

## Objective

The Kenya Industry and Entrepreneurship Project (KIEP) is a US\$50 million project that will be implemented by the Ministry of Industry, Trade and Cooperatives (MoITC), with support from the World Bank Group over the next six years between 2019-2024. KIEP aims to increase innovation and productivity in select private sector firms.

## Project Components

### Component 1: Strengthening the innovation and entrepreneurship ecosystem

This component endeavors to improve the innovation and entrepreneurship ecosystem through (a) supporting ecosystem intermediaries – such as hubs, accelerators, incubators and technology bootcamps, and by (b) establishing greater linkages between local startups and traditional industries, local startups and international networks, and between academia and the industry in order to fuel open innovation as follows:

#### **Sub-component: Strengthening the Ecosystem's Support Infrastructure**

This program focuses on strengthening the support ecosystem (e.g. incubators, accelerators and rapid technology skills providers such as bootcamps) through financial grants based on individual improvement plans. All intermediaries in Kenya – such as incubators and accelerators - will be eligible to apply. In addition, KIEP will also fund technology bootcamp providers through subsidizing cost of tuition for students, and through supporting bootcamps through grant funding for scaling.

#### **Sub-component: Industry-Startup Linkage Program**

The Industry-Startup Linkage Program aims to address the existing lack of connection between established industry players, startups, and other ecosystem stakeholders through a facilitated program involving product development acceleration. This mechanism will attract and filter relevant startups to work with industry players in their product or service challenges. It will help the participating companies build their own innovation capacity, and aid startups in finding a ready market for their products and services.

#### **Sub-component: International Acceleration Process**

The International Acceleration Process will focus on connecting the Kenyan ecosystem to international networks of talent and support infrastructure (for example, mentors and early-stage investors). The process will also attract global experts and investors to the local ecosystem in order to showcase Kenya's talent on the global platform.

#### **Sub-component: Industry-Academia Platform**

The Industry-Academia Platform aims to connect a network of different, formal tertiary education institutions and their students to individual companies through specific product development sessions with company staff. This activity will support open innovation in Kenyan companies through access to relatively low-cost human capital, and help students develop practical, in-demand skills and experience during their formal education.

### Component 2: SME Linkages and Upgrading

The SME Linkages and Upgrading Program focuses on strengthening the managerial and technical capabilities within Kenyan SMEs, to enable them to better compete for local and international market opportunities. The component will support SMEs in improving their use and access to technology, and encourage innovation and productivity improvements at firm level through grants and business development support.

### Component 3: Outreach, M&E and Project Implementation Support

This component provides resources for project implementation and monitoring activities, including conducting project audits and government trainings to strengthen capacity. The Project Implementation Unit (PIU) sits within the MoITC. The component also includes the design and implementation of an overall KIEP communications strategy to inform stakeholders on the Project's progress and facilitate the ability to replicate successes.

### Project Beneficiaries

#### Accelerators or Incubators

These include accelerators or incubators operating in Kenya. Accelerators are defined as organizations that offer fixed-term, cohort-based programs that include seed investment, connections, mentorship, educational components, and culminate in a public pitch event or demo day to accelerate startup growth. Incubators are organizations that help startups to develop and grow by providing services such as management training or office space, also referred to as hubs and innovation centers. These will be beneficiaries under the Strengthening the Ecosystem's Support Infrastructure component.

#### Technology Bootcamp Providers

Rapid technical skills training providers or skill intermediaries that offer short-term, applied, intensive technology skills training paired with collaborative problem-solving and other soft skills development. These will be beneficiaries under the Strengthening the Ecosystem's Support Infrastructure component.

#### Startups

These include Kenyan startups that will be beneficiaries under the Industry-Startup Linkages Program, and the International Acceleration Process. In addition, Kenyan startups will also benefit indirectly through participating in programs run by accelerators/incubators that are supported by the project.

#### SMEs

These include Kenyan firms, whose annual turnover falls between KSH 50 million and KSH 1 billion (US\$0.5- US \$10 million). This turnover may be from the previous financial year, or be an average annual turnover from the previous three years. KIEP will encourage participation from women-run SMEs. SMEs will be beneficiaries under the SME Linkages and Upgrading Program.

#### Students

These include Kenyan students from tertiary academic institutions that could directly benefit through participation in the Industry-Academia Platform. In addition, students could also benefit from tuition subsidies provided to technology bootcamp providers under component 1. Participation of female students will be encouraged by the project.

#### Corporates

These include large businesses that will be indirect beneficiaries through increased access to high-potential, local talent (students); through open innovation with startups; and through improved performance of SME suppliers along their supply chain. While corporates may not be direct beneficiaries of the project, they will gain indirectly through the various project components and through positive spillover effects.

### Partners:



Republic of Kenya



### Contacts:

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