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COURSE OUTLINE

Course

ICT Entrepreneurial Training for Youth

Course Purpose

This is a 2 day course that's aimed at making youth entrepreneurs aware of the opportunities in ICT and empowering them to take advantage of such opportunities in a way that boosts their enterprises and improve their earning capability.

Course Objectives

1. Introducing youth entrepreneurs with some background in ICT to ICT.
2. Become aware of the current ICT trends and boom in Kenya and related business opportunities and how these could benefit us as youth entrepreneurs.
3. Deeply examine and bring out real ICT opportunities for youth entrepreneurs and advise them on necessary strategic positioning for successful exploitation of these opportunities.
4. Explore practical ways that youth entrepreneurs may use ICT to boost their current enterprise.
5. Inspire the participants into action by exposing them to local and global case studies on how entrepreneurs are taking advantage of ICT
6. Carrying out an in-class feasibility analysis on all the ideas and opportunities so far compiled with the aim of selecting the top 3 for implementation considerations.

Course Modules

The 2 day course comes in 6 modules with each module designed to take 2 hours.

1. INTRODUCTION
2. OPPORTUNITY PART I
3. OPPORTUNITY PART II
4. USING ICT TO BOOST MY CURRENT BUSINESS
5. GET INSPIRED!- CASE STUDY ANALYSES
6. TAKING ACTION

MODULE 1: INTRODUCTION

ICT AND ITS RELEVANCE AND IMPLICATIONS TO SMALL YOUTH ENTERPRISES

Session Goal:

Introducing youth entrepreneurs with some background in ICT to ICT.

Lesson Outline

- Introduction

What is ICT?

ICT is an acronym that stands for **Information Communications Technology**

However, apart from explaining an acronym, there is not a universally accepted definition of ICT. Why? Because the concepts, methods and applications involved in ICT are constantly evolving on an almost daily basis. It's difficult to keep up with the changes - they happen so fast.

Let's focus on the three words behind ICT:

- **INFORMATION**

- **COMMUNICATIONS**

- **TECHNOLOGY**

A good way to think about ICT is to consider all the uses of digital technology that already exist to help individuals, businesses and organizations use information.

ICT covers any product that will store, retrieve, manipulate, transmits or receive information electronically in a digital form. For example, personal computers, digital television, email, robots.

ICT generally involves developing and using technology to process information and aid communications. More particularly, it is concerned with the **storage, retrieval, manipulation, transmission or receipt** of digital data. Importantly, it is also concerned with the way these different uses can work with each other.

Two Levels of ICT

In business, ICT is often categorized into two broad types of product: -

(1) **The traditional computer-based technologies** (things you can typically do on a personal computer or using computers at home or at work); and

(2) The more recent, and fast-growing range of **digital communication technologies** (which allow people and organizations to communicate and share information digitally)

Let's take a brief look at these two categories to demonstrate the kinds of products and ideas that are covered by ICT:

Traditional Computer Based Technologies

These types of ICT include:

Application	Use
-------------	-----

Standard Office Applications - Main Examples

Word processing	E.g. Microsoft Word: Write letters, reports etc
Spreadsheets	E.g. Microsoft Excel; Analyse financial information; calculations; create forecasting models etc
Database software	E.g. Corel Draw, Oracle, Microsoft SQL Server, Access; Managing data in many forms, from basic lists (e.g. customer contacts through to complex material (e.g. catalogue)
Presentation software	E.g. Microsoft PowerPoint; make presentations, either directly using a computer screen or data projector. Publish in digital format via email or over the Internet
Desktop publishing	E.g. Adobe Indesign, Quark Express, Microsoft Publisher; produce newsletters, magazines and other complex documents.
Graphics software	E.g. Adobe Photoshop and Illustrator; Macromedia Freehand and Fireworks; create and edit images such as logos, drawings or pictures for use in DTP, web sites or other publications

Specialist Applications - Examples (there are many!)

Accounting package	E.g. QuickBooks, Sage, Oracle; Manage an organisation's accounts including revenues/sales, purchases, bank accounts etc. A wide range of systems is available ranging from basic packages suitable for small businesses through to sophisticated ones aimed at multinational companies.
Computer Aided Design	Computer Aided Design (CAD) is the use of computers to assist the design process. Specialised CAD programs exist for many types of design: architectural, engineering, electronics, roadways
Customer Relations Management (CRM)	Software that allows businesses to better understand their customers by collecting and analysing data on them such as their product preferences, buying habits etc. Often linked to software applications that run call centres and loyalty cards for example.

Traditional Computer Based Technologies

The C part of ICT refers to the **communication** of data by electronic means, usually over some distance. This is often achieved via **networks** of sending and receiving equipment, wires and satellite links.

The technologies involved in communication tend to be complex. However, there are aspects of digital communications that you need to be aware of. These relate primarily to the **types of network** and the ways of connecting to the Internet. Let's look at these two briefly (further revision notes provide much more detail to support your study).

Internal networks

Usually referred to as a **local area network (LAN)**, this involves linking a number of hardware items (input and output devices plus computer processing) together within an office or building.

The aim of a LAN is to be able to share **hardware** facilities such as printers or scanners, software applications and data. This type of network is invaluable in the office environment where colleagues need to have access to common data or programmes.

External networks

Often you need to communicate with someone outside your internal network, in this case you will need to be part of a **Wide Area Network (WAN)**. The Internet is the ultimate WAN - it is a vast network of networks.

ICT in a Broader Context

- **The nature of information** (the "I" in ICT); this covers topics such as the meaning and value of information; how information is controlled; the limitations of ICT; legal considerations.
- **Management of information** - this covers how data is captured, verified and stored for effective use; the manipulation, processing and distribution of information; keeping information secure; designing networks to share information.
- **Information systems strategy** - this considers how ICT can be used within a business or organisation as part of achieving goals and objectives.

