



# **BUSINESS DEVELOPMENT SERVICE (BDS)**

## **PROVIDERS APPLICATION GUIDE**

### **KENYA INDUSTRY AND ENTREPRENEURSHIP PROJECT**

<https://250plus.kiep.go.ke>



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# OVERVIEW OF KIEP & KIEP 250+

The Kenya Industry and Entrepreneurship Project (KIEP) is a private sector support programme being implemented by the Ministry of Investments, Trade and Industry (MITI) with support from the World Bank.

## **KIEP consists of three components:**

1. Strengthening the innovation and entrepreneurship ecosystem
2. SME Linkages and Upgrading
3. Project implementation support and M&E

This Business Development Service (BDS) providers application guide deals with Component 2 - SME Linkages and Upgrading (branded, KIEP 250+). The aim of KIEP 250+ is to increase productivity and innovation within established SMEs in Kenya by supporting select private sector firms to improve their managerial and technical skills and their access to and use of technology, in order to significantly increase operational competitiveness.

KIEP 250+ targets to work with at least 250 SMEs across various manufacturing and trade-exposed sectors, and/or SMEs who already supply - or wish to supply - large(r) firms in Kenya.

Shortlisted SMEs accepted into the project will receive an integrated package of diagnostic and advisory services and financial support (performance-based grant funding) for the implementation of technical assistance to address identified gaps in order to increase innovation, productivity and competitiveness.

KIEP 250+ is managed by a consortium of international development consulting firms led by NIRAS Finland Oy ("the Fund Manager"), with Intellectap Advisory Services Private Limited Kenya as a supporting partner. The major part of the implementation will be carried out by NIRAS Africa Ltd of Kenya, which is part of the NIRAS Group. NIRAS Finland Oy and NIRAS Africa Oy will be referred to jointly as NIRAS.





## BDS PROVIDERS **ELIGIBILITY CRITERIA**

**KIEP 250+** aims to improve businesses through provision of Technical Assistance (TA) to address identified business gaps/ intervention areas. The TA will be provided by Business Development Service (BDS) providers, selected from a list of screened BDS providers.

To participate in KIEP 250+ as a BDS provider, you need to meet the following minimum qualifications:

- Be duly registered in Kenya;
- Be at least 3 years old with 2 years' experience in Business Development Service (BDS) provision;
- Should be able to clearly state your area of expertise; where possible professional qualifications should be mentioned;
- Should have demonstrated experience and knowledge of working with SMEs in BDS provision;
- Should have at least 5 SME clients for whom you have successfully completed business development services;
- Must be prepared to show an extract of work performed;
- Must be prepared to name two SME clients as references who may potentially be contacted by the KIEP 250 Team;
- Must be prepared to sign a code of conduct with the Fund Manager.

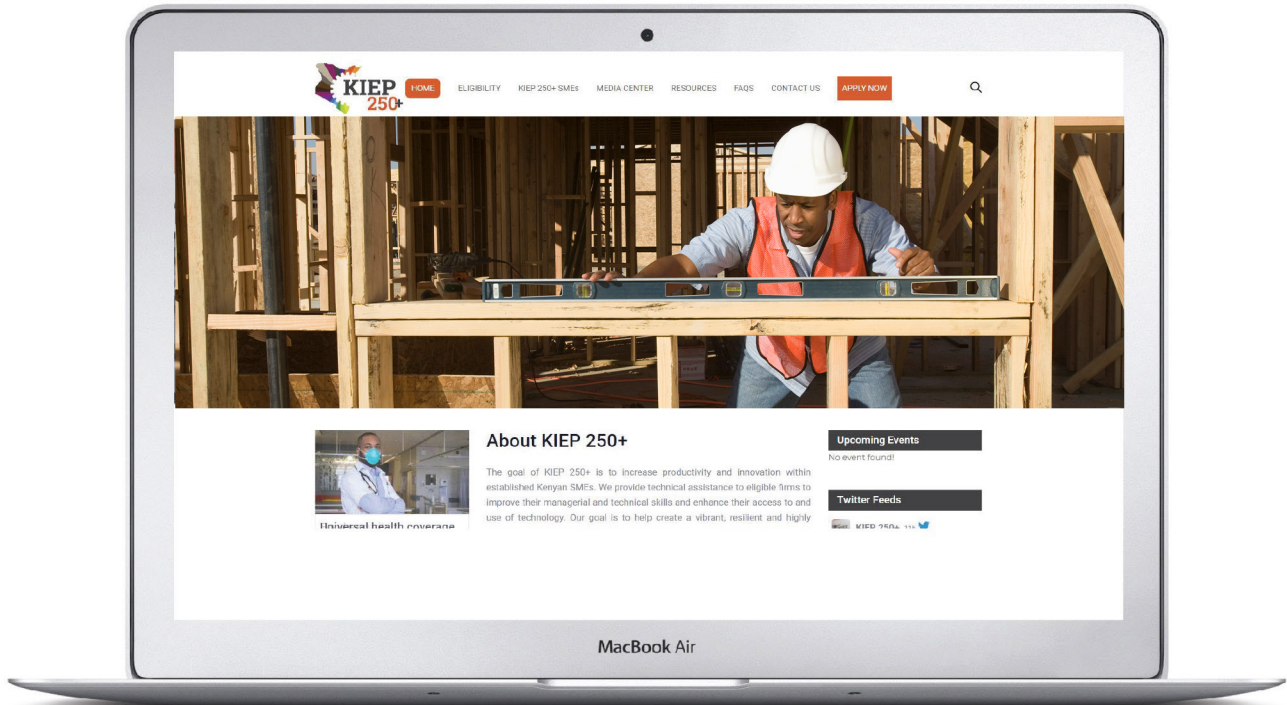
In certain cases, international BDS providers may be considered.

