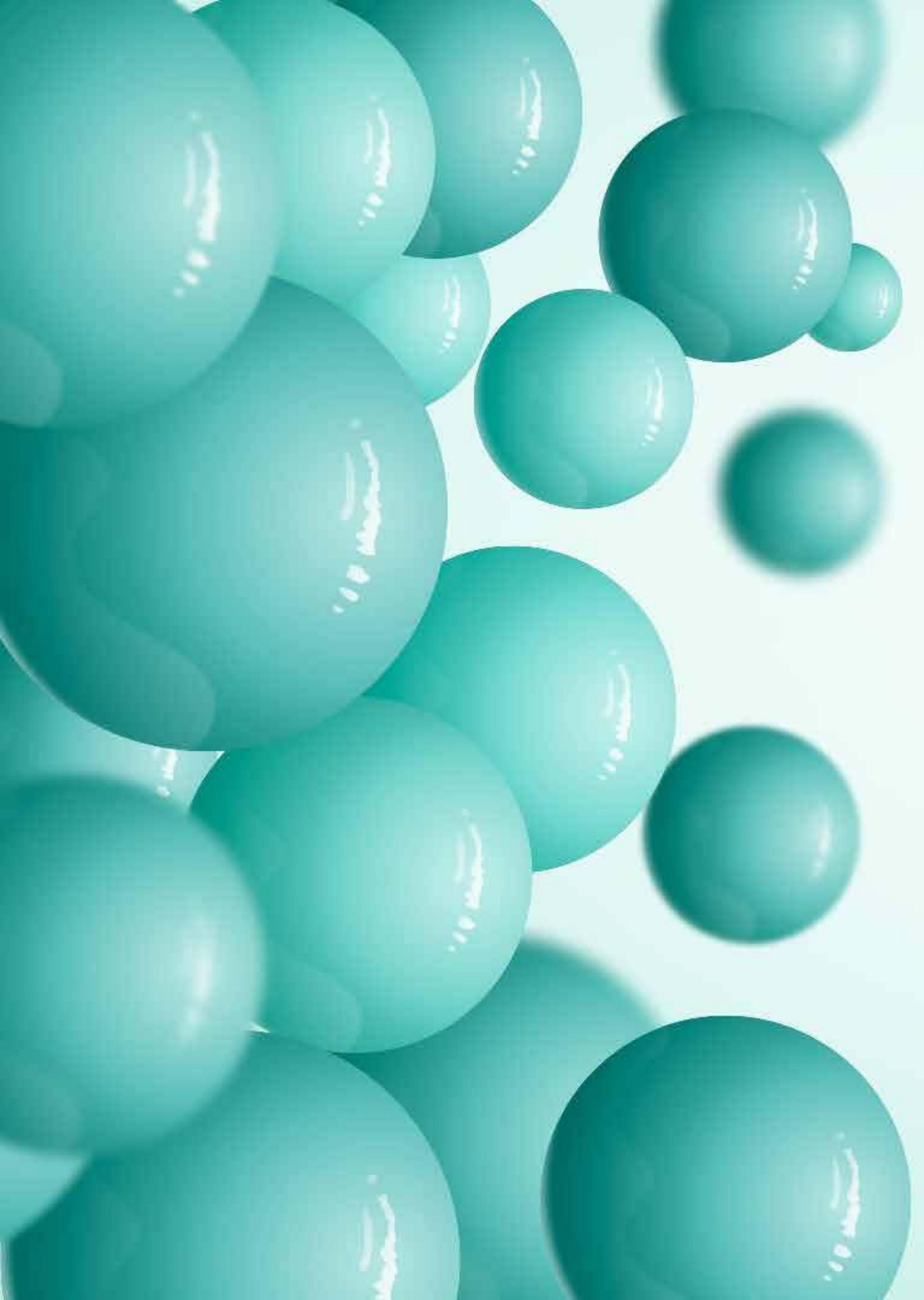
Real Estate and
Construction



INDUSTRIES WE SERVE

OUR CLIENTELE

 <p>HEALTHTECH HUB</p>	 <p>THE GLOBAL FUND</p>	 <p>NOVARTIS The Novartis Foundation</p>	 <p>Alumni Network</p>	 <p>BridgeforBillions</p>	 <p>jhpiego</p>
 <p>TATU CITY</p>	 <p>JR Jaza Rift</p>	 <p>villgro africa</p>	 <p>EDEN CARE</p>	 <p>aspira  lipa baadaye</p>	 <p>Konvergenz SOLUTIONS UNIFIED SIMPLIFIED</p>
 <p>KIDANI MABATI Boresha Mjengo</p>	 <p>GROUNDED</p>	 <p>THE EYE ROOM OPTICIANS</p>	 <p>eyecare CONSULTANTS</p>	 <p>fundiz SHOP Ideas for every day living</p>	 <p>Aurora Health</p>
 <p>MMS ADVOCATES</p>	 <p>MMW ADVOCATES LLP</p>	 <p>B.O & CO BRIAN OTIENO & COMPANY ADVOCATES</p>	 <p>CLAY & ASSOCIATES ADVOCATES</p>	 <p>CRYSTAL AFRICA CLEANING SERVICES Infinite Hygiene</p>	 <p>NYINGI WANJIRU & COMPANY ADVOCATES Commercial Conveyancing Litigation</p>
 <p>FINE URBAN REAL ESTATE, CONSTRUCTION & INTERIORS</p>	 <p>KDEF Kenya Drylands Education Fund</p>	 <p>Patrick J McGovern FOUNDATION</p>	 <p>ACCOSCA ACECA</p>	 <p>CONSTITUTION AND REFORM EDUCATION CONSORTIUM CRE-CO MUUNGANO WA ELIMU YA KATIBA</p>	 <p>Fadhili Trust</p>



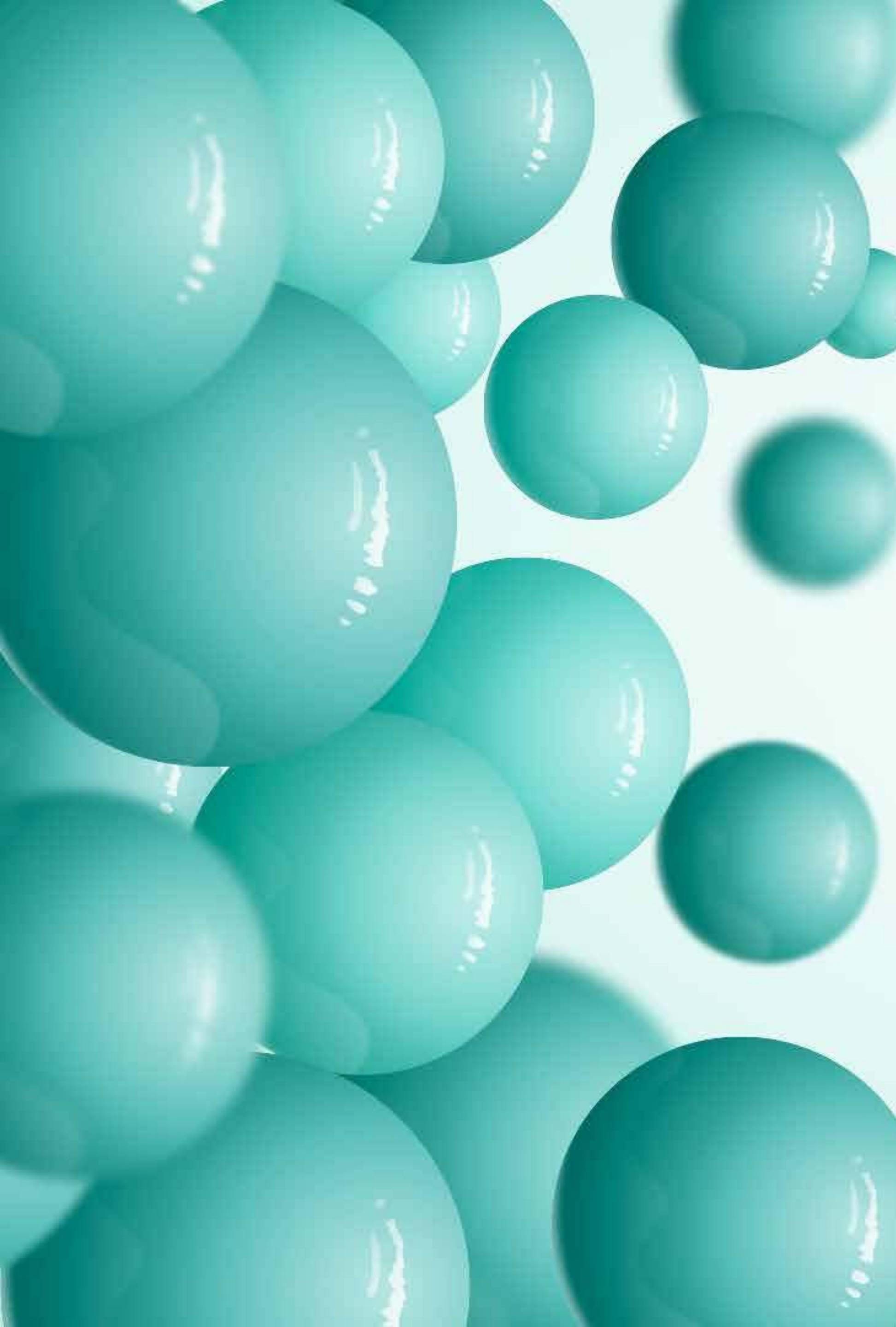
OUR 04 EXPERTS.

