



# Webinar Presentation



# Overview

- The MbeleNaBiz Business Plan Competition (“MbeleNaBiz”) is an initiative of the Government of Kenya, implemented by the Micro and Small Enterprises Authority (MSEA) and the Ministry of Public Service, Youth and Gender Affairs (MPYG), with support from the World Bank. KPMG has been contracted to manage the Competition
- MbeleNaBiz aims to expand promising youth-led enterprises by providing them with grant funding and in some cases business plan training.

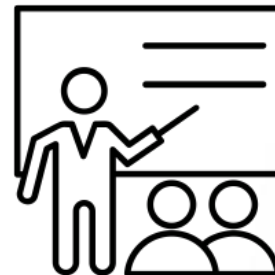
## Objective

MbeleNaBiz seeks to **create jobs and increase income** for young Kenyans.

**750 successful applicants** will receive:



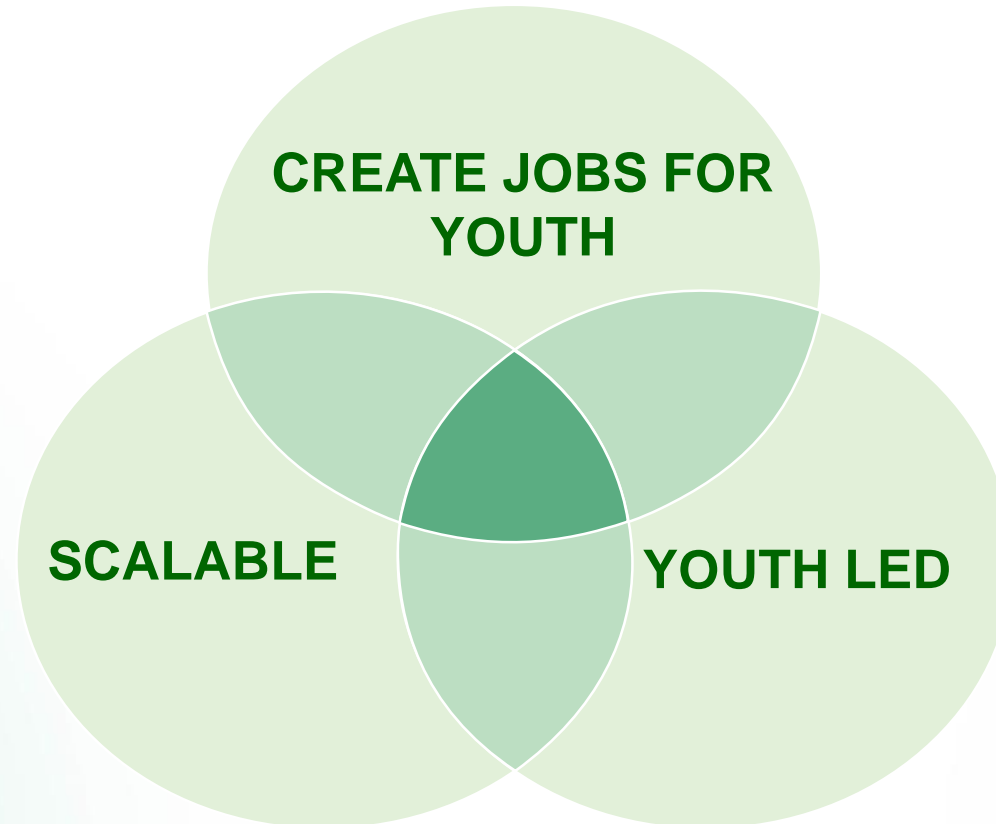
Financial awards of  
either **Ksh 900,000**  
or **Ksh 3,600,000**



Some select applicants  
will receive **training in  
business plan  
preparation**

# What is MbeleNaBiz looking for?

High potential businesses that will **create employment for young Kenyans**



Promising businesses that demonstrate **commercial viability**

Businesses that harness the **creativity of young people in Kenya**

**Businesses (both new and existing) must operate in Kenya**

# Who can apply for MbeleNaBiz?



## AGE

The applicant and majority (at least 70%) of the shareholders must be **aged between 18-35** at the date of application



## NATIONALITY

The applicant must be a **Kenyan national**. Kenyans living abroad can apply but will need to demonstrate that they will **live and operate the business in Kenya**



## LEVEL OF EDUCATION

The applicant must have completed a **minimum Form 4 qualification** or equivalent



