

Enablis ILO Safaricom Business Plan Competition Winners Announced

7 winners take home prize money worth 3.1 Million Kenyan Shillings



Jane Maigua of the International Labour Organization presents a cheque for Kshs. 500,000 to Michael Odhiambo, Winner of Overall Best Business Plan and the Green and Ecological Business including social businesses categories

in Green and Ecological businesses (including social businesses); and 21% in Media, Marketing and Communication (including arts, sports, logistics, tourism, recreation and business and professional services).

The top 100 applicants were invited to a weeklong capacity building training in Nairobi, which included skills training in presentation, financial management, marketing, legal and HR issues in business, business etiquette and personal branding, networking and use of social media.

Judging was a daylong event with close to 30 judges from sponsor organizations and partners. Seven winners were awarded prize money, three of them sponsored by the ILO's Youth Entrepreneurship Facility.

The seven winners are:

Michael Odhiambo for Overall Best Business Plan and winner in the Green and Ecological business category for water hyacinth paper production by a community based organization in Kisumu, Kshs. 500,000 sponsored by YEF;

Jonathan Mativo, winner of ICT business category for mobile ICT training, Kshs. 500,000 sponsored by YEF;

Wachira Mwangi, winner of Youngest Entrepreneur award for recreation services, Kshs. 500,000 sponsored by YEF;

Solomon Mburu, winner of the Media, Marketing and Communication category for tourist homestays, Kshs. 500,000 sponsored by Safaricom Foundation;

Fredrick Kiilu, winner of Agri-business and Agri-processing category for fruit processing, Kshs. 500,000 sponsored by Safaricom Foundation;

Mercy Mwende, winner of Agri-business and Agri-processing category for solar dried produce, Kshs. 500,000 sponsored by Safaricom Foundation; and

Fatuma Mohamed Chelimo, winner of the most innovative business plan for a drug reference application, Kshs, 100,000 sponsored by Innorero University.

The award ceremony was attended by Jane Maigua, representing George Waigi, National Program Coordinator of YEF, to present the cheques to Michael Odhiambo and the other winners sponsored by YEF.

Quick Facts

- 650 youth trained in 20 counties in business planning
- 183 business plans submitted
- 15% entries by women
- 72% of applicants were youth
- 1.5 Million Kshs in prize money contributed by Youth Entrepreneurship Facility

More info available at:
www.businesslaunchpad.co.ke
or
www.yef africa.org

Launched in November 2012, this annual Business Plan Competition in Kenya attracted 183 entries spread across 4 categories. Final winners were announced on February 22, 2013, the Overall Winner being Michael Odhiambo, also winning the Green and Ecological Business category, sponsored by YEF, for his water hyacinth paper production project.

Awareness and training activities were conducted in 20 towns across the country between the 4th and 18th of December 2012, through which 650 participants were trained. The training was done by Innorero University lecturers with participation from the sponsors.

ILO's Youth Entrepreneurship Facility contributed Kshs.1.5 million in prize money for three categories, as well as ongoing technical support and content for the training regarding green business.

Of the total 183 applications, 15% of entries came from female applicants and 85% from male applicants. Of the overall applicants, 72% were youth, 29% of which were applying with established businesses.

The four categories and the percentage of applications in each were: 37% in Agribusiness and Agri-processing (including manufacturing); 29% in Information and Communication Technologies (including IT enabled Business Processing and Outsourcing); 13%