MODULE 2: OPPORTUNITY PART I

CURRENT ICT TRENDS & BOOM IN KENYA AND RELATED OPPORTUNITIES FOR YOUTH

Session Goal:

Become aware of the current ICT trends and boom in Kenya and related business opportunities and how these could benefit us as youth entrepreneurs.

Lesson Outline

- Current ICT trends and boom in Kenya
 - Kenya is now connected to the Fibre optic cable
 - Study-of-the-online-life-of-Kenyans-2010
 - Government (KICT Board) Projects
 - Planned activities for 2010
 - e-commerce platform already set up
- Discussion on related ICT opportunities for youth entrepreneurs

Kenya is now connected to the Fibre optic cable

In the Year 2009, Kenya has seen unprecedented developments in the communications sector that has culminated in the landing of the under-sea fiber optic cables namely the Government owned East African Marine System (TEAMS) and SEACOM. The Government has also fast tracked the deployment of fiber connectivity through the National Fiber Optic Backbone Initiative (NOFBI). The cables have raised the expectations of the public with the promise of cheaper Internet access throughout the country. The Government of Kenya is committed to the development of ICT initiatives that will rapidly and innovatively transform Kenya through promotion of ICT for the enrichment of the Kenya public both socially and economically. The mobile phone subscriber base has grown astronomically over the last ten years. According to the Communications Commission of Kenya (CCK), there are 17.4 million mobile phone subscribers in Kenya today. Therefore, the mobile phone has increasingly become the choice mode of service delivery for many.

Study-of-the-online-life-of-Kenyans-2010- carried out by tns research

The on-line survey involved 1,669 respondents who were weighted to match the Kenya user profiles.

Respondents own

A colour TV	88
A Hi-Fi or music centre	53
A refrigerator	65
A washing machine	14
A fixed telephone line at home or an outstanding application for one	13
A personal computer with internet connection	51
A personal computer for your own personal use at home	59

A mobile / cell phone with internet access	77
A mobile / cell phone with a working line	82
A video/DVD recorder /camcorder	64
A Microwave oven	52
A Satellite dish/ DSTV/Cable TV subscription	31

Kenya ranks higher than the following countries in terms of how it values internet

Kenya	Netherlands
China	Canada
Japan	USA
Korea	Spain
France	Australia
Italy	Denmark
Germany	Sweden
UK	Finland

Internet usage practices

Means of Access	%
Cyber café	12
Home from a computer	9
Office / workplace	56
My mobile phone	10
Wi-Fi Hot Spot	0
Laptop with modem	12

NB. 42% not entirely happy with the convenience of their connectivity. Internet on mobile phone is the next alternative from office.

- There is high demand for more phone browsing: 50% prefer to use their phone to browse but small phone screen is the main barrier, & low content
- Internet is more frequently used compared to TV and radio with 77% wanting to spend more time on the internet compared to other media.
- Work and business is main sphere of motivation compared to academics and leisure
- Internet use for seeking knowledge (needs based) and socialization: access to information or knowledge is most valued with communication ranking second
 - There's low internet usage for: Entertainment/media, leisure and commerce- these are opportunity areas
- Many Kenyans search for information on health and diseases on the internet
- Social networking: almost all the internet users have visited a social networking site with 96% of social networkers being on Facebook. 50% have more than 100 contacts on their favourite site
- 90% use search engines like Google as main leads to specific internet sites

Marketing

Online Services	Ever used (%)	Would like to use (%)
Cosmetics: skin care/ hair care products	6	16
Dating sites	13	4
Audio visual (TV radio Hi Fi etc.)	3	21
Software downloads	30	23
Purchase of airline tickets	31	23
Automotive purchases (cars motorcycles)	10	22

Booking of Hotels / Restaurants	23	26
Purchase of books	24	28
Paying for Music / Movie downloads	18	28
Purchase of home appliances	3	32
Purchase of tickets for cinema / theatre / concerts	4	31
Purchase of mobile gadgets (mobile phone PDA MP3)	11	31
Purchase of computers (laptop desktop)	14	31
On line courses	28	33
Online Banking	19	39
Payment of bills	16	51

- On-line consumers do much of their research on-line these days with 78% researching online for a product or service. 51% research online but buy direct while 29% have ever bought online.
- Internet payment: 20% bought online using a card while 11% ordered online but paid direct to the provider.
- 88% would like to buy on-line and pay using mobile money transfer but Lack of local delivery service and secure on-line payment main problem
- Advertising: 92% have seen an ad on-line with 45% of these, influenced to buy

How to make your site interesting:

Which one of the following are you most interested I down-loading from the internet?

	%
e-books	35
Academic papers	19
Music	13
Movies/videos	12
Photos	3
Ring tones	3
Games	2
Wallpaper	1

Top 10 suggested Kenyan sites

	%
Educational Information /e-learning	38
Business related / e-commerce	28
Entertainment	16
Social networking	10
Job Adverts	10
Training Research	8
News	8
Culture	7

Other conclusions

- Kenyan users become highly devoted to the internet
- High demand for more access
- Cost and speed still hindrances
- Towards mobile phone based browsing as opposed to cyber café
- Demand for better screens and mobile phone content
- Marketers need to embrace the internet- widely used currently for researching products
- Improve online payment options
- Develop local delivery options for online purchases
- Monitor with what others are saying about your products
- There's a big opportunity for Kenyan content especially e-learning and education

More.....

- 4m internet users and 2m million mobile internet users.
- 18M mobile users.
- 8+ million on Mobile Money (M-Pesa)

Ongoing Government ICT Projects

To enable Kenya maximize on the ICT boom (big opportunity), the government has established the Kenya ICT Board (KICT- a state corporation) and identified 5 thematic areas as the Board's mandate.

