

SEN'S BEST BUSINESS IDEA COMPETITION

SECOND EDITION

BBIC 2012

Report by Patrice HABINSHUTI

February 2013

The Competition...

The Best Business Idea Competition (BBIC)

The Best Business Idea Competition (BBIC) is a yearly business competition for A' level high school students in the selected schools across Rwanda. The competition is organized by School Entrepreneurship Network (SEN Rwanda) with the aim to celebrate high school students with brilliant business ideas, motivate them and guide them as they start their businesses. Winners receive competitive prizes that include cash prizes, tickets and scholarships for advanced training in entrepreneurship, and connections.



The Organizer...

School Entrepreneurship Network (SEN)

School Entrepreneurship Network is a project of The Mugenzi Trust's Center for Youth Entrepreneurship working with Rwandan high schools in the domain of entrepreneurship education.

The project's core task of SEN is to encourage students and support teachers to create and sustain entrepreneurship clubs in Rwandan high schools. The core values that guide all SEN's work are working with and strengthening existing resources (e.g. teachers, curriculum, and initiatives). SEN's long-term vision is to install a flourishing entrepreneurship club in every Rwandan high school by 2020.

With experience and success stories since it started in 2011, SEN Rwanda is currently the only fully local project that offers high school students an integrated and comprehensive entrepreneurship experience.

The core activities of SEN are currently:

- *Entrepreneurship Clubs Program*: Starting and supporting high school based entrepreneurship clubs countrywide
- *Entrepreneurship Competitions Program*: Organizing entrepreneurship competitions (business idea and business plan challenges), to celebrate and connect students with out-standing ideas.
- *Training Program*: Providing training to the entrepreneurship clubs, teachers and students with best business idea
- *"Entrepreneurship Plus" Program*: Enabling an entrepreneurship friendly environment in high schools (This is achieved through 3 sub-programs: Entrepreneurship Read!, Entrepreneurship Talk!, and Entrepreneurship Relax!").

Our purpose is to offer high school youth an opportunity to fully develop an entrepreneurial mindset. We wish that every high student graduate from high school with business skills and tools (e.g: business idea, business plan, etc), and a sense of self-employment

The work of SEN is in direct response to the current problem of high unemployment of high school graduates, the majority of whom do not access tertiary education.

BBIC 2011 (First Edition) – Flash back

The First Edition – BBIC 2011

The first edition of SEN Best Business Idea Competition (BBIC) was organized in September 2011 as the first pilot project of the organization.

The following four schools were selected to represent the 4 provinces of Rwanda excluding Kigali City:

- GS Frank Adamson (Western Province)
- G.S Rilima (Eastern Province)
- ESAPAG Gitwe (Southern Province)
- G.S APAPEC Murambi (Northern Province).

The competition recorded a total of 39 entries that were judged by 4 international judges. Winners were awarded with cash prizes and various prizes on November 17, 2011 at Umubano Hotel during the Graduation Ceremony of the 4 cohort of the Rwanda Business Development Center (BDC Rwanda), the institution which also offered a scholarship to the first winner to attend its 16-week professional training in entrepreneurship.



The 2012 Best Business Idea Competition

The Organization of the Competition

School Entrepreneurship Network (SEN) organized the second edition of its Best Business Idea Competition as a big challenge to which 50 high schools across Rwanda were invited. Every province or Kigali City was represented by 10 high schools.

Best business ideas to be awarded were screened at both provincial and national levels. This competition started on September 7, 2012 with entries being submitted until September 28, 2012.

Students from 31 schools submitted 300+ ideas which were judged by experienced high school entrepreneurship teachers. The competition results were announced on November 3rd, 2012 with the awarding ceremony being scheduled on November 30, 2012

Participants – List of invited schools

| Kigali City / Schools | | District |
|-----------------------|-----------------------|------------|
| 1 | E. S. APAPER | Gasabo |
| 2 | Petit Seminaire Ndera | Gasabo |
| 3 | SOS | Gasabo |
| 4 | Kagarama SS | Kicukiro |
| 5 | APADE Kicukiro | Kicukiro |
| 6 | King David Academy | Kicukiro |
| 7 | ETAK | Kicukiro |
| 8 | College Saint Andre | Nyarugenge |
| 9 | College Misericorde | Nyarugenge |
| 10 | Lycee de Kigali | Nyarugenge |

| Northern Province/Schools | | District |
|---------------------------|-------------------|----------|
| 1 | Petit Sem. Nkumba | Burera |
| 2 | GS APAPEDUC | Burera |
| 3 | Nemba SS | Gakenke |
| 4 | EAV Rushashi | Gakenke |
| 5 | ES Cyuru | Gicumbi |
| 6 | ES APAPEB | Gicumbi |
| 7 | E. Sc. Musanze | Musanze |
| 8 | ESIR | Musanze |
| 9 | GS APAPEC Murambi | Rulindo |
| 10 | ES Nyamugali | Rulindo |

| Eastern Province / Schools | | District |
|----------------------------|--------------------------|-----------|
| 1 | GS Rilima | Bugesera |
| 2 | Nyamata High School | Bugesera |
| 3 | Lycee de Muhura | Gatsibo |
| 4 | Kiziguro SS | Gatsibo |
| 5 | ES Kabarondo | Kayonza |
| 6 | Lycee de Rusumo | Kirehe |
| 7 | ES Kabare | Ngoma |
| 