

Introduction

The Entrepreneurs Hub



The Entrepreneurs Hub is a knowledge center that exists to inspire and cultivate professional entrepreneurship among startups and SMEs from diverse sectors in the East African economy. As an organization that is actively involved in a day-to-day engagement with entrepreneurs, our core business is to support businesses to start, grow and scale into sustainable enterprises.

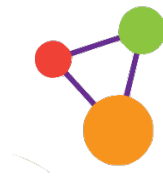
We are not an incubator in the traditional sense but a knowledge hub providing trainings and other programs and activities to entrepreneurs focusing on operational and commercial excellence. In addition we provide the full eco-system consisting of desk/office space and financing solutions through the different partnerships we have established.

We regard entrepreneurs and entrepreneurship in high esteem as a driver of change, development and progress. Entrepreneurs build businesses that create value, employment opportunities and deliver crucial services and products where it is needed most. We believe in entrepreneurs being the silent motor of our economy. In an economy that has the ambition to take up opportunities, development takes place at all different levels. It is our mission to support entrepreneurs to take full advantage and own up to their potential.

Our Mission



To accompany entrepreneurs, startups and SMEs in their complete journey to become an economically sustainable business.



Hubcubation

Training at The Hub is much more than spending time in a meeting room being instructed. Our trainings are very practical; we combine theory with breakout sessions that allow the entrepreneur to apply the knowledge acquired to case study scenarios. We have a great network of experienced entrepreneurs who we use to inspire others. Furthermore, the cost of our trainings is kept deliberately low to enable as many people as possible to profit from our experience and knowledge.

As much as we love training, we believe that real learning only starts after: an entrepreneur will only experience what works and what doesn't work when she/he goes out and tests the knowledge in the real world. Our continued support after the training in the form of coaching truly makes a difference. It enables the entrepreneur to adjust the course of action increasing the chances of having a sustainable business in the long run.

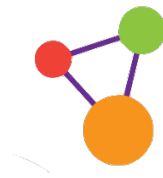
Layout of the Program

Hubcubation is a variation to traditional incubation and acceleration programs, with the difference being that our starting point is not to look for products or ideas to invest in, but to support entrepreneurs to grow their business for it to become sustainable.

Hubcubation is an intensive 6 month program helping you to invest your efforts where it matters most: growing your business to gain a competitive edge by building a strong and stable customer base - as the saying goes: the best investors are your customers. After the program, you will be confident that your business is going to sustain itself thanks to the right products you are offering to the right customers at the right price. You will have learned how to grow your one (wo)man show to become a team manager with a vision for the future.

We will provide you with plenty of networking opportunities as well as real life on the job learning through mentoring, shadowing and company excursions.

Hubcubation is set up as a program for starting entrepreneurs whose business has been in operations 2 to 5 years. Our unique methodology guides entrepreneurs through the operationalization and commercialization of their enterprise. The program consists of three elements:



1) Building Blocks: every other week we organize workshops inspired by content from world leading business schools where you learn about the strategy and operations of running a business. These workshops are hands-on as it combines theory with case studies with the aim to apply it to your business practice.

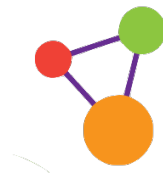
2) Networking: the key pillar of the program is to team you up with people who are relevant for you and your business. Our networks include both high profile business and thought leaders as well as other relevant connections like potential customers and partners. Networking happens both in group settings (eg. business breakfasts), as well as individually tailored to your business needs.

3) Mentoring: both during as well as up to 6 months after the program you will get one-on-one support from experienced mentors to guide you through your journey. In addition we offer you our signature shadowing program, where we team you up with best in class entrepreneurs to open your mind and reset your standards to attain that higher level.

Note the program is not Venture Capital driven, meaning that we are independent and act to serve you, the entrepreneur. We do have an extensive network of investors we can link you up with on a requirements basis.

How is this program different from other incubator and accelerator programs out there?

First of all, we don't run a competition: if we see you are ready to take on the program, you're in. Secondly, we are not investor driven, meaning our starting point is your needs as an entrepreneur. In our experience, knowledge and execution are the key drivers for success in business. Selection of participants shall happen through an assessment center approach: this assessment is meant to ensure you as a participant will be ready to be taken on our journey.