1. **Digital Inclusion:** This thematic area includes activities to improve student and community access to the Internet. In particular, it includes the Digital Villages (DV) program, purchase of broadband capacity for Universities and computers for the community.
2. **Local Digital Content:** This thematic area includes activities to stimulate the development of local digital content and content for the Government Information Portal.
3. **E-Government applications:** This thematic area includes the delivery of government digitization in agreed anchor departments and enhancement of the government's Private Public Partnership framework for e-Government delivery.
4. **Shared services:** This thematic area includes activities to establish a Shared Services practices: includes policy capacity building, capacity building programs, and change management programs (reinforced), the roll-out of government bandwidth capacity, and support for the government's core communication network.
5. **BPO/ITES:** This thematic area includes the BPO capacity purchase activities (which will be scaled down from initial estimates).

Digital Inclusion

This includes activities to improve student and community access to the Internet. In particular, it includes the Digital Villages (DV) program, purchase of broadband capacity for Universities and computers for the community. The ICT Board has ear marked 3 main projects under this area.

1. Pasha:
2. KENET:
3. One Million Laptops Project (Wezesha):

Pasha:

The Kenya ICT Board launched "Pasha", the digital inclusion initiative which aims to assist entrepreneurs to set up digital village centers across the country and thus increase access to ICT by citizens.



Digital villages are e-centers that provide a suite of services to the public via computers connected to the internet, digital cameras, printers, fax machines and other communication infrastructure. These services include, but are not limited to e-mail, internet access, agency banking, e-banking, for example, money transfer services such as Posta Pay, e-Government, for example, police abstract forms, tax returns, P3 forms, and driving license applications, e-business, for example, franchised postal and courier services, e-learning, e-health, e-markets, for example,

agricultural commodity pricing and exchange and e-monitoring, for instance, real-time local level monitoring of development funds and projects.

The main objective of the centres is to provide Internet access, employment, e-government services and other e-services at the grassroots level via public-private partnerships.

Milestones

- 1,041 entrepreneurs have undertaken the digital village training course and more continue to be trained.
- 10 pilot pasha centers (Digital villages) are operational across the country to increase access to ICTs, information with emphasis on Government services and skills transfer.
- The Pasha capacity development program is in place and is structured to ensure prospective entrepreneurs will attain relevant and applicable skills for business success.

- The World Bank Pasha centres grant has been funded to the tune of US\$ 4 million. This grant is to be issued to successful entrepreneurs to assist them in setting up the Pasha centers.

Local Digital Content

Tandaa



The Kenya ICT Board has identified the Digital Content Industry as the most important area of growth in the ICT sector in the creation of a viable World Class knowledge-based economy. The Board therefore has developed this strategy to capitalize on this opportunity. The ICT board created “Tandaa” as the content brand under which the board’s content program will be encompassed. Digital Content includes mobile and web content, e-learning, serious gaming and console gaming.

Film Content and Music are also considered Digital Content although an in-depth strategy for these will be developed in conjunction with the Kenya Film Commission.

Tandaa Regular Events

- The Tandaa Symposium- a series of bi-monthly events sponsored by Google that seek to explore different aspects of local digital content.
- Boot camps: a platform for software developers to share ideas and expose their applications to the public

Local digital content grants

The Kenya ICT Board has two broad categories of the Digital content grants, these are:

a) *Grant for the Government Information Portal- www.information.go.ke (USD 2.5 Million).* Grants are available under three categories:

- Specific content or application
- Innovative content and applications
- Urban and rural community-based applications.

(See www.ict.go.ke/pashaconnect a pilot wiki that the government has set up).

b) *Grants for Private sector content and applications (USD 1.5 Million)*

This will cover development of Specific Content or Applications. These are applications that will assist open and ease access to information and services from the Government Departments and Ministries in the following sectors;

a) Education, b) Agriculture, c) Government registries(e.g. Company, Land, Motor Vehicle, Birth and deaths), d) Health, e) Trade, and f) Tourism.

The applications developed should be accessible through mobile and web technology.

(See the **Eyeballs- A Revolutionary Mobile Application** by BrandKey Marketing Ltd on www.scribd.com/tandaakenya)

Call for application for these grants is expected to be made in June 2010

One Million Laptops Project (Wezesha):

The initiative is aimed at enabling Kenyans acquire laptop computers through the provision of a subsidy. The first phase of the project will be undertaken by the KICTB and the Kenya Educational Network Trust (KENET) aimed at providing university students and faculty with an opportunity to own a laptop.

Business Process Outsourcing (BPO)

Partnership with KIRDI for incubation: The ICT board has partnered with KIRDI to incubate ICT Software developers and provide them with training.

Several BOPs are already in operation in Kenya in different subsectors:

- Call centres e.g. Inbound customer services and support; Outbound sales; marketing research; event Management; print media
- Back office processing e.g. online database management; email and forms processing; data entry and conversion; corporate communications; and graphics design
- Softwear development e.g. website development and animation

E-Government

- This project has seen 64 government departments and ministries connected with 80MB bandwidth and interconnected with an efficient network. The benefits include higher efficiency, transparency and improved communications.
- The board has secured funding for support of the government shared services strategy for local authorities from Rockefeller Foundation (US\$ 300,000)
- E-government training centre: The board is developing the centre under sponsorship by Microsoft. This will be completed by Quarter 1, 2010, and will be at the board's premises.

Kenya Educational Network Trust (KENET):

KENET is a National Research and Education Network that promotes the use of ICT in Teaching, Learning and Research in Higher Education Institutions in Kenya. KENET aims to interconnect all the Universities, Tertiary and Research Institutions in Kenya by setting up a cost effective and sustainable private network with high speed access to the global Internet. KENET also facilitates electronic communication among students and faculties in member institutions, share learning and teaching resources by collaboration in Research and Development of Educational content. The network consists of all public and private universities and colleges.

