



Empower Msanii

From talent to enterprise
**Empowering Kenya's Next Generation
of Creative Entrepreneurs**

Program Snapshot

Vision

A Kenya where every creative talent has the opportunity, skills, and support to build a thriving, globally competitive enterprise.

Goal

Establish Kenya as East Africa's leading hub for creative enterprise by 2031.

Mission

To build a national ecosystem that discovers, trains, equips, mentors, finances, and connects Kenyan creatives, turning talent into enterprise.

Reach

50,000 creatives, 7 Creative Hubs, all 47 counties, over five years.

Why Empower Msanii?

Kenya's creative talent already commands attention across Africa and the diaspora — yet most of that value is captured outside the country, or not captured at all. The constraint is not talent; it is infrastructure. Most creatives operate informally, without business skills, equipment, mentorship, financing, or reliable access to markets.

The creative economy is one of the few sectors able to absorb large numbers of young people at relatively low capital cost per job, while strengthening Kenya's digital economy, driving innovation, preserving culture, and expanding the country's global competitiveness. With youth unemployment a national priority and the global creator economy growing rapidly, the window to build Kenya into a leading creative-economy hub — ahead of regional peers — is open now.

What we do

- 1 Discover Msanii**
Identifies high-potential creative talent nationwide, with deliberate reach into under-served counties.
- 2 Equip Msanii**
Provides affordable access to professional studios and production equipment through Creative Hubs.
- 3 Fund Msanii**
Mobilises grants, guarantees and blended capital to unlock financing for creative enterprises.

- 4 Showcase Msanii**
Puts Kenyan creative talent in front of audiences, investors and media, nationally and globally.
- 5 Educate Msanii**
Builds technical, business, financial, and digital skills that convert craft into income.
- 6 Mentor Msanii**
Connects emerging creatives with established industry and business leaders for sustained guidance.
- 7 Connect Msanii**
Links creative enterprises to brands, buyers, and regional and international markets.

Expected impact

50,000

Creatives trained and supported

12,000+

Enterprises formalized

60,000+

Jobs created

KES 3bn+

Capital mobilized

Impact extends across all **47 counties** through **7 Creative Hubs**, with a minimum **45% participation target for women** and deliberate inclusion of **persons with disabilities** and marginalised communities.

Beyond the numbers, the programme strengthens Kenya's digital economy, expands the formal tax base, preserves cultural heritage, and builds Kenya's global creative-economy competitiveness.

Partnership Opportunities

Financial support

Core, hub, or component-specific funding; capitalisation of the Creative Enterprise Fund

Equipment & Technology

In-kind production equipment, digital platforms, AI tools and connectivity for Creative Hubs

Training & Mentorship

Delivery of masterclasses, bootcamps, and structured mentor placements from corporate teams

Scholarships

Sponsored training cohorts, certifications, and hub memberships for underserved creatives

Market access

Brand partnerships, distribution agreements, and inclusion in marketing and design briefs

Hubs & Innovation

Co-funding of Regional Creative Hubs and joint innovation or AI-in-creativity programmes

Joint campaigns

Co-branded national awareness and showcase campaigns amplifying shared impact

Why partner with us

National reach

Direct, trusted access to young creatives across all 47 counties, not only Nairobi.

Mobilization power

A proven ability to mobilise communities and sustain public visibility at national scale.

Convening credibility

Trusted relationships spanning government, media, and the private sector.

Delivery track record

Grassroots experience in youth mentorship and creative-community engagement, now scaling into a fully professionalised national programme.

Authentic leadership

Led by a practitioner from within the creative community it serves, ensuring credibility and uptake other institutions cannot replicate.



Join Us in Building Kenya's Creative Economy

EMPOWER MSANII is an invitation to government, corporate, and development partners to help unlock Kenya's creative talent, strengthen the digital and creative economy, and build sustainable livelihoods for the next generation. We welcome the opportunity to meet, present the full programme design, and shape a partnership aligned to your institutional priorities.



Thank You