



Biz Mashinani

Biz Mashinani Training Content

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Module 1 Mindset Confidence and Social Empowerment

Core Message

Your mindset shapes your actions, and your actions shape your future.

1. Self-Awareness and Identity Mapping

Self-awareness is the ability to understand yourself deeply, including your strengths, weaknesses, values, and goals.

- Knowing your abilities and limitations
- Understanding what motivates you
- Recognizing your goals and dreams

Types of Identity

- Personal Identity: your personality and character traits
- Social Identity: roles such as parent, youth, or community member
- Economic Identity: how you earn or can earn income

2. Personal Strengths, Talents and Aspirations

Strengths are abilities and qualities that you already have and can use to create opportunities.

Types of Strengths

- Natural Talents: communication, creativity, leadership
- Learned Skills: cooking, farming, tailoring, phone use
- Personal Qualities: honesty, patience, discipline

Examples of Strengths and Opportunities

Strength	Opportunity
Communication	Sales and customer
Cooking	care Food business
Phone skills	Online work

Creativity	Content
Organization	creation Event

planning

3. Mindset and Resilience

Mindset refers to how you think about your abilities and challenges.

Types of Mindset

Situation	Fixed Mindset	Growth Mindset
Learning phone	Too hard	I will learn step by step
Starting business	No money	Start small
Failure	I failed	I learned

Resilience means continuing despite challenges and learning from failure.

4. Self-Worth and Motivation

Self-worth is how much you value yourself. High self-worth leads to confidence and action.

- Low self-worth: fear, silence, dependence
- High self-worth: confidence, independence

Motivation is the reason why you take action.

- Supporting family
- Financial independence
- Personal growth

5.Social Norms and Gender Roles

Social norms are beliefs about how people should

behave. □ Women should not lead business

- Youth lack experience
- PWDs cannot work

These beliefs can limit opportunities and must be challenged.



6. Barriers to Participation

- Economic barriers: lack of capital
- Social barriers: discrimination
- Physical barriers: accessibility
- Psychological barriers: fear

7. Limiting Beliefs

Limiting beliefs are thoughts that prevent progress.

Negative Belief	Positive
I cannot start	Replacement I can
I am not educated	start small
I will fail	I can learn
	I will try

8. Rights, Agency and Decision Making

Rights are freedoms every person deserves.

- Right to work Right
- to education Right
- to participate

Agency means making your own decisions and controlling your life.

9. Confidence and Self-Expression

Confidence is believing in yourself and expressing ideas clearly.

- Speak clearly
- Maintain eye contact
- Practice regularly

10. Practical Confidence Building

Practice activities include:

- Introducing yourself
- Presenting a business idea
- Role play with customers

Key Takeaways

- You have strengths
- Your mindset matters
- Barriers can be overcome
- You have rights and power
- Confidence grows with practice

Module 2 Soft Skills For Life & Work

Core Message

Technical skills may get you started, but soft skills help you succeed, grow, and sustain income.

Learning Outcomes

- Communicate effectively with customers and peers
- Manage time and daily activities
- Apply problem-solving skills
- Work effectively in teams

Ice Breaker Activity: Pair and Share

Participants pair up and introduce each other to the group, sharing one strength and one challenge.

Trainer Notes:

- Encourage participation from all learners
- Support shy participants
- Use this to observe communication skills

1. Communication Skills

Communication is the ability to express ideas clearly, listen actively, and build relationships.

Content

- Verbal communication: speaking clearly and confidently
- Non-verbal communication: body language, eye contact
- Written communication: messages and online communication

Examples

Greeting customers politely
Using eye contact when speaking
Writing clear WhatsApp messages

Trainer Activity

Role play: Participants practice selling a product to a customer.

2. Active Listening

Active listening involves full attention and understanding.

- ☐ Maintain eye contact
- ☐ Avoid interrupting
- ☐ Ask clarifying questions

Activity: Pair exercise where one speaks and the other listens and summarizes.

3. Customer Care

Customer care determines business success.

- ☐ Be polite and respectful
- ☐ Be patient
- ☐ Be honest

Activity: Role play handling a difficult customer.

4. Time Management

Time management helps increase productivity.

- ☐ Plan daily activities
- ☐ Prioritize important tasks
- ☐ Avoid distractions

Activity: Participants create a simple daily schedule.

