



Welcome to the

# **Social Hub for Innovation, Entrepreneurship, Leadership and Design - Thinking (SHIELD)**

Filling the entrepreneurs' missing pieces

**SHIELD**  
Filling the entrepreneur's missing pieces

## What we offer

- ❖ Tech and Innovation Programs
- ❖ Mentorship and Networking
- ❖ Co-Working Spaces
- ❖ Creative Spaces
- ❖ Training Rooms and Events Space
- ❖ Community

# **SHIELD ANNUAL REPORT 2024**



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## Who we are

Social Hub for Innovation, Entrepreneurship, Leadership, and Design Thinking is a social entrepreneurship community that fosters innovation through digital skills and design thinking.

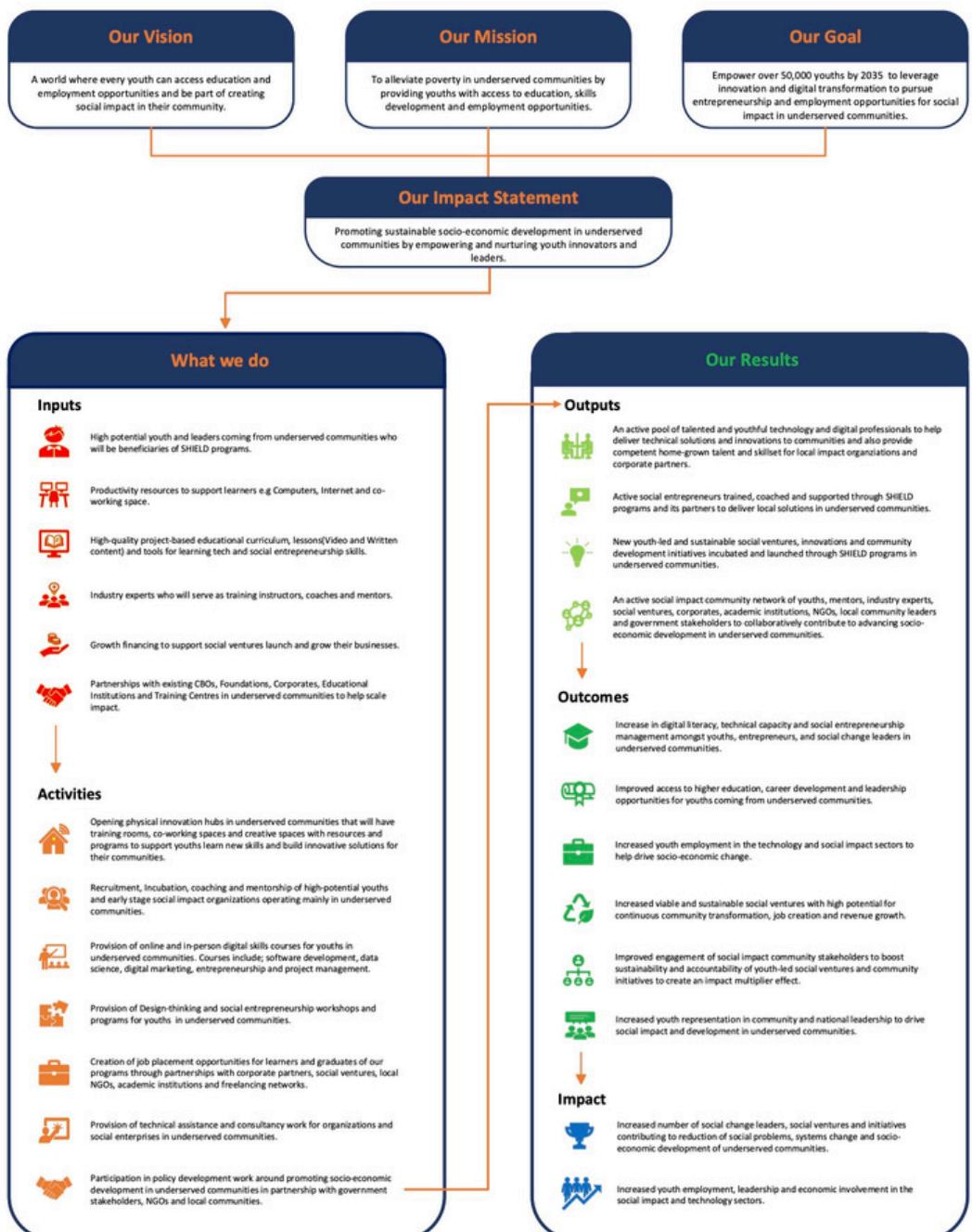
## Our vision

A world where every youth can access education and employment opportunities and be part of creating social impact in their community.

## Our Mission

To alleviate poverty in underserved communities by providing youths with access to education, skills development and employment opportunities.