MEET THE TEAM

Our team thrives on curiosity, expertise, and an unwavering drive to deliver real impact. Proactive in approach and precise in execution, we navigate challenges with insight and innovation.

Our passion for every strategy fuels innovation, while our dedication turns ideas into measurable success. With a sharp focus on results, we stay ahead of industry shifts, ensuring every brand we support reaches its full potential.





OUR 05 WORKS.



Client:

The Healthtech Hub Africa

www.thehealthtech.org

Scope:

Brand Strategy
Communications
Social Media Management
Web Design
Events Management

Industry:

Healthcare

Background:

The HealthTech Hub Africa accelerates digital health innovation across Africa, supporting startups through mentorship, funding, and strategic partnerships. It also hosts high-impact events to drive policy and investment in healthtech.

Task:

Madavi enhanced The HealthTech Hub Africa's brand presence by:

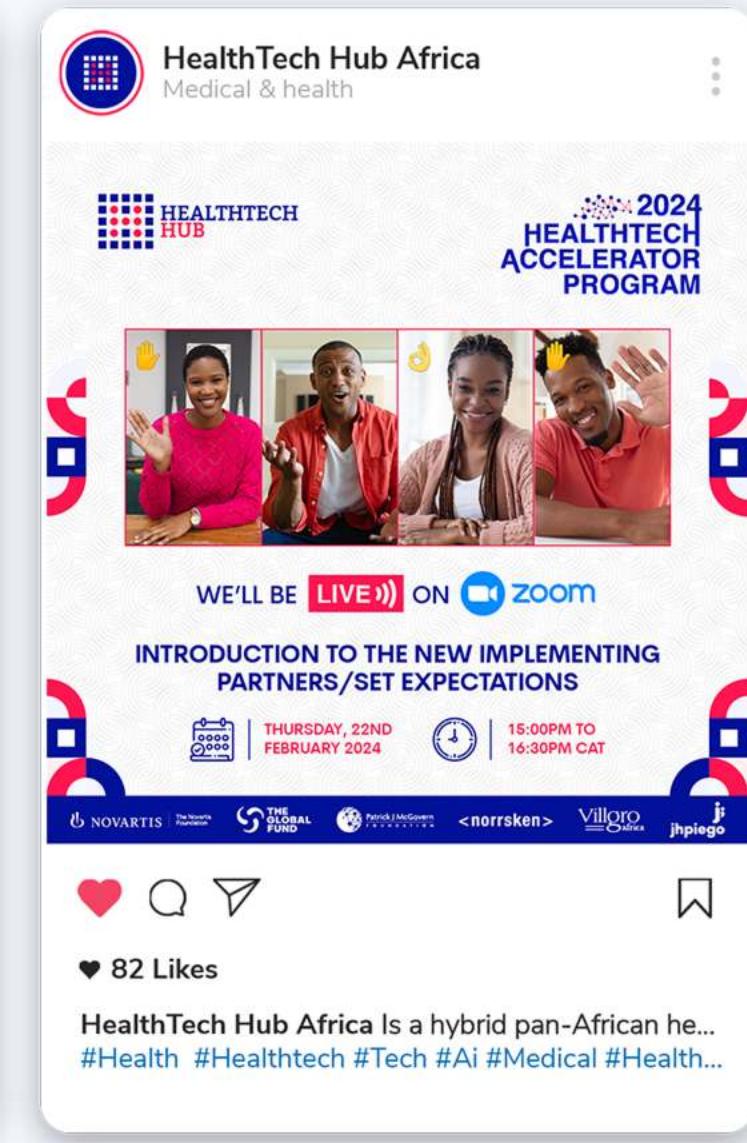
- Strengthening brand strategy and communications for industry leadership.
- Managing social media to boost engagement and visibility.
- Designing a user-friendly website showcasing programs and impact.
- Organizing major summits, ensuring seamless execution and networking.

Impact:

