Sote HUB
TURNING IDEAS INTO BUSINESS



2024 - 2025
ANNUAL REPORT

The Year of Growth, Blue Economy takes center stage, Sailing across East Africa into new grounds.

SUMMARY EXECUTIVE

SOTE HUB NAMED BEST INNOVATION HUB IN MOMBASA – 2024 - OFFICIALLY RECOGNIZED FOR REGIONAL LEADERSHIP IN INCLUSIVE ENTREPRENEURSHIP, BLUE ECONOMY INNOVATION, AND ECOSYSTEM TRANSFORMATION.

In 2024, Sote Hub solidified its position as East Africa's foremost engine for sustainable enterprise and inclusive growth, with a mission anchored in the triple bottom line: People, Planet, and Profit. From pioneering the Blue Economy to driving climate-smart agriculture and digital transformation, Sote Hub delivered system-level impact that directly advances global ESG and SDG targets.

HIGHLIGHTS

A. BLUE ECONOMY: UNLOCKING COASTAL INNOVATION AND CAPITAL

Sote Hub leads the continental conversation on the Blue Economy. As Kenya's premier innovation platform in this space, we achieved:

1,500+
Global stakeholders convened at flagship Blue Economy forums.

$10.7
Million in deal flow generated for ocean-focused ventures.

90+
Enterprises supported across fisheries, aquaculture, marine tech, and coastal conservation.



B. ENVIRONMENTAL IMPACT: CLIMATE ACTION AT SCALE

Sote Hub leads the continental conversation on the Blue Economy. As Kenya's premier innovation platform in this space, we achieved:

100,000

Mangroves planted, sequestering 4,000+ tonnes of CO_2.

6,000+

Tonnes of solid waste diverted from landfills, avoiding 4,000 tonnes of emissions.

750kg

Marine waste removed through community-led coastal clean-ups.

40,000

Mango trees planted in Kilifi targeting 75,000 by 2025, projected to remove 112,500 tonnes of CO_2 over two decades.

These initiatives offer concrete, nature-based climate solutions for corporates seeking credible offsets and sustainability partnerships.

C. SOCIAL IMPACT: JOBS, EQUITY, AND ECONOMIC EMPOWERMENT

Sote Hub's inclusive innovation model drives equitable economic outcomes:



1,000+

Direct jobs created, with an additional 1,500–2,000 seasonal roles in agriculture.



100+

Team members engaged through full-time, part-time, and internship roles.



53

Youth with disabilities—mostly young women—trained in entrepreneurship; 60%+ now run their own businesses.



50%

Women made up over 50% of program participants; 78% of supported MSMEs were youth- or women-led.

We're not just empowering individuals—we're shifting narratives around ability, gender, and access in East Africa's economic landscape.

Sote Hub Expands to Tanzania!

WE ARE EXCITED TO ANNOUNCE THE OPENING OF OUR NEW OFFICE AT NOBLE CENTER, VICTORIA, MTI INVESTMENT CO-WORK SPACE, ALONG BAGAMOYO ROAD IN DAR ES SALAAM.



D. ECONOMIC IMPACT: CAPITAL, REVENUE, AND GROWTH

2024 marked a record year for startup capital mobilization and enterprise performance:

- $4.3 million (KES 612 million) raised by startups and SMEs through our investor-readiness and blended finance support.
- Participating businesses saw **average revenue growth of 35%**, with top performers achieving **up to 10x turnover increases**.
- **Sote Hub's own revenue grew by 64% to KES 89.3 million**, reflecting growing trust from donors, corporates, and partners.
- Our agriculture-linked market programs are on track to unlock **KES 312 million (~$2.1 million)** in annual local economic value by 2025.

E. DIGITAL TRANSFORMATION: FUTURE-PROOFING AFRICA'S MSMES

Sote Hub is building the digital backbone for grassroots entrepreneurship:

- **4,000 MSMEs digitally enabled** across six counties with e-commerce, social media, and cybersecurity training.
- **65% improved online visibility**, while **42% recorded at least 15% revenue growth** post-intervention.
- Our use of **real-time Power BI dashboards and proprietary PM systems** ensures transparency, efficiency, and adaptive program delivery.

F. PROGRAMMATIC REACH & GLOBAL RECOGNITION

Sote Hub's 2024 reach reflects a robust, high-impact innovation engine:

201+

Startups and SMEs supported through acceleration and capital access.

425

New jobs created, with an additional 1,500–2,000 seasonal roles in agriculture.

4,000

Improved jobs created, with an additional 1,500–2,000 seasonal roles in agriculture.



VISION

To be Africa's leading catalyst for sustainable and inclusive growth through innovation in the Blue Economy, climate-smart innovations, and digital transformation.

MISSION

To drive sustainable enterprise and inclusive prosperity across Africa by advancing the Blue Economy and embracing the triple bottom line: People, Planet, and Profit.

OUR CORE VALUES

1. Equal opportunity

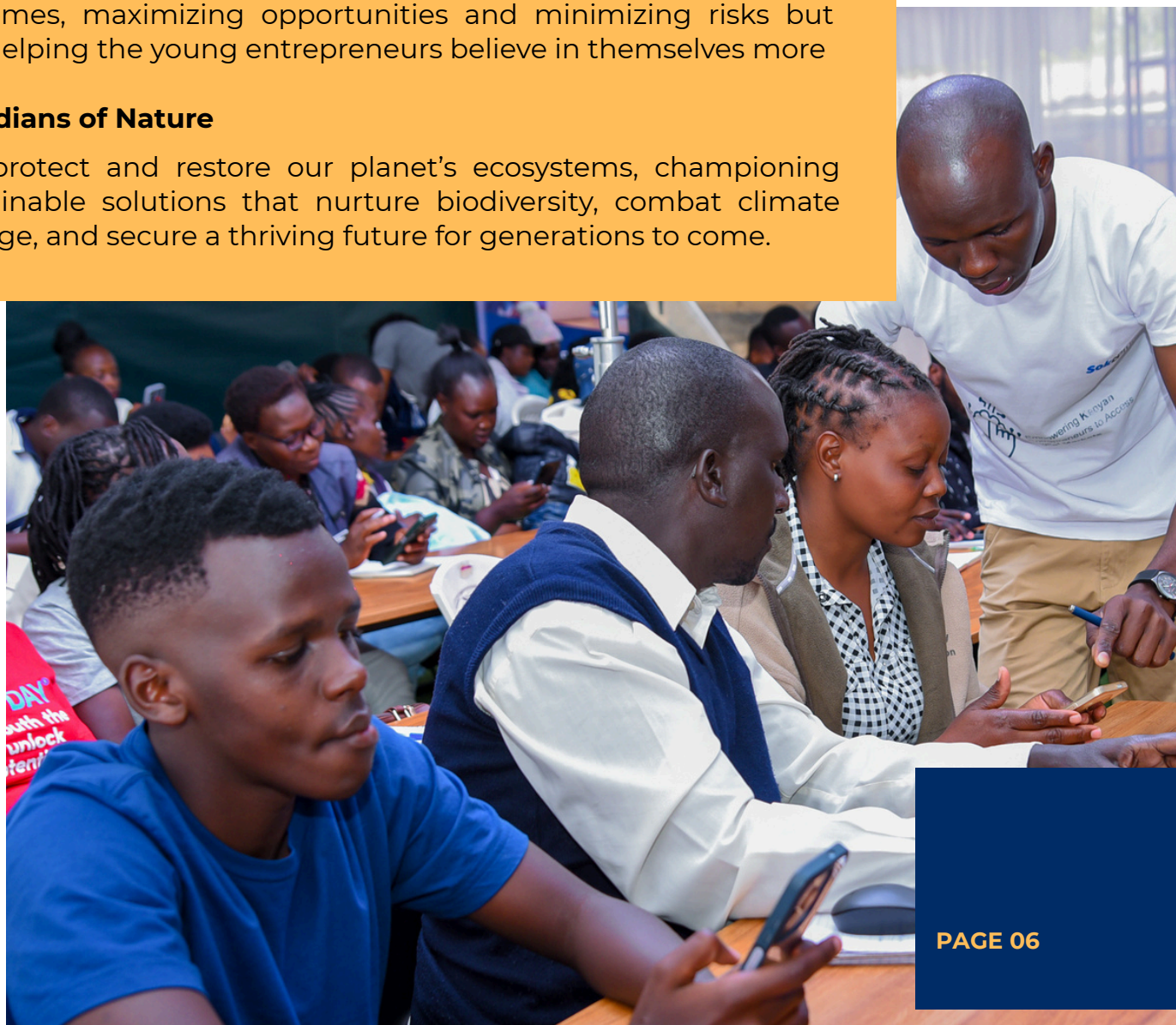
Our belief in social inclusion regardless of gender, religion, or background is reflected in our name Sote, a Swahili word meaning 'all together.

2. Belief:

At Sote ICT, we have a strong belief which fuels our drive, belief about a brighter future, trusting others, also preparing for the outcomes, maximizing opportunities and minimizing risks but also helping the young entrepreneurs believe in themselves more

3. Guardians of Nature

We protect and restore our planet's ecosystems, championing sustainable solutions that nurture biodiversity, combat climate change, and secure a thriving future for generations to come.



