



# Company Profile

---

Visionary Leaders

Innovative Thinkers

Successful Entrepreneurs.



# ■ Background

Apexcel Ventures believes in the unique potential and abilities that every young person has, and therefore it was born out of a deep conviction that young people hold the key to a safer, more prosperous, and purpose-driven society—if only they are equipped with the right tools, mindset, and opportunities. Established with the objective of confronting the increasing challenges of unemployment, leadership gaps, and limited access to practical business and life skills, we ensure that young people are equipped with tools necessary for real world readiness.

We recognize that leadership is not just about titles, but about influence, responsibility, and the ability to solve problems. It is this belief that drives Apexcel's approach of blending leadership development, entrepreneurship training, and tech innovation into every program.



# ■ About Us

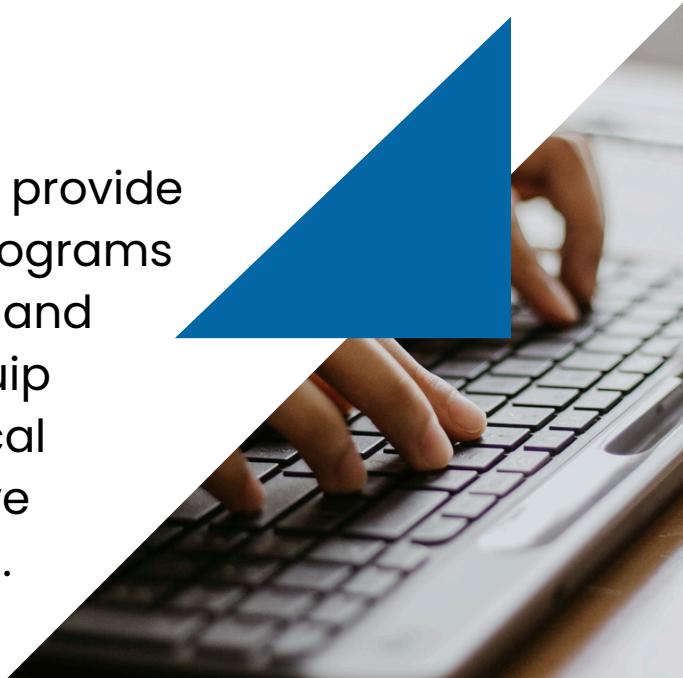
Apexcel is a leadership development venture in Mombasa. With the focus of growing the young people into impactful and transformational leaders by equipping them with the tools necessary to identify and fill gaps in society. Our programs are tailor-made to stir up curiosity and lead them on a path of continuous growth as they take part in societal change.

# ■ Our Vision

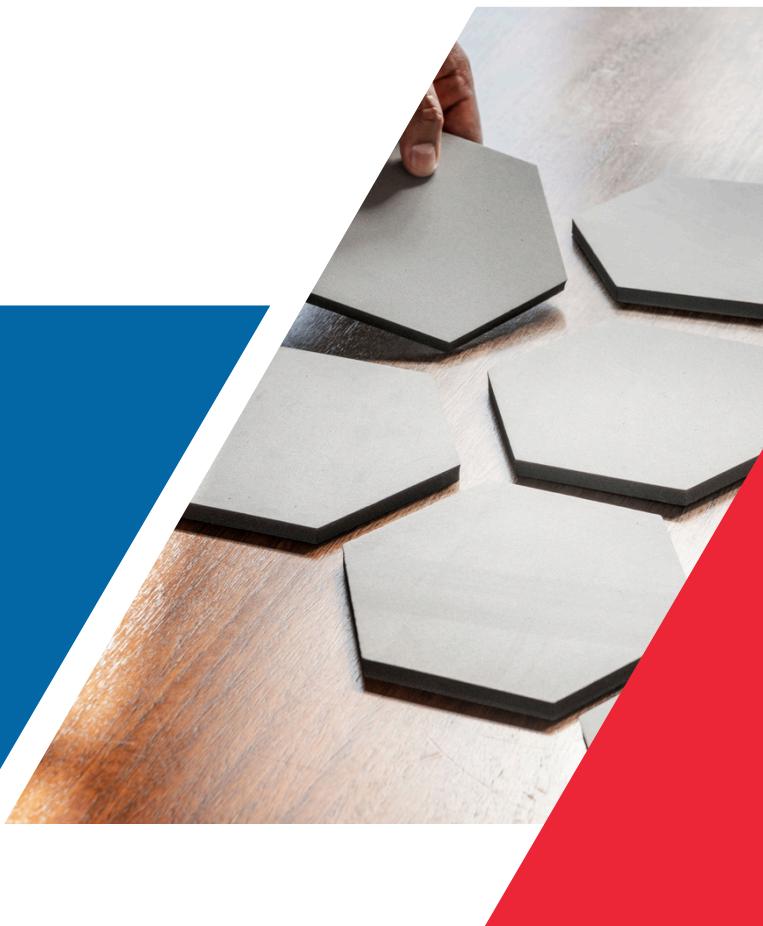
Develop a generation of visionary leaders, innovative thinkers, and successful entrepreneurs.