E-commerce

- Buying and selling of goods and services on the internet
- A recent research from Synovate shows that 11% of Kenyans use the web to shop online and get information about products. Only 5% of online purchases are paid for using credit or debit cards, which only two million Kenyans have access to.
- e-payment systems now available, making e-commerce real in Kenya
 - I&M bank e-payment system
 - e-payment system by Kenya Data Network (KDN)
 - M-Pesa payment system?
- E-commerce accounts for 38 trillion world business
- It is forecast that by 2010, half of world's business will be online and Glenbrook projects that 55% of total e-commerce purchase volume will be outside the North America market by then.

ICT Board Planned Activities for 2010

1. Procuring and implementation of a M&E system
2. Implementation of Government Information Portal (IT Support and Capacity Building)
3. Implementation of Capacity purchase for Universities (IRU)
4. Implementation of Government Network (Software/Hardware, IP Platform & Network Operation Center)
5. Implementation of Capacity purchase for Government Use (phase 2)
6. Disbursement of first Digital Village grants
7. Implementation of Capacity purchase for Digital Village
8. Implement IT support for Digital Villages
9. Launch of laptop initiative
10. Procurement of Pension Administration (Disbursement & CRM System)
11. Implement Government SMS/e-Service Applications
12. Land Title Registry Digitization
13. Government e-Procurement System- Hardware

14. Integrated Personnel Registration System (IPRS)
15. Procurement and Implementation of shared services application
16. Legal and Regulatory- development of an open access framework and training guidelines

Discussion on Related ICT opportunities for youth entrepreneurs

(The opportunities will be summarized on a flip chat as they emerge from the discussion for future ref' in group discussions. Participants should also take notes of the same.)

Opportunities will be considered under these categories:

1. Government (ICT Board) Projects
 - a. Planned activities for 2010
2. Findings of the online-life-of-Kenyans-Study and E-commerce
3. Other ICT related opportunities

MODULE 3: OPPORTUNITY PART II

AN IN-CLASS INTERVIEW WITH A KENYA ICT BOARD REPRESENTATIVE ON RELATED OPPORTUNITIES FOR YOUTH ENTREPRENEURS AND NECESSARY STRATEGIC POSITIONING BY THE YOUTH

Session Goal:

Deeply examine and bring out real ICT opportunities for youth entrepreneurs and advise them on necessary strategic positioning for successful exploitation of these opportunities.

Lesson Outline

- Introduction: introducing the session and the Kenya ICT Board
- A brief review of the current ICT status and trends in Kenya
- A close interview on related opportunities for youth entrepreneurs
- Advice to the youth on necessary strategic positioning

An interview with the ICT Board Representative

- Session introduced as per the stated module goal. The KICTB representative is also introduced and asked to introduce the KICTB.
- The session facilitator also points out that this session is going to take an interview approach. He/she also stresses that the participants are also required to participate in the discussion and take notes especially on the real opportunities that emerge from this discussion. At the end of the session every participant should have a comprehensive list of real opportunities.
- The session facilitator then engages the Kenya ICT Board representative based on the following broad areas:
 - What would be your brief overview of the current ICT status and trends in Kenya?
 - What projects or activities are you the KICT Board engaged in and what youth related opportunities do these projects or activities present?
 - How can the youth entrepreneurs take advantage of these opportunities?
 - How would you advise the youth to strategically position themselves in order to successfully take advantage of these opportunities?

At the End of the interview, the participants are asked to look at the module 2 handout and compare their compiled opportunities with the ones provided in this handout. They should then reconcile the two lists to ensure they do not miss out on any key opportunity.

An Alternative Approach: Group Discussion by Participants

In the case where an ICT Board representative is not available, the facilitator should organize group discussions by the participants as follows.

The participants are organized in groups of 3-6 and are asked to undertake the following aided discussion:

1. Review the current ICT status and trends in Kenya as discussed in module 2
2. What related opportunities for youth entrepreneurs do you find in the current ICT status and trends in Kenya? Compile a comprehensive list of real opportunities.
3. What necessary strategic positioning must the youth entrepreneurs take in order to successfully take advantage of these opportunities?
4. At the end of the discussion, participants are advised to look at the module 2 handout and compare their compiled opportunities with the ones provided in this handout. They should then reconcile the two lists to ensure they do not miss out on any key opportunity.

Whatever approach used, the participants should be made aware that these opportunities will be used in the last module of this training: Taking Action- this will involve carrying out a preliminary in-class feasibility analysis of these opportunities with the aim of selecting the best 3 for final feasibility check and implementation.

MODULE 4: USING ICT TO BOOST MY CURRENT BUSINESS

WAYS YOUTH ENTREPRENEURS MAY USE ICT TO BOOST THEIR CURRENT ENTERPRISES

Session Goal:

Explore practical ways that youth entrepreneurs may use ICT to boost their current enterprise.

Lesson Outline

- Basic ICT tools accessible by the average Kenyan youth entrepreneur
- Using ICT to cut on costs
- Using ICT to increase your productivity
- Using ICT to professionalize your business (boost image)
- Using ICT to increase business through online marketing and selling
- Using ICT to simplify management of business operations e.g. production, customer relations, marketing and selling, bookkeeping and accounting, etc

Basic ICT tools accessible by the average Kenyan youth entrepreneur

- Mobile phone and phone internet
 - Telcom wireless
 - Internet through a personal computer or a cyber café
 - A computer and a printer
 - A business website
- NB. These tools may be personally owned, leased, or accessed through a business centres or incubation services.*

Using ICT to cut on costs

- Travel and meeting costs can be cut down by organizing business activities in such a way that minimizes travel and meetings.
- Costs associated with operating a physical store or office can be reduced or eliminated entirely by operating an online store and/or a home office.
- Basic graphics and Printing costs can be eliminated through desktop publishing.
- Bookkeeping and basic accounting costs can be reduced or eliminated by operating basic accounting software such as Excel.
- Communication costs:
- Production costs of multimedia products for instance can be reduced greatly by operating a basic production unit
- Marketing costs can be reduced or eliminated by utilizing online channels of marketing.