LOOKING AHEAD: SCALING IMPACT IN 2025 /2026

As we expand across the Western Indian Ocean region, our 2025-2026 goals are bold, measurable, and investor-aligned:

$ 5 MILLION
in new capital mobilised

2,500+
New jobs created

10,000+
Tonnes of waste diverted

6,000+
Tonnes of CO_2 avoided

Positioning East Africa as a global leader in blue and green innovation

JOIN US: PARTNERING FOR SCALABLE, INCLUSIVE GROWTH

We invite our friends, the investors, corporate leaders, and development partners to collaborate with Sote Hub. Together, we can accelerate inclusive, climate-resilient growth—rooted in data & science, driven by innovation, and grounded in impact.

MESSAGE FROM THE CO-FOUNDER/EXECUTIVE DIRECTOR

Dear Partners and Stakeholders,

Sote Hub is more than just a blue incubator; we are a proven catalyst for systemic change across East Africa. Our impact interventions, from digitally empowering over 4,000 MSMEs to spearheading the Blue Economy Innovation & Investment Summit that unlocked over $10.7 million in deal flow, are directly addressing critical challenges in climate resilience, economic empowerment, and youth employment.

Our model offers a unique opportunity for partners and investors to achieve measurable ESG returns and participate directly in Africa's sustainable economic transformation.



As we look to the remainder of 2025 and into 2026, our strategic focus on diversifying funding, strengthening institutional capacity, and scaling market-based solutions will ensure sustained impact and long-term financial resilience for our portfolio beneficiaries. We invite you to continue trusting us and to scale our friendships and interventions in shaping Africa's transition to a prosperous, knowledge-driven, and sustainable economy.

SINCERELY,
DAVID OGIGA
CO-FOUNDER/EXECUTIVE DIRECTOR

GLOSSARY OF ACRONYMS

AFBAN: African Business Angel Network
ACIH: Association of Countrywide Innovation Hubs
ANDE: Aspen Network of Development Entrepreneurs
CO_2: Carbon Dioxide
ESO: Entrepreneur Support Organization
ESG: Environmental, Social, and Governance
EU: European Union
GAP: Good Agricultural Practices
GDP: Gross Domestic Product
ICDI: Stichting International Child Development Initiatives
IKEA: IKEA Foundation
IP: Intellectual Property
KES: Kenyan Shillings
KIEP-SKIES: Kenya Industry and Entrepreneurship Project – Strengthening Kenya's Innovation Ecosystem
KICTANet: Kenya ICT Action Network
LMS: Learning Management System
MAECI: Italian Ministry of Foreign Affairs and International Cooperation
MEL: Monitoring, Evaluation, and Learning
MITI: Ministry of Investments, Trade and Industry (Kenya)
MSMEs: Micro, Small, and Medium Enterprises
MTI: Marine & Technology Innovation
NOREC: Norwegian Agency for Exchange Cooperation
NORAD: Norwegian Agency for Development Cooperation
SDGs: Sustainable Development Goals
SEO: Search Engine Optimization
USD: United States Dollar
VC: Venture Capital
VSO: Voluntary Service Overseas
YBI: Youth Business International
YDEEP: Youth Digital Entrepreneurship Exchange Program

STRATEGIC PRIORITIES _2024

1. Diversification of funding through blended finance and philanthropic capital
2. Strengthening institutional capacity in proposal development and donor engagement
3. Enhancement of Monitoring, Evaluation, and Learning (MEL) systems
4. Scaling market-based approaches for startup sustainability
5. Deepening strategic communications and investor stewardship

SOTE HUB'S INCLUSIVE INNOVATION MODEL DRIVES EQUITABLE ECONOMIC OUTCOMES:

In the 2023–2024 financial year, Sote Hub demonstrated strategic agility and financial resilience:

- **USD 1.35 million raised,** achieving a 38.4% success rate across 13 proposals and tenders.
- **45%** year-over-year revenue growth, reflecting donor confidence and operational efficiency.

Strengthened and welcomed new alliances, entered new networks. We were happy to join 1000 Ocean Startups and, in particular, integrate the Navigator as a tool for measuring KPIs on Ocean health, YBI, ABAN, The World Bank, KIEP-SKIES, BlueInvest Africa.

STARTUP ACCELERATION & ECOSYSTEM IMPACT

- **4000 MSMEs** Digitally Enabled through Soko Plug, funded by UK Kenya Tech Hub
- **80 startups** supported through the Elevate Blue Innovation Challenge across Mombasa, Kisumu, and Nairobi, co-implemented with MTI Investment and funded by Norad. 43 startups accelerated through KIEP-SKIES, using market-driven, stage-specific curriculum co-funded by the World Bank
- **8 green ventures graduated** through the Waste-to-Work program, working with VSO
- **7 startups** incubated under Startup10, including one showcased at a global innovation expo in Italy. 25 startups trained on investor readiness through Deal Room sessions.
- **53 youth** trained and mentored through the We Can Work program, project funded by Mastercard and working with Light for the World.

FLAGSHIP INITIATIVES & MEASURABLE OUTCOMES

- **Elevate Blue launched in Kenya and Tanzania (3-year initiative):** On track to support 1,000 entrepreneurs, generate 9,000 jobs, and drive USD 9.4 million in startup revenue.
- **Soko Plug:** Digitally transforming 4,000 MSMEs.
- **Waste to Work:** Trained 1,200 youth, launched 300 green micro entrepreneurs, diverted 6,000 tonnes of waste, targeting 4,000 tonnes CO2 reduction.
- **Mango Value Chain Development:** Empowered 1,000 farmers with 40,000 seedlings and secured off-take markets.

- **Cybersecurity Bootcamp:** Awarded KES 500,000, trained 19 youth on digital resilience.
- **Startup10 Program:** Representing Kenya among 10 countries and 22 incubators, with 7 startups selected. 5,000 EUR to the winning startup with a trip to Rome, Italy.
- **ANDE Program:** Supporting 30 startups, with 50% women participation. YDEEP Cohort 2: Placed 8 youth in hands-on entrepreneurship experiences.

DIGITAL INNOVATION & SYSTEMS STRENGTHENING

In the 2023–2024 financial year, Sote Hub demonstrated strategic agility and financial resilience:

- Integrated **Power BI dashboards** for real-time monitoring and performance tracking.
- Implemented **50% of a custom project management system** for operational efficiency. Developed and deployed the Go Kijani App, actively used in stakeholder engagements.
- **Optimized digital** reach through SEO on Sote Hub and Blue Economy platforms.

THOUGHT LEADERSHIP, COMMUNITY ENGAGEMENT & GLOBAL PLATFORMS

- Convened **1,200+ attendees** and **35+ partners** at the Blue Economy Innovation & Investment Summit.
- Participated in **7+ high-level tech events** and hackathons, including Africa's Talking Hackathon, Google I/O, Devfest Pwani, and GFA Cybersecurity Symposium.
- **Mapped and coordinated** Coastal Kenya's tech ecosystem calendar for strategic event planning.

KEY ACHIEVEMENTS BY SECTOR

BLUE ECONOMY
2ND - 4TH OCTOBER 2024.

BLUE ECONOMY INNOVATION AND INVESTMENT SUMMIT 2024: HIGH-LEVEL IMPACT REPORT:

This event positioned Africa at the forefront of global conversations on sustainable blue growth. As Africa charts a course toward a sustainable ocean economy, unlocking finance is no longer optional. With the continent's Blue Economy valued at over $300 billion annually, the financing gap remains a major barrier, especially for large-scale infrastructure, SME capital access, and climate adaptation.

Held over three days, the summit attracted over 1,200 delegates from across the world, fostering discussions, partnerships, and investments across key sectors driving climate action, sustainable fisheries, marine conservation, and renewable energy.





Summit Overview and Key Statistics

60 startups showcased their solutions in diverse sectors: Climate, Fisheries, Marine Conservation, Renewable Energy. These startups are addressing the most pressing challenges in the Blue Economy, with tangible solutions for sustainability.

Strategic Milestones

Several key milestones were achieved. Among them was the launch of the UK-funded Report on the Baseline Survey of the Inland Water Blue Economy in Kenya, presented by Dr. Ed Barnett MBE, Deputy British High Commissioner to Kenya. This report provides insights into Kenya's inland water resources and their potential for sustainable blue economic growth, strengthening the case for more investment in this area.

Another milestone was the official launch of the Africa Blue Economy Dealbook, a collaborative initiative to source, prepare, and match blue economy startups with viable investment opportunities. This is a crucial step toward addressing the funding gap, as less than 1% of VC funding currently reaches blue economy startups in Africa.

Investment and Deal-Making Highlights

The Dealbook, valued at over $10.7 million, served as a key investment tool, showcasing high-impact startups with scalable solutions for African blue economy challenges. Through the summit's Deal Room and B2Match platform, a total, 50 investor meetings were facilitated, further driving collaboration and deal-making. We are happy to report that our portfolios raised 4.3m $ in follow-on deals post the summit and into Q1 of 2025.

