2022 Kenya Youth Business Challenge Participant Guide

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1. **2022 Kenya Youth Business Challenge Information**

**About the Kenya Youth Business Challenge**

The Youth Business Challenge is a double-round contest that seeks to promote innovation and creativity in entrepreneurship among youth. Participants are Compassion-registered college and university students 18-22 years of age, possess a National ID, currently run a business, and desire to grow and expand the business.

The challenge includes coaching for finalists and culminates with a formal presentation where students pitch their business ideas to a panel of expert judges. Grand Prizes are awarded for the most promising ideas/businesses and additional prizes may be available for specific areas of interest.

**Awards**

Grand Prizes:

- **1st Place** – Cash prize to be determined and coaching from Christian Business Angels
- **2nd Place** – Cash prize to be determined
- **3rd Place** – Cash prize to be determined

Top 20 Finalists – 10,000 KES

**Important Dates**

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<th>Dates</th>
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<td>July 18</td>
<td>Application period opens</td>
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<td>August 19</td>
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<td>September 2</td>
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Note: All submission deadlines are final. Late submissions cannot be accepted, and deadline extensions cannot be granted for any reason. CCSI encourages each applicant to submit their information early so that any technical difficulties can be resolved before the deadline. All dates and times specified for contest deadlines are in the East Africa Time Zone.
How to Apply

1. Pray and entrust your application to the Lord.
2. Visit YouNoodle to create an account and access the application form.  
3. Answer the questions in the online application form.

Note: It is not necessary to answer all the questions in one online session. You can save your application and continue completing it later. You can submit your application when you have answered all the questions.

You will receive a confirmation when your application is submitted. You will receive a notification when judging occurs. If you are selected to be a Finalist, your notification will include instructions for how to proceed in submitting additional information.
How to Prepare

The Youth Business Challenge is a platform for you to explore and develop your creative entrepreneurial mind and to develop your skills in operating a business. Preparing you mindset and posturing your heart in an expectant way, and knowing that you have support, resources, prayerful encouragement, and that wisdom is available will help you to have a great experience.

Mindset and Heart Posture

Commit to the LORD whatever you do, and he will establish your plans.
- Proverbs 16:3 (NIV)

For we are God’s handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do.
- Ephesians 2:10 (NIV)

It is the glory of God to conceal a matter; to search out a matter is the glory of kings.
- Proverbs 25:2 (NIV)

Who has known the mind of the Lord so as to instruct him? But we have the mind of Christ.
- 1 Corinthians 2: 16

Do not conform to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God’s will is—his good, pleasing and perfect will.
- Romans 12:2

How to Proceed

Round 1 (all applicants):

- Pray with regularity entrusting your preparation to the Lord.
- Review the Round 1 finalist criteria. (See below)

Round 2 (only finalists):

- Pray with regularity entrusting your progress to the Lord.
- Receive encouragement, training and coaching via the sessions provided.
- Review the Round 2 pitch criteria. (See below)
- Practice your product pitch, be yourself, make it your own.
II. What to Expect

Contest Flow

KENYA 2022 YOUTH CHALLENGE

July 18
Application Period Opens

Aug. 19
Application Period Closes

Sept. 2
Finalists Selected
50 finalists selected for training and coaching

Sept. 6
Training and Coaching of Finalists

Sept. 15
Pitch Day
50 top finalists participate in Pitch Day

Sept. 16
Awards Ceremony
Top 20 receive cash prizes
Top 1 receives training from Christian Business Angels
Application Period
The contest starts with an initial application period of several weeks during which applicants submit business plan information online through the YouNoodle application.

Round 1 – Finalists Selected
After the application period closes, every application is evaluated by judges. This round concludes with the selection of 50 finalists that represent the most promising businesses. This process takes several weeks.

Training and Coaching
All 50 finalists will each receive training and coaching to help further develop their business plan and prepare their solution pitch. This process takes two weeks.

Round 2 – Pitch Day
All 50 finalists will advance to Pitch Day which takes place in-person and consists of formal live presentations to a panel of expert judges. All presentation contents must be the original work of the finalist.

Awards Ceremony
The challenge culminates with a celebration and the announcement of awards including Grand Prizes for the most promising businesses.

