

WA-KE UP

WATER ACCELERATION KENYA

APPLY NOW FOR 2021 EDITION

Submission deadline: 9 August 2021

cewas



OPERO





WHAT IS WA-KE UP?

WA-KE UP IS A BUSINESS ACCELERATOR PROVIDING CONCERTED, SECTOR AND CONTEXT SPECIFIC BUSINESS DEVELOPMENT SUPPORT FOR SCALING-UP YOUR WASH & WRM BUSINESS.



Tailored to YOUR needs - Long-term support - Seed capital funds

WA-KE UP - CORE VERTICALS



WATER

Photo credit: Saskia Nowicki/REACH



SANITATION

Photo credit: OPERO Services



HYGIENE

Photo credit: Piron Guillaume on Unsplash



WRM

Photo credit: Leon Pauleikhoff on Unsplash

WHY JOIN WA-KE UP?



Tailored to your needs

We offer you tailored, continuous business development support.



Seed Capital Grants

Possibility to access grant funding if required for overcoming scaling barriers



Long-term support

We offer continuous training, coaching and exposure opportunities



Sector experts

We combine sector expertise and relevant networks with business development knowledge

IMPLEMENTATION MODE



ONLINE

Kick-off the program and conduct enterprise diagnostics online with us.



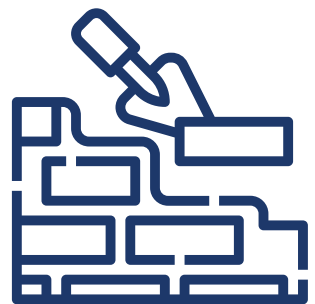
OFFLINE

Meet and work with us face-to-face in the WA-KE
UP Acceleration Bootcamp



BLENDED

Receive individual coaching, focused training & networking opportunities both off- / and online



IN THE FIELD

Develop and implement strategic business development projects with our technical support and financial assistance if deemed necessary.



YOUR ACCELERATION JOURNEY

CONTINUOUSLY
PEER2PEER LEARNING /
DEDICATED SUPPORT

JULY - AUGUST 2021

SUBMIT YOUR APPLICATION

Express your interest and apply for the program by submitting [*this form*](#).

SEPTEMBER 2021

ANALYZE YOUR BUSINESS

Benchmark your business and define your acceleration objectives with tailored coaching support (online)

OCTOBER 2021

ATTEND ACCELERATION BOOTCAMP

Strategize to scale your market potential and design your investment projects with experts and peers during a 5-day offline training

DECEMBER 2021

IDENTIFY INVESTMENT OPTIONS

Establish key parameters for advanced financial planning and identify suitable investment options during a series of blended training sessions

DECEMBER 2021 - MAY 2022

IMPLEMENT BUSINESS DEVELOPMENT PROJECTS

Demonstrate your ability to deliver and scaling-up by implementing smaller-scale projects while receiving dedicated support

APRIL - MAY 2022

DEVELOP INVESTMENT STRATEGY

Prioritize investor options, understand company valuation and develop your line of argumentation for investor negotiations during 3 training events and complementary coaching sessions.

JUNE 2022

PITCH TO INVESTORS

Pitch your consolidated business model and demonstrated business case to investors during a dedicated matchmaking event

JULY 2022 ONWARDS

SCALE-UP

Scale-up your business once you've acquired investment capital to expand your operations and reach your business goals

MICRO- INVESTMENTS PROJECTS

As part of this business development programme, enterprises will implement strategic business development projects. These projects will be designed to demonstrate your enterprises' capacity to create impact, accelerate the operations and customer acquisition, proof the market potential and investment readiness of enterprises. The core partners of WA-KE UP will support the selection and implementation process of micro-investment projects. Where needed, seed capital grants will be provided.

WHY?



Generate evidence

that supports the business development strategy, including validation that you can generate:

- traction
- recurring business or
- scalability



Establish references

to grow your customer base and
impress your future investors



Improve capacities

to deliver on your enterprises' value
proposition

SELECTION CRITERIA FOR ENTERPRISES

- ✓ At least a prototype of the product/service and an initial customer base with recurring sales
- ✓ Registered in Kenya
- ✓ Offering a sustainable solution tackling WASH & WRM related challenges
- ✓ Market-based business and revenue model with potential for scaling
- ✓ Impact model improving WASH services or supporting sustainable consumption and production
- ✓ A dedicated, solution-oriented and diverse team with an expressed ambition for scaling

WA-KE UP IMPLEMENTERS & PARTNERS



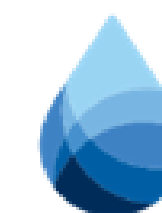
CEWAS

Cewas fosters innovation and sustainability in the environmental sector through entrepreneurship. Over the past years, Together with its partners, cewas has worked with 400+ entrepreneurs scaling their business models, growing their impact-potential and enhancing their investment-readiness.



OPERO

OPERO Services Ltd is a Kenyan based engineering and business development firm specialized in practical and sustainable solutions for human and solid waste management. OPERO uses innovative thinking, technical expertise and years of experience working in Kenya and other countries from the region.



Aqua for All
AQUA FOR ALL

Aqua for All is a not-for-profit organisation working towards facilitating access to clean water and good sanitation for all (SDG 6). Aqua for All supports enterprises and innovators to create an innovative, sustainable and inclusive water and sanitation economy in Kenya.

SUPPORTED BY:



Water Sector Trust Fund
Financing the Water Sector



WA-KE UP NOW!

APPLY FOR THE PROGRAMME

[Click here to complete application form](#)

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MORE INFORMATION

<https://wakeup.creation.camp/>

CONTACT

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