

# THE SPARK

## TRAINING REVIEW

March, 2024  
Issued no 1

Dr.  
Churchill

Raising innovative  
entrepreneurs

THE INNOVATIVE  
CLASS OF  
BILLIONAIRES

DEVELOPING  
BUSINESS IDEAS

THE NEW  
BUSINESS  
DISRUPTORS

IN THE BUSINESS  
OF INCLUSIVITY



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# LETTER FROM THE EDITOR

Dear Readers,

I am thrilled to introduce you to the inaugural issue of our magazine, dedicated to celebrating entrepreneurship and innovation among the bright minds of Kenya's universities.

Over the past months, we have had the privilege of engaging with students across the country, igniting their entrepreneurial spirit, and nurturing their ideas into viable ventures. The energy, passion, and creativity we've witnessed have been nothing short of inspiring.

In this magazine, you'll find a treasure trove of stories, insights, and experiences from these aspiring entrepreneurs. From the challenges they've faced to the triumphs they've celebrated, each narrative offers a glimpse into the dynamic world of entrepreneurship in Kenya.

But this magazine is not just about showcasing success; it's also about embracing failure as a crucial part of the entrepreneurial journey.

Through candid reflections and lessons learned, we aim to empower our readers to navigate the highs and lows of building their own businesses.

As we embark on this journey together, I want to extend my deepest gratitude to the students who have shared their stories and experiences with us. Your resilience, determination, and innovative spirit are the driving force behind Kenya's entrepreneurial renaissance.

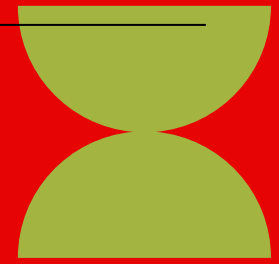
I also want to thank our dedicated team of mentors, advisors, and supporters who have played a pivotal role in shaping the entrepreneurial landscape of our universities.

And finally, to you, our readers, thank you for joining us on this exciting adventure. Whether you're a seasoned entrepreneur or just starting on your journey, I hope this magazine inspires you to dream big, take risks, and make a positive impact in the world.

Here's to a future filled with boundless opportunities and endless possibilities.

*Carly Ferris*

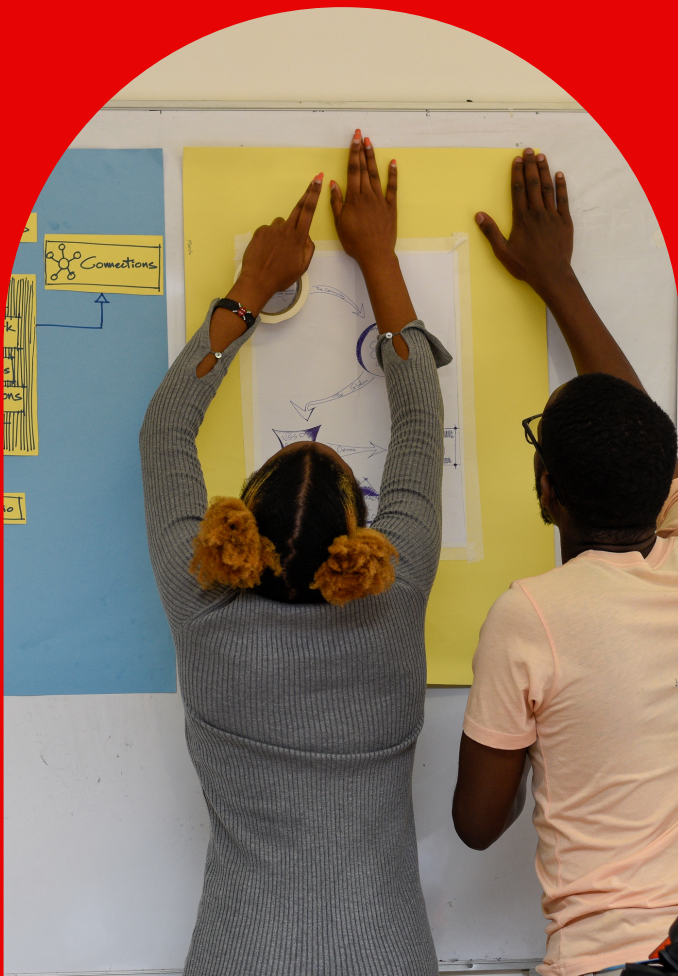
Warm regards,  
Nicholas Odhiambo  
Editor-in-Chief  
Launchpad review



**"Innovation is the specific instrument of entrepreneurship . The act that endows resources with a new capacity to create wealth." - Peter Drucker**

# IN THIS ISSUE

**Student Workshops:**  
Our journey begins with engaging workshops held at universities across Kenya. These workshops are buzzing with energy as students immerse themselves in learning about entrepreneurship, idea generation, and business development.



STUDENTS DOING PRESENTATIONS ON THEIR PROJECTS



TRAINING SESSIONS ON GOING

# Introduction

The Kenya –USA Global Launchpad initiative (KUGLi) project was designed to facilitate a partnership between Kenyan universities and Syracuse University in New York, USA to implement an intensive experience pairing U.S. and Kenyan university students to develop micro-multinational ventures that employ entrepreneurial solutions to address and resolve global issues.

The objectives and expected outcomes of the project was expected to meet the following specific objectives:

- Enroll 90 Kenyan and 30 U.S. students in a hybrid virtual/in-person program to incubate and found STEM-focused ideas socially conscious joint business ventures by U.S. and Kenyan entrepreneurs;
- Create significant and lasting professional and personal connections between U.S. and Kenyan students, academics, and potential private sector program partners;

The project will accomplish these outcomes through activities and events to include, but not limited to the following:

- Recruit at least 90 Kenyan students from various universities, to include but not limited to Jomo Kenyatta University of Agriculture and Technology (JKUAT), Embu University, and Kibabii University, and 30 U.S. students from Syracuse University to participate in a collaborative learning and development program;
- Recruit U.S. and Kenyan experts and private sector speakers, to include alumni of U.S. government programs, to lead the students in an exploration of U.S. and Kenyan markets, with a focus on identifying unexploited areas for joint micro-multinational ventures using STEM-focused solutions to address global issues;
- Develop and implement a curriculum and learning platform to engage U.S. and Kenyan audiences and encourage multi-national collaboration;
- Arrange all necessary logistical and technical details and support necessary to support real-time interaction between the participants, to included but not limited to internet access, collaboration platforms such as Zoom or similar and shared virtual workspaces, and access to academic and other platforms and data;
- Support teams in creating micro-multinational business plans and any related prototypes, including but not limited to organizing business presentation and pitch practice sessions with industry experts and alumni of U.S. government

**Continue next page**



# Introduction



**After completing their rigorous training at JKUAT, the Launchpad students gathered eagerly for a group photo, brimming with a sense of accomplishment and camaraderie.**

- Provide real-world guidance on the legal and logistical issues in registering and pursuing proposed micro-multinational ventures;
- Organize all logistical and programmatic details to convene an innovation conference in Kenya, to include but not limited to arranging venues, necessary travel and accommodation for selected participants, all audio-visual and other technological support, guest speakers, and more;
- Collaborate with Syracuse University to arrange in-person participation in Kenya of Syracuse University students, pending financial support by Syracuse University;
- Organize a formal Business Plan Competition, including developing a judging panel and criteria for judges to choose the top three (3) plans;
- Arrange suitable prizes to support development of the top three proposed ventures, to include technical or other support (Note: Direct financing of any venture through this award is NOT permitted);
- Assist winning ventures in applying for any funding or support opportunities available through Syracuse University or private sector partners;



# Class of Innovative Brains



after an empowering training seminar, students gathered for dynamic discussion sessions, sparking intellectual exchange and idea exploration

## Unleashing the Power of Innovative Entrepreneurship

In today's rapidly evolving global landscape, entrepreneurship has emerged as a driving force of change, innovation, and progress. However, amidst the myriad of startups and ventures, it is the spirit of innovative entrepreneurship that truly sets visionary leaders apart. It's not just about starting a business; it's about revolutionizing industries, disrupting norms, and creating solutions to the world's most pressing challenges.

