



Opportunities through micro-entrepreneurship Entrepreneurship Training and Mentoring, Kenya

The goal of our entrepreneurship training and mentoring program, which we implement in Kenya together with local partners, is to promote personal initiative and an entrepreneurial mindset. With practical training courses and regular mentoring, we support young Kenyans who are already self-employed or wish to start their own small businesses.

Training with a university certificate

Together with Kenyatta University, we have developed a mini-study program for aspiring entrepreneurs. It focuses particularly on people living in the rural or peri-urban areas of Kenya, where self-employment often is the only way to generate their own income. For the first time, these people also have an opportunity to attend such a program outside established educational centers. Our trainers and mentors help course participants acquire the skills they need to realize sustainable business ideas, and support them on the path to self-employment. After successfully completing the program, participants receive a certificate from Kenyatta University's School of Business.



Practice-oriented training

During practical four- to six-week training courses, participants receive basic instruction in business management, customer service, accounting, and financial management. Honing personal skills such as communication and conflict resolution is an equally important part of the program.

Mentoring and coaching

A subsequent six-month mentoring and coaching program supports participants on the path to becoming successful entrepreneurs. The young entrepreneurs meet regularly in small groups to exchange experiences and receive advice on developing their business plans. If necessary, microloans can be arranged. Experienced local business people are also on hand to pass on their knowledge to their mentees and help them establish crucial contacts.

Siemens Stiftung collaborates with the Center for Entrepreneurship and Enterprise Development (CEED) at Kenyatta University and with The Youth Banner, a Kenyan business mentoring network. Both organizations ensure the quality of the educational programs.

Partners

- School of Business, Kenyatta University, Nairobi, Kenya
- The Youth Banner, Nairobi, Kenya

Contact

Christine Koptisch
Tel. +49 / 91 31 / 9 20 79-13
christine.koptisch@siemens-stiftung.org

Siemens Stiftung
Kaiserstraße 16
80801 München
Deutschland

www.siemens-stiftung.org