5. Problem Solving

Problem solving is identifying issues and finding solutions.

- ☐ Identify the problem
- ☐ Analyze causes
- ☐ Generate solutions
- ☐ Take action

Activity: Group discussion on solving a business problem.

6. Teamwork

Teamwork involves working together effectively.

- ☐ Respect others
- ☐ Share responsibilities
- ☐ Communicate clearly

Activity: Group challenge task.

7. Conflict Resolution

Conflict should be managed constructively.

- ☐ Listen to all sides
- ☐ Stay calm
- ☐ Agree on solutions

Activity: Role play conflict resolution.

8. Professionalism

Professionalism builds trust and reputation.

- ☐ Be punctual
- ☐ Deliver quality work
- ☐ Be reliable

9. Inclusive Communication (GESI)

Inclusive communication ensures all participants are respected.

- ☐ Encourage equal participation
- ☐ Avoid discrimination
- ☐ Use respectful language

Reflection Activity

Ask participants:

- ☐ What did you learn today?
- ☐ What will you apply immediately?

Module 3 Basic Digital Literacy

Core Message

Digital skills are essential for communication, accessing opportunities, and participating in today's economy. Every participant, regardless of background, can learn and use digital tools.

Learning Outcomes

- Operate a smartphone independently
- Navigate applications and menus
- Access and use internet safely
- Create and manage email accounts
- Search and use online information

Competencies Developed

- Device operation
- Internet navigation
- Digital confidence
- Online safety

Ice Breaker: Digital Experience Mapping

Ask participants to position themselves based on experience level:

- No experience
- Basic phone use
- Comfortable with internet

Trainer uses this to group learners for peer support (GESI inclusion).

Training Methodologies

- Demonstration – show step-by-step slowly
- Guided practice – participants follow immediately
- Peer learning – pair strong & weak learners
- Repetition – repeat key actions multiple times
- Hands-on learning – every participant must practice
- Observation & coaching – trainer moves around supporting individuals

1. Introduction to Smartphones and Digital Devices

A smart phone is a tool used for communication, accessing information, and generating income opportunities.

Types of devices: smartphones, tablets

Uses: communication, business, learning

Importance in daily life and income

Activity: Participants identify parts of their phones.

2. Basic Phone Functions and Settings

Turning phone on/off

Charging phone

Volume control

Brightness settings

Locking/unlocking phone

Trainer must demonstrate and then supervise practice.

3. Understanding Icons, Menus and Apps

□ Icons represent applications

□ Menus help navigate functions

□ Apps perform tasks (WhatsApp, Camera, Browser)

Activity: Open, close, and switch apps.

4. Managing Mobile Data and Internet Bundles

□ What is mobile data

Buying bundles (local providers)

Turning data on/off

□ Monitoring usage

Example: Managing daily bundle usage to avoid loss.

5. Connecting to Internet and Wi-Fi

□ Difference between data and Wi-Fi

□ Connecting to Wi-Fi networks

Internet symbols and indicators

Activity: Connect to available Wi-Fi.

6. Downloading and Opening Apps

- Using Play Store/App Store

- Searching apps

- Downloading safely

- Opening and uninstalling apps

Activity: Download WhatsApp or relevant app.

7. Creating and Managing Email Accounts

- What email is

- Creating account

- Sending and receiving emails

- Using email for opportunities

Activity: Create and send a test email.

8. Introduction to Search Engines and Online Information

- What is Google/search engine

- Typing search queries

- Evaluating results

- Using information safely

Activity: Search for a business idea.

9. Accessibility Tools

- Voice commands

- Text size adjustment

- Audio features

- Assistive tools for PWDs

GESI Note: Ensure inclusion of all participants.

10. Cyber Safety, Privacy and Digital Protection

- Protecting passwords

- Recognizing scams

- Avoiding fraud links

- Protecting personal information

Examples: Fake messages, money scams.

11. Practical Hands-On Guided Exercises

- Opening apps
- Sending messages
- Searching online
- Creating email
- Downloading apps

Trainer ensures EVERY participant practices.

Reflection Questions

- What new skill did you learn?
- What challenge did you face?
- What will you practice?

