



KENYATTA UNIVERSITY BUSINESS STUDENTS ASSOCIATION(KUBSA)

SCHOOL OF BUSINESS,ECONOMICS AND TOURISM.

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REPORT OF THE 3RD ANNUAL ENTREPRENEURSHIP SUMMIT BY **KENYATTA UNIVERSITY BUSINESS STUDENTS ASSOCIATION** **(KUBSA)**

Theme: Empowering Entrepreneurial Minds: Quality Education, Innovation, and Decent Work for Kenya's Sustainable Future

Date: Tuesday, 28th April 2026

Venue: Business Students Service Centre (BSSC), Kenyatta University Main Campus

Organized by: Kenyatta University Business Students Association (KUBSA)

Date of Report: Maunday, 4th May 2026.

1. EXECUTIVE SUMMARY

The 3rd Annual Entrepreneurship Summit was successfully held on 28th April 2026 at Kenyatta University. The event brought together over 450 participants from Kenyatta University and other universities across Kenya.

Under the theme “*Empowering Entrepreneurial Minds: Quality Education, Innovation, and Decent Work for Kenya's Sustainable Future*”, the summit focused on SDGs 4, 8, and 9.

It featured high-level keynote addresses, insightful panel discussions(Guest speakers and founders pannel), and the highly competitive Venture for Impact Pitch Competition.

The event achieved its objectives of inspiring students, building practical skills, fostering networking, and linking young entrepreneurs to industry and funding opportunities.

Feedback from participants was overwhelmingly positive, with many noting the summit as one of the most impactful student events they had attended.

2. INTRODUCTION

The Kenyatta University Business Students Association(KUBSA) Entrepreneurship Summit has grown into one of the leading annual student entrepreneurship platforms in Kenyatta University. Building on the success of the 1st and 2nd editions, the 3rd edition aimed to deepen the conversation around venture-based learning, innovation, and job creation through entrepreneurship.

The summit provided a platform for students to interact with successful entrepreneurs, investors, policymakers, and industry leaders while showcasing their own business ideas.

3. EVENT OBJECTIVES

- To promote quality entrepreneurial education among university students (SDG 4)
- To inspire innovation and technological solutions among young people (SDG 9)
- To encourage the creation of decent work and sustainable businesses (SDG 8)
- To connect students with mentors, investors, and industry opportunities
- To provide a platform for students to pitch their business ideas

4. KEY ACTIVITIES & PROGRAM HIGHLIGHTS

1. **Opening & Keynote Addresses** – Delivered by distinguished guests
2. **Panel Discussions** – Covered topics such as access to finance, innovation & technology, and scaling startups
3. **Venture for Impact Pitch Competition** – Over 45 teams submitted entries. 12 teams were shortlisted to pitch. Each team was given 5 minutes to present and 2 minutes for Q&A. Pitches were judged based on alignment with SDGs 4, 8, and 9, innovation, feasibility, and impact.
4. **Mentorship & Networking Sessions** – One-on-one mentoring with industry experts
5. **Exhibition Booths** – Partners showcased their products and services
6. **Closing Ceremony & Awards** – Winners of the pitch competition were awarded prizes, certificates, and mentorship opportunities

5. ATTENDANCE

The 3rd Annual Entrepreneurship Summit had an attendance that consisted of students from Kenyatta University, other invited universities, Industry guests, speakers and partners making the total participation at 300+

The key guests were; Rodgers Ondima, Economic Advisor Kiambu County served as a Chief Guest, Michael Mugo the MD Designate CIC Microinsurance served as a keynote speaker, other guest speakers were; Peter Abande (CIC Foundation), George Riburi (General Manager Car and General), Dr. Juliet Kamemiah (Sector Lead Trade and Investments KNCCI-Kiambu Chapter), Ian Lorenzen (Executive Director GrowthAfrica) Edna Muriungi (Founder Safestart Driving School)

6. KEY PARTNERS & SPONSORS

We sincerely thank the following organizations for their support:

The CIC Group, Safestart Driving School, Car and General, KNCCI-Kiambu Chapter, GrowthAfrica and Inuka Kenya Ni Sisi.

Academic and student associations from other universities.

7. OUTCOMES & IMPACT

1. Increased awareness of entrepreneurship among students
2. Students gained practical skills in pitching, financial management, and business development
3. Strong networking opportunities created between students and industry
4. Several student ideas received mentorship and potential funding leads
5. Strengthened KUBSA's position as a leader in student entrepreneurship in Kenya

8. CONCLUSION & RECOMMENDATIONS

The 3rd Annual Entrepreneurship Summit was a great success. It provided immense value to students and reinforced the importance of entrepreneurship education in Kenyan universities.

Potential future collaborations through signing of the Memorandum Of Understanding(MOU) between Kenyatta University, CIC Group,KNCCI-Kiambu Chapter,Car and General as suggested during the summit.

Recommendations for the 4th Edition:

- Increase industry participation
- Expand the pitch competition prize pool
- Introduce more hands-on workshops
- Consider a hybrid format for wider reachmentors, investors, and industry opportunities
- To provide a platform for students to pitch their business ideas

9. ACKNOWLEDGEMENTS

We extend our deepest gratitude to:

- 1.All speakers and panelists
- 2.Sponsors and partners
- 3.KUBSA Organizing Committee and volunteers
- 4.Kenyatta University Administration
- 5.Every student who attended and participated

Together, we are building the future of Kenyan entrepreneurship.distinguished guests.

ATTACHED PHOTOS



MR.RODGER ONDIMA-CHIEF GUEST



MR.MICHAEL MUGO-KEYNOTE SPEAKER



**KUBSA PATRON;DR.PHILIP WAMBUA IN THE COMPANY OF INVITED GUESTS
PETER ABANDE,MICHAEL MUGO,EDNA DURING AND GEORGE RIBURI
(FROM LEFT TO RIGHT)**



IINVITED GUESTS



A PANEL DISCUSSION LED BY MALINE OGOWE(KUBSA VICE CHAIR) & EMMACULATE SIMON(KUBSA TREASURER)



**DR.PHILIP WAMBUA(KUBSA PATRON)
GIVING A SPEECH**



**EPHRAIM OCHIENG(KUBSA PRESIDENT)
GIVING A SPEECH**



GROUP PHOTO WITH INVITED GUESTS



STUDENTS PITCHING INNOVATIVE BUSINESS IDEAS AND STARTUPS



**KUBSA SECRETARY GENERAL(CHACHA MWITA)
WITH THE PITCH WINNERS**

**GUESTS & PITCH WINNERS AWARD
SESSION**

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