## OUR THEORY OF CHANGE



## Our Board of Directors

**James Mugambi**

Chairperson | CEO

**Eric Muriithi**

Secretary | CTO



Treasurer | CFO

**Sheila Siele**

Administrative Director

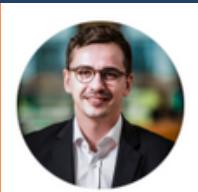
**Eden Nasiali**

Operations Director

## Our Advisory Board

**Dr. Arie Ben Josef**Lead Venture Building Team, GreenTec Capital  
Partners and University Lecturer Frankfurt School  
of Business & Management**Dr. James Beaty**

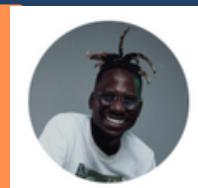
COO, Norwegian Energy Solutions and Services

**Jost Neumann**

Director Programmes, TUI Care Foundation

**Carolin Taenzer**

Managing Director, Impact Week

**David Nandwa**

CEO and Founder, HoneyCoin

# Dear Friends of SHIELD,

From two guys who played football together during our teenage years, Eric and I never thought that one day our paths would cross again in a corporate setting. We had high ambitions of playing professional football in Europe and making lots of money but it seems our fate was aligned elsewhere. I met Eric at a Cafe in late 2022 when he had just returned from University in Dubai having completed his software Development training. At the time, I was really in a low place and looking to find a fresh new purpose and career trajectory. I gave Eric the idea of SHIELD and within that one meeting, he was sold! We were both united by our passion for youth and community empowerment, I having grown in Kibera slums and Eric having many friends from footballing days coming from underserved communities whom he observed were not privileged enough to even afford higher learning and get jobs outside of football, which to be honest was not well paying at all! Later on, Eric's friends Kama and Sheila joined us to help build SHIELD into the best innovation hub in Africa helping youths access tech and entrepreneurship training and launch their careers. It has since been a journey of learning and unlearning, and as young entrepreneurs, we marvel everyday at the growth and progress we've made so far!

It's been 15 months of operation since we got our non-profit certificate, and every day we are inspired by the young talents that we work with in underserved communities. There are **1M new 18-year-olds in Kenya** each year. These young men and women need jobs, but currently, there's an under-absorption. Kenya needs to create 1.5-2M new jobs per year and grow **GDP at 8% per year**. By empowering youths in underserved communities, we hope that they will become future leaders, tech gurus, and entrepreneurs who will build and scale innovations, solving pertinent social problems in their communities and, in the process, creating jobs and development opportunities. We believe in our blended "**learn as you do**" model where a SHIELD fellow learns a technical skill, learn design thinkings then learns social entrepreneurship and finally applies skills and knowledge to build their first social venture and are looking forward to seeing outcomes and learnings that can enable us to build more hubs to scale our impact to more underserved communities in Africa.

In this inaugural report, you will read how 100 students from Kabete National Polytechnic built their first websites thanks to our training programs. You will also read how 15 youths from Kibera are building their first social ventures in the Tourism space to solve tourism related challenges in their communities. You will also see how we are working towards building the first state of the art innovation and co-working space for youths to access resources to get started in their tech entrepreneurship journey. We hope that through community-first social ventures, we can promote sustainable businesses that will provide livelihood opportunities for millions of individuals and families in Africa.

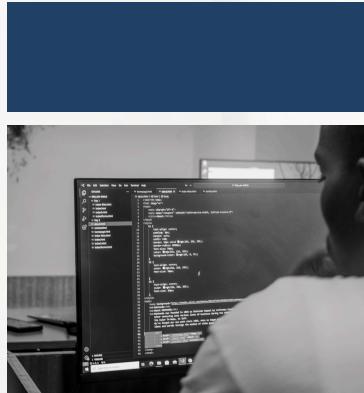
All this progress is thanks to you! In one way or another you have contributed to us getting to where we are, be it through volunteering at SHIELD, mentorship, partnership, connections made, funding that you provided and even through words of encouragement or engagement on social media. We appreciate the support we have received and hope that in 2025 and even going into the future you will stay on this journey with us to help us reach more youths and create more impact!

When I was almost giving up on corporate life, SHIELD was just the thing that got that spark in me rekindled! Seeing our young fellows build applications on their own, conceptualize social ventures that will create opportunities for generations to come reminds me of my humble beginnings and how with resilience and lots of failures on the way, I have gotten to a place where my work not only grows me but also touches the lives of people in the community where I grew up in. This is why we will continue investing in our future, the YOUTH!

*Truly Yours,  
Djemba*



# 2024 at a glance, through the lenses

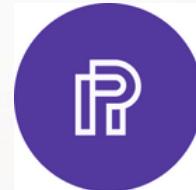


2024 marked a historic pilot year for SHIELD, laying the groundwork for transformative impact. This year, we launched key initiatives that strengthened our mission and expanded our reach. Our efforts have driven meaningful change from impactful community programs to strategic partnerships.

Our pilot initiatives have provided invaluable insights, allowing us to refine our approach and maximize our effectiveness. The details of our impact are outlined in this report, showcasing our commitment to sustainable growth and long-term success.

# IN 2024, we embarked on our pilot year launching 2 youth-focused programs

1



The Tourism Development Program, a partnership with TUI Care Foundation and Peer by HoneyCoin, launched targetting **teaching 15 youths in Kibera** on scholarship in a **10-month program** incorporating The SHIELD Methodology: **Web Development, Design Thinking and Entrepreneurship.**



The KNP Pilot Program, a partnership with Kabete National Polytechnic, a parastatal under the Ministry of Education, a one-month **micro-course program** focusing on **developing digital skills for students** in the campus as an extra curriculum activity.

