

Babz Media

# **B'preneur** – Innovate. Inspire. Impact.

An Entrepreneurship Empowerment  
Initiative

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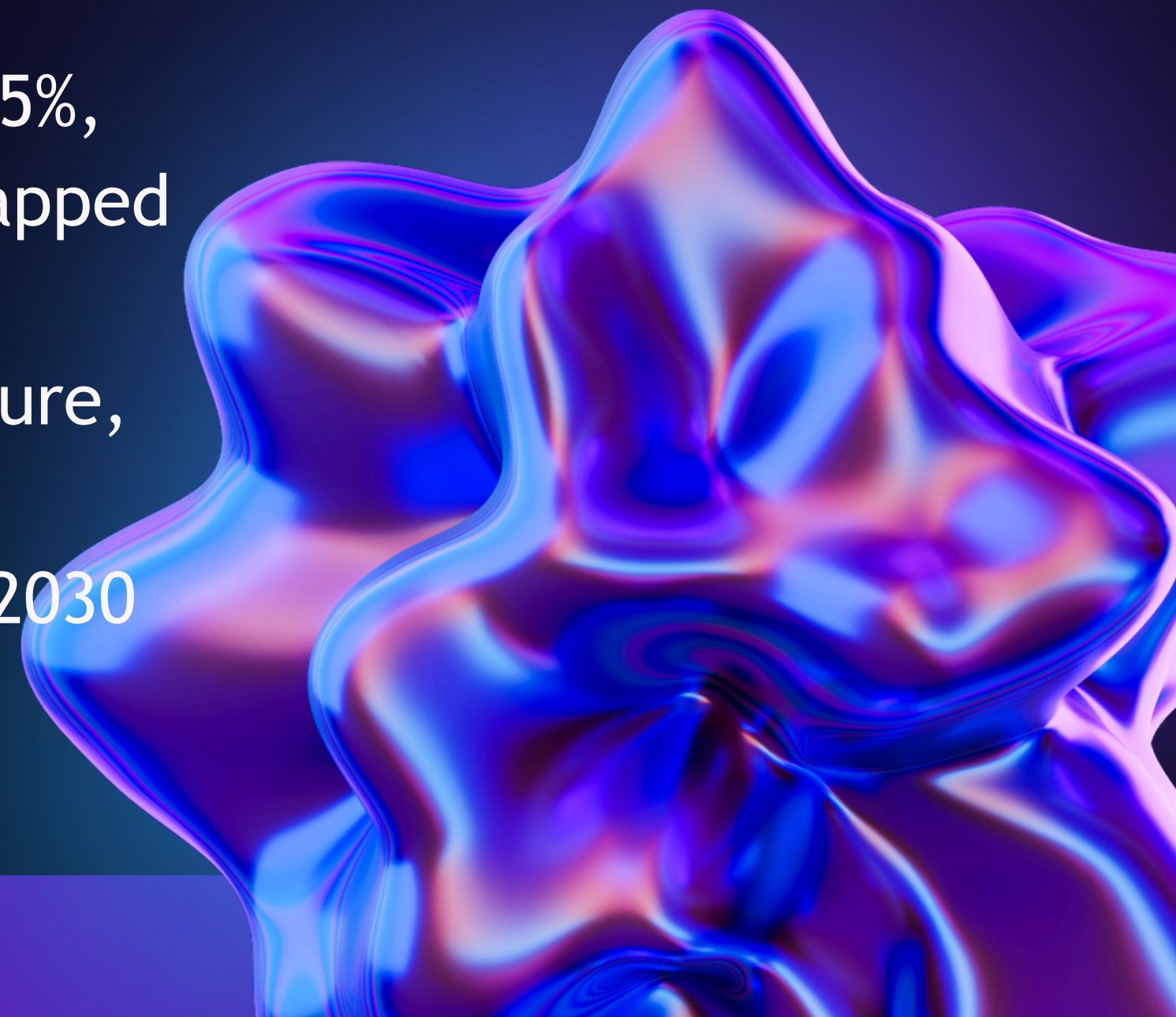
## B'preneur Initiative

- A youth empowerment movement tackling unemployment by nurturing entrepreneurship, innovation, and job creation.
- Through hubs, mentorship, and a digital marketplace, B'preneur helps young people turn ideas into sustainable businesses.
- We partner with government, NGOs, CBOs, and the private sector to ensure no youth — and no potential — is left behind.



