



## **MBELENABIZ BUSINESS PLAN COMPETITION**

The MbeleNaBiz Business Plan Competition (“MbeleNaBiz”) is an initiative of the Government of Kenya, under the Kenya Youth Employment and Opportunities Project (KYEOP). **Specifically, MbeleNaBiz is Component 2.2 of KYEOP.** MbeleNaBiz is implemented by the Micro and Small Enterprises Authority (MSEA) and the Ministry of ICT, Innovation and Youth Affairs (MIYA), with support from the World Bank.

### **GOAL OF THE COMPETITION**

The MbeleNaBiz BPC aims to expand new and existing youth-led enterprises by providing them with grant funding. By investing in young entrepreneurs whose ventures will generate employment opportunities and earnings for unemployed youth, the Competition is contributing to the development of an inclusive economy that provides opportunities for as many Kenyans as possible.

The business plan competition and the resulting monetary prizes for the 750 winners are addressing key challenges youth-run businesses face, including the lack of access to early-stage finance.