



sinapis

*Nurturing **seeds** of ideas  
into **strong** businesses*



# Who Said This?

“Business opportunities are like buses, there's always another one coming.”

“Being powerful is like being a lady. If you have to tell people you are, you aren't.”

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- Richard Branson

“Being powerful is like being a lady. If you have to tell people you are, you aren't.

- Margaret  
Thatcher



# Who Said This?

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8 million hits

“Being powerful is like being a lady. If you have to tell people you are, you aren't.”

- Margaret  
Thatcher

5 million hits

# Who Said This?



“ Be nice to nerds. Chances are you'll end up working for one.”

“Do not pray for easy lives. Pray to be stronger men.”

# Who Said This?



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- Bill Gates

“Do not pray for easy lives. Pray to be stronger men.”

- John F Kennedy



# Who Said This?

“ Be nice to nerds. Chances are you'll end up working for one.”

- Bill Gates

29 million  
hits

“Do not pray for easy lives. Pray to be stronger men.”

- John F Kennedy

20 million  
hits



# Who Said This?

“Innovation distinguishes between a leader and a follower.”

“I have a dream that one day this nation will rise up and live out the true meaning of its creed: “We hold these truths to be self-evident, that all men are created equal.”



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- Steve Jobs

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- Martin Luther King



# Who Said This?

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- Steve Jobs

39 million  
hits

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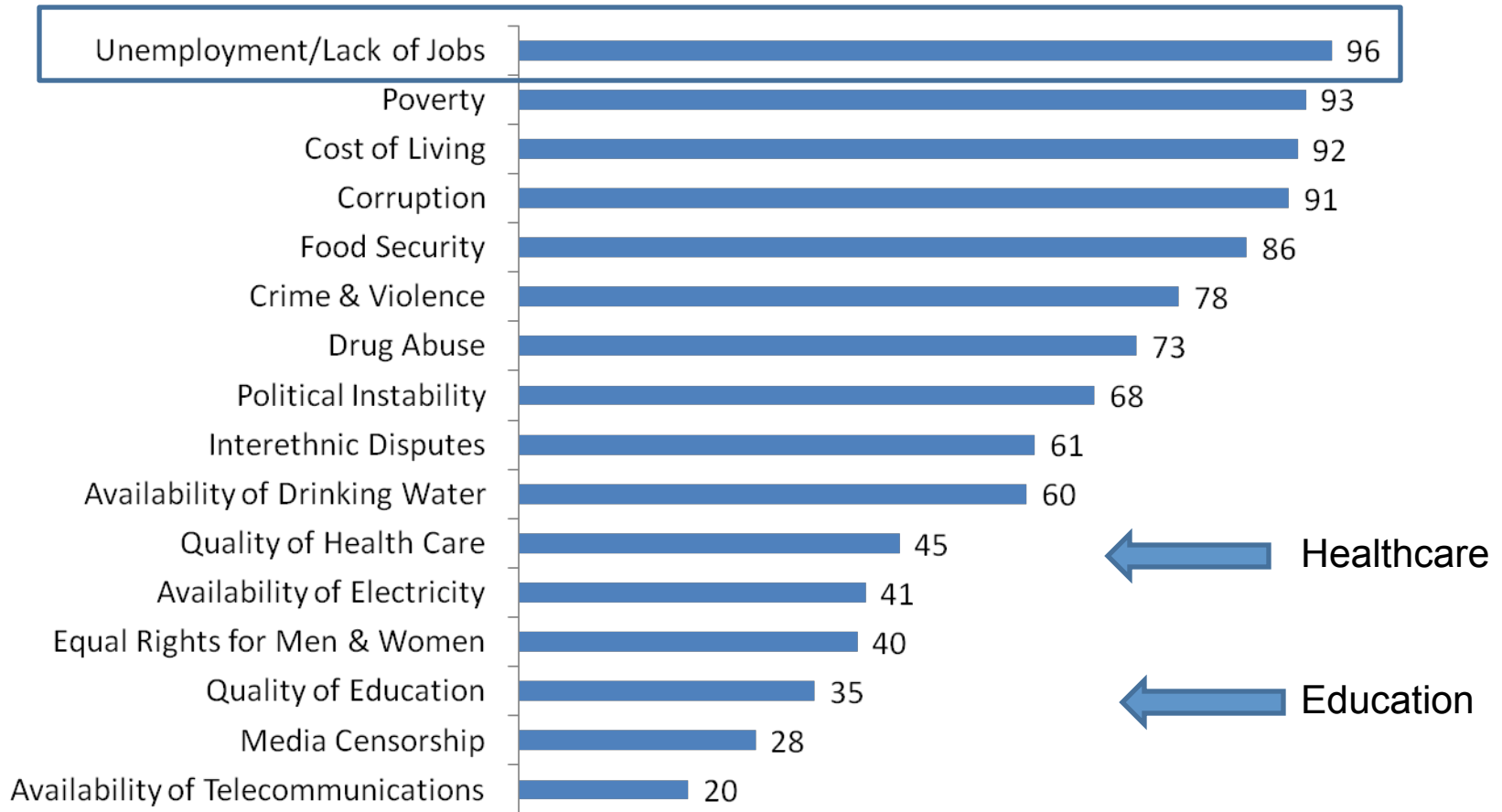
- Martin Luther  
King

