


Wavumbuzi
Entrepreneurship Challenge **KE**



INFO-BOOKLET



www.wavumbuzi.africa/kenya



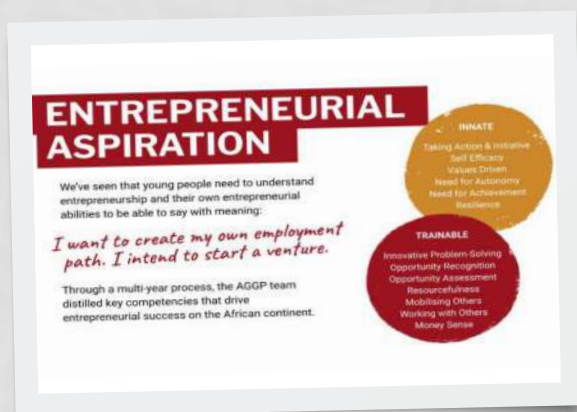
[wavumbuzike](#)

Entrepreneurial Pipeline Development

Publicly available studies by the International Labour Organisation have pointed out that the African youth population, particularly those aged between 15 and 24 years, faces significant employment challenges, with the overwhelming majority working in the informal sector without access to decent or stable jobs. What is often cited as a structural challenge is that traditional job markets are unable to absorb the growing number of young people seeking employment, leading to an economic issue uniquely facing Africa.

Our Tool of Change

Entrepreneurship is a sustainable pathway to economic empowerment and job creation. By nurturing entrepreneurial attitudes, abilities and actions, Wavumbuzi empowers young people to innovate and contribute to society in meaningful ways. Wavumbuzi provides a structured platform for young people to develop entrepreneurial aspirations, experience, mindsets and competencies. Through its focus on practice-based learning and problem-solving, WEC equips secondary school students in Rwanda and Kenya with entrepreneurial competencies essential for navigating uncertain job markets and creating their own economic opportunities. In doing so, the program not only aligns with the broader goals of sustainable development but also serves as a scalable intervention to empower young people, reduce youth unemployment, and contribute to inclusive economic growth across the continent.



Proof of Concept

The Wavumbuzi Entrepreneurship Challenge(WEC) represents a model of entrepreneurship education and training, carefully integrating a competency-based, practice-based approach with gamification to co-inspire youth to contribute to solving the problems facing Africa and the world to date. This design ensures that students learn through active participation in real-world entrepreneurial tasks rather than passive instruction, thereby building practical competencies and reflective learning skills.

Early results from the program underscore the efficacy of this blended model: participants demonstrate heightened entrepreneurial mindset, higher self-reported initiative problem solving and greater intention to pursue entrepreneurial activities. Such outcomes are in line with foundational theories and recent scholarly findings, lending credibility to WEC's approach as an evidence-based educational innovation. Our ultimate goal is to inspire and nurture the entrepreneurial aspirations of 1,000,000 young people in East Africa by 2030.

Learners Direct Quotes



Think Differently



Critical thinking.

This week's challenge made me think better. I learned new things and skills about entrepreneurship, and it cleared my mind. I am now able to engage in my community development.

Start a business.

Doing the challenges this week helped me think differently. I can make decisions and plan my business more clearly now. Me and my colleague we debated how we can create a small business at school the week.

Goal Setting.

I read about goal setting, and it has helped me a lot because I have an exam and I have started planning for it. I have been able to do a lot on goal setting this week.



Do Things Differently



Influence environment.

Due to the 6 competencies I was able to understand that in anything you do, there should be something that guides you into doing it right and because of that I was able to come up with solutions that inspired me.

Problem Solving.

It has helped me think more in the line of problem solving other than just figuring out things people have already thought. It has broadened my thinking in the sense that I see.

Proactive.

They have really helped me. I have known the importance of being proactive and seen the importance of archiving like sportsmen do.



Behave Differently



Resilience.