# ■ Our Mission

Apexcel Ventures exists to provide transformative training programs in leadership, technology, and entrepreneurship that equip young people with practical skills to navigate and thrive in our ever-evolving world.



# Core Values



01

## Integrity

We aim at building good relations within and beyond the organization through proper use and accountability of all the resources.

02

## Excellence

Ours is to ensure that we deliver beyond the expectations of our partners or clients. We aim at offering quality programs that bring about quality leaders.

03

LEADERSHIP | TECH | ENTREPRENEURSHIP



03

## Impact

At Apexcel, our desire is to ensure that we leave a lasting mark in individuals for their transformation, that of the community and beyond.

04

## Youth first

Our priority is the young person. Therefore, in our interactions, we endeavour to build meaningful connections with them to ensure we are actively part of their growth journey.

05

## Professionalism

At Apexcel, we ensure our training materials and form of delivery meets competence and steadiness standards.

## ■ What We Do?

# Core Services



## ■ 1. Leadership Development (Transformational Leader)

Transformational Leader is a program designed to empower young individuals with the skills, knowledge, and support necessary to excel in life and for impact beyond themselves. Our mentorship, transition management, and gender-specific programs are set on a path of shaping the next generation of confident, capable, and visionary leaders.

## ■ Approach

One-on-one coaching, group mentorship, and networking opportunities. Available support from experienced mentors in various fields.

# ■ I. Mentorship and Coaching

These programs ensure skill building, guidance, and motivation to help the young individuals attain personal and professional growth. Our key areas of focus include.

- **Personal Development** – enhancing confidence, soft skills (emotional intelligence), and sober decision making.
- **Career Coaching** – in their years in high school, we help in career guidance, goal setting, and prepare them for what lies ahead. We also give them career exposure by organizing industry visits in different companies.
- **Leadership Training** – We major on soft skills development – communication, problem solving, and teamwork skills.
- **Networking and Exposure** – We organize forums where participants can meet with professionals and leaders in different industries.



## ■ II. Transition Management programs

We intend to help young people navigate key life changes smoothly, especially when moving from high school to university/college, or moving from college to the corporate. The main objective is to ensure participants transition with clarity of direction and a sense of purpose. Thematic areas include

- Leadership and Personal Development.
- Career Development.
- Life skills and social skills.
- Entrepreneurship and Financial literacy.
- Spiritual Formation.



## ■ III. Boys and Girls Programs (Shujaa and Ayana)

### Shujaa Program

'Shujaa' is a Swahili noun translating to Valor, heroically carrying the meaning of gallant bravery and strength resulting to honor and dignity. We understand and greatly appreciate the value of men in shaping any society. Therefore, this program aims at ensuring their development into good young men, respectable husbands, responsible fathers and ultimately honorable elders.

The program's objective is to:

- Help the young men understand manhood as honorable.
- Embrace the need for purposeful living as men.
- Help them cultivate Godliness as the centre of authentic masculinity.
- Empower the boys to make values-based, and wise choices amidst peer pressure.
- Shape them into responsible fathers who have a clear understanding of that role.

## III. Boys and Girls Programs (Shujaa and Ayana)

### Ayana Program

'Ayana' is a Swahili noun that means beautiful flower. The place of women in society is unarguably one that carries life and great influence. Denoting from the beauty and colour women bring to society, this program helps the young woman understand the need for embracing womanhood as a gift and challenges her to step into her role confidently.

This program's objective is to:

- Help them embrace womanhood as a gift.
- Cultivate Godliness as the centre of authentic femininity.
- Empower them to live values-based, and honorable lives amidst the pressure to conform.
- Challenge them to embrace personal development, especially with regards to their skills and education.
- Encourage them to be part of the changemakers they would want to have in society.

## ■ What We Do?

# Core Services



## ■ 2. Tech Training programs

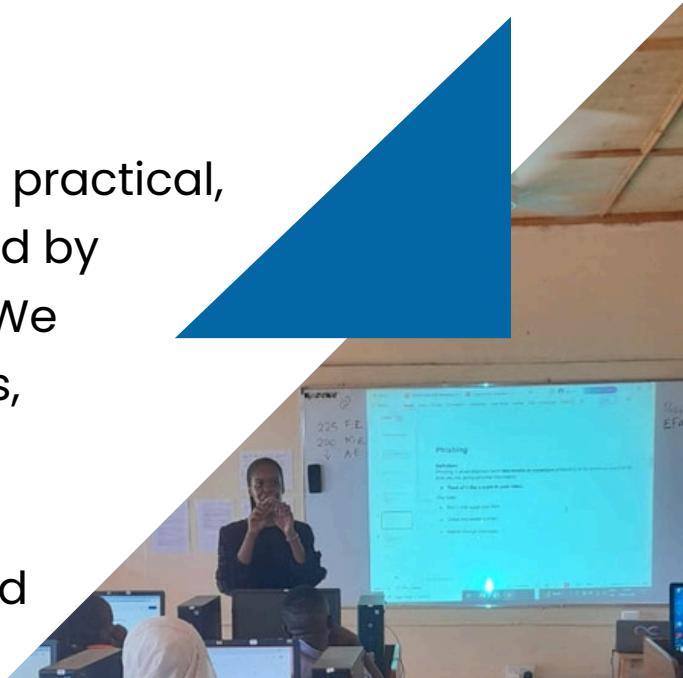
Our technology programs are designed to equip young people with essential digital and technical skills that are practical, relevant, and forward-looking. In today's fast-evolving digital world, technological fluency is not optional, it's foundational. Through immersive, hands-on training, we prepare the participants to confidently navigate and innovate in the tech-driven global economy.

