

Innovate & Elevate

A Publication of the State Department for Industry

Q5: Jan - Feb 2024

www.kiep.go.ke

BI-MONTHLY ISSUE





Ecosystem Enablers Forum - CEOs and Founders 1st Edition

About KIEP

The Kenya Industry and Entrepreneurship Project (KIEP) is a six -year US\$50 million project being implemented by the Ministry of Investments, Trade and Industry (MITI) under the State Department for Industry -SDI, with support from the World Bank.

KIEP aims to deliver on the Government's industrialization agenda by strengthening the entrepreneurship ecosystem, increasing firm level innovation and productivity, and developing technically skilled talent in Kenya.

The first component has three subcomponents namely: SKIES, Startup Savanna and iTATU.

Sub component 1a of KIEP, Strengthening Kenya's Innovation Ecosystem (SKIES) aims to build the capacity of ecosystem intermediaries (Incubators, Accelerators and Techbootcamps) in developing their individual business models towards operational sustainability, expansion, and increased quality of services provided. SKIES will also provide subsidized tuition costs for Rapid Tech Skills Students to pursue in demand tech courses, soft skills and entrepreneurship in selected universities.

The International Acceleration Process is being implemented through a sub-component known as Startup Savanna which aims to position the Kenyan Startups and entrepreneurship ecosystem globally, connecting Kenyan Startups with a range of international resources and networks to assist them in their growth plans.

The Industry-Academia Platform dubbed iTATU sub-component plays a crucial role in connecting Kenyan corporates with talented students, who tackle challenges posed by companies, in delivering innovative solutions.

This collaboration aims to enhance corporate productivity, skills gap bridging and increase competitiveness. Beyond the increased competitiveness of the participating companies, iTATU also contributes to the employability of Kenyan students by exposing them to "real-life" problems and opportunities and giving them new networks.

The second component is called KIEP 250+. It invites small and medium enterprises in select sectors to apply for business training that includes enhancing the managerial and technical skills of their senior staff and improving their access to and use of technology. The goal is to significantly increase the competitiveness of SMEs. SMEs accepted into KIEP 250+ will receive an integrated package of diagnostic and advisory services as well as financial support to address identified gaps. This will enhance their innovation capacity, upgrade processes, increase use of technology and promote market linkages.

The third component provides support for communications, M&E and Project implementation.



The intermediaries involved in the SKIES Pitch event.

SKIES

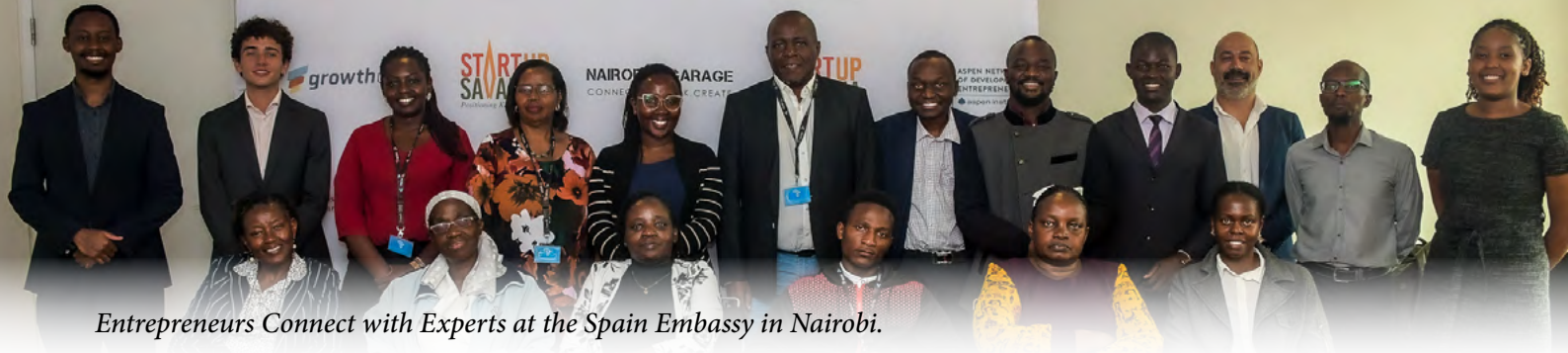
Environmental and Social Safeguards(ESS) Training

On 25th January 2024, The SKIES Management Firm conducted an insightful ESS (Environmental and Social Safeguards) Training session at E4Impact. The training, led by the KIEP ESS Expert - Prof. Jacob Kibwage, explored the Environmental and Social Safeguards Framework, along with the Grievance Redress Mechanism.