It has helped me face tough obstacles pushing us to be creative and flexible, leading to new approaches. By overcoming challenges, we learn to adapt and come up with fresh ideas, altering our mindset.

Self - Confidence.

They taught me values of having confidence for example they helped me to make a good business pitch.

Protect environment.

I made awareness by recycling waste into clean energy. I now protect the environment because it helps animals in aquapreneurship and can grow our economy.



Our Partners

The Wavumbuzi program works closely with numerous stakeholders and partners to ensure that junior secondary and high school learners in Kenya are prepared to be key socio-economic change-makers in their communities. These partners include the Ministry of Education (MoE), Kenya Institute of Curriculum Development (KICD), Centre for Mathematics, Science and Technology Education in Africa (CEMASTEA), Teachers Service Commission (TSC) Kenya Private Schools Association (KPSA), Kenya Association of International Schools (KAIS), Kenya Scouts Association (KSA), Kenya Revenue Authority (KRA), Compassion, Family Group Foundation (FGF), First Lady Mazingira Awards (FLAMA), Global Peace Foundation (GPF), Education For All Children (EFAC), Standard Chartered Bank, Amara Charitable Trust, school administrators, teachers, and parents to record a year-on-year increase in the number of schools that participated in the Wavumbuzi Entrepreneurship Challenge since 2019.

Wavumbuzi Partners & Stakeholders



Contribution to Kenya's Strategic Goals

Wavumbuzi's national rollout across secondary and junior schools has been enabled through strategic alignment with Kenya's Competency-Based Education and the National Education Sector Strategic Plan (NESSP), enhancing learner digital literacy, 21st century competencies, teacher capacity development, innovation, and entrepreneurship. By engaging learners with real-world challenges and practical problem-solving and value creation skills, the Challenge fosters mindsets of innovation, resilience, and positive change.

The Wavumbuzi Entrepreneurship Challenge supports the achievement of the seven core competencies through practice- and learner-centred approaches that immerse learners in real-world issues, and solution development. Through this process, learners enhance financial literacy, citizenship, communication, collaboration, creativity, innovation, research, problem-solving, entrepreneurship, and digital literacy through online access, collaboration, and submission of outputs.

The Wavumbuzi Quest selection process is guided by Vision 2030 focus areas, with challenges designed to address key priorities and benchmarks. This process is informed by national and global frameworks including the SDGs, NESSP, Kenya Vision 2030, CBC, the Presidential BETA Agenda, and AU Agenda 2063. Each Quest represents a targeted response to national priorities, with themes such as smart cities, artificial intelligence, and renewable energy aligned to Vision 2030 objectives.

To this end, Wavumbuzi develops entrepreneurial competencies among participating learners, including self-efficacy, innovative problem-solving, resilience, need for achievement, taking action and initiative, and values-driven leadership.

Edition 7 - Calendar Of Events 2026

February - March 2026
Wavumbuzi MoE Capacity Enhancement Workshop
Regional and County Directors of Education Information Sessions
Principal Information Sessions
Wavumbuzi Regional Teacher Training / Onboarding Sessions
Registration Live 23 rd Feb 2026
Learner Pre - Survey Opens
May - July 2026
Wavumbuzi Entrepreneurship Challenge Edition 7 27 th April - 14 th June 2026
Learners Post Surveys 19 th May - 21 st June 2026
Wavumbuzi Awards Announcement
Wavumbuzi National Awards Ceremony & Mentorship of Top learners July 31 st 2026
August 2026
Partner Closeout Sessions
Reporting & Planning next iteration

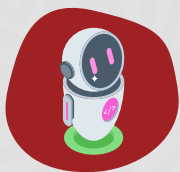
Edition 7 - Thematic Quests

The Wavumbuzi Entrepreneurship Challenge Edition 7 content is packaged into 6 quests.