2



### Class of 2024



Lydia Kimwili



Fenton Bwamu



Ajia Abdulhamid



Malcom Otieno



Constance Khalumba



Reagan Gachanja



Christine Kimani



Reuben Ochieng



Esther Nyandiko



Erastus Kimani



Blessed Earisaidin



Anthony Kimani



Braxton Lumbasi



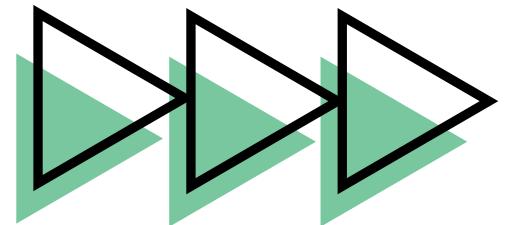
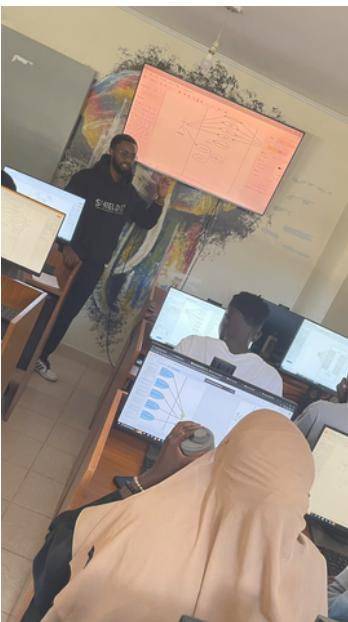
Felix Otieno



Tony Otieno



## TOURISM DEVELOPMENT PROGRAM

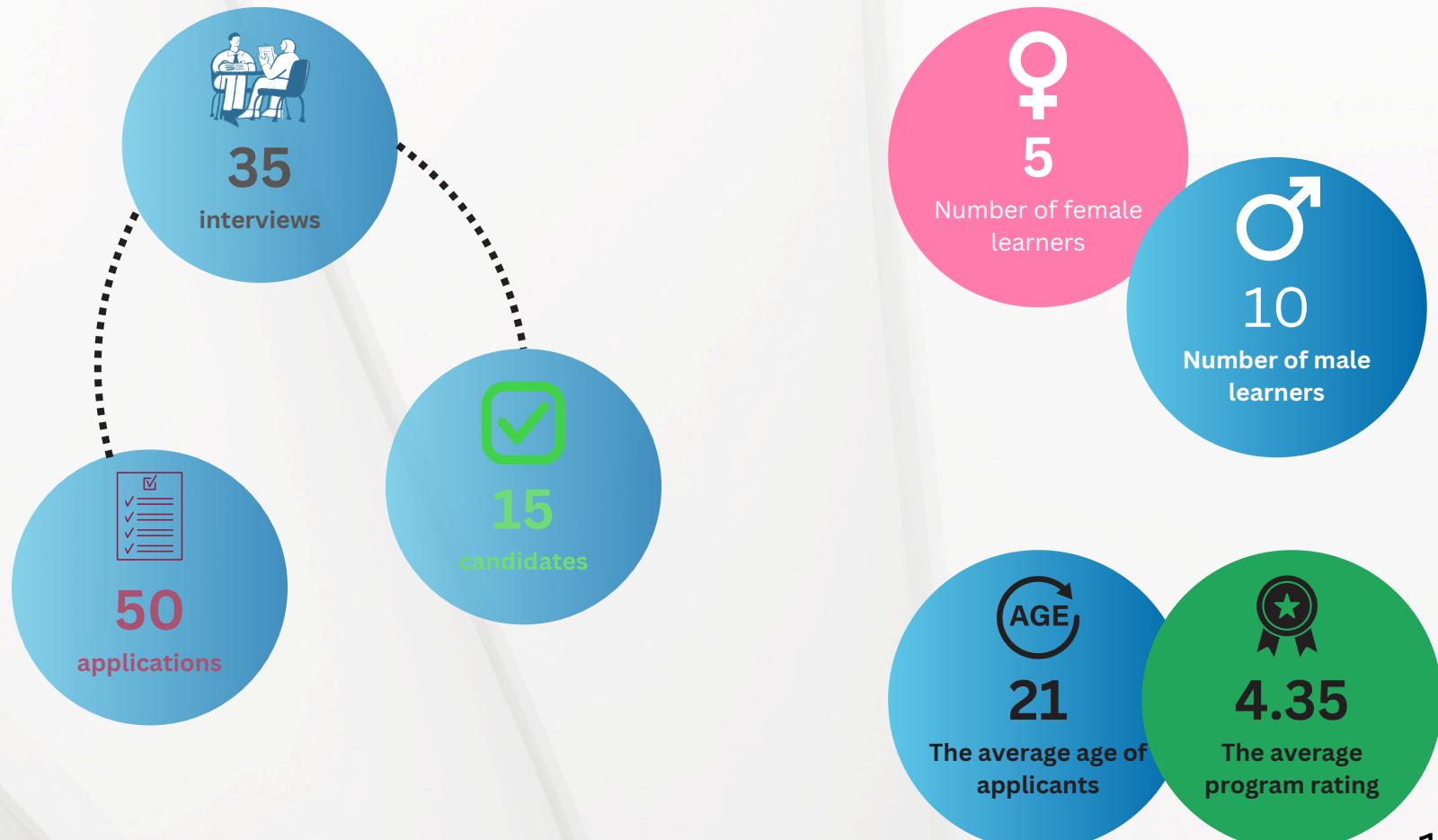


# TDP - Stats POV

1

## Program Overview

Our program fosters growth and opportunity, attracting diverse applicants dedicated to making a difference. We received **50 applications** this year, with **35 candidates** advancing and **15 candidates** officially joining. The average age of our participants is **21.92**, reflecting a dynamic mix of perspectives. With an average program rating of **4.35**, we continue to deliver impactful experiences and meaningful outcomes.