# APPLICATION PROCESS

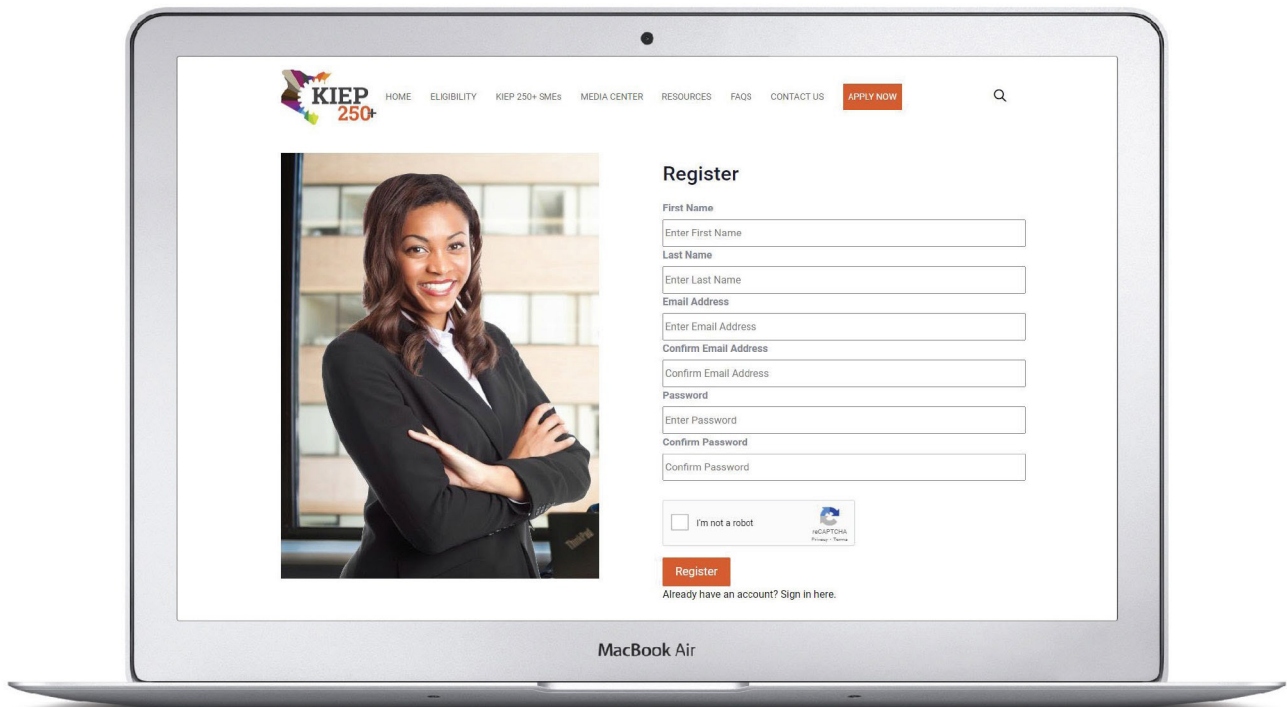
The following steps are a guide on how to log on, fill in and submit your application for KIEP 250+

## SETTING UP AN ACCOUNT

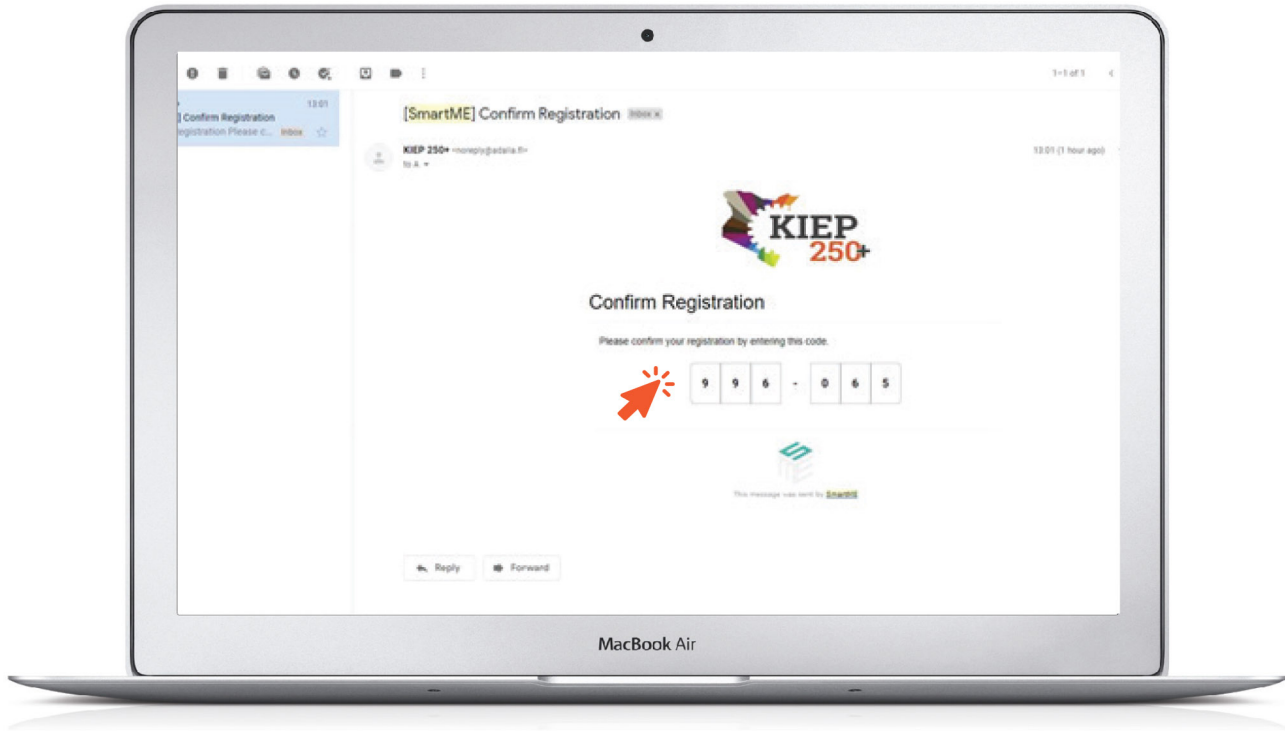
1. Visit the **KIEP 250+** website under <https://250plus.kiep.go.ke> and click on **“Apply now”**



