



**TRANSFORMING  
250+ SMEs**



## PERFORMANCE BASED GRANT FUNDING PROJECT

### SME ELIGIBILITY CRITERIA

- Nominated by strategic partner
- Annual sales of more than KES 50m
- More than 2 years existence
- Committed management
- Legally registered in Kenya

*Strategic partners can be lead firms, financial institutions, or business associations.*

### PRIORITY SECTORS

- Manufacturing
- Healthcare
- Food security
- Affordable housing

*Other sectors considered on a case-by-case basis*



### ABOUT KIEP

The Kenya Industry and Entrepreneurship Project (KIEP) is a US\$50 million project being implemented by the Ministry of Industrialization, Trade and Enterprise Development (MoITED), with support from the World Bank Group. KIEP aims to increase innovation and productivity in selected private sector firms.



### TRANSFORMING 250+ SMEs

KIEP 250+ is KIEP's Component 2 that aims to support business improvement initiatives of 250+ eligible SMEs through performance-based grant funding



### OUR FOCUS

We help SMEs in building world-class businesses. Our guiding focus is on increasing managerial & technical skills, strengthening innovation, upgrading processes and technology and promoting market linkages.

**WANT TO LEARN MORE?**



✉ [KIEP250@niras.com](mailto:KIEP250@niras.com)  
🌐 [250plus.kiep.go.ke](http://250plus.kiep.go.ke)



# » METHODOLOGY AND PROCESS

01

## APPLICATION

SMEs are invited to fill out an online-form to determine eligibility and suitability to participate in the project.



02

## SHORTLISTING

Applications will be screened, evaluated and a shortlist prepared. A due diligence process will commence and selected SMEs must meet all mandatory due diligence requirements before their place on the project is confirmed.



03

## DIAGNOSIS

A business diagnosis will be conducted to identify areas of improvement with the objective of increasing access to markets by promoting innovation and enhancing productivity.



04

## PIP

Based on diagnosis results, a Performance Improvement (PIP) will be developed in collaboration with the SME highlighting key areas for Technical Assistance (TA) support.



05

## CONTRACTING

Qualified consultants are selected to execute the TA projects and the performance-based grant agreement is signed.



06

## IMPLEMENTATION

TA on identified areas of improvement as contained in the PIP will be carried out by qualified BDS providers. M&E will be done regularly to ensure set TA milestones are achieved as the grant is performance-based.



## THE IMPORTANCE OF LINKAGES

As connections to markets, off-takers, financiers and industry associations are key in driving revenue growth, we will work closely with Lead Firms, Financial Institutions or Business Associations to upgrade SMEs already operating within these networks.



## INNOVATION

Innovation increases your ability to react to changes and unlock new opportunities. It helps to foster competitive advantage as it allows you to build better products and services for your customers.

Access to finance is invariably cited as the main obstacle to business growth. However, every company can stack the odds in its favor by striving for operational excellence and presenting financiers with a compelling narrative. KIEP 250+ offers performance-based grant funding to help strengthening your business. We shall work with you to promote market linkages and help your business identify a sustainable growth path

## PROJECT HIGHLIGHTS

250+ SMEs  
6 COHORTS  
2020-2024



Ministry of  
Industrialization,  
Trade and Enterprise  
Development



UPGRADE YOUR BUSINESS WITH KIEP 250+. APPLY TODAY!