Module 4 Digital Tools For Daily Use

Core Message

Digital tools are not only for communication they are powerful tools for marketing, selling, and growing income opportunities.

Learning Outcomes

- Use mobile tools for communication
- Capture and share information
- Use voice and messaging tools effectively
- Use social media platforms to market and sell products/services

Competencies Developed

- Digital communication
- Information sharing
- Practical phone use
- Basic digital marketing

Ice Breaker: My Digital Habit

Participants share: What do you use your phone for most? (Calls, WhatsApp, Facebook, TikTok, etc.)

Trainer uses responses to link to business use of the same tools.

1. Taking and Storing Photos

Photos are key in marketing products online.

- Take clear product photos (good lighting, clean background)
- Different angles (front, side, close-up)
- Store and organize photos
- Delete poor quality images

Activity: Take a product photo suitable for selling.

2. Saving Contacts

- Save customer contacts properly
- Label contacts (e.g., 'Customer - Mary')
- Build customer database

Business Tip: Contacts are your customer network.

3. Sending Texts and Voice Notes

- Send clear messages
- Use voice notes for easier communication
- Respond quickly to customers

Activity: Practice sending a sales message.

4. Using WhatsApp for Business

WhatsApp is one of the most powerful tools for small businesses.

- Send product photos
- Use voice notes to explain products
- Create customer groups
- Use WhatsApp Status to advertise
- Respond to inquiries quickly

Example: Post daily product on Status with price and contact.

5. Using Facebook for Marketing

Facebook helps reach a wider audience.

- Create a simple business page
- Post product photos and descriptions
- Join local buy/sell groups
- Engage customers through comments
- Use Facebook Marketplace

Example: Post 'Fresh vegetables available today. Affordable prices.'

6. Using Instagram for Business

Instagram focuses on visuals (photos/videos).

- Post high-quality images
- Use captions to describe products
- Use hashtags (#food, #fashion)
- Share stories for daily updates

Example: Showcase products creatively (before/after, packaging).

7. Using TikTok for Promotion

TikTok can promote products through short videos.

- Create short engaging videos
- Show how product is used
- Use trending sounds
- Be creative and authentic

Example: Show cooking process or product usage.

8. Creating Effective Sales Content

- Clear product photo
- Simple description
- Price included

□ Call to action (Call/WhatsApp)

Example: 'Fresh milk available today. KES 60 per litre. Call now.'

9. Customer Engagement

- Reply quickly
- Be polite
- Follow up customers
- Build relationships

Key Message: Good communication = more sales.

10. Online Safety & Cyber Awareness

- Avoid sharing passwords
- Be careful of fake buyers
- Do not click unknown links
- Verify transactions

Example: Fake M-Pesa messages or fraud links.

Practical Exercises

- Take and post product photo
- Send WhatsApp marketing message
- Create simple Facebook post
- Record short TikTok video (optional)
- Practice responding to customer

Reflection

- What digital tool will you start using for business?
- What will you do differently after today?

Module 5 Introduction to Entrepreneurship

Core Objective

This module must move participants from thinking like job seekers to thinking like entrepreneurs who identify problems and convert them into income opportunities.

SESSION DELIVERY FLOW

- Icebreaker (problem identification)
- Understanding business as problem-solving
- Deep opportunity identification
- Resource mapping (start where you are)
- Customer understanding (market focus)
- Pricing basics (profit thinking)
- Value creation (why customers choose you)
- Practical business idea development
- Presentation and feedback

ICE BREAKER: PROBLEMS AROUND US

Trainer Script: Ask participants to loudly call out problems they see daily.

- No food nearby
- High prices
- No transport
- No childcare
- No internet access

Trainer Probing Questions:

- Why is this a problem?
- Who is affected?
- How often does it happen?

Trainer Link: Every repeated problem = business opportunity

SECTION 1: WHAT IS A BUSINESS

‘A business is simply solving a problem and getting paid for it.’

- Problem: Hunger → Business: Food selling
- Problem: Dirty clothes → Business: Laundry

□ Problem: No transport → Business: Bodaboda

Trainer Emphasis: If there is no problem being solved, there is no business.

SECTION 2: OPPORTUNITY IDENTIFICATION

Step 1: Observe Environment

What do people struggle with daily?
What do people complain about?
What do people travel far to get?