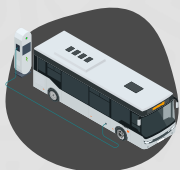
Health Quest

The Health Quest explores how entrepreneurs improve access to healthcare in their communities. Learners meet people who found ways to deliver medical and mental health support faster and more fairly, especially for those living far from clinics or facing barriers to care. This quest shows how noticing real needs and taking action can improve community wellbeing.



AI and Robotics Quest

The AI and Robotics Quest shows how technology is being used to solve real problems across Africa. Learners discover entrepreneurs using smart tools to support farmers, improve healthcare, break language barriers, and create more inclusive solutions. This quest helps learners see how curiosity, creativity, and practical skills can turn technology into impact.



Eco - Friendly Transport Quest

The Eco Friendly Transport Quest focuses on new ways to move people and goods while caring for the environment. Learners explore how entrepreneurs are reducing pollution, lowering transport costs, and protecting natural spaces through cleaner transport solutions. This quest highlights values driven action and the courage to build better systems for the future.



Food and Beverage Quest

The Food and Beverage Quest shows how food and drink can create jobs, celebrate culture, and strengthen communities. Learners meet entrepreneurs who spotted opportunities in farming, production, and trade, then worked with others to turn simple ingredients into powerful businesses. This quest connects everyday products to creativity, resilience, and community impact.



Waste Management Quest

The Waste Management Quest challenges learners to see waste as an opportunity rather than a problem. Entrepreneurs across East Africa show how rubbish can be turned into useful products, income, and cleaner communities. This quest highlights innovation, teamwork, and values led businesses that protect people and the environment.



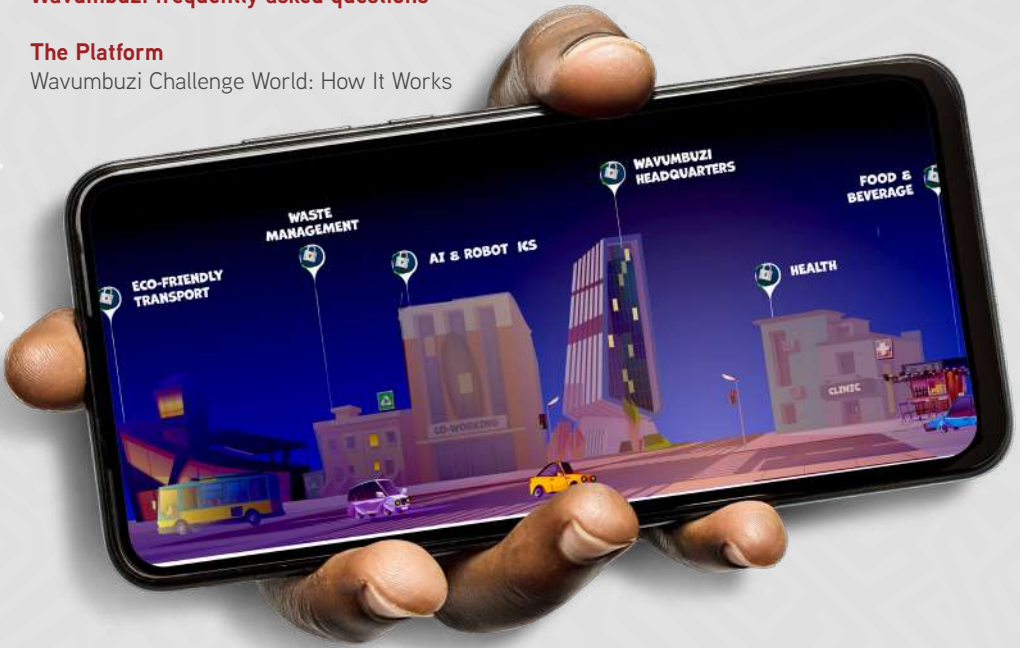
Resilience Quest

The Resilience Quest is about perseverance when things get hard. Learners meet young entrepreneurs who faced loss, rejection, and uncertainty, yet kept moving forward. Their stories show how belief, problem solving, and support from others can turn setbacks into progress, and how resilience can shape both businesses and lives.

