



## *The Next Production Revolution (NPR) for Kenya*

Friday, 14<sup>th</sup> June, 2019, 14:00  
University of Nairobi, Nairobi, Kenya  
UON TOWERS | Mini Lecture 5

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"The University of Nairobi convenes a number of stakeholders to organize and execute the annual Nairobi Innovation Week (NIW) to support and accelerate the innovation and entrepreneurship ecosystem in the region.

As part of the NIW, a strong start-up movement has emerged, backed by over 30 startup enablers in Kenya. The startup initiative has become the nucleus of NIW. Innovators creating solutions in various domains are invited to participate by building their online profiles on the [NIWStartups](#) website, getting evaluated and competing to pitch and get recognized and awarded as they build partnerships and build their businesses."

AID 11346  
Emerging African Innovation Leaders  
G7 Exchange & Empowerment Program for enabling Innovation  
within the Next Production Revolution

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### Agenda

- 14.00 - 14.30 | **Welcoming Note**  
Jude Songok - EAIL Team Kenya  
Emanuela Colombo - Politecnico di Milano  
Pierluigi Leone - Politecnico di Torino  
H. E. Alberto Pieri - Italian Ambassador in Kenya
- 14.15 - 14.30 | **African Innovation Leaders Program for NPR**  
Sonja Sechi - Politecnico di Torino
- 14.30 - 14.45 | **Presentation of EAIL Kenya Country Project**  
Anthony Luvanda, Kiprono Shadrak, Jude Songok - EAIL Team Kenya
- 14:45 - 15:45 | **Panel Discussion - The Next Production Revolution in Kenya**  
Kenneth Chelule - Deputy CEO KIRDI  
Alfred Nicayenzi - Afrccg  
Hamed Beheshti - Boreal Light  
Federica Inzoli - Fondazione Eni Enrico Mattei
- 15.45 - 16.15 | **Presentation of Second Generation Business Idea Challenge**  
Second Generation Leaders
- 16.15 - 16.30 | **Second Generation Leader Winner Selection**  
Nicolo' Stevanato, Felipe Repetto - Politecnico di Milano

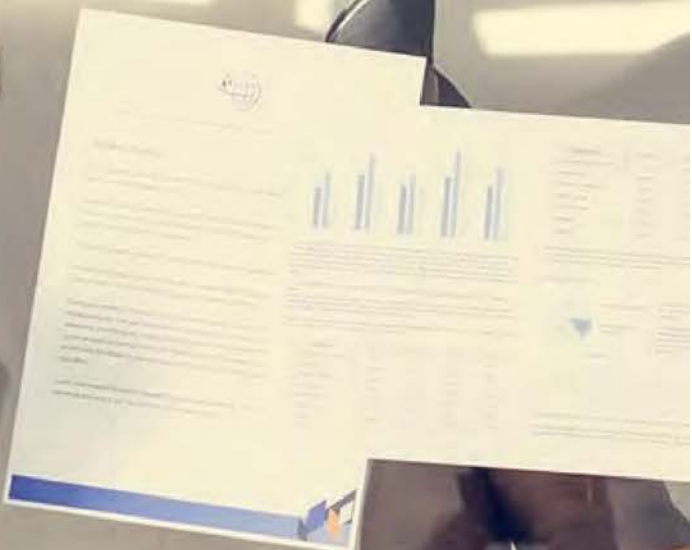
*Refreshments, Side Meetings & Networking*



08:15



Market Research  
- Identify the market  
- Determine the size of the market  
- Analyze the market structure  
- Assess the market potential  
- Evaluate the market attractiveness



**Business Research**

- Ideas	- Credit
- Trends	- Loans
- Sales	- Economic

SWOT

SWOT Analysis

Strengths: ...

Weaknesses: ...

Opportunities: ...

Threats: ...

SWOT Analysis

- Strengths: ...
- Weaknesses: ...
- Opportunities: ...
- Threats: ...