# Background & Problem Statement

- Youth unemployment in Kenya stands at over 35%, fueling poverty and inequality despite the untapped talent and creativity within communities.
- What's missing is a structured platform to nurture, fund, and connect young entrepreneurs.
- B'preneur fills this gap, driving Kenya's Vision 2030 and SDGs by turning potential into sustainable enterprise.







# Vision

- To transform untapped youth potential into sustainable enterprises that create jobs, strengthen local economies, and reduce dependency on aid or unsustainable employment.
- We believe that every community has “hidden entrepreneurs” — young people with brilliant ideas but limited exposure, mentorship, and funding.
- B’preneur seeks to be the bridge between raw talent and real opportunities.





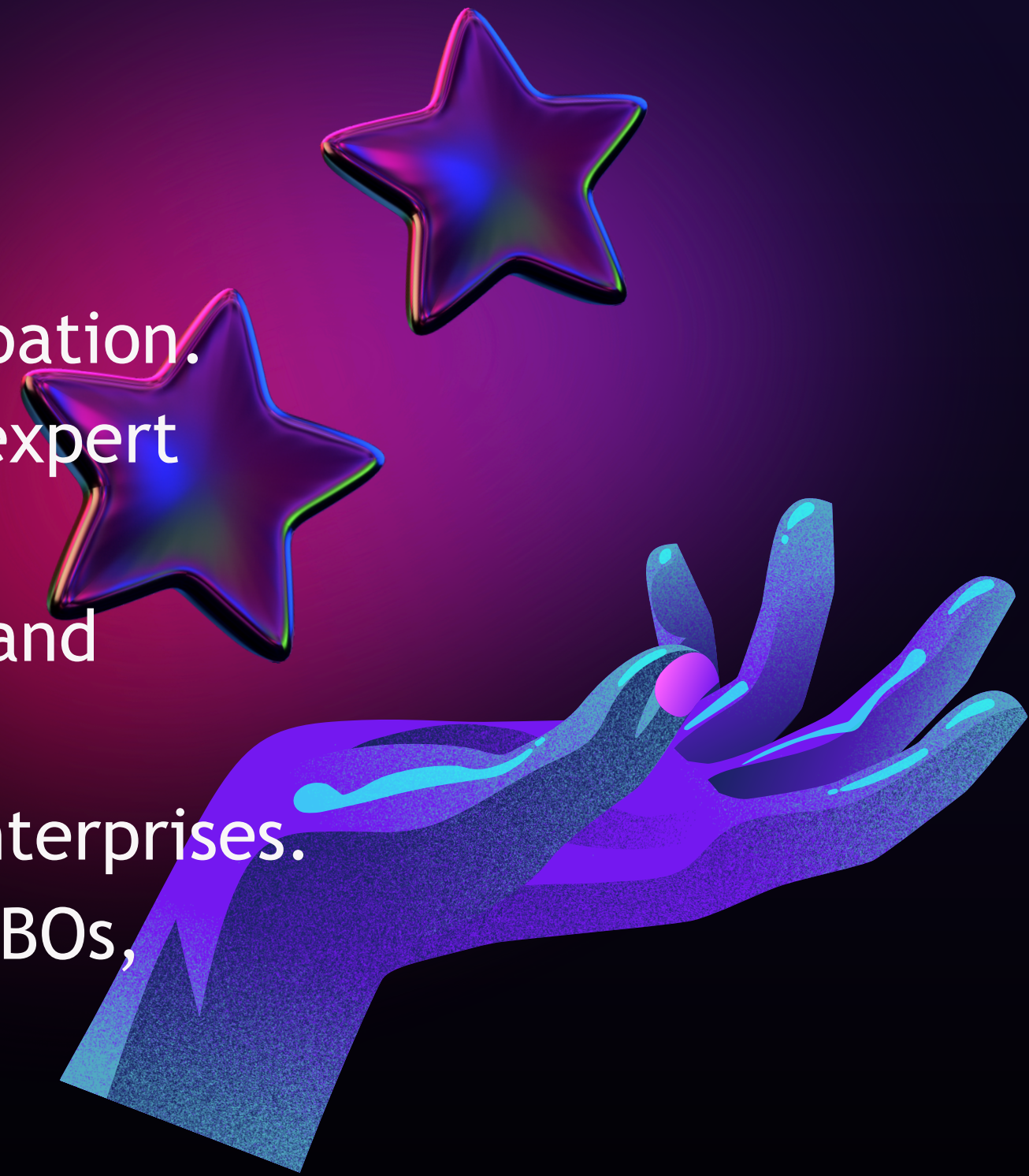
# Mission

- To empower youth entrepreneurs through mentorship, innovation hubs, funding access, and partnerships that transform ideas into impactful enterprises.



# B'preneur Objectives

- Establish hubs for training, co-working, and incubation.
- Offer mentorship and capacity building through expert partnerships.
- Launch a digital platform for skills, mentorship, and marketplaces.
- Mobilize investment and funding for youth-led enterprises.
- Foster collaboration across government, NGOs, CBOs, academia, and private sector.





# Strategic Approach

- **Incubation & Mentorship Hubs:** County-based spaces for training, co-working, and mentorship.
