“Good Habits formed at youth make all the difference”

-Aristotle

Reality in Kenya

- 73% of the population below the age of 35yrs
- 35% of the population between 15-34yrs of age
- 40% of the unemployed are youth
- Growth of informal sector is 17% while that of formal sector is 2% per annum
CORE PURPOSE
To inspire and prepare young people to succeed in a global economy.

CORE VALUE
Boundless Potential of young people

Pillars of Success

Work Readiness
Entrepreneurship
Financial Literacy

Pillars of Student Success

Critical Stages

Organize resources
Develop a business plan
Manage an enterprise
Liquidate the enterprise
**Program Focus**

- Entrepreneurship
- Financial Literacy
- Work Readiness

**Program Model**

Form 1 & 2
- Eco Program – exposure to climate change & entrepreneurship
- Market Understanding & Trend Prediction

Form 2
- Entrepreneurship & Financial Literacy
- Company Program
- Entrepreneurship Competitions

Form 3

Form 4
- Job Shadow
  - Entrepreneur
  - Intrapreneur

Work Readiness | Entrepreneurship | Financial Literacy
Some of the Products:
• Alternative lighting
• Recycling for roofing
• Recycling for fuel

Sources of funding:
• Group savings
• Revolving fund

Approach Gains
 ✓ Development & inclusion of green entrepreneurship program materials
 ✓ 70% of the student led enterprises were environment friendly
 ✓ Winner of the national competitions was a green enterprise
 ✓ Our student named UNEP/ BAYER Environment Envoy
 ✓ Employment for youth at Dandora Dumpsite
Amazing Impact!

Our Partners

Work Readiness | Entrepreneurship | Financial Literacy