

AmwemTech Solution - Grant Proposal

1. Executive Summary

AmwemTech Solution is a startup cyber café that aims to provide both physical and online digital services in Kitengela, Kenya. Our business will serve students, working professionals, job seekers, and the general public with affordable, fast, and accessible ICT services. The business seeks a startup fund of KES 300,000 to cover equipment, rent, and marketing.

2. Problem Statement

Access to affordable and quality ICT services remains a challenge, especially for youth, job seekers, and small businesses in urban settlements like Kitengela. Many existing cyber cafes are either overcrowded, too expensive, or offer poor service. This creates a gap for a modern, youth-friendly, and professional service provider.

3. Business Objectives

- Provide fast and affordable cyber services (printing, browsing, scanning, etc.)
- Offer online support for job applications, government services (eCitizen), CV writing, and KRA services
- Bridge the digital divide through training and support
- Employ and mentor youth in ICT service delivery

4. Products and Services

- Internet browsing
- Document printing and photocopying
- Online government services (eCitizen, KRA, NTSA)
- CV and cover letter writing
- Graphic design and typesetting
- Basic computer training
- Digital consultancy

5. Target Market

Our services are designed for:

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- Youth and students needing affordable browsing and printing
- Job seekers requiring application and CV services
- Professionals and SMEs needing online services, scanning, or consultancy
- Walk-in clients who require everyday ICT and documentation help

6. Market Analysis

Kitengela is a fast-growing urban area with a large population of youth, institutions, and small businesses. The demand for ICT services is rising due to increased digitalization, job applications, education, and a lack of affordable service providers.

7. Business Model

AmwemTech Solution will generate income from:

- Pay-per-use services (browsing, printing, scanning)
- Training fees
- Consultancy services
- Monthly packages for regular customers

8. Marketing Strategy

We will promote our services through:

- Social media (Facebook, WhatsApp, Instagram)
- Posters and flyers around Kitengela
- Referrals and customer incentives
- Partnerships with schools and small businesses

9. Financial Requirements

We are seeking a total of KES 300,000, broken down as follows:

- Computers (3 desktop PCs): 90,000
- Printer/copier + Scanner: 40,000
- Internet setup (router, fiber): 20,000

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- Furniture (chairs, desks): 25,000
- Branding & marketing: 15,000
- Rent deposit & 3 months: 60,000
- Miscellaneous & licenses: 25,000

Total: KES 300,000

10. Social Impact

AmwemTech Solution will:

- Provide digital access to underserved communities
- Support job seekers with CVs and online applications
- Offer youth mentorship and employment
- Empower locals to participate in the digital economy

11. Conclusion

With an investment of KES 300,000, AmwemTech Solution will offer vital ICT services, promote youth employment, and empower the Kitengela community. We seek funding or partnership to bring this vision to life.