



## GOYN Entrepreneurship Community of Practice: Experiencing Educate!'s Livelihood Bootcamps in Uganda and Kenya

**Facilitators:**

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# Our Goals for this Hour and Warm-Up

By the end of this hour, we hope to:

1. Share how our livelihood bootcamp model serves out-of-school rural youth in Uganda and Kenya
2. Let you experience a key module of the bootcamp
3. Explore how similar approaches could adapt to GOYN partners' contexts
4. Get your insights and feedback

What comes to mind when you hear **youth livelihoods**?

→ Drop one word in the chat.

# Part 1: About Educate! and Our Livelihood Bootcamps in Uganda and Kenya

# Educate!'s Purpose

Prepare youth in Africa with the skills to  
succeed in today's economy

## Long-Term Vision

Design solutions that measurably impact  
millions of youth across Africa each year



# The Challenge

By 2035,  
Africa is projected to  
contribute more young  
people to the workforce  
each year than the rest of  
the world combined.



youth in Africa enter the workforce  
each year, but only 3.1 million jobs  
are created, leaving many young  
people in the labour force under-  
or unemployed.

# SEED Evaluation

## 3-Week Skills Training Bootcamp

3.5 years  
post-intervention:

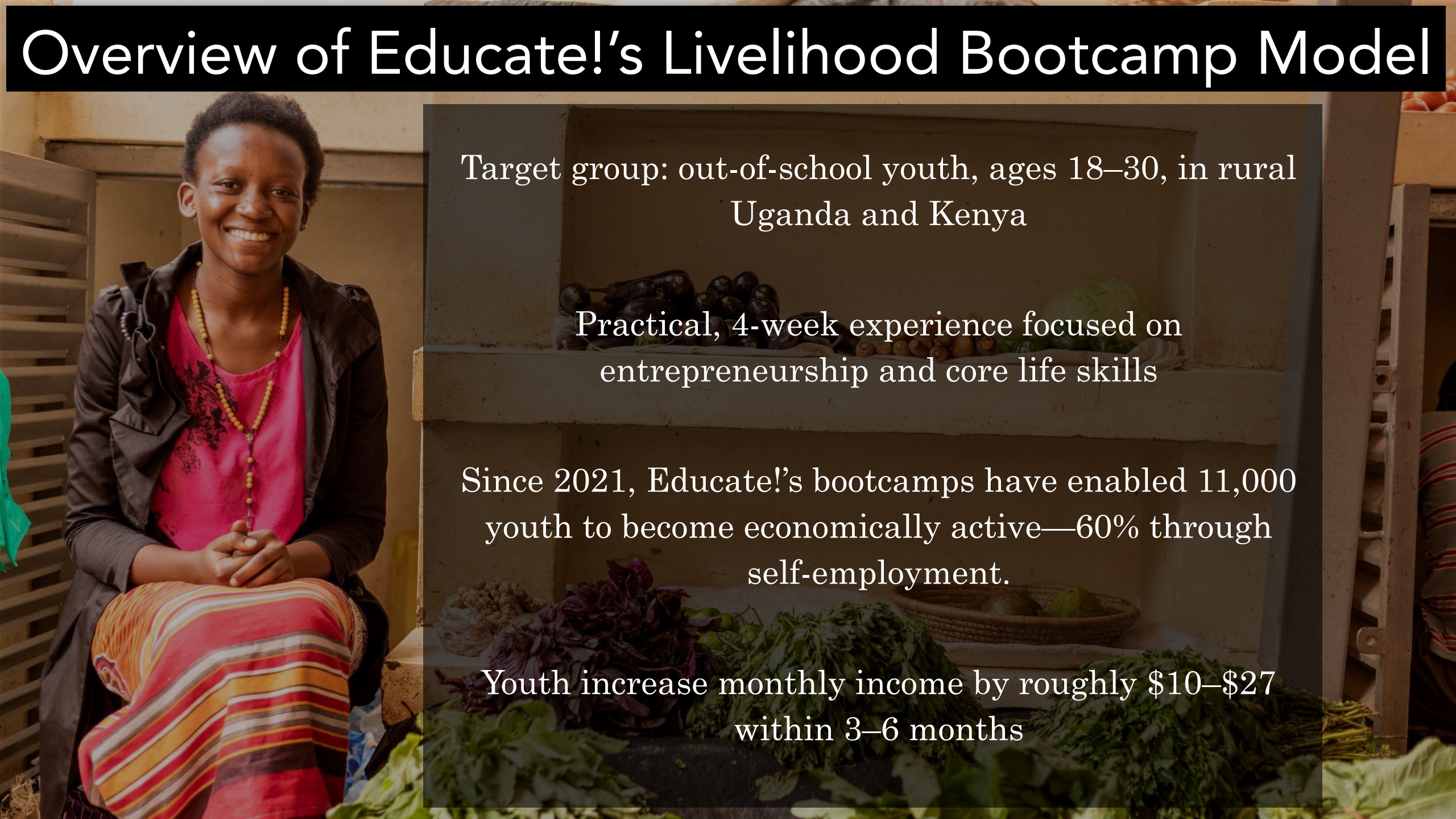
Income increased 30%+ overall

Business improvements, including increased:

- Business creation (22-24%)
- Business survival (19-20%)



# Overview of Educate!'s Livelihood Bootcamp Model

A young woman with short dark hair, wearing a pink top, a dark jacket, and a colorful striped skirt, is sitting and smiling. Behind her is a wooden vegetable stand filled with various fresh produce like tomatoes, eggplants, and leafy greens.