Step 2: Identify Demand

What do people buy every day?
What runs out quickly in shops?
What do people ask for frequently?

Step 3: Identify Gaps

What is missing?
What is not available?
What is expensive but can be made cheaper?

Trainer Activity

Participants walk through a scenario and identify 3 problems and 3 opportunities.

SECTION 3: RESOURCE MAPPING (START WHERE YOU ARE)

Trainer Questioning

What skills do you already have?
What tools do you have?
Who can support you?

Examples

□ Skill: Cooking → Food business
□ Skill: Talking → Sales
□ Phone → Online marketing
□ Friends → Customer base

Trainer Emphasis: Lack of capital should NOT stop idea generation.

SECTION 4: CUSTOMER UNDERSTANDING (CRITICAL)

Trainer Script: 'You are NOT the customer. Focus on THEM.'

Trainer Questions

Who exactly will buy this?
How old are they?
What do they need?
What can they afford?

Example

Students → cheap food
Families → fresh vegetables
Workers → fast service

SECTION 5: PRICING

Trainer Breakdown

Cost = buying + transport + effort
Add small profit
Compare with market price

Example

Buy tomatoes 50
Transport 10
Sell 80
Profit = 20

Trainer Warning: Wrong pricing kills business quickly.

SECTION 6: VALUE CREATION

Trainer Script: 'Why should someone buy from YOU instead of others?'

Ways to Create Value

Better quality
Better service
Convenience (delivery)
Clean packaging
Friendly communication

SECTION 7: CORE PRACTICAL EXERCISE (MANDATORY OUTPUT)

Each participant **MUST** produce:

1. A real problem
2. A business idea
3. A target customer
4. A simple price
5. A value statement

Example Output

Problem: No affordable lunch

Idea: Sell chapati and beans

Customer: Students

Price: KES 50

Value: Affordable and quick

SECTION 8: PRESENTATION AND FEEDBACK

Participants present their ideas.

Trainer Feedback Framework

Is the problem clear?

Is there a real customer?

Is pricing realistic?

Is value clear?

SECTION 9: INCLUSIVE ENTREPRENEURSHIP

Encourage women participation

Encourage youth-led ideas

Promote PWD-friendly businesses

Support home-based businesses

FINAL IMPACT MESSAGE

Opportunities are everywhere

You can start small

You can grow step by step

You already have something to start with

Module 6 Digital Economy & Gig Opportunities

Core Objective

This module must move participants from thinking like job seekers to thinking like entrepreneurs who identify problems and convert them into income opportunities.

Learning Outcomes

- Explain the digitaleconomy
- Identify digital income opportunities
- Use digital platforms for earning

Competencies Developed

- Digital awareness
- Platform use
- Income opportunity identification

ICE BREAKER: DIGITAL MONEY STORIES

Ask participants:

- Who has ever earned money using a phone?
 - What did you do?
 - What apps did you use?
- Trainer links responses to digital economy concept.

SESSION FLOW

1. Digital economy understanding
2. Gig work exposure
3. Platform-based opportunities
4. Social media income
5. Online jobs
6. Safety and risk awareness
7. Practical income mapping exercise

SECTION 1: INTRODUCTION TO DIGITAL ECONOMY

Trainer Script: 'The digital economy means making money using digital tools like phones, internet, and online platforms.'

Selling products online

Providing services digitally
Using platforms to connect buyers and sellers

Examples:

- Selling clothes on WhatsApp
- Receiving orders through Facebook
- Freelancing online

SECTION 2: GIG WORK OVERVIEW

Gig work means short-term, flexible jobs done online or through platforms.

Data entry
Transcription
Virtual assistance
Social media management

Trainer Emphasis: Requires discipline, consistency, and learning.

SECTION 3: WHATSAPP INCOME OPPORTUNITIES

- Reselling products via WhatsApp
 - Posting daily offers on status
- Managing customer lists
 - Using voice notes for selling

Example:

Sell clothes without owning stock
Take orders and connect to supplier

SECTION 4: SOCIAL MEDIA SELLING

Facebook marketplace selling
Instagram product promotion
TikTok product showcasing
Using reels and short videos

Trainer Script: 'Your phone is your shop, your content is your advertisement.'

