



Impact Report



2025 Microbusiness Incubator

Homa Bay, Kenya

Breaking the cycle of generational poverty through *entrepreneurship*



Business for Better Society

Introduction

Business for Better Society (BBS) is a Hong Kong-registered charitable foundation dedicated to making giving ethical, easy, and impactful. Guided by the belief that real transformation starts at the local level, BBS actively partners with grassroots nonprofits to build a better society for all.

At the heart of our work lies a deep commitment to integrity, credibility, accountability, and transparency. These values shape every aspect of our operations from practicing best practices, pursuing innovation, and embracing continuous learning, to upholding rigorous standards of due diligence.

We extend our holistic approach beyond financial contributions, recognising that meaningful support encompasses mentorship, technical expertise, volunteering, training, internships, and practical supplies. This inclusive notion of giving empowers local initiatives with diverse resources that drive sustainable impact.

With a global perspective that honours the interconnectedness of communities everywhere, not just in the developing world, BBS forges responsible, high-impact partnerships. It matches corporations and individuals, their funds, and skills to vetted nonprofit initiatives through capacity-building, strategic guidance, and long-term monitoring and evaluation.

True to our pledge of transparency, we ensure that 100% of donations go directly to grants and programs, never to administration, reinforcing trust and integrity in all relationships. Whether through quantitative metrics or qualitative storytelling, BBS commits to measuring and communicating the real difference its work makes in communities around the globe.

Together with its global network of change-makers and grassroots partners, BBS creates purposeful, measurable, and sustainable societal transformation one person at a time.

Executive Summary



The Business for Better Society (BBS) and Activate Action microbusiness incubator program successfully graduated 18 teenage mothers in Homa Bay County, Kenya, transforming them from economic vulnerability to business ownership in approximately four months.

In collaboration with our long-standing local partner, Activate Action, who has been part of all six cohorts and the remarkable journeys of these women, the incubator employed the proven Street Business School methodology to provide comprehensive entrepreneurship training, customised start-up support, and ongoing coaching, empowering every participant to launch a sustainable micro-enterprise.

This impact report showcases the remarkable journeys of these young women entrepreneurs who overcame significant barriers to become business owners, leaders, and role models for their peers.

Incubator Overview



Duration: 4 months (March – June 2025)

Location: Homa Bay County, Kenya

Participants: 18 teenage mothers

Implementation Partner: Activate Action

Investment Per Participant: KES 6,000 startup kit + comprehensive training + ongoing coaching support

"Entrepreneurship empowers women to take control of their economic destiny, transforming not only their lives but those of future generations."

– Suzi Roberts, BBS Advisor

18

Participants in this cohort

100%

Businesses established in this latest cohort and now operating daily

150+

Women owned businesses established through this incubator



Project Phases

Details

Outcome

Phase One

Street Business
School business
education modules

- Confidence building to become entrepreneurs
- Created a foundation of business skills

Phase Two

Start up support for their business ventures

- Individualised start-up kits tailored to each participant's chosen enterprise

Phase Three

Ongoing coaching

- Comprehensive mentorship and business development support

Street Business School

Summary

All 18 participants completed the comprehensive Street Business School curriculum, consisting of six core modules designed to build entrepreneurial foundations:

Module 1: Entrepreneurial Mindset Development

- Getting out of comfort zone
- Building confidence and self-reliance
- Overcoming limiting beliefs

Module 2: Business Opportunity Identification

- Market assessment techniques
- Identifying viable business opportunities
- Understanding customer needs

Module 3: Capital and Starting Small

- Finding startup capital
- Resource optimisation strategies
- Beginning with minimal investment

Module 4: Financial Management

- Bookkeeping fundamentals
- Money management principles
- Basic accounting practices

Module 5: Personal Development and Goal Setting

- Leadership skills development
- Setting achievable business goals
- Personal growth planning

Module 6: Business Planning and Savings

- Creating business plans
- Establishing savings culture
- Long-term financial planning

This training provided participants with both the practical skills and mindset necessary to successfully launch and manage their micro-enterprises.

Participant Profiles & *Business Ventures*

Our 18 participants represent diverse backgrounds and aspirations, united by their determination to create better futures for themselves and their children. Despite facing challenges including limited education, social stigma, and financial constraints, these young mothers demonstrated remarkable resilience and entrepreneurial spirit throughout the program.