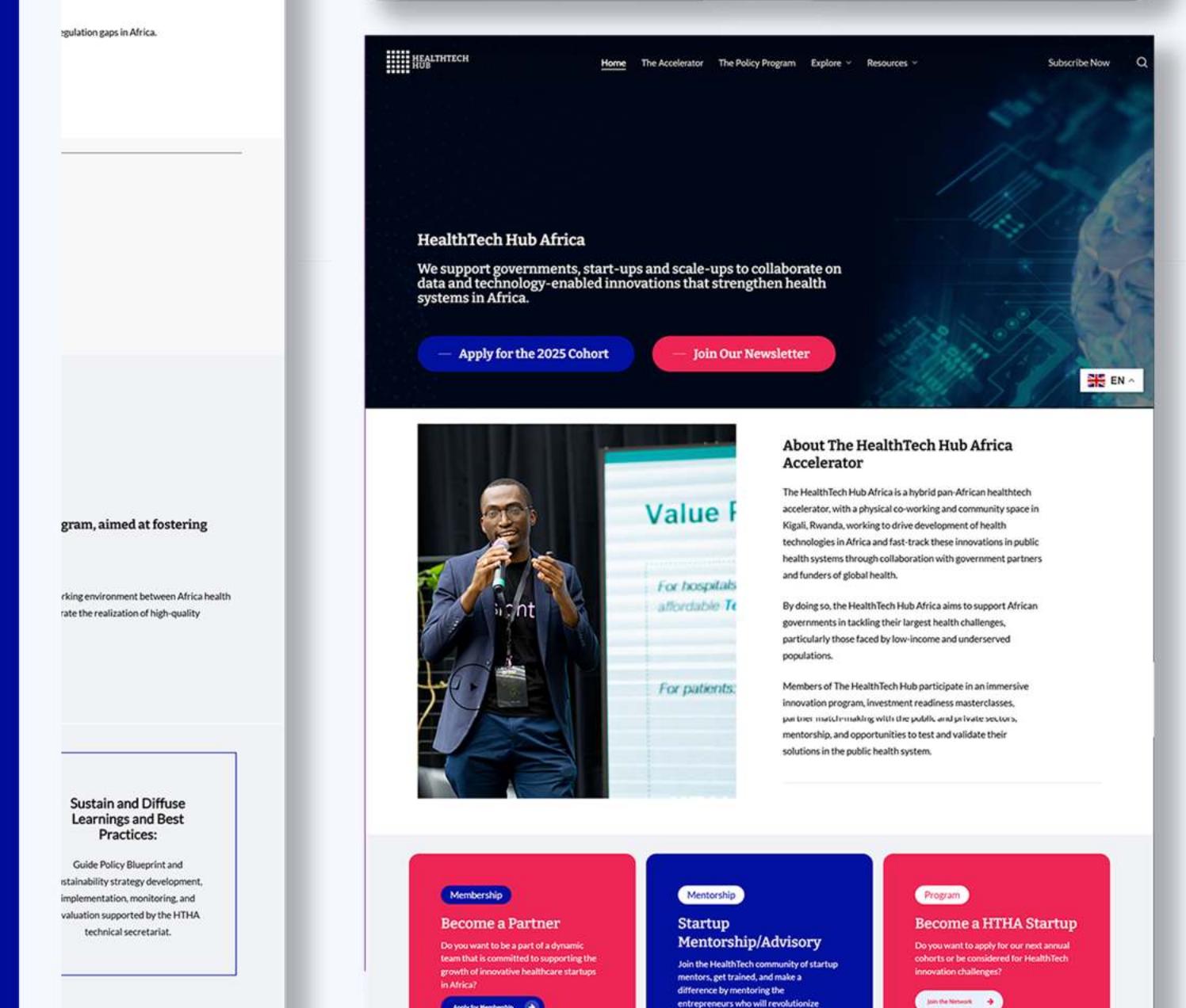
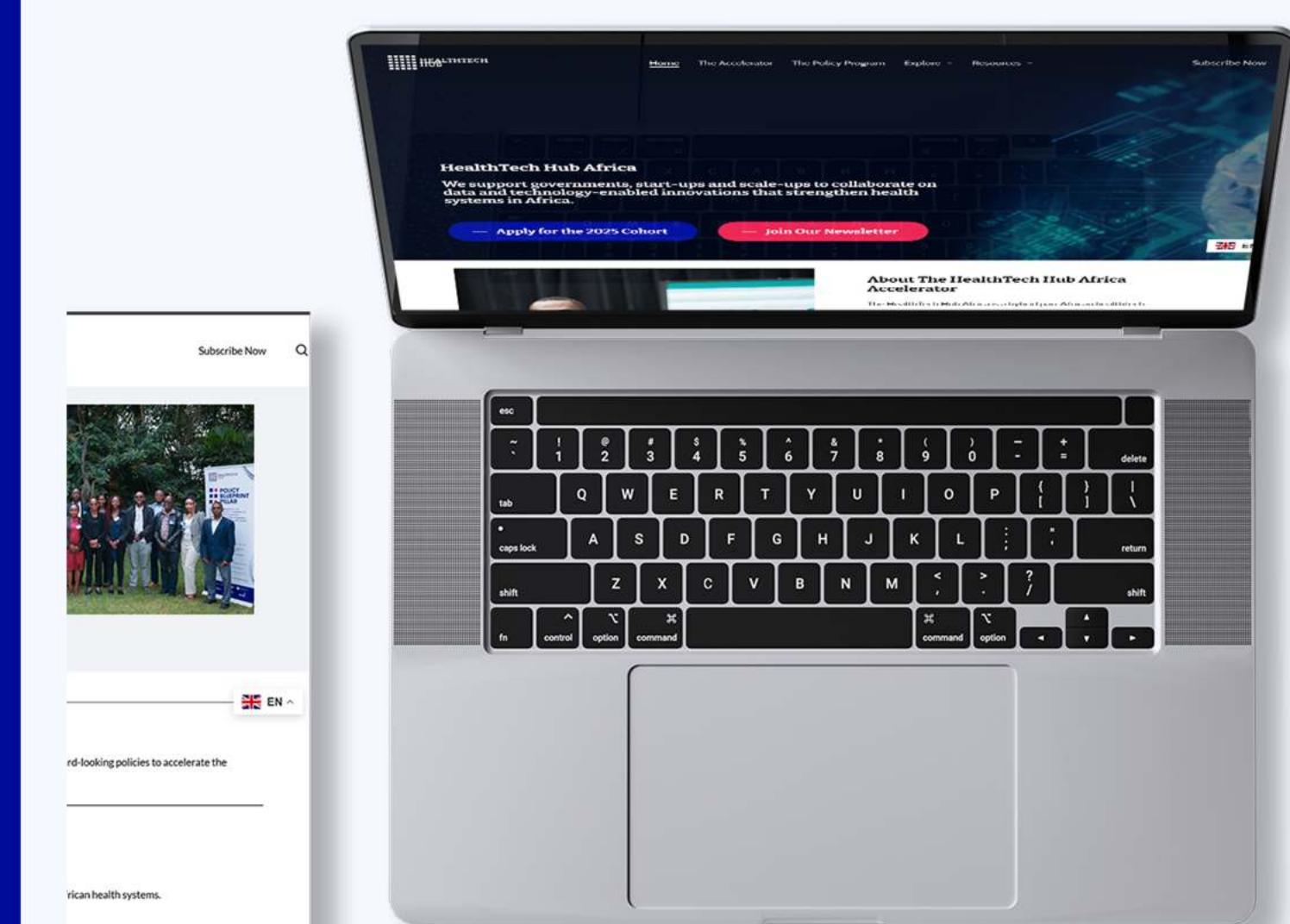
Madavi's efforts positioned The HealthTech Hub Africa as a leading healthtech accelerator, resulting in:

- Stronger brand identity and thought leadership.
- Higher social media engagement and recognition.
- A dynamic website enhancing user experience.
- Successful summits driving collaboration and investment.

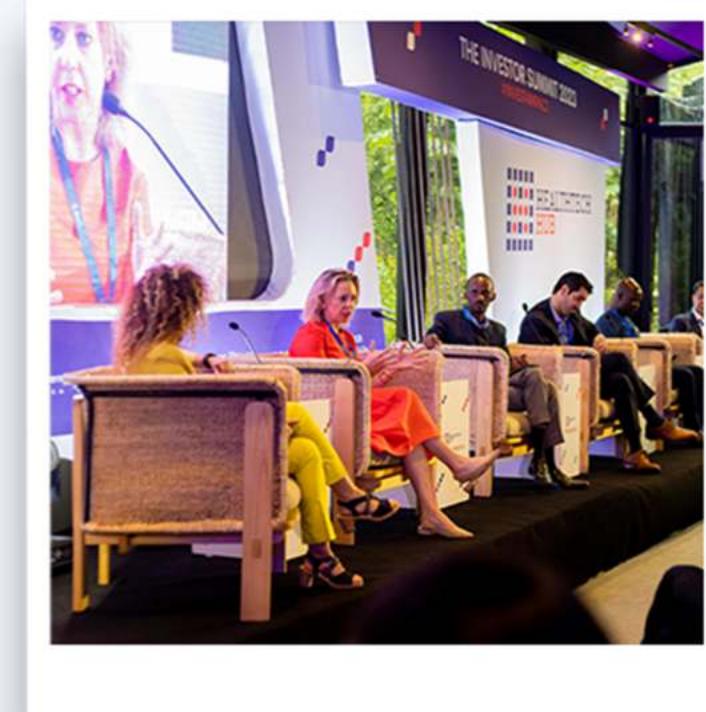
BRAND STRATEGY AND COMMUNICATIONS



WEBSITE DESIGN



EVENTS MANAGEMENT





Client:
Eyecare Consultants
www.eyecarekenya.com

Scope:
Brand Strategy
Communications
Brand/Visual Identity

Industry:
Healthcare

Background:

Eyecare Kenya is a leading provider of optical and eye care services, offering vision screening, specialized treatments, and high-quality optical solutions. Committed to accessibility and innovation, it enhances eye health across Kenya.