SECTION 5: ONLINE JOBS & SERVICES

Freelancing platforms (Fiverr, Upwork)
Local online work
Remote jobs

Examples:

- Typing jobs
- Logo design
- Social media management
- Content writing

SECTION 6: SAFE DIGITAL WORK PRACTICES

- Avoid scams and fake jobs
- Never pay to get a job
- Verify clients
- Protect passwords
- Use secure payments

Example:

- Fake job requiring registration fee → scam

SECTION 7: PRACTICAL INCOME MAPPING (MANDATORY)

Each participant must:

- Identify 1 digital platform
- Identify 1 income activity
- Define target customer
- Explain how they will earn

Example:

- Platform: WhatsApp
- Activity: Selling vegetables
- Customer: Local residents
- Income method: Daily orders

REFLECTION

- What digital opportunity will you try?
- What skill do you need to improve?

FINAL IMPACT MESSAGE

- Opportunities exist beyond your location
- You can earn using your phone
- Start small, grow digital
- Consistency brings income

Module 7 Agriculture & Value Addition

Core Objective

Enable participants to shift from subsistence farming or raw selling into agribusiness thinking identifying opportunities, adding value, and connecting to markets for increased income.

Learning Outcomes

- Identify local agricultural opportunities
- Apply value addition techniques
- Link products to markets

Competencies Developed

- Agribusiness development
- Value addition
- Market linkage

ICE BREAKER: WHAT DO WE GROW / SELL?

Ask participants to list crops or products in their area.

- ☐ Maize
- ☐ Vegetables
- ☐ Milk
- ☐ Fruits
- ☐ Chicken

Trainer links: These are not just food—they are BUSINESS opportunities.

SESSION FLOW

- Identify local agricultural opportunities
- Understand value addition
- Practical processing and packaging
- Market linkage strategies
- Digital tools in agriculture
- Inclusive agribusiness opportunities
- Practical agribusiness idea development

SECTION 1: LOCAL AGRIBUSINESS OPPORTUNITIES

Trainer Script: 'Agriculture is not just farming—it is business.'

- Crop production (vegetables, fruits)
- Livestock (milk, eggs, poultry)
- Aggregation (buying and reselling)
- Input supply (seeds, feeds)

Trainer Questions:

- What is produced in large quantities?
- What is always in demand?
- What is wasted or sold cheaply?

SECTION 2: VALUE ADDITION (CORE INCOME DRIVER)

Trainer Script: 'Value addition means increasing the value of a product so you earn more.'

Examples of Value Addition

- Milk → yogurt, mala, packaged milk
- Maize → flour
- Fruits → juice
- Vegetables → cleaned, bundled, packaged

Key Message: Raw products = low income. Processed products = higher income.

SECTION 3: PROCESSING AND PACKAGING

- Cleaning products
- Sorting and grading
- Packaging attractively
- Labeling (optional)

Example:

- Unclean vegetables → low price
- Clean, bundled vegetables → higher price

SECTION 4: MARKET LINKAGE

Trainer Script: 'Production alone is not enough—you must sell.'

- Local markets
- Retail shops
- Schools

Hotels and restaurants
Direct customers

Strategies

Sell directly
Supply in bulk
Use groups (aggregation)
Pre-orders

SECTION 5: DIGITAL TOOLS IN AGRICULTURE

- WhatsApp for customer communication
 - Facebook for selling produce
- Market price apps
- Mobile money for payments

Example:

- Post vegetables on WhatsApp status

SECTION 6: INCLUSIVE AGRIBUSINESS (GESI)

- Women: kitchen gardening, poultry, value addition
 - Youth: digital marketing, aggregation
- PWDs: phone-based selling, small-scale farming

Trainer Emphasis: Agriculture can be adapted to everyone.

SECTION 7: PRACTICAL AGRIBUSINESS PLAN (MANDATORY)

Each participant MUST:

Identify 1 agricultural product
Define value addition method
Identify target market
Explain selling strategy

Example:

- Product: Tomatoes
Value addition: Clean and package
- Market: Local households
 - Selling: WhatsApp orders

REFLECTION

What agricultural opportunity will you explore?

What value can you add?

