



PRESIDENTIAL INNOVATION AWARD CONCEPT NOTE 2023 - 2024



PRESIDENTIAL INNOVATION AWARD

The Presidential Innovation Award (PIA) is a module of the Talanta Hela programme run by the Ministry of Youth Affairs, Creative Economy and Sports that intends to develop the entrepreneurial capacity of innovators across the country. It will recognise and award the innovative work of top innovators in the country within the national priority areas of Food Security and Agriculture, Digital Transformation, Healthcare, Climate Action and Green Energy and Entertainment and Gaming.

PIA BACKGROUND

NATIONAL INNOVATION AWARD (NIA)

The National Innovation Award program was started during 2016/2017 financial year and various innovators within the national innovation ecosystem have benefited from the program.

Every year the Kenya National Innovation Agency ran the National Innovation Awards (NIA) to recognise and honour Kenya's leading innovators with remarkable achievements in their fields.

The National Innovation Awards is intended to stimulate and encourage innovation in national priority areas. The Award therefore plays a critical role in strengthening the national innovative capacity through motivation, recognition, and support of innovators. The National Innovation Awards (NIA) is intended to develop the entrepreneurial capacity of innovators. It recognises and awards the innovative work of local startups in various fields and national priority areas.

The intention of this awards programme is to encourage and support startups who are using their innovativeness, creativity, and problem-solving skills to make a positive impact on society while becoming economically active. At KeNIA, we believe that the youth and innovators play a crucial role in shaping the future, and it is important to acknowledge their efforts and provide them with the recognition they deserve. By recognising and promoting the work of innovators, we aim to inspire more youth to pursue innovative ideas and make a difference in their communities.

During his official remarks at KIW2022, the Head of State, Dr. William Samoei Ruto made specific pronouncements regarding matters of innovation and Start-ups that are managed by the Kenya National Innovation Agency domiciled in the State Department for Youth Affairs and Creative Economy. The president guided that the government would build more events, programs, and forums as well as other

PIA BACKGROUND

avenues to recognize innovations by young people, promote start-ups locally and internationally, strengthen research, commercialization of innovations and enhance the uptake of emerging technologies."As a result, the Ministry of Youth Affairs, Creative Economy and Sports, through the Kenya National Innovation Agency (KeNIA) developed a framework for a Presidential innovation Challenge and Award.

Presidential Innovation Challenge

This program run from the ward level to national level, identifying innovations that have commercial value and potential. The program recognized and awarded the most progressive innovations that had potential for scalability. Evaluation of the innovative ideas was based on the value proposition canvas and the business model canvas where they showed their innovativeness, the intellectual property potential, the gain to users, the customers targeted, the mechanisms to reach the customers, the customer relationship model, the key revenue streams, the partners, the cost structures, key resources among other elements. Judges were trained to formally evaluate these innovations at all the levels of competition. Applicants were encouraged and supported to ensure that their intellectual property is protected, in collaboration with Kenya Copyright Board and Kenya Industrial Property Institute.

Presidential Innovation Award

This award was provided to the most progressive innovation at the County level from the participating thematic areas. The overall winners at the national level were issued with the Presidential Innovation Award by the Head of State during 2023 Jamhuri day celebrations. The final pitching competition to select the national winners was held at the Kenya Innovation Week 2023 Commonwealth Edition. The Kenya National Innovation Agency runs a range of accelerators to help grow the innovative enterprises through the Startup Funding program. All the winners have been invited to join the Presidential Accelerator Program.

PATNERSHIP MODEL

The Kenya National Innovation Agency (KeNIA) welcomes partners to provide various support services that can help startups in the Presidential Innovation Award programme to thrive. Below is a list of entry points for different partners to consider.

1

Mentorship Partner

This partner will provide experienced mentors who can provide guidance on business strategy, product development, and overall growth. They will offer insights based on their own entrepreneurial journeys.

2

Investment Partner

This is a partner who will offer financial support in the form of seed funding, venture capital, or angel investment to help startups scale their operations.

3

Co-Working Spaces

This kind of a partner will offer co-working spaces with facilities and resources like meeting rooms, high-speed internet, and other amenities to create a conducive work environment.

4

Legal Services

Legal partners will assist with matters such as business registration, intellectual property protection, contract drafting, and compliance issues.

5

Marketing and PR

Such a partners will help startups with branding, marketing strategy, public relations, and digital marketing to increase visibility and reach their target audience.



6

Technology Support

Tech partners will offer support in areas such as software development, IT infrastructure, cybersecurity, and technology adoption to enhance the startup's technical capabilities.

7

Financial Management

Financial partners will assist startups with accounting, financial planning, and fundraising strategies to ensure sound financial management.

8

Networking Events

This kind of a partner will organize networking events, workshops, and conferences to connect startups with potential investors, customers, and industry experts.