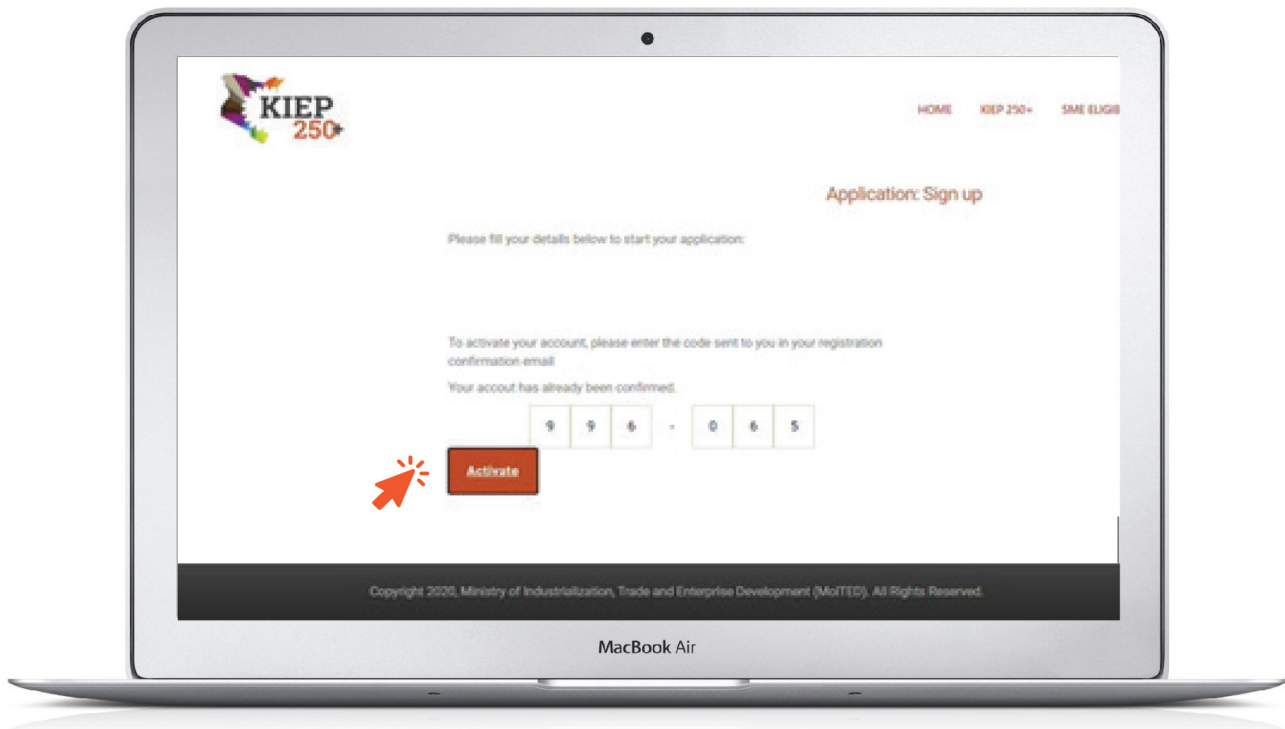
2. Click **“APPLY NOW”**, select the BDS providers option then proceed to fill the registration form. Upon completion, click **“REGISTER”**



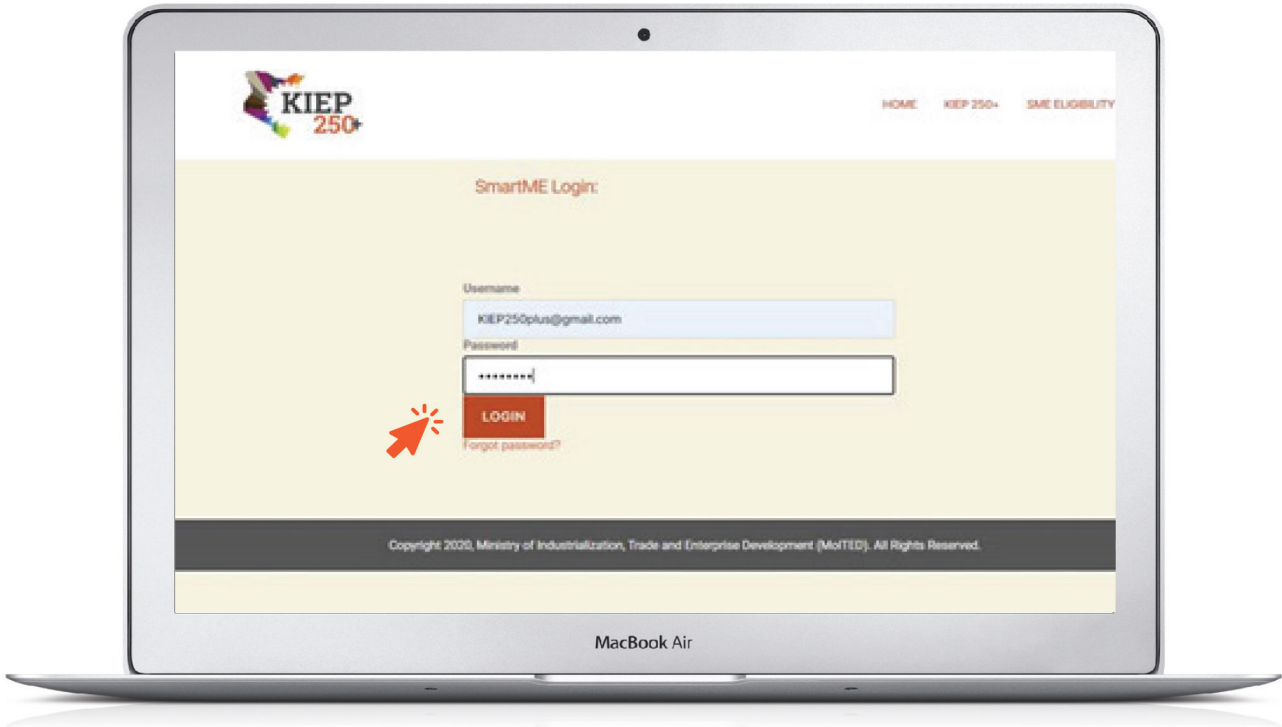
3. Check the inbox of the e-mail address you used to register for KIEP 250+. You will get an email with a code which will allow you to verify your registration.



