

County Government of Laikipia

A CASE STUDY FOR UNDERSTANDING THE STARTUP ECOSYSTEM IN KENYA



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1MILLIONSTARTUPS

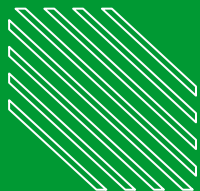
ABOUT LAIKIPIA COUNTY

Laikipia County, located on the Equator, is among the 47 counties in Kenya. Its name is derived from the Maasai name Laikipia, which means treeless plain, where different kinds of wildlife, including the Big 5, roam freely on the rangelands of Laikipia. The county is cosmopolitan with about 23 communities comprising Maasai, Samburu, Rendile, Somali, Pokot, Kalenjin, Meru, Kikuyu and Turkana among others.

The county is largely rural in settlement with the main economic activities being crop farming, livestock rearing, tourism, retail and wholesale trade.

The county is a member of the Mt. Kenya, and Aberdares Counties Economic Bloc, and Amaya Triangle Initiative. It covers an area of 9,462KM² and ranks as the 15th largest county in terms of land size.

The county has 5 administrative sub-counties, 3 constituencies namely Laikipia East, Laikipia West and Laikipia North with a total of 15 electoral wards. Laikipia's County vision is to become the Greatest County with the Best Quality of Life while its mission is to enable every household in Laikipia County lead a prosperous life.



MORE ON LAIKIPIA COUNTY



Laikipia County comprises five administrative sub-counties (formerly districts) namely Laikipia East, Laikipia North, Laikipia West, Laikipia Central and Nyahururu. The sub-county headquarters are at Nanyuki, Doldol, Rumuruti, Lamuria, and Nyahururu respectively. The county has three constituencies namely; Laikipia East, Laikipia West and Laikipia North. There are 15 electoral wards; 5 in Laikipia East (Ngobit, Tigithi, Thingithu, Nanyuki, Umande), 6 in Laikipia West

(Olmoran, Rumuruti Township, Githiga, Marmanet, Igwamiti, Salama) and 4 in Laikipia North (Mukogodo East, Mukogodo West, Segerar, Sosian) constituencies.

5 SUB-COUNTIES

COUNTY INITIATIVES TO SUPPORT INNOVATION AND STARTUPS



1. LAIKIPIA INNOVATION AND ENTERPRISE DEVELOPMENT PROGRAM (LIDP) –

Launched in May 2018, LIDP is a 3.3 billion project that aims to encourage residents of Laikipia County to become more creative in generating impactful technological advancements, especially in manufacturing for Industrialization. This has been one of the most successful programs by the county government.

2. LAIKIPIA INNOVATION HUB –

This hub is meant to identify, design, and create investable Individuals and entrepreneurs across the county to tackle some of the most pressing issues.

3. LAIKIPIA INNOVATION AND ENTREPRENEURSHIP FAIR –

The program is aimed at establishing original Laikipia Brands and then linking the innovators to the markets and financiers as well as guiding them on patenting.

4. THE LAIKIPIA ECONOMIC STIMULUS FUND

A collaboration between the County Government and financiers to help business owners access to credit at below market rates interest (7.5%)

5. LAIKIPIA COUNTY ENTERPRISE FUND –

Established in 2014, the fund seeks to create employment in the private sector by starting and expanding existing SMEs across the county by assisting enterprise owners in credit access

6. POLICIES, REGULATIONS TO SUPPORT MANUFACTURING

Rebate and Subsidy Program –

Compensates manufacturers for electricity used in production and distribution fees (30% and 50% compensation for monthly and annual bills respectively.)

The Youth Bill - Provides a framework for regulation and support of youth-led startups and Innovations

Preferential Goods and Services – Gives preference to goods and services produced within the county



LIPD: MAIN OFFERINGS, BENEFICIARIES, AWARENESS AND IMPACT

WHAT ARE THE MAIN OFFERINGS ?

1. Mentorship for Entrepreneurs – through incubation arrangements and Internship programs and training.

2. Strategic Partnerships – that helps connect innovators and business owners to potential investors and donors.

3. Financial access – through the provision of low-interest rate loans to business owners both individuals and groups. The program also offers funding and eases the process of obtaining funds.

4. Training and Certification – the LIPD program offers business development training in areas like access to finance, client engagement, and marketing, all aimed at improving the quality of business.

5. Enabling business Environment – For various business sectors including ICT, Engineering , and Agriculture to help develop an all-round economy.

6. Marketing and exposure – works hand in hand with KEBS to help in product certification and also helps entrepreneurs in developing and promoting products to both local and international markets.

7. Product design and exposure – exposes innovators to international standards in various areas but majorly in manufacturing.



CREATING AWARENESS AND COUNTY BENEFICIARIES

Awareness about the LIPD program is created through means like Mainstream Media like TV interviews and county Newsletter, Sensitization at ward level through public participation, Online zoom meetings, and county website. The LIPD program benefits majority of different cadre of people across the county.

Beneficiaries of the LIPD Program are: Innovators from different thematic areas, early-stage enterprises such as start-ups and growth companies, Students participating in the National congress, Institutions of higher learning, Institutions of basic learning i.e. VTIs, primary schools, and Community-based organizations and groups.

LIPD IMPACT ON STARTUPS

ECOSYSTEM ESPECIALLY IN LAIKIPIA

LIPD HAS CREATED IMPACT ON THE LAIKIPIAN INNOVATION AND STARTUPS SPACE THROUGH FUNDING, TRAINING CO-WORKING SPACES, AND MORE



156 Products have been certified through close partnership with the KEBS while **16 have been filled for utility model**. Product promotion to both Local and international markets has grown as the LIPD has promoted more than **724 Laikipia County products to these markets.**

Funding has been the core function of the projects. The program has seen the Funding of more than **46 groups and 5 individuals** to a tune of **KES 12M** under the enterprise fund. The ESP has additionally funded more than **307 businesses** in the county to the tune of **KES 142M.**

More **sensitization of local manufacturers** on power and business license rebates that is ongoing in the county

LIPD has provided **co-working spaces to 322** Micro-Small and Medium Enterprises in the County. There have been **264 business plans** developed from the program

The program has been successful in training more than **174 Business Development Officers** in areas like Business Planning, Access to Finance, Marketing, and Leadership Skills. The program also provides Business Development Services to more than **1,700 MSMEs** and supports **20,000 jobs**





LAIKIPIA COUNTY PARTNERS

Laikipia county has partnered with both academic institutions, government agencies and international institutions