After the program

The learning doesn't stop once you leave the classroom. The 6 months after we finish the core of the program, we continue to support you and your business to ensure the learnings continue to be relevant to your daily reality and your strategy and business plan are reviewed where necessary.

Application

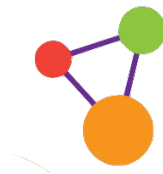
Start of the Program: Friday 27 April 2018

The 10 Workshop Sessions shall be held every other week on Friday.

Payment

Program Fee: KSH 45,000

There is an option to pay in installments: Ksh 25,000 before the start of the program followed by Ksh 20,000 before Session 4.



Testimonials



“We were able to significantly grow our revenue already before the end of the first 6 months in the program.”

Alexander Odhiambo, CEO & Co-Founder Solutech

“There is only one program worthy of my time and that's the one by The Entrepreneurs Hub, where you are actually learning about business.”

Amadou Chico, CEO & Founder Chico's Barbecue

“We used to overthink some critical decisions; but with the guidance of the workshops, we are no longer afraid to make even more radical decisions.”

Fred Mwangi, CEO & Co-Founder Mwachaka Group

“Instead of missing a day, I gained a month by attending the workshops in the SME Program.”

Mohamed Zein, Managing Director Royal Converters

“Hubcubation is not just another program, The Entrepreneurs Hub really pushes you to be your best - more even than you realised you had in you.”

Nyokabi Mwangi, Managing Director Tosheka Textiles

“The Entrepreneurs Hub believed in my dream and helped me take action to realise it.”

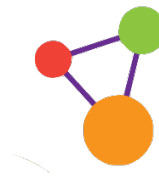
Neema Mnjama, Founder Walove by Design

“Hubcubation offered mind-blowing insights on taking my business to the next level.”

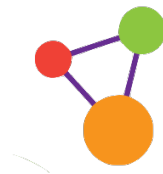
Tesh Mbaabu, CEO & Co-Founder Mesozi

“The Entrepreneurs Hub has gone over and beyond their role and even helped me network within the business world to help sell my coffee.”

Wangeci Ngari, CEO Karunguru Coffee Estate



ANNEX -BUILDING BLOCKS-



BUILDING BLOCK 1 - INDUSTRY ANALYSIS

Get to know who else is playing in your market. What is their strategy and how do you measure up and create your niche.

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BUILDING BLOCK 2 - COMPANY STRATEGY

What is the vision of your company. What is your ambitious growth strategy. What are the critical success factors in achieving that strategy. What is your business plan.

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BUILDING BLOCK 10 - INNOVATION STRATEGY

Do you have the product portfolio to sustain your business into the future?
Are you prepared to stay ahead of the competition?



BUILDING BLOCK 3 - OPERATIONAL FINANCE

How do your daily operations translate into cash flow, profit and loss ? Do you keep track of your incoming revenue and expenses? Do you run a profitable business and if not, what should you focus on to improve ?

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BUILDING BLOCK 9 - LEADERSHIP

How do you transition from one (wo)man show to become a true CEO? How do you hire the right people and manage a team?



BUILDING BLOCK 4 - VALUE PROPOSITION

Do you have the right product portfolio for the right customer segments and do you sell them at the right price? What added value are you bringing to the market?

BUILDING BLOCK 5 - MARKETING & SALES

What channel(s) do you use to go to market to reach your potential customers? What message do communicate? How do the 4Ps fit together?

BUILDING BLOCK 6 - CUSTOMER RELATIONS

How do you ensure that customers are satisfied with your product or service? How do you collect feedback? How do you set up and manage your after sales support?



BUILDING BLOCK 7 - OPERATIONS ALONG THE VALUE CHAIN

What relationship do you build with your suppliers? How do you optimise your processes to reduce cost and waste? What quality standards do you set? How do you scale your production? What investments do you make when?

BUILDING BLOCK 8 - STRUCTURES & PROCEDURES

Are the processes and procedures underlying your company's day to day operations clearly defined? How do the different teams within your organisation interact and are being held accountable?



THE ENTREPRENEURS HUB

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