Using ICT to increase your productivity

Most youth enterprises use a one man show management approach. The proprietor juggles all the activities of the business from playing the role of the MD to that of the errands' boy. As a result, these enterprises are likely to suffer a big productivity challenge. Being a junk of all trade and a master of none makes them inefficient and ineffective. Youth enterprise proprietors can boost their productivity by:

- Learning to **manage their time and energy better** by investing their time and energy in their core business (or genius) and outsourcing the rest. Running errands is one of the biggest time waster that can be outsourced or scheduled less regularly. Avoiding physical meetings can also save the proprietor a great deal of time and energy.

Using ICT to professionalize your business (boost image)

- Desktop publishing- developing professional PR materials such as business cards, brochures, company profiles, business proposals, etc
- Outsourced secretarial and business support services (practical through business centres)
- Telcom line, website, and an email address with company domain name on your card for instance projects professionalism

Using ICT to simplify management of business operations

This can apply in the following priority areas among others:

- Production: setting up a basic multimedia production unit is a good example. It saves the proprietor the hassles of procuring and having to manage suppliers and related logistics.
- Marketing and selling
- Customer relations: real time customer relations can be maintained through the mobile phone and internet without having to meet physically.
- Bookkeeping and accounting: by using simple applications such as the Microsoft Excel or more advanced ones such as Quickbooks
- Filing tax returns: computed on computer and filed online

Using ICT to increase business through online marketing

Marketing and selling through conventional channels such as TV or sales people is expensive and is not affordable to most youth enterprises. Internet provides an alternative that is more affordable and user friendly to youth entrepreneurs. Direct emailing, blogging, weblinks, social networking, and placing ads on own site are some of the cost effective ways of e-marketing. E-marketing also gives the enterprise a global market outreach thus increasing business.

Doing online business (e-commerce)

- Tips on developing a successful commercial website
 - Ensure the site provides contact information that is accurate and complete. Make this easy to find.
 - Don't make factual info' such as product updates and prices, hard to come by.
 - Ensure users can find the site with straightforward key words and especially through the popular search engines.
 - Make it just as easy for consumers to exit the site as it is for them to find and use it.
 - Create a good table of content and index.
 - To find more info' about site usability, see the Alertbox written by Jacob Nielsen of SunSoft (www.useit.com/alertbox/)
- Tips on providing quality service on the Internet

- A customer should be able to buy in between 4-7 clicks or less beginning from the home page.
- Shorten the time images take to load. Research shows that 8 seconds will be the longest people will wait before moving on to another site.
- From a product section on your site, customers should be able to get from your home page to a product page in that section in one click.
- Shopping should be easy. Searching, browsing, checking out, returning items, and getting assistance from a live person must be easy.
- Customers should have the choice to register their personal info' or to enter this info' each time they purchase.
- A customer should be able to check out in no more than 3 steps.
- Provide an easy to use payment system- an MPESA platform would be best for Kenyans.
- Delivery should be on time.

NB. Doing a website is not the end but only the beginning. For it to bear fruit and be effective, it needs to be marketed.

MODULE 5: GET INSPIRED! - CASE STUDY ANALYSES

GAINING INSPIRATION FROM THE ANALYSES OF BOTH LOCAL AND GLOBAL CASE STUDIES OF ICT ENTREPRENEURSHIP

Session Goal:

Inspire the participants into action by exposing them to local and global case studies on how entrepreneurs are taking advantage of ICT

Lesson Outline

- Session guide
- Case #1: [Facebook.com](https://www.facebook.com)
- Case #2: [Craft Silicon](https://www.craftsilicon.com)
- Case #3: [ss-et.com](https://www.ss-et.com)
- Case #4: [The CAN-DO!](https://www.the-can-do.com)
- Case #5: [shop4mama-kenya.co.uk](https://www.shop4mama-kenya.co.uk)
- Case #6: [esmartkenya.com](https://www.esmartkenya.com)
- Case #7: [Microsoft.com](https://www.microsoft.com)

Session Guide

1. Take 30 minutes to study these cases. Note down what is inspiring you and what ideas are going through your mind.
2. Then for another 30 minutes, come together (in groups of 3-6) and freely talk about these cases reflecting on your different inspirations and ideas.
3. Together, take the next 30 minutes think about similar or different inventions or innovations and deliberate on real ideas and projects that you can actually carry out.
4. Present your considered ideas and projects as well as what inspirations you have received from these cases.
5. Session wrap up.

Case # 1: Facebook.com



Mark Zuckerberg a 19-year-old launched the site as a Harvard sophomore (second year) on February 4, 2004. Then called "thefacebook.com," the site was an instant hit. Now, six years later, the site has become one of the biggest web sites in the world, visited by 400 million people a month. Mark has led Facebook's growth from a college website to a global service. Facebook is valued at about \$65 Billion. With annual earnings of about \$500 million (Ksh. 37.5 Billion). In October of 2007, Microsoft paid \$240 million (Ksh. 18.2 Billion) to own 1.6% only. What Mark Zuckerberg has accomplished with Facebook over the past six years has been

nothing short of amazing.

Case # 2: Craft Silicon (Kenyan software development company)

In just 10 years, Budhabatti, a young man has grown from utter poverty, without food, shelter or bus fare to a real billionaire. With a borrowed computer, no phone and no money, set down to creating software for financial institutions. Today, Craft Silicon is a global software company providing solutions across Africa, Asia, Europe, and America, in different languages. Bankers Realm developed in 2000 was the first software he developed. Other financial solutions the firm offers include a Sharia compliant Islamic banking, micro finance banking (BR mfs) and Bankers Realm. The company also offers payment solutions that include EFT Switch Solutions, M-banking and E-banking solutions.

