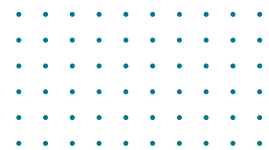
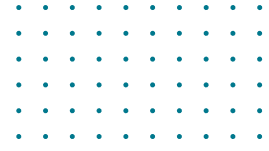
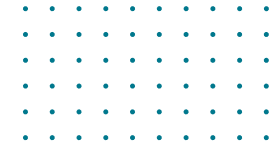


Welcome to Ongoza






About Us

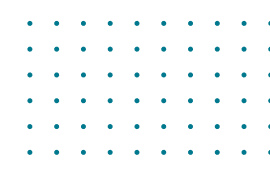
Ongoza is an Entrepreneur Support Organisation that provides customised advice, expertise, and guidance to young, ambitious entrepreneurs.

We think about sustainable solutions, focusing on the long-term growth, development and building of a community of the businesses we work with. Our approach is tailored to entrepreneurs to ensure we provide the best package of expertise, knowledge, and advice.

We provide entrepreneurs with capacity building through customised business training, and business development support, including investment readiness and market linkages.

Ongoza, to lead in Kiswahili, represents our belief that young entrepreneurs are the business leaders that drive Kenya's economy.





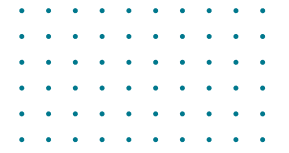
Mission & Vision

Mission

We equip entrepreneurs to grow and scale their businesses so they can be at the centre of a prosperous Africa.

Vision

We exist to solve the twin problems affecting the youth in Africa: Youth unemployment and small business failure.



Our Values

Act Together

We are open and inclusive. We prize ideas over hierarchy, value differences, and proactively support each other to achieve team goals

Improve Always

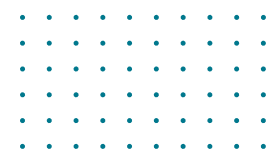
We actively seek and implement quick feedback for learning, innovation, and improvement both in what we do and how we do it. We evolve based on data, our experience, customer feedback, research, and industry trends.

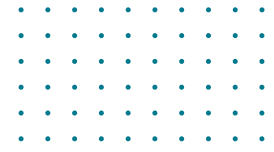
Don't Solve The Same Problem Twice

We proactively communicate problems and build structures to address them in a consistent, systematic way.

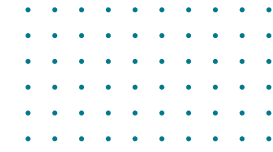
Demand Excellence

We consistently go above and beyond expectations to deliver the highest quality and professionalism in everything we do





Our Focus



Ongoza is sector agnostic. We are able to meet the key needs of three business categories



Formalizing

Key needs - structure & governance, and tools for operational efficiency



Dynamic

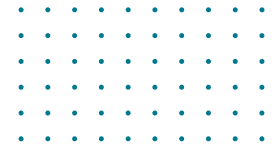
Key needs - Increased market share, internal controls, continuous improvements & innovation



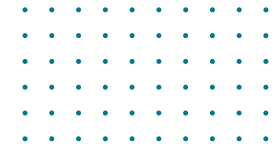
High Growth

Key needs - Staging for risk capital, research & development, scaling expertise





Our Services



I

Wezesha

To **empower** in Kiswahili



II

Imarisha

To **strengthen** in Kiswahili



Wezesha Entrepreneurship Training

Wezesha offers Modular Business Training facilitated by both an innovative Learning Management System (LMS), Ongoza trainers and seasoned entrepreneurs to entrepreneurs in the formalizing category across all stages of their businesses.

What We Offer

- A cohort-based program that delivers a 7-week hybrid (in-person and virtual) business training in skills building and empowerment to entrepreneurs in the formalizing category across all stages to grow and formalize their businesses.
- Practical tools and techniques in building a customer base, establishing a product-market fit and increasing sales.
- Peer support, one on one mentorship and coaching
- A grant to a select few who are then linked to a growth partner for a period of 1 year to ensure proper grant utilization



Recent Projects

Youth Entrepreneurship Training and Mentorship Initiative with Agakhan Foundation

Trained 1016 youth in the Coast region: Lamu, Kilifi, Kwale, Mombasa graduated 752

Accelerating Women Climate Entrepreneurs with Aga Khan Foundation

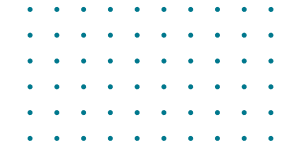
Trained 10 women in business incorporating Gender and Climate principles to sustainably run their businesses with greater impact

Wezesha Business Training 2023 Cohorts

Trained 10 entrepreneurs in Nairobi and currently training 110 in Nairobi and Mombasa

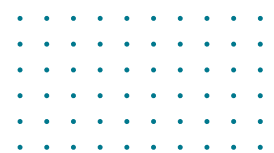


Our Impact



1744

Total Entrepreneurs Impacted



Our Team



Zawadi Kitsao
Executive Director



Winnie Njogo
Project Management Officer



Silvia Mwaura
Imarisha, Lead



Loreen Wanjiru
Wezesha, Lead



Belinda Kageni
Stakeholder Engagement, Lead



Brian Muvea
Imarisha, Associate



Philip Ojuok
Wezesha, Associate



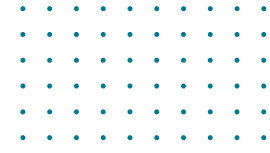
Janet Odawa
Wezesha, Associate

Wezesho Course Overview

Topic	Date	Time	Venue
Entrepreneur Wellness and Personal Leadership	12th Sep. 2023	2 pm - 5 pm	Indigo
Lean Business Canvas	19th Sep. 2023	10 am - 12 noon	Zoom
Compliance	26th Sep. 2023	10 am - 12 noon	Zoom
Market Readiness	3rd October 2023	10 am - 12 noon	Zoom
Digital Inclusion	10th October 2023	10 am - 12 noon	Zoom
Financial Management	17th October 2023	10 am - 12 noon	Zoom
Pitch Readiness	24th October 2023	9 am - 12 noon	Indigo
Graduation/Pitch Day	10th Nov. 2023	9 am to 1 pm	Indigo

What's Next?

- You are embarking on a 7-week course that tackles relevant business issues
- You will be signed up on the Learning Management System (LMS)
- Upon successful attendance of 80% of the classes, You will receive a certificate of completion
- Successful participants will get a chance to pitch their business and win a grant worth Ksh 100,000
- 100% attendance is required to qualify to pitch



Contact Us

Get in touch with us:



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www.ongoza.org



info@ongoza.org



Indigo Cowork Space, 4th Floor, General Mathenge Rd