9

Training and Workshops

Educational partners will provide training programs and workshops on various topics, such as leadership, team building, product management, and market research.

10

Market Research

A market research partner will offer market research services to help startups understand their target audience, competition, and industry trends, enabling better decision-making.

11

Recruitment Services

Such a partner will assist in recruiting talent by connecting startups with skilled professionals, providing recruitment services, and offering advice on building effective teams.

12

Government and Regulatory Support

Various government bodies or regulatory experts will provide startups with insights into compliance issues, regulatory requirements, and potential government grants.

13

Accelerator Programs

Organisations with active accelerator programmes complementing the Presidential Innovation Award will complement the incubation efforts by providing additional mentorship, resources, and funding.

14

Product Development Support

This partner will support the startups in product ideation, development, and testing, leveraging their expertise in specific industries or technologies. This can also include web design and development.

15

Customer Acquisition Support

This partner will help startups acquire customers through lead generation, customer relationship management strategies, and access to relevant networks.



Value Proposition for Partners

1

Access to Innovation

Gain exclusive access to cutting-edge innovations and disruptive startups that can bring fresh perspectives and solutions to industry challenges.

2

Early-Stage Investment Opportunities

Identify and invest in promising startups at an early stage, securing potential high returns on investment and contributing to the growth of the next generation of industry leaders.

3

Strategic Networking

Forge valuable connections with a curated community of entrepreneurs, investors, and industry experts, facilitating collaboration, partnerships, and business development opportunities.

4

Brand Exposure and Recognition

Enhance brand visibility by being associated with a reputable accelerator program, gaining exposure to a wider audience, and positioning your company as a key player in supporting innovation.

5

Talent Pipeline

Access a pool of skilled and ambitious talent as you engage with startups, providing opportunities for recruitment and potential partnerships with emerging leaders in various fields.



6

Thought Leadership Opportunities

Showcase your expertise through participation in workshops, events, and mentorship programs, positioning your organization as a thought leader and influencer in the startup ecosystem.

7

Innovation Ecosystem Engagement

Become an integral part of the dynamic innovation ecosystem, staying abreast of industry trends, emerging technologies, and disruptive business models.

8

Market Expansion

Explore new markets and business opportunities by collaborating with startups that are at the forefront of market disruption and expansion, fostering mutually beneficial relationships.

9

Diversification and Risk Mitigation

Diversify your portfolio by engaging with startups across various industries, mitigating risks associated with market fluctuations and benefiting from a diversified investment strategy.

10

Enhanced Corporate Social Responsibility (CSR)

Demonstrate a commitment to social responsibility by supporting and nurturing entrepreneurship, contributing to economic growth, job creation, and community development.

11

Customized Partnership Programs

Tailored partnership programs to align with your specific business goals, ensuring that your engagement with the accelerator program meets your strategic objectives.

12

Strategic Insights and Market Intelligence

Gain valuable insights into emerging trends, consumer behaviour, and market dynamics through interactions with startups and participation in industry-specific programs.



INNOVATION TABLE

CARTEGORY	INNOVATION	ANNUAL REVENUE(\$)	TRL
Food Security and Agriculture	FARMER LIFELINE TECHNOLOGIES	18,000	9
	BioAfriq Energy Limited	50,000	9
	MarineCatch Africa Limited	NIL	1
	AgriTech Analytics	11,688	9
	Piquant spices	15,000	9
	Digitalfarmer	NIL	2
Climate Action and Green Energy	Eden Recyclers	NIL	3
	Bevis Africa	15,000	7
	BECOF CHEMICALS LIMITED	NIL	4
	Leafylife Innovation Hub	4,914	2
	Baflex Products enterprises	1000	4
	Greenium Energy	36,000	8
	TFT GRIT (Tech friends of Topiye)	3000	4

INNOVATION TABLE

CARTEGORY	INNOVATION	ANNUAL REVENUE(\$)	TRL
Climate Action and Green Energy	Sawdust Building Block	665	7
	Eco-Glass Innovations	NIL	4
	M-taka	43,744	8
	Fibertext Green Paper limited	4700	8
	PANDA LOGO GREEN	20,000	1
	Go Green by Blazing Barrys Youth Coffee	10,000	3
Digital Transformation	Wafugaji Digital	60,188.09	2
	Signvrse	4,000	7
	WymBee	230	2
	CarSS TECHNOLOGIES	93167.70	4
	Ruphids Autotech Solutions	5,100	7
	Finda	3,120	2
	Agrilla Enterprises	3,158.74	6
	JAKY	350,000	1
	Rhon	30,000	2



INNOVATION TABLE

CARTEGORY	INNOVATION	ANNUAL REVENUE(\$)	TRL
Health Care	Akili Sawa	NIL	2
	Adolescent and young people mental health champions	758	1



