Chandaria Business Innovation and Incubation Center
Kenyatta University

Dr. George Kosimbei,
Director, Innovation Incubation and University-Industry Linkages, Kenyatta University, Nairobi, Kenya
Presentation Outline

1. Service at Chandaria BIIC
2. Start-ups
   - Quality, Quantity, Turnover & Impact
3. Intellectual Property & Technology Transfer
   - Patents, Copyrights, Trademarks, plant varieties, geographical indications & trade secrets
Services at Chandaria BIIC

- Provide highly effective innovation and incubation services in line with international best practices

- 3D Printing
- Comprehensive business training programs
- Advisory boards and mentors
- Management team identification
- Help with business etiquette
- Technology commercialization assistance
- Assistance with regulatory compliance
- Design thinking and lean start-up
- Networking activities
- Marketing assistance
- High-speed Internet access
- Access to seed capital
- Help with presentation/pitching skills
- Access to angel investors or venture capital

Saturday, March 5, 2022
Enterprise Pyramid

- Scale
- Profit
- Revenue
- Business Model/ Plan
  (Product is refined)
- Idea/ Research product/ IP
  (search/customer/ pivot)

This is where 55% of the startups are...
1. Start-ups-Quantity

Source: Chandaria BIIC Records, 2022
1. Start-ups-Quality-Categories

- Transport & Logistics: 3%
- Green & Eco/ Energy: 2%
- Manufacturing & Construction: 4%
- Sports, Leisure & Entertainment: 0%
- Fine & Performing Arts: 3%
- Electronics and Electrical Engineering: 0%
- Business & Professional Services: 10%
- Health & Nutrition: 13%
- Water & Sanitation: 4%
- Agribusiness: 13%
- ICT: 28%
- Energy: 20%

Source: Chandaria BIIC Records, 2022
## Startups-Economic Impact

<table>
<thead>
<tr>
<th>S.No</th>
<th>Startup</th>
<th>Gross Turnover, US$. (p.a)</th>
<th>Jobs created (# of Employees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Flexy Pay Ltd</td>
<td>120,000</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>Ecodudu Ltd</td>
<td>117,000</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Africartrack</td>
<td>90,000</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Norton Lab</td>
<td>81,000</td>
<td>11</td>
</tr>
<tr>
<td>5</td>
<td>Zalisha</td>
<td>79,000</td>
<td>11</td>
</tr>
<tr>
<td>6</td>
<td>Kitabu Africa</td>
<td>74,000</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Others</td>
<td>&lt;50,000</td>
<td>&lt;4</td>
</tr>
</tbody>
</table>

Source: Chandaria BIIC Records, 2022
Intellectual Property & Technology Transfer

Source: Technology Transfer Office, 2022