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Biz Mashinani Mentorship Guide



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Welcome to the Biz Mashinani Entrepreneurship Mentorship Programme



Congratulations on completing the Biz Mashinani Entrepreneurship and Digital Skills Training Programme.

Completing the training marks an important milestone in your entrepreneurial journey, but it is only the beginning. Building a successful business requires continuous learning, practical application, resilience, and the willingness to adapt to changing opportunities and challenges.

The Biz Mashinani Mentorship Programme has been developed to support you as you put into practice the knowledge and skills gained during training. Through one-on-one mentorship, group learning sessions, business visits, and continuous coaching, you will receive practical guidance to strengthen your business, improve decision-making, increase sales, adopt digital technologies, and achieve sustainable growth.

This handbook serves as a practical guide for both mentors and entrepreneurs. It provides tools, activities, business examples, and action plans that will help transform business ideas into thriving enterprises. Rather than focusing on theory, the mentorship programme emphasizes practical learning, problem-solving, accountability, and continuous improvement.

We encourage every participant to actively engage with their mentor, remain open to feedback, implement agreed action plans, and celebrate every step of progress. Every successful business starts with small but consistent actions.
Together, we are building resilient entrepreneurs who will create opportunities, improve livelihoods, and contribute to stronger and more inclusive communities.

Welcome to the next phase of your entrepreneurial journey.

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About Biz Mashinani

The **Biz Mashinani Programme** is an inclusive entrepreneurship and digital skills initiative implemented by **EldoHub** in partnership with the **Mastercard Foundation** under the Young Africa Works strategy. The programme is designed to empower young women, young men, and Persons with Disabilities (PWDs) by equipping them with practical entrepreneurship, financial literacy, digital skills, and business management knowledge needed to establish and grow sustainable businesses.

The programme recognizes that many young entrepreneurs possess business ideas and ambition but often lack access to business knowledge, mentorship, markets, finance, digital tools, and professional networks. Biz Mashinani addresses these challenges by providing practical entrepreneurship training followed by structured mentorship and business development support.

The training curriculum covers key areas including entrepreneurial mindset, communication and soft skills, digital literacy, digital tools for business, opportunity identification, financial literacy, digital marketing, agribusiness, and business planning. These skills enable participants to identify opportunities within their communities and develop enterprises that respond to local market needs.

Following the completion of the training, participants enter the mentorship phase, where mentors work closely with entrepreneurs to apply classroom learning within their businesses. This continued support helps participants overcome business challenges, improve business performance, strengthen financial management, expand markets, and increase income.

Biz Mashinani places strong emphasis on **Gender Equality and Social Inclusion (GESI)** by ensuring that women, youth, Persons with Disabilities, and other marginalized groups participate equally and receive appropriate support throughout the programme.

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Purpose of the Mentorship Programme

Training provides knowledge; mentorship helps transform that knowledge into results.

The purpose of the **Biz Mashinani Mentorship Programme** is to provide practical, structured, and continuous support that enables entrepreneurs to successfully establish, manage, and grow their businesses.

The mentorship programme aims to:

- Support entrepreneurs in implementing their business action plans.
- Build confidence and strengthen entrepreneurial decision-making.
- Improve business management practices.
- Enhance customer service and business professionalism.
- Promote digital adoption in business operations and marketing.
- Improve financial management and record keeping.
- Increase sales, profitability, and business sustainability.
- Connect entrepreneurs to markets, financial services, and business support opportunities.
- Encourage peer learning and business networking.
- Promote inclusive business practices that create opportunities for all.

Mentorship focuses on helping entrepreneurs solve real business challenges rather than simply providing advice. Mentors work alongside participants to identify opportunities, reflect on progress, and develop practical solutions that can be implemented immediately.