Task:

Madavi strengthened Eyecare Kenya's brand through:

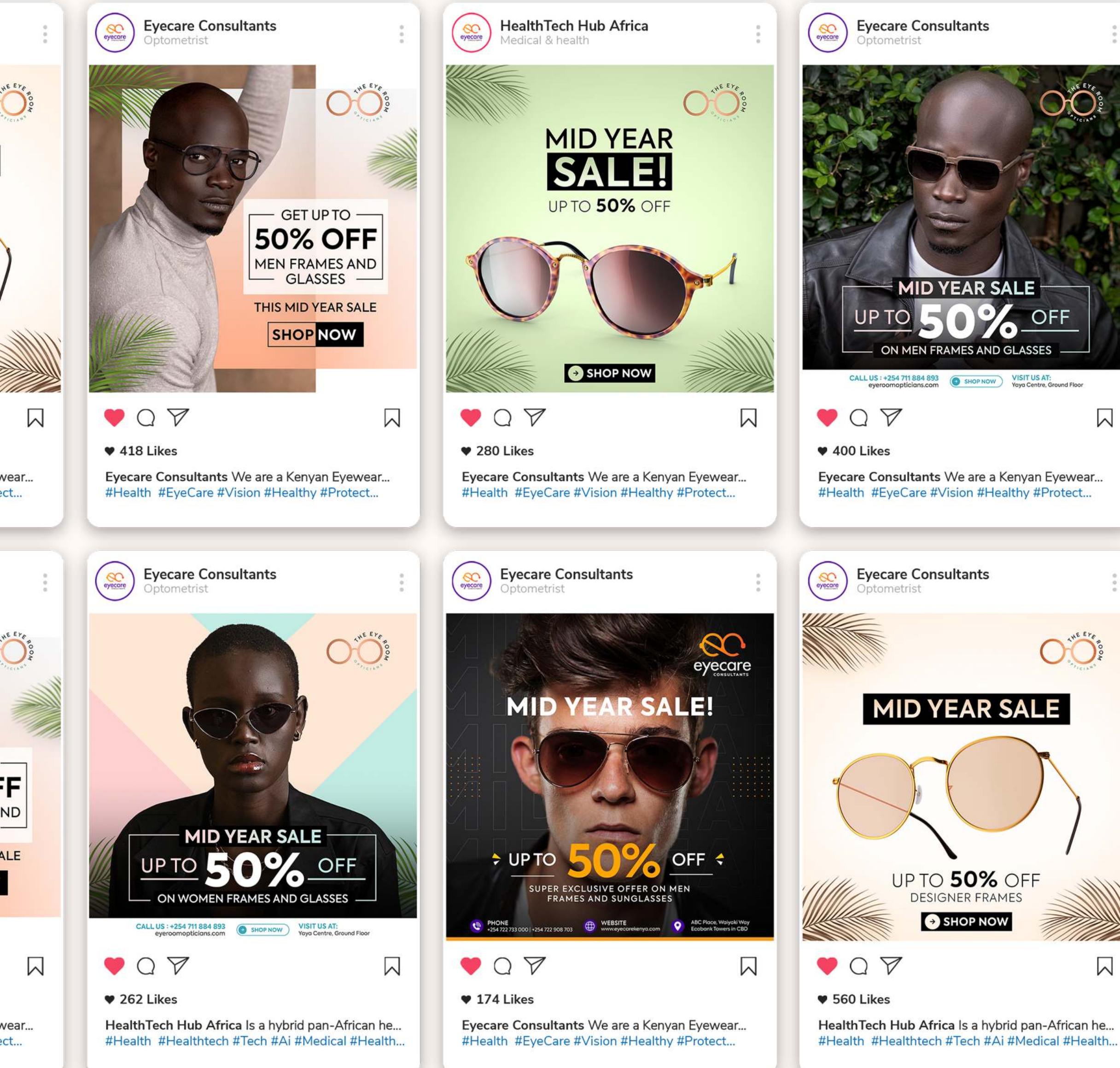
- Refining brand messaging to establish industry leadership.
- Developing a communications strategy for stronger engagement.
- Ensuring brand consistency across all channels.
- Creating educational content on eye health and available services.
- Designing a modern brand identity with cohesive visuals.

Impact:

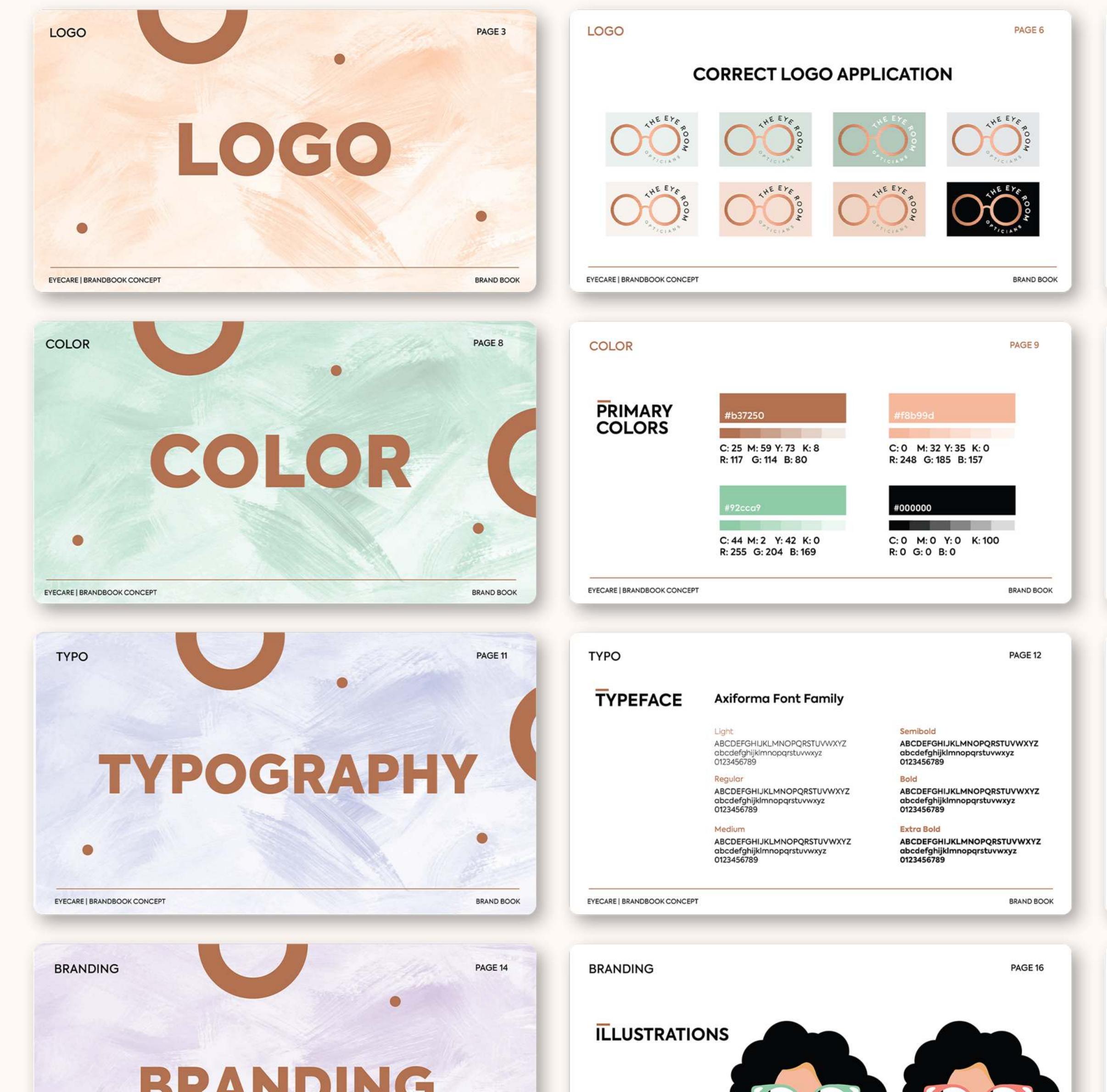
Madavi's work elevated Eyecare Kenya's market presence, resulting in:

- Stronger brand recognition and industry positioning.
- Increased customer engagement and awareness.
- Consistent and professional visual identity.
- Enhanced trust and credibility among clients.

BRAND STRATEGY AND COMMUNICATIONS



BRAND AND VISUAL IDENTITY





Client:

Jaza Rift

www.jazarift.com

Scope:

Brand/Visual Identity

Web Design

Industry:

Healthcare

Background:

Jaza Rift Ventures is a venture capital firm investing in early-stage healthcare startups across Africa, focusing on health innovation, biotech, and medical technology.

Task:

Madavi was engaged to strengthen Jaza Rift's brand identity and digital presence by:

- Designing a professional visual identity, including logo, color palettes, and brand guidelines.
- Creating a modern, user-friendly website to showcase portfolio companies and investment focus.
- Ensuring brand consistency across all platforms.

Impact:

- A strong, cohesive brand identity reinforcing Jaza Rift's leadership in healthcare investment.
- A professional, intuitive website enhancing visibility and engagement.
- Improved positioning, attracting startups and investors.

Through strategic branding and web design, Madavi helped Jaza Rift Ventures enhance credibility and strengthen its role in Africa's healthcare innovation ecosystem.

