



CALL FOR WOMEN ENTREPRENEUR APPLICANTS

**Are you a woman in e-mobility area
running your own company, or
have an innovative idea and about to start up your own company?**

Background to the e-mobility project

Electric mobility (e-mobility) technology presents a significant opportunity for socio-economic transformation in Kenya, particularly given the country's reliance on renewable energy sources. However, the e-mobility sector is predominantly male-dominated, with women comprising only 1 in 25 employees globally. This underrepresentation hinders gender equality and economic empowerment for women, who face institutional, cultural, and technical barriers to entry. This project titled "The Transformative Power of Electric Mobility Technology in Kenya: Understanding and Empowering Women Entrepreneurs" aims to explore the pathways for women entrepreneurs in the e-mobility sector by assessing their needs and generating evidence through quantitative and qualitative research, to enhance their skills.

The project is implemented by a consortium of partners which include Coventry University in the UK, along with Coventry University Social Enterprise (CUSE), the African Centre for Technology Studies (ACTS) in Kenya, and the Kenya Climate Innovation Centre (KCIC).

Key project activities include:

1. Conducting large scale and detailed surveys with women entrepreneurs to understand their needs, systemic gaps and the operating business environment.
2. Conducting pilot training of selected women entrepreneurs at KCIC based on a customized program informed by existing needs.
3. To develop policy and industry focused report on e-mobility and women's entrepreneurship that outlines necessary support mechanisms and recommendations replicable in other high-tech sectors.

Purpose of the call



In line with project activity 2, the purpose of this call is to invite women led **pre-startups** and **early-stage startups** working the e-mobility sector in Kenya to apply for admission to a pilot incubation program to be administered by KCIC. The program will run for 6 months from January to June 2026.

Structure of incubation program

Recruited entrepreneurs will be taken through a menu of business advisory support aimed at strengthening core functions, identifying niche opportunities and building growth momentum. This support will be delivered through webinars, experiential/ practical sessions, ecosystem linkages and peer to peer networking.

Eligibility

To be admitted to this program, the applicants must meet the following minimum requirements.

- The enterprise must be woman or women owned ($\geq 51\%$ female ownership).
- Be a **pre-start up** or an **early-stage start-up**. For purposes of this call, a **pre-start up** is considered an early-stage idea or a prototype which is not yet generating revenue while a **startup** is defined as an entity which is operational but still at an initial or pilot stage.
- Be registered and domiciled in Kenya.
- Be aligned to the e-mobility sector by focusing on at least one of these e-mobility products and services:
 - Delivery of products / green logistics
 - Transportation of passengers
 - Maintenance/servicing/repairing of e-mobility assets
 - Recycling of e-mobility waste
 - Sales of e-mobility assets including software and on-line platforms
 - Battery charging/swapping
 - Local assemblage and operation of e-mobility vehicles (4,3,2 wheelers)
 - Design, installation, operation and maintenance of battery charging infrastructure

Evaluation and selection criteria



Consideration for recruitment into the program will be based on ability to demonstrate potential for feasibility and scalability, commitment to entrepreneurship, innovation, gender and social impact, and willingness to participate fully in the incubation program.

Timelines for the selection process

Milestone	Completion date
On-line submission of applications	By 31 st December 2025
Evaluation of applications	By 31 st December 2025
Selection and notification of 10-12 successful applicants	By 10 th January 2026
Delivering the incubation support	January to June 2026

Application process

Interested entrepreneurs are requested to apply to KCIC by sending a comprehensive profile which clearly outlines the business model, core team, innovation & competitive edge, target market, financial projections and expectations from the incubation program. This profile should be accompanied by relevant supporting documents. The application should be sent to info@kenyacic.org not later than 31st December 2025 with the title: Application to incubation program - the Transformative Power of Electric Mobility Technology in Kenya: Understanding and Empowering Women Entrepreneurs