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At the heart of innovative entrepreneurship lies the relentless pursuit of new ideas, novel approaches, and groundbreaking technologies. It's about daring to dream beyond the constraints of the status quo and having the courage to transform those dreams into reality. Whether it's harnessing the power of artificial intelligence to revolutionize healthcare or leveraging blockchain technology to reshape financial systems, innovative entrepreneurs are the architects of tomorrow's world.

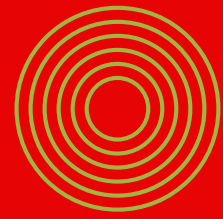
One of the defining characteristics of innovative entrepreneurship is its ability to identify and capitalize on untapped opportunities. Instead of following the crowd, visionary leaders chart their own course, carving out new markets and disrupting traditional industries. Take, for example, the rise of Elon Musk and SpaceX, who defied conventional wisdom by pursuing the audacious goal of colonizing Mars. Through relentless innovation and unwavering determination, Musk and his team have transformed the space industry, paving the way for humanity's next giant leap.

Moreover, innovative entrepreneurship is inherently collaborative, drawing inspiration from diverse perspectives and interdisciplinary approaches. By fostering a culture of creativity, experimentation, and open-mindedness, visionary leaders are able to harness the collective intelligence of their teams and unlock new realms of possibility. From cross-sector partnerships to crowdsourced innovation platforms, the most successful ventures are those that embrace diversity and harness the power of collaboration.

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Yet, perhaps the most remarkable aspect of innovative entrepreneurship is its potential to drive positive social and environmental change. Beyond profits and market share, visionary leaders are guided by a sense of purpose and a commitment to making a meaningful difference in the world. Whether it's tackling climate change, addressing income inequality, or promoting access to education and healthcare, innovative entrepreneurs are leveraging their resources and influence to create a more sustainable and equitable future for all.

In conclusion, innovative entrepreneurship represents the cutting edge of human ingenuity, ambition, and creativity. It is the driving force behind technological advancements, economic growth, and social progress. As we stand on the brink of a new era of innovation and discovery, let us embrace the spirit of entrepreneurship and dare to dream of a better world. Together, we have the power to shape the future and leave a lasting legacy of innovation, inspiration, and impact.



**"Entrepreneurship is about turning what excites you in life into capital, so that you can do more of it and move forward with it." - Richard Branson**





# US embassy to sponsor innovation-driven programmes in local varsities

By The People media digital



In a move geared towards tackling unemployment, Kenyan institutions of higher learning are set to infuse innovation and entrepreneurial skills into their curricula, with the support of the US Embassy.

The move comes as part of the Kenya-USA Global Launchpad Initiative, a collaborative effort between Kenyan and American institutions aimed at reshaping education to meet the demands of a dynamic job market.

130 students from the Jomo Kenyatta University of Agriculture and Technology; JKUAT will benefit from a specialized technology, innovation, and entrepreneurial training program funded by the US embassy.

“The Kenya-USA Global Launchpad Initiative will nurture an entrepreneur mindset for graduates so that they can be job creators,” said Professor Robert Kinyua, the Deputy Vice Chancellor of JKUAT

The training will focus on equipping students with the tools and knowledge necessary to thrive in a rapidly evolving economy. The program will include workshops, mentorship sessions, and practical projects designed to nurture creativity, problem-solving, and critical thinking.

Churchill Saoke, KUGLI Project Lead stated that; “The Kenya-USA Global Launchpad Initiative will support Kenyan and US students to form joint teams and foster collaborations that will lead to the creation of multinational ventures,”

“Through the Kenya USA Global Launchpad Initiative, I’m more informed on critical analytical skills geared towards specialized technology, innovation, and entrepreneurial skills towards job creation,” added Paul Ngunjiri, a Student set to benefit from the Programme Drew Gibjil representing the US embassy says the Kenya USA Global Launchpad Initiative aims to bridge the gap between academia and industry by creating a supportive ecosystem for innovation and entrepreneurship.

The Kenya-USA Global Launchpad Initiative is designed to provide an immersive and experiential learning experience for students from Kenya and the United States towards enhancing their entrepreneurship skills,” said Giblin, the Cultural Attaché a the American embassy As the initiative gains momentum, stakeholders anticipate a transformative impact on the higher education landscape. Players in the sector believe the partnership sets a precedent for future collaborations, emphasizing the global importance of empowering students with the skills necessary for success in the competitive world of work.

# The Crucial Role of Youth Training in Society's Development



## Interactive Brainstorming Sessions:

**Our team conducts interactive brainstorming sessions with students, encouraging them to share their innovative ideas and visions for the future. These sessions are filled with lively discussions, debates, and creative exchanges.**

In every society, the youth represent the future. They are the torchbearers who will inherit the responsibilities of leadership, innovation, and progress. Therefore, investing in their training and development is not just beneficial but imperative for the sustainable growth and prosperity of any community. Here are compelling reasons why training youths in society is of utmost importance: Firstly, youth training lays the foundation for a skilled workforce. In an ever-evolving global economy, possessing relevant skills is essential for employability and economic growth. By providing young people with quality education, vocational training, and technical skills, societies can empower them to become productive contributors to the workforce. This not only reduces unemployment rates but also fosters innovation and competitiveness in various industries.

Moreover, training youths instills values of responsibility, discipline, and citizenship. Through educational programs, mentorship, and community engagement initiatives, young individuals learn the importance of ethical conduct, respect for diversity, and active participation in civic affairs. These values are fundamental for fostering a cohesive and harmonious society where individuals contribute positively to their communities and uphold democratic principles. Furthermore, investing in youth training promotes social mobility and reduces inequality. Access to quality education and training opportunities can break the cycle of poverty and empower marginalized youth to pursue their aspirations. By providing equal access to educational resources and support systems, societies can bridge the gap between the privileged and the underprivileged, ensuring that all young people have the chance to fulfill their potential regardless of their background.

Additionally, training youths fosters innovation and entrepreneurship. Young minds are often brimming with creativity, curiosity, and fresh perspectives. By nurturing their talents and providing platforms for experimentation and creativity, societies can unlock a reservoir of innovative ideas and solutions to address pressing challenges. Encouraging entrepreneurial ventures among youths not only spurs economic growth but also cultivates a culture of innovation that propels societies forward in the global arena. Furthermore, investing in youth training is a strategic investment in the future of society. By equipping young people with the knowledge, skills, and competencies needed to navigate an increasingly complex world, societies ensure their long-term resilience and adaptability.