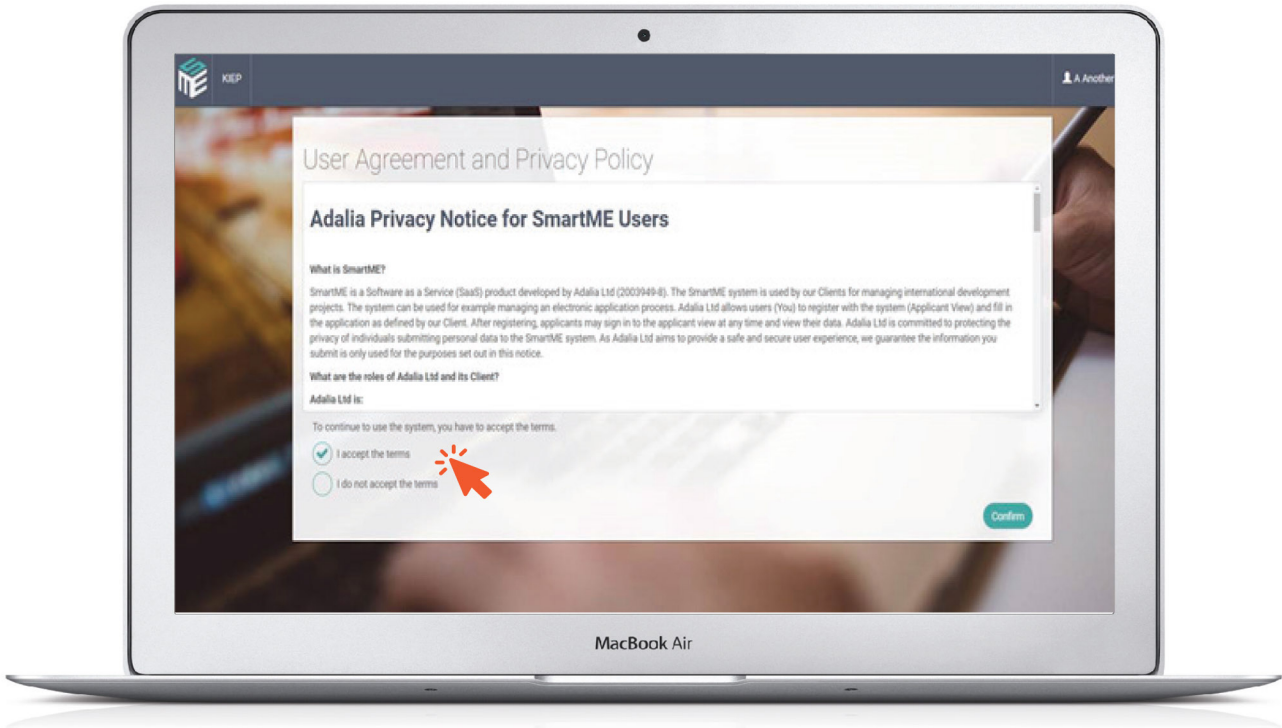
4. On the website, insert the code that you have received by email.



5. After clicking on “**activate**”, you will be asked to log-on. Use the e-mail you provided (**this is your username**) and the password you typed in at **step 2**.

