

JULIANI PRESENTS THE NAIROBI STARTUP WEEK

Overview:

The African Kenyan start-up /SME seen is vibrant and growing. It is estimated that SMEs represent about 90% of businesses and more than 50% of employment worldwide with formal SMEs contributing up to 40% of national income (GDP) in emerging economies¹. A recent National Economic Survey report by the Central Bank of Kenya (CBK) indicates that SMEs constitute 98 percent of all business in Kenya and create 30 percent of the jobs annually as well as contribute 3 percent of the GDP². While there are about 7.41 million MSMEs in Kenya, only 1.56 million are licensed whereas 5.85 million are unlicensed.

MSMEs continue to be a significant source of funding for the banking industry, accounting for 14 percent and 57 percent of total customer deposits held in commercial banks and microfinance banks, respectively³. Similarly, the 2020 National Economic Survey report by the Central Bank of Kenya (CBK) 2020 indicates that banks have designed various credit products targeting MSMEs with more than 60 percent of all commercial banks offering products targeting all the three categories of MSMEs, i.e. micro, small and medium-sized enterprises. 10 percent of commercial banks offer products targeting only enterprises in the medium category, while 8 percent offer products targeting enterprises in the small and medium categories. 60 percent of microfinance banks offer products targeting all three MSME categories, while 36 percent offer products targeting only micro and small enterprises.

Kenyan startups raised \$482 million venture funding in the first three months of 2022 according to a new report dubbed African-Focused Database, The Big Deal⁴. This is more than what the country did in all of 2021 where startups raised \$412 million, making Kenya among the top 5 African countries attracting massive funding. Despite this progress, challenges still exist that hinders continuous growth of SMEs. The shock to business such as COVID-19 pandemic affected the SMEs with about 70% affected. The SME sector competitiveness and the exploitation of economies of scale are largely determined by the quality of products developed and the right pricing. While the presence of innovation, inventions and modifications signifies growth, very few (30%) companies have come up with new innovations within 3 years of their existence. In this regard, it is critical that all 47 counties establish incubation centres for SMEs to resolve issues on product design, innovation and patenting.

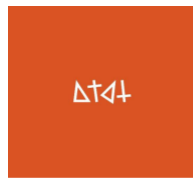
At the same time, unfair competition from cheap imports has continued to hinder the growth of the sector. Kenya's domestic market is shared by a small portion of formal markets that has preference for high-quality products and at reasonable prices, yet it is too small to bring down the cost of production due to economies of scale. Unfortunately, low level of product development and innovation has allowed the importation of items that can be locally produced. Additionally, clear guidelines targeting SMEs for the smooth operation of the Buy Kenya Build Kenya Strategy are key. The government, being the largest consumer of goods and services, would be of great importance to SMEs especially in the procurement of their products.

¹ <https://www.worldbank.org/en/topic/sme/finance>

² <https://www.centralbank.go.ke/2021/07/15/2020-survey-report-on-msme-access-to-bank-credit/>

³ https://www.centralbank.go.ke/uploads/banking_sector_reports/1275966539_2020%20Survey%20Report%20on%20MSME%20Access%20to%20Bank%20Credit%20-%20Final%20-%2015%2007%2021.pdf

⁴ <https://thebigdeal.substack.com/p/tick-tick-boom-q1-results-are-in?s=w>



THE NAIROBI START UP WEEK.

In light of the great potential for SMEs in Kenya and the challenges, there needs to be continuous engagement to provide platforms for peer to peer learning, a platform to share experiences, showcasing start-ups and provide opportunities for greater investments for SMEs. Its for this reason that we are hosting 5 days Showcase and celebration of the vibrant start up/SME community including Forums, Exhibitions and a 5 days hybrid concert at the waterfront Nairobi from 29th June to 3rd July 2022 between 2:00 p.m. and 10:30 p.m.

Juliani did a pitch at the Adanian Lab. At the time he was planning a 5 days concert. He interacted with founders in the community. He received gems on seemly obvious conversation like how to measure valuation, Raise Capital, market entry, their challenges and much more. He got inspired and decide to include the start up theme in his 5 days Concert and have this conversation at a bigger stage.

The event will bring together, start-ups, investors, the financial institutions, media, general public, musicians, academia among others.

Objectives:

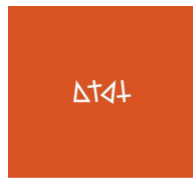
1. Bring together start-ups for peer to peer conversation.
2. Build trust, create awareness to the general public on the awesome solutions around them and encourage interaction and conversions.
3. Provide a space for stakeholders to reaffirm their role and commitment in the movement, explore entry points, identify pain point barriers for young people creating employment and solutions.

Goals:

1. Host 200 + Start-ups/SMEs.
2. Reach 20,000 Kenyans virtually
3. 5,000 physical attendance at the event.
4. Present alternative to potential local investors.
5. Opportunity to attract users and engage customers.

