**Candidates**

The primary target audience aged 18-35 within 40 Km of Nairobi who already have a small business that is scalable and they are fully engaged in. The cohort will be comprised of a target of 70% women, 30% men, and possibly some couples. Information regarding applying for the boot camp will be circulated via social media, as well as through partner organizations, nonprofit organizations and financial institutions. The application window will be two weeks, given the likelihood of a large volume of applicants. Applicants will complete an online form which will include information about them and their business. Top applicants will then be shortlisted, and will receive a phone interview. Final applicants will receive a site visit. To be selected to participate, applicants must show they are currently running a viable, scalable business, have been in business for over ~~a~~ 1 year, and demonstrate a clear commitment to social impact or leadership, a strong work ethic, and a passion for entrepreneurship. Businesses will vary, however some examples are textiles, handbags, and value-added agriculture. Selected entrepreneurs will have to show that their business is registered or in process of registering, and shows the potential to scale. The final cohort will be invited to attend a three day boot camp and pitch contest. The selection committee will consist of the Strathmore Entrepreneur Development Center coordinator and the i3f founder and selection is expected to take four weeks. Only the top 125 will receive site visits. From this a maximum of 100 will be selected.

All 100 boot camp participants will benefit from learning business fundamentals including strategic planning, business planning, marketing planning and development, financial management, organizational and operational management, basic business laws and regulations and ethics and social responsibility.

During the last day, participants will participate in a pitch contest judged by the SEDC coordinator, the i3f founder and the mentors. The pitch contest, together with the executive summary of their business will be used to rank the top ten who will go on to a year of monthly mentorship based on potential to scale and commitment to the business and social impact or leadership. Those who are unsuccessful in the pitch contest will be offered an opportunity for further training and following the training, can pitch again.

Through the mentorship, the entrepreneur’s business will grow and any obstacles to growth will be overcome. The intent is that the entrepreneur’s income will increase, and over time they will be able to hire employees, providing further employment opportunities within their community. The entrepreneur’s stature will increase within the community, and they will take on leadership roles.

Ideally, the boot camp would take place in early January subject to revision with our Kenyan partners.

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**Viola – qualified entrepreneur**

Viola is an example of the entrepreneurs i3f intends to reach. Viola is a single mother with an entrepreneurial spirit. She started a business making tie dye cloth for Kitenge, a traditional Kenya dress. Her Kitenges are sought after, and she knows she could grow her business; however she’s lacking some essential business skills.

* Learning business skills means she can scale and employ others.
* An increase in income means her young daughter can continue her education, creating a better future for her family.
* A higher income means more respect and greater standing in her community.

**Mentors**

10 mentors are successful men and women within the Kenyan business community. There is an application and a hiring process. The mentors will meet with the entrepreneur monthly for 12 months and report back on these meetings to i3f and SEDC. Evaluations of the mentors will occur at the three, six, nine and twelve month period. Mentors will provide advice in the areas of strategic planning, business planning, financial management, sales and marketing improvement, operations management, and personnel management. The goal is to increase entrepreneurial success through direct interaction between the mentee and mentor. The objectives are:

* To promote the values of free enterprise and entrepreneurship
* To serve as a role model by sharing one's own personal experience and strategies for overall success
* To establish a supportive relationship between the mentee and mentor
* To assist mentees in business matters relating to their specific entrepreneurial activities
* To assist in identifying obstacles for success and suggest possible solutions
* To assist mentees in formation of business related networks, especially those within the region

**Jackie – willing mentor**

Jackie is a Gender and Youth Entrepreneurship consultant as well as running two of her own businesses, a health and fitness company and a dry cleaning company. She holds an MBA in Global Business Sustainability – Social Enterprise with a specialty in Entrepreneurship. She wants to be an i3f mentor so others can learn fromboth her successes and challenges. She became an entrepreneur because it gave her a sense of independence as she was able to use her skills and knowledge to start her own business, create employment and add value to her community.

**Impact**

Impact would be measured quarterly and at the end of the twelve month period. Toward the end of the third quarter, an assessment will be made as to any changes necessary and how and where to scale.

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| --- | --- | --- |
| **Imagine x Inspire x Innovate Foundation, Inc.** | | |
| **Pilot Project in partnership with Strathmore Enterprise Development Center** | | |
| **Budget November 2017 - October 2018** | | |
|  |  |  |
|  |  | USD |
|  |  |  |
| Publicity/recruitment |  | 5000 |
| Youth travel (RT to boot camp - 100 youth) |  | 5000 |
| Competition/ pitching Judges (5 @ 100 X 3 days) |  | 1500 |
| Food, Beverages (3 meals, 3 days - 100 youth) |  | 4500 |
| Conference site (3 days) |  | 5000 |
| Housing (2 nights - 100 youth) |  | 2000 |
| Fee For Trainers- 6 sessions for three days |  | 4200 |
| Supplies |  | 750 |
| Trainers travel (RT to boot camp - 20 mentors) |  | 1000 |
| Mentor (Monthly site visits 10 mentors - 10 projects) |  | 12,000 |
| Seed Capital (10 projects) |  | 10000 |
| Monitoring of mentorship and monthly reports honorarium |  | 2400 |
| i3f coordination |  | 7000 |
| Subtotal |  | 60350 |
|  |  |  |
| Administration fee to SEDC |  | 5335 |
| Total |  | 65685 |