Guests and Partnerships

The Summit marked a strategic milestone for Africa, drawing global attention and high-level participation, including H.E. Henriette Geiger, EU Ambassador to Kenya, as Chief Guest, and Principal Secretary Hon. Geoffrey Kaituko. Ambassadors from Slovakia, the Netherlands, and Norway also graced the event, alongside marine scientists, researchers, investors, key value chain actors, and stakeholders in the blue economy.

Sote Hub organised Blue Summit is turning as a premier must attend Blue Economy platform with key actors and connectors sharing and making collaborations to advance the sectors in line with the Ocean Decade.

Blue Economy Summit 2024

A visual documentation of key highlights.









ELEVATE BLUE

1,000 Ventures. 9,000 Jobs. $9.4 Million in Revenue. One Bold Mission.

This initiative is led by MTI Investment in partnership with Sote Hub and Tech Bridge Invest, and backed by the Norwegian Agency for Development Cooperation (NORAD). This program seeks to unlock the entrepreneurial potential of 1,000 youth-led and women-led ventures in Kenya and Tanzania, focusing on climate-resilient sectors within the Green and Blue economies.

It's aligned with regional development priorities and global sustainability targets, addressing critical challenges in marine ecosystem preservation, sustainable aquaculture, plastic waste reduction through circular economy models, agricultural innovation, and clean energy access. With the successful delivery of the first innovation challenge in December 2024, Elevate Blue is already demonstrating traction through robust startup incubation, tailored mentorship, and catalytic funding interventions.

Over the next three years, Elevate Blue is projected to create over 9,000 dignified jobs, facilitate $9.4 million in cumulative startup revenue, and significantly reduce marine and environmental degradation across Nairobi, Kisumu, Kenya's coastal belt, and Tanzania's innovation corridors of Arusha, Zanzibar, and Dar es Salaam.





STARTUP 10

Startup10 Spotlight: Powering 7 Kenyan Innovators in a 10-Nation Green & Blue Economy Drive

Funded by the Italian Ministry of Foreign Affairs and International Cooperation (MAECI) and implemented by CIHEAM Bari, the Empowering Entrepreneurial Skills in Green & Blue Economy in the MED and Africa Region (Startup10) programme is a two-year initiative launched in October 2023.

It aimed to enhance food security, accelerate youth employment, and stimulate sustainable enterprise development across ten countries —Albania, Algeria, Bosnia-Herzegovina, Egypt, Ethiopia, Jordan, Kenya, Lebanon, Tunisia, and Uganda. The program focused on strengthening 22 incubators to support local startups in the green and blue economy sectors, with a strong emphasis on digital transformation and market readiness. Sote Hub had 7 startups representing Kenya.

1. Waste Electrical and Electronic Equipment Centre (Bonnie Mbithi).
2. InspCorp (Hope Mwanake).
3. Athel Technology Limited (Robert Nguma).
4. Sea Ventures Kenya (Faith Mwende).
5. Megagas Alternative Energy (Fredrick Nyoike).
6. Sello Designs (Phelesia Oketch).
7. EBIKES AFRICA (Jorgs Mbugua).

Building Global Competence and Visibility for Kenyan Entrepreneurs

Through coaching from both local and international experts, these Kenyan startups gained access to advanced entrepreneurial frameworks, investor-readiness support, and innovation scaling strategies. The program culminated in a showcase in Rome, Italy, with Jorgs Mbugua, founder of EBIKES AFRICA, emerging as the overall winner, getting 5,000 euros but also direct linkages to the Italian market in the e-mobility space to which his startup is aligned.

MANUFACTURING, CLIMATE SMART, AGRICULTURE, AND DIGITALIZATION

CLIMATE-SMART AGRICULTURE POWERING CARBON OFFSETS, JOB CREATION, AND EXPORT MARKET ACCESS IN KILIFI COUNTY

Sote Hub's Mango Project in Kilifi County, supported by the Innocent Foundation, is a climate-smart agricultural initiative driving economic, environmental, and social transformation. With 40,000 mango trees planted and a target of 75,000 by 2025, the project is on course to sequester over 112,500 tonnes of CO2 over two decades. The initiative has already empowered over 1,000 farmers with organic certification underway, paving the way for entry into high-value export markets.

Guaranteed market access via Feast Foods and partners like ABSA Bank, Kenya Biologics, and Malindi Cooperative has provided financial resources, increased yield, reduced postharvest losses by 40% and ensured fair pricing. The project has generated over 1,000 jobs, rejuvenated 3,000 existing trees through top-working, and enhanced digital inclusion. This program aligns with global ESG priorities and contributes directly to SDGs 1, 2, 8, 12, and 13.





CLIMATE ACTION THROUGH AGROFORESTRY:

- **75,000 mango trees** already planted across Kilifi County—positioning the project among Kenya's top climate-smart agroforestry interventions.
- This scale translates to an estimated **112,500 tonnes** of CO2 sequestered over 20 years (based on 1.5 tonnes per tree), creating potential for future carbon credit monetization.
- **Over 3000 mature trees** rejuvenated through top-working are now yielding up to 80% more fruit, maximizing land use efficiency and preserving biodiversity.

Mango Seedlings

Deliveries, Training and Planting across Kilifi County.











ECONOMIC ACCELERATION & RURAL WEALTH BUILDING:

- From Year 3 onward, projected harvests will exceed **12,500 tonnes annually,** injecting up to **KES 312 million ($2.1 million)** into the local economy per year.
- **Over 1,000 decent jobs** already created (orchard management, training, aggregation, logistics), with an additional 1,500–2,000 seasonal jobs expected during peak harvest periods.
- **100% of participating farmers** received training in Good Agricultural Practices (GAP), climate-smart irrigation, pest control, and market readiness.

EXPORT-READY, ORGANIC, AND PREMIUM MARKETS:

- 1000 farmers are undergoing organic certification audits, unlocking access to premium EU and Middle East markets, where organic mangoes fetch 25–35% price premiums.
- Our contract farming model with Feast Foods provides guaranteed market access, reducing price volatility and post harvest losses by up to 40%.

FARMER EMPOWERMENT, FINANCIAL INCLUSION & INNOVATION:

- All 1,000 farmers are now digitally onboarded for access to credit, weather alerts, and extension services through our agri-digital ecosystem.
- Partnerships with Golden Star Farming, Malindi Cooperative, and Kenya Biologics ensure continuous support through bundled services, including organic inputs and technical assistance.

STRATEGIC ESG AND SDG ALIGNMENT:

Direct contribution to SDGs 1, 2, 8, 12, and 13:

- No Poverty (SDG 1) – Asset ownership and stable income
- **Zero Hunger (SDG 2) – Food security from nutrition and trade**
- **Decent Work (SDG 8) – New and improved jobs in agriculture**
- Responsible Production (SDG 12) – Organic, sustainable farming practices
- Climate Action (SDG 13) – Agroforestry-based CO2 sequestration

Bottom line: By planting 75,000 high-yield mango trees, regenerating older orchards, and aligning farmers with high-value export markets, this initiative is monetizing carbon, creating dignified green jobs, and unlocking new rural wealth, while contributing measurable ESG returns to climate and social investors.

ESG Impact Metrics Overview

Impact Indicator	Results
Total Trees Targeted by End of 2025	75,000 mango trees
Trees Already Planted (as of 2024)	40,000
Estimated CO2 Sequestration (20 Years)	112,500 tonnes
Farmers Benefiting Directly	1,000+
Mature Trees Top-Worked	3,000 trees (80% increased yield)
Annual Mango Yield (Projected from Year 3)	12,500+ tonnes
Market Linkages	100% of farmers linked to Feast Foods under contract
Decent Jobs Created	1,000+ (plus 1,500–2,000 seasonal jobs)
Organic Certification Progress	500 farmers in the audit phase
Expected Farmer Revenue Boost	KES 312M ($2.1M USD annually)
Post-Harvest Loss Reduction	Up to 40%
Training Delivered	100% trained on GAP, irrigation, and pest control
Digital Inclusion	All farmers are digitized for access
Key SDGs Aligned	SDGs 1, 2, 8, 12, 13

