

A BRIEF ON MKU'S GRADUATE ENTERPRISE ACADEMY - November 2018

Preamble

This is a presentation on the Graduate Enterprise Academy (GEA) which is MKU's strategic forum for assisting graduates to have a mindset change towards job and wealth creation. It is a vital marketing opportunity for MKU in addition to being an outreach activity as one of the core - businesses of MKU. The report has two parts, namely, Part One which is the individualized self-analysis of each beneficiary as well as an analysis by the by the MKU's School of Business teams engaged for Monitoring and Evaluation. Part Two is a presentation of a few cases of selected GEA - based businesses as presented for marketing and visibility purposes. This is a process of continuous improvement as the GEA team always identifies new partners for bench marking to ensure better impact to the community. Three notable partners at GEA are Family Bank, Stima Sacco and the Bonn Rhein Sieg University of Applied Sciences (BRSU) of Germany. BRSU has sponsored 3 annual opportunities to show-case GEA internationally (twice in Germany in 2016 and 2018, and once in Nairobi, Kenya at the University of Nairobi in 2017). It is of great importance to note right from the onset that, GEA's sterling performance was identified as a key feature at MKU during the development of the proposal which has so far been funded by DAAD under the banner of "**Collaborative Entrepreneurial Universities (CEPU)**" funded for three years to reach out to more Kenyans (Staff, students and other stakeholders) and train them on entrepreneurial and innovative skills for sustainable development. This is a 3 year funded, collaborative project which brings together 5 Germany Universities, including Leipsig, Leuphana, BRSU and others, MKU and Kenyatta University in Kenya under a coordination of the Bonn Rhein Sieg University of Germany.

Introduction

The mandate of the academy is to help graduates who are willing to startup businesses with the knowledge and skills to run the businesses under the following objectives;

1. To provide Business Mentorship and Coaching to Graduate Youth from East Africa and beyond in order to assist them establish growth-oriented businesses.

2. To provide sector-specific Practical Entrepreneurship Training to targeted entrepreneurs to help them grow their businesses.
3. To provide customized, market driven innovation management trainings for entrepreneurs to help them.

The above mentioned objectives are achieved as follows;

- a) Through recruitment of trainees via applications and interviews
- b) Practical Entrepreneurship Training
- c) Continuous Mentorship Program-
- d) Monitoring and evaluation
- d) Networking with partners

PART ONE

Following a monitoring and evaluation exercise carried out in 2017 as well as the day to day interaction with them, the following observations have been made;

- That the practical training offered by GEA is useful
- Most of the apprentices have engaged additional staff hence creating job opportunities.

Here below is a summary of GEA cohort I & II activities and impact to the community

SN	Apprentice Emails/ Numbers	Enterprise/Business Location	Type of business	Impact to the community
1.	Bernard Wanjau bernardkahagi@yahoo.com 0724627292	Friends of Farmers initiative Chuka	Agrovet	Helping farmers improve production
2.	Faith Ngutiku reenngutiku@yahoo.com 0727952470	Faz Luminous Meru	Interior design	Using creativity in bringing out the best interior designs to create conducive environment for the clients to the society.
3.	Peter Buluma bulumapeteri@gmail.com 0725961758	Royal Family Cleaners Crew Eldoret	Cleaning company	Offering cleaning services with a difference
4.	John Murei	Classic Family	Errand Services	With the busy

	johnmurei@yahoo.com 0703525671	Errand Services Eldoret		lifestyle, the entrepreneur has made the work easier for the clients by running their errands at affordable costs.
5.	Stephen Opana stephenopanda@gmail.com 0722579230	Sauti Kweli Nairobi	Entertainment	Bringing unity to the community by engaging the youth and incorporating different cultures in the entertainment
6.	Stellamaris Kathomi marismegan@gmail.com 0729966767	Stejos Tours and Travel Nairobi	Tourism	Promotion of local tourism being one of the key economy players, the enterprise is involved in both domestic and international tours
7.	Godfrey Ngotho ngotho@kipacha.co.ke 0712317582	Kipacha Technologies Limuru	Software development	Technology is part of growth in the industry today. The entrepreneur is involved in helping businesses grow their output by creating software applications.
8.	Lilian Kawira kawiralilies@yahoo.com 0721463234	Lilac Body Care Kahawa West	Manufacture of detergents	Enhancing cleanliness within the community.
9.	Paul Mwago mwagzip08@gmail.com 0715530263	Fun2Venture Simulated Systems and Gaming Café P&M Entertainment co. Thika	Entertainment	Entertainment industry that has occupied the youth and used as an educational forum.

