

PARTNERSHIP WITH KNCCI

1. Introduction

The TallyTrack Africa under 40 Years National Prestigious Awards is a research-driven national recognition platform celebrating young achievers under 40 across Kenya in various categories such as Content creation, philanthropies, comedians etc. By highlighting clean, credible, and inspiring role models from all tribes and sectors, the awards nurture Kenya's next generation of leaders/ The Achievers.

2. WHY THIS MATTERS

- **Kenya's Youth Majority:** Over 75% of Kenya's population is under 35 the future of commerce, politics, creativity and innovation.
- **National Cohesion:** Recognizing achievers from all tribes promotes unity.
- **Economic Growth:** Celebrating young entrepreneurs' clean content creation and innovators inspires more startups, SMEs, and business leaders.

3. STRATEGIC ALIGNMENT WITH KNCCI

- A. KNCCI promotes enterprise development, business networking, and policy advocacy.
- B. TallyTrack Africa provides a national platform where young business leaders, innovators, and professionals are showcased.
- C. Together, KNCCI & Tallytrack Africa can:
 - Spotlight Young Entrepreneurs - Boost visibility of SMEs.
 - Inspire Future Leaders - Link awards to mentorship and incubation.
 - Strengthen Kenya's Brand - Position the country as a hub of young talent

4. PARTNERSHIP OPPORTUNITIES

KNCCI could:

- Co-brand the Awards - “Powered by KNCCI” for credibility.
- Offer Business Incubation/Networking to winners.
- Mobilize Corporate Members to sponsor categories e.g. Young Entrepreneur of the Year.
- Policy Advocacy - Use awardees as ambassadors for youth economic empowerment.

5. IMPACT & VALUE PROPOSITION

- **For KNCCI:** Visibility among youth and business communities, alignment with youth empowerment agenda, media mileage.
- **For Nominees:** Recognition, mentorship, and market access.
- **For Kenya:** A unifying celebration of achievement, promoting enterprise and leadership culture.

6. THE REQUEST

We seek KNCCI’s partnership to:

- Endorse the awards.
- Facilitate access to its corporate networks.
- Provide incubation and mentorship opportunities for winners.
- Support sponsorship mobilization.

7. Conclusion

Together, KNCCI and TallyTrack Africa can build a nationally respected platform that not only celebrates young leaders but also drives economic transformation through enterprise, innovation, and leadership.

Prepared by,

CEO TALLYTRACK AFRICA

ELIZABETH NTHENYA MUSYOKA

+254794450635 | ceo@tallytrackafrica.co.ke