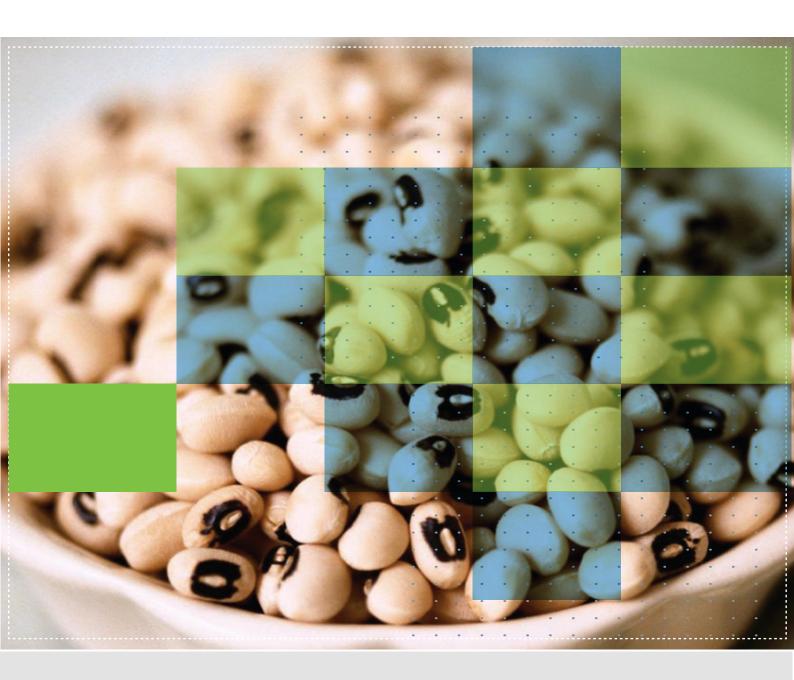






# Business Incubation in MACHAKOS

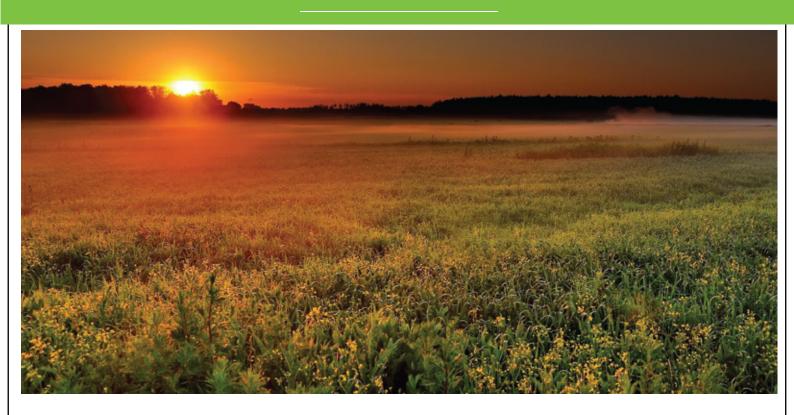








#### Introduction: Agribiz Kenya



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

) No/Passport	No. (Attach copies f	or all owners/shareho	olders/committee members wh	nile submitting the form)
ate of Birth <i>(I</i>	Date-Month-Year)			
County <i>(area</i>	of business operatio	n)		
ender -	Male	Fe	male	
Business physi	cal address			
Phone Numbei	rl			
Alternative Pho	one Number			
Postal Address	3			
mail Address				
AN ORGAN	IZATION/GROUP,	CBO/COOPERA	TIVES/SELF HELP GROUP/	LIMITED CO/BUSINESS NA
СВО	Self Help Group	Cooperative	Early Stage (Less than KES 100,000 p.a. sales)	SME (Above KES 100,000 p.a. sales)

What is your business registration status?	
Business name/Sole proprietorship	
Partnership	
Limited company	
Other (specify)	
Business/Organization Name	
ear of business Registration	
Business/Group/Company Registration No	
Business Postal Address	
Business Postal Address	

#### **SECTION B:** BUSINESS DETAILS

Give a <b>brief description</b> of your <b>core business</b> indicating your main product/service offering
What <b>pain point/problem</b> faced by your customer does your product/service solve?
Describe your <b>target customers</b> and marketing strategy
How many <b>customers</b> do you currently have?
How many <b>farmers</b> are you currently working with?
What is the <b>business future</b> growth plan(s)?

How many <b>owners/members</b> does the business/grou	up have?		
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)	I	
How many employees does the business have??  How many employees are?			
Male (35 years and below)	F	Female	
Male (above 35 years)			
Have you received support from other organizations/b	bodies? Y	es	No
f Yes, specify type ( <b>Grant, Debt or Equity)</b> and the ar	mount/s <b>(Kes)</b>		
How does your business benefit the community (In te	rms of potential for	creating employment for	women and youth

How does your <b>business impact</b> the environment?		
SECTION C:	PRODUCT DETAILS	
What are the <b>sales</b> for the last one year <b>(in Kes)</b> ?		
Vhat is the <b>Unit price</b> per product? (in Kes)?		
Product	Quantity (Kg/Litres)	Unit price (Kes)
Where do you sell your product/service?  upermarkets Local markets and dukas	Directly at the farm	Social Media

ners <b>(please pr</b>	ovide more de	etails)				
w did you find	out about Agri	ibiz Program				
Website	Radio	TV	Newspaper	Friend	Baraza	County officials
ners <b>(Please sp</b>	ecify)					

#### **DECLARATION BY APPLICANT**

ubmit the entry form having read	plied here is true and complete to the best of my/our knowledge, and hereby and understood the participation rules and procedures for the Agribiz programm
Full Name <b>(s)</b>	
Date (Date-Month-Year)	
Signature	
	FOR OFFICIAL USE ONLY
	FOR OFFICIAL USE UNLY
Received by: Name	
Received by: Name	
Received by: Name	
Received by: Name  Date (Date-Month-Year)	
Date (Date-Month-Year)	
Date (Date-Month-Year) Signature	
Date (Date-Month-Year) Signature	
Date (Date-Month-Year)	

### **CALL FOR APPLICATIONS SCORING SYSTEM**

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

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Kenya Climate Innovation Center