WEBSITE DESIGN

Who We Are

Mission

To Provide Better Healthcare Through Investment and Tailored Support

Jaza Rift is catalyzing positive change in healthcare in Africa through targeted investments, a network of advisors and coaches and a comprehensive scaling methodology for digital health, medtech, and biotech innovations and inventions.

What We Do

Innovation Lab

Innovation Lab is a pan-African global health innovation platform supporting disruptive digital health, medtech, biotech and assistive technologies companies, from idea to growth and scaling through hands-on engagement. We are strategic partners to Global Health Leaders.

Better Healthcare. Advisory

Jaza Rift Ventures

Set up in partnership with Villgro Africa, Jaza Rift Ventures is a venture capital and asset management advisory company focused on healthcare innovations and inventions in Africa. Our vision is to be a leading global healthcare investment platform for Africa.

What our partners say about us.

Wifred Ngigi, Founder/CEO of Villgro Africa

What We Do

Jaza Rift Advisory

Jaza Rift Advisory is a healthcare focused strategy advisory, financial & business advisory firm with experience in both Francophone and Anglophone Africa. Business advisory services play an essential role in economic growth and development in Africa by facilitating strategic decision-making for private equity, venture capital firms, and business owners. We particularly support health care facilities, hospitals and specialized centers (dental, surgery, etc.) and pharmaceutical distribution companies raising \$5M+ capital.

Jaza Rift Ventures

Set up in partnership with Villgro Africa, Jaza Rift Ventures is a venture capital and asset management advisory company focused on healthcare innovations and inventions in Africa. Our vision is to be a leading global healthcare investment platform for Africa.

What our partners say about us.

Wifred Ngigi, Founder/CEO of Villgro Africa

BRAND AND VISUAL IDENTITY

2024 Brand Guideline.

Our logo.

Our typography.

Our logo.

Our typography.

Our colors.

Supporting colors.

Contents

1. Introducing our brand.	Our colors.
2. Our identity.	Our typography.
3. Our photography.	Our photography.

Our typography.

Logo versions - Full suite.

Full color

Black

White

Our typography.

Primary typeface.

Primary colors.

Primary colors.

Supporting colors.

1. Introducing our brand.

Our typography.

Our photography.

Our typography.

Our tagline.

Our typography.

Some practical photography.

Our typography.



Client:

Kenya Drylands Education Fund (KDEF)

www.kdef.org

Scope:

Brand/Visual Identity
Web Design

Industry:

Nonprofits & Social Impact

Background:

Kenya Drylands Education Fund (KDEF) expands education access in Kenya's dryland regions, empowering marginalized students, especially girls, through scholarships, school infrastructure, and mentorship programs.

Task:

Madavi was engaged to enhance KDEF's brand identity and digital presence, ensuring alignment with its mission. This included:

- Developing a professional visual identity, including logo, colors, typography, and brand guidelines.
- Creating a user-friendly website to effectively communicate KDEF's programs, impact, and opportunities for engagement.
- Optimizing navigation, mobile responsiveness, and content structure for a seamless user experience.
- Ensuring consistent branding across digital and print materials.

Impact:

The refined branding and website strengthened KDEF's presence, resulting in:

- A modern, professional identity, reinforcing credibility and stakeholder trust.
- A dynamic, user-friendly platform that enhances donor and partner engagement.
- Consistent branding across all communications, increasing visibility and recognition.

Through strategic branding and web design, Madavi helped KDEF amplify its reach, attract more supporters, and drive greater impact in education advocacy.

WEBSITE DESIGN

Our Mission

We empower communities to break poverty through innovative, long-term solutions.

2100 students kept in school through innovative fee solutions.

3200 families provided with critical food rations.

Livestock for School Fees:

- Launched during a three-year drought, supporting 2,100 students in Term 1, 2022.
- Families sell goats for \$20, with schools adding an additional \$20 credit to cover one term's fees.
- Program supplements school lunch menus with goat meat.
- Plan to scale this program regionally.

Food Vouchers:

- In July 2023, distributed 1,200 vouchers worth Ksh 2,500 (\$25) to university students in Samburu and Marsabit Counties affected by drought and economic crisis.

Food Hampers:

- Delivered to 3,200 families in Samburu and Marsabit Counties, supporting communities that lost up to 80% of their livestock.

KDEF Centers:

- Launched in April 2022 in Ngurunit, providing office space, student dormitories, a dining hall/conference center, staff housing, and Kenya's first-ever library.

KDEF Library:

- Located in Ngurunit, Samburu County, serving students across the region.
- Provides a reading culture with modern resources and books.
- First-ever library and science centers established in Northern Kenya.

Science Centers :

- Established in four secondary schools in Marsabit County: Bishop Cavalier Girls, Merille Mixed, Korr Mixed, and Nyiro Mixed Schools.
- Fully equipped for hands-on learning in physics, chemistry, and biology.
- Bishop Cavalier Girls, Merille Mixed, Korr Mixed, and Nyiro Mixed Schools.
- Fully equipped for hands-on learning in physics, chemistry, and biology.

Karare Community Borehole:

- Drilled at a depth of 520 meters, providing consistent water supply.
- Features solar panels, storage tanks, and automatic dispensers.

About Us

Kenya Drylands Education Fund (KDEF) mission: educational opportunities for underserved populations of Kenya.

15,000 Menstrual Hygiene Kits Distributed

47 Full schools constructed with classroom, staff quarters, kitchens and sanitation blocks.

145,000 Number of Inc KDEF Initiatives

Our Work

Schools Built

Our Impact

The Kenya Drylands Education Fund (KDEF) was founded in 2010 by Sarah Hadden and Kura Omari. The mission was to break the cycle of poverty by transforming lives through education. Kura, a native of Northern Kenya and former member of the BOMA Project, had dedicated over a decade to improving the livelihoods of pastoralist communities in Marsabit County. Sarah, a trained health educator with 21 years of experience, was deeply moved by the challenges faced by students in these regions, including widespread poverty and limited access to basic resources.

Recognizing education as the key to breaking the cycle of poverty, Sarah and Kura launched KDEF with the mission to provide educational opportunities for underserved populations, especially girls.

Our Mission

At KDEF, we believe access to clean water, sanitation, education, and hygiene is a fundamental human right. Our mission is to drive lasting, positive change in the communities we serve by providing sustainable, community-driven solutions that enhance health, education, and the overall quality of life for all.

What We Do

Every day, thousands of people in Northern Kenya face the harsh realities of water scarcity, inadequate sanitation, limited access to education, and poor hygiene practices. These challenges contribute to preventable diseases, undermine social and economic development, and exacerbate poverty. At KDEF, we are committed to tackling these issues head-on with innovative, long-term solutions. Our comprehensive approach goes beyond immediate relief—it's about addressing the root causes of these crises. We combine community engagement with sustainable programs that lead to meaningful, lasting change.

BRAND AND VISUAL IDENTITY

Color Variations.

KDEF Kenya Drylands Education Fund

Full Color

KDEF Kenya Drylands Education Fund

Red Color

KDEF Kenya Drylands Education Fund

Black Color

KDEF Kenya Drylands Education Fund

White Color

Brand & Identity Guideline 10

Primary Colors.

Hex Code #c80228

RGB 200, 000, 040

CMYK 014, 100, 095, 005

Hex Code #007800

RGB 000, 120, 000

CMYK 088, 027, 100, 017

Hex Code #000000

RGB 000, 000, 000

CMYK 100, 100, 100, 100

Hex Code #ffffff

RGB 255, 255, 255

CMYK 000, 000, 000, 000

Brand & Identity Guideline 18

03 Brand Colors.

06 Stationery.

Business Card.

07 Merchandise.

Stationery

Business Card

Merchandise

Logo & Usage

Logo

Email

Letterhead



Client:

Aurora Health Systems

www.aurorahealthsystems.com

Scope:

Brand/Visual Identity

Video Production

Industry:

Healthcare

Background:

Aurora Health Systems is a health technology company specializing in AI-powered medical devices for early detection of heart and lung diseases. Their flagship innovation—a wearable, AI-integrated ECG monitoring device—enables continuous heart health tracking, improving diagnostic accuracy and patient care.