The KIEP-SKIES ESS training was conducted to aid the project team during due diligence screening and also integrate ESS into project implementation. The training identified and assessed the various environmental and social issues and impacts, seeking to enhance positive and sustainable outcomes during project implementation.

PIP Workshop

On 27th February 2024, KIEP-SKIES hosted a Performance Negotiation Workshop at E4Impact Entrepreneurship Center, Kenya, bringing together selected accelerators, incubators, tech boot camp providers, and universities to review their performance improvement plans. The workshop provided a platform for the participants to critically examine their current performance metrics, identify areas for improvement, and develop actionable steps to optimize their organizational outcomes.



Startup Savannah: Reflecting on Entrepreneurial Insights and Opportunities

In February, our entrepreneurial community witnessed a series of enriching events and initiatives aimed at empowering entrepreneurs, fostering collaboration, and driving growth. From insightful webinars to exclusive mentorship programs, our ecosystem thrived with opportunities for learning and networking. The below highlights the key activities that took place during the month, providing a comprehensive overview of our efforts to support and nurture entrepreneurial excellence.

1. Empowering Entrepreneurs Through Mentorship

In February, we delved deep into the essence of entrepreneurial mentoring, exploring its transformative power in professional growth. Bernhard Brouwer, Founder of Flip the Switch Coaching and Board Secretary & Head of Coaching at Christian Business Angels led an enlightening discussion on the tailored guidance and industry wisdom that fuels entrepreneurial success. Attendees discovered why successful entrepreneurs highly value mentorship and learned how to leverage it to accelerate their business growth.

2. Bridging Borders: Insights from Kenya's Innovation Ecosystem

In collaboration with the Kenya National Innovation Agency (KeNIA), the Spain Pavilion at 4YFN received a valuable perspective on Kenya's vibrant innovation and startup ecosystem. George Masila, Communications Lead at KeNIA shared insights into the dynamic landscape of innovation in Kenya, highlighting opportunities and incentives for foreign startups. This session fostered cross-border collaboration, empowering Spanish startups with global insights and practical knowledge. Such initiatives strengthen international ties and facilitate knowledge exchange, driving innovation and growth in the entrepreneurial community.

3. Unlocking Growth: Opportunities for Tech-Focused Ventures

Startup Savannah, in collaboration with a world-renowned knowledge partner, London School for Economics, extended an open call for their exclusive Business Mentorship Programme. This programme offers

tailored coaching and expert consulting to tech-focused ventures with a proven track record of profitability. Entrepreneurs are invited to seize this opportunity to tackle tech implementation challenges and propel their businesses forward. With a commitment to mentorship and continuous improvement, startups can unlock their full growth potential and thrive in today's competitive landscape.

4. Nurturing Sales Excellence: Sustainable Strategies for Success

In the pursuit of sustainable business growth, the art of building a scalable sales engine was explored. Nick Kingsley-Johnson, Head of Business Development and Senior Consultant at Whitten & Roy Partnership (WRP), shared insights on generating early-stage sales and unlocking growth potential. This webinar was a valuable resource for early-stage entrepreneurs and growth-stage businesses seeking to enhance their sales capabilities. By mastering sustainable sales strategies, entrepreneurs can drive revenue, expand their customer base, and achieve long-term success.