KENYA INDUSTRY AND ENTREPRENEURSHIP PROJECT – STRENGTHENING KENYA'S INNOVATION ECOSYSTEM

KIEP SKIES Impact: $3M Raised, 60% Market Growth, 97% Green Tech Uptake

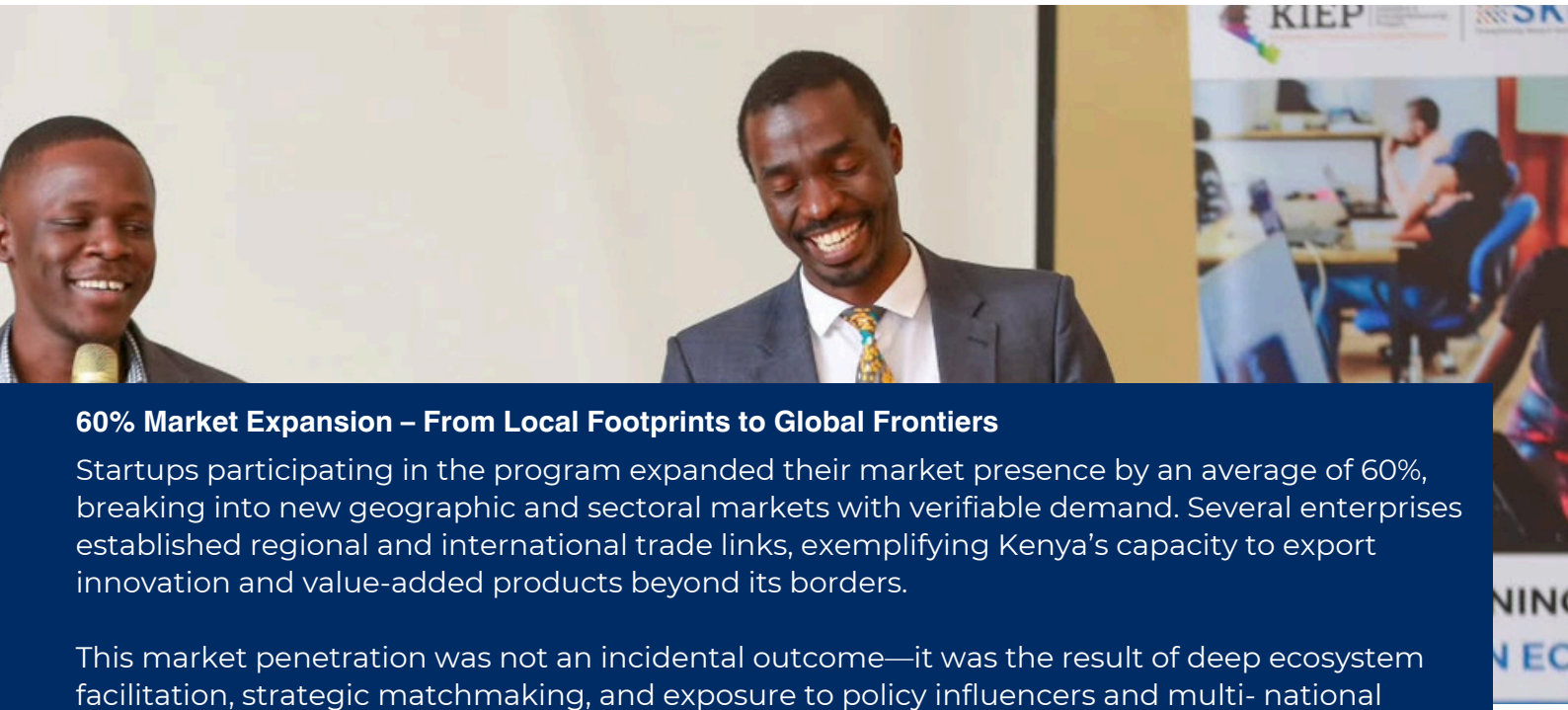
Over an eight-month acceleration window, Sote Hub—under the Kenya Industry and Entrepreneurship Project (KIEP-SKIES)—catalyzed systemic growth in Kenya's innovation economy. Targeting startups in Manufacturing, Agriculture, and Digital sectors, the initiative moved beyond capacity building to unlock investment, drive market expansion, and position early-stage enterprises for regional competitiveness and sustainability.

KIEP is a flagship US$50 million initiative by Kenya's Ministry of Investments, Trade and Industry (MITI), supported by the World Bank Group, to elevate innovation and productivity across private-sector firms. Its SKIES sub-component strengthens the infrastructure of incubators, accelerators, and technology intermediaries, enabling long-term ecosystem maturity, scale, and service excellence.
Led by management firms Spineberg and E4Impact, SKIES is not just investing in startups—it is institutionalising Kenya's innovation future.

$3 Million Mobilized – Capital as a Catalyst

A hallmark achievement of the program was the direct mobilization of over USD 3 million in investment capital through curated deal rooms and investor summits.The investments were in the form of debt and equity. These early-stage enterprises, many of which previously operated informally or within hyperlocal markets, were thrust onto a regional and even global stage.

Notably, average revenue increased by 35%, with standout enterprises registering up to 10x growth in top-line performance—an inflection point rarely seen in early-stage programming. The ability to translate investor interest into tangible funding outcomes reflects not only investor readiness but also the robustness of the business development and compliance pathways engineered through the project.



60% Market Expansion – From Local Footprints to Global Frontiers

Startups participating in the program expanded their market presence by an average of 60%, breaking into new geographic and sectoral markets with verifiable demand. Several enterprises established regional and international trade links, exemplifying Kenya's capacity to export innovation and value-added products beyond its borders.

This market penetration was not an incidental outcome—it was the result of deep ecosystem facilitation, strategic matchmaking, and exposure to policy influencers and multi- national buyers at platforms such as the Blue Economy Innovation and Investment Summit, which drew over 1,200 high-level participants.

A Blueprint for Ecosystem Development – Beyond One-Off Interventions

The project established a Learning Management System (LMS), a bespoke market-fit toolkit, and a performance monitoring platform—all of which remain operational for continued support post-grant.
The design-thinking approach embedded in the curriculum now informs similar interventions across our other programs and is being eyed for replication by the Kenyan Government in the Ministry of Trade and Industrialisation.

60+ Jobs Created – Seeding Inclusive Economic Growth

The ripple effect of enterprise support translated directly into job creation. Over 60 new employment opportunities emerged across the program's footprint, primarily targeting youth and women, amplifying the socioeconomic dividends of startup growth and embedding long-term community resilience.



97% Green Adoption – Innovation Aligned with Climate Futures

A strategic commitment to sustainability underscored every intervention. An impressive 97% of supported startups adopted green technologies, ranging from bio fertilizers to circular manufacturing, positioning them not just as economic assets but also as environmental stewards.
A full Environmental and Social Management Plan (ESMP) was implemented to ensure all enterprises complied with national safeguards and international ESG standards, enhancing their eligibility for green finance instruments and impact investment.



ANDE PROJECT

Accelerating Circular Innovation: The ANDE Marine Plastics Program for Coastal Kenya.

Funded by The Aspen Institute under the Aspen Network of Development Entrepreneurs,, this program is addressing critical barriers in marine plastic waste management: financing constraints, limited scalability, policy, market, and weak stakeholder coordination. By bridging the gap between startups, government, and private sector players, the initiative aims to position Mombasa as a model for circularity. We are accelerating 30 high-potential enterprises—with a minimum of 50% women-led enterprises—across Mombasa, Kilifi, and Kwale.. These startups have scalable green innovations to tackle marine plastic pollution while driving inclusive economic growth.

The program offers a comprehensive support package that includes business development training, expert mentorship, equipment grants, and access to catalytic financing through grants and follow-on via angel networks and mainstream financial institutions, VCs, Private Equity, and banks. In addition, we will provide infrastructure for smart waste aggregation, value addition, and targeted public awareness campaigns. A key outcome is the creation of robust stakeholder platforms connecting waste pickers, municipalities, processors, and end-markets, ensuring a fully integrated, high-impact waste management ecosystem that advances both environmental sustainability and enterprise development.

FROM WASTE 2 WORK PROJECT

From Waste to Work: Empowering Green Entrepreneurship in Mombasa

Funded by the IKEA Foundation and implemented by VSO, the From Waste to Work project is pioneering a scalable model for inclusive circular economies in Kenya's coastal capital. Designed to convert urban waste into economic opportunity, the initiative targets vulnerable youth, particularly young women and informal waste pickers, positioning them as drivers of green entrepreneurship. As a BDS partner, Sote Hub managed a core team of 10 trained community volunteers who mentor waste pickers, mobilize youth into structured business clubs, support the development of fundable-ready business plans, and facilitate direct market linkages with recyclers and manufacturers.



By December 2024, the project had empowered 1,200 youth, incubated and launched 300 green micro businesses, diverted 6,000 tonnes of waste from landfills, and reduced carbon emissions by an estimated 4,000 tonnes—a compelling conver- gence of climate action and sustainable livelihoods.

Celebrating Youth Innovation and Investment Readiness

To recognize and accelerate high-potential ventures, the program hosted a competitive pitch event where they showcased their waste management innovations. Top performers received catalytic seed funding:

- Jikuze Nyayo emerged as the overall winner, securing **KES 500,000**.
- Afya Duara, the first runner-up, received **KES 350,000**.
- Decent Work (**SDG 8**) – New and improved jobs in agriculture
- Airport Cleaners, as second runner-up, earned **KES 150,000**.

Additionally, Plastic Creatives, Mtopanga River CBO, Kipevu Waste Managers, Airport Environmental Coordination Center, and Burukenge Waste Managers were each awarded KES 50,000 for business overheads.

PEOPLE IN NEED PROJECT

Seeds of Change: Empowering Women, Feeding Communities, and Transforming Education in Kilifi

Over 60% of the Kilifi population lives below the poverty line, and more than 50% of households are food insecure. Malnutrition affects over 26% of children under five, while only 42% of households access safe drinking water, contributing to frequent cholera and diarrhea outbreaks. School absenteeism exceeds 30% in some areas, with girls particularly affected. Women's unemployment stands at 65%, and over 70% of smallholder farmers report crop failure due to climate change.