Difference Between Training, Coaching, and Mentoring

Training	Coaching	Mentoring
Focuses on teaching knowledge and skills.	Focuses on improving a specific skill or performance.	Focuses on long-term personal and business growth.
Usually delivered to groups.	Usually one-on-one.	One-on-one or group-based.
Follows a structured curriculum.	Addresses specific goals or challenges.	Provides ongoing guidance, encouragement, and experience sharing.
Trainer provides information.	Coach asks questions to help participants find solutions.	Mentor shares experience, networks, and practical advice while encouraging independent decision-making.
Time-bound.	Short-term.	Long-term relationship.

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Example:

A participant learns about financial record-keeping during training.

During coaching, the participant receives guidance on how to complete a cashbook correctly.

During mentoring, the mentor regularly reviews the participant's financial records, discusses business performance, identifies challenges, and helps improve financial management over several months.

Mentor Roles and Responsibilities

A mentor is not a business owner, manager, or supervisor. Instead, a mentor is a trusted guide who supports entrepreneurs as they grow their businesses.

The mentor is expected to:

- Build a respectful and trusting relationship with each entrepreneur.
- Listen actively and understand business challenges.
- Encourage participants to identify their own solutions.
- Share practical business knowledge and experience.
- Conduct regular business visits and mentorship sessions.
- Review business progress against agreed goals.
- Provide constructive feedback.
- Encourage accountability and follow-up on agreed actions.
- Promote ethical business practices.
- Link entrepreneurs to business opportunities, networks, markets, and financial services where appropriate.
- Maintain confidentiality.
- Promote Gender Equality and Social Inclusion in all mentorship activities.

Mentors should avoid making business decisions on behalf of participants. Instead, they should guide participants to make informed and independent decisions.

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Mentee Expectations

Successful mentorship requires commitment from both the mentor and the entrepreneur.

Every participant is expected to:

- Attend scheduled mentorship sessions.
- Be honest about business progress and challenges.
- Complete agreed action plans before the next meeting.
- Maintain simple business records.
- Ask questions and seek clarification when needed.
- Respect mentors and fellow participants.
- Remain open to learning and feedback.
- Apply new knowledge within their business.
- Maintain professionalism and integrity.

Entrepreneurs should understand that mentors provide guidance and support but do not provide financial assistance or run businesses on behalf of participants.

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Guiding Principles

The Biz Mashinani Mentorship Programme is guided by the following principles:

- **Practical Learning** – Learning takes place through real business experiences and practical application.
- **Entrepreneur** – Centred Support – Every entrepreneur has unique strengths, challenges, and aspirations. Mentorship should be tailored to individual needs.
- **Continuous Improvement** – Small improvements implemented consistently lead to sustainable business growth.
- **Respect and Trust** – Successful mentoring relationships are built on honesty, respect, confidentiality, and mutual trust.
- **Accountability** – Both mentors and entrepreneurs are responsible for implementing agreed actions and monitoring progress.
- **Inclusivity** – Every participant deserves equal opportunities regardless of gender, disability, age, education level, or background.
- **Collaboration** – Business growth is strengthened through partnerships, peer learning, and community support.

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Mentor Code of Conduct

Every mentor should demonstrate professionalism and integrity throughout the mentorship programme.

Mentors shall:

- Treat every participant with dignity and respect.
- Promote fairness and equal opportunities.
- Respect confidentiality.
- Be punctual and reliable.
- Avoid discrimination of any kind.
- Avoid conflicts of interest.
- Use respectful language at all times.
- Encourage independent thinking.
- Maintain professional boundaries.
- Report safeguarding concerns immediately using established reporting procedures.
- Represent EldoHub and the Biz Mashinani Programme professionally.

Safeguarding and Gender Equality & Social Inclusion (GESI)

Biz Mashinani is committed to creating a safe, respectful, and inclusive environment where every participant can learn, grow, and succeed.

All mentorship activities should promote equal participation and protect participants from harm, discrimination, exploitation, harassment, and abuse.
Mentors should:

- Treat all participants regardless of gender, age, disability, ethnicity, religion, or socio-economic background.
- Encourage women and Persons with Disabilities to participate actively in discussions and decision-making.
- Ensure meeting venues and communication methods are accessible.
- Respect participants' privacy and confidentiality.
- Create safe spaces where entrepreneurs feel comfortable sharing challenges.
- Challenge stereotypes that limit participation or business growth.
- Report any safeguarding concerns through the appropriate programme channels.