## GEOGRAPHY

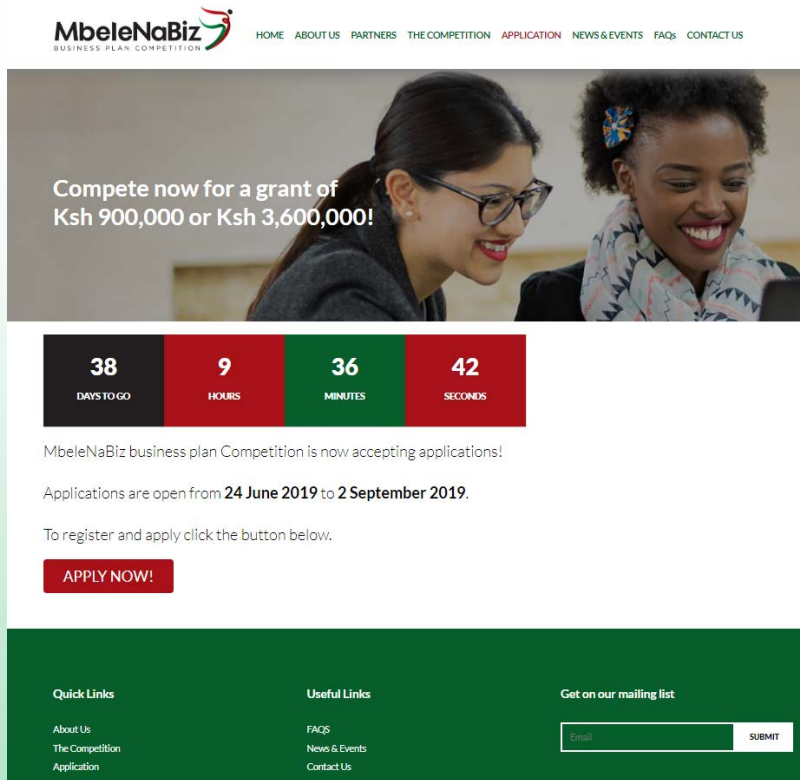
The business must **operate in Kenya**



# How do you apply for MbeleNaBiz?

## ONLINE

Visit [www.mbelenabiz.go.ke](http://www.mbelenabiz.go.ke) and apply through the competition registration link

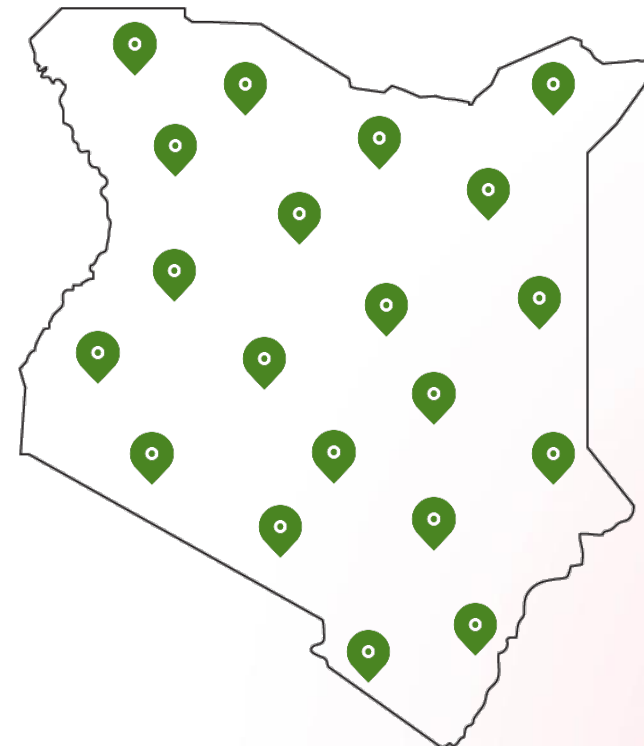


The screenshot shows the MbeleNaBiz website interface. At the top, there is a navigation menu with links: HOME, ABOUT US, PARTNERS, THE COMPETITION, APPLICATION, NEWS & EVENTS, FAQs, CONTACT US. Below the menu is a banner image of two women looking at a smartphone. Text on the banner reads: "Compete now for a grant of Ksh 900,000 or Ksh 3,600,000!". Below the banner is a countdown timer with four colored boxes: 38 DAYS TO GO (black), 9 HOURS (red), 36 MINUTES (green), and 42 SECONDS (dark green). Below the timer, text states: "MbeleNaBiz business plan Competition is now accepting applications! Applications are open from 24 June 2019 to 2 September 2019. To register and apply click the button below." A red button labeled "APPLY NOW!" is visible. At the bottom, there are three sections: "Quick Links" with links for About Us, The Competition, and Application; "Useful Links" with links for FAQs, News & Events, and Contact Us; and a "Get on our mailing list" section with an email input field and a "SUBMIT" button.