Wavumbuzi frequently asked questions

The Platform

Wavumbuzi Challenge World: How It Works



Wavumbuzi is accessible to learners and teachers through any internet-connected computer, tablet, or mobile device. Learners participate in the challenge using a gameworld, while teachers can monitor progress through the teacher portal.

The gameworld serves as an interactive portal where learners can access challenges, helpful materials, videos, and articles. These resources are specifically designed to encourage creative thinking and the cultivation of essential entrepreneurial skills among learners.

Across Kenya, learners engage in friendly competition by taking on quests that address significant issues in the country. These challenges involve applying new concepts to real-world situations, and learners submit their experiences for evaluation. Points earned in these challenges are used to rank learners, teachers, and their schools on live leaderboards. At the end of the Challenge, top performers receive awards as recognition for their achievements.

- **Teacher Portal**

The teacher portal is designed to help learners cultivate innovative and entrepreneurial thinking in their schools. It has a resource library for managing the challenge and an analytics dashboard to track learners' progress in the Wavumbuzi Entrepreneurship Challenge.

- **Learning Mechanism**

- **Practical & Applied**

In the WEC, learners engage with a series of gamified “quests” that mirror real-world problems or opportunities in diverse industries. Each challenge provides a concrete experience – for instance, identifying a community problem or brainstorming a business solution. This design ensures that entrepreneurial concepts are not just taught abstractly but are internalised through practice-based approaches.

- **Gamification**

WEC employs gamification to tap into both intrinsic and extrinsic motivators that drive student engagement. WEC, the Challenge is structured as an online game or competition: Learners register on a digital platform and complete challenges to earn points, badges, or rankings, with progress visible on leaderboards (at individual and school levels). This game-based framework injects a sense of competition, reward, and immediate feedback into the learning process.

- **The Power of Story**

The challenge highlights African stories of innovation and value creation within key thematic areas (Quests). As learners engage, the identified entrepreneurial competencies are revealed. Learners then experiment with their ideas and solutions and share these with their peers.

- **Peer Review System**

The final challenge of each quest is an open-text question that learners’ peer review. A sophisticated algorithm is employed to assess the scores and ensure fairness, with teacher scores given greater importance in the evaluation process.

- **Top Learners Mentorship**

The Wavumbuzi Top Mentorship program is designed to further enhance Wavumbuzi Top Learners’ growth personally and professionally. Some of the topics covered during the mentorship sessions include; Growth Mindset, Personal Leadership and Goal Setting, Developing Entrepreneurial Competencies, and Financial Literacy.

Points of Attention

Inquiry	Answer
When does the challenge start?	• Registration opens on 23rd Feb 2026. • The Wavumbuzi Entrepreneurship Challenge starts on 27th April 2026.
What are the requirements for participation?	• Participating in the Wavumbuzi Entrepreneurship Challenge is free, but schools must have computer and internet access.
What is the role of Principals in Wavumbuzi?	• Assign teacher champions who will drive Wavumbuzi in the respective Schools. • Permit teacher champions to attend teacher training or onboarding sessions. • Permit the learners and teacher champions to participate and give them access to computers with internet connectivity throughout the Challenge. • Encourage the learners to participate in the Challenge. • Celebrate and present the top learners in your school with awards. • Support the Wavumbuzi team during school visits.



