

WATER SECTOR TRUST FUND

Up-Scaling of Basic Sanitation for the Urban Poor (UBSUP)

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| **Training Programme on Sanitation as a Business**  **Introduction – What is an Entrepreneur?** |

### Objective:

The presentation is the first of a number of presentation on sanitation as a business. It tries to build awareness on entrepreneurship. Most of the intended participants are dwellers living in low-income areas and are making a living through daily jobs. In that respect, they are already entrepreneurs; however, most of them are not aware about this.

### Target Group:

Individuals which are interested in working as entrepreneurs in sanitation service delivery. The presentation may as well be beneficial for policy makers in order to understand the needs of micro-entrepreneurs within their jurisdiction.

### General Comments:

Since the target group are people with most probably limited education and even literacy the presentation tries to be visual and interactive rather than educative and full of text. The presenter has to make sure that all participants can follow the presentation. Maybe it can be useful to enquire about the level of education of the participants before the presentation in order to adjust the content. Most people may struggle already with the word “entrepreneur”.

### Presentation Outline:

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| **Slide** | **Description** | **Presentation Techniques** |
| **1** – What is an Entrepreneur | Explanation and definition of the term “entrepreneur”. | The presenter can ask the crowd on their understanding of the term. Use of interactivity highly recommended |
| **2** – Successful entrepreneurs in Kenya | The slide helps the participants to put the word “entrepreneur” in relation with brands and people they know from the media | Asking around who knows this brand? What does it represent? What is the name of the owner? Is he/she an entrepreneur? |
| **3** – Characteristics of entrepreneurs | Outlining elements (success factors) which all those entrepreneurs from the previous slide have in common (e.g. running the business, overall responsible) | Again, interactive session on each and every element of an entrepreneur. Questions like Do you think that Person A (from previous slide) is overall responsible in his/her business? |
| **4** – Are you an Entrepreneur? | Linking the characteristics of entrepreneurs developed earlier to the participants. Most of the participants are already micro-entrepreneurs without knowing and taking pride in it. | Linking attributes to working as a daily working in a low-income area. Statements like: Aren’t you an entrepreneur because you have to look for new jobs every day? Aren’t you your overall boss?  The presentation could end with the open question of Aren’t you an entrepreneur? |