FINAL IMPACT MESSAGE

Agriculture is business

Value addition increases income

Markets determine success

You can start small and grow



Module 8 Financial Literacy

Core Objective

Enable participants to manage money effectively by tracking income and expenses, planning budgets, saving consistently, and using digital financial tools safely.

Learning Outcomes

- Track income and expenditure
- Prepare simple budgets
- Use mobile money safely

Competencies Developed

- Financial management
- Record keeping
- Budgeting
- Digital financial literacy

ICE BREAKER: WHERE DOES YOUR MONEY GO?

Ask participants:

- Do you know how much you spent last week?
- What did you spend money on yesterday?

Trainer links: Many people earn but do not track—this leads to financial struggles.

SESSION FLOW

- Understanding income and expenses
- Building saving culture
- Budgeting basics
- Record keeping
- Mobile money use
- Financial risk awareness
- Household financial planning
- Practical budgeting exercise

SECTION 1: INCOME AND EXPENSES

Trainer Script: 'Money coming in is income. Money going out is expense.'

Examples of Income

- Business sales
- Casual work
- Farming income
- Remittances

Examples of Expenses

- Food
- Transport
- School fees
- Airtime

Trainer Emphasis: If expenses are higher than income → financial stress.

SECTION 2: SAVING CULTURE

Trainer Script: 'Saving is not what is left—it is what you plan.'

- Save small amounts regularly
- Use savings groups (chamas)
- Separate business and personal money

Example: Save KES 50 daily → KES 1,500 per month

SECTION 3: BUDGETING BASICS

Budget = plan for money

Simple Budget Example

- Income: 10,000
- Food: 4,000
- Transport: 2,000
- Savings: 1,000
- Other: 3,000

Trainer Emphasis: Always plan before spending.

SECTION 4: RECORD KEEPING

Trainer Script: 'If you don't track, you don't know.'

- Write daily income
- Write daily expenses
- Use notebook or phone

Example:

Sold vegetables: 1,000

Bought stock: 600

Profit: 400

SECTION 5: M-PESA AND DIGITAL PAYMENTS

Sending money

Receiving payments

Checking balance

Keeping PIN safe

Trainer Emphasis: Never share PIN.

SECTION 6: AVOIDING FINANCIAL RISKS

Avoid scams

Avoid impulse spending

Avoid unnecessary loans

Verify transactions

Example: Fake M-Pesa messages

SECTION 7: HOUSEHOLD FINANCIAL PLANNING

Plan family expenses

Discuss money openly

Prioritize needs over wants

SECTION 8: PRACTICAL EXERCISE (MANDATORY)

Each participant MUST:

List income sources

List expenses

Create simple budget

Identify savings amount

Trainer checks each participant.

REFLECTION

What will you start tracking?

How will you save?



FINAL IMPACT MESSAGE

Money must be managed, not just earned

Small savings grow

Planning reduces stress

Financial discipline builds success

Module 9 Digital Marketing & E-Commerce

Core Objective

Enable participants to move from having products/services to actively marketing, attracting customers, and making sales using digital platforms.

Learning Outcomes

- Create digital product listings
- Promote products online
- Engage customers effectively

Competencies Developed

- Digital marketing
- Customer engagement
- Online selling

ICE BREAKER: HOW DO PEOPLE KNOW YOU SELL?

Ask participants:

How do customers know what you sell?

□ Do you advertise? Where?

Trainer links: If people don't see your product, they cannot buy.

SESSION FLOW

- Product presentation (photography)
- Writing sales messages
- WhatsApp Business tools
- Social media marketing
- Customer engagement
- Digital safety
- Practical marketing exercise

SECTION 1: PRODUCT PHOTOGRAPHY (SALES FOUNDATION)

Trainer Script: 'Your photo is your shop display online.'

Use natural light

- Use clean background
- Take multiple angles
- Ensure clear images

Examples:

- Blurry image → no sales
- Clear bright image → attracts customers

SECTION 2: WRITING SIMPLE SALES MESSAGES

Trainer Script: 'Clear, simple messages sell more.'

Formula

- Product name
- Key benefit
- Price
- Call to action

Example

Fresh milk available today. KES 60 per litre. Call/WhatsApp now.

SECTION 3: WHATSAPP BUSINESS TOOLS

- Using WhatsApp Status for daily marketing
 - Creating product catalog
 - Using quick replies
 - Broadcast lists

Trainer Emphasis: WhatsApp is the easiest entry point for digital selling.