An inclusive mentorship environment enables every entrepreneur to contribute, learn, and thrive. By embracing diversity and safeguarding principles, the Biz Mashinani Programme strengthens businesses while fostering resilient, equitable, and sustainable communities.

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Biz Mashinani Entrepreneurship Mentorship Handbook

Theme:
Empowering Young Entrepreneurs to Build Sustainable and Inclusive Digital Businesses



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Mentorship Framework

The mentorship programme is designed to complement the 10-day Biz Mashinani Entrepreneurship Training by helping participants apply the knowledge and skills acquired during training to establish, strengthen, digitize, and grow sustainable businesses.

Unlike classroom training, mentorship focuses on **implementation**. Mentors work alongside entrepreneurs to identify challenges, develop practical solutions, monitor progress, and connect participants to opportunities that contribute to business growth.

The mentorship programme combines:

- Weekly mentorship sessions
- Individual business coaching
- Business visits
- Peer learning circles
- Digital support through WhatsApp
- Business clinics
- Market and financial linkages
- Continuous business monitoring

The mentorship programme is delivered through nine progressive phases, each building on the previous phase.



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PHASE 1: Programme Orientation & Goal Setting

Duration: One Week

Workplan Reference: Programme Orientation & Goal Setting

Purpose:

Introduce participants to the mentorship programme, establish mentor–mentee relationships, understand each entrepreneur's business, and develop clear personal and business goals.

Learning Outcomes

By the end of this session, participants should be able to:

- Understand how mentorship differs from training.
- Describe the roles of mentors and mentees.
- Complete a business baseline assessment.
- Develop SMART business goals.
- Create an individual business growth plan.

Session Flow

Activity 1: Welcome and Introductions (30 Minutes)

Each participant introduces:

- Name
- Business
- County
- Biggest business achievement
- Biggest business challenge

Activity 2: Business Story (45 Minutes)

- Every entrepreneur shares:
- Why did you start your business?
- What problem are you solving?
- Who are your customers?
- What makes your business different?

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Practical Exercise

Complete the Business Profile.

Business Information	Response
Business Name	
Products/Services	
Year Started	
Number of Employees	
Monthly Sales	
Biggest Challenge	
Biggest Opportunity	

Activity 3: Business Diagnostic

Mentor assesses:

- ✔ Business records
- ✔ Branding
- ✔ Customer service
- ✔ Digital presence
- ✔ Financial management
- ✔ Business registration

Practical Exercise

Traffic Light Assessment (Check the most appropriate color)

Area	Status
Business Records	🟢 🟡 🔴
Marketing	🟢 🟡 🔴
Customers	🟢 🟡 🔴
Digital Skills	🟢 🟡 🔴
Financial Management	🟢 🟡 🔴

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Activity 4: Goal Setting

Develop three SMART goals.

Example:

"I will increase my weekly sales from KES 10,000 to KES 15,000 by the end of October through improved digital marketing."

Homework

Interview five customers.
Bring last month's sales records.
Take photographs of your business.

Mentor Checklist

- □ Business visited
- □ Goals agreed
- □ Baseline completed
- □ Action plan developed

Expected Outputs

- Mentor assigned
- Baseline completed
- SMART goals developed
- Business Improvement Plan

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PHASE 2: Entrepreneurial Mindset & Business Opportunity Identification

Duration: Week 2

Workplan Reference: Entrepreneurial Mindset & Business Opportunity Identification

Purpose

Develop resilience, confidence, and the ability to identify market opportunities that respond to customer needs.

Topics

- Entrepreneurial mindset
- Resilience
- Growth mindset
- Customer discovery
- Value proposition
- Market opportunity mapping

Activity 1

"My Entrepreneurial Journey"

Participants draw their business journey from when they started to today.