5. Expanding Horizons: International Business Opportunities

February witnessed a convergence of business opportunities as Kenya met Spain in an exclusive webinar session. Martin Jerch, Head of the Department for Entrepreneurship and Investments at ICEX Invest in Spain, unveiled the success strategies of the Rising UP in Spain initiative. This session provided valuable insights into visa facilitation, company creation support, and tailored acceleration programs specifically for Kenyan startups. By exploring international markets and forging strategic partnerships, Kenyan entrepreneurs can expand their horizons and tap into new growth opportunities. Additionally, Kenyan startups received advice on the best products to sell in Spain, including agricultural products.

Startup Savannah encourages Kenyan entrepreneurs to continue to embrace learning, collaboration, and innovation on their entrepreneurial journey. Stay tuned for more enriching experiences and opportunities to thrive in the dynamic world of entrepreneurship.



1st from left, Zainab Kangale-iTATU platform Coordinator, Isaac Kiiru - Student Kenyatta University (KU), Dominic Kata - Egerton University and David Gitau - KU. D

Industry Academia Platform (IAP) - iTATU

1. Empowering Innovation: The iTATU Journey

iTATU offers a platform that facilitates the corporate sector to engage in innovation and matchmaking, fostering synergies between industry players and budding innovators.

A team from the Industry-Academia Platform (IAP) – iTATU through the Maastricht School of Management recently visited the Netherlands where they witnessed the Triple Helix Model at work. The Triple Helix model holds collaboration between government, industry, and academia essential for successful innovation.

The Brightlands Triple Helix Partnership and the European Institute of Innovation & Technology (EIT) Food innovation community stood out as successful initiatives that the Kenyan team could tap into useful lessons that would apply to the Kenyan context.

The team witnessed the transformative potential of cross-sectoral collaboration in the food industry that EIT has helped to bring about. A similar approach in Kenya would strategically position participating startups to help spur value addition and enhance market and industrial processing linkages that ride on an active value chain.

2. Unveiling iTATU's Dynamic Challenges.

iTATU held several challenges where students were invited to participate in challenges presented by industry players in sectors such as agriculture, dairy, telecommunications, and green technology. This is aimed at elevating iTATU as a platform that students can use to showcase their creativity and problem-solving skills.

iTATU has since completed four innovation challenges where student teams from Meru University of Science and Technology, Jaramogi Oginga Odinga University of Science and Technology, Pwani University, Daystar University, Taita Taveta University, Kirinyaga University, Mt. Kenya University, Masinde Muliro University of Technology, Kenya Medical and Training College, Dedan Kimathi University of Technology, Nachu Technical and Vocational College and KCA University took part. The challenges served as an opportunity for skills-building, exposure to real-world problems, and the nurturing of an entrepreneurial spirit.

Throughout the challenge process, spanning eight weeks, student teams embarked on a transformative journey guided by a dedicated team of mentors who provided invaluable support and guidance as they navigated through various stages of open challenges.

Given the diverse geographic locations of the students and participating universities, iTATU facilitated the discussions via its platform where the students offered their solutions to real-world research gaps posed by industry partners.

From ideation to prototyping and beyond, the mentors played a crucial role in nurturing the creative process and fostering a collaborative environment conducive that reveal existing opportunities that students can tap into to launch commercially viable innovations. The challenges do not just benefit the students but serve as a valuable avenue for companies and Small and Medium Enterprises (SMEs) to tap into the wealth of young talent and innovative ideas.

Through this immersive learning experience, students gained valuable experience in teamwork, problem-solving, critical thinking and project management emerging as innovators, leaders and problem-solvers in their respective fields.

3. Upcoming Challenge Posed by Mobius Motors.

The research question is how Mobius Motors shall be established as a pioneer and industry leader of the hydrogen economy in Kenya and Africa.

4. Get Involved

iTATU is ready to collaborate with students looking to showcase their talents, industry seeking innovative solutions, or an academic institution eager to engage in collaborative research. Follow us on our various social media platforms for updates and our website for more information.

- LinkedIn: itatu
- Facebook: itatu IAP
- Instagram: itatu_officialke
- X (Twitter): @itatu_iap_3i
- Website: <https://itatu.net/#home>.