Funded by People in Peril, this initiative in Kilifi County, Kenya, tackles food insecurity, malnutrition, and poor education by empowering women and supporting schools. Targeting 300 women, It includes drilling shallow wells for clean water, distributing seeds, horticulture training, linking farmers to markets, and providing financial literacy and business skills. The project also donates learning materials to schools, benefiting women's groups and three local schools.
Results include Women's incomes grew by 25-30%, with many starting or expanding micro-enterprises. Overall, 85% of households report greater resilience to climate shocks, promoting sustainable growth and wellbeing in the community.

DIGITIZATION

Soko Plug Project

Empowering Kenya's MSMEs: Digital Transformation Driving Growth, Inclusion, and Market Access

Kenya's Micro, Small, and Medium Enterprises (MSMEs) represent 98% of businesses, contribute over 33% to GDP, and employ more than 70% of the workforce. Despite 85% internet penetration, fewer than 30% have a functional digital presence, and only 15% engage in e-commerce. To address this, Sote Hub—contracted by the UK Kenya Tech Hub and KICTANet—implemented the Soko Plug Project across six counties- Mombasa, Nairobi, Eldoret, Kisumu, Busia, and Mandera. The project trained 4,000 MSMEs—more than twice the initial target—with 78% of women- or youth-led enterprises. It enabled over 4,000 MSMEs to create websites and social media platforms using no-code tools; 65% reported improved online visibility, and 30% integrated into platforms like Jiji and Mesh. 42% recorded at least a 15% increase in sales, while 93% adopted cybersecurity best practices.

The project fostered a digital-first culture by equipping MSMEs with practical tools to manage operations, expand market access, and reduce onboarding costs. User-generated content campaigns boosted organic reach by 40%. Strong partnerships with 12 government and industry stakeholders laid the foundations for sustainability.

OTHER INITIATIVES

WE CAN WORK: Unlocking Untapped Potential: Inclusive Entrepreneurship for Youth with Disabilities in Kenya.

Funded by the Mastercard Foundation and delivered by Sote Hub as contracted by Light for the World, this pilot program (June–October 2024) empowered 53 young people with disabilities, mostly women, in Nairobi and Makueni. It transformed partic- ipants from economically excluded individuals into confident entrepreneurs running viable businesses—from home-based pastry shops to horticulture ventures and retail. Over 90% identified as entrepreneurs post-program, with more than 60% launching income-generating activities. The initiative reframed disability inclusion as a strategic economic opportunity rather than charity, proposing scalable frameworks for inclusive enterprise hubs, national accelerators, and partnerships to integrate entrepreneurs with disabilities into supply chains.

Youth Digital Entrepreneurship Exchange Program (YDEEP)

YDEEP, funded by Norway's NOREC co co-run with partners Sote Hub, SUFF Academy (South Africa), and Kyusa (Uganda), fosters digital entrepreneurship among African youth through cross-cultural exchange, skills development, and leadership training. The second cohort (2023) involved eight participants engaging in a 7-month placement abroad and a 3-month reintegration phase. The program builds a pan-African network of empowered digital entrepreneurs driving sustainable economic transformation. Notably, Sote Hub's Emmanuel Madanga Bwire led project management and digital skills training during his exchange, enhancing youth capacities in South Africa.

Sote Hub's Mejumaa Iddi Bakari empowered youth through digital skills and entrepreneurship in South Africa. She led career development sessions, managed key projects and demonstrated strong leadership, adaptability, and cross-cultural collaboration while enhancing her own professional growth.



EVENTS

KUZA ECOHEAT LAUNCH

Besides traditional incubation and acceleration support, Sote Hub also supported SMEs in the marketplace. As part of their success, a great example is support for Kuza Freezer in launching a new product called Eco Heat, a solar-powered fast-food vending cart. Kuza Freezer also sells affordable cooling solutions to fish vendors through a pay-as-you-go model.

WOMEN IN BLUE ECONOMY WORKSHOP

On March 7th, 2024, Sote Hub hosted an International Women's Day event at its Nyali office, bringing together over 60 women engaged in the Blue Economy under the theme"Inspiring Inclusion."The event focused on expanding opportunities for women in emerging sectors like aquaculture, eco-tourism, and blue tech, while also addressing barriers to access, particularly for young women and women-led businesses.

Key sessions covered mentorship, inclusive capacity building, and unlocking access to finance, featuring women role model speakers like Wanjiku Wambugu (Nyali Capital) and Mary Garbutt (Absa Bank Kenya). A highlight was a dynamic panel of young female entrepreneurs innovating within the Blue Economy. With strong support from sponsors Nyali Capital and Absa Bank, the event concluded with a call to action to drive inclusion and empower the next generation of women leaders in coastal Kenya's growing Blue Economy sector.



CYBERSECURITY AWARENESS-GFA

Sote Hub has been actively raising awareness on cybersecurity. This year, our Tech department, led by Shadrack Kiprotich and Luke Kibiku, had the privilege of training youth in Mombasa and Taita Taveta in Voi, Kenya. In partnership with the SKIIVE program, funded by the European Union and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH through GFA Consulting Group GmbH, we provided essential cybersecurity training to 60 enthusiastic young people.

They learned about cyber risk management, password security, data privacy, backup strategies, and tools to prevent phishing scams and secure emails. This training is vital for the youth and young entrepreneurs as they prepare to enter the workforce, helping them navigate the digital world safely and confidently while also enabling them to share this knowledge with their peers.

BLUE INVESTOR PITCH EVENT

Sote Hub played a strategic role in the successful execution of BlueInvest Africa held in the Coastal town of Diani, Kenya, leading the mobilization, communication, and post-event follow-up for 30 high-potential African startups in the blue economy space. Sote Hub supported the call for applications, sat in the jury as well as coordinated investors' participation in the Blue Invest.

With over 200 in-person delegates and hundreds more attending virtually from Africa and Europe, BlueInvest Africa positioned itself as a premier continental platform for matching investors to viable portfolios.

Key Outcomes:

- 30 startups were shortlisted, coached, and supported by Sote Hub and Synapis through pitch preparation, business model refinement, and post-pitch investor engagement.
- 20+ institutional and private investors, including DFIs and specialized ocean funds, participated.
- Sote Hub led follow-up engagements post-event to ensure continuity in investor relations and partnership development.

The event featured high-level participation from innovation hubs, investment firms, development banks, and policymakers. Side events provided insights into blue economy financing models, regulatory frameworks, and scalable innovations.

Sote Hub's involvement ensured visibility, investor readiness, and ecosystem linkage for African-led blue economy enterprises, reinforcing its commitment to driving sustainable entrepreneurship and economic transformation across the continent.





WORLD OCEAN DAY

On 8th June 2024, Sote Hub marked World Ocean Day with a successful family-friendly beach cleanup where individuals came together to clean up Kijani Beach, removing over 750Kg of marine waste. The event brought together community members, families, and environmental advocates to raise awareness about ocean conservation and the impact of pollution on marine life. Activities included a hands-on beach cleanup, educational talks, and interactive games, all aimed at fostering cleaner oceans and building knowledge around marine sustainability. The event also provided a platform for networking.

SOMO SOKO

On 7th December 2024, Sote Hub participated in Somo Soko 2024—an entrepreneur marketplace that attracted over 500 attendees and served as a high-energy marketplace. Designed as a convergence point for early-stage startups, investors, buyers, and ecosystem enablers, the event transformed a traditional marketplace into a catalytic ecosystem accelerator.

KILIFI INTERNATIONAL INVESTMENT SUMMIT

In our effort to support local partners, we participated in the Kilifi County International Investment Conference (KCIIC) 2024, held from December 4–6 at Vipingo Ridge, advancing its mission to drive sustainable entrepreneurship and inclusive economic growth in Kenya's coastal regions.

Strategic Engagement and Impact:

- Policy Influence: By engaging in high-level discussions on sectors such as health, tourism, vocational training, and mining, we contributed to shaping policies that align with our focus on innovation and capacity-building initiatives.
- Networking and Partnerships: The conference attracted over 800 delegates, including government officials, private sector leaders, and development partners. Sote Hub leveraged this platform to forge strategic partnerships aimed at enhancing value chains and creating employment opportunities in Kilifi County.
- Showcasing Innovation: We highlighted our commitment to driving impactful change through innovation by showcasing successful models of youth- and women-led entrepreneurship supported by its programs.

AWARDS, NEW MEMBERSHIP, AND RECOGNITIONS

Sote Hub - The Best Innovation Hub in Mombasa – 2024

We crowned the year with such an honour, voted as the Best Innovation Hub/Incubator in Mombasa 2024 – Coast Edition at the distinguished KNCCI Mombasa Awards, held at the iconic Fort Jesus. This award affirms our leadership in advancing innovation, entrepreneurship, and inclusive growth across Kenya's coastal region.

In 2024 alone, Sote Hub has supported over 100 startups through targeted mentorship, technical assistance, investor readiness training, and access to capital and markets.
This recognition is not just a win for our team and partners, but for the dynamic community of change makers we serve every day. As we continue to expand our footprint and deepen our impact, this award reinforces our resolve to be a driving force in shaping the future of innovation in Mombasa and beyond.