Target group: out-of-school youth, ages 18–30, in rural Uganda and Kenya

Practical, 4-week experience focused on entrepreneurship and core life skills

Since 2021, Educate!'s bootcamps have enabled 11,000 youth to become economically active—60% through self-employment.

Youth increase monthly income by roughly \$10–\$27 within 3–6 months





# How the Learning Experience Works in the Livelihood Bootcamps





# Youth Profile: Who We Design For



An unemployed 25 year old rural OOSY girl who has at least 1 child and does not currently have a business.

She wants to learn how to run a successful business during the training. She wants to have an operational business earning an income within a month after the training.

She's committed to raising the minimum capital needed to start her desired business within 1 to 2 months.

She wants a certificate for prestige and to use to potentially access other opportunities.

She has a phone and has a small amount of income(Ksh. 200 per day) from a hustle she does such as washing clothes or working in a farm, or an allowance from her spouse or parents to afford transport to attend the training.

She is also able to leave her child with a caregiver, spouse or family member for at least 24 hours of learning.

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# What You Will Experience Today

- Brief activity from our livelihood bootcamp pedagogy
- Product improvement challenge in breakout rooms
- Debrief session linking your experience to our design principles for the bootcamps
- Space to discuss how this could adapt in your contexts

## Part 2: Interactive Experience – Product Development Challenge



# Interactive Activity – Improve Your Product Challenge

In our livelihood bootcamps, youth learn to improve everyday products by applying key principles:

- Using local and affordable materials
- Applying customer insights
- Upholding hygiene and quality standards

Today, you will:

- Be assigned a common product we see to redesign.
- In small groups, propose **3** practical improvements.
- Share your best ideas with everyone.

Goal: Improve on the product for a young entrepreneur like Mercy.

# The Key Product Improvement Principles

**Use any of these product development principles to propose 3 improvements to this product**

- ◆ Solve a problem creatively
- ◆ Prioritize hygiene and safety
- ◆ Brand and package with care
- ◆ Customer experience/insight
- ◆ Use local, low cost resources
- ◆ Small innovation
- ◆ Simple, standard processes/procedures

# Your Group's Product Challenge

**Group 1 - Vegetables**



**Group 2 - Mandazi**



**Group 3 - Bar Soap**



## Instructions

1. Go to your assigned breakout room.
2. Use the principles to propose **3 improvements** for your product.
3. Choose one speaker to share for **1 minute** when we return.



# Your Task in the Breakout Room and Prompt

## Guiding Questions

1. What customer problem are we solving?
2. What affordable/local resources can we use?
3. How can we improve hygiene/quality?
4. What packaging or branding could we add?
5. What simple process will ensure consistency?
6. What small innovation can we adopt?

## Your Task

Propose 3 specific improvements using the principles. When we come back to the big group we would love for you to share:

- Your proposed improvements.
- Which principles you focused on?
- How you kept costs low and realistic for Mercy?

## Prompt

"How can we improve this product using materials Mercy can actually access and afford?"

# Share With Us Your Product Designs

1. What 3 improvements did you propose?
2. Which key principles did you focus on?
3. How did you keep it low-cost and realistic for Mercy?

# Real Youth Examples

## For Vegetables

- Display vegetables neatly on a raised clean surface → branding, hygiene
- Sort and pre-wash vegetables → standard process and hygiene
- Offer vegetable-mix-bundles at friendly prices → innovation and customer-friendly pricing
- Chop vegetables for busy customers → customer experience

## For Mandazi

- Wrap in clean packaging → hygiene
- Add a simple paper sticker “Amina’s Mandazi” → branding
- Offer portion consistency → standard procedure
- Create a simple cardboard sign → branding

## For Bar Soap

- Slice into predictable sizes using a marked line → standard procedure
- Wrap pieces in clean polythene with price written clearly → hygiene, low-cost resources
- Offer small testing pieces for first time buyers → customer experience



## Part 3: Reflection and Cross-Learning

# Discussion and Reflection

## Cross Learning Reflection Questions

1. What pedagogical principles can you identify from this activity? How do your organizations apply similar principles on entrepreneurship topics for young people?
2. What ideas, principles or aspects of this activity could be adapted to your context: rural, urban, different country settings?
3. Did working in a small group influence the quality of ideas? Do you have anything similar in your programs?

# Core Design Principles and Insights

## Design Principles You Have Experienced Today

- Experiential learning with real products and real constraints
- Iteration and rapid testing, not long theory blocks
- Peer learning and safe space for trial and error
- Mentorship focused on practical improvement
- Gender- and context-responsive design for youth like Mercy and her peers

## Key Insights

- Youth do not need expensive technology or large capital to innovate
- Realistic product improvements can protect dignity, increase trust, grow income
- Educate!'s livelihood bootcamps offer learning experiences which enhance:
  - **Learning by doing** – improving a real product, which they present during the product exhibition
  - **Building agency** – making decisions as entrepreneurs
  - **Local constraints** – focusing on products based on youth's realities
  - **Peer learning** – working in groups and supporting each other



# How to continue the conversation

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# Thank You

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