PIU and Niras visit to Animix Limited

KIEP 250+ Lays Foundation For Kenya's SMEs Rapid Advancement

In the current phase one of the project, KIEP 250+ set up a team of Business Analysts who are using a comprehensive diagnosis tool to help over 100 SMEs identify the business gaps in relation to the mission and growth plans of their businesses. In laying ground for provision of relevant technical assistance to the SMEs, a diagnosis report is developed and the priority intervention areas agreed upon which then formed the basis upon which a Performance Improvement Plan (PIP) is developed for each of the improvement areas.

This activity is ongoing with Cohort 2 and Cohort 3 expected to be completed by end of this quarter.

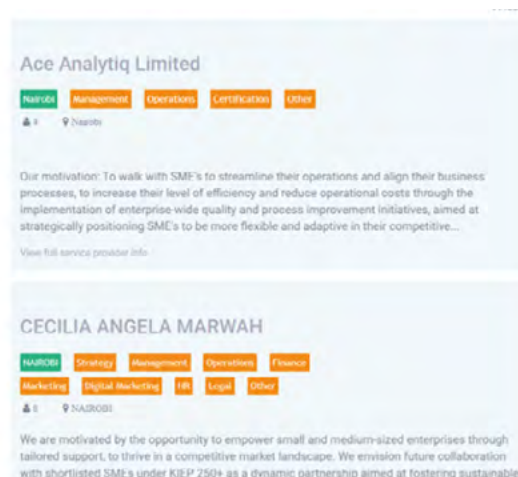
Here is an overview of the KIEP 250+ process.

a. Introduction

The goal of KIEP 250+ is to increase productivity and innovation (encouraging value addition) within fast-growing Kenyan SMEs, making them more competitive in the local and global market. Selected SMEs receive an integrated package of diagnostic, advisory services and financial support for the implementation of interventions to address identified business gaps which would in turn contribute to achieving the project's objective.

b. KIEP 250+ Business Development Service Providers Database

To further enrich the BDS providers database, KIEP 250+ has issued a call for applications for skilled experts wishing to be included in the database. The evaluation process is a continuous process that is intended to increase the number of BDS provider. As of now, there are over 100 BDS providers in the database which is accessible via the KIEP 250+ website <https://250plus.kiep.go.ke/projects/>. Here is a snippet of the database:



c. Identifying a Business Development Service (BDS) Provider

SMEs enrolled in the KIEP 250+ project are required to identify Business Development Service (BDS) providers they will work with in implementing interventions to address their identified business gaps. To facilitate this process, the KIEP 250+ team embarked on development of a BDS Providers database which provides SMEs with access to a comprehensive list of experts with proven expertise on specific fields of business.

How we work ?





ASSEK founding members posing for a group photo, during the Ecosystem Enablers Forum- CEOs and Founders 1st Edition.

ASSEK Celebrates Five Years' Work Of Making Local Startups And SMEs Investor-Attractive

"The Association of Startup and SMEs Enablers of Kenya (ASSEK) was established to strengthen the capabilities of Entrepreneur Support Organisations (ESOs) that offer business training services to startups and SMEs. The goal is to boost their productivity and enhance the quality of their services and products.

ASSEK's primary role is to identify and pursue emerging opportunities for collaboration and growth within the ecosystem, while also fostering an environment that promotes meaningful networking and cooperation among stakeholders. Speaking at the ASSEK Ecosystem Enablers Forum 2024 in Nairobi on 13th February 2024, which was attended by ESO founders and chief executives, ASSEK Chief Executive Mercy Kimalat stated that ASSEK is now well-positioned to support the growth plans of SMEs and startups. "We have empowered SMEs and startups by connecting them with the ideal coaches and mentors to foster their growth. By providing access to international opportunities through our partnerships with key stakeholders, we have enabled many businesses to expand their reach and successfully market their products and services both regionally and internationally," she said.