Whether it's addressing environmental sustainability, advancing technological advancements, or promoting social justice, trained and empowered youths are essential agents of change who can lead society towards a brighter and more prosperous future. In conclusion, the importance of training youths in society cannot be overstated. They are the architects of tomorrow, and their development is crucial for the overall well-being and progress of communities worldwide. By investing in their education, skills development, and empowerment, societies pave the way for a brighter, more inclusive, and sustainable future where young people can thrive and contribute meaningfully to society's advancement.

# "A JOURNEY OF ENTREPRENEURIAL GROWTH: EMPOWERMENT THROUGH EDUCATION, COLLABORATION, AND ASPIRATIONS FOR IMPACT"



## A JOURNEY OF ENTREPRENEURIAL GROWTH

I am Sharon Adhiambo Owich, a 26-yr-old Kenyan with a degree in Accountancy and presently in my very last 12 months pursuing Business Administration with a specialization in Accounting at Great Lakes University of Kisumu. My intellectual curiosity and relentless pursuit of private and expert growth were the driving forces at the back of my adventure.

Since my early life, I had been captivated by the convergence of era and human capability, prompting me to explore numerous fields. This exploration led me to discover a profound interest in entrepreneurship and innovation, fueling my ardor for effecting superb exchange. I keep a deep appreciation for collaboration and the wealth of expertise gained from numerous perspectives, spotting the efficiency of teamwork in achieving significant targets.

### MY ENTREPRENEURSHIP JOURNEY

Embarking on entrepreneurship initiated with a modest idea and an unwavering commitment to convert it into reality. Commencing from ground zero, I encountered numerous challenges and setbacks, each serving as a precious lesson in resilience and adaptability. From conceptualizing a business plan to securing funding and assembling a crew, every step demanded creativity and perseverance. Yet, within the uncertainties, moments of triumph and boom emerged as my imaginative and prescient materialized and undoubtedly impacted lives. Through this journey, I found out to embody failure as a stepping stone to success, emphasizing the significance of staying true to my values and purpose.

### IMPACT OF TRAINING FROM KUGLI

The education received from KUGLi was a transformative revel in, basically reshaping my perspective and approach to entrepreneurship. Through in depth workshops, mentorship, and arms-on mastering, I received beneficial insights into numerous sides of enterprise improvement, from meticulous marketplace analysis to strategic economic making plans. Beyond practical abilities, the schooling instilled in me a profound experience of confidence and preparedness, equipping me with the equipment and know-how important to navigate the dynamic panorama of entrepreneurship. Moreover, it fostered an experience of community and collaboration, connecting me with like-minded individuals who proportion a commonplace passion for innovation and social effect.

### IMPACT OF COLLABORATION WITH SYRACUSE STUDENTS

Working with the Syracuse college students has been a very rewarding revel in, enriching me personally and professionally. Collaborating with brilliant and formidable minds has infused me with renewed power and inspiration, reaffirming the boundless capability within the next generation of marketers. Through mentorship and steerage, I've had the privilege of witnessing their increase and improvement, experiencing firsthand the transformative strength of mentorship and training. The trade of ideas and perspectives has sparked new insights and innovations, encouraging me to assume past conventional boundaries and embody new demanding situations with an open thought.

### ASPIRATIONS FOR THE FUTURE

Looking ahead, my aspirations revolve around sustained non-public and societal boom. I aim to expand my ventures, leveraging technology and innovation to address vital societal challenges and impact significant alternate. Additionally, I am dedicated to paying it ahead via making an investment within the next technology of entrepreneurs, presenting mentorship and assist to aspiring innovators as they embark on their unique trips. Ultimately, my aim is to leave a lasting legacy of high quality transformation, inspiring others to dream massive and pursue their passions with braveness and conviction.

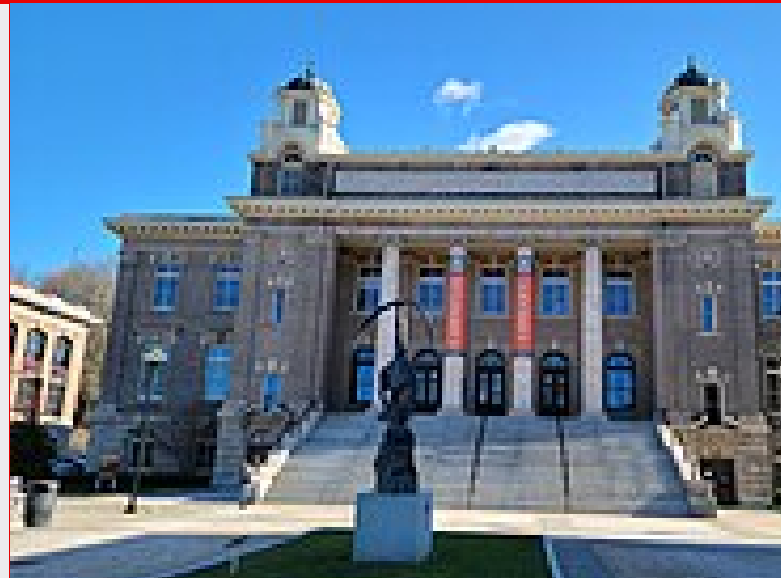
BEST PERFORMING



# Partnering Universities

## 1 SYRACUS UNIVERSITY, USA

Syracuse University, founded in 1870, is a prestigious private research university located in Syracuse, New York, USA. It offers a wide range of undergraduate, graduate, and professional programs across disciplines including arts and sciences, engineering, business, communications, and law. Known for its commitment to innovation and academic excellence, Syracuse University fosters a vibrant community of students and scholars from diverse backgrounds. The university is recognized for its strong emphasis on experiential learning, research opportunities, and engagement with the global community.



2

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY NAIROBI, KENYA

Jomo Kenyatta University of Agriculture and Technology (JKUAT) is a public university located in Juja, Kenya. Established in 1981, it is named after Kenya's first president, Jomo Kenyatta. JKUAT is renowned for its focus on agriculture, technology, and engineering education and research. The university offers a wide range of undergraduate and postgraduate programs across various disciplines, including agriculture, engineering, computer science, business, and health sciences. Known for its innovative approach to education, JKUAT emphasizes practical skills development and entrepreneurship, preparing students for the challenges of the modern workforce.



3

# KIBABII UNIVERSITY BUNGOMA KENYA

Kibabii University is a public university located in Bungoma County, Kenya. Established in 2011, it is one of the youngest universities in the country. Despite its relatively recent inception, Kibabii University has quickly gained recognition for its commitment to academic excellence and innovation. The university offers undergraduate and postgraduate programs in various fields, including education, business, science, technology, and social sciences. Kibabii University is known for its strong emphasis on research and community engagement, striving to address local and national challenges through collaborative projects and initiatives. With state-of-the-art facilities and a dedicated faculty, the university aims to nurture well-rounded individuals equipped with the skills and knowledge to make meaningful contributions to society.



4

# GREAT LAKES UNIVERSITY OF KISUMU

Great Lakes University of Kisumu (GLUK) is a private university located in Kisumu, Kenya. Established in 2006, it is one of the leading institutions of higher learning in the region. GLUK is committed to providing quality education that is responsive to the needs of the community and the nation. The university offers a variety of undergraduate and postgraduate programs in fields such as business, health sciences, social sciences, and education. GLUK is known for its emphasis on practical skills development, research, and community engagement. Through partnerships with local organizations and international institutions, the university seeks to promote innovation, entrepreneurship, and sustainable development in the Lake Victoria region and beyond.



