

Ongoza Call For Applications

Ongoza is a Kenyan organization that aims to build a resilient community of locally engaged youth business leaders. Working in four counties, Ongoza identifies promising grassroots business leaders with an existing micro-enterprise and a social mission and provides these entrepreneurs with two years of highly subsidized, customized weekly business coaching and market linkages. The program is broken down into increments of 3 months, 9 months and 1 year to allow both the entrepreneur and our mentors to evaluate progress and adapt advisory to fit the businesses' needs. The total cost per quarter is heavily subsidized at 3,000 Ksh. to allow as many young entrepreneurs to benefit and grow their enterprises. After 3 months, our entrepreneurs become eligible for low-cost debt financing through our exclusive partnership with Key Partners, Ltd.

We are currently recruiting youth entrepreneurs with businesses that have existed for at least 6 months in Nairobi, Nakuru, Bungoma or Migori Counties. We are looking for entrepreneurs with the following qualities:

- Growth mindset/willingness to learn.
- Demonstrated drive and persistence to succeed despite business challenges.
- Clear vision and ambition to grow the business beyond small kiosks or micro-enterprises.
- Clear understanding of how Ongoza's support can fit into specific needs.

Successful entrepreneurs will receive the following services from Ongoza:

1. Business Diagnostic

Our highly skilled business development experts undertake an assessment of each enterprise using Ongoza's diagnostic tool to determine the business's unique needs and opportunities. The result of this process is a customized business development plan that elaborates how to address the challenges identified in the diagnostic and leverage the business's strengths to take it to the next level.

2. Bankable Business Plan

Our business development experts work closely with our entrepreneurs to provide a tailored business plan suiting the needs of each enterprise. All plans will include detailed financial statements.

Connect

Grow

Inspire



Impact 2016

160,658/month (329%)
Top revenue increase

57,546/month (266%)
Average revenue increase

*Photo: Ongoza partner enterprise
KITO International at their production
site in Kawangware, Nairobi.*

3.Strategic Business Advisory

Guided by the tailored business development plan built from the diagnostic results, our business development experts provide weekly business coaching and advisory relevant to that specific business. Areas of focus for technical support include:

Period	Broad Thematic Area	Topics
1 st three months	Organizational Design	<ul style="list-style-type: none"> • Vision and strategic goal setting
	Sales and Marketing	<ul style="list-style-type: none"> • Market analysis
	Finance	<ul style="list-style-type: none"> • Financial management and forecasting
After a successful three months, the entrepreneurs will receive further support in these areas;	Product Development and Improvement	<ul style="list-style-type: none"> • Product-market fit • Lean methodology training • Price and revenue modeling • Product improvement
	Sales and Marketing	<ul style="list-style-type: none"> • Distribution plan • Sales strategy • Customer acquisition • Brand development
	Capital Access	<ul style="list-style-type: none"> • Linkages to partners • Assistance in application preparation
	Operations	<ul style="list-style-type: none"> • Business process improvement
	Personnel	<ul style="list-style-type: none"> • HR planning and strategy
	Governance	<ul style="list-style-type: none"> • Legal compliance and registration • Ownership structure development

*Please note that this list is neither prescriptive nor exhaustive. As our business advisory is need-based, not all businesses will receive support on the same topics.

“After getting the training on how to develop a business plan and pitch, I was identified by UNAITAS bank to go and train other youth groups” - Kelvin Muthiani, founder of Plug & Play, an agri-business in Nakuru county.



4. Capital Access

Through an exclusive partnership with Key Partners Ltd., our entrepreneurs can apply for debt financing with below-market rate interest. We also assist partners to apply to other financing partners that support youth-led social enterprises. Loans are only available to clients who meet the funds' independent requirements.

5. Networks And Linkages

We connect our entrepreneurs to a vast network of learning and business development opportunities to grow and scale their businesses. These include business mentors, financial mentors, funders and market experts in different operational fields. We also convene Ongoza partner entrepreneurs in monthly and quarterly sessions to conduct leadership training, share lessons, and network.

ELIGIBILITY CRITERIA

1. Business and entrepreneur are located within these geographical areas; Nairobi, Nakuru, Bungoma, Migori.
2. Owners and key managers are 35 years of age or younger, engaged in the business full-time, and willing to commit time to learn with three hours of business development support per week for two years.
3. Business provides proof of having been in business for the last 6 months.
4. Business should be registered or in the process of registration.
5. Average monthly turnover of between 50,000 – 100,000 Ksh with clear potential and rapid path to scale.
6. The business has a clear demonstrated social impact, or the owner/manager can clearly demonstrate their social involvement in their community.
7. A registration fee of 3,000 Ksh will be required once the enterprise has been successfully selected. This is a heavily subsidized fee for the first three months of business coaching and support.

Kindly note that the following two categories of farming businesses do not qualify:

- Entrepreneurs who are solely doing rain-fed agriculture.
- Entrepreneurs with short-term land leases.

APPLICATION PROCESS

1. Fill out the application and send it back as soon as possible before 22 May 2017. (Application forms can be accessed online on our website <http://ongozayouth.org/apply>)
2. Application is reviewed by Ongoza staff. This may be followed up with a call or email for clarification.
3. If satisfied with the information, we will arrange a face-to-face interview at the business premise.
4. If successful, the candidate will be invited for an onboarding training for two days. Kindly note that you will need to pay the 3,000 Ksh registration fees on arrival at the venue. The 3,000 Ksh is registration and a subsidized fee for the business coaching for the first three months. This will tentatively be the second week of June.
5. After the two day on-boarding workshop you will be required to sign the agreement and support will begin from the following week.
6. After the first three months, Ongoza will discuss with the entrepreneur the possibility of a longer engagement at a cost of 3,000 Ksh per quarter, which will have regular reviews. Note that not all enterprises that were successfully selected in the first round will advance with a longer engagement.
7. At this point, entrepreneurs will be eligible to apply for a loan from Key Partners, Ltd. Note that not all applications will be successful.

For more information or questions, please contact us on:

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