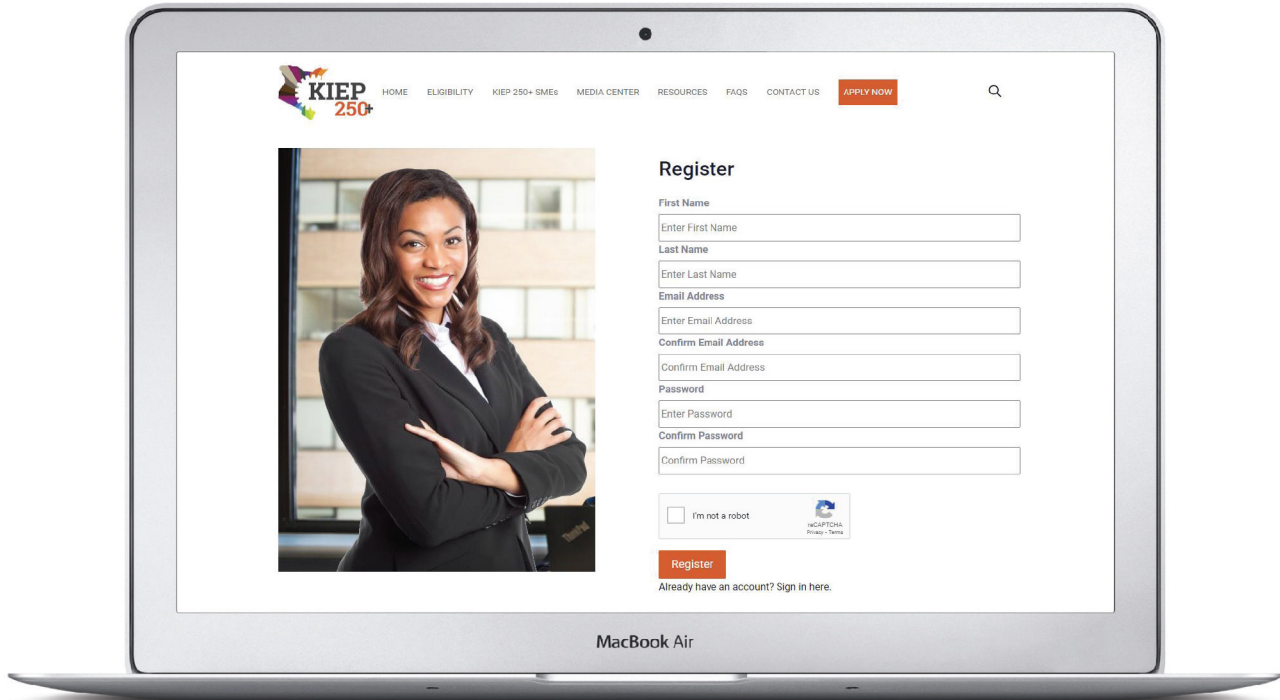


6. Next, you will see the Privacy Notice to which you have to agree before being able to use **SmartME**. Please read this carefully and accept the terms to continue.

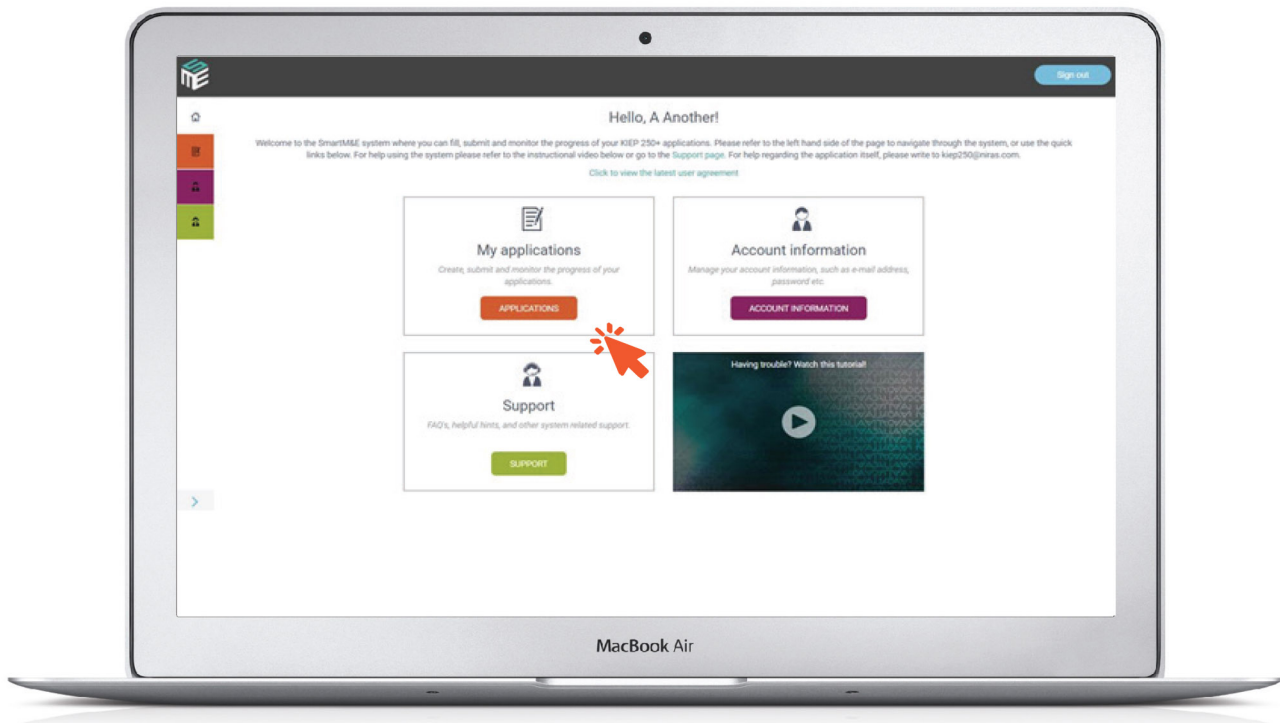




**Note:** You can log-on whenever you want to work on your application. For this, go to the KIEP 250+ website, <https://250plus.kiep.go.ke>, click on “Apply now”, then on “Already have an account? Sign in here.”