Award for the Best Innovation Hub/Incubator

Mombasa business awards 2024.

Sote Hub is now a Member of 1000 Ocean Startups

Sote Hub is now a proud member of 1000 Ocean Startups, a global coalition driving scalable, ocean-positive innovation. This membership places us among leading accelerators and investors committed to restoring ocean health through entrepreneurship in the world, and we can't be prouder.

Joining this network amplifies our visibility and new partnerships. It's a strategic leap forward in scaling our impact through global collaboration.

Sote Hub is a member of the African Federation of Business Angel Networks (AFBAN)

We are a proud member of the African Federation of Business Angel Networks (AFBAN), a pan-African platform advancing early-stage investment through angel networks and startup ecosystem builders.

The Sote Hub Director was voted as Eastern Africa Board Chairman for a period of two years. This adds confidence in our venture building in Africa and offers a new platform to prepare and connect high-potential startups with over 600 active angel investors across Africa. It enhances our investment-readiness programs with resources, deal flow support, and expert mentorship, ensuring our entrepreneurs are not only investment-ready but also linked with appropriate capital.

Sote Hub is a Member of the Kenya National Chamber of Commerce and Industry (KNCCI)

Sote Hub, through our Director, was voted as advisor to the National Chamber President on digital policy inclusion. As an active member of KNCCI, Sote Hub continues to play a strategic role in advancing entrepreneurship, innovation, and private sector development in Kenya. Our membership strengthens collaboration with key industry stakeholders, policy influencers, and business leaders, enabling us to advocate fair business policies as well as access to local and cross-border markets for our startups and SMEs.

Sote Hub Gains Global Recognition with Youth Business International (YBI) Membership Certification

Sote Hub is proud to announce its membership of Youth Business International (YBI), a global network dedicated to empowering young entrepreneurs. This recognizes Sote Hub's commitment to supporting youth-led startups with mentorship, training, and access to finance. By joining YBI, Sote Hub gains access to international best practices, global partnerships, and resources that will further enhance its capacity to nurture the next generation of innovators and youthful business leaders in Africa.

SOTE HUB FINANCIAL PERFORMANCE REPORT – 2024

We have demonstrated significant financial growth and improved profitability in 2024, achieving a notable turnaround from a loss in 2023 to a profit. Total income increased by 64% to KES 89.31 million, primarily driven by exceptional success in new projects and consulting.

I. Income Overview

We experienced growth in our overall income, rising from KES 54.36 million in 2023 to KES 89.31 million in 2024, an increase of 64%.

Grant	32,359,968	89,310,089	Change/Observation
Category	2023 (KES)	2024 (KES)	Increased by KES 34,952,911 (64%)
Total Income	54,357,178	89,310,089	Increased by KES 56,950,121 (176%)

Analysis:

- Grant Income: This growth was entirely driven by a 176% increase in grant income, which surged from KES 32.36 million in 2023 to KES 89.31 million in 2024. This strong performance underscores successful grant mobilization efforts and donor confidence.

II. Expenses Overview

Total expenses for Sote Hub more than doubled in 2024, increasing by 140% from KES 32.63 million in 2023 to KES 78.41 million in 2024.

YEAR	TOTAL EXPENSES (KES)	CHANGE/OBSERVATION
2023	32,632,050	–
2024	78,406,666	Increased by KES 45,774,616 (140%)

Analysis:

- This rise reflects the expansion of program activities, operations, and staffing, which is aligned with the significant increase in funding. Prudent financial management remains crucial to prevent future deficits.

III. Profit/Loss Overview

We achieved a financial turnaround in 2024, moving from a loss of KES 272,082 in 2023 to a net profit of KES 10.9 million.

Grant	32,359,968	Change/Observation
2023	Loss of (272,082)	–
2024	Profit of 10,903,423	Significant turnaround, net positive result

Analysis:

- This indicates improved financial health and efficiency in fund utilization. The achieved surplus provides a vital cushion for potential reinvestment into programs or the building of financial reserves, thereby strengthening the organization's overall financial stability.

Strategic Collaborations in 2024

Sote Hub's impactful work in 2024 was bolstered by a trusted network of friends and partners. These partnerships—from government agencies, international NGOs, financial institutions, academia, and the private sector—were instrumental in expanding program reach, diversifying funding, and strengthening the innovation ecosystem. With Gratitude to our partners

1. International Development & Support Organizations

We welcomed new partners

- Aga Khan Foundation
- Segal Family Foundation
- Light for the World
- People in Peril
- UNEP
- World Conservation Society
- Aspen Network of Development Entrepreneurs (ANDE)
- Spark by GIZ
- Norad
- Nature Finance
- Mastercard
- WorldBank

We further maintained strong relations with our traditional long-term partners. They include;

- FCDO and UK-Kenya Tech Hub
- European Union (EU)
- UN-Habitat
- VSO (Voluntary Service Overseas)
- GIZ
- Slovak AID

2. Financial & Investment Institutions

We worked closely with the following financial players in enabling access to capital and investment readiness to our portfolios.

- ABSA Kenya
- Equity Bank
- Sidian Bank
- StanBic Foundation
- Goodwell Investments
- Private Equity Support
- East Africa Venture Capital Association Tech Bridge Invest
- MTI Investment
- Fie-Consult
- African Federation of Business Angel Network (AFBAN)
- Nyali Capital

3.Government & Quasi-Governmental Bodies

Collaborations with government agencies facilitated regulatory alignment and program integration:

- Mombasa County Government
- Government of Kenya (including Cabinet Secretary for Mining and Blue Economy, and Executive Office Advisor) State Department of Fisheries
- Kenya Judiciary
- Kilifi County Fisheries Department

4. Academic & Research Institutions

Academic and research organizations supported capacity building and knowledge exchange:

- Strathmore SBDS (School of Business and Economics)
- KMFRI (Kenya Marine and Fisheries Research Institute)
- CAP Youth Empowerment Institute

5. Private Sector & Industry Associations

We collaborated with a wide range of companies and associations on implementation, market access, innovation, and knowledge sharing. These include:

- Tourism and hospitality partners: Rio Fish, Sustainable Travel & Tourism Agenda, Kenya Coast Tourism Association, Whitesands Hotel, The East Africa Ocean Festival.
- Waste and recycling enterprises: Compost-it, Arena Recycling, Taka Taka Solutions, Kwale Recycling Centre, Mombasa Packaging and Recycling.
- Blue economy and climate companies: Aquasted Enterprises, Mikoko Pamoja, Eco-world, Big Ship, Caino Africa, Mega Gas, Sea Ventures.
- Circular economy and innovation hubs: BEI Hub, Ocean-Climate Innovation Hub Kenya, PWANI Circular Economy Association, Association of Countrywide Innovation Hubs (ACIH).
- Agribusinesses and food innovators: Tikiti Foods, Feast Foods, Grow Fairly, Agri Innovation Hub Kenya, Farm Share Kenya Ltd, Halisi Naturals Brands, Millimag Enterprises Ltd, Milly Fruit Processors Ltd, NYAKAZI Organics Ltd
- Tech and digital enterprises: Athel Technologies, Ohospital, Tesoro Creations, Daveon Solar Solutions, Simatech Integrated Solutions, INFITECHINNOVATION.
- Eco-enterprises and green startups: Lokis Green, Twende Green, Bike is Best, Subira Zingizi, Ebikes Africa, Lokis Green Stores Ltd, Janyra Organic Exporters.
- Fashion, beauty, and creative industry startups: Alisam Products Development, Dressing-Cinderella, Dawn to Glow International Ltd.
- Legal, training, and consulting: KKM Awili & Associates, Fidex Car Hire Ltd, Chumani Secondary School, GDG Pwani, Kimisitu Sacco.
- Marine and fisheries-focused startups: Fish Leather, Pwani Fish and Hatcheries, Crab Shack, Aabalobi ICT4Fisheries, Innovium Marine & Associates.
- Youth and community development: Impact 4 Youth Kenya, Dabaso Creek Conservation Group, Airport Cleaners Group, Hazina Group Foundation.
- Other impact-oriented enterprises: Go GreenHub, Eco-Print Generation, Kisumeo Organics, Gogola's Healthy Foods, GoldenStar Farming Limited.

STARTUP SUCCESS STORIES: POWERING GROWTH THROUGH SOTE HUB

1. Jill Industries

Jill Industries has accelerated its growth through Sote Hub's business development training and strategic mentorship in sustainable production. In December 2024, the company expanded its workforce by hiring four new employees to manage its digital and operational platforms.

Building on circular economy insights, the company is now developing a buy-back center and semi-processing factory projected to employ 15–20 women. This initiative is enhancing livelihoods, advancing women's economic empowerment, and supporting circular economy solutions at scale.

Website: https://www.jilindustries.co.ke/

2. Caino Africa

Caino Africa has expanded its footprint in the solar-tech and e-mobility sectors through Sote Hub's support in business development and partnership strategy. The company opened a new branch in Nairobi, acquiring 10 new clients and increasing sales by KES 150,000. Caino is now co-developing custom e-bike batteries with Athel Technologies and pursuing a green innovation grant with the Wildlife Conservation Society. These strategic moves are driving local innovation, enhancing clean tech adoption, and unlocking new investment pipelines.