The company has an annual turnover of Ksh. 500 million and is now worth between Ksh. 1.6 to 1.7 billion. Very soon he will moving his company offices to a Ksh. 500 million office he has built on Waiyaki Way. He recently donated Ksh. 9 million towards the just concluded Africa and Middles-East held at KICC. He has also trained over 400 slum children on basic computers.

Case #3: ss-et.com (Online bookkeeping services)

What is ss-et.com?

ss-et, pronounced as "SET", stands for Sekay Systems - Expense Tracker. It is a simple domestic expense tracker that allows one to keep track of where their money goes.

Using ss-et is easy. One does not require accounting qualifications like ACCA, CPAs or any knowledge of mathematics. It is intended for use by any body. All you are required to do is to key in your expenses. The application does all the mathematics for you. For example, you can get a report on each and every item you spent money on during the week, month or year and how much it cost you per item. The total amount is also done automatically for you. For example, using ss-et, you are able to tell exactly how much you've used on sugar only - over the last one year. Kindly visit the features web page to view more about ss-et's capabilities.

Even though ss-et was intended to be a domestic expense tracker. It can also be of use to small businesses as well.

Why is ss-et.com online?

ss-et is a web based application in the sense that it runs on the internet instead of your computer. The implications are as follows:

- i. You do NOT have to own a computer. An occasional visit to a cyber cafe will do.
- ii. ss-et accounts can be accessible from anywhere at any time.
Please note that ss-et.com online database DOES NOT STORE ANY OF YOUR CONTACT INFORMATION. i.e. No names, No telephone number and No postal/physical address. ss-et database only stores an account name which could be kuku1967. There is therefore, NO RISK of information within our database being associated with particular individuals.
- iii. As a ss-et customer you are relieved of the maintenance costs of software.
- iv. ss-et customers benefit immediately from all new features the company will add to ss-et.com.
- v. ss-et is now affordable for a larger population of the world. With only Ksh. 250, you can afford a ss-et account.
- vi. ss-et is rented meaning that you can discontinue using it whenever you wish.
- vii. With your suggestions, you can actually contribute to the improvement of ss-et.

Case # 4: The CAN-DO! (online magazine)

http://www.masterpublishing.co.ke/index_files/thecandocompany.htm

CAN-DO! is a how-to business e-zine for everyone. It was initially a bimonthly print publication (magazine) launched in December 2008 but is now a bimonthly e-zine starting with the fourth issue. The e-zine has three sections:

- **Tools of the Trade:** best practices and how-tos under various management disciplines
- **Business Opportunities:** start-up ideas, diversification concepts, and growth prospects
- **Case Studies:** features on entrepreneurs and companies, coping with and learning from business challenges

It also has regular columns such as Business Scenarios (real-life problematic business situations and how to deal with them expertly), Business Unusual (novel products or services in the region), and The Colourful Global Office (tips and anecdotes for foreign and local entrepreneurs who want to work together).

The e-zine's distribution network is two-fold, through: (1) an annual subscription of six issues containing premium content and which entitles the subscriber to special rates at CAN-DO! events and workshops, and price increase exemptions for the duration of the subscription; and (2) free downloads of excerpts from the Web site.

We are shifting to the e-zine platform for the following reasons:

1. More information available for the readers, in the same number of pages
2. More exciting possibilities for advertisers in presenting their products and services by employing new media
3. Wider and faster distribution of the publication, unlimited shelf life
4. Lower production costs: responsible business decision
5. Environment-friendly medium

Case # 5: shop4mama-kenya.co.uk

Shop4mama-Kenya is an online shopping service for Kenyans living abroad. Wherever you are in the world you can shop and feed your family in Kenya and we will deliver to them. The only online supermarket of its kind serving Kenyans living abroad. Buy and send groceries to Kenya e.g. kimbo, detergents, roiko, cooking flour, rice, Nakumatt vouchers, Zain airtime, Safaricom airtime. Just name anything mum/dad, grandparents or friend would need and you get it here. How to shop/order and delivery of the goods go to Process & Delivery.



Buy online and WE will do the physical shopping in Kenya and we deliver to your mum or grandma etc without you having to send the money to Kenya. Shop4mama-Kenya will literally become your personal shopper for all your folks and friends back in Kenya. It is a one stop shop at the click of a mouse.

Buy anything from household Groceries to household utensils or even beddings. There is a wide choice and variety of items in the shop. We are offering items for all occasions. You could even sponsor your friends party with some drinks from soft drinks to spirits. Anything and everything is here. You could buy a Microwave to a fridge as a wedding gift or even a wardrobe. If you find an item you would like which is not included, please do inform us and we shall try our utmost to have it in stock. Our main business is to shop and deliver but we try to get as many products as we can online.



Buy some drinks to cool the recipients once they pick the products. There is a wide variety and choice of items. We are in the process of adding more items due to high demand. You can use the SEARCH button to look for the common item names.



Safaricom and Zain Airtime (Top-UP) and Nakumatt Vouchers

We also offer top-up facilities by crediting the mobile of your family/friends with airtime.



Beginning of school term, you can buy all the items needed to take to school. From Suitcase, beddings to toothpaste. Buy and send them Nakumatt vouchers to do their shopping, as gift voucher or as a top up to the shopping you have already done.

Case # 6: <http://esmartkenya.com/smartpapers.php>



eSmart Solutions introduces an innovative and interactive concept to Kenya's education sector that allows students/Candidates revising for the Kenya certificate of primary education to use a computerized based past paper to revise and practice for the final examination

The package caters for English, Mathematics, Kiswahili, Science, Social Studies, CRE, Hindu, and IRE for the period starting 2005 to 2009. The advantages of using the system includes but not limited to the following:

- The student would be able to test themselves therefore freeing the teacher thus reducing the teacher's workload and creating independence.
- Able to bring to par all the students within the country as long as they have access to the same product.
- The accuracy of the marking is 100%
- There are over 4000 questions for the student to practice
- The system is interactive and therefore encourages the student to practice hence reducing the level of boredom.
- This encourages the student to take up ICT seriously inline with the government objective of introducing ICT in Primary Schools.
- The system is cost effective in the sense that once bought by the parent it can be reused by several students over the years. You will only need to pay an upgrade fee of 15% of the market price annually for the additional papers.
- The package comes bundled with a set of study guide tips on how to achieve greater results in exams.

