

# EXPRESSION OF INTEREST TO JOIN THE DEKUT STARTUP AND INCUBATION CENTRE (DeSIC)

## 1. Introduction

In pursuit of DeKUT's strategic plan towards being an entrepreneurial university, the university management has established the DeKUT Startup and Incubation Centre (DeSIC), which will provide a support process and accelerate the development of startups and fledgling companies by providing an array of targeted resources and services. The Startup Centre will provide an ecosystem that promotes the identification, enrolment, support, acceleration and establishment of startups to contribute to attaining national goals. Through DeSIC, the University will be able to support and take viable startups through the acceleration process and graduate them into financially viable and freestanding companies.

## 2. The Scope of the EOI

This EOI seeks applications from interested Startup Companies in the University and outside the University community to join the DeKUT Startup and Incubation Centre for an acceleration program towards forming a self-sustaining Company.

EOI Reference No.	EOI Description/ Name	Closing Dates/Time	Application form
DeKUT/DeSIC/EOI/001/2024	Invitation for Startup Companies to apply to the DeKUT Startup and Incubation Centre (DeSIC)	16 <sup>th</sup> February 2024 2.00 pm	<a href="#">Download</a>

## 3. Application Timeline

This expression of interest will result in the shortlisting of interested Startup Companies who will be invited to submit their **business proposals** and **pitch** the proposal to the DeKUT Startups Evaluation Committee for evaluation and consideration of admission to the DeKUT Startup and Incubation Centre (DeSIC).

## 4. Requirements for the Startup application

Interested Startups are expected to provide the following.

- i. Submit the **Startup application** containing a **cover letter** and the **Business plan**.
- ii. The **Certificate of incorporation** and **Articles of Association** may be an added advantage. However, in cases where these are not available, the Startup Company will be advised to sign an **expression of interest to register** within a stipulated period of residence in the Startup Centre or when it will be necessary to register.

- iii. The shortlisted Startup shall be invited to **pitch their business ideas** to an internal review committee for evaluations of the technical and business feasibility of the idea/concept.
- iv. After the pitching and evaluation, the **feedback** will be communicated within **two weeks**, and the successful Startup will be admitted.

## **5. The Evaluation Criteria**

The shortlisting of the interested Startup Companies will be based on the following criteria;

- i. Focus on a good product idea with a high potential for market success.
- ii. Strength of the product idea in terms of its technical content, innovation, timeliness and market potential.
- iii. Profile of the core team/ promoters.
- iv. Intellectual Property generated and the potential of the idea for IP creation (where possible).
- v. Financial/ Commercial Viability and 3-year projections.
- vi. Funds requirement and viability of raising finance.
- vii. Time to market.
- viii. Break-even period.
- ix. Commercial potential, demand and requirement in Kenya and the region.
- x. Scalability.

Any question query related to this EOI should be addressed to [desic@dkut.ac.ke](mailto:desic@dkut.ac.ke)

## **6. Submission Requirements**

To submit the application, the startup companies will offer one original and two copies of the EOI, and the accompanying documents duly completed and placed in a sealed envelope, clearly marked with the EOI number and description, without identifying the sender. It shall be delivered to the DeKUT Incubation Hub (DeHUB) and a soft copy sent to [desic@dkut.ac.ke](mailto:desic@dkut.ac.ke)

The application should be addressed to:

**The Director,  
DeKUT Startup and Incubation Center (DeSIC)  
Private Bag-10143, Dedan Kimathi  
Nyeri, Kenya  
Email: [desic@dkut.ac.ke](mailto:desic@dkut.ac.ke)**

The application is expected to reach the DeSIC/DeHUB Centre (1<sup>st</sup> floor, Mankuli Complex) on or before the **16<sup>th</sup> of February 2024**. The applications will be opened immediately on the said date in the presence of the evaluation committee for onward evaluation and shortlisting.

**The Vice-Chancellor  
Dedan Kimathi University of Technology**