Website: https://www.caino.africa/

3. Ndai Africa

Ndai Africa has experienced robust growth and expanded leadership capacity with strategic support from Sote Hub. The company hired four senior professionals, reinforcing its management team and scaling its operations.

This investment in human capital contributed to a revenue jump from USD 1 million to USD 1.4 million. Ndai Africa is now exploring green finance to accelerate its transition to electric vehicles and gained international visibility at the African Startup Conference in Algiers—positioning it as a rising force in Africa's clean mobility sector.

Website: https://ndai.africa/

4. OHospital

OHospital has emerged as a healthcare innovation leader following targeted pitch refinement, business strategy, and investor readiness coaching from Sote Hub. In November 2024, the company was honoured with the prestigious 1000 Entrepreneur Award and secured a strategic investment from Oracle to expand healthcare access and delivery.

These milestones have strengthened the company's financial foundation and elevated its capacity to provide scalable, high-quality medical solutions across underserved communities.

Website: https://www.caino.africa/

5. Ajani House

Ajani House, a fast-rising pastry brand, enhanced its financial and operational structure with support from Sote Hub's financial literacy and investment readiness programs. As a result, the company secured a KES 3.5 million loan at an attractive interest rate of 9.7% in October 2024. Leveraging this capital, Ajani House is launching a new branch in Nairobi's CBD, expected to create six new jobs and significantly boost production capacity—positioning the brand for sustained growth in Kenya's food industry.

Website:@ajanihouse

GLOBAL CLIMATE CHANGE & HEALTH ASSOCIATION OF KENYA

Through tailored support in record-keeping, fundraising strategy, and financial management, the Global Climate Change & Health Association of Kenya has significantly advanced its operational sustainability.

The organization was awarded the **Packing and Recovery Recycling Award** in December 2024 and secured both a **KES 230,000 loan** and a **KES 300,000 grant**, enhancing its financial stability and recognition as a leader in environmental health. These wins reinforce the Association's long-term capacity to implement impactful, community-driven climate initiatives.

1. Nyakazi Organics

Nyakazi Organics, a youth- and women-led social enterprise, solar-dries indigenous vegetables and mushrooms sourced from women farmers. With business development support and curated networking through Sote Hub, Nyakazi secured a supply contract with Tikiti Foods, boosting monthly revenue by KES 85,700. This growth reflects the power of strategic market linkages and showcases how youth- and women-owned agribusinesses can scale sustainably and profitably with the right ecosystem support.

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Website: https://nyakazi.org/

2. Rio Fish

Co-founded by Angela Juliana, Rio Fish has emerged as a media-recognized leader in sustainable aquaculture. Following Sote Hub's branding and media engagement training, the company was featured in The Daily Nation, elevating its national visibility.

Rio Fish continues to champion community-driven aquaculture practices, creating jobs and promoting responsible, environmentally aligned fisheries development in Kenya's coastal regions.

Website: https://riofish.co.ke/





These stories exemplify the transformative impact of Sote Hub's integrated approach to enterprise support—combining capital readiness, climate-conscious strategies, inclusive innovation, and market access. From agribusiness to solar-tech, and health to e-mobility, we are catalysing growth in high-potential sectors that deliver real-world results.

SOTE HUB 2025 STRATEGIC OUTLOOK

In 2025, Sote Hub will deepen its programmatic focus across Coastal Agriculture, Blue Economy, Climate-Smart Innovations, and Digitization—our core sectors driving inclusive and sustainable transformation. Building on our success in Kenya, we will strategically expand into the Western Indian Ocean (WIO) countries to replicate impact, strengthen regional ecosystems, and unlock new opportunities for scalable innovation. Sote Hub enters 2025 with a sharpened focus on sustainable growth, capital efficiency, and ecosystem leadership, anchored on three core pillars:

A. Financial Sustainability & Capital Mobilization

- Diversify Revenue through advisory services, startup-driven solutions, and program management to generate at least 15% of the operational budget.
- Grow Philanthropic Capital by deepening current donor relations and attracting new aligned partners.
- Strengthen Investor Relations to unlock follow-on capital for high-potential ventures.

B. Programmatic Impact & Operational Excellence

- Scale flagship initiatives to impact over 5,000 beneficiaries and enable the creation of 2,500+ new jobs.
- Embed advanced MEL systems and Power BI dashboards for data-driven execution and transparency. Invest in talent up skilling and expand sector expertise in areas like carbon markets and digital agriculture.
- Maintain best-in-class governance and compliance standards.

C. Ecosystem Leadership & Global Positioning

- Launch a multi-year strategic communications plan to elevate Sote Hub's regional and global visibility.
- Foster cross-border partnerships to unlock new markets and co-develop scalable solutions.

Impact Projections by 2025/2026

- Mobilize USD 5 million in new capital (grants, blended finance, earned income)
- Divert 10,000+ tonnes of waste, avoid 6,000+ tonnes of CO2.
- Position Sote Hub as a premier regional player in inclusive and climate-smart innovation.

SOTE HUB ORGANIZATION STRUCTURE.

Sote Hub is structured for impact and sustainable growth, as illustrated in our organogram. At the helm is our Board of Directors, providing strategic oversight. The Director ensures efficient operations, supported by the Chief Finance Officer, Head of Programs, and Head of Innovation. This leadership model allows for both financial accountability and programmatic excellence. Our operational strength lies in our interconnected teams.

The Finance & Admin Manager oversees crucial support functions (Accountant, HR Assistant, and Admin Assistant), ensuring smooth daily operations. The Head of Programs is supported by Program Officers, Trainers & Consultants, and Program Assistants, enabling effective program design and delivery. Our innovation efforts are driven by the Head of Innovation, working with the Technical Lead, Technical Assistant, Communications Lead, and Communications Assistant to ensure that Sote Hub remains at the forefront of innovation and knowledge sharing.

This structure fosters collaboration, clear communication, and efficient project execution.

Our Team

- 1. David Ogiga – Director
- 2. Alvin Chole – Head of Programs
- 3. Kenneth Njihia – Head of Innovation
- 4. Grace Aluora – Head of Finance and Administration
- 5. Beth Mugwe – Human Resource Manager
- 6. Lucia Masaulu – Senior Programs Officer
- 7. Eli Ddhida – Ui/Ux Designer
- 8. Emmanuel Madanga – Data Analyst
- 9. Samilla Okumu – Head of Communications
- 10. Alvinah Mwithi – Programs Officer
- 11. Mejumaa Iddi – Admin Assistant
- 12. Pamphilan Adhiambo – Office Assistant
- 13. Veronica Machocho – Programs Assistant
- 14. Annabel Blessing – Data /Developer Assistant



David Ogiga
Director



Alvin Chole
Head of Programs



Kenneth Njihia
Head of Innovation



Grace Aluora
Head of Finance and Administration



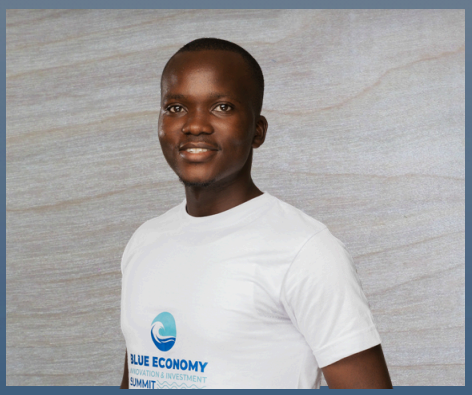
Beth Mugwe
Human Resource Manager



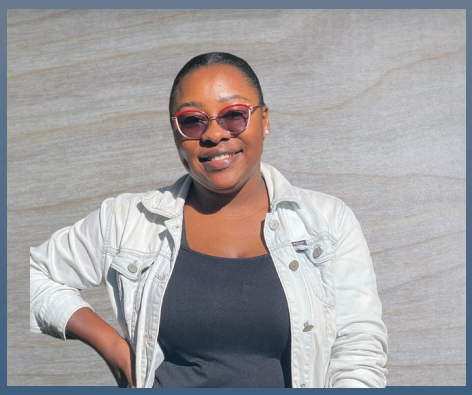
Lucia Masaulu
Senior Programs Officer



Eli Dhidha
Ui/Ux Designer



Emmanuel Madanga
Data Analyst



Samilla Okumu
Head of Communications

TEAM



Alvinah Mwithi
Programs Officer



Pamphilan Adhiambo
Office Assistant



Annabel Blessing
Data/Web Developer



Mejumaa Iddi
Admin Assistant



Veronica Machocho
Programs Assistant



BOARD OF ADVISORY



Bart Miller

Bart kindles the vision and expands the possible for leaders via thought partnering and coaching. Bart is an executive coach, group facilitator. And entrepreneur who works with founders, C-levels, teams, and focused professionals.

Bart graduated from the University of Pennsylvania's Wharton School and holds a master's degree in organizational behavior from Northwestern University's Kellogg School.



