



SE101: Africa

*Empowering Kenyan Youth through Business Education.
A Sauder School of Business Initiative.*



Youth Unemployment In Kenya: The Crisis

The CIA's World Factbook reports unemployment in Kenya to be 40%. An estimated 64% of unemployed Kenyans are youth. Kenya's economy is currently dependent on agriculture, but youth are moving to urban areas in large numbers. Unfortunately, jobs are hard to come by, and a lack of business training hinders entrepreneurs from realizing their dreams.

Unemployment conditions in Kenya have been exacerbated by political unrest and a severe drought that has afflicted the region for the past five years. According to the UN World Food Programme, 3.8 million Kenyans, a 10th of the population, need emergency aid, amid excessive food prices that have soared by up to 180 percent above normal levels due to shortages caused by the drought.

Sauder Responds with SE101 Africa

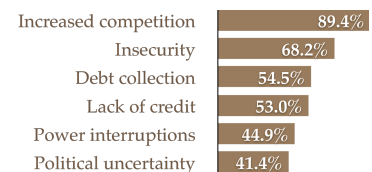
Helping youth to develop entrepreneurial and small business skills is an effective way of addressing youth unemployment. The Sauder School of Business, through a student initiative, designed a program called Social Entrepreneurship 101: Africa (SE101: Africa) to help Kenyan youth develop socially conscious entrepreneurial endeavours and employment for themselves and others. The course has been designed by Sauder faculty and is practical, applicable, and sustainable in the local context.

Business and entrepreneurship training helps young people to envision ways of getting out of poverty; do something to help themselves and their communities; and eventually ensure sustainable economic self-reliance.

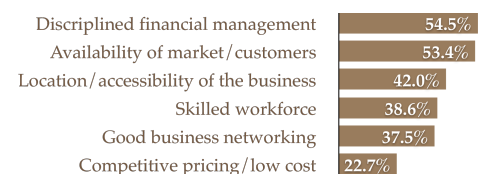
Kenyan Small & Micro Enterprise Statistics

A recent study of 198 small and micro enterprises in Nairobi* identifies key challenges and business success factors. SE101's content directly addresses the top challenges and provides training on the key success factors enabling and empowering entrepreneurs to combat unemployment.

Challenges Facing Micro & Small Businesses



Business Success Factors



* Source information on reverse page.



Where We Are Today

Social Entrepreneurship 101: Developing Business Plans

The SE101 three-week course, co-taught by students from UBC and Strathmore University (Nairobi), teaches young people how to write business plans, through a mix of workshops, mentoring sessions and guest speakers. At the end of the three-week program, participants have developed the draft of a business plan.

Since 2006, SE101 teams have taught approximately 225 youth in Nairobi. The program encourages businesses that emphasize corporate social responsibility. Past participants have developed food outlets, event planning, consulting and graphic arts businesses.

Our Near-Term Vision

Helping Youth Entrepreneurs Grow Small Businesses

Currently, about 15% of our students launch new businesses and an additional 15% are running businesses when they take our course, so they learn sustainable business practices. A significant number of the remaining 70% have entrepreneurial potential, but need further mentoring.

Our near-term vision is to create a drop-in Centre to provide a mentorship program, the launch of the SE102 program to support participants in their next phase of business development and training to encourage the concepts of social entrepreneurship and corporate social responsibility for the businesses created by the SE101 program.

Our Long-Term Vision

The Centre for Sustainable Entrepreneurship: Growing the Economy

Our ultimate goal is to establish a full-fledged Centre for Sustainable Entrepreneurship in Nairobi. The Centre would be a partnership between the Sauder School of Business and local universities. The Centre would provide support for the SE101 program; mentoring and consulting for the businesses developed through the program; micro-finance and entrepreneurial research; and faculty and student exchange programs between Kenya and Canada.

To make itself sustainable, the Centre would include a revenue-generating arm to provide consulting services to businesses in Kibera and Nairobi.

The Need for Business Education for Kenyan Entrepreneurs

The Kenya National Bureau of Statistics reported in 2007 that three out of five business fail within the first few months of operation. Following the completion of their survey of 198 small and micro enterprises in Nairobi, Bowen, Morara and Mureithi conclude that the solutions needed to address business failure lie in strong financial management, improved marketing, location and networking. The SE101 program provides training in all of these critical areas, supporting business success.

Source: M. Bowen, M. Morara, and S. Mureithi, "Management of Business Challenges among Small and Micro Enterprises in Nairobi-Kenya." KCA Journal of Business Management: Vol. 2, Issue 1 (2009).