
Promoting Women ICT Start-Ups to Accelerate Women's Economic Empowerment: A Case of Strathmore University-@iBizAfrica

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Motivation, problem area

- Women are marginalized in all spheres of life i.e.



Motivation, problem area

- In Kenya most Women are hesitant to pursue entrepreneurship fields that are related to technology due to a number of reasons. Key contributors to this include lack of funding and lack of adequate support.



Research Objectives

- To accelerate the growth of innovative women in the 47 counties of Kenya entering into the high-tech industry and building start-ups
- To support the success of women led technology business in Kenya
- To provide financial advisory and banking services to women in Kenya



Research approach, Methodology

- Strathmore University- @iBizAfrica and Standard Chartered Bank partnered to create the Standard Chartered Women in Tech Incubator. An entrepreneurship program which aims to address some of Kenya's Sustainability Development Goals and one that aims to support female-led entrepreneurial teams by providing them with training, mentorship and seed funding.

Major Outcomes/Results

- The program had an open call for participation which had a final selection of the top 10 contestants with the most compelling ideas. The 10 selected contestants went through a 12 week incubation period at the end of which five final winners were to be chosen. The winners were to be awarded \$10,000 seed funding to invest in their business. The program targeted Kenyan start-up companies which were women –led and had 2-3 people leveraging on technology as a key driver of innovation in business.



Program Execution

Project Phase/Month	1	2	3	4	5	6
Launch	Green	Green	Light Purple	Light Purple	Light Purple	Light Purple
Call Applications for	Green	Green	Light Purple	Light Purple	Light Purple	Light Purple
Selection and Shortlisting	Light Purple	Yellow	Light Purple	Light Purple	Light Purple	Light Purple
Incubation	Light Purple	Green	Green	Green	Green	Green
Graduation	Light Purple	Light Purple	Light Purple	Light Purple	Light Purple	Red
Alumni Network	Light Purple	Light Purple	Light Purple	Light Purple	Light Purple	Red



Developments

- Building knowledge on women business is very important in Strathmore University - @iBizAfrica especially through business incubation. It has proven to be a tool to promote economic development even though there is little knowledge about women business incubation despite the dynamism women entrepreneurs. Strathmore University has been able to champion some of the leading women entrepreneurs in the sector of SET in Kenya and they include the following



Our Success Stories



Hilda Moraa- The co-founder of MyOrder Africa and the CEO of Weza Tele, a mobile solution firm in the supply chain, distribution and financial services in the emerging markets. In May, AFB bought the start-up Weza Tele Ltd, in a deal whose value in stock and cash is estimated to be about Sh100 million



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Our Success Stories



Wangechi-Mwangi- A lady who won the Social Impact Award, for leveraging her business to improve her community and the world at-large. The idea for Valuraha was created to open up access to financing, financial education and trading competence in Kenya and Africa using its virtual trading platform. Mwangi is a student at Strathmore University in Nairobi, and qualified for the awards by winning the East African chapter organised by iBizAfrica, an incubation centre home to Valuraha



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Our Success Stories



- Diana Martha- a Co-funder of Purpink on-line gift-shop that targets high-end clients and corporate bodies with customised gifts. The two classmates started a small on-line gift-shop selling simple and low-cost jewellery to fellow students with a capital of Sh500. Today, the business has grown and diversified into a profitable venture making up to Sh1 million per month in profit



Conclusion and outlook

- Universities in Kenya especially Strathmore University have introduced a range of initiatives designed to encourage more women to start Business'. In particular, it is recognised that innovative entrepreneurial ventures within the Technology sector have considerable potential to create both wealth and new employment. Accordingly, the business incubator at Strathmore University-@iBizAfrica offers such ventures ready access to business infrastructure, professional support and advice whilst enabling them to develop and share networks and gain credibility with potential stakeholders.

