



Biz Mashinani

Inclusive Digital Entrepreneurship

Biz Mashinani Program Training Content

Training Curriculum (GESI-Integrated)



Contents

Mindset, Confidence & Social Empowerment

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Digital Marketing & E-Commerce

Business Start-Up & Capstone

Program Partners



EldoHub is a Tech & AI workforce infrastructure that equips talent with in-demand skills and tools through our tech & AI academy and connects them to job opportunities through our sasakazi platform. EldoHub also provides entrepreneurs across Africa with the technical skills and capital needed to scale. Based in Kenya with operations in Nairobi & Eldoret, delivering programs across Africa



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About this Curriculum

The Biz Mashinani Program is a practical, community-based digital entrepreneurship training curriculum designed to equip youth, women, persons with disabilities, and marginalized groups with the knowledge, skills, attitudes, and confidence required to participate meaningfully in the digital economy, local enterprise, and sustainable livelihoods.

The curriculum adopts a strong Gender Equality and Social Inclusion approach to ensure equitable participation, access, safety, dignity, and outcomes for all learners.



Guiding Principles



Learning by doing
(70% practical sessions)



Peer learning and
group-based support



Accessible training for
persons with disabilities



Storytelling and real-life
examples instead of
theory-heavy delivery



Visual, oral, and
simplified delivery for
low-literacy learners



Immediate income
application and
practical daily wins



Flexible scheduling to
support women, caregivers,
and vulnerable groups



Safe and respectful
learning spaces



Use of local language
where necessary

Introduction and Biz Mashinani Approach

The Biz Mashinani Program mainstreams Gender Equality and Social Inclusion (GESI) across all stages of design, delivery, and follow-up support. The curriculum recognizes that women, youth, persons with disabilities, low-literacy learners, and marginalized communities often face barriers in accessing skills, markets, finance, technology, and decision-making spaces. To address these barriers, the program commits to:

- Ensuring equitable recruitment and participation of women, men, youth, persons with disabilities (PWDs), and marginalized groups.
- Using inclusive language, examples, and facilitation methods that challenge harmful stereotypes and promote dignity.
- Providing accessible training venues, including ramps, seating arrangements, accessible washrooms, and mobility support where needed.
- Offering flexible schedules to accommodate caregivers, women with household responsibilities, and vulnerable participants.
- Using visual aids, oral demonstrations, peer support, and translated/local language explanations for low-literacy learners.
- Supporting first-time digital users with guided coaching and peer mentoring.
- Promoting safe learning environments through safeguarding protocols, anti-harassment measures, and confidential complaint reporting channels.
- Encouraging participation of women and vulnerable groups in leadership, group work, and business decision-making.
- Linking participants to support systems such as mentorship, business networks, savings groups, and local opportunities after training.
- Tracking participation, completion, satisfaction, and livelihood outcomes disaggregated by gender, age, disability, and vulnerability status.

Module 1

Mindset, Confidence & Social Empowerment

Learning Outcomes

Participants will be able to:

- Identify personal strengths and capabilities
- Demonstrate confidence in expressing ideas
- Challenge limiting beliefs and harmful social norms
- Understand their rights, agency, and role in economic participation



Content

- Self-awareness and identity mapping exercises
- Personal strengths, talent, and aspirations identification
- Building positive mindset, confidence, and resilience
- Understanding self-worth and motivation for economic participation
- Gender roles, cultural expectations, and social norms
- Identifying barriers affecting women, youth, and vulnerable groups
- Challenging limiting beliefs and stereotypes
- Rights awareness, personal agency, and decision-making skills
- Building confidence in public speaking and self-expression
- Practical confidence-building role plays and storytelling

Competencies

- Self-confidence
- Personal agency
- Social awareness
- Decision-making

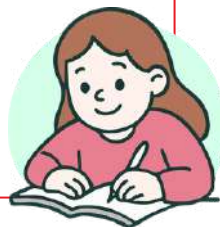
Module 2

Soft Skills For Life And Work

Learning Outcomes

Participants will be able to:

- Communicate effectively with customers and peers
- Manage time and responsibilities
- Solve daily problems practically
- Work respectfully in diverse teams



Content

- Verbal and non-verbal communication skills for daily life and business
- Active listening and empathy
- Customer care and relationship building
- Professional etiquette and respect
- Time management and task prioritization
- Problem identification and practical problem-solving techniques
- Teamwork, collaboration, and trust building
- Conflict management and peaceful resolution
- Inclusive communication and respect for diversity
- Role plays on workplace and customer scenarios

Competencies

- Communication
- Problem-solving
- Time management
- Teamwork

Module 3

Basic Digital Literacy

Learning Outcomes

Participants will be able to:

- Operate smartphones confidently
- Use basic applications
- Create email accounts
- Access internet safely



Content

- Introduction to smartphones and digital devices
- Basic phone functions and settings
- Understanding icons, menus, and apps
- Managing mobile data and internet bundles
- Connecting to the internet and Wi-Fi
- Downloading and opening apps
- Creating and managing email accounts
- Introduction to search engines and online information
- Accessibility tools (voice commands, text enlargement)
- Cyber safety, privacy, scams, and digital protection
- Practical hands-on guided exercises

Competencies

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

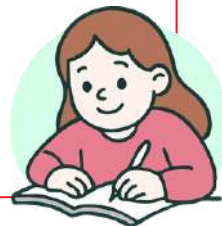
Module 4

Digital Tools For Daily Use

Learning Outcomes

Participants will be able to:

