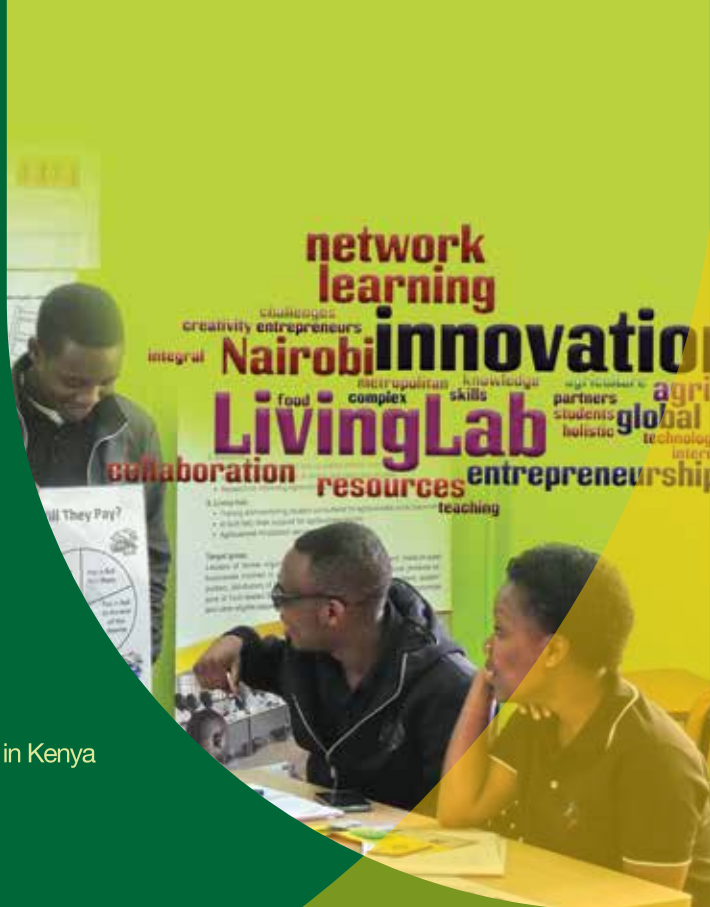
Metro AgriFood Living Lab

Expanding Business Opportunities for Youth in the Fish & Poultry Sectors in Kenya



GAME Global Agribusiness Management & Entrepreneurship Center

USIU AFRICA United States International University-Africa

Education to take you places

What is Metro AgriFood Living Lab?

This is a unique research project supporting Kenya's youth to actively engage in profitable agri-businesses. It is designed to identify and field test innovative business models for taking innovations to scale

The research uses the metropolitan living lab model to guide current and aspiring youth entrepreneurs in developing profitable agri-business enterprises in the fish and poultry sectors.

The living lab brings together a unique set of activities and services that create the needed synergy to support not only learning, but also innovation, business development and the creation of new knowledge. The Living Lab is the intersection of the following three components, Education & Training, Business Innovation & Action Research as shown on the diagram on the left:

What is the Benefit?

At subsistence, farmers focus on household needs, they are driven by survival; their mindset is to produce their own food and therefore emphasis is on enhancing their farming skills. The focus is on linking farmers in the chain, driven by optimization of output from the limited inputs. The mind-set is commoditization and therefore the critical competence being managerial skills. However, to meet the dynamic needs of current urbanization, we need to develop a Metro AgriFood Entrepreneur (MAE). The focus of a MAE is primarily meeting the consumer market wants and therefore the driving force is value addition (considers profit, people and planet). The mind-set is therefore on the product and entrepreneurial skills as the critical competence which is the main focus of the Living Lab concept. Other young entrepreneurs act as business counsellors to support the venture development activities.

Duration

There will be an intensive 2 weeks classroom learning, and 6 months business coaching and counselling for further assistance.

Selection Process

With support from the International Development Research Centre (IDRC), and the Australian International Food Security Research Centre (ACIAR), the Metro AgriFood Living Lab at United States International University-Africa in Nairobi is looking for 60 young people who have agricultural or food business ideas that they want to develop into real businesses. We want to find 60 young people of between 18 and 35 years who would like to start or expand a business in the poultry or fish sectors of Kenya. We are looking for 30 men and 30 women to become entrepreneurs running their own business. You will be invited to a one-day workshop to develop your business idea into a business concept. If your business concept meets certain criteria, you will be selected for further assistance from the Living Lab, including business plan development, marketing research, and access to implementation resources.

Selection Criteria

- Kenyan nationals/citizens residing in Kenya
- Strong business acumen
- Age of between 18 to 35 years
- Minimum education qualification of Form Four – literate in English, spoken and written
- Possesion of a business/ business idea qualifying as opportunity seeking in the fish and poultry value chain
- Potential to develop entrepreneurial ability
- Passion to grow the business as well as sub-contract other entrepreneurs as suppliers.

United States International University-Africa

"My experience in the USIU-Africa agribusiness program has been mind changing. The course has been spot on in terms of looking at agriculture as a business not as a by the way (side income) to make ends meet. Investing in agriculture and ensuring that I get profitable returns has been life changing. I have enjoyed all the courses from Financial Management, Entrepreneurship Mindset, Forming a company, Management style and writing a Business Plan. The focus on agriculture as a business, networking and the field visits have been worth it and more. I must say, am loving accounts after dodging it from my school days "

By Diana Kigozi;
Poultry farmer - Uganda

"My time working as a student volunteer at the USIU-Africa Agribusiness Office was a great and a whole new learning curve. The tasks and duties clearly revealed the viability and importance of agribusiness to the youth… an experience that has currently helped me reach my full potential as an MBA student. Agribusiness rocks!"

By Tony Terhemen;
USIU MBA Graduate - Ghana

For more information contact:

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Application forms can be downloaded at; www.usiu.ac.ke/agribusiness

IDRC | CRDI
International Development Research Centre
Centre de recherches pour le développement international

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Australian Centre for International Agricultural Research

LICENCE TO GROW

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