- **Public-Private Partnerships:** Collaborate with government, NGOs, corporates, and CBOs for impact.
- **Innovation Challenges:** Youth pitch competitions for funding and incubation.
- **Digital Platform:** Online marketplace and mentorship portal for skills, products, and opportunities.
- **Community Integration:** Partner with local leaders and CBOs to ensure inclusion and sustainability.





## Target Audience

- **Primary:** Young people (18-35) with innovative ideas, skills, or small businesses.
- **Secondary:** Government agencies, NGOs, CBOs, development partners, and private sector actors seeking to invest in youth and enterprise.



# Why This Matters (Value Proposition for Stakeholders)

- **For Government:** Supports national priorities like job creation, Vision 2030, and SDGs; reduces unemployment-driven social challenges.
- **For NGOs & CBOs:** A ready platform for implementing youth empowerment programs with measurable impact.
- **For Corporates:** Opportunity for CSR, brand visibility, and tapping into innovative business ideas.
- **For Development Partners:** Scalable model that aligns with global goals on youth empowerment, economic growth, and poverty reduction.



# Lessons from Successful Models



- **M-Kopa:** Innovation + financing = scalable solutions.
- **Twiga Foods:** Youth-led innovation transforms agriculture.
- **Ajira Digital:** Training + digital work creates opportunities.
- **iHub:** Innovation hubs build strong ecosystems.
- **Lesson:** The right platform enables youth to drive major social and economic impact.