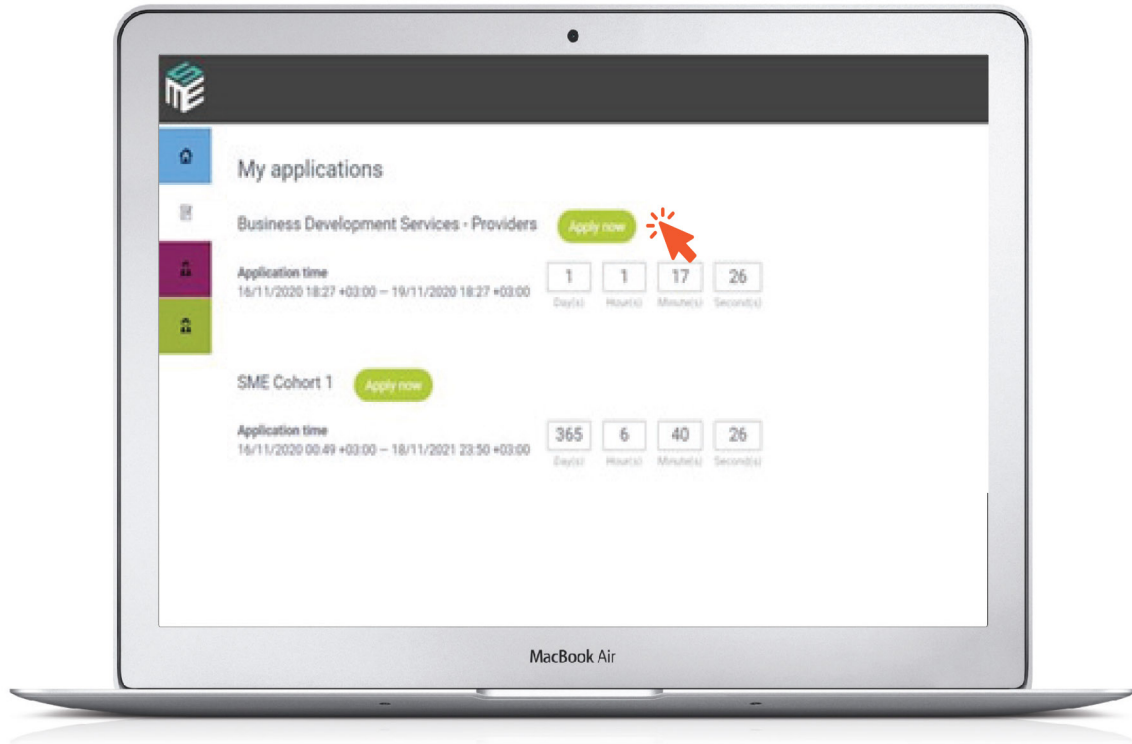


7. Once you have logged-in successfully, you will land on the home page in **SmartME**.



**Note:** If you would like a tutorial on how to use the SmartME system, kindly click on the video at the bottom right of the home page.

- Click on **“Applications”** to access the application forms. The system is built in such a manner that both application forms for **SMEs** and **Business Development Service (BDS) Providers** are accessible to any applicant. If you are a Business Development Services Provider, select the appropriate application form to apply.



Before filling in the application form, please take note of the following:

- You can save your application and resume where you left off.
- The application form automatically logs out after 120 minutes. This protects your privacy.
- SmartME saves data entered frequently and automatically. You do not have to fill in the information in one go. Click on “save as draft” before logging-out.
- You can submit a BDS provider application at any time during the project period. However, it is highly recommended to submit your application as soon as is possible. This will allow for you to be included (upon approval) in the BDS providers database where SMEs check for potential BDS providers they can engage for their various business improvement interventions.

**Note: The BDS providers database is published on the project website.**



# GUIDELINES FOR ANSWERING THE QUESTIONS

Fill out the application form directly in the system. The following information will guide you on how to fill out the form:

1. Any questions with an **asterisk (\*)** means that this is a compulsory question. It must be filled. If for any reason this does not apply to you, you may put **N/A** where text is required or **'0'** where numbers are required.

**I. BUSINESS PROFILE**

i) In this section, please provide some general information about your business and how you meet the eligibility criteria as detailed in the application guide.  
ii) Please note - you will be required to upload supporting documents to verify your application such as a business registration document, company profile

**1. Company name \***

A. N. Other

Please provide the name of your business and its subsidiary if any. If you are an individual consultant, write your full name here.

**2. Is your business incorporated in Kenya? \***

If you are an individual consultant, do you live and work in Kenya?

Yes  
 No

**3. In which county(ies) of Kenya do you provide BDS? \***

Mombasa  
 Kwale  
 Kilifi  
 Tana River  
 Lamu

2. Whenever you see **“Please select”**, this indicates there are predefined options. Click on the arrow to reveal the **‘drop down menu’** and select the most appropriate response

**6. List the business directors / shareholders**

Provide names of the business owners as in the company registration document (CR12 in Kenya). If you are an individual consultant without a registered business, provide your full name here.

**7. How many years has your organisation been in operation?**

1 year or less  
between 1 and 2 years  
between 2 and 3 years  
between 4 and 5 years  
more than 5 years

Contact person 1

Name \*      Role \*      E-mail \*      Phone number \*

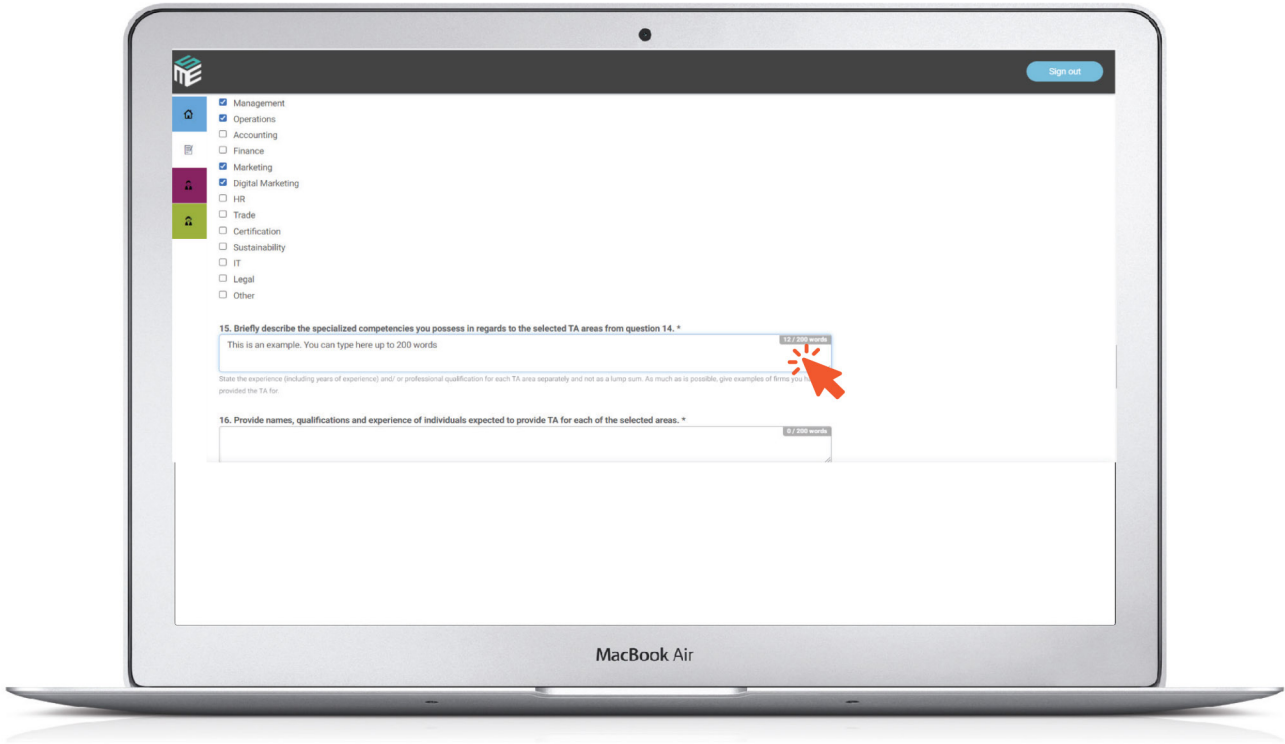
First name, Last name      CEO, COO, etc.

