



Venture Hub project

Project ID: RU/2018/RECAP/07

Partners

Global Initiative Group Ltd
ICReF

Associate Partners

Wagagai Coffee

Project duration: 24 Months

Start Date: 01 March 2018

Total budget: US\$ 50,000

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Summary

Given the market potential for agribusiness innovations world over, there is high need for quality agricultural seed supply on the market and increasing need for value added agricultural products. These innovations provide a unique opportunity to put products on the market through collective effort to meet the demand both at local and regional markets. For example, where commercial companies and civil society organizations started way back to grow and supply export markets with organic products especially to the EU markets. Since the year 2000, supply and need for organic agriculture subsector has reached to a substantial level. The Uganda position in organic production provides is a unique opportunity to Uganda and for students to create innovative agribusiness ideas and products through participating in processing of novel products for regional and national markets for increased income and job creation. Therefore, V- Hub (venture) project supported by mastercard foundation through RUFORUM is to establish incubation centres on seed, local chicken packaging and coffee roasting as innovative agribusiness ideas to build a model incubation centre in Kitatalo-Tirinyi Village Kibuku District and Gulama village, Goma Division Mukono District as training grounds for university students. Also support four groups of intern students' enterprises from agriculture department at Uganda Christian University (UCU) Mukono. The intern students will work on their ideas in areas of value addition and packing of Jam, and Mango juice, Sweet sugar less porridge flour and Avocado salads to scale out ideas of the students' enterprises will be based on competition.

The overall objective of innovative agribusiness incubation hub is to facilitate formation of agribusiness incubation ventures/advisory centres and scaling out UCU intern students ideas in a period of 2 years. Specifically the V-Hub project will support and promote scaling out students innovative agribusiness ideas based on "Four Core Outcome model" this will include (1) Agribusiness incubation/advisory centres (2) Vega. Point Shop (3) Uganda Christian University (4) Business service providers and other institutions to capture regional and national agribusiness markets.

Target Groups

University Student interns, lecturers, trainers/extension workers, Farmers, producers, Universities, advertising companies, supermarkets.

Expected outputs by 2020

- 4 groups of students with at least 2-5 members with an idea supported
- 2 incubation enterprises on seed, chicken packaging and coffee roasting established
- 5 University lecturers, 20 intern students and 100 farmers trained
- 5 priority venture Hub Products sold on the market
- 1 Vega. Point Shop linked to a supermarket(s)

Key Activities

Sensitization and selection of students for business idea
Selection of fundable enterprises
Disbursement of startup capital
Assessment of Ventures and enterprises
Establishment of venture advisory centers
Conduct training for intern students material selection, packaging & market linkage