5

# UNIVERSITY OF EMBU

Embu University, located in Embu County, Kenya, is a public institution of higher learning established in 1947 as an agricultural training school. It gained university status in 2011 and offers a range of undergraduate and postgraduate programs across various fields including agriculture, education, business, and health sciences. The university is committed to academic excellence, research, and community engagement, contributing to the socio-economic development of the region and beyond.



# KENYA – USA GLOBAL LAUNCHPAD INITIATIVE- KIBABII UNIVERSITY REPORT



## Training Overview at Kibabii University

Kenya-USA Global Launchpad Initiative (KUGLI) kicked off the Tech innovations and Entrepreneurship training to Kibabii University students. The program was officially launched on Friday 9th February, 2024 at Kibabii University.

In a bid to foster entrepreneurship and cross-cultural collaboration, the Kenya-USA Global Launchpad Initiative (KUGLI) saw 40 students from Kibabii University empowered with entrepreneurial essential skills and opportunities in a hybrid virtual and in-person training that ran for 4 days consecutively.

Speaking at the program launch Dr. Churchill Saoke, KUGLI program convener urged all the students who had had the maiden opportunity into the program to give it the seriousness it deserved as he termed it a stepping stone into the entrepreneurial space.

Serving as the facilitator of the day Dr. Churchill Saoke, delved into crucial topics such as “Brave Space Rules” and essential skills necessary for entrepreneurial success where participants were immersed in discussions surrounding high-order thinking, prototyping, multidisciplinary collaboration, and the cultivation of an entrepreneurial mind-set. The opening day of the program was marked by insightful sessions focused on micro multinational ventures and the cultivation of a conducive entrepreneurial environment. Dr. Owino welcomed students from diverse academic backgrounds, emphasizing the importance of interdisciplinary collaboration in the entrepreneurial landscape.

Students in the KUGLI Program are entitled to:

- Hands-on Workshops
- Mentorship Sessions
- Networking Opportunities
- Weekly Skill Based Trainings

With its focus on empowering the youths and promoting innovation, the Kenya-USA Global Launchpad Initiative (KUGLI) is poised to make a significant impact on the entrepreneurial ecosystem, both locally and internationally. As the program continues to unfold, it is expected to cultivate a new generation of forward-thinking entrepreneurs ready to tackle the challenges of tomorrow.



## CONTINUE FROM PAGE 13

On Wednesday, the 7th of February, participants of the KUGLI training program delved deeper into the intricacies of entrepreneurship with a focus on business opportunity selection, design thinking mind-sets, value propositions, business module components, business models, and revenue streams.

The day began with an interactive session on business opportunity selection, where attendees learned the importance of identifying viable business opportunities and assessing market demand. Through case studies and group discussions, participants gained insights into effective strategies for recognizing and capitalizing on potential opportunities in various industries. The groups were tasked to come up with business venture ideas and were given an opportunity to pitch their ideas focusing on the problem deeply rather than solutions quoting from Albert Einstein, "If I had an hour to solve a problem, I'd spend 59 minutes thinking about the problem and 1 minutes thinking about solutions."

Following this, the training shifted its focus to design thinking mind-sets, emphasizing the significance of creativity, empathy, and innovation in problem-solving. Attendees were encouraged to adopt a human-centred approach to entrepreneurship, understanding the needs and desires of their target audience to develop solutions that truly resonate.

Value proposition development was another key aspect covered during the day, as participants learned how to articulate the unique benefits of their products or services to attract customers and differentiate themselves from competitors. Through hands-on exercises, attendees honed their skills in crafting compelling value propositions tailored to specific market segments. The training also explored the essential components of a business model, including key partnerships, resources, activities, and cost structure. Participants gained a comprehensive understanding of how these elements interact to create a sustainable and scalable business framework.

Moreover, the discussion on revenue streams provided valuable insights into the various ways entrepreneurs can generate income, from traditional sales models to subscription based services and beyond. Attendees were encouraged to explore diverse revenue opportunities and adapt their strategies to evolving market dynamics.

Overall, the second day of the KUGLI training program proved to be both informative and engaging, equipping participants with essential knowledge and practical skills to navigate the complexities of entrepreneurship successfully. With a strong foundation in business opportunity selection, design thinking, value proposition development, business model components, and revenue streams, attendees are well-positioned to pursue their entrepreneurial endeavours with confidence and competence.



**Courtesy call to the  
vice chancellor for  
Kibabii university  
Prof Ipara Odeo**





# Kibabii University training sessions

By Dr. Churchill



**Interactive Brainstorming Sessions: Our team conducts interactive brainstorming sessions with students, encouraging them to share their innovative ideas and visions for the future. These sessions are filled with lively discussions, debates, and creative exchanges.**

## DAY THREE.....

Kibabii University witnessed another day filled with enlightening sessions as the KUGLI training continued to empower students with the tools and knowledge necessary for entrepreneurial success. On the third day of the program, participants began by engaging in discussions aimed at identifying their individual skills and how they could leverage them to drive their planned initiatives towards success.

Led by Dr. Churchill Saoke, the morning session delved into the Canva model and lean start-up methodology, emphasizing the importance of thinking lean in the early stages of a business start-up. Through practical examples and interactive exercises, students learned how to apply the lean start-up canvas methodology to refine their concepts and transform ideas into viable business ventures.

Furthermore, participants were encouraged to refine their prototypes, ensuring that their products or services meet the needs and preferences of their target market effectively. Dr. Churchill Saoke's guidance provided students with valuable insights into the iterative process of prototype development and the importance of continuous improvement in entrepreneurship.

In the afternoon, the training welcomed additional facilitators, including Ms. Nelly and Mr. Morris Mugambi, who reinforced the mentorship provided by Dr. Churchill. Their contributions further enriched the learning experience, offering diverse perspectives and practical advice to aspiring entrepreneurs.

Pst. Agnes Muthethya also made a significant contribution to the day's activities by sharing her personal experience of finding purpose in life. She emphasized on the importance of aligning one's goals with a sense of purpose and highlighted the relationship between purpose, wealth, and fulfilment. Additionally, Pst. Muthethya provided valuable insights into achieving a balance between pursuing financial successes and maintaining a meaningful existence.

KUGLI training at Kibabii University has proven to be an inspiring and educational experience for all participants. With a focus on practical skills such as prototype refinement, lean start-up methodology, and finding purpose in entrepreneurship, students are well-equipped to embark on their entrepreneurial journeys with confidence and clarity. The Day was crowned by the official Launch of the KUGLI program in Kibabii University graced by Prof. Samuel Mbugua Acting DVC ASA who also represented the Vice Chancellor Kibabii University. Prof. Mbugua urged the students to not take for granted such golden opportunities that students from Kibabii University are benefiting from bilateral partnerships as the university strives at producing all round students.