# ■ Our key Objectives are

1. To foster critical thinking and problem-solving abilities through hands-on experience with real-world tech projects.
2. To equip participants with practical, job-ready technical skills that enable them to thrive in the digital economy.
3. To prepare participants for future careers or entrepreneurial ventures in technology-driven fields.
4. To bridge the digital gap by making tech education accessible and relevant to youth from all backgrounds.

# ■ Approach

Our programs are built on practical, project-based learning, led by industry aligned trainers. We offer a blend of workshops, peer-to-peer learning, realworld projects, and mentorship from seasoned tech professionals.



# ■ I. Digital Literacy

We begin with foundational digital skills. Participants will learn how to effectively operate, troubleshoot, and maintain computer systems. This module is ideal for beginners and those looking to solidify their tech basics, including:

- Computer hardware and software fundamentals.
- Internet safety and responsible online behavior.
- Productivity tools (e.g. Microsoft Office, Google Workspace).

# ■ II. Cybersecurity Essentials

As digital threats continue to grow, we believe in raising a generation of cyber-aware individuals. This module provides:

- Theoretical grounding in cybersecurity principles.
- Practical skills in securing systems and online presence.
- An introduction to ethical hacking and online privacy best practices.



## ■ III. Web Development

We begin with foundational digital skills. Participants will learn how to effectively operate, troubleshoot, and maintain computer systems. This module is ideal for beginners and those looking to solidify their tech basics, including:

- Computer hardware and software fundamentals.
- Internet safety and responsible online behavior.
- Productivity tools (e.g. Microsoft Office, Google Workspace)

## ■ What We Do?

# Core Services



## ■ 3. Entrepreneurship Programs - Kuza

Kuza, our entrepreneurship program, aims at instilling an entrepreneurial mindset in the young people and equipping them with business skills necessary for success. We work on moulding a confident, capable, and impactful young adult equipped to shape their own future and contribute meaningfully to society.

# ■ Program Objectives

- Help the young people develop creativity, resilience, and problem-solving skills.
- Help the young people identify opportunities in the problems in their environment.
- Instill a growth mindset in the young individuals.
- Equip them with money management skills for personal and business growth.

# ■ Key KUZA Programs

1. Entrepreneurial Mindset and Leadership.
2. Financial literacy and Money Management.
3. Business strategy and growth.
4. Marketing and Branding.
5. Product development and Value Creation.
6. Social Entrepreneurship and Impact.



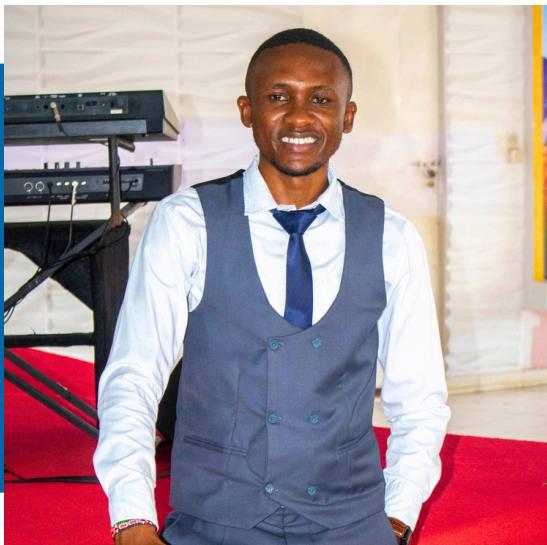
# ■ Partnerships and Collaborations

- Organizations that deal with young people.  
Churches
- Academic institutions (high schools, colleges, universities)
- Individuals.
- Companies/businesses.
- Foundations.

# ■ Programs Format

- **Daily format.** 3-7 days, meeting at a place of choice with the participants from daily.
- **Camp format.** 3-5 days intensive.
- **Weekly format.** 5-10 weeks (weekly sessions). Most of these culminate with a camp and/or a celebration and prizes.

# Leadership Team



**Samuel Simiyu**

Partnerships and Business  
Development Director



**Grace Njeri**

Head of Operations,  
Technology and  
Curriculums Lead

# Thank You!

---



**Let's Get  
In Touch**

**Email Us**

[apexcelventures@gmail.com](mailto:apexcelventures@gmail.com)

**Call Us**

+254 94 967 580