Note: Judges will use pre-defined criteria to produce a numeric score that will be used to rank each application and pitch. Judges are also encouraged to provide comments for each of the criteria sections for each submission that they review. The purpose of this feedback is to provide an educational opportunity for the participant. The feedback is not part of the scoring but may influence the judge’s ranking decisions.
Round 1 – Finalist Criteria
The first round involves the evaluation of every application by judges to select 50 finalists using these criteria:

- Innovative: The business idea should be new, original, and creative
- Scalable: Has potential to grow into a large business
- Marketable: There should be consumer demand for the product or service
- Sustainability: It should have longevity
- Profitability: Can break even and generate income above expenses incurred
- Growth Potential: There is evidence for growth in demand for the product or service
- Financeable: It should be attractive to finance
- Minimal Risks: The associated risks should be identifiable and mitigable
- Differentiated/ Value Proposition: It should be different from existing products and services
- Low Funding Requirement: the business ideas should have a low start-up and operational costs

Round 2 – Pitch Criteria
The contest culminates with a formal presentation where the top finalists pitch to a panel of expert judges using these criteria:

- Product/service information and how it will solve the problem or take advantage of the opportunity (value proposition)
- Who will buy it (target market) and why
- Price of the product/service, cost to produce (revenue or business model)
- Market size
- Competition and competitive advantage
- How the award funds will be used
- Leadership and team and background (expertise in the area)
- Key partnerships
- Speaking clearly and providing examples
- Enthusiasm, passion about the idea, full of energy
III. Rules

Spirit of the Contest

The spirit of the contest is that local innovators both originate and lead the startup idea. Applicants not aligned with this vision or not working towards this end may be disqualified. Kenya Youth Business Challenge reserves the right to review applicants on a case-by-case basis and make eligibility decisions. Applicants that are unsure of their eligibility should contact the challenge director. Applicants who promote illegal, illicit, unethical, immoral, or other types of activities that may be considered unworthy of association with the Kenya Youth Business Challenge may be disqualified.

The Kenya Youth Business Challenge team has the final decision on which applicants are selected to compete and reserves the right to include or exclude any applicants for any reason. All decisions are final. Questions should be addressed to inquiry email address.

Use of Mentors and Judges

Judges and mentors:

▪ Cannot be part of the applicant’s business.
▪ Should not directly participate in the writing, direct editing, or specific development of any part of the submission.
▪ Can provide advice and insights into the development of the business plan, presentation coaching, and other general education interactions.

Note: Interaction with an assigned mentor is not required but is encouraged for the best learning opportunity.

Annual Follow-Up Questionnaire

The top Finalist will be expected to fill out an annual follow-up questionnaire that will speak to the status of their business at the time of and in the years following the Kenya Youth Business Challenge.
Rules Violations

- Questions about the rules or guidelines should be addressed to the inquiry email address for clarification.
- Rule violation concerns must be submitted to the inquiry email address detailing the purported violation, applicant(s) involved, and applicant(s) reporting the purported violation.
- False violation reports are a violation. Sanctioning will be authorized by the judges if deemed appropriate.
- The judges have final authority in deciding if a violation occurred and will take appropriate action. The judges can disqualify an applicant or an applicant team member, increase cumulative ranking scores (decreasing overall ranking), change rankings, and allow them to consider the fact in their rankings, remove prize eligibility, disqualify an applicant from future contests, or simply dismiss a purported violation.

Special Situations

If an applicant needs to request approval for a special situation or exception to these rules and guidelines, they should submit in writing a formal proposal explaining the situation or request to the inquiry email address. The judges will review all proposals and deliver a response through the director.

Confidentiality and Intellectual Property

All submitted information is deemed to be the property of the participating applicants. All judges, mentors, and staff are working professionals and investors who routinely evaluate innovations and understand the need for confidentiality. However, they do not sign any non-disclosure agreements to participate in this contest. Applicants are strongly encouraged NOT to provide any specifics or details that are considered to be intellectual property or the key to intellectual property. There will be no penalty in judging when a question or issue is not fully addressed because of confidentiality concerns. In addition, YouNoodle, the platform used to conduct the contest, has confidentiality policies that applicants should review when agreeing to use YouNoodle. https://younoodle.com/terms

About Compassion International

Compassion International is a Christian, holistic, child and youth development organization that supports the development of children and youth from low-income families in partnership with the church and other stakeholders. Globally, Compassion is directly serving about 2.1 million children from poor households in 25 countries.

In Kenya, Compassion International started operations in 1980. Currently, the organization has presence in 30 counties partnering with 453 local churches, serving more than 130,000 children and youth.