Business Portfolio Analysis

FOOD & AGRICULTURE SECTOR (8 businesses – 44%)

- Poultry Keeping: Flosi established a comprehensive poultry operation with chicks, feeding equipment, and coop construction materials
- Fish Selling: Tabitha, Iren, Evelaine, and Sharon created fish retail businesses with cooking equipment, storage containers, and initial stock
- Vegetable Trading: Carolynne launched a fresh produce business with weighing scales and packaging materials
- Chips/Fried Food Vending: Maureen operates a mobile food service with professional cooking equipment
- Cereal Vending: Chelsea and Dorothy established grain retail operations with measuring equipment and diverse product lines including beans, maize, and green grams

RETAIL & TRADING SECTOR (6 businesses – 33%)

- Mtumba Clothes Trading: Nancy and Sharon entered the second-hand clothing market specialising in children's apparel
- Cosmetics Retailing: Lillian and Pracxides created beauty product mini-shops serving local communities
- Utensil Retail: Lydia established a household goods business featuring laundry basins and kitchen essentials
- Footwear Sales: Vivian Awuor developed a shoe retail business focusing on flip-flops and sandals

PERSONAL SERVICES SECTOR (4 businesses – 23%)

- Salon Services: Brenda, Sheila, and Velona launched hair styling businesses with professional equipment including dryers, styling kits, and braiding tools

Impact Achievements

Business Success Metrics

- 100% Business Launch Rate: All 18 participants successfully established operational businesses.
- Immediate Income Generation: Every entrepreneur is generating daily or weekly revenue streams.
- Financial Independence: Participants now support their children's basic needs through business income.
- Business Sustainability: Early indicators show strong market demand and customer loyalty.

Personal Development Outcomes

- Enhanced Self-Confidence: Participants report increased self-esteem and community recognition.
- Leadership Emergence: Several entrepreneurs are planning business expansion and mentoring others.
- Financial Literacy: 55% of participants (10 mothers) have established regular savings practices.



Broader Social Impact

- Breaking Cycles: Participant's children benefit from improved household economic stability.
- Community Role Models: These young mothers serve as inspiration for other vulnerable women.
- Economic Participation: Increased local commerce and market activity.
- Skills Transfer: Informal knowledge sharing strengthens community entrepreneurship capacity.

Overcoming Challenges



The program addressed several implementation challenges through adaptive strategies:

Market Saturation Concerns: Conducted additional market research to identify niche opportunities and encouraged unique product positioning.

Infrastructure Limitations: Supported mobile service delivery models, particularly for salon services, enabling entrepreneurs to reach customers directly.

Transportation Barriers: Established partnerships with local motorcycle taxi operators to facilitate goods movement and market access.

Transition to Ongoing Coaching



This phase recognizes that the critical early months of business operation require continued guidance and mentorship, and the ongoing coaching will address key challenges and opportunities facing new entrepreneurs.

- **Business Growth:** Supporting expansion planning and market development.
- **Financial Management:** Advanced bookkeeping, cash flow management, and investment decisions.
- **Challenge Resolution:** Problem-solving support for operational difficulties and market obstacles.
- **Opportunity Recognition:** Identifying new revenue streams and business development possibilities.
- **Digital Integration:** Introducing mobile marketing and digital recordkeeping capabilities.

Introducing Activate Action

Activate Action is a youth-led nonprofit organisation based in Homa Bay County, Kenya, that serves as Business for Better Society's key local collaborator for the microbusiness incubator program. Founded in 2017 and officially registered as a Community-Based Organization in 2020, Activate Action works to create "a just and inclusive society where young people and women, regardless of health status, gender, or ability, thrive in optimal health and well-being."

The organisation specialises in supporting marginalised populations through healthcare access, reproductive health education, and economic empowerment initiatives. With demonstrated impact reaching over 20,000 adolescents and supporting 500 teenage mothers in returning to school, Activate Action brings essential community knowledge and established trust relationships to their partnership with Business for Better Society.

Closing Comments

The success of the microbusiness incubator project in Homa Bay stands as a testament to the profound impact that targeted economic empowerment can have on entire communities, with 18 young mothers now joining an impressive network of 150 women entrepreneurs and 45 members of a registered women's group who have all emerged from this transformative program.

In partnership with Activate Action, Business for Better Society has catalysed more than individual business creation, it has fostered a movement of women who are actively rewriting their family's economic destiny and dismantling the barriers that perpetuate generational poverty. Each woman who transitions from dependency to entrepreneurship creates a ripple effect that extends far beyond her own household, as her children witness firsthand that economic opportunity is achievable and that financial independence is within reach.

The collective strength of this growing network demonstrates that breaking the cycle of generational poverty requires not just individual empowerment but the creation of supportive ecosystems where women can thrive, collaborate, and lift each other toward lasting prosperity.

We'd like to thank all our donors for their generous *support*

Acknowledgements

In closing, we wish to extend our heartfelt gratitude to all the individuals who helped make this latest cohort of the incubator possible. With their continued support, we remain committed to creating lasting impact in the lives of women, their families, and the greater community for generations to come.

- The Board of Activate Action for their commitment to this program.
- BBS Board for their ongoing support.
- Ms. Suzi Roberts, Advisor to BBS who led the fundraising campaign for this cohort.
- Rogers Omollo and Mercy Katam of Activate Action for their tireless efforts.
- Our GlobalGiving community of donors.