35 million  
hits

# What Kenyans care most about: Jobs!



**Kenya: Importance of Development Issues**  
% of respondents that believe the issue is a “very serious problem” or “somewhat serious problem”



# The Big 4 Challenges for Investors



- 1. Risk**
- 2. Lack of Exits**
- 3. Professionalism and sophistication of entrepreneurs**
- 4. Integrity of entrepreneurs**



*“He told them another parable: The kingdom of Heaven is like a mustard seed, which a man took and planted in his field. Though it is the smallest of all your seeds, yet when it grows, it is the largest of garden plants and becomes a tree, so that the birds of the air come and rest in its branches.”*

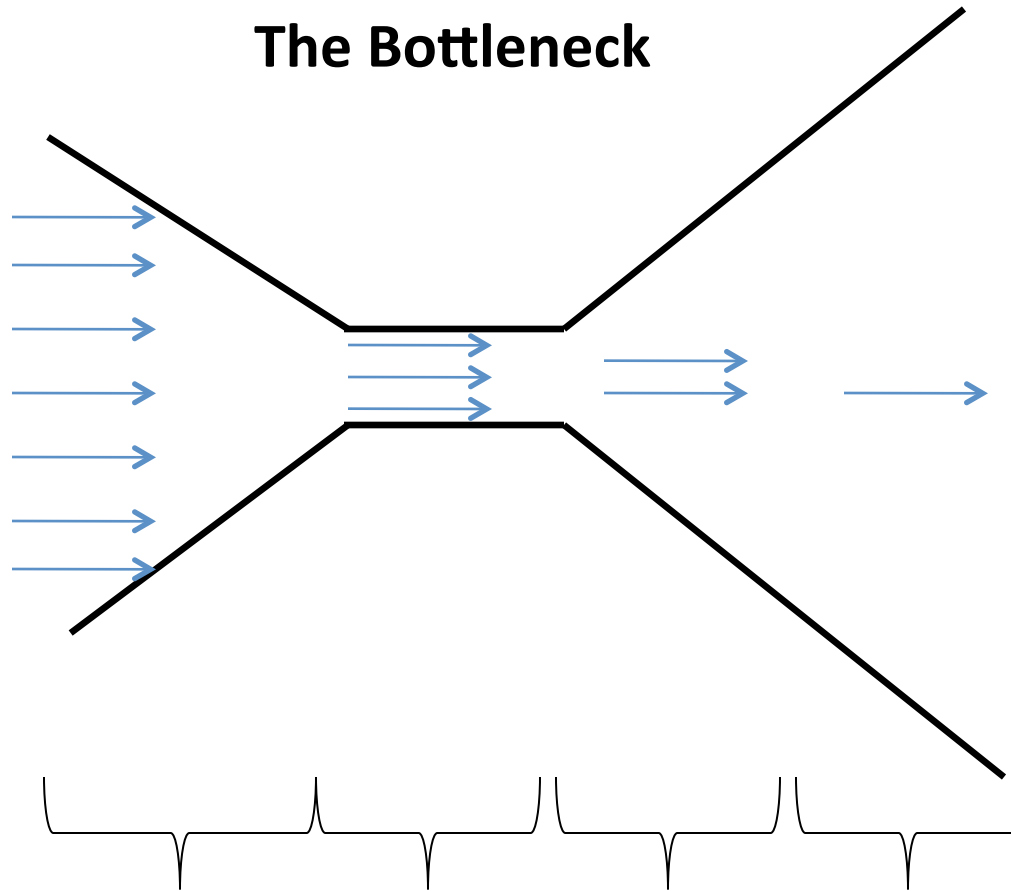
*Matthew 13:31-32*







# The Bottleneck



Innovative  
Ideas

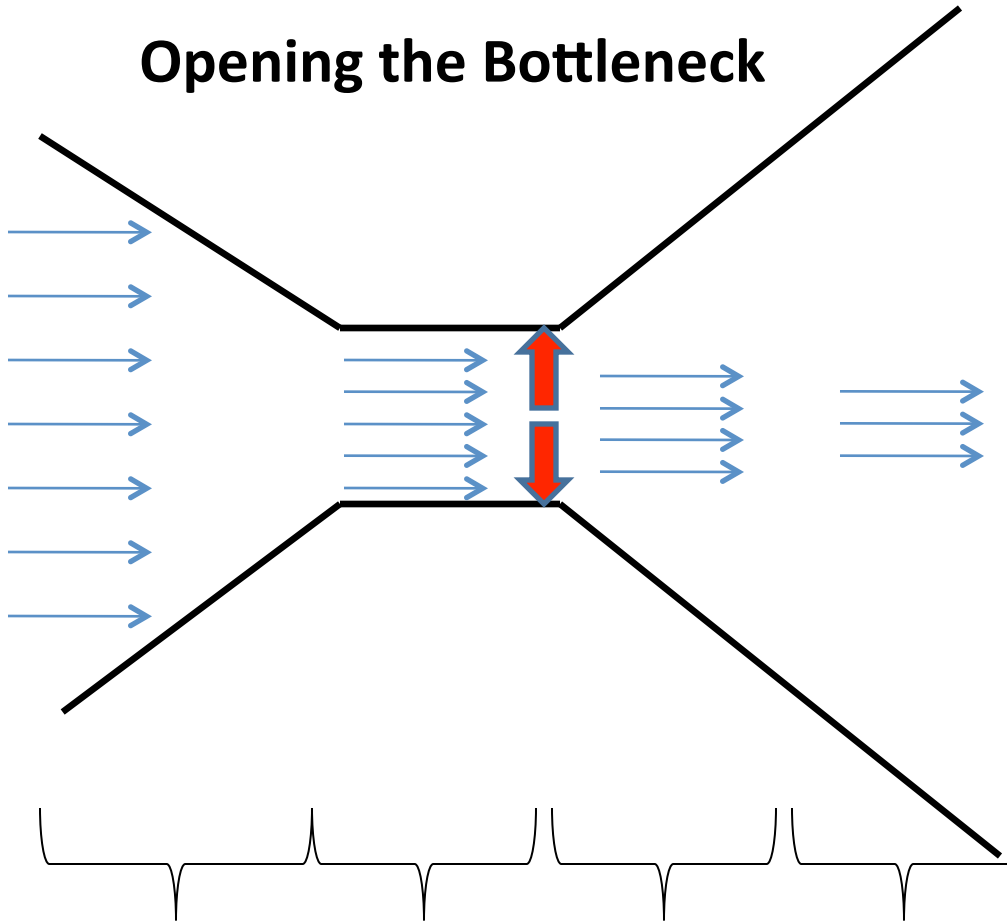
Early-  
stage  
SMEs

Mid-Size  
SMEs

Corporates



# Opening the Bottleneck



Innovative Ideas

Early-stage SMEs

Mid-Size SMEs

Corporates