



NEXT STEP

Accelerator
programme with a
digital cutting edge



Entrepreneurs who want to take it to another level!

This project focuses on supporting ambitious entrepreneurs who are ready to take the next step. We will provide them with greater knowledge of markets and the economy, provide them with support in order to scale up their companies and improve their access to capital. One important aspect is a greater understanding of digital business solutions and platforms. The focus is mainly on women and young people who risk falling behind due to extremely rapid digital development.

Together we will unlock more potential among Kenya's grassroots entrepreneurs!



The changes we want to see

- ✓ **Increased** profitability and sustainability for the enterprises
- ✓ **Transforming vulnerable** grassroots entrepreneurs to stable small business owners
- ✓ Improved financial security enables the enterprises to **grow, employ more people and contribute to the development of society**
- ✓ **Increased net revenues** by approximately USD 100 a month
- ✓ **Strengthen stakeholders** resilience in order to cope with crises
- ✓ **Improved social and economic empowerment** of women and young entrepreneurs
- ✓ **1,000** project participants trained in digital platforms and tools
- ✓ **1,000** participants have access to financial services

Target group

1,000 micro-entrepreneurs in Nairobi who have previously completed the Hand in Hand core programme.

Of the participants, **800 are women** and **200** are young people.

Project period

July 2022 – May 2024

Budget

SEK 6,000,000



CHALLENGES FOR KENYA'S GRASSROOTS ENTREPRENEURS

With high unemployment, particularly among young people, the existence of more successful small and medium-sized enterprises (SMEs) is of crucial importance for creating jobs and livelihoods for the country's growing population. Formal jobs have remained at the same low level for a long time. Informal micro-enterprises face a great many challenges when they want to advance to the next level (SME). Insufficient financial knowledge of the opportunities provided by digitalisation as well as difficulties in accessing profitable markets for purchasing

and marketing. The situation is most challenging for micro-enterprises run by women and young people, which find it difficult to transition from the start-up phase and therefore remain vulnerable.

Since men normally control the family's assets and finances, they also have an advantage when it comes to business. Both women and young entrepreneurs are often dependent on the man of the household and seldom have the relevant skills to make their micro-enterprises grow.

Women and young people – entrepreneurs with potential

We know that there is tremendous capacity among women and young grassroot entrepreneurs in Kenya. They have drive, potential and ambition – and they want to take it to the next level! In this accelerator

initiative, we focus on the precise knowledge and support required to enable them to take their businesses from the micro level to stable small and medium-sized enterprises.



THE PROJECT THAT HELPS MICRO-ENTERPRISES TAKE THE NEXT STEP!

Themes of the project

Accelerator training

Women and young grassroots entrepreneurs are educated and trained in a special programme aimed at enabling them to take their micro-enterprises to the next level – SME. Components include business development, financial expertise, customer management and product development. They also need to strengthen their internal procedures – accounting, cash flows, inventories, customer records, etc.



Digital skills

In-depth knowledge of digital tools and platforms are adapted in order to strengthen enterprises marketing, drive e-commerce and make stronger market connections. The skills also enable them to carry out transactions using mobile phones and dealing with loans and licenses, permits, tax payments, registration and bank accounts.

Access to credit

The entrepreneurs will obtain more access to capital through microfinance institutions, banks and the Hand in Hand incubation fund.

In this project, Hand in Hand collaborates with financial institutions, local authorities and research and educational institutions in order to guarantee the quality of the training and support the entrepreneurs' future success.

The focus is on the following Global Sustainability Goals



Higher, more stable incomes result in better livelihoods for entire families.



Due to traditional gender norms, women face even greater challenges when it comes to generating growth in their micro-enterprises, which is why the project focuses specifically on strengthening women's entrepreneurship.



Training in digital skills and greater financial knowledge ensures that participants will have a chance to develop their businesses.



The aim of the project is to help vulnerable micro-enterprises develop and become stable small enterprises. This will result in improved financial security which will enable enterprises to employ people and contribute to the development of society.



THE ENTREPRENEURS ARE READY FOR THE NEXT STEP – ARE YOU?

Join us and be part of the change in Kenya! By supporting ambitious entrepreneurs you will enable their business to develop and grow. An effective, sustainable way to contribute to the fight against poverty and to help create a better life for thousands of Kenyans.

We're looking for funding

for this project and we're looking

forward to discussing it with you.

For more information, please contact
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