

Project Title:

Uganda Mega Business Boot Camp 2023 Season 3

Duration

June – October 2023 (18th October 2023)

Venue

Serena Hotel, Victoria Hall

Entrance fees

Participants are drawn from our archived database and you must own a business of between 50,000,000—1,000,000,000 in assets. {Attendance is by invitation}

Sponsorship Packages in UGX

Silver=50,000,000 millions

Gold=150,000,000 millions

Platinum=400,000,000

Organization Name:

KAKACROWD INVESTMENTS LTD

Address

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Nkrumah Road, Civic Centre, Kampala central

Kampala district

Name of contact person

Christopher Kabogere Lule

C.E.O KAKACROWD INVESTMENTS LTD

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Contact person's mobile number

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Deadline for a sponsor feedback

15 July 2023.

Introduction

Across the globe, Small and Medium-sized Enterprises (SMEs) and entrepreneurs are fundamental to innovation, economic growth, job creation and play a critical role in social

cohesion. The Uganda Mega Business Boot Camp 2023 aims to empower local business growth, build and expand networks in Uganda, Eastern African region and the African continent. We will be led by key panelists and experienced speakers like Mr Vusi Thembekwayo, a celebrated global business speaker, leader and successful venture capitalist will be the boot camp's keynote speaker.

The Mega Business Boot camp is a comprehensive business and entrepreneurial development forum that drives high level networking, knowledge, and resources to launch, scale up and propagate successful businesses opportunities. Our goal is to cultivate a new generation of visionary leaders who will drive sustainable economic development and innovation in Uganda, the Eastern African Region and across Africa with the view of growing strong and successful business communities that thrive.

SMEs account for approximately 90% of the entire private sector, generating over 80% of manufactured output. In total, this contributes 20% to Uganda's Gross Domestic Product (GDP), according to the Uganda Investment Authority. According to the World Bank, Uganda's economic growth is expected to accelerate to above 6% per year in the medium term as inflationary pressures lessen, and the central bank eases monetary policy, with increased revenue collection and spending efficiencies to cut the deficit.

It is logical to consider the organization of Business Bootcamps as a path that begins but never ends since new challenges constantly appear. Unique opportunities must be addressed and new solutions can help SMEs to improve their position in the market and have a sustainable supply chain.

Problem/Situation analysis

Despite potentially tremendous benefits, Uganda and East African Small and Medium-sized Enterprises (SMEs) lag behind in business innovation, knowledge, networking, partnerships and use of digital information. Many companies are hesitant to embrace partnerships, networking and digitalization of their businesses leaving them to be unseen, highly competitive and unsustainable in today's marketplace. The lack of knowledge, information gaps, ignorance of the digital market spaces, poor infrastructure as well as electricity in rural areas are hindering progress of innovation and digitalizing of the SMEs in Uganda. Enabling SMEs innovation and digitalization has become a top priority in different countries and beyond.

Therefore, the Uganda Mega Business Boot Camp 2023 has a big task of creating networking and partnerships opportunities through profiling SMEs across Uganda, bridging the Information Technology gap through digital spaces, and offering an E-Commerce platform for them to improve performance and overcome the size-related market limitations.

Project description and Sites

The Mega Business Boot Camp 2023 is an event that seeks to expand and diversify SMEs business investments through supporting their access to growth and networking opportunities. Building upon the success of our inaugural and previous boot camps in 2021 and 2022, we

have a database of over 1000 small and medium businesses we have worked with over the years fully registered with government authorities. We have also built an online group of participants close to 2 millions through various online media platforms and livestreams. The Uganda Mega Business Boot Camp will take place on 18th October 2023 at Serena Hotel in Kampala under the Theme: Reimagining Business. Our aim is to empower local business growth, improve digitalization, build and expand networks and partners within Uganda, Eastern African region and the African continent.

The 700 invited participants will have an interface with expertise of global business speakers and successful business executives. The Mega Business Boot Camp will drive high powered interactive business solutions round tables, business growth mentorship sessions for start-ups, and also digest Uganda's current business trends and environment, with hands-on discussions. We will also focus on markets, capital ventures and business financing solutions, value chains, business investments, emerging business markets and innovative support systems for business start-ups and business support systems.

The Mega Business Boot Camp 2023 is SME focused, steered and designed in an all inclusive, with the ability to create a viable platform for dialogue. The SMEs will showcase their abilities which are hardly noticed at the various markets. Due to weaknesses associated within SMEs policies and access to information, we also propose to use the support sought to empower the selected SMEs through advocacy skills training after the event.