Identify:

Achievements
Failures
Lessons learned

Activity 2

Customer Discovery Exercise

Interview five customers.

Questions:

Why do you buy from me?
What should I improve?
What products would you like?

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Business Tool

Customer Persona

Customer	Needs	Challenges

Practical Exercise

Competitor Analysis

Visualize your three competitors.

Observe:

Pricing
Customer service
Products
Branding

Expected Outputs

- Customer profile
- Competitor analysis
- Updated value proposition
- Opportunity map

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PHASE 3: Digital Skills for Business Growth

Duration: Week 3

Workplan Reference: Digital Skills for Business Growth

Purpose

Enable entrepreneurs to use digital technologies to improve productivity, customer engagement, and market reach.

Topics

- WhatsApp Business
- Social media marketing
- AI productivity tools
- Customer Relationship Management (CRM)
- Digital payments
- Biz Mashinani digital platforms

Practical Exercise

Create a WhatsApp Business profile:

- Business description
- Logo
- Product catalogue
- Automated greeting
- Business hours

Activity

Product Photography Clinic

Each participant:

Photographs three products.
Improves lighting.
Writes attractive captions.
Posts on WhatsApp Status.

AI Exercise

Use an AI tool to:

- Generate a Facebook post
- Create a product description
- Draft a customer follow-up message

Discuss how AI can save time while keeping messages authentic.

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Business Tool

Digital Readiness Checklist

Enable entrepreneurs to use digital technologies to improve productivity, customer engagement, and market reach.

WhatsApp Business	Yes	No
Facebook Page	☐	☐
Digital Payments	☐	☐
Customer Database	☐	☐

Expected Outputs

- Active digital business profile
- Weekly content calendar
- Digital marketing plan
- Adoption of at least one new digital business tool

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PHASE 4: Financial Literacy & Business Growth Planning

Duration: Week 4

Workplan Reference: Financial Literacy & Business Growth Planning

Purpose

Strengthen financial management and prepare entrepreneurs to make informed business decisions.

Topics

- Budgeting
- Pricing
- Cash flow
- Record keeping
- Access to finance
- 90-day business growth planning

Practical Exercise

Daily Cashbook

Date	Sales	Expenses	Profit

Discuss trends over the week and identify unnecessary expenses.

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Pricing Exercise

Choose one product.

Calculate:

- Cost of materials
- Transport
- Labour
- Packaging
- Desired profit

Determine a sustainable selling price and compare it with competitors.

Business Growth Planning

Participants complete a 90-Day Business Growth Plan.

Goal	Activity	Timeline	Areas of Improvement

Expected Outputs

- Business action plan
- Cash flow tracker
- Budget
- 90-day business growth plan

The four structured sessions are reinforced through ongoing support, ensuring entrepreneurs continue implementing what they have learned.

1. Weekly One-on-One Mentor Check-ins

Mentors schedule individual coaching sessions to review progress, discuss challenges, and agree on next actions.

Discussion Guide

- What progress have you made since our last meeting?
- Which action from your plan have you completed?
- What challenge is holding you back?
- What support do you need?

Output: Updated action plan and coaching notes.

2. WhatsApp Business Support Groups

Digital Ambassadors moderate the groups by:

- Sharing weekly business tips.
- Posting opportunities (markets, funding, competitions).
- Answering questions.
- Encouraging peer learning.
- Sharing success stories.

Weekly Challenge Example

"Post one customer testimonial and one product photo this week."

3. Business Progress Monitoring

Mentors use a simple scorecard each month.

Indicator	Baseline	Month 1	Month 2	Month 3
Monthly Sales				
Active Customers				
Business Records Updated				
Digital Marketing Posts				
New Business Opportunities				

4. Referral Support

When entrepreneurs need specialized support, mentors connect them with:

- County enterprise offices.
- Business development service providers.
- Financial institutions and savings groups.
- Market linkage opportunities.
- EldoHub innovation programmes.
- Legal and business registration services.

Each referral is documented with the service required, the organisation referred to, and the follow-up outcome.