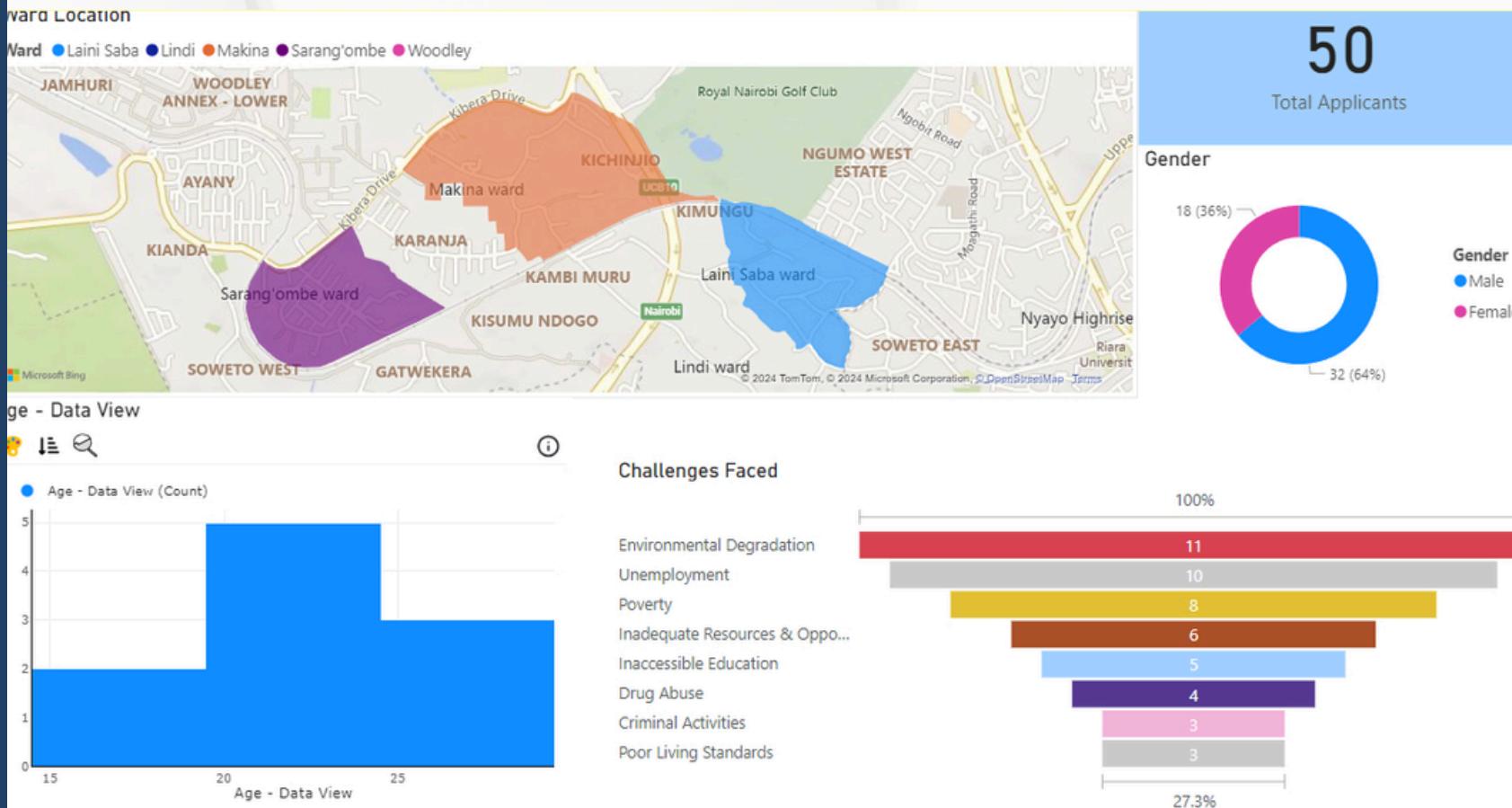
# TDP - Stats POV

2

## Application Insight

Applicants fill out detailed forms capturing personal information, educational background, and motivations for joining the program. This allowed us to assess their suitability and alignment with the program's objectives.

We were able to better understand the demographics of the youths better which comprehensively outlined the societal problems that we are solving.