Task:

Madavi was engaged to develop a strong brand identity and compelling visual storytelling that reflect Aurora's commitment to AI-driven healthcare solutions. This included:

- Designing a modern, future-forward brand identity, including logo, color palette, typography, and brand guidelines to ensure consistency.
- Refining brand messaging and positioning to highlight Aurora's role in AI-powered early disease detection.
- Producing high-quality video content to showcase Aurora's technology, impact, and vision for healthcare innovation.
- Creating engaging visual assets for digital platforms, investor presentations, and marketing materials to enhance brand credibility.

Impact:

The refined branding and video storytelling strengthened Aurora's industry presence, resulting in:

- A cutting-edge brand identity that reinforces trust among clinicians, investors, and healthcare stakeholders.
- High-quality video content that effectively communicates Aurora's mission and technology to a broader audience.
- Consistent branding across all touchpoints, enhancing recognition and industry positioning.
- Increased visibility, attracting strategic partnerships, funding opportunities, and market traction.

Through strategic branding and video production, Madavi helped Aurora Health Systems solidify its reputation as a pioneer in AI-driven healthcare, reinforcing its role in shaping the future of medical technology.

VIDEO PRODUCTION



Aurora Health Systems
Hospitals and Health Care
21h ·

+ Follow ...

Today we share brilliant insights from Dr. Khalida Soki, a consultant physician and nephrologist from Nairobi, on digitization of CKD data tools.
She emphasized the transformative impact of digital tools in chronic kidney disease (CKD)



Dr. Soki strongly advocates for a multidisciplinary approach to digitization, highlighting
Aurora Health Systems

86

Like

Comment

Share

42 Comments

BRAND AND VISUAL IDENTITY



Logo & Usage



Brand Colors



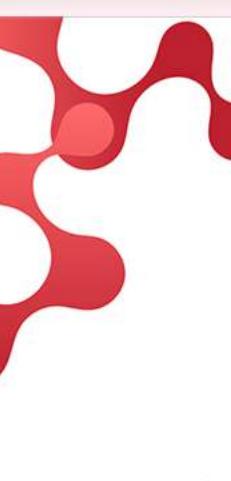
01

Brand & Identity Guideline



Aurora Health

Business Cards



01

Brand & Identity Guideline



01

Brand & Identity Guideline



Client:

**Fine Urban Real Estate,
Construction & Interior Design**

www.fineurban.com

Scope:

Web Design

Industry:

Real Estate & Construction

Background:

Fine Urban Real Estate, Construction & Interior Design is a premium real estate, construction, and interior design company specializing in luxury residential and commercial projects. The company is known for delivering high-end, innovative, and customized design solutions, setting new standards in architectural excellence and interior aesthetics.

Task:

Madavi was engaged to design a sleek, professional, and user-friendly website that reflects Fine Urban's luxury brand image and expertise. The project focused on:

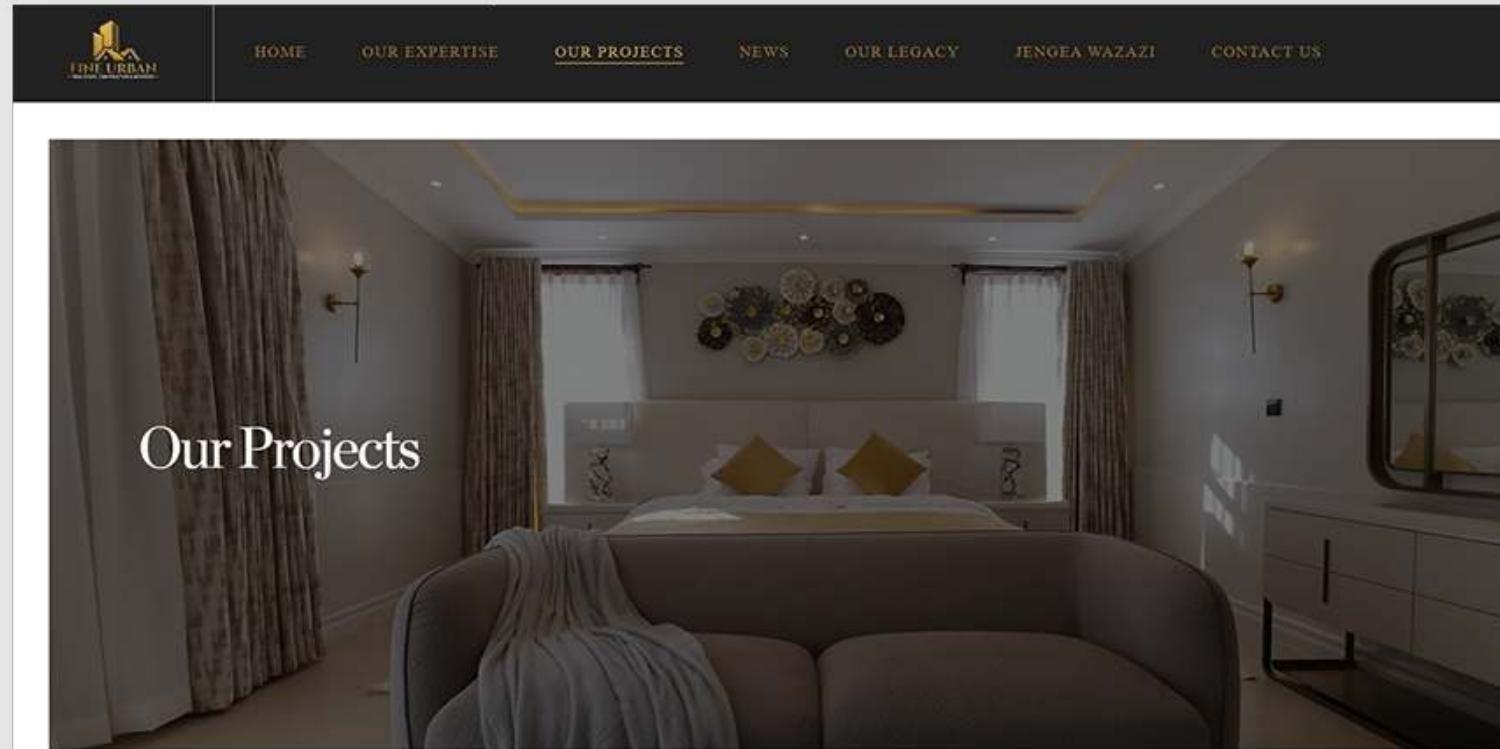
- Creating an elegant and visually stunning website to showcase high-end projects.
- Optimizing UX/UI for seamless navigation and an immersive browsing experience.
- Integrating an interactive project gallery to highlight Fine Urban's portfolio.
- Ensuring mobile responsiveness for easy access across all devices.

Impact:

The new website enhanced Fine Urban's digital presence and customer engagement. Key outcomes included:

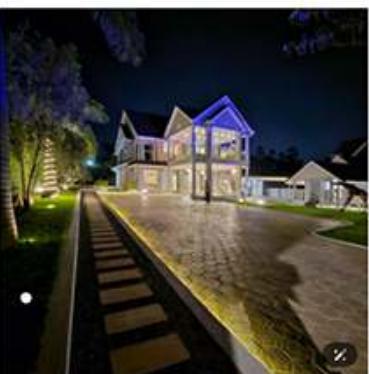
- A refined, modern, and visually captivating platform, reinforcing the brand's luxury appeal.
- Improved user experience, making it easier for potential clients to explore services and projects.
- Increased credibility and inquiries, positioning Fine Urban as a leader in high-end real estate, construction, and interior design.

Through strategic web design, Madavi helped Fine Urban establish a premium online presence, elevating its brand visibility and customer experience in the real estate and construction industry.



Havana
This home's position at revered Runda Neighborhood offered an opportunity to design a house for a rare and sought-after location.

[read more](#)



Muthaiga Msitu
A sanctuary of elegance in Nairobi's serene landscapes, designed with a perfect blend of modern luxury and timeless charm

[read more](#)



Runda Gardens
A masterpiece of fine living, our exquisite mansion in the heart of Runda Gardens seamlessly blends architectural brilliance with its natural surroundings.

