

# **SME ELIGIBILITY CRITERIA**

- Nominated by strategic partner
- Annual sales of more than KES 50m
- At least 2 years in operation
- Committed management
- Legally registered in Kenya

Strategic partners can be lead firms, financial institutions, or business associations.

## **PRIORITY SECTORS**

- Manufacturing
- Agriculture
- Housing and settlement
- Healthcare
- Digital superhighway and creative economy

Priority will be given to SMEs active in the Bottom-up Economic Transformation Agenda (BETA) focus areas

# PERFORMANCE BASED GRANT FUNDING PROJECT

TRANSFORMING

250+ SMEs

# **ABOUT KIEP**

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.

# TRANSFORMING 250+ SMEs

KIEP 250+ is KIEP's Component 2 which aims to increase innovation and productivity in selected private sector firms. Business improvement initiatives of 250+ eligible SMEs are supported through a combination of business advisory support and **performance-based grant funding**.

# YOUR ROLE

We help SMEs in building world-class businesses that can competitively supply to lead firms. You can assist by nominating SMEs in your supply chain, and advising on business improvement areas for consideration.

# WANT TO LEARN MORE?



KIEP250@niras.com





# METHODOLOGY AND PROCESS

# APPLICATION

PIP



SMEs are invited to fill out an on-line form to determine eligibility, suitability and motivation to participate in the project.

Based on diagnosis

Improvement (PIP)

will be developed in

areas for Technical

results, a Performance

collaboration with the

SME highlighting key

Assistance (TA) support.

#### SHORTLISTING

Applications will be screened, evaluated and shortlisted. In each cohort, 40-60 SMEs will be selected to participate in KIEP 250+. Final admission to the project is subject to meeting all mandatory due diligence requirements.

### CONTRACTING

A Grant Agreement will be signed between MoITED and the SME. Qualified BDS providers are selected by the SME to execute the TA projects agreed in the PIP

#### DIAGNOSIS

A business diagnosis will be conducted to identify areas of improvement with the objective of building firms that innovate, improve productivity and increase competitiveness.

# IMPLEMENTATION

**Based on achieved** milestones, SMEs will receive reimbursement for BDS expenses in the form of performancebased grant funding. M&E will be performed regularly to ensure SME is on track to meet the **PIP** deliverables.







# THE IMPORTANCE OF LINKAGES

As connections to markets, off-takers, financiers and industry associations are key in driving revenue growth, we will work closely with Lead Firms, Financial Institutions or Business Associations to upgrade SMEs already operating within these networks.



# INNOVATION

Innovation increases your ability to react to changes and unlock new opportunities. It helps to foster competitive advantage as it allows you to build better products and services for your customers.

Access to finance is invariably cited as the main obstacle to business growth. However, every company can stack the odds in its favor by striving for operational excellence and presenting financiers with a compelling narrative. KIEP 250+ offers performance-based grant funding to help strengthening your business. We shall work with you to promote market linkages and help your business identify a sustainable growth path

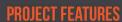




Ministry of Investments, Trade and Industry tate Department for Industry







250+ SMEs **6 COHORTS** 2020-2024

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