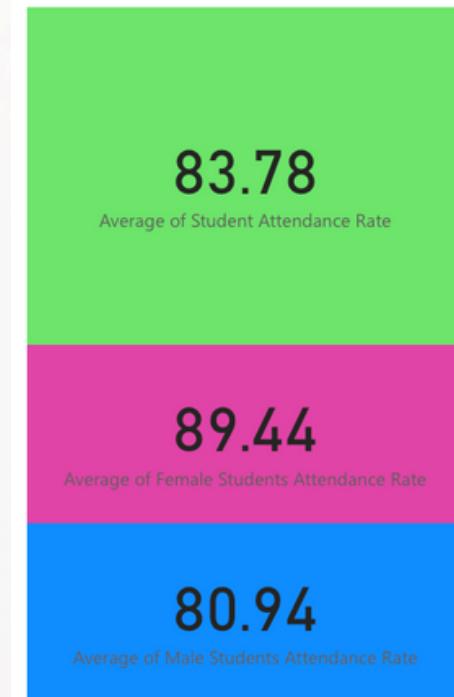
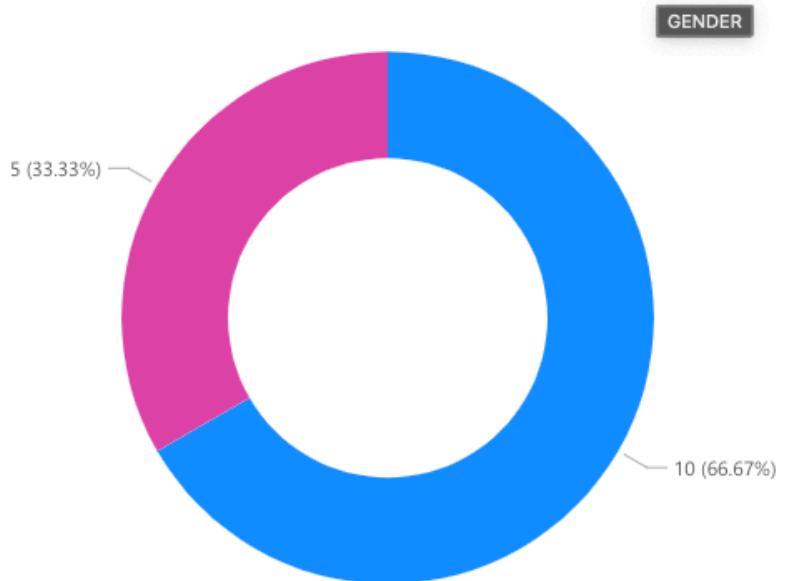
# TDP - Stats POV

3

## Attendance Metrics

Attendance is tracked meticulously to ensure active participation and engagement throughout the program. Metrics include individual attendance rates and daily program attendance averages, providing insights into overall consistency and learner commitment. These metrics help identify trends, address gaps, and maintain accountability among participants.

Our target for **Student Attendance is 70%** and **Daily Average Attendance is 70%**



# TDP - Stats POV

4

## Feedback Insights

Participants praised the support, resources, effective instructors, and engaging learning environment. Weekly ratings reflected high satisfaction, highlighting a well-structured and impactful program experience.

The criteria used were: **Support & Resources**, **Learning Experience Fee**, **Course Instructor Effectiveness**, **Program Engagement Feel**, and **Overall Weekly Rating**

**4.31**

Support &amp; Resources

**3.95**

Learning Experience

**4.07**

Program Engagement Feel

**4.24**

Course Instructor Effectiveness

**4.35**

Overall Program Rating

# TDP IMPACT

## TDP - Program POV - Software Development

A glimpse of our first phase of the program: 10-month Software Development tutoring



**Eric Muriithi**, a Software Developer at PLP, is enthusiastic about enabling business through technology-driven solutions.

He covered Introduction to Web Development and API Programming basics. Through his hand-holding sessions, learners developed the basics of programming



**Evans Nyamai**, aka “JavaScript Daddie”, is a very passionate tutor with a goal of training 15,000 students in Software Development. Evans was our lead and key tutor and was very vital in helping the learners transition from beginner to intermediate.

He covered HTML, CSS, and JS which are the key programming languages for web development.



**Eudicus Ngare**, aka “Sage,” a self-taught developer who is the zeal to teach, he was the key tutor in both of the SHIELD programs, i.e., TDP and KNP.

He covered Data Science basics taking the learners through SQL Programming



**Derrick Waweru**, a techie at heart currently an Information Systems Audit analyst at Pwani Oil.

He covered Database Programming covering SQL Queries and understanding the relationship between web applications and databases.



**Azhar Ahmed**, a second-year student at Strathmore University, with remarkable potential and big thinker on what technology can achieve.

He covered the basics of Object Oriented Programming, where the learners understood the basics of Java programming.



**David Kiai**, aka “Kama”, a very dedicated techie currently working at KCB Bank Group as a Technology Governance Analyst. He believes that technology makes you understand businesses better than any other career.

He covered System Analysis and Design

# TDP - Program POV - Design Thinking

Key highlights of our second phase of our program: 2-week **Design Thinking**



## TEAM BREAKTHROUGH

**Team Members:** Felix Otieno, Stella Mogoah, and Reagan Gachanja

**Coach:** Sheila Siele

**Design Challenge:** Hospitality in the sector of tourism

**Persona:** Mrs Biashara

**POV Statement:** Mrs. Biashara needs to gain knowledge and insight into branding, marketing, and legal rights to mitigate brokers' greedy habits, enhance visibility, and ultimately increase sales.

**How might we Statement:** **How** will we enable **Mrs Biashara** to gain knowledge and insight on branding, marketing, and legal rights to counter greedy brokers, **copyright infringement**, and **bad perception** of **Kibra**, improve visibility, and increase sales?

**Final Solution:** **Learning Management System** to **educate** businesses in the Hospitality industry about branding, marketing, and legal rights in order to counter greedy brokers, copyright infringement, and bad perception of Kibra and improve visibility and increase sales in their businesses.