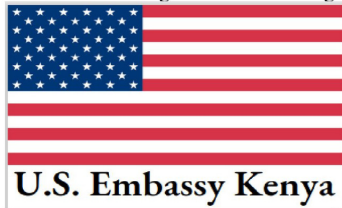


# Kibabii University training sessions

By Dr. Churchill



Table 5: Program for the closing ceremony at Kibabii University



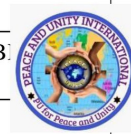
## KUGLi-KIBABII UNIVERSITY

DATE: FRIDAY 9<sup>TH</sup> FEBRUARY 2024

VENUE: KIBABII UNIVERSITY SENATE BOARDROOM, TIME 1545 HRS TO 1730 HRS

MC: Dr. Anthony Oloo Owino

TIME	ACTIVITY	PERSON
1545	Arrival and Registration	Mugambi
1545-1600	Opening prayer	Mutethya
1600-1610	Entertainment/KUGLi Teams	KIBU KUGLi student Speak and poem
1610-1615	Introduction of guests	Anthony Owino
1615-1620	Welcoming remarks	Dr. Nabwoba
1620-1625	Remarks from the Chairman Economics, Finance and Accounting department	Dr. Atandi
1625-1640	Student Teams (Achievements)	Mavuno Max, PED C LTD, Pioneer Group, Linda Group, Taswira Halisi
1640-1650	The National Coordinator KUGLi <ul style="list-style-type: none"> <li>To give his remarks</li> </ul>	Dr. C. Saoke
1650-1700	Prof Bruce Kingma, Professor of Entrepreneurship	Professor of Entrepreneurship, iSchool, Whitman school of management, Syracuse university (Linking via video)
1700-1710	Remarks by the Executive Director Blackstone Launchpad of Syracuse University	Traci Geisler (Linking via video)
1710-1715	Remarks from the Dean SOE	Prof. J. Maiyo
1715-1725	Remarks from the DVC (PPRI) <ul style="list-style-type: none"> <li>To give his remarks</li> <li>To welcome the Vice Chancellor</li> </ul>	Prof. Munir
1725-1740	ADDRESS BY THE GUEST - PROFESSOR IPARA ISAAC ODEO, VC KIBABII UNIVERSITY	
1740-1745	Vote of thanks and closing prayers	Gideon Yeri



## SUSTAINABLE LIVING

# Kenya-USA Global Launchpad initiative sparks entrepreneurial spirit among students in Kibabii University

Contributor

bY KBC Digital



**A pioneering entrepreneurship program targeting university students is helping transform enterprise management.**

The training, under the Kenya-USA Global Launchpad initiative, is meant to equip students with skills that will enable them to engage their critical thinking to identify problems or opportunities in the community then find solutions addressing the identified challenges. At the Kibabii University, where students were successfully taken through a four-day intensive training on entrepreneurship, the teams identified various problems as well as opportunities and developed strategies on how to overcome them.

Speaking at the close of the training, Deputy Vice Chancellor for planning, partnerships, Research and innovation Prof. Samuel Mbugua challenged the students to embrace the concept and be action oriented.

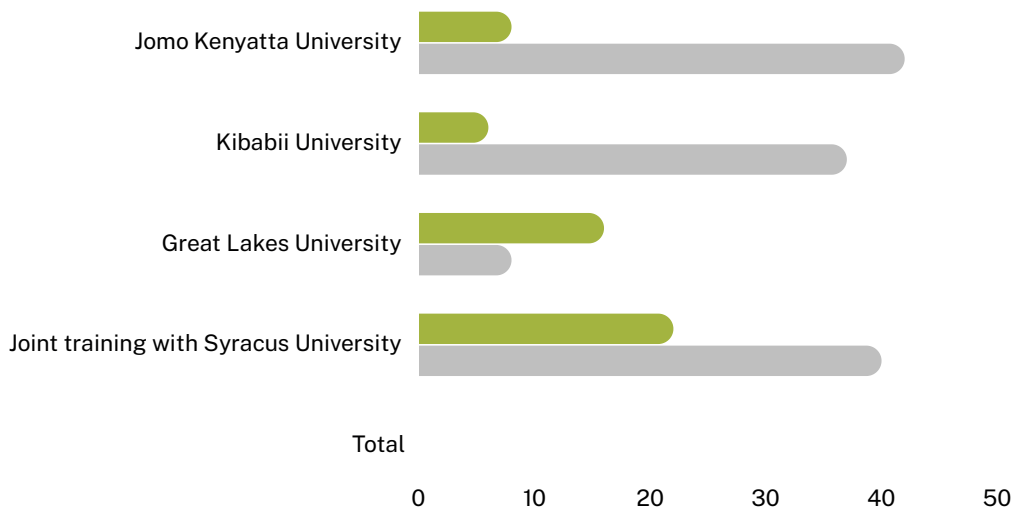
“Critical thinking is an essential part of the problem-solving process as it helps one identify a problem or issue, create inferences on why the problem exists and how it can be solved, collect information or data on the issue, make key decisions, develop and execute solutions.” Noted Mbugua.

According to Dr. Churchill Saoke, a champion for societal change, by sparking the inherent abilities of the students, they can be agents of change and transformation in their generation.

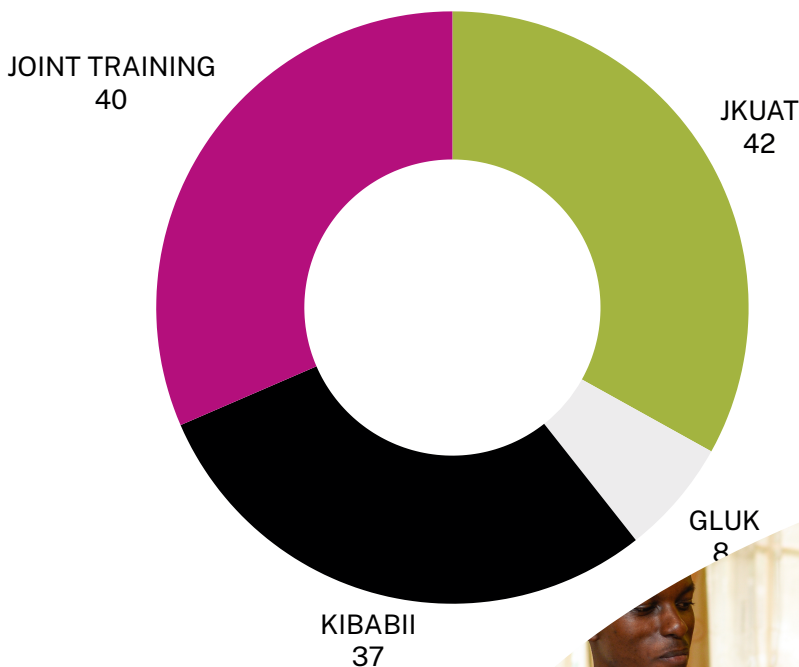
He challenged the students to use the skills acquired to transform their communities saying the aspirations of the project are to spark entrepreneurial spirit among students and to leverage on collaboration so as to find solutions to the challenges within their communities.



# Summary of the number of students trained



# Summary of the number of students trained



## "Unleashing the Phoenix: The Audacious Symphony of Creativity"

Creativity is the audacious dance of the mind, transcending the ordinary to unveil the extraordinary. It is the daring exploration of uncharted territories, where the mundane meets the magical and innovation intertwines with imagination. Like a relentless phoenix, creativity ignites the soul, breathing life into the inert and transforming visions into vivid realities. In its boundless realm, constraints dissolve into catalysts, obstacles morph into stepping stones, and chaos orchestrates symphonies of innovation. Creativity is not merely an act; it is a relentless pursuit, an insatiable hunger to reshape the world with the strokes of inspiration, forever challenging the status quo and propelling humanity towards boundless horizons of possibility..



# KUGLI A BIT OF HISTORY



## The partnership between Syracuse University and Jomo Kenyatta University

By Prof. Bruce

The KUGLi program--bringing together students from JKUAT, Kenya, and Syracuse University--started with YALI. Professor Churchill Saoke was selected in 2015 to join the US State Department funded Young African Leaders Initiative at Syracuse University where he met Professor Bruce Kingma.