10.	Kiplagat Dismas 724230553 dismaskiplagat@gmail.com	Quantum Analytics Eldoret	Software development	Development of software that solves problems for farmers
11.	Kurgat Kevin 723288729 Kurgat28@gmail.com	Chalache consulting group Eldoret	Consultants	A consulting firm that offers training to companies to improve on their productivity
12.	Chirchir Kimutai Jeremiah 726288955 jeremychirchir@ymail.com	Kim's Car Wash Chebarbar Junction	Cleaning services	A car wash business that is geared towards customer satisfaction
13.	Lelei Khan kiprotich 711336666 khanlelei@gmail.com	Cruise International Limited Kericho	Building & construction	Construction with affordable bricks. A vital input towards Presidents big 4 Agenda.
14.	James Mativo Nzyuko 718933094 jamesmativo96@gmail.com	Mars Property Developers Kitui	Property agent	Solving the problem of housing and sale of land in the community. A vital input towards Presidents big 4 Agenda.
15.	Makau joseph Musembi 722938904 musembijosef2011@gmail.com	Benplast Investments Kitui	Water packaging	Clean and healthy water that is purified and hygienically packed
16.	Ndiga Esther Wainoi 724120474 estherwynnes@yahoo.com	Wynnestart Rabbit Hub Kirinyaga	Rabbit rearing	A rare type of business within the community that seeks to also encourage the community on the importance of rabbit rearing

17.	Njue Winnie Wanja 721967815 winnienjue@yahoo.com	Maridadi jewellery and decorations Embu	Handcraft jewellery & decor	Uses creativity and natural products eg beads and banana leaves to come up with attractive products whose target market is the tourist.
18.	Japhet Mwendwa Naomi 712803874 naomwee1@gmail.com	Umoja Stores Maua Meru	Distribution of cereals	Sales of cereals across borders hence solving the problem of scarcity. A vital input towards Presidents big 4 Agenda.
19.	Gibson Mwangi Kamau 715042283 gibsonscaterers@gmail.com	Gibson's Grill and Caterers Nairobi	Catering services	Food and refreshment business for events allowing the hosts to enjoy their events.
20.	Jackson Onywera 0712630459 jackson.onywera@yahoo.com	Gatimayu Health Clinic Kiambu	Health service	Offers health services to the community with specialized attention to the patient
21.	Kibugi Stephen Ndung'u 713403465 kibugi.s@gmail.com	Karibu Furniture Ltd Thika	Sale of furniture	Sale of modern furniture to the client. Involves online marketing of the items.
22.	Opondo Otieno Raphael 723361993 raphaelopondo@gmail.com	Umoja Medical Services Thika	Health service	Offering affordable health serves to a nearby slum where most of the people cannot afford specialized treatment

23.	Huron Mobegi 0718794219 hmobegi@gmail.com	Sky-mobi Solutions Nairobi	Software developers	Involved in development of software that solve problems in organizations and improve on efficiency.
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Recommendations

To a large extent the business owners are focused yet challenged in the way of resources and capabilities. There is a need;

(1) to facilitate these businesses in acquiring capital from Youth Enterprise Development Fund (YEDF), through intensive equipment provision to apprentices in production businesses, look for affordable yet suitably located rentable space and initial set up costs e.g. office equipment. Incentives could be offered during training, possibly with participants receiving rewards towards this end to winners of various boot camp challenges.

(2) To increase the number of M&E exercises so as to continuously monitor the apprentices to ensure they stay on track, especially in the pursuit of their business plans and goals. If M&E activities are meant to assess if the entrepreneur is achieving set targets, then where these exercises are too few to inspire or encourage the students especially where serious business challenges are encountered.

(3) To identify more business mentors / counselors who are available, accessible and relevant to the participant's business undertaking and who are able to walk with them at their level of engagement.

(4) Identify networks at National and International levels for comparative benchmarking.

PART TWO

Show casing of individual businesses

Document A: Kipacha Technologies (Limuru and Thika Branches)

Document B: Stejos Tours and Travel - Nairobi County

Document C: Wynnstart Rabbit Hub, Kirinyaga County

Document D: Other GEA beneficiaries as carried by Biashara Leo

COMPILED AND PRESENTED BY: PROF. PETER WANDERI (GEA OVERSEER)