Case # 7: Microsoft.com (The birth of Microsoft)

Gates, born on October 28, 1955, had a passion for computers right from his school days. He made money from software even while at school! Bill Gates and Microsoft co-founder Paul Allen studied together in high school. In Lakeside Prep School, they had the first tryst with computers. Both of them had a great interest for computers and programming. They would spend hours in front of the computer.



In the fall of 1973, Bill Gates left home for Harvard University [Teamgates.com, 9/29/96]. The turning point in their lives came in 1974 when they came across an article about the Altair 8000, a small computer. Gates and Allen approached the manufacturer, MITS (Micro Instrumentation and Telemetry Systems) to launch a programming language for the computer even when they did not have the program ready.

However, in a span of eight weeks before the demonstration, Gates and Allen developed the interpreter. The interpreter worked at the demonstration and MITS agreed to distribute Altair BASIC. It was a great achievement for young Gates. Allen was to fly to MITS and show off their creation. The day after Allen arrived at MITS, it was time to test their BASIC. Entering the program into the company's Altair was the first time Allen had ever touched one. If the Altair simulation he designed or any of Gates's code was faulty, the demonstration would most likely have ended in failure. This was not the case, and the program worked perfectly the first time [Wallace, 1992, p. 80]. MITS arranged a deal with Gates and Allen to buy the rights to their BASIC. [Teamgates.com, 9/29/96] Gates was convinced that the software market had been born. Within a year, Bill Gates had dropped out of Harvard and Microsoft was born.

MODULE 6: TAKING ACTION

CARRYING OUT AN IN-CLASS FEASIBILITY ANALYSIS ON ALL THE IDEAS AND OPPORTUNITIES SO FAR COMPILED WITH THE AIM OF SELECTING THE TOP 3 FOR IMPLEMENTATION CONSIDERATIONS

Session Goal:

Carrying out an in-class feasibility analysis on all the ideas and opportunities so far compiled with the aim of selecting the top 3 for implementation considerations.

Lesson Outline

- Final compilation of all ideas and opportunities
- Understanding the screening and analysis tools
- Using the screening and analysis tools to determine the feasibility of the ideas and opportunities
- Select top 3 ideas or opportunities one of which will be considered for actual implementation
- Develop a project proposal or business plan and after the training and work out implementation

The Peter Nduati Idea/ Opportunity Screener

Feasibility Indicator: Score the generated ideas against the provided yardsticks on a scale of 1-5: 5=highly feasible; 1=useless

How to score: the feasibility score is high if market demand, profitability, practicability, entrepreneur’s skills, passion, and commitment are high. If competition and legal and capital requirements are too high, the feasibility score is low. The score is low if the idea conflicts with your ethical values. Practicability is high if the idea can be implemented immediately. Entrepreneur’s passion is high if he/she would love doing that kind of business and level of commitment depends on how much he’s put into the business.

Example on how to use the screener

BUSINESS IDEA	Ethical Values	Market Demand	Profitability	Competition	Practicability	Entrepreneur’s Skills	Legal Requirements	Capital Requirements	Entrepreneur’s Passion & commitment	TOTAL SCORE
	1-----5 5	1-----5	1-----5	1-----5	1-----5	1-----5	1-----5	1-----5	1-----5	
Start a										
Recipe book										
Produce										

Interpreting the outcome

- If the total score is below 22.5: this is a potential failure, don't touch it
- If the total score is between 20.5 to 39: potential for success is above average. Do further facts finding to determine final feasibility and action.
- If the total score is 40 and above: this could be a gold mine. Do further facts finding to determine final feasibility and action.

Concentrate on ideas that got a total score of 35 and above- the higher the score the higher the feasibility.

It's important to sound a caution here. This idea screener is a subjective test. Its outcome needs to be exposed to a further feasibility analysis that's more objective before a final investment decision is made. Feasibility study helps you do exactly that.

Example on how to use the screener

BUSINESS IDEA	Ethical Values 1-----5	Market Demand 1-----5	Profitability 1-----5	Competition 1-----5	Practicality 1-----5	Entrepreneur's Skills 1-----5	Legal Requirements 1-----5	Capital Requirements 1-----5	Entrepreneur's Passion & commitment 1-----5	TOTAL SCORE
Start a school	5	3	3	2	2	4	2	1	5	27
Recipe book	5	4	3	3	5	5	5	3	5	38
Produce songs	5	4	2	1	5	4	5	3	5	34

Feasibility study guide

This guide tells you what facts and information you need to collect on the business ideas you prequalify in order to decide on final feasibility to enable you embark on a business planning exercise. Note that unlike the screening process, feasibility study requires you to go out and collect hard data that enables you to answer the study questions.

What is a feasibility study?

It is a study that involves gathering, analyzing, and evaluating information regarding a business idea to help you answer this big question: Should I go into this business or not? Perhaps the most crucial problem you will face after expressing an interest in starting a new venture will be determining the feasibility of your idea

Why is it important?

Research indicates that 70-90% of small businesses worldwide die in their infancy. In Kenya 75% of small businesses die within the first 3 years. The high failure rate of new ventures should give you pause, enough so to carry out a feasibility study before starting the business or even writing a business plan.

The feasibility study checklist

A. Personal chemistry

- Will the business meet your career aspirations?
- Does the idea conflict with your faith or ethical values?
- Do you have the skills critical to the success of your business or can you find persons that have these skills?
- Will you have the time required to implement it successfully

B. Risk management

- What are the possible risks associated with such a business venture?
- How will you take care of these risks?
- Are there major risks beyond your control and can they bring your business down?
- What regulatory requirements must you meet and will you be able to meet them?
- What are the other factors that can hinder the success of your business and how will you counter them?