What is the role of a Teacher Champion in Wavumbuzi?	• Mobilize learners to take part in the Wavumbuzi Entrepreneurship Challenge. • Assist learners in creating email addresses, and registering and verifying their accounts to participate in the Challenge. • Attend onboarding sessions & enhance entrepreneurship/digital skills. • Adhere to the Teacher Zero Tolerance Policy. • Motivate the learners to finish all the Quests presented to them. • Conduct submission reviews through the teacher portal. • Award the top learners in their respective schools with the awards sent through Wavumbuzi or school-initiated awards. • Allocate time and request permission on behalf of all learners to participate in the Challenge using the computer labs at your school. • Earn rewards based on the points accumulated by supporting the learners as they participate in the Challenge.
How do I register my school?	• To register your school, please click wavumbuzi.africa/kenya then click on • Register> teacher registration • Complete all the required areas and submit.
How do I register my learners?	• Go to wavumbuzi.africa/kenya • Select register> learner registration • Choose whether you're a first-time user or a returning user. • Use the learner user guide for more detailed information on registration and login.

How do I verify my learners using the OTP code?	How do you as a teacher get the OTP code? • Log into the Teacher Portal • To verify your learners: Go to My School Menu> invitations> School join request • Click the ✓ to approve all the learners. To get the OTP, click the white and black icon. You will be redirected to a page with a learner's email and OTP code for that learners. • Go to My School Menu • Select Verification Codes • Share the OTP with the learner(s) • The learners should enter the OTP on the Learners Portal for verification. • Learner type in the OTP PIN. • The learner selects the Submit button. • The learner's account is verified and they can now tour the Wavumbuzi gameworld.
How do the incentives and prizes work?	Wavumbuzi partner schools qualify to receive learners, teachers, and school prizes/incentives. Incentives are awarded every week and vary from cash prizes to electronics, trophies, hoodies among others. Grand prizes are awarded to the top-performing learners, teachers, and schools at the Wavumbuzi - National Awards Ceremony.



How can I, as a teacher,
earn points?

Teachers earn points for activities including:

- **Wavumbuzi Headquarters Completion**
 - 10 points per learners
- **Quest Completion**
 - 30 points per quest per learner (excluding the Wavumbuzi HQ and Wavumbuzi Warm-Up Quests)
- **School Invitations**
 - 100 points per accepted invite
- **Reviews**
 - Good: 4 points
 - Okay: 2 points
 - Poor: 0 points

Teachers only start earning points when they join the challenge (new teachers when they verify their email and returning teachers from their first login). No points will be given for activities before they join.

Review Points for School Leaderboard: Only review points will count for the school leaderboard. Review points are given based on the quality of reviews (Good = 4 points, Okay = 2 points, Poor = 0 points).



How can my learners earn points?

Learners earn points in many different ways in Wavumbuzi.

- **Submitting challenges**
- Multiple-choice questions are worth 100 points if answered correctly on the first try and 50 points if answered correctly on the second try.
- Multi-select questions are worth 300 points if only both answers are correct on the first try and 150 points if only both answers are correct on the retry.
- The final challenge question in each quest is an open-ended text question (maximum of 150 words). Learners can potentially earn 1,000 points for these questions.
 - ▶ Learners will be awarded points for these challenges based on the quality of their submissions.
 - ▶ In order to finish a quest, learners must submit 2 peer reviews where they review and mark the submissions of 2 other learners. The online system uses an algorithm to ensure fair scoring, with teacher evaluations carrying more weight.
 - ▶ To earn more points, learners can complete up to 5 additional peer reviews per day.
 - ◆ Points are distributed as follows for the 5 additional peer reviews: 20, 18, 16, 14, and 12 points, respectively. Learners only get full marks (20, 18, 16, 14, and 12) if their reviews are good quality.
- **Referral**
- Learners can also gain points for inviting their friends to Wavumbuzi. Both the learner and their invited friend earn points when the invited friend:
 - ▶ Uses the referral code and verifies their email address (10 points)
 - ▶ Completes their profile (50 points)
 - ▶ Submit their first challenge question (40 points)
- **Activities**
- Learners also earn points for completing their profile (200 points), selecting an avatar (20 points), completing the baseline survey (300 points), completing the end-line survey (500 points), and completing weekly surveys (150 points each).



Wavumbuzi

Entrepreneurship Challenge **KE**



www.wavumbuzi.africa/kenya



[wavumbuzike](#)