## PAPER APPLICATIONS

For those without access to the internet or a computer, it is possible to submit a paper application\*

Paper applications can be collected from and submitted to:



**\*County Youth Directors across all counties**

**\*Please note we strongly encourage submission of applications online**

# Online Application Process- Step by Step

- ✓ In order to apply, ensure your business meets the eligibility criteria for the competition.
- ✓ Read through all the information on the website; [www.mbelenabiz.go.ke](http://www.mbelenabiz.go.ke)
- ✓ Click on 'Apply Now' to access the online application portal, register and apply.
- ✓ Read and accept the terms and conditions of the competition.
- ✓ Fill in all the sections on the application form, ensuring you do not exceed the character limit.
- ✓ Fill in all the business details accurately (Please note incorrect details may lead to ineligibility)
- ✓ Once validation is 100%, save & close the application and then click 'submit application' on the right corner of the summary page.

\*Upon submission, applicants will receive a **Reference Number**.

\*An automated e-mail communication will be sent to each applicant acknowledging receipt of submitted applications and informing them of the Reference Number allocated to their applications.

\*If you have any questions regarding your application, questions can be directed to: [info@mbelenabiz.go.ke](mailto:info@mbelenabiz.go.ke) or you can call: 0709 576 464

**The deadline for submitting applications is 23:59 pm East African Time on 2 September 2019 .**

# Application Portal

To register and apply click the button below.

**APPLY NOW!**



## Existing Users

Please log in to access your account.

Email

Please enter your email.

Password

Please enter your password.

Login

[Forgot Password?](#)

## New users

Please register with us to create your account using your email address.

If you experience difficulties registering, please contact [supportmis@kpmg.co.ke](mailto:supportmis@kpmg.co.ke)

Register [System Help](#)



Compete now for a grant of  
**Ksh 900,000 or Ksh 3,600,000!**

MbeleNaBiz Competition  
Application Ref: 1228

81.2% complete

[Application details](#)

[Application Guide](#)

[Summary of Business Idea](#)

[About the Lead Applicant](#)

[About the Business](#)

[Details of Business Idea](#)

[Other Information](#)

**Validation Summary**

[Application PDF](#)

## Validation Summary

[Previous](#) [Next](#) [Save](#) [Save and Close](#)

Please complete the below mandatory validation requirements for submission.

### Summary of Business Idea

- [Brief Summary of Business must be 200 chars or more. \(current count: 15\)](#)

### About the Lead Applicant

- [Salutation is required.](#)
- [Nationality does not have a valid country selected.](#)
- [Email is required.](#)
- [The email addresses you have entered do not match](#)
- [Alternative contact name must contain letters and spaces only.](#)

### About the Business

- [Business Name is required.](#)
- [Registered in Kenya? is required.](#)
- [About your current business must be 200 chars or more. \(current count: 16\)](#)

### Details of Business Idea

- [Tell us about your business idea must be 200 chars or more. \(current count: 29\)](#)
- [Explain how the jobs above are going to be created? must be 200 chars or more. \(current count: 32\)](#)
- [Apart from jobs, explain how your business idea will benefit other people and where applicable the environment, efficiency and productivity gains etc. must be 200 chars or more. \(current count: 23\)](#)
- [What sets you apart from your competitors? must be 200 chars or more. \(current count: 26\)](#)
- [What are the risks to your business idea? must be 200 chars or more. \(current count: 26\)](#)
- [How do you plan to use the funds received? must be 200 chars or more. \(current count: 16\)](#)
- [Shareholders grid: You must specify at least 1 item on this grid](#)

[Previous](#) [Next](#) [Save](#) [Save and Close](#)



# Application Timeline



Applications will be reviewed by KPMG and an independent panel of judges who are required to sign confidentiality agreements to ensure the Business Ideas are kept safe and are not shared with any outside parties or with other applicants.



# Frequently Asked Questions

1. Can I apply for MbeleNaBiz Competition as an individual or as a group?
2. Can I apply for the competition if I only have a new innovative business idea that is not operational?
3. How many applications can one individual submit?
4. Is it a must for the budget of the project to be within Kshs. 900,000 to Kshs. 3,600,000?
5. Is the amount awarded a grant or loan?
6. How do I qualify to submit this application in this competition?
7. How do I submit the application once I complete all the sections?
8. When will I receive feedback after submitting my application?
9. How will you ensure that my innovative business idea is kept confidential?
10. Can I still apply for MbeleNaBiz if I was a KYEOP beneficiary?



**Youth Talent &  
Enterprise  
Development  
Centre.**



# QUESTIONS?





# MbeleNaBiz

BUSINESS PLAN COMPETITION



@BizMbele



MbeleNaBiz



MbeleNaBiz



Mbele\_Na\_Biz