SECTION 4: SOCIAL MEDIA MARKETING

- Facebook – groups and marketplace
- Instagram – visuals and branding
- TikTok – short promotional videos

Trainer Script: 'Consistency is key—post regularly.'

SECTION 5: CUSTOMER ENGAGEMENT

- Respond quickly
- Be polite and professional
- Follow up on inquiries
- Build relationships

Example interaction:

Customer: Is it available?

Seller: Yes, available. How many would you like?

SECTION 6: SAFE DIGITAL INTERACTIONS

Avoid sharing personal information

Verify payments

Be careful of fake buyers

Do not click unknown links

SECTION 7: PRACTICAL MARKETING EXERCISE (MANDATORY)

Each participant MUST:

Take product photo

Write sales message

Post on WhatsApp

Respond to simulated customer

REFLECTION

What will you start marketing today?

Which platform will you use?

FINAL IMPACT MESSAGE

If people don't see your product, they cannot buy

Marketing creates customers

Consistency builds sales

Start simple, grow steadily

Module 10 Business Start-up & Capstone

Learning Outcomes

- Develop a simple business idea
- Apply digital and financial skills
- Present business ideas confidently

Competencies Developed

- Business readiness
- Practical application
- Presentation skills

Core Purpose

This module enables participants to develop, refine, validate, and prepare to launch a business idea based on all previous training modules.

Trainer Guidance

- This module is about DOING, not teaching
- Participants must generate and refine their own ideas
- Guide using questions, not lectures
- Ensure each participant produces a complete business idea

Ice Breaker: My Business in One Sentence

Each participant states:

I will sell _____ to _____ at _____ price.

Trainer corrects and refines responses.

Section 1: Business Idea Development

- Identify a real problem
- Define a clear product/service
- Ensure the idea is practical and achievable
- Align idea with participant skills and resources

Section 2: Customer and Market Identification

- Define target customer (who exactly will buy)
- Identify location of customers

Understand needs and preferences

Confirm affordability

Section 3: Detailed Business Model Development

1. Product/Service

- ☐ Define exactly what you are selling
- ☐ Be specific (e.g. 'chapati and beans' not 'food')

2. Customer

- ☐ Who will buy?
- ☐ Where are they located?
- ☐ When do they buy?

3. Value Proposition

- ☐ Why will they buy from you?
- ☐ Examples: cheaper, better quality, convenient, delivery

4. Cost Structure

- ☐ List all costs: buying, transport, packaging
- ☐ Calculate total cost per unit

5. Pricing

- ☐ Set selling price above cost
- ☐ Compare with market
- ☐ Ensure profit

6. Profit

- ☐ Profit = Selling price – cost
- ☐ Estimate daily and weekly earnings

7. Sales Strategy

- ☐ Where will you sell? (physical, WhatsApp, Facebook)
- ☐ How will customers find you?
- ☐ How often will you sell?

8. Daily Sales Target

- ☐ Define number of units to sell daily
- ☐ Link to income goal

Example Business Model

Product: Boiled eggs

Customer: Students

Value: Affordable and ready-to-eat

Cost: 15 KES

Price: 25 KES

Profit: 10 KES
Target: 20 eggs per day
Sales: School break time

Section 4: Applying Digital and Financial Skills

- Use WhatsApp to reach customers
- Use digital marketing skills (Module 9)
- Apply budgeting and record keeping (Module 8)
- Use mobile money safely

Section 5: Group Business Activities

- Participants present ideas in groups
- Peers give feedback
- Ideas refined collaboratively

Section 6: Presentation and Pitching Skills

Simple Pitch Structure:

- My name
- My business idea
- My customer
- My price
- My advantage

Section 7: Final Business Presentations

- Each participant presents
- Trainer evaluates clarity and practicality
- Peers provide feedback

Section 8: Mentorship and Feedback

- Trainer provides guidance
- Identify improvements
- Support next steps

Section 9: Action Planning

- Define first step
- Define start date
- Identify support needed

Final Output Requirement

Business idea

Customer

Price

Sales method

First action within 7 days

Final Impact Message

Start smallbut startnow

Action creates results

You are ready to begin