**Project Link:** [Kikwetu Ventures](#)



# TDP - Program POV - Design Thinking

Key highlights of our second phase of our program: 2-week **Design Thinking**



## TEAM TRAILBLAZERS

**Team Members:** Tony Otieno, Emmanuel Shammah & Christine Kimani

**Coach:** Eric Muriithi

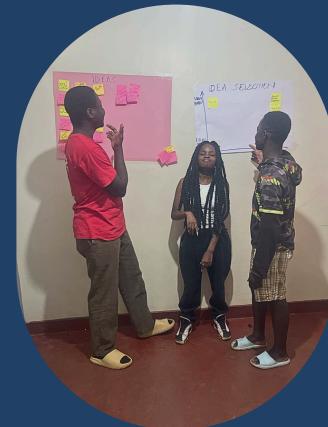
**Design Challenge:** Poor Marketing

**Persona:** Kabura

**POV Statement:** Kabura needs to create awareness

**How might we Statement:** **How** might help **Kabura** create awareness to **change people's perception**

**Final Solution:** **Digital Media Company** working to create awareness of Tourist attraction sites in Kibera and Kenya in general by **leveraging social media campaigns and organizing community art and talent events** that will promote local tourism and empower local stakeholders in the Tourism space.



**Project Link:** [Kibra Connect](#)

# TDP - Program POV - Design Thinking

Key highlights of our second phase of our program: 2-week **Design Thinking**



## THE PIONEERS

**Team Members:** Ajia Abdulhamid, Malcolm Otieno & Ruben Ochieng

**Coach:** James Mugambi

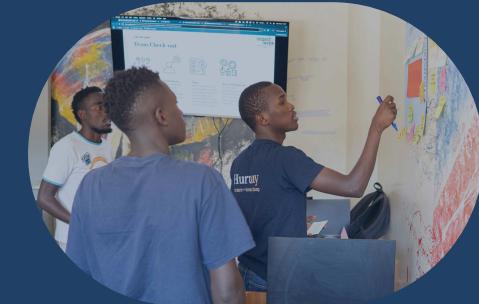
**Design Challenge:** Transportation

**Persona:** Xavier Edwards

**POV Statement:** Xa needs to find a way of reducing operation costs in order to boost sales of goods and services for his local tourism business

**How might we Statement:** **How** might we help **Xavier reduce operational costs** in his local tourism business to **boost sales and improve customer satisfaction?**

**Final Solution:** A **solution** to enable **local community guides to partner with local businesses** (e.g., restaurants, artisans, and transport providers) and **freelance tour guides** to offer **bundled experiences at a discounted rate**. This partnership reduces the need for fragmented services, minimizing operational costs while enhancing the authenticity and appeal of the tours.



**Project Link :** [Nyota Treasures](#)

# TDP IMPACT

## TDP - Program POV - Design Thinking

Key highlights of our second phase of our program: 2-week **Design Thinking**



### TEAM CE3

**Team Members:** Erastus Kimani, Lydia Kimwilu & Fenton Collins

**Coach:** Lydia Kimwilu

**Design Challenge:** Design a way to incorporate community involvement in the tourism sector to boost tourism among the Residents of Kibera

**Persona:** Deno Felo

**POV Statement:** Deno needs to get more exposure because he needs to stay informed on tourism and its importance

**How might we Statement:** **How** might we help **DenoFelo** get **more information and education** to boost tourism among residents in Kibera?

**Final Solution:** An app that will provide a **Tourist Sites Directory** as well as **offer virtual tour guides to boost local tourism**. Their platform will showcase **Tourist sites, art galleries, Local BnB Hosts and Community events** that tourists can attend. Their main goal is to show the positive side of underserved communities that will promote local tourism focused businesses.



**Project Link: [Slum Treasures](#)**

# TDP IMPACT

## TDP - Program POV - Design Thinking

Key highlights of our second phase of our program: 2-week **Design Thinking**



### TEAM FIRST FOOD

**Team Members:** Anthony Kimani & Constance Khalumba

**Coach:** David Kiai

**Design Challenge:** Reduce food waste in Kibera to attract and promote tourism.

**Persona:** Malaika Difu

**POV Statement:** Malaika Difu needs a way to solve food waste in Kibra and create a cleaner and more attractive environment for locals and even tourists.

**How might we Statement:** **How** might we help **Difu** support Kibera residents in **reducing food waste** and create a cleaner, more attractive community for locals and tourists?

**Final Solution:** **Redifu**, A Food Waste Management App where **excess food and food waste is facilitated and collected** and sold to either children's homes or charities that need the food, and food waste is sold to **biogas and organic fertilizers companies** in the community and agricultural zones. The main goal is to create a sustainable food economy that can reduce waste pollution through poor food disposal and make Kibera and Nairobi beautiful.



**Project Link: Redifu App**

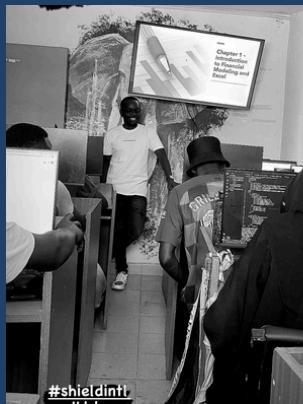
# TDP IMPACT

## TDP - Program POV - Entrepreneurship Camp



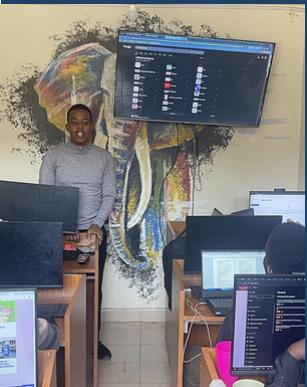
**Gloria Kisilu**, Founder of The Shaba, covered business strategy, highlighting the importance of vision and strategy for entrepreneurship and their ventures.

