

# Business Incubation in **KIAMBU**



The Project is funded  
by the European Union



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*Danida*



## Introduction: Agribiz Kenya



On March 6th 2020, the European Union, the Ministry of Foreign Affairs of Denmark (**Danida**), the African Development Bank (**AFDB**) and Kenya Climate Innovation Center (**KCIC**) launched the AgriBiz Programme aimed at accelerating the engagement of women and youth in the agribusiness sector. The programme which is funded by the **European Union and Danida** at a cost of **KShs. 5.1 billion** aims at supporting 2,400 women and youth-led agribusiness enterprises across Kenya. It is projected to create of 17,000 job opportunities. It addresses key challenges that hinder youth and women from tapping into the immense potential in the agricultural sector.

AgriBiz is being implemented jointly with eight selected county governments but also benefits the regional economic blocks within these counties. Business Incubation Hubs (**BIHs**) have been set up within these eight counties. The BIHs provide training, business advisory and financing to enable women and youth to gain the requisite skills needed to scale their agribusinesses. KCIC is placing a call for applications to enrol women and youth agriculture entrepreneurs or agripreneurs into the programme. Successful applicants benefit from agribusiness entrepreneurship opportunities available within their localities as well as the other services offered within the BIHs.

## SECTION A: BACKGROUND INFORMATION

### DETAILS OF THE MAJORITY SHAREHOLDER/BUSINESS OWNER/GROUP CHAIRPERSON

Full Name(s) of majority shareholder/business owner/group chairperson

ID No/Passport No. *(Attach copies for all owners/shareholders/committee members while submitting the form)*

Date of Birth **(Date-Month-Year)**

County **(area of business operation)**

Gender

Male

Female

Business physical address

Phone Number 1

Alternative Phone Number

Postal Address

Email Address

FOR AN ORGANIZATION/GROUP/CBO/COOPERATIVES/SELF HELP GROUP/LIMITED CO/BUSINESS NAME

|  |   |   |  |  |
|--|---|---|--|--|
| CBO<br><br><input type="checkbox"/>        | Self Help Group<br><br><input type="checkbox"/> | Cooperative<br><br><input type="checkbox"/> | Early Stage<br>(Less than KES 100,000<br>p.a. sales)<br><br><input type="checkbox"/> | SME<br>(Above KES 100,000<br>p.a. sales)<br><br><input type="checkbox"/> |
| Is your Business/ organization Registered? |   |   |  |  |
|  |   | Yes <input type="checkbox"/>                | No <input type="checkbox"/>  |  |

**What is your business registration status?**

Business name/Sole proprietorship

Partnership

Limited company

Other (specify).....

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Business/Organization Name

Year of business Registration

Business/Group/Company Registration No

Business Postal Address

# SECTION B: BUSINESS DETAILS

Give a **brief description** of your **core business** indicating your main product/service offering

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What **pain point/problem** faced by your customer does your product/service solve?

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Describe your **target customers** and marketing strategy

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How many **customers** do you currently have?

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How many **farmers** are you currently working with?

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What is the **business future** growth plan(s)?

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How many **owners/members** does the business/group have?

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**How many owners/members are:**

Male (35 years and below)

Female

Male (above 35 years)

| Name of business owner/group official | Age | % ownership/group position | Gender (Male/Female) |
|---------------------------------------|-----|----------------------------|----------------------|
|                                       |     |                            |                      |
|                                       |     |                            |                      |
|                                       |     |                            |                      |
|                                       |     |                            |                      |
|                                       |     |                            |                      |
|                                       |     |                            |                      |
|                                       |     |                            |                      |

*(For groups, indicate the bi- data of the officials for the above section)*

How many **employees** does the business have??

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**How many employees are?**

Male (35 years and below)

Female

Male (above 35 years)

Have you received support from other organizations/bodies?

Yes

No

If Yes, specify type ( **Grant, Debt or Equity**) and the amount/s ( **Kes**)

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How does your business benefit the community ( **In terms of potential for creating employment for women and youth**) ?

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How does your **business impact** the environment?

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## SECTION C: PRODUCT DETAILS

What are the **sales** for the last one year (**in Kes**) ?

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What is the **Unit price** per product? (in Kes)?

| Product | Quantity (Kg/Litres) | Unit price (Kes) |
|---------|----------------------|------------------|
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|         |                      |                  |
|         |                      |                  |
|         |                      |                  |
|         |                      |                  |
|         |                      |                  |
|         |                      |                  |

Where do you sell your product/service?

Supermarkets

Local markets and dukas

Directly at the farm

Social Media

Others (please provide more details)

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How did you find out about Agribiz Program

|                          |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Website                  | Radio                    | TV                       | Newspaper                | Friend                   | Baraza                   | County officials         |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Others (Please specify)

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## DECLARATION BY APPLICANT

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I/We certify that the information supplied here is true and complete to the best of my/our knowledge, and hereby submit the entry form having read and understood the participation rules and procedures for the Agribiz programme.

Full Name (s)

Date (Date-Month-Year)

Signature

## FOR OFFICIAL USE ONLY

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**Received by: Name**

**Date (Date-Month-Year)**

**Signature**

**Stamp**

## CALL FOR APPLICATIONS SCORING SYSTEM

| SCORING SYSTEM | CRITERIA  | MARKS (MAXIMUM) |
|----------------|---|-----------------|
|                | <b>SCALABILITY</b>  |                 |
|                | Scalability that demonstrates potential for replication and growth of product or service to increase incomes for value chain stakeholders;    | <b>20</b>       |
|                | <b>COMMERCIAL VIABILITY</b>   |                 |
|                | Business model: A feasible business model that shows clear and compelling mission to grow a sustainable and commercially viable Agribusiness; | <b>20</b>       |
|                | <b>GROWTH PROSPECT</b>  |                 |
|                | Entrepreneur or enterprise with potential to adopt and leverage smart approaches to drive the growth of the agribusiness;                     | <b>15</b>       |
|                | <b>SOCIAL IMPACT</b>  |                 |
|                | Addressing environmental and social issues, including potential to create decent employment opportunities for youth and women.                | <b>30</b>       |
|                | <b>MARKET POTENTIAL</b>   |                 |
|                | Market Opportunity along agricultural, fisheries and livestock value chain and customers for their agribusiness idea/Agribusiness to scale    | <b>15</b>       |
|                | <b>Total</b>  | <b>100</b>      |



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Kenya Climate Innovation Center