[read more](#)



Deer Park Karen
A Bentley-inspired luxury smart home integrating cutting-edge technology with refined aesthetics. Open-concept spaces and smart automation enhance comfort and convenience, blending

[read more](#)



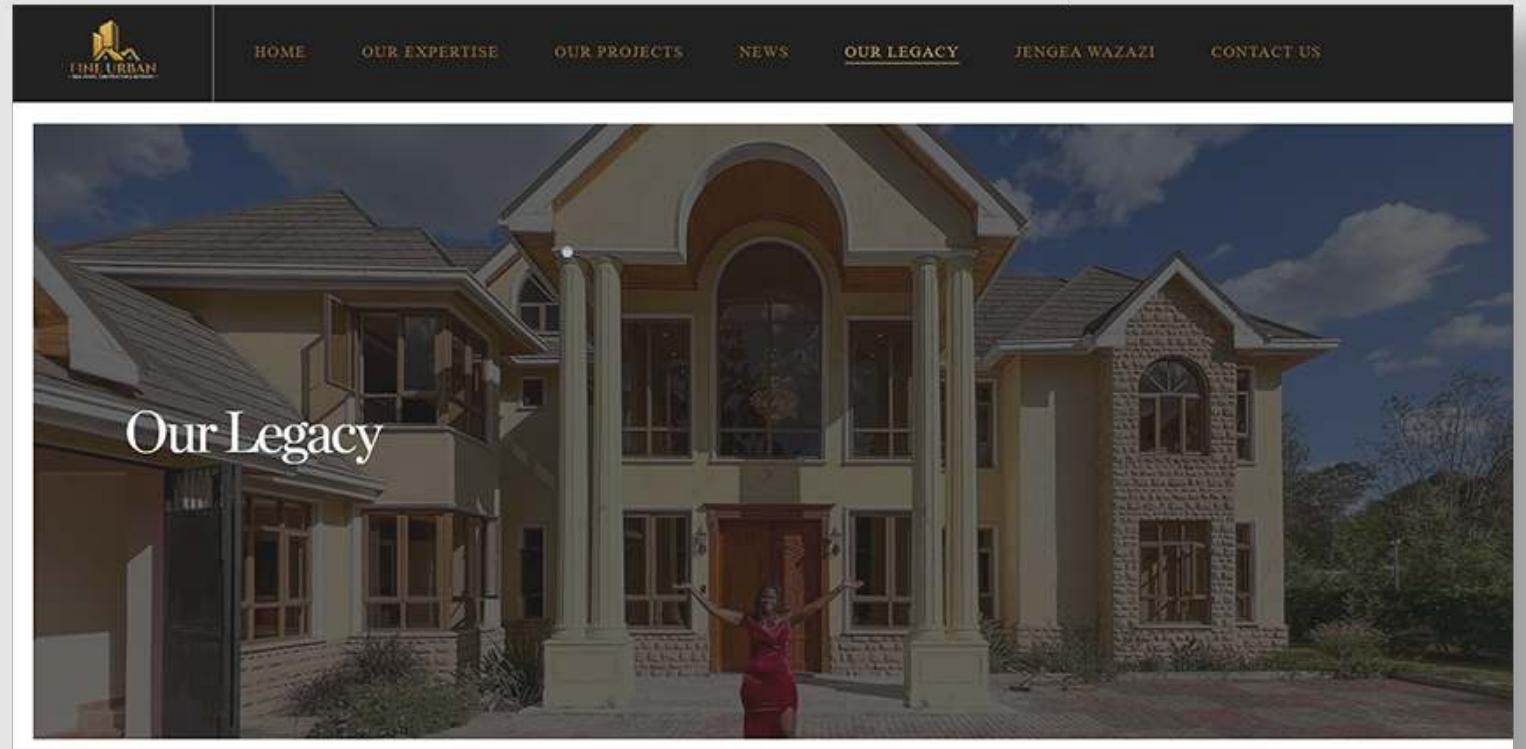
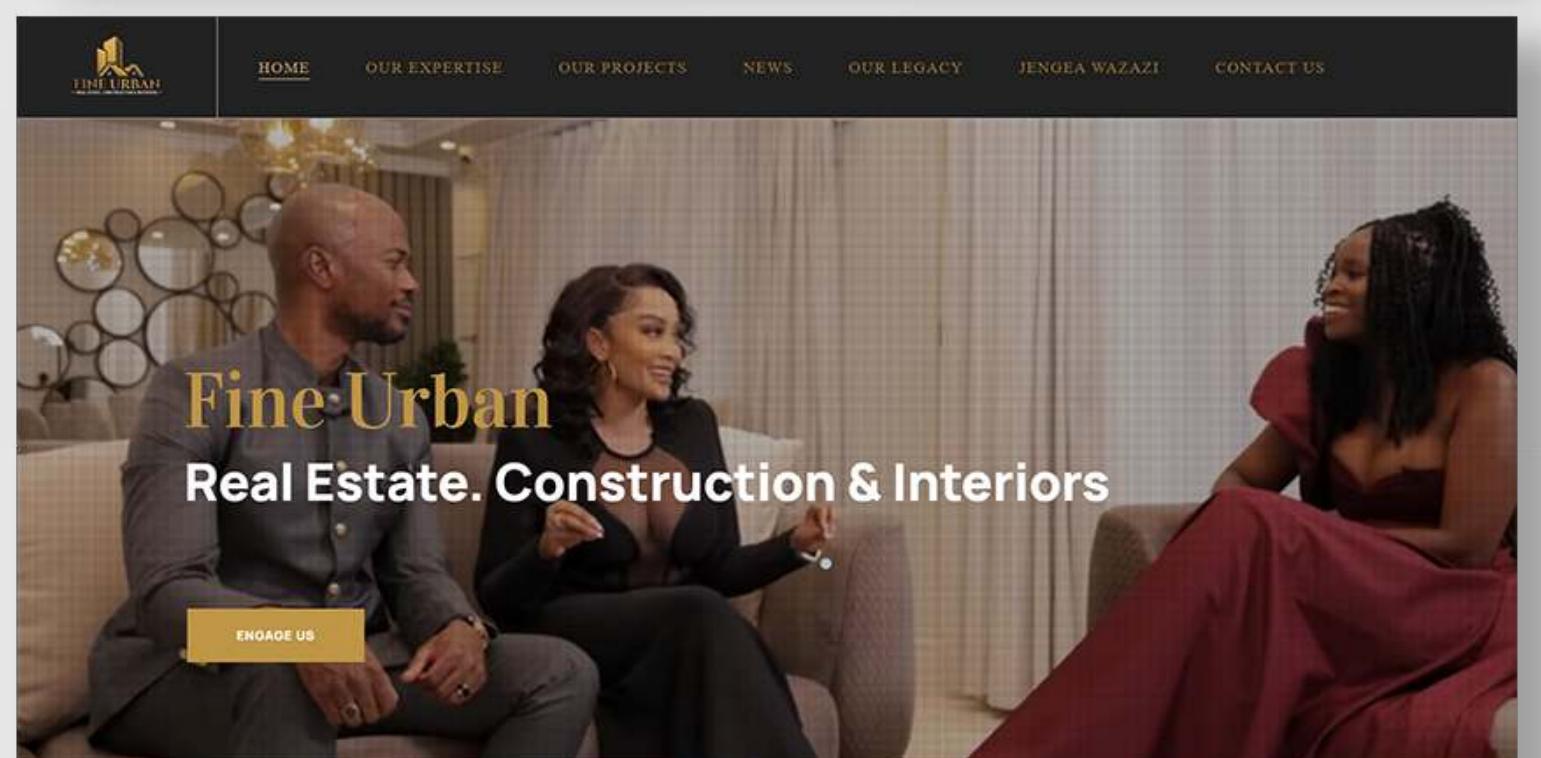
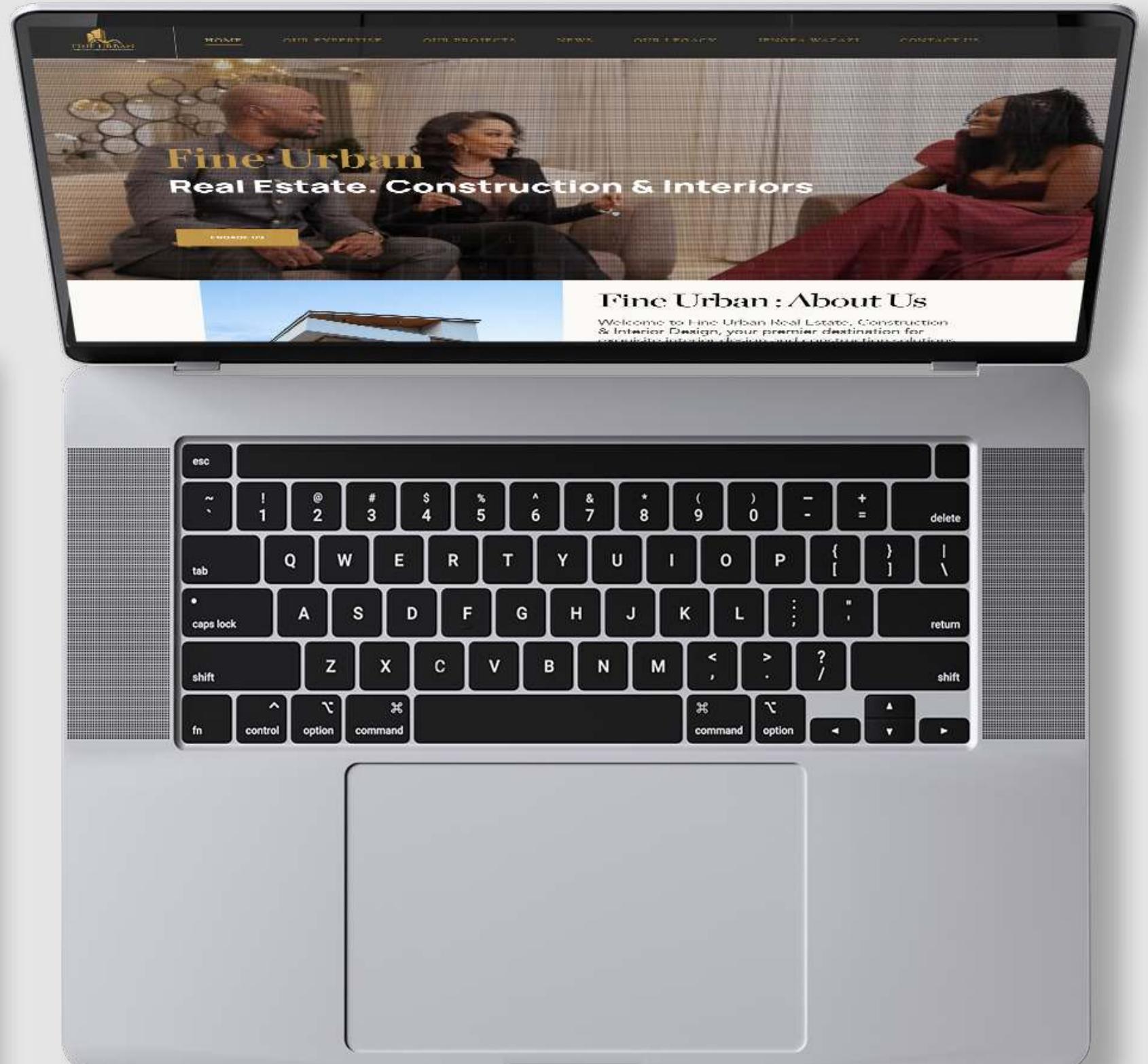
Kerarapon Karen
A groundbreaking African luxury smart home with lush landscapes and exquisitely crafted interiors. Every detail is tailored to perfection by Fine Urban Construction and Interiors.