Bruce Kingma is a former provost and currently serves as a Professor of Entrepreneurship. As Provost for Entrepreneurship and Innovation, Kingma led the creation and growth of top-10 nationally ranked programs in innovation and entrepreneurship at Syracuse University. From the meeting at YALI, grew several earlier attempts to connect students worldwide in creating micro-multinational ventures. In 2015-17, students from Jomo Kenyatta University of Agriculture and Technology, Syracuse University, and colleges in India, China, and the Ukraine came together online to create new products and services.

Dedicated faculty at institutions around the world proved that students from around the world can communicate, connect, and innovate when given the chance. However, the limitations of technology, time zones, university support, and administrative overhead associated with five universities across four continents made this earlier program unsustainable.

In 2023, Professor Saoke invited Professor Kingma to participate in a new and exciting KUGLi initiative to connect students across Kenya with students at Syracuse University. US State Department funding was once again at the center of supporting collaboration. Students from JKUAT and other universities in Kenya join Professor Kingma's class via Zoom to learn about creativity and innovation. In partnership with the Syracuse University Blackstone LaunchPad, students in Kenya are able to attend online presentations by entrepreneurs, innovators, and experts involved in the entrepreneurial ecosystem including those in digital marketing, venture finance, and business formation.





THE STUDENTS WERE  
GROUPED ACCORDING TO  
THEIR PROJECTS

## ***UzimaNexus Team***



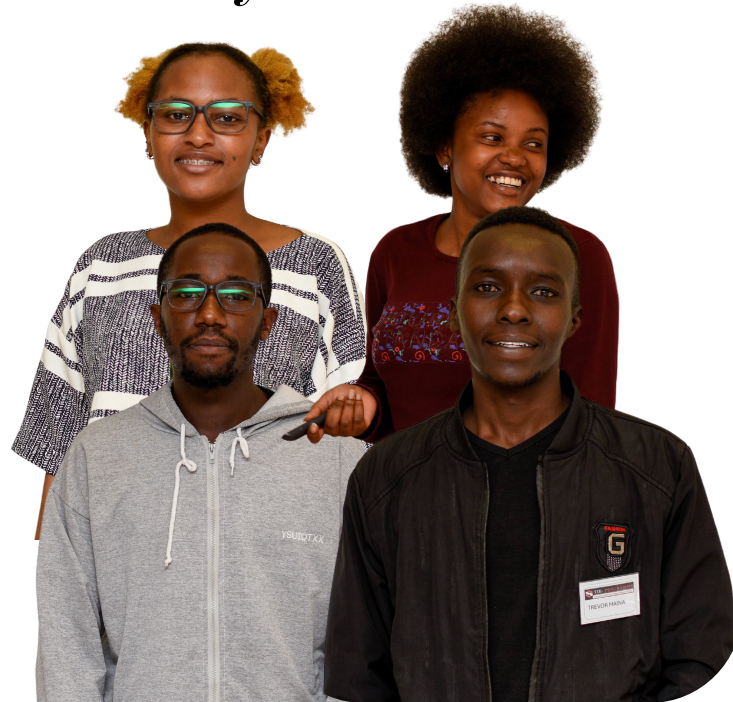
UzimaNexus provides a centralized platform (github like repo) powered by Block chain and AI. It links all hospitals worldwide, as such, hospitals will collaborate, share resources (personnel), as well as exchange patient data securely through this platform for efficiency and timely diagnosis to save lives. It is running and under testing stage.

## ***Innovate Connect Team***



Innovate Connect is a movement that aims to bridge the gap between creatives and monetization opportunities while ensuring that they acquire the legal rights to their creations. This user-friendly platform will enable creatives from various fields to showcase their work, connect with potential buyers or collaborators, and manage the licensing to their creations. Innovate connect not only empowers creative to monetize their work effectively but also expand the African creative market by promoting a supportive ecosystem where innovation can thrive.

## ***MyKura Team***



MyKura is a social enterprise that seeks to uproot the compromise on democracy. MyKura aspires to make elections secure, verifiable and accessible through cutting edge technologies such as: USSD vote, Web vote, Blockchain based VVPAT (verifiable vote paper audit trail) and serverless technology. As a result of we will have more peaceful nations and better leaders.

## *Shajim Educational Center Team*



Shajim Education Centre is a venture that shall offer a reliable and cost effective training and learning targeting form four leavers and school drop outs with an aim of reducing illiteracy within Kenya. This is a project that is able to raise much income due to large number of drop outs and form four leavers and anyone supporting this should have the confidence that it is a project worth investing on.

## *Mavuma Max initiative Team*



The purpose of this initiative is to improve land productivity in arid and semi-arid areas in Kenya. The harsh realities of arid landscapes, the echoes of hunger reverberate, a testament to the inadequacy of current solutions. Livelihoods hang in the balance, yearning for a beacon of hope amidst the barrenness. It is here, in the crucible of necessity, that MAVUNO MAX emerges a harbinger of change, poised to shatter the shackles of scarcity with innovative solutions. The initiative aims to give hope to the marginalized communities and with high rates of poverty; the 16 million people residing in these areas (30% of Kenya's population) earn their living principally through a mix of pastoralism and small-scale agriculture. These areas are particularly susceptible to droughts and flooding, and with increasing impacts from climate change. MAVUNO MAX INITIATIVE comes in to turn their arid and semi-arid land into productive landscape transform barren deserts blossoming into verdant oases, nourished by the lifeblood of integrated water pipelines with determination and sustainable agricultural practices.

Other members includes; Celes Buffard, Mary Mkamburi Mjomba, Ware Brayan, Shisia Andanje Banice, Cosmas Korir, Steven Aleka Kombo, Ashono Sharon and Brayan Ware

## *Solarvision Team*



SolarVision aims to create a seamless and sustainable approach to solar panel maintenance, aligning with the broader goals of clean energy adoption and environmental responsibility. Through automated fault detection and real-time monitoring, the start-up seeks to catalyse the transition to a greener future while providing cost-effective solutions to solar energy stakeholders. It also connects solar PV users to certified and experienced technicians.

## *linda Kenya initiative Team*



### 1.LINDA KENYA INITIATIVE

The solution includes coming up with a Smart Scanner Camera Chips (SSCC) which will be installed in the CCTVs. The Smart Scanner Camera Chips will be detecting motion, sounds, armaments or weapons. Our key partners are electrical engineers, IT practitioners and security personnel, their activities include installation of the CCTVs to our various target groups which are transportation sector, business institutions and general public sector. In order to maintain their loyalty, we will be replacing and repairing damaged products and will be installing a tracker in the CCTVs incase of loss. We shall source our capital through formation of partnerships and also acting as middlemen between those who are in need of the CCTVs and the electric shops. Our revenue streams will be through selling of our products, consultancy fee and also through training of the electrical engineers, IT practitioners and security personnel.

Other members includes: Celes Buffard , Brandon Henry,c) Rodgers Obondi, Njony Zakayo, Janet Jepkurui Kurgat, Phyllis Imonje, Leah Luvuno, Lydia Nafula and Kelvin Kibinda

## *Foodshare Team*



FoodShare is a groundbreaking social impact initiative that aims to revolutionize how Africa addresses the pressing issues of food waste and hunger. In Africa, millions suffer from hunger, while vast quantities of edible food go to waste daily. This alarming paradox demands transformative solutions to bridge the food surplus and scarcity gap. FoodShare+ is committed to eradicating this paradox by streamlining the process of food rescue and distribution, hence impacting SDG 2: Zero Hunger. Team Members include; Lucy Sigadah, Nicholas Mugambi, and Job Karani.

