



TRANSFORMING

250+ SMEs

PERFORMANCE BASED GRANT FUNDING PROJECT

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**.

OUR FOCUS

We help SMEs in building world-class businesses. Our guiding focus is on increasing managerial & technical skills, strengthening innovation, upgrading processes and technology and promoting market linkages.

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



WANT TO LEARN MORE?



✉ KIEP250@niras.com
🌐 250plus.kiep.go.ke



» METHODOLOGY AND PROCESS

01

APPLICATION

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



02

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.



03

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.



04

PIP

Based on diagnosis results, a Performance Improvement (PIP) will be developed in collaboration with the SME highlighting key areas for Technical Assistance (TA) support.



05

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.



06

IMPLEMENTATION

Based on achieved milestones, SMEs will receive reimbursement for BDS expenses in the form of performance-based 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

PROJECT FEATURES

250+ SMEs
6 COHORTS
2020-2024



Ministry of Investments, Trade and Industry
State Department for Industry



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UPGRADE YOUR BUSINESS WITH KIEP 250+. APPLY TODAY!