

# MbeleNaBiz

BUSINESS PLAN COMPETITION



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MbeleNaBiz is on:



Compete for a grant of  
Ksh 900,000 or Ksh 3,600,000!



[www.mbelenabiz.go.ke](http://www.mbelenabiz.go.ke)



## About MbeleNaBiz

The MbeleNaBiz Business Plan Competition (“MbeleNaBiz”) is an initiative of the Government of Kenya, under the Kenya Youth Employment and Opportunities Project (KYEOP). The Competition aims to expand new and existing youth-led businesses by providing them with grant funding and/or business plan training. The Competition is being implemented by the Micro and Small Enterprises Authority (MSEA) and the Ministry of Public Service, Youth and Gender Affairs (MPYG), with support from the World Bank. KPMG has been contracted to manage the Competition.

## The MbeleNaBiz focus

MbeleNaBiz seeks to create jobs and increase income for young men and women. By investing in young entrepreneurs whose ventures will generate employment opportunities and earnings for their unemployed fellow youth, the Competition will contribute to the development of an inclusive economy that provides opportunities for as many Kenyans as possible.

In particular, the Competition invites applications from new and existing businesses that:

- Are led by youth: Businesses that harness the creativity of young people in Kenya.
- Will create jobs for youth: Businesses that demonstrate the potential to create employment for young women and men in Kenya.
- Have high growth potential: Businesses should demonstrate commercial viability.

## MbeleNaBiz eligibility

In order to be considered, an applicant must meet the following criteria:

- Age: The lead applicant and majority of the shareholders (at least 70%) must be aged between 18 and 35 at the time of application.
- Level of education: The lead applicant must have completed a minimum of Form 4 qualification or equivalent.
- Nationality: The lead applicant must be a Kenyan national. Kenyans living abroad are eligible to apply but will need to demonstrate that they will live and operate the business in Kenya should their application be successful.
- Geography: The business must operate in Kenya.

## How to apply

There are two ways to apply:

- 1 Online application: Visit [www.mbelenabiz.go.ke](http://www.mbelenabiz.go.ke) to find the link to the application website and application instructions or
- 2 Paper application:
  - For those youth without access to the internet or a computer, it will be possible to submit a paper application form through a Youth Development Officer, a listed partner, or by attending one of the Mbelenabiz workshops.
  - We strongly encourage submission of applications online, however, as capturing information through paper applications has a much higher risk of mistakes.

Be aware that there is no application fee, so please do not make any payment to apply to the Competition. But note that candidates invited for business training would need to cover the cost of the travel to the training venues.

## Selection and award

Applications will be reviewed by the Competitions Manager, KPMG, and an independent judging panel. The Competition is seeking high potential business ideas that are innovative and scalable. It is a competitive process and not everyone can be selected, so applicants are encouraged to put their best efforts into their proposals.

A total of 750 successful applications will be notified and be awarded either Ksh 900,000 or Ksh 3,600,000. Some applicants will also have the opportunity to receive training in business plan preparation.

## Key dates