## *The Pioneers Team*



### **NO TO TEENAGE PREGNANCY**

Our project is set to come up with a strategy that will spearhead the complete abolition of teenage pregnancy in Kenya, Africa and the world. Why? 110, 821 cases were recorded in Kenya from January to May 2023. Our target group include the: teenage students (i.e. both boys and girls), parents and teachers. We have strategies we're employing to combat this. They include using: posters, social media platforms, local radio stations, organizing rallies among others. The channels we are using to generate funds include: selling tickets of a function to the willing participants, earnings from YouTube subscriptions among others. Our key partners include: women representatives, World Health Organization among others. The members include; Frazia Jan, Morgan Oloo, Grace Boke, Mercy Njeri, Ruth Wakoli, Livingston Mamai and Mercymyra Songoro

## *TenderHive Team*



Tenderhive is a revolutionary application designed to facilitate the posting, bidding, and tracking of tenders in Kenya. Its primary goal is to enhance transparency and accountability in the tender issuance process while simultaneously reducing corruption and nepotism. The application leverages cutting-edge blockchain technology to achieve these objectives. Team members include; Jeremy Gisemba Duncan Rotich, Ronex Ondimu and George Agai

## *The Chapchap Deliveries Team*



Chapchap deliveries is a business company dealing with deliveries of goods and services. Chapchap deliveries is not just another delivery company; we are your strategic partner in ensuring swift, secure, and seamless delivery of your products. Our service is built on three core pillars: speed, reliability, and transparency.

The team members include; John Bol Ajak Ajak Deng, Neil David Adams, Aditee Suryakant Malviya, Rodgers Otieno, Frankline Otieno and Francis Ondago Opondo







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# *Empowering FUTURE Entrepreneurs Kenya-USA Global Launchpad Initiative (KUGLI)*

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***By Kibabii University English Team***

Entrepreneurship remains the University bedrock of economic development, driving innovation, job creation, and sustainable growth. With a global commitment to achieving the Sustainable Development Goals by 2030, initiatives aimed at empowering youth in job creation, self-employment, innovation, and enterprise management have become paramount.

In this context, the Kenya-USA Global Launchpad Initiative stands out as a beacon of collaborative innovation. Formed to foster joint initiatives among students from Syracuse University and the Blackstone Launchpad, the program aims to develop micro-international ventures. Spearheaded by Dr. Churchill Saoke, a respected Kenyan lecturer and scholar, the initiative began in January 2024 and is set to continue until November 2024, with hopes of continuing beyond.

The initiative's impact was palpable during a transformative four-day training session hosted at KIBABII UNIVERSITY. This intensive training, held in collaboration with various stakeholders, including Syracuse University, focused on equipping students with the skills and mindset necessary for entrepreneurial success. Notable participants included Dr. Bruce Kingman, a distinguished professor of entrepreneurship at Syracuse University, who contributed invaluable insights through online participation.

The training session involved interactive discussions and group activities aimed at fostering collaboration and idea generation. Mentors, including Dr. Owino from KIBABII UNIVERSITY, played a pivotal role in guiding students through the intricacies of entrepreneurship. Virtual training sessions, conducted in conjunction with Syracuse University, further enriched the learning experience, facilitating seamless interaction and idea-sharing among students from both institutions.

To boost project ideation, virtual sessions were also scheduled with Syracuse University students. These sessions, held every Monday from 20:45 to 22:05 EAT, were facilitated by Prof. Bruce R. Kingma and Dr. Traci Geisler, aiming to enhance the polish of ideas and foster greater levels of innovation.

Additionally, Dr. Bruce of Syracuse University linked Kibabii University students with counterparts from Syracuse University, assigning each group a partner student. The virtual sessions covered various topics to furnish the projects. Other virtual sessions were arranged with Kenyan Moderator, Dr. Churchill Saoke, scheduled every Tuesday from 17:00 to 18:00 EAT, linking Kenyan students with counterparts from Jomo Kenyatta University of Agriculture and Technology (JKUAT) and five other universities, aiming to further refine ideas through virtual interaction.



One notable aspect of the virtual training was the voluntary participation of Syracuse University students in Kenyan groups, highlighting the collaborative spirit underpinning the initiative. This collaboration aimed to enhance idea polish and foster innovation.

The importance of the initiative was underscored by Prof. Samuel Mbugua, the Deputy Vice-Chancellor for Planning, Partnerships, Research, and Innovation at KIBABII UNIVERSITY. He emphasized the significance of critical thinking in problem-solving and commended the initiative's role in shaping future leaders and innovators.

The Kenya-USA Global Launchpad Initiative holds immense importance for students, providing them with a platform to develop practical entrepreneurial skills and collaborate on impactful projects. Additionally, students were encouraged to apply for the prestigious Hult Prize award, further incentivizing innovative thinking and problem-solving.

The entire initiative was embraced by the KIBABII UNIVERSITY community, starting from the Vice-Chancellor, Dr. Ipara Odeo, in his absence. Their unwavering support underscores the institution's commitment to fostering entrepreneurship and innovation among its students.

As students continue to engage in joint ventures and collaborative projects, the Kenya-USA Global Launchpad Initiative serves as a testament to the transformative power of global partnerships in driving sustainable development and economic growth. By empowering tomorrow's entrepreneurs, the initiative is paving the way for a brighter, more prosperous future for all."

# BENEFICIARIES LIST

## Names of Participants

List of participants

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### CONTACT PERSONS

Identification of the point persons within the participating universities Faculty members were identified in universities whose semester dates favored the program between December to march the universities included; JKUAT, Kibabii University and the Great-Lake University of Kisumu (GLUK). The faculties were multidisciplinary and their specialization were drawn from Arts, Science, epidemiology, entrepreneurships and economic. Contact persons were also sought from the HULT prize and the Syracuse Blackstone Launchpad. Table 1 indicates the details of the contact persons

