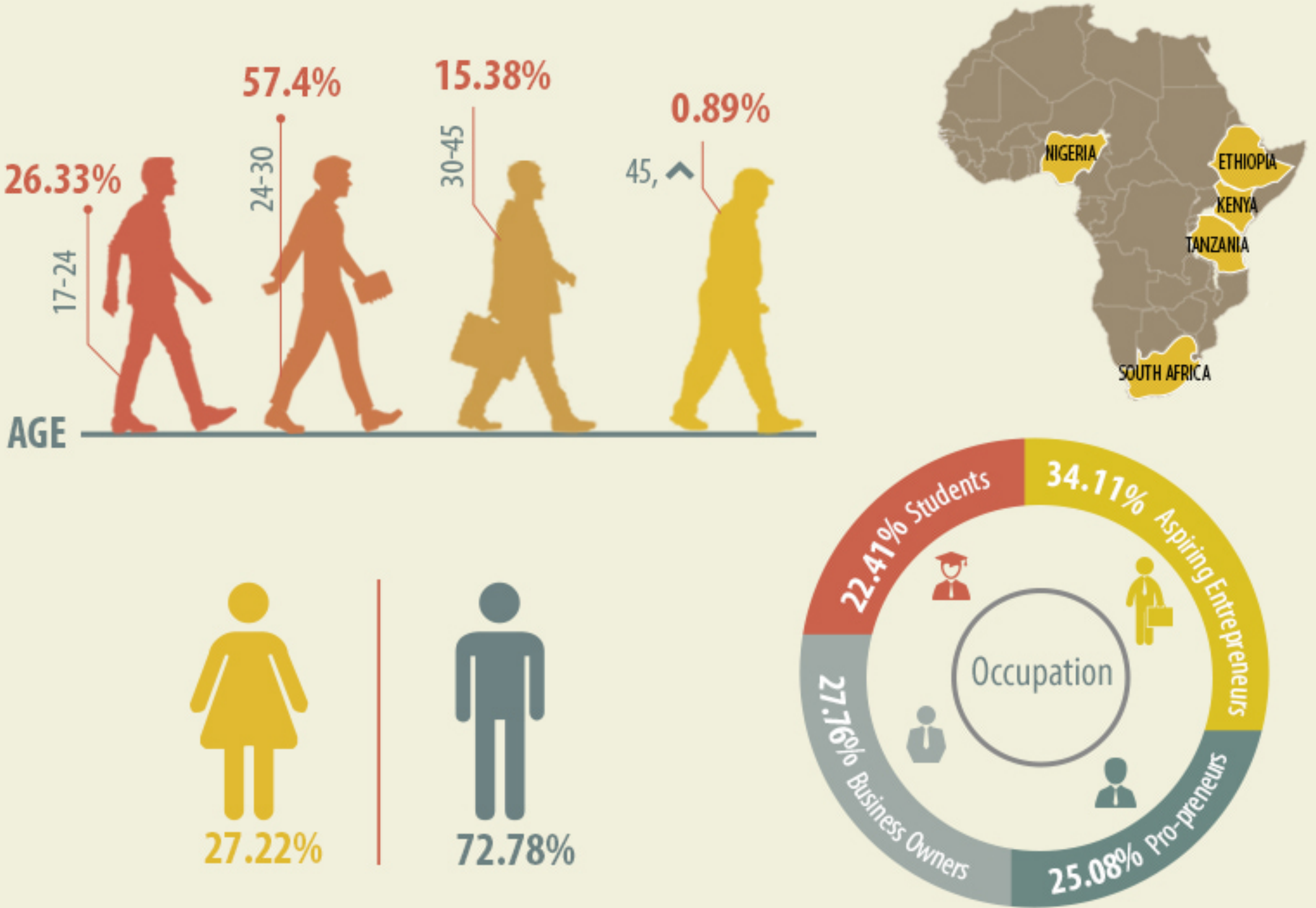


# KENYAN YOUTH & SMALL BUSINESS OWNERS NEEDS ASSESSMENT SURVEY

Kuza Biashara's Annual Survey 2015 focussed on issues such as how our Audience accessed the Internet, what do they use internet for, what devices & applications they used. The Survey also focussed on what are the Entrepreneurial challenges they faced and how technology helps them overcome the same. The key findings from this year's survey cover a broad range of topics summarized below