- Use mobile tools for communication
- Capture and share information
- Use voice and messaging tools effectively



Content

- Taking and storing photos
- Saving contacts
- Sending texts and voice notes
- Sharing information on WhatsApp
- Using messaging apps
- Online safety and cyber awareness

Competencies

- Digital communication
- Information sharing
- Practical phone use

Module 5

Introduction To Entrepreneurship

Learning Outcomes

Participants will be able to:

- Explain basic business concepts
- Identify local business opportunities
- Understand customer needs
- Apply simple pricing principles



Content

- Meaning and purpose of business
- Types of small businesses
- Opportunity identification
- Local resource mapping
- Understanding customers
- Pricing basics
- Value creation
- Inclusive enterprise opportunities

Competencies

- Opportunity identification
- Customer understanding
- Entrepreneurial thinking

Module 6

Digital Economy & Gig Opportunities

Learning Outcomes

Participants will be able to:

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



Content

- Introduction to the digital economy
- Gig work overview
- WhatsApp business opportunities
- Social media selling
- Online jobs and services
- Safe digital work practices

Competencies

- Digital awareness
- Platform use
- Income opportunity identification

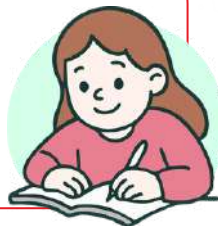
Module 7

Agriculture & Value Addition

Learning Outcomes

Participants will be able to:

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



Content

- Local agribusiness opportunities
- Processing and packaging
- Market linkage
- Digital tools in agriculture
- Inclusive farming opportunities

Competencies

- Agribusiness development
- Value addition
- Market linkage

Module 8

Financial Literacy

Learning Outcomes

Participants will be able to:

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



Content

- Income and expenses
- Saving culture
- Budgeting basics
- Record keeping
- M-Pesa and digital payments
- Avoiding financial risks
- Household financial planning

Competencies

- Income and expenses
- Saving culture
- Budgeting basics
- Record keeping
- M-Pesa and digital payments
- Avoiding financial risks
- Household financial planning

Module 9

Digital Marketing & E-commerce

Learning Outcomes

Participants will be able to:

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



Content

- Product photography
- Writing simple sales messages
- WhatsApp Business tools
- Social media marketing basics
- Customer engagement
- Safe digital interactions

Competencies

- Digital marketing
- Customer engagement
- Online selling

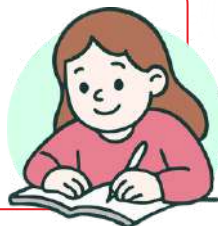
Module 10

Business Start-up Capstone

Learning Outcomes

Participants will be able to:

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



Content

- Business idea generation
- Customer and market identification
- Pricing and simple planning
- Group business activities
- Presentation and pitching skills
- Mentorship and feedback

Competencies

- Business readiness
- Practical application
- Presentation skills

Pathway-Based Practical Skills Integration



To strengthen practical application and improve immediate livelihood outcomes, the Biz Mashinani curriculum adopts a pathway-based practical skills integration model. In addition to the core foundational modules, participants are exposed to specialized practical learning areas aligned to their interests, local opportunities, and market realities.

The curriculum incorporates three key employability pathways:

Agriculture And Agribusiness Pathway

This pathway supports participants to identify and exploit opportunities in local agricultural value chains.

Key Focus Areas

- Understanding agriculture as a business
- Identifying local agricultural opportunities and market demand
- Value addition through sorting, grading, packaging, and branding
- Post-harvest handling and quality standards
- Costing, pricing, and profit estimation
- Record keeping for agricultural businesses
- Digital tools for agriculture (market information, buyer linkages, weather updates)
- Collective marketing and aggregation opportunities

Expected Competencies

- Agribusiness opportunity identification
- Product value addition
- Market linkage skills
- Basic farm business management

Digital Gig Economy Pathway

This pathway equips participants with basic skills needed to access digital work and online income opportunities.

Key Focus Areas

- Understanding the gig economy and digital work opportunities
- Basic digital tasks such as typing, data entry, and document formatting
- Managing simple online assignments
- Communication with clients and digital professionalism
- Creating online service profiles and portfolios
- Time management and work discipline
- Quality assurance in digital work
- Digital payments and online safety

Expected Competencies

- Digital task execution
- Online communication
- Freelance work readiness
- Digital professionalism

Creative Economy Pathway

This pathway helps participants leverage creativity and digital tools to generate income through content creation and branding.

Key Focus Areas

- Smartphone photography and videography
- Basic editing tools and techniques
- Storytelling and content development
- Writing captions, messages, and promotional content
- Personal branding and audience engagement
- Social media growth strategies
- Monetization options (ads, partnerships, promotion)

Expected Competencies

- Content creation
- Digital storytelling
- Personal branding
- Online audience engagement

Cross-cutting Practical Areas Across All Pathways

To ensure sustainability and business readiness, all pathways are supported by:

- Financial literacy and savings culture
- Budgeting and cost control
- Record keeping
- Customer care and negotiation skills
- Market access and digital selling
- Goal setting and action planning
- Risk identification and mitigation

Mentorship and Post-Training Support

To enhance transition into economic outcomes, the program includes structured post-training support:

- Pathway-specific mentorship and coaching
- Business growth guidance
- Market and buyer linkages
- Savings groups and peer support networks
- Follow-up on income generation and enterprise progress