Exhibition Theme areas:

1. Agriculture.
2. Education.
3. Fintech.
4. Culture Art and entertainment.
5. Health.
6. Environment & Sustainability.



FORUM AREA OF DISCUSSION:

1. The Identity crisis:

- Who is a Start-up?
- What's the difference with SMEs?
- Why reference to Tech only?
- Why do one had to prove themselves first? From idea to product to market to scale.
- Why the terminologies, and adoption of foreign culture to define our landscape.
- Consumption of local content, the opportunity and the barriers.
- Mama mboga as a representation of determination, innovation and the Kenyan resilience.

2. Investment:

- Why does a Kenyan investor see land (mogonda) as a typical form of investment?
- Why young people rather bet than invest in securities?
- What are the risk/return barrier for Saccos, banks, and harambee as a form of raising capital?

3. Market:

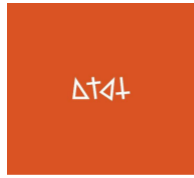
- The high cost of customer acquisition and level of entry to conversion, trust and challenges to scale. Are apps synonymous to start-ups?

4. Culture:

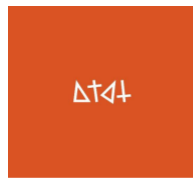
- The Kenyan psyche.
- The effect of the Kenyan culture and is it a factor in the Start-up ecosystem. Local content consumption.
- Governance and compliance.

NSW PROGRAM AND ACTIVITIES:

- **Showcase Room:**
Curated discussion and presentation by start-ups and partners in the ecosystem.
- **Exhibition:**
First-hand Experience with your favourite start-up. See how their solutions works and connect with their team.
- **The Village:**
Let your hair down. Vibe, exchange business cards, laugh and enjoy Entertainment from other acts.
- **Fireside Chat:**
A pre-recorded conversation with players in the start-up space about Culture, investment, Identity crisis and market.
- **Juliani Experiment (Jx_)**
Each day Juliani performs one his albums with a mash up on the 5th day.



	Showcase and Exhibitions				Arena Family Show
	Day 1	Day 2	Day 3	Day 4	Day 5
2pm-3pm	Our Future, Our past.	Circular Economy: The Role of SMEs in the Growth and Resilience of Kenya's Economy.	Short term accommodation	Improving the Environment for SMEs to Thrive!	
3pm - 4pm	Shengpreneur	Shengpreneur	Shengpreneur	Shengpreneur	
4pm-5pm	Mental health- Doctor live	Safety net during commute – motisure	NFT club	Sauti gang : session with musicians instrumentalist.	
5pm- 6pm	Techtalk afrika podcast	Techtalk afrika podcast	Tech talk Afrika podcast	Techtalk Afrika Podcast	
	The Village				
	Day 1	Day 2	Day 3	Day 4	
5pm - 9pm	Boombap: East African & Kenyan hiphop Dj set				
	Main stage				
	Day 1	Day 2	Day 3	Day 4	
7pm - 8pm	Fireside Chat: Identity crisis	Fireside chat: Investments	Fireside chat: Culture	Fireside chat: Markets	
8pm -10pm	Album 1: Mtaa Mentality	Album 2: Pulpit Kwa Street	Album 3: Exponential Potential	Album 4: Masterpiece	Album Mix



SHOWCASE DISCUSSIONS:

1. Our Future, Our Past – a deeper look at the evolution of our culture and heritage. This will be in partnership with the National Museums of Kenya by Elizabeth Wala
2. Short term accommodation rental sector - to facilitate a constructive dialogue between industry and national/regional authorities and other relevant stakeholders to possibly come up with a set of principles applicable to collaborative economy in the tourism accommodation sector by Elizabeth Wala.
3. Circular Economy: The Role of SMEs in the Growth and Resilience of Kenya's Economy' – Facilitated by Ebenezer A. Amadi, Sustainable Inclusive Business, KEPSA
4. Shengpreneur- start up Harambee by Juliani Jeshi
5. Fireside chat:
6. Access to Markets: Improving the Environment for SMEs to Thrive - Facilitated by Ebenezer A. Amadi, Sustainable Inclusive Business, KEPSA
7. NFT club Kenya
8. Sauti gang – session with instrumentalists and Opportunity to play one of the nights at the Village.

PARTNER LIST

Organisations:

1. Kenya Private Sector Alliance (KEPSA)
2. Kenya Bankers Association (KBA)
3. Association of Startup and SME enablers of Kenya
4. Adanian Labs

Start-ups:

Afya records	Damian Agrithink Limited
Wingu Plus	Orange Adventures limited
Mofity	Tausi app
Mymsanii	Mjenzi
Taka Bank	Agricap
Kidato	RewardAdz
Nailab	TWAA
Carmachain	Ayanna Shea Africa organics
Thorium Organic Foods	Stowelink inc
Serapay	Bio Makaa
Jobzy	Adelante Group