[read more](#)



Namanga
This smart home in Namanga showcases impeccable arabsesque-inspired design, intricate detailing, and a grand entrance with double lights and glass panels.

[read more](#)



With over 20 years of combined experience and more than 1000 successful projects, our team is equipped to bring your ideas to life.

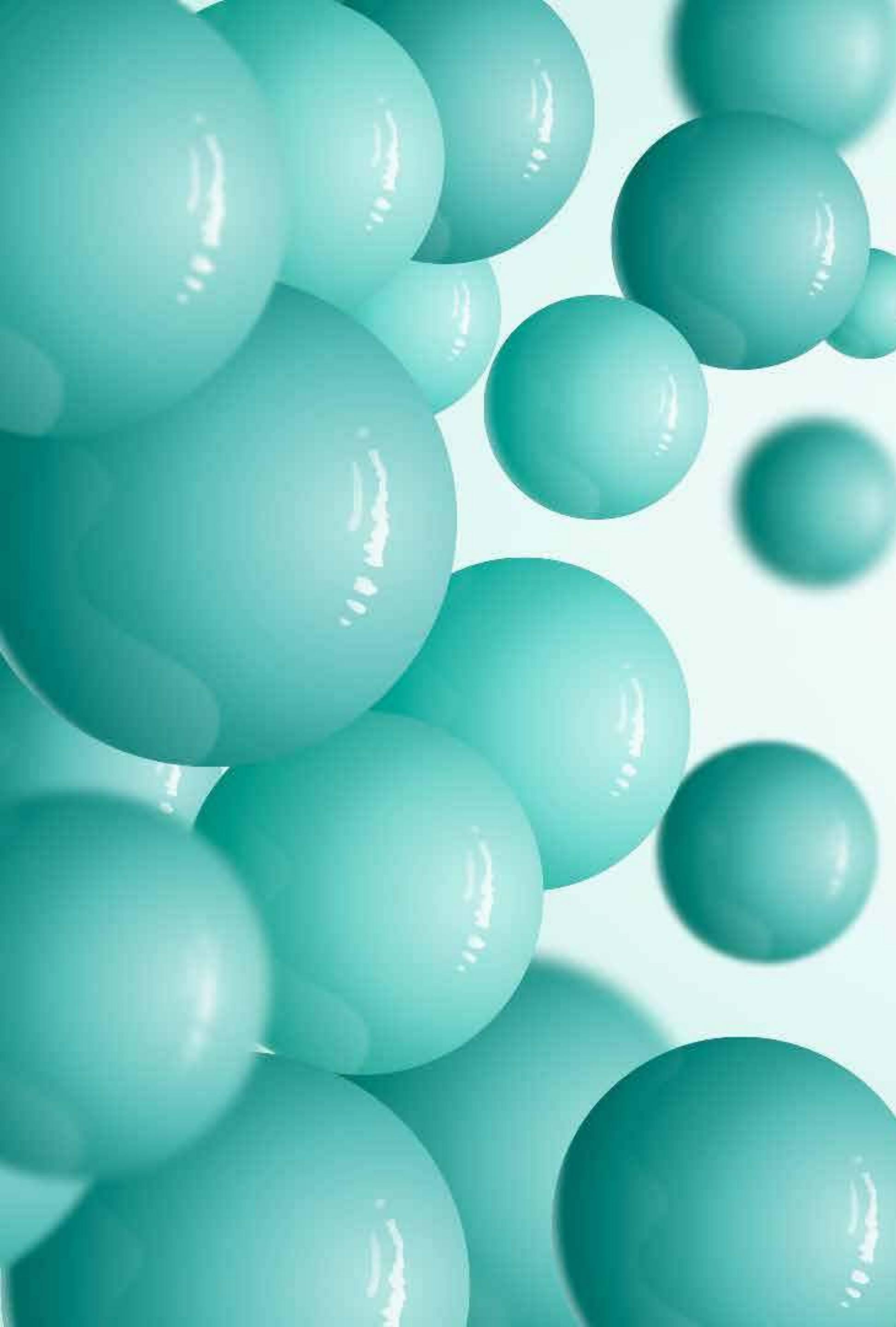
Our Vision
At Fine Urban, we envision a landscape where opulence meets timelessness, driven by innovation, integrity, and unwavering passion.

Our Mission
We aim to offer our clients a new luxury and intrinsic value paradigm, seamlessly blending heritage with foresight. With a keen appreciation for the past and a vision for the future, we empower our clientele to embark on a transformative elegance and functionality journey.

Our Growth



Completed our first large-scale commercial project, setting a new benchmark for quality and innovation in the



OUR 06 NETWORK.



Nairobi Office:

Ikigai Nairobi (Riverside)
Merchant Square, Nairobi



Kigali Office:

Norrisken House, Kigali,
Rwanda



Delaware Office:

Wilmington, Delaware,
19801, USA



+254 718 735 565



hello@madavi.co



www.madavi.co

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