

Impressive growth of Ugandan businesses

Sometimes we get the opportunity to travel to a country where we did a project before and we can meet the participants again and see how they developed. In November 2022, Karen visited Uganda and met a number of the women entrepreneurs that were trained by Brilliant Entrepreneur seven years ago. Many of the participants are still in close contact with each other and they continue to have a good relationship with the Netherlands Embassy. The Embassy continues to invite them for many events that the Embassy organises, to the benefit of the women. It was really amazing to see how the women and their businesses have grown over the 7 years. We are so proud of all these women!

- Florence Okot of [Yellow Star](#) grew from selling bags of flour from the seat of a boda boda (motorcycle taxi) to the proud owner of a big and professional factory where she produces fortified flour, peanut butter and honey for example for [Healthy Entrepreneurs](#).
- Sharon Sabiiti of [Kyogo Mazinga](#) created a beautiful showroom for her stones and pots that attracts customers far and wide.
- Judith Bakirya of [Busaino Fruits Farm](#) continues to grow and she now supplies her jackfruit and that of neighboring women to Fiber Foods, that exports to Europe.
- Margaret Nagujja of [Mukusu Motors](#) has created a new business model to supply tractors to smallholder farmers in an affordable way.
- [Gudula Naiga Basaza](#) managed to attract major funding and trains hundreds of youth to become agripreneurs.



How it started in 2015

From September 2014 until January 2015 the Brilliant Entrepreneur implemented the Uganda-Netherlands businesswomen program. 21 women entrepreneurs participated in the program. Identification of one's individual talent has been an eye opener for all participants who had rarely looked at themselves in this way before. The combination and interlinking of

personal and business development was new as well as the diverse creative and (inter) active training methods.

'I have the courage to do things that otherwise I would not have dared'

Key results

Summarised, the following results were achieved:

- 21 SME women entrepreneurs trained
- Expansion of their national and international networks
- Increased confidence and skills
- Work created for 1000+ new employees and providers
- Mentorship for 20 small women entrepreneurs

Talent builds confidence and skills

Being familiar with their talents and the focus on its development supported the women entrepreneurs in building their confidence and skills. It made them realize that they do not need to be good in everything and that it helps to make strategic choices in the delegation of tasks to other people.

'I have the confidence to do it, and not wait for others.'

Business results after half a year

Every participant defined a concrete target for the business innovation that she wanted to realize at the end of our half year program. All entrepreneurs partly or fully achieved their set targets. The results were above expectations. Examples are:

- Victoria Education Systems managed to have the new kindergarten operational (built from scratch since September 2014). There are several contacts with Dutch education institutes for skill training of staff members
- Thanks to the consortium that was formed by the Gudie Leisure Farm 1000 new women gained access to the poultry program.
- Amkmu Investment Association has installed her own fashion workshop and shop, employing an entire new team of workers in fashion production and sales
- Star Café signed a contract with ICCO (Rabobank) good for USD 400,000, partly grant, partly loan.

Participants became role models for starting entrepreneurs

As a role model for the small and starting entrepreneurs, 19 of the 21 participants started mentoring a small or starting woman entrepreneur as part of our mentorship program. In 15 cases, the mentees achieved good results already during the first months of their mentorship. Most of them will continue the mentorship relation even after the finalization of our project.