George Awalla

The country manager for VSO's programs in Kenya, George has over 20 years work experience in programs supporting youth, women and persons with disabilities.
George has MBA degree specialising in strategic management, BSc Agriculture, Education and Extension.

George currently serves as Executive Liaison for the prestigious Young African Leadership Initiative covering East and Central Africa under IREX. He has led and delivered projects under DFID, Ford Foundation; Deaf Child Worldwide; Act! ; USAID among others.



Martha Mghendi

Martha is a fintech & payments professional, a social entrepreneur and a philanthropist. A dual citizen of The Netherlands & Kenya, Martha considers herself a world citizen.

She is the founder of the EUROPEAN WOMEN PAYMENTS NETWORK (EWPN), the 1st and ONLY Pan-European network (community) dedicated to bringing together women from all EU/EEA member states, working in cards, fintech & payments. She has founded multiple organizations including Beyond Innocence Foundation and Wawida Education Fund.

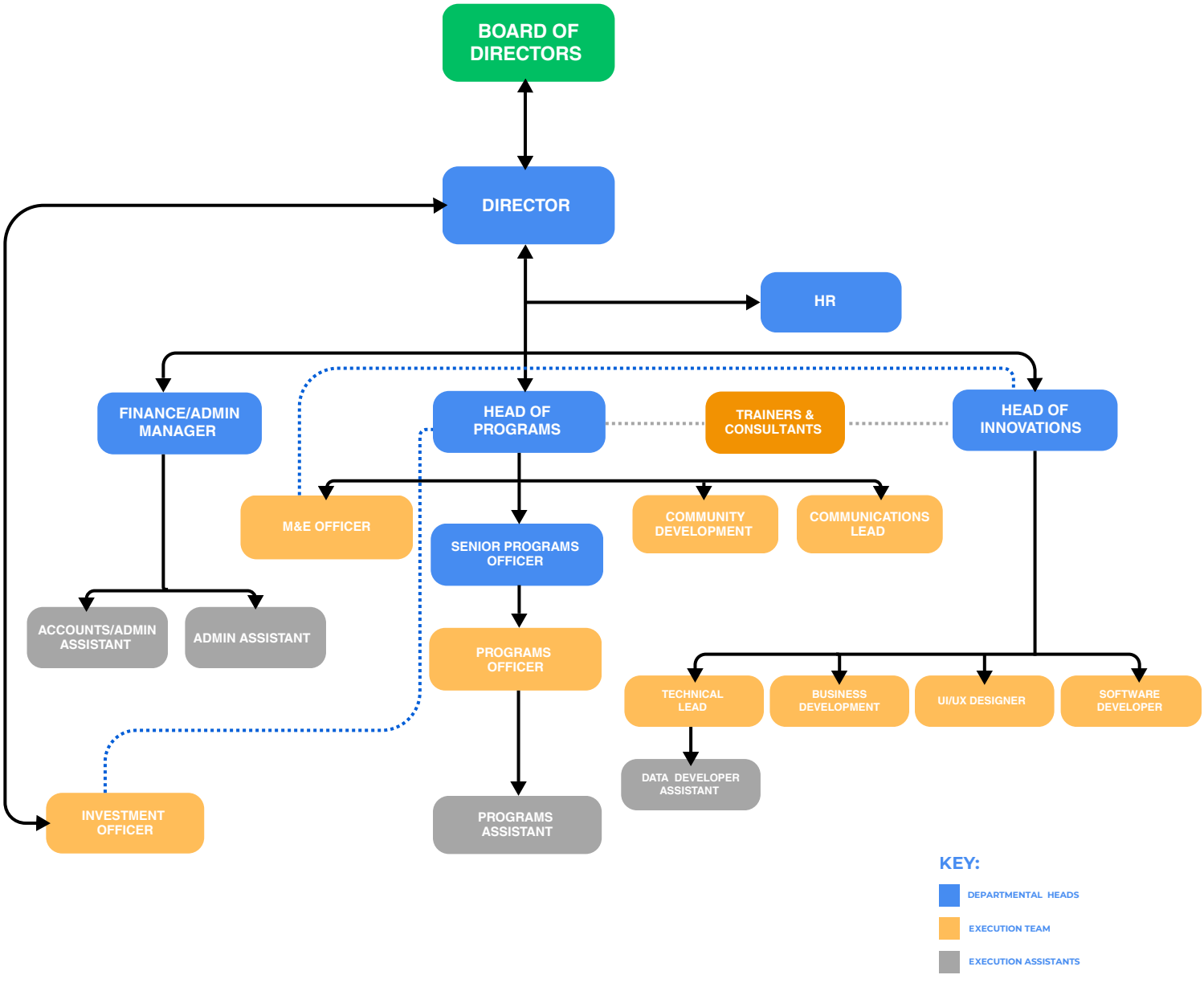
SOTE HUB BOARD OF ADVISORY

The Sote Hub Advisory Board is composed of seasoned professionals: Bart Miller, Ivana Ulicna, Dr. Grace Lubaale, Martha Mughendi, and George Awalla. Together, they bring a wealth of expertise in business, urban planning, international relations, and management consulting.

Their value to Sote Hub is reflected in the following areas:

- Strategic Decision-Making: The board contributes to Sote Hub's collaborative, data-driven, and agile decision-making processes, offering guidance and insight alongside mentors and key partners.
- High-Level Strategic Connections: Board members help cultivate partnerships with industry leaders, government entities, academia, and corporate networks to advance Sote Hub's mission.
- Network Leverage & Ecosystem Engagement: Through their networks, board members support the organization's outreach by participating in and promoting events, workshops, and strategic forums—amplifying Sote Hub's presence and influence across sectors.

SOTE HUB ORGANOGRAM



RISK MANAGEMENT FRAMEWORK

Sote Hub maintains a comprehensive risk management framework to identify, assess, and mitigate potential challenges that could impact our mission and operations. Our proactive approach ensures resilience and continuity in a dynamic environment.

Key Risk Categories & Mitigation Strategies:

- Financial Risks: Mitigated through diversified funding strategies, rigorous financial controls, internal and external audits, and prudent cash flow management.
- .Operational Risks: Addressed through robust program design, effective project management systems, capacity build- ing for staff, and contingency planning for unforeseen events.
- Repetitional Risks: Managed through transparent communication, adherence to ethical guidelines, maintaining strong stakeholder relationships, and proactive media engagement.
- External/Market Risks: Monitored through continuous market intelligence, adaptability in program design, and strate- gic partnerships that provide market insights and access.
- Environmental & Social Safeguards: Embedded within all program designs, including rigorous due diligence for partners and beneficiaries, and adherence to international best practices (e.g., ESMP as noted in KIEP-SKIES).

Transparency & Accountability Mechanisms

Sote Hub upholds the highest standards of transparency and accountability. Our commitment is demonstrated through robust internal controls, regular audits, and strict adherence to relevant national and international standards, including financial reporting standards and ethical guidelines.

Future Growth & Investment Opportunities

Building on our proven track record and the significant momentum generated in 2024, Sote Hub is poised for accelerated growth and deeper impact across East Africa. Our vision for 2025-2027 is to establish Sote Hub as the leading regional platform for blue-green and inclusive innovation, fostering an ecosystem where African enterprises not only thrive but also drive sustainable development.

Strategic Investment Theses:

1. Scaling Flagship Initiatives:

- Environmental & Social Safeguards: Embedded within all program designs, including rigorous due diligence for partners and beneficiaries, and adherence to international best practices (e.g., ESMP as noted in KIEP-SKIES).
- Carbon Credit Monetization: Invest in advanced certification and carbon offset verification for our Agricultural projects to unlock the potential for significant revenue generation from carbon credits, positioning us as a leading nature-based solution.
- Waste-to-Work Replication: Replicate the successful Waste to Work model in two new urban centers within Kenya, targeting an additional 2,500 youth empowered and 10,000 tonnes of waste diverted.

2. Digital Innovation & Infrastructure:

- AI for Impact: Investment in AI-driven analytics for predictive modeling in agriculture and enhanced impact measurement, optimizing resource allocation and project effectiveness.
- Integrated Digital Platform: Develop a unified digital platform that seamlessly connects all Sote Hub programs, partners, and beneficiaries, fostering greater collaboration and data flow.

Direct Startup Investment Fund: Establish a dedicated USD 10 million seed fund to provide catalytic early-stage capital for graduating startups from our acceleration programs, addressing a critical funding gap in the ecosystem.

Why Partner with Sote Hub in 2025 and beyond?

- Tangible ESG Returns: Direct alignment with global sustainability goals (SDGs) and a proven track record of quantifiable environmental and social impact.
- Access to Innovation Pipeline: Gain exclusive access to a robust pipeline of vetted, scalable, and socially responsible enterprises across high-growth sectors.
- Strategic Brand Visibility: Enhance your corporate brand and demonstrate leadership in sustainable development through high-profile collaborations and thought leadership platforms.
- Deep Local Expertise: Leverage Sote Hub's extensive network, local market intelligence, and community trust across East Africa.

We invite visionary partners and investors to engage with us to explore bespoke partnership opportunities that align with your strategic objectives and shared commitment to a prosperous and sustainable Africa.



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