Dr. Sam Shem otoi  
Great Lakes University Kisumu  
Department: Epidemiology

Dr. Anthony Kiroo  
Jomo Kenyatta University  
Physics Department

Dr. Anthony Oloo  
KIBABII UNIVERSITY  
Department Economics

Prof Bruce Kingma  
SYRACUSE UNIVERSITY  
Department: Entrepreneurship

Traci Geisler  
SYRACUSE BLACKSTONE  
Business Start ups

Judyvider Achieng  
HULT Prize  
Economics



**LAUNCH OF KUGLI**

DATE: WEDNESDAY 31<sup>ST</sup> JANUARY 2024

**U.S. Embassy Kenya**

AT SAJOREC MAIN HALL, TIME 1400 HRS TO 1700 HRS

TIME	ACTIVITY	PERSON
1400	Arrival and Registration	Zaria, Nicholas
1400	Guest courtesy call	Dr. A. Kiroe
1430	Opening prayer	Prof. J. Githiri
1435-1440	Welcoming remarks and introduction of guests	Dr. C. Saoko
1440-1445	Remarks from the Chairman Physics department	Dr. A. Kiroe
1445-1450	Recognition of the University representatives	JKUAT, GLUK, Kibabii University, Rongo University, MKU
1450-1455	Past TIE Participants (Achievers)	Frank, Justine, Claire, Sharon, Brian
1500-1510	CO- Lead For KUGLI and TIE co-founder Prof Bruce Kingma, Professor of Entrepreneurship	Professor of Entrepreneurship, iSchool, Whitman school of management, Syracuse university (Linking via video)
1510-1520	Remarks by the Executive Director Blackstone Launchpad of Syracuse University	Traci Geisler (Linking via video)
1525-1530	Remarks from the Dean SMPS	Prof. A. Waititu
1530-1535	Remarks from the Principal COPAS	Prof. T. Thiongo
1535-1545	The Deputy Vice Chancellor AA <ul style="list-style-type: none"> <li>• To give his remarks</li> <li>• To welcome the Cultural attaché US embassy in Nairobi for brief remarks</li> <li>• To welcome the Chief Guest</li> </ul>	Prof. R. Kinyua
1545-1600	SPEECH BY THE CULTURAL ATTACHÉ US EMBASSY IN NAIROBI	
1600-1630	ADDRESS BY THE GUEST - PROFESSOR VICTORIA NGUMI, VC JKUAT	
1625-1630	Vote of thanks and closing prayers	Dr. Ominde
1630	Refreshments, Guests to leave at their own pleasure	



# By Kibabii University kiswahili Team

## Ripoti kwa lugha ya kiswahili



Chuo kikuu cha kibabii, kiliweza kupata fursa ya kujiunga na shirika la KUGLI, almaarufu kwa jina la kimombo Kenya USA Global launchpad Initiative. Ambapo hii ilikua kama bahati ya mtende kwa baadhi ya wanafunzi chuoni humo kupata fursa hio ya kujiunga na shirika hilo, kwani bahati hio ya kujiunga na shirika hilo ilikua ya kipekee kuipata kwani ni vyuo vichache nchini Kenya vilivyoweza kupata fursa hio. Kuingia kwa KUGLI katika chuo kikuu cha kibabii kulileta furaha isiyo kifani kwa wanafunzi na hata wahadhiri wasimamizi wao akiwemo Daktari Owino Oloo pamoja na Daktari Isabelle Ziz. Wahadhiri hao walijizatiti katika masuala ya KUGLI kwa kuanzisha mikutano ya maandalizi na mafunzo kwa wanafunzi. Wanagenzi hao walijawa na hamasa na shauku ya kushiriki katika shughuli za KUGLI. Hadi pale walipoweza kumuona na kujiunga nae kiongozi wao mkuu Daktari Churchil Soake mnamo tarehe sita mwezi wa pili na kuwafafanulia zaidi kuhusu shirika hilo la KUGLI.

Mafunzo Yaliyowapa Wanafunzi wa Chuo Kikuu cha Kibabii Ujuzi wa Kipekee. Chuo Kikuu cha Kibabii kilitiwa nuru na tukio la kipekee la mafunzo ya siku nne ya KUGLI, ambayo yalikuwa na lengo la kuwajengea uwezo wanafunzi wake. KUGLI, ambayo ni kifupisho cha "Kenya USA Global Launchpad Initiative", iliwaleta pamoja wanafunzi kutoka taaluma mbalimbali, kwa lengo la kuwawezesha kubuni miradi yenye ubunifu.

Katika siku hizo nne za mafunzo, wanafunzi walijikita katika kujifunza na kubadilishana mawazo, huku wakitafuta suluhisho kwa changamoto zinazowakabili raia wa Kenya ndani na nje ya nchi. Kupitia mafunzo haya, wanafunzi walipata ujuzi muhimu na maarifa ya kutatua matatizo ya kila siku kwa njia za ubunifu kwani ni dhahiri kwamba kila mtu huunda ulimwengu wake mwenyewe.

Matokeo ya mafunzo haya yalikuwa ni miradi ya kipekee iliyobuniwa na wanafunzi, ambayo ililenga kutatua changamoto za kila siku zinazowakabili Wananchi.

Miradi hiyo iliyobuniwa na wanafunzi ilikuwa na lengo la kuleta mabadiliko chanya katika jamii na kuinua sekta ya kibiashara. Baadhi ya miradi hiyo ilijumuisha suluhisho za kiteknolojia kama vile programu ya simu ambayo inaweza kuwaleta pamoja wanabiashara na kusaidia katika kutatua matatizo yoyote yakibiashara yanayowakumba. Mradi wa pili ukiwa na lengo la kuimarisha usalama kwenye miji, kupunguza msongamano wa magari na ajali za barabarani kutokana na wazo la kuimarisha kamera za Siri almaarufu kama CCTV ili zikaweze kutambua silaha, msongamano na pia kunasa sauti.

Mradi mwingine ulilenga kutatua masuala ya mimba za mapema kwa wasichana wa umri mdogo.

Mradi wa nne ukiwa na lengo la kuboresha mazao katika maeneo kame ya Kenya kwa kutumia ardhi iliyopuuzwa na kuharibiwa ili kuongeza mazao ya vyakula.

Miradi iliyoundwa na wanafunzi ni uthibitisho tosha kwamba elimu inayoendana na mahitaji ya jamii ni muhimu katika kuleta mabadiliko chanya. Hatua hii inaweza kuchukuliwa kama

mwanzo wal safari ya mafanikio kwa wanafunzi hao katika kuleta maendeleo endelevu katika jamii zao.

Siku ya umbwa kacha la ndovu kumla mwanawe ilifika ikiwa ni siku ya kilele Cha mafunzo hayo, wageni waliotarajiwa waliwasili na kila \*MwanaKUGLI\* lakabu waliyojipa wanagenzi alijawa na nyemi si haba, ama kweli mgeni njoo mwenyeji apone. Wanafunzi wanaKUGLI waliwasilisha vitu walivyoandaa kadamnasi ya wageni ikiwemo mashairi, na nyimbo za kuisifu KUGLI na washikadau wake. Kando na hayo, watangazaji hawakuachwa nyuma ja kikwaru cha kikwara katika kueleza tijara ya KUGLI.

Baadaye wageni walituhutubia na maneno sawia yaliyokopoka kutoka vinywani mwao yalikuwa ni "hongera sana KUGLI na wake washikadau". Kwa mwia wa pepesa konyeza baada ya hotuba za wahutubi, wanafunzi wanaKUGLI walipokezwa vyeti vya ushiriki katika shamrashamra za KUGLI chuoni. Kaski hii ikitamatika ilipambwa na upigaji picha za kumbukumbu ya KUGLI. Mwishowe watu waliagana huku wote wakijikaza kiume ili wasidondokwe na michirizi ya machozi iliyokuwa ikibisha hodi kutokana na mazoea yaliyoundwa kutokana na siku hizo nne.

Walipofumukana, lililobaki ni kufanya mikutano ili kuweza kuwasilisha mawazo ya kazi zao ili zisajiliwe kwenye tuzo la Hult. Kando na hilo, wanagenzi wamekuwa wakihudhuria vikao vya mtandaoni na Profesa Bruce kila Jumatatu ili kuendelea kuongeza makali ujuzi waliyonayo. Sasa hivi, jambo lililomo akilini mwa wanaKUGLI ni tuzo la Hult ambalo kila insi ana matumaini ya kulishinda tuzo hili. Pia, kuna ari ya kuhudhuria makongamano yoyote yatakayopangwa kwa ajili ya washikadau wa KUGLI. Imani iliyopo ni kwamba juhudi zao hazitaambulia patupu kwani penye nia pana njia.

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