C. Customer-product fit Analysis

The information you collect here informs your marketing mix: product, pricing, promotion, and distribution strategies. In the customer-product fit analysis, always remember; you never invent a product and then look for a customer to buy it- you instead find out what a customer wants to buy and then invent a product to meet that need. Successful products always adjust to customer demands.

- Who will be your target customer and why?
- What characteristics describes your target customer in terms of age, income, lifestyle and how etc
- Do the target customers actually have the need your product seeks meet?
- What kind of a product do they exactly need and can you offer that profitably?
- How do they want it packaged and you offer that packaging profitably?
- What price are they willing to pay for it and can you sell at that price and still be profitable?
- Where do your target customers want the product and can you avail it there profitably?
- What means of promotion will best communicate to your target customers and can you afford it?

D. Competitive analysis

- Who and where are your direct and indirect competitors?
- What are the major strengths of each competitor?
- Can you counter their strength and if yes how?
- What are the major weaknesses of each competitor and how will you capitalize on their weakness to gain competitive advantage?
- What share of the total market can you realistically expect, as a percentage of your market?
- Is this market worth the required investment and can it sustain a profitable venture in the long run?
- What are your unique strengths and opportunities and can they help you beat the competition effectively?
- What weaknesses and threats is your venture exposed to and can your competitors use them to draw you out of business?

E. Production analysis

- What production premises and equipment does this venture need and can you afford them and if not, do you have production alternatives?
- What supplies will you need and where can you source them efficiently?
- Do you know the quantity, quality, technical specifications, and price ranges desired?
- What is your plan B if your major supply source fails?

- What prices are available from the different suppliers and the different terms they offer?

F. Financial feasibility

- Form your cash flow projections, can the venture generate sufficient cash inflows to finance operations
- Are there cash flow gaps and can the gaps be successfully handled?
- What is the projected return on investment and is this worth the investment?
- Over what period does the venture break even and is this period acceptable?
- How do your sales forecasts compare with the normal sales for competitors in the industry?

G. Capital Requirements

- What is the required capital?
- How much of this can you raise and what is the deficit?
- Do you have a source to finance the deficit?
- Do your estimates of profitability seem likely to satisfy an investor?
- How much do you need to borrow and from what sources?
- How will you pay back?

H. Making the feasibility judgment

The information you gather should help you judge whether your idea meets the criteria for a potentially successful venture;

Feasibility judgment factor		YES OR
1.	Is it competitive enough to capture a sizeable market niche and share?	
2.	Does the targeted market have high potential to growth now and in the future?	
3.	Do you have the skills needed to translate the idea into a business?	
4.	Can you raise the capital required to translate the idea into a business?	
5.	Will the venture generate your desired level of income and return on investment?	
6.	Can the legal restrictions that complicate your entry into the markets that you want to	
7.	Can the potential detrimental environmental problems be averted?	
8.	Is the investment needed for entry, and later for continuity of operations, within reach?	

A NO response to most of these questions would suggest that your idea for a new venture has little if any chance for success and it will need reconsideration before proceeding to business planning.

A YES response to most of these questions would suggest that your idea for a new venture has high chance for success and you can now confidently proceed to business planning. An easy to use business planning template is provided for your use.

HANDOUT: Module 2 Handout

Related ICT opportunities for youth entrepreneurs

1. Government (ICT Board) Projects
 - a. Content development grants
 - b. Pasha Training- email application to digitalvillage@ict.go.ke
 - c. Provision of Technical and Maintenance Support to the Digital Villages/Pasha Centres
 - d. Owning a subsidized laptop through Wezesha
 - e. Watch out for: Software Developer Certification Program.
 - f. Shared services strategy for local authorities: US\$ 300,000 already secured
 - g. E-government training centre- opportunities for youth?
 - h. Incubation opportunities for software development (ICT Board, KIRDI, Youth Fund)
 - i. Take advantage of the Multi-computing concept by Youth Fund
 - j. BPO business- opportunities for youth?
 - i. call centers
 - ii. back office operation- simplest could be secretarial and office support services to one man show enterprises or newsletter publishing on behalf.
 - iii. software development
2. Opportunities from planned ICT Board activities for 2010
3. Findings of the online-life-of-Kenyans-Study and E-commerce
 - a. Developing efficient e-shops and/or providing delivery services
 - b. E-shop back office services e.g. marketing, order processing, and delivery.
 - c. Local content to meet sharp appetite for internet especially in e-learning and education
 - d. Application to improve online payment system- an Mpesa platform would be more easily acceptable by Kenyans.
 - e. Online Brand management applications- facilitate feedback from users and track performance
 - f. Simpler and user friendly mobile phone based online browsing applications
 - g. Product info sites especially on health/diseases
 - h. Improved and effective online advertising
 - i. Webmaster (Website management services)- to help businesses maximize on their sites
 - j. Build creative ways of exploiting the internet opportunity in entertainment/media and leisure
4. Other ICT related opportunities
 - a. Computer services bureau
 - b. Graphics design
 - c. Music studio
 - d. Cyber café
 - e. Computer training
 - f. Computer technician
 - g. Web design and hosting
 - h. Internet employment agency
 - i. Internet publishing e.g. e-magazines
 - j. Internet advertising
 - k. Software consultancy
 - l. Hardware assembly and repairs e.t.c.
 - m. Provision of telecommunication to the rural areas not yet reached by the telecommunication network such as provision of internet facilities
 - n. Provision of ICT training for growing market
 - o. Editorial services: editing, proofreading, indexing
 - p. Referral services: a site that provides referral services to professional service users. Preferably a fee is charged to the Professional with the customer getting it free of charge.