The Mega Business Boot Camp 2023 will work with various partners from the other East African Countries to enable us to identify, mobilize and attract SMEs participation across the region.

Background of the MEGA BUSINESS BOOTCAMP in Uganda.

We have been involved with over 100,000 small and medium enterprises operated by both young adults between 18-35 for the last 7 years, helping them with sales strategies, marketing strategies, fundraising, partnerships, networking, access to cheap capital and exit strategies. Over the years we have identified several business challenges faced by each entrepreneur and we chose to create impactful solutions. We have helped close to 15,000 businesses access cheap capital, digitize their business operations. We are therefore looking forward to becoming a conduit pipeline for the entire industry of both small and medium until they cross-over to large corporations. This has always been our only goal since day one to build a coherent business environment for local entrepreneurs to excel and enhance employment opportunities for the youth. We therefore intend to partner with several organizations to achieve our goals.

Project Framework

Goal: To accelerate SMEs by helping them to access cheap capital, formalize business partnerships, networking and digital transformation to widen their markets leading to business growth.

Objective 1:

To strengthen the profiled SMEs across the East African region and beyond.

Objective 3:

Creating of an E-Commerce platform for easing trade locally and internationally

Objective 2:

Empowering SMEs to transform through their business models through digitalizing operations.

Activities under Objective 3:

- Creation of an E-commerce mobile application for SMEs business
- Training on the use of the mobile application

Activities under Objective 2:

- Capacity building of SMEs to attain in new skills
- Business strategies and information sharing

Activities under Objective 1:

- Creation of networks among the SMEs
- Categorizing and grouping according to industry

Project outputs

- Creation of market linkages for SMEs in Uganda and beyond
- Bridging of the information gap
- Quality Assurance
- Standardization of the Ugandan products
- Ease in business financing
- Access to training and other services
- Sustainable supply chain.

Project Monitoring

Project indicators

Output/process indicators

Outcome Indicators

- 700 SMEs mobilized to participate at the event across Uganda and other East African countries
- Capacity Building conducted
- 700 SMEs inserted into the database
- One mobile application for SMEs created to accommodate more than 1,000 SMEs.
- Increase in participants since 2021
- Improvement in quality of products of participants
- Number of businesses using the E-commerce mobile application increases
- Increase in networks and partnerships to boost international trade.

Monitoring Activities

- Initial profiling will provide us with a comparison base of before and after event

- We will record all our meetings with the different partners with follow-up measures to be taken
- During the event, we will record all the queries of the participants and their concerns
- Follow-up all the registered businesses to utilize the available services as well as attend the future events
- Provide all participants with information and receiving feedback from them to analyze their progress
- We will form Membership of participants that will entail frequent checkups on all the businesses registered
- E-commerce mobile application will highly upscale the business activities

The data will be printed and stored in files in hard copies, and soft copies will remain on computers. This data will be analyzed using graphs and reported using power point presentation.

Sustainability

- The database will keep track of all the SMEs to be engaged in further activities after the event
- Partnerships with different private sector companies and supporting NGOs to sponsor the regional activities and main event
- Free mentorship sessions for SMEs from already established companies
- We will form membership to enable further communication, trainings and partnerships after the event
- We will offer services to SMEs at a subsidized fee through its different membership categories
- SMEs mobile applications will generate income through its users across East Africa and the rest of the world.

Implementing organization's details

KAKACROWD INVESTMENTS LTD

P.O. Box 115841 Kampala, Uganda

Nkrumah Road

Nkurumah, Civic Centre, Kampala Central, Kampala District

Capacity statement

- We have 1000 registered business owners within our mentorship community.
- We organized the Uganda Mega Business Boot Camp 2021 at via Zoom due the Covid pandemic
- We organized the Uganda Mega Business Boot Camp 2022 at Kati Kati restaurant

Sponsorship Benefits

Silver

advert mentions

appearance on the posters

physical pull-up branded banners on the event

Gold

- Advert mentions
- Appearance on the posters
- Physical pull up banners on the event
- Event branded materials
- Brand shout-outs on before, during stage

Platinum

- Advert mentions on all media channels
- Appearance on the posters
- Physical pull up banners on the event
- Event branding
- Brand shout outs on stage
- Networking opportunities during cocktails and group interactions
- Full event and venue branding
- Full access to all our archived data for all the participants
- After event engagements
- 1hr on-stage presentation to the audience
- Technical support where need be.
- Inclusion in our branding materials before, during and after the event

*****THE END*****