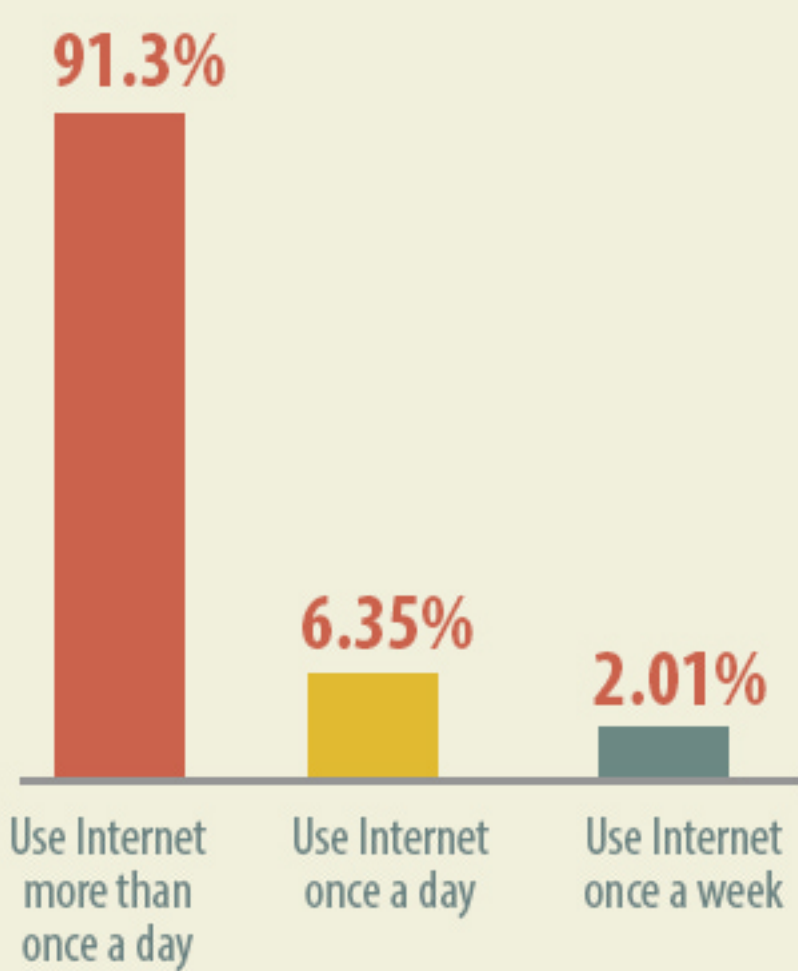
## COMPOSITION OF KUZA AUDIENCE



## INTERNET USAGE PATTERNS

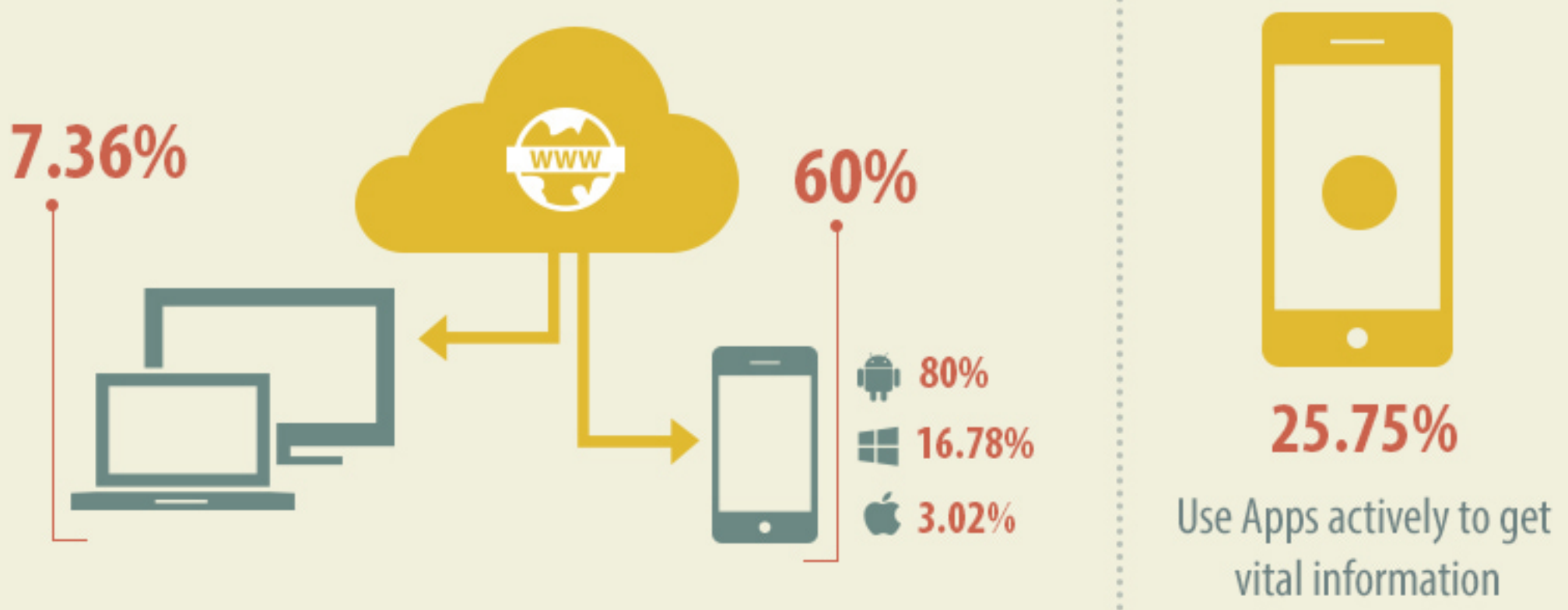
How & Why do Kuza audience primarily use the Internet?