ASSEK's efforts have resulted in increased inclusion in the ecosystem, standardisation of approaches, collaboration in attracting investment opportunities, job creation, value addition to local and international stakeholders enabling the innovation space in Kenya as well as policy-makers, Entrepreneur support organisations (ESOs), financial supporters and more. ASSEK is also spearheading the formation of a regulatory body for ESOs which will ensure startups and SMEs receive professional business support and investor-linkages thereby enabling them to scale at a faster rate. Currently, most small businesses rely on savings and bank loans with no access to professional business support to help them access standardisation services and product improvement services that would help them gain international market access.

Pictorials

SKIES: Environmental and Social Safeguards(ESS) Training



Rapid Tech Skills Grant Signing Event



SKIES PIP Preparation Workshop



Pictorials

ASSEK Ecosystem Enablers Forum 2024



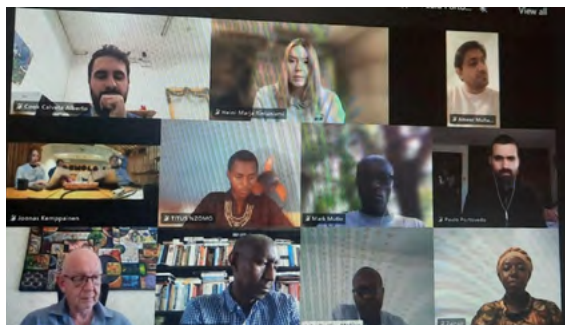
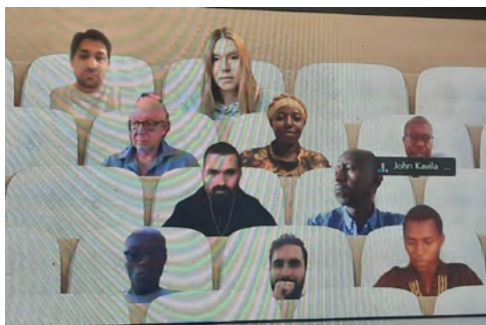
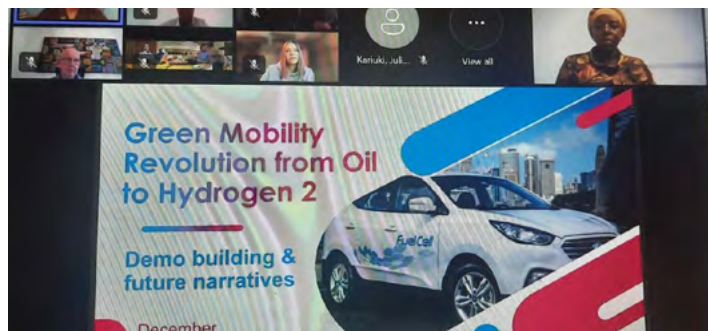
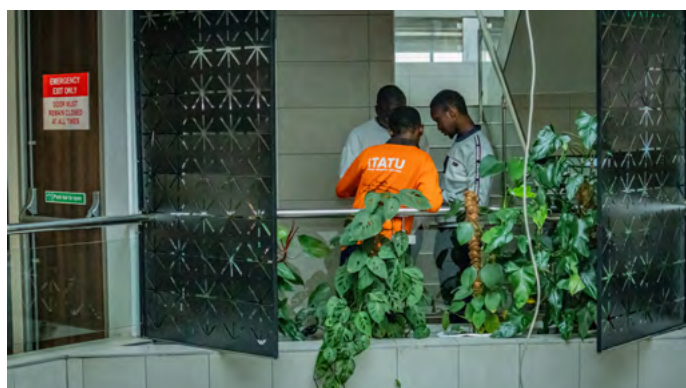
Pictorials

Startup Savanna Investor Forum Workshop



Pictorials

Various events facilitated by iTATU in the period January -February 2024





A Publication of the State Department for Industry - Ministry of Investments, Trade & Industry

Contact us



**Ministry of Investments,
Trade and Industry**
State Department for Industry

State Department for Industry
Social Security House, Block A, 23rd Flr
P.O. Box 30418-00100, Nairobi, Kenya
Telephone: +254 20-2731531
Fax: +254 20-2731511
www.industrialization.go.ke
Email: ps@industrialization.go.ke