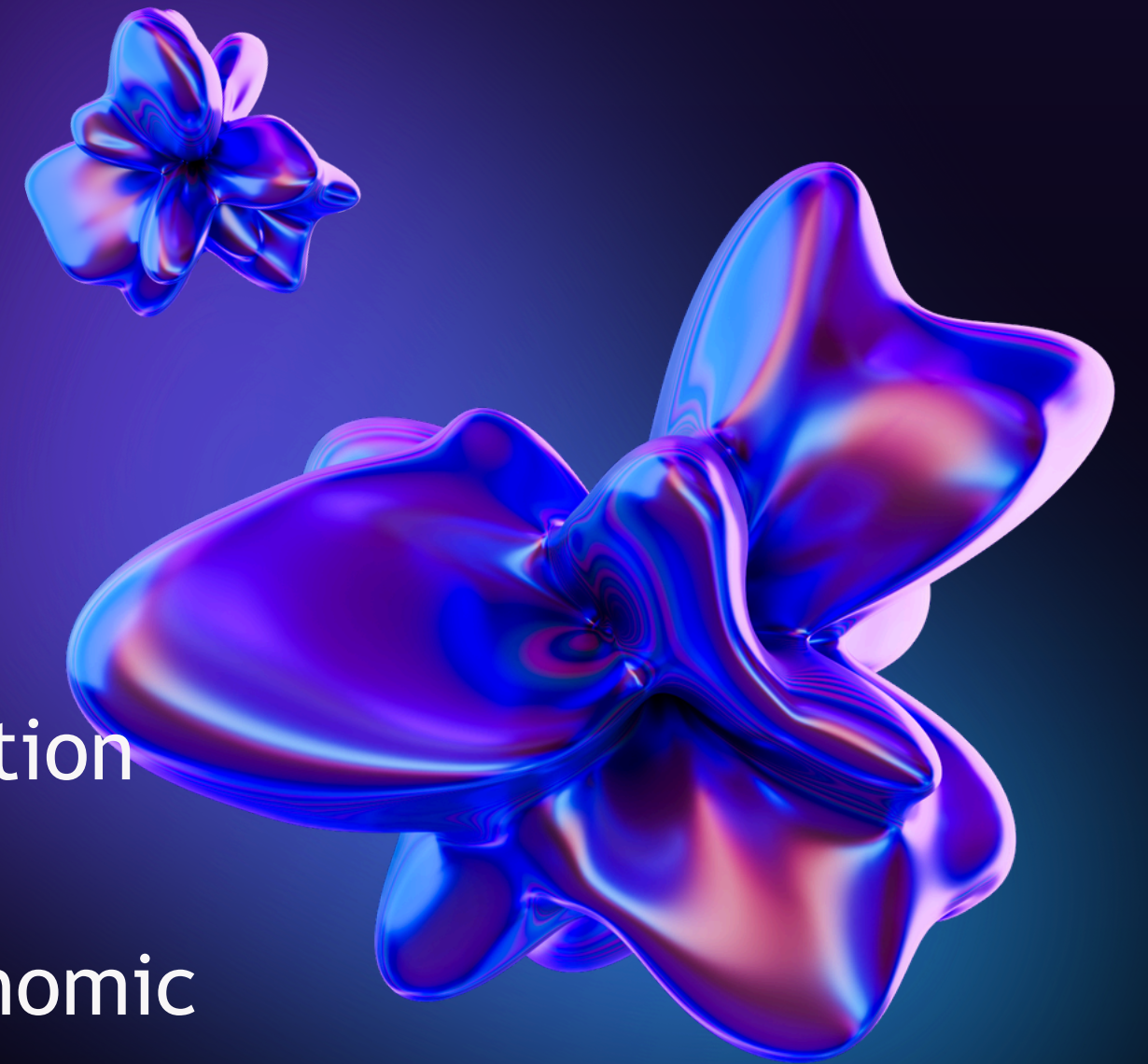
# Implementation Plan

- Phase 1 - Pilot (Year 1): Launch 1-2 hubs, mentorship & marketplace platform, and the first Innovation Challenge.
- Phase 2 - Expansion (Years 2-3): Scale hubs nationwide, strengthen partnerships, and create a youth business fund.
- Phase 3 - National Rollout (Years 4-5): Establish B'preneur as a national movement, influence policy, and build continental/global partnerships.



# Expected Impact

- Thousands of jobs created and sustained.
- Increased access to funding and markets for youth.
- Reduced unemployment and poverty levels.
- Strengthened entrepreneurship culture and innovation ecosystem.
- Contribution to Kenya Vision 2030, Bottom-Up Economic Agenda (BETA), and SDGs.





# Call to Action

- We invite government ministries, NGOs, CBOs, development partners, and private sector stakeholders to collaborate with B'preneur in building a national movement that unlocks Kenya's youth potential.
- Together, we can turn job seekers into job creators and transform communities through sustainable enterprise.



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# Thank you

We sincerely appreciate your time, interest, and support in exploring the B'preneur Initiative. Together, we can create opportunities, unlock potential, and transform communities by empowering youth to become tomorrow's leaders and innovators.

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