

A young Black woman with her hair in a bun, wearing a white t-shirt and blue and red overalls, smiling warmly. The background is a blurred industrial setting with yellow and green tones. A large green diagonal shape is overlaid on the bottom half of the image.

Supporting SMEs with Capital, Coaching and Community to Grow



Who We Are

Kua Ventures is a faith-driven impact investor that envisions Small and Growing Businesses (SGBs) in East Africa flourishing in their communities. We support hardworking men and women with economic and spiritual resources that unleash their capacities and liberate them from the entanglements of poverty. Our support includes affordable Capital, tailored Coaching, and a Community of like-minded entrepreneurs, which enable the enterprises to grow and positively impact their communities.

Vision

Hard-working men and women lifting themselves, their families and their communities out of poverty.

Mission

Provide hardworking men and women with economic and spiritual resources that unleash their capacities and liberate them from the entanglements of poverty.

Our Impact



22
Portfolio
companies



\$1.5M
Invested
in SMEs



5,000+
Lives
impacted



200+
Stable jobs
created

Our 3C Model: Capital, Coaching and Community

Our Kua Ventures fund operates on a comprehensive model comprising three key pillars of Capital, Coaching and Community.

Capital

Our capital is focused on helping small businesses to grow and expand their existing operations and customer base. We offer a range of debt investments including secured loans, revenue-based loans and occasionally convertible notes.

Coaching

Beyond capital, we offer professional coaching and mentorship through a network of local and international mentors with entrepreneurial experience, who share the same Christian-driven values. The coaching enhances entrepreneurs' leadership skills, refines their business strategies, and helps them navigate obstacles, creating a ripple effect that benefits individuals, teams and the broader community.

Community


We believe in the power of community. Our portfolio fellowships and workshops connect businesses with our faith-driven entrepreneurs, fostering a supportive network where knowledge, resources, and experiences are shared.

Business Profiles

 **In need of**
Capital, Coaching, Community

 **Sectors**
All Social enterprises

 **Track record**
3 years of sales


 **Stage**
Early/Growth stage (at least Ksh. 5 million annual turnover)

 **Team**
Entrepreneurial
Faith-driven

Investment Types

- ▷ Secured loans
- ▷ Revenue-based
- ▷ Convertible notes

 **Geographical focus**
Kenya

 **Business model**
Scalable
(able to grow 3x within 5 years)

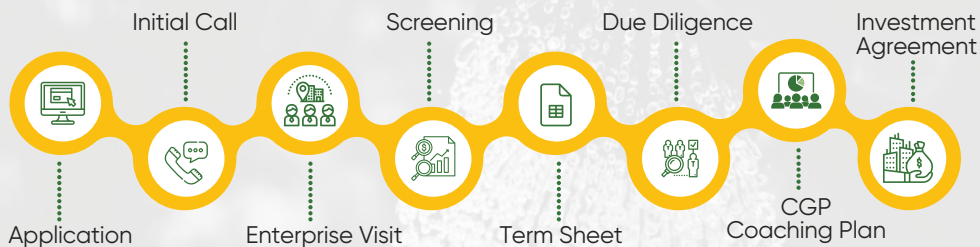
Funding Highlights



Sizes: KES 5 – 15 million
Interest: Yes
Tenure: 3 – 6 years
Currency: Ksh & USD

Investment Process

Our 8-stage investment process, typically completed within 10 - 24 weeks, helps us in identifying enterprises that are aligned with our mission and fit our philosophy:



Funding criteria

At the basic level, we look for business that meet the below funding criteria:

- ▷ The Founder(s) is an East African National with a business registered in Kenya
- ▷ The Founder(s) is a committed Christian and runs the business upholding biblical principles
- ▷ The Founder(s) is driven by creating social impact through his/her business model
- ▷ The Business has a minimum three-year track record with two years of audited financial results
- ▷ The Business has annual revenue of at least KES 5m.
- ▷ The Business is looking for an investment of between KES 5m and KES 15m over a period of 3 to 6 years.
- ▷ The Founder(s) is committed to being part of a growing community of Kua Ventures Small & Growing Businesses in the region.

Interested in funding?

Visit www.kuaventures.org

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