Contact person 2

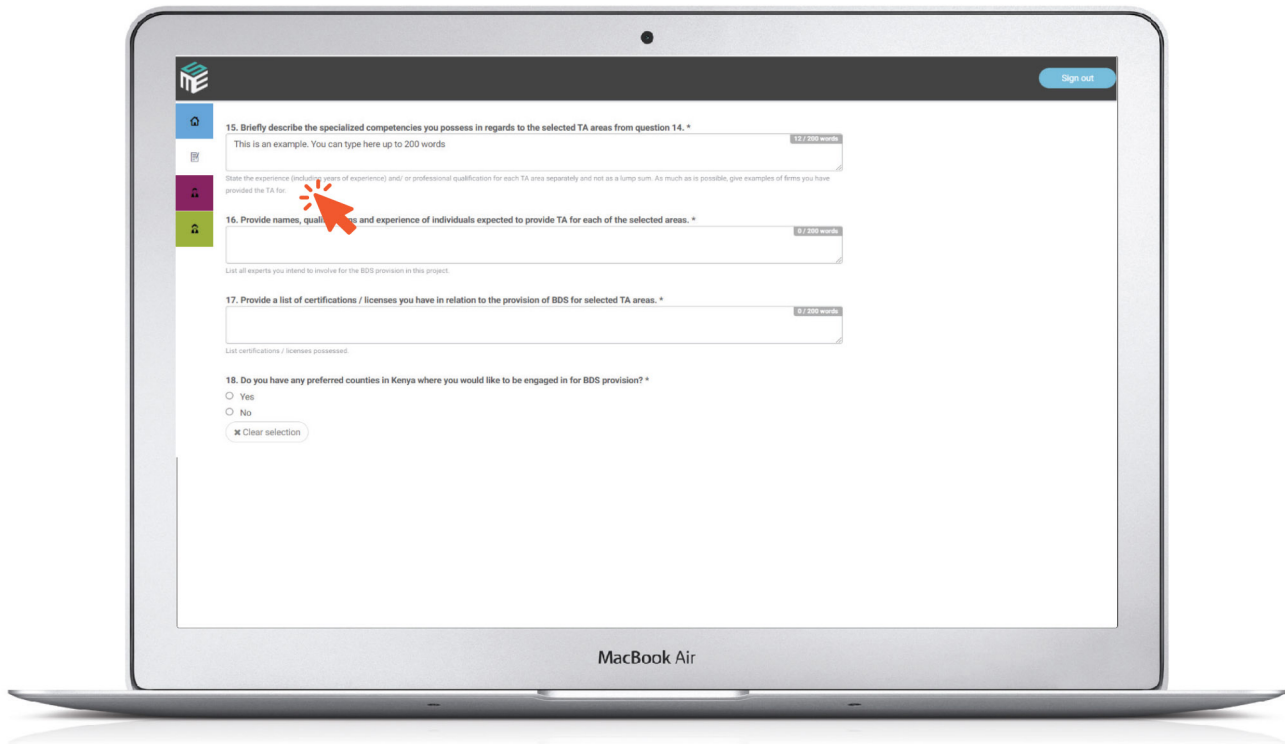
Name      Role      E-mail      Phone number

First name, Last name      CEO, COO, etc.

3. Take note that each question that requires information to be keyed in has a maximum word limit. Once the word limit is reached, no more text can be input.



4. Some questions contain a description text. It provides additional information on how to answer the questions asked.



5. Some questions come with examples provided to assist you in answering the question or further clarify what specific information the KIEP 250+ project is looking for. To access these examples, simply click on the grey question mark icons

19. Please list a minimum of 1 service recipient (firm) you have provided BDS to previously.

Please note that the KIEP 250+ team might contact this service recipient to verify the information you provided.

19a. Service recipient \*  
Company name

19b. Prior service recipient's location \*  
Please select

19c. Contact person \*  
First name, Last name

19d. Contact person e-mail \*

19e. Briefly describe the Business Development services provided. 0 / 100 words

[Add row](#)

20. Would you be able and willing to provide TA/BDS remotely? \*

Yes

No

[Clear selection](#)

[Save as draft](#) [Submit](#)

MacBook Air

6. Kindly note that you cannot submit the application without having filled in the compulsory fields, which are marked with an **asterisk (\*)**. When clicking submit, the system will show you which compulsory fields are vacant.

19c. Contact person is required.

19d. Contact person e-mail is required.