She shared her experience as a young founder and navigating the entrepreneurial life



**Joseph Wambugu**, Financial Analyst at Finergreen, an Investment Banking firm focused on energy projects and infrastructure. He covered financial modelling highlighting the importance of budgeting and projecting their revenues to attract investors.

He shared his work at a high-level and explained the importance of understanding financial metrics as an entrepreneur.



**Matt Magera**, Founder of Jobs, a platform job & talent recruitment platform, covered sales and marketing focusing on go-to-market strategy, sales pipeline, and developing customer success strategies.

His key highlight is that the customer is the center of your business, and entrepreneurs should focus on serving them.



**Lilian K Njeri**, a chartered accountant with over 15 years of experience, founded Fynsense Consultancy, which helps SMEs manage their accounting books. She covered book-keeping and the importance of diligently having your personal finances and business finances well kept.

She highlighted the mistakes of accounting and common accounting malpractices.



**Benaiah Wepundi**, Founder of Payd HQ and Vabu Events & Experiences, a payment solution app and experience management solution, respectively, covered business strategy narrowing down on business model canvas and sustainable business models.

He shared his inspiring story of his entrepreneurial journey with Vabu Events & Experiences.

# TDP IMPACT

## TDP - Learner POV



“The program has been beneficial to me, and even in advancing my skills, I like how the instructors have been willing to go the extra mile to see us benefiting in the program. I really appreciate the opportunity you have provided to me and my fellow classmates.”



“It was a worthwhile experience”



“First, I appreciate the opportunity to be part of the SHIELD program. When I first joined, I was inexperienced in software development, and the journey seemed daunting. However, with the continuous support, guidance, and motivation from the program, I have grown immensely in my web development skills. This journey hasn't been easy, but it has been incredibly rewarding. SHIELD has provided me with the knowledge, confidence, and hands-on experience necessary for my career growth. I now feel more prepared and inspired to pursue a future in this field.

I sincerely appreciate this program for empowering me and taking my career to the next level. Thank you, Shield!”

# TDP IMPACT

## TDP - Learner POV



“Joining Shield Hub has been a transformative experience, strengthening my skills in web and mobile development. I've gained hands-on experience with programming languages, frameworks, and real-world projects. The supportive mentorship, especially from Dr. Kiai, and the well-structured, industry-focused curriculum have prepared me for the job market. Despite initial challenges, the learning environment fostered growth and collaboration. I'm incredibly grateful for this opportunity and highly recommend Shield Hub to aspiring developers!”



“The program has been fantastic and enjoyed the whole program. I've learned a new thing that I wasn't aware of, the whole session has shifted my mindset to a different direction.”



“The program has benefited me in that I have learned and I have earned something this week. This week we dealt with Budgeting and also we did sales. what I like is that we were given good instructors who helped us during the week.”

# TDP IMPACT

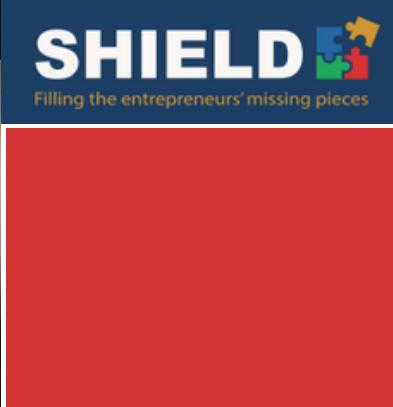
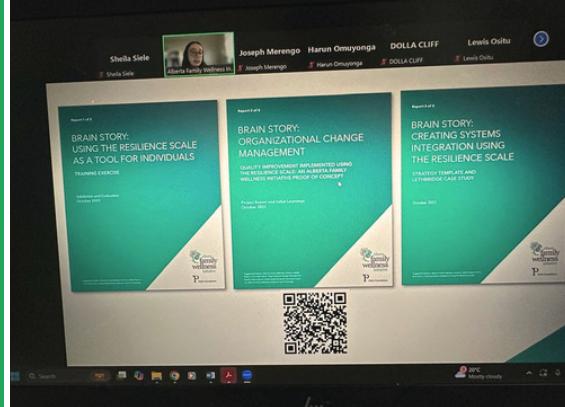
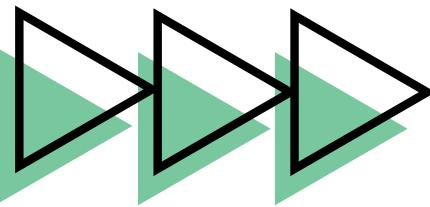
## TDP - Learner POV



"This week's session was fantastic, the instructors who came did a great Job. I have learned a lot from the start, and I appreciate your efforts, SHIELD team. I have learned about sales, financial management, pitch decks, etc. My best instructors are Kama, James, Evans, Eric, and Dero"



## KABETE NATIONAL POLYTECHNIC PILOT PROGRAM



# KNP Pilot Program



96 learners  
trained



2 courses



1 month  
duration

The KNP Pilot Program was a one-month program partnership with TVET Kabete National Polytechnic a government parastatal under the Ministry of Education.

The program covered a crash course on web development where SHIELD implemented its course and methodology. A total of 96 learners were trained to enhance their digital skills, through this program we were able to identify the need for young people to enhance their skills in the ever-growing digital world.