### Frequency of Internet Usage



## GOING MOBILE

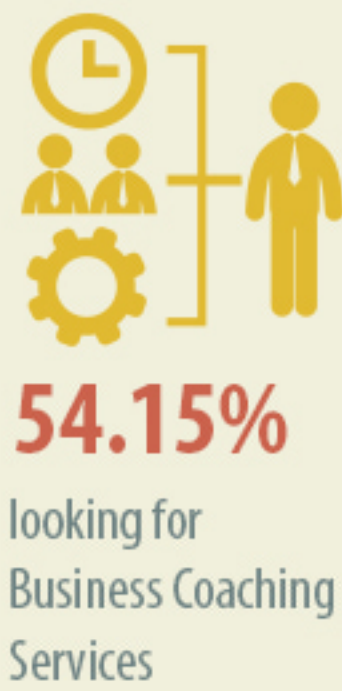
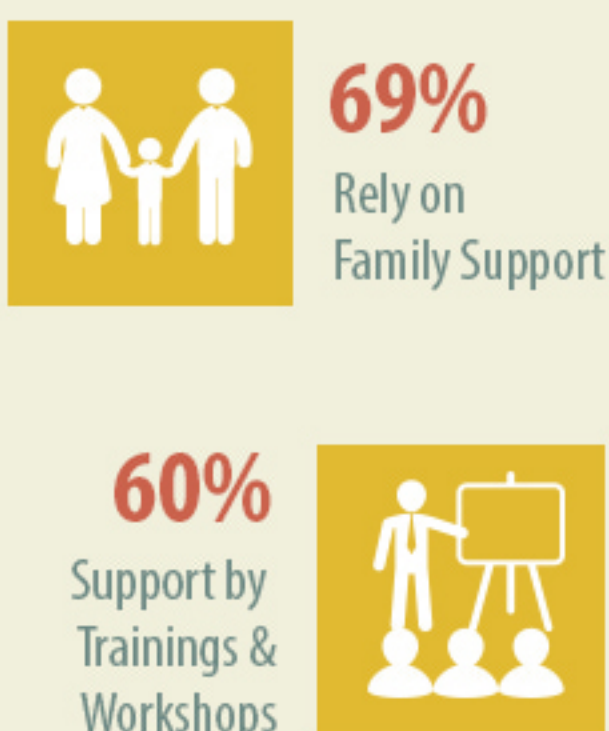
What percentage of Kuza Audience use Smartphones to access Internet?



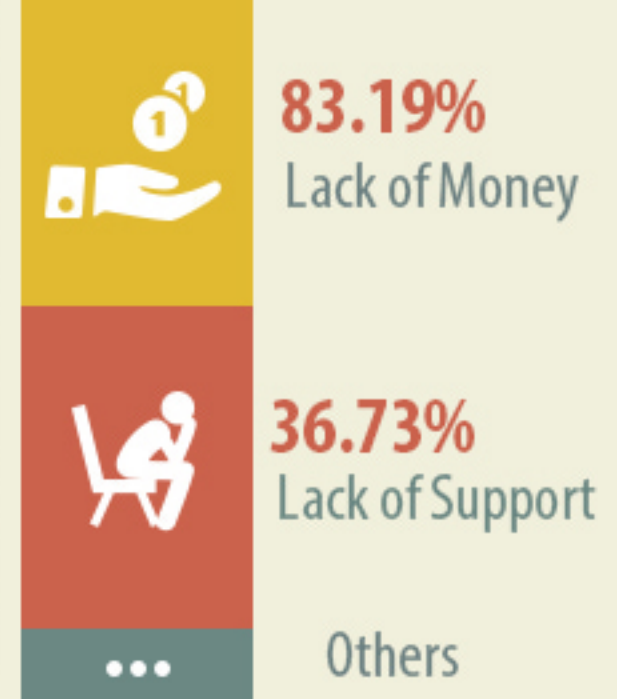
## ENTREPRENEURIAL CHALLENGES

Every Entrepreneur faces challenges while trying to get business off ground. Here are the major challenges faced by today's aspiring Entrepreneurs

### Dealing with Challenges



### Fear Factor



Kuza Biashara is a Kenyan Innovation targeted at the Micro and Small business owners providing them with Education, Mentorship, Networking, Business & Branding Opportunities, tools and best practices to conduct their business better to grow and prosper.

Kuza Biashara (literally meaning "Grow your Business" in Swahili) has created the World's first micro learning capacity building platform for empowering Micro, Small & Medium Entrepreneurs (MSME) in the African continent.

The Kuza Biashara digital platform has a reach of over 500,000+ youth & MSMEs across 10 countries in Africa. The digital platform seamlessly integrates micro learning content (audio/ video content in 2 minutes) through a mobile platform. This platform can operate successfully even in remote African location having no access to electricity and mobile networks.