19e. Briefly describe the Business Development services provided. 0 / 100 words

[Add row](#)

20. Would you be able and willing to provide TA/BDS remotely? \*

Yes

No

[Clear selection](#)

20. Would you be able and willing to provide TA/BDS remotely? is required.

III. REQUIRED DOCUMENTS

21. Current tax compliance certificate \*

Drag & drop a file here or click to browse

Accepted formats: PDF (pdf)

21. Current tax compliance certificate is required.

[Save as draft](#) [Submit](#)

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## REQUIRED DOCUMENTS

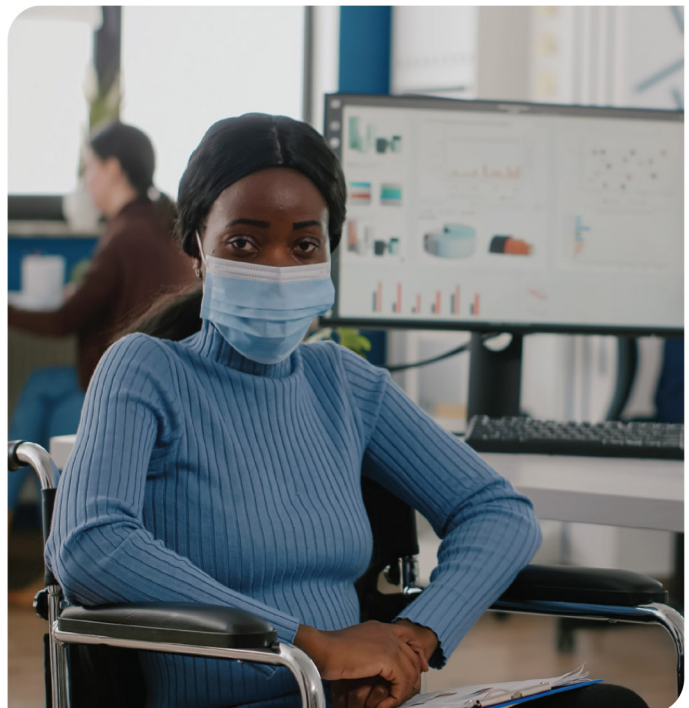


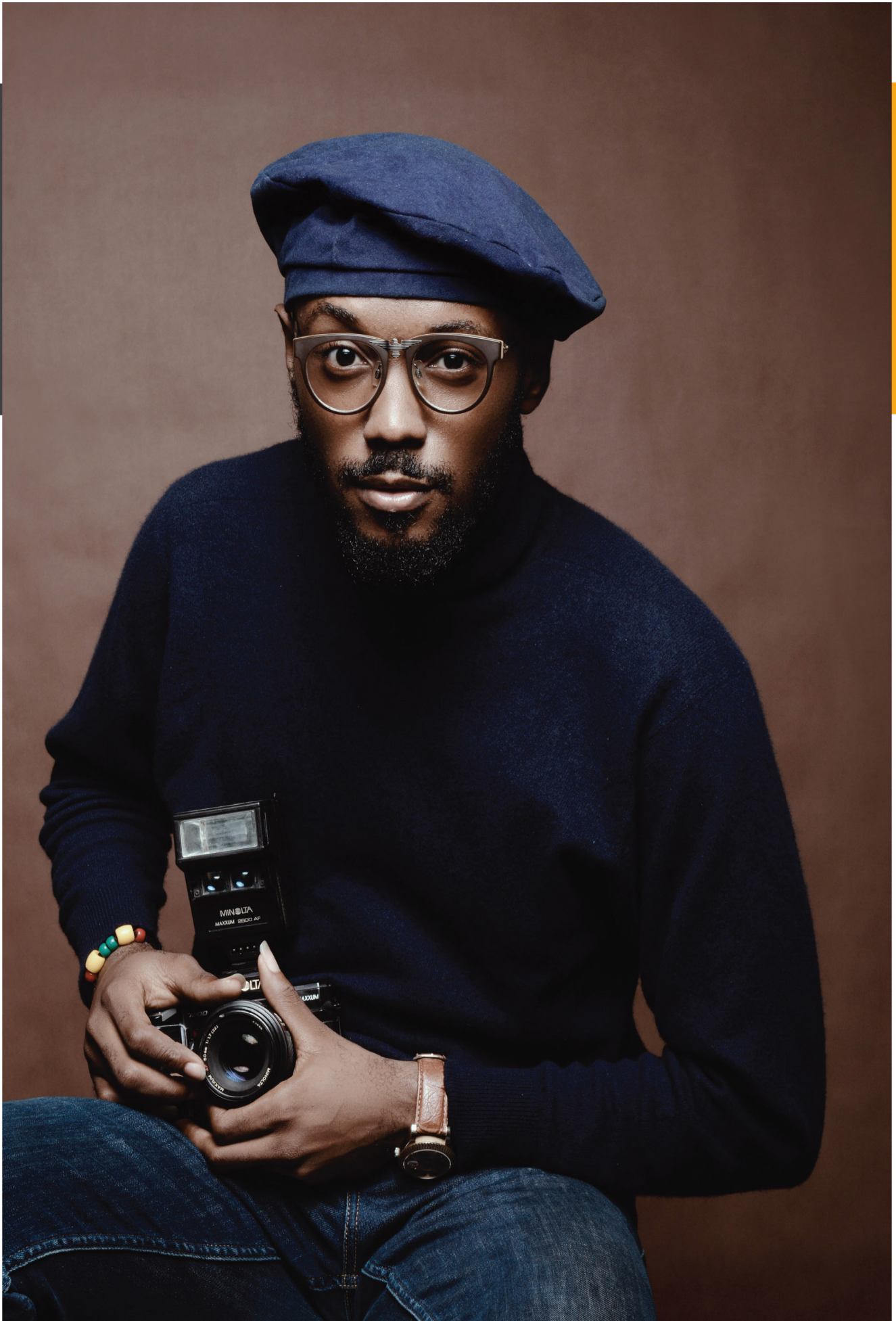
These are summarized in Section 3 of the application form and are listed below:

- Current tax compliance certificate
- CVs of Technical Experts listed
- Upload a sample of past work performed
- Copies of any professional licenses and/or certifications obtained
- Certificate of registration / Business registration document
- CR12/Shareholder certificate
- Company profile

The above list provides an overview of the documents you need to have ready for uploading in the system as part of your application.

In terms of types of document formats that are accepted in the system, KIEP 250+ accepts documents in PDF format, maximum size 3MB per attachment; and images in JPG or PNG formats.







📍 Rhapta Heights, 3rd Floor, Rhapta Road 25496-00603 Nairobi, Kenya

✉️ [kiep250@niras.com](mailto:kiep250@niras.com)

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