



Biz Mashinani

Training & Mentorship Implementation Guide

Program Overview

The Biz Mashinani Training Program is designed to build participants' confidence, digital skills, entrepreneurship mindset, financial literacy, and business readiness through a combination of structured training and practical mentorship.

The program will run for 10 consecutive training days, with each day comprising:

- 3 Hours Group Training
- 3 Hours Mentorship and Coaching

The emphasis of the program is on practical application and participant outputs, not theory alone.

Daily Structure

Time	Activity
9:00 AM – 10:30 AM	Training Session One
10:30 AM – 11:00 AM	Break
11:00 AM – 12:30 PM	Training Session Two
12:30 PM – 1:30 PM	Break
1:30 PM – 4:30 PM	Mentorship, Coaching & Practical Assignments

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Biz Mashinani Training & Mentorship Timetable

Day	Module	Training Focus	Mentorship & Practical Activities
Day 1	Module 1	Mindset, Confidence & Social Empowerment	Identity mapping, strengths assessment, confidence-building exercises, personal goal setting
Day 2	Module 2	Soft Skills for Life & Work	Communication role plays, customer care simulations, teamwork challenge, personal improvement plans
Day 3	Module 3	Basic Digital Literacy	Smartphone navigation, internet use, email creation, cyber safety practicals
Day 4	Module 4	Digital Tools for Daily Use	WhatsApp, Facebook, Instagram, TikTok for business, product photography practicals
Day 5	Module 5	Introduction to Entrepreneurship	Opportunity identification, customer profiling, business idea generation, resource mapping
Day 6	Module 6	Digital Economy & Gig Opportunities	Gig work pathways, online jobs, freelancing awareness, personal digital income mapping
Day 7	Module 7	Agriculture & Value Addition	Agribusiness opportunities, value addition, market linkage, agribusiness idea development
Day 8	Module 8	Financial Literacy	Budgeting, savings, record keeping, M-Pesa safety, household financial planning
Day 9	Module 9	Digital Marketing & E-Commerce	Product photography, sales messaging, WhatsApp Business, social media marketing
Day 10	Module 10	Business Start-up & Capstone	Business model development, pitching, mentor feedback, action plans, graduation presentations