One of our key highlights was covering a course on brain-resilience an initiative by Alberta Wellness Family to teach young people the ever challenging life difficulties and how to navigate around them.

# FINANCIAL REPORT

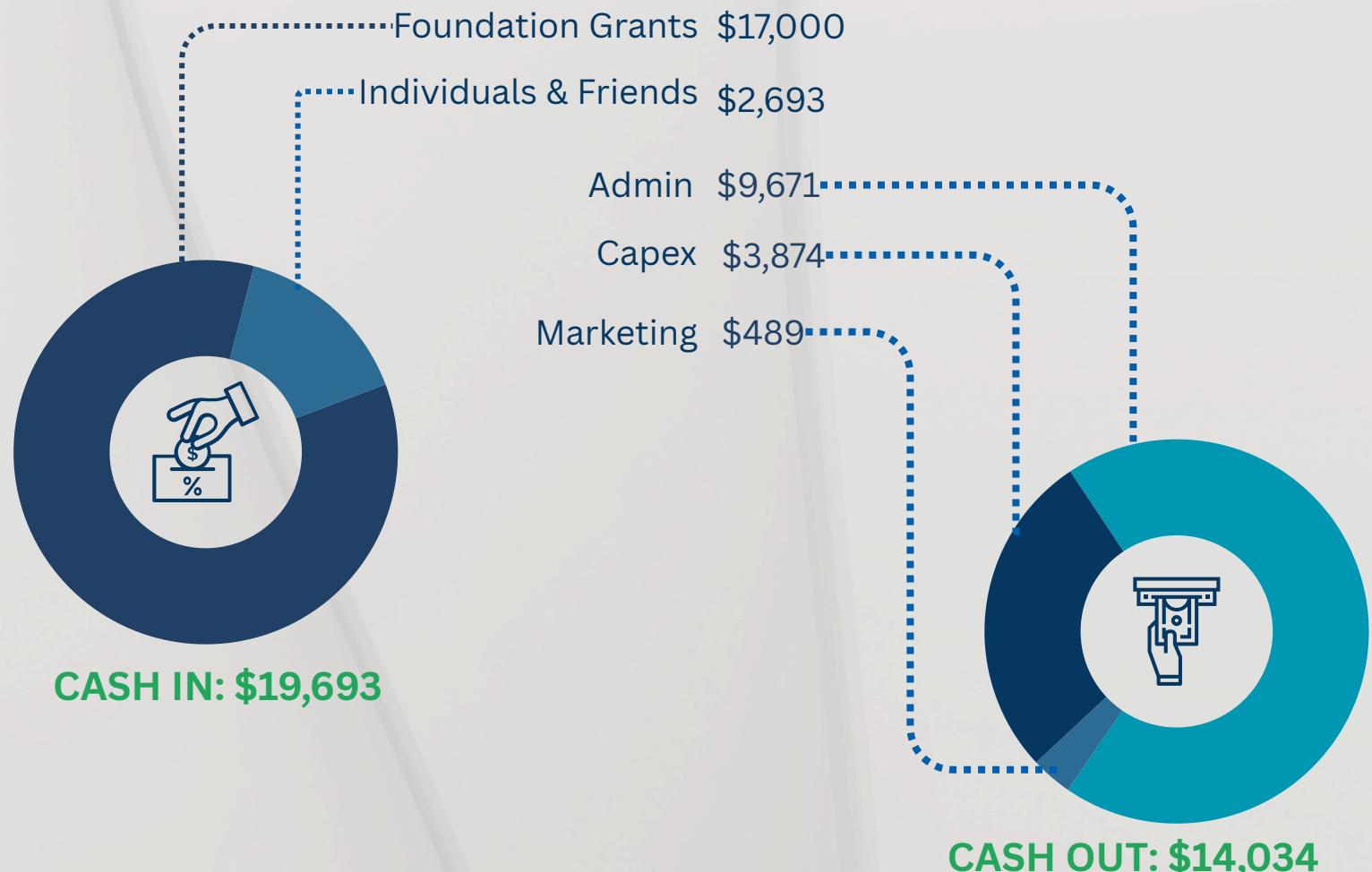
## Financial Highlights

2024 GRANT &  
DONATION INCOME

**US\$19.6**  
THOUSAND

SPENT ON PROGRAMS  
**71%**

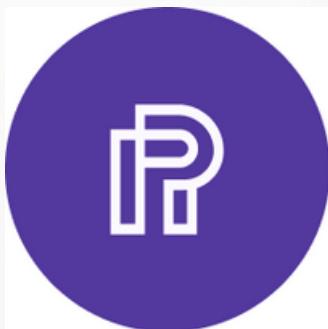
INVESTED IN SELF-  
SUSTAINING SOLUTIONS  
**10%**



# PARTNERS SPOTLIGHT



**TUI Care Foundation**, a partnership with SHIELD, focuses on developing technology-driven tourism-based ventures forming the Tourism Development Program. The program ran for a duration of 10 months, where the SHIELD Methodology was implemented.



**PEER by HoneyCoin**, a financial super app built for consumers that boasts a user reach of over 10K users, a CSR partnership where they funded the TDP program and also provided various resources to help scale SHIELD's impact.



**TVET** - The KNP Pilot Program, a partnership with Kabete National Polytechnic, a parastatal under the Ministry of Education, a one-month **micro-course program** focusing on **developing digital skills for students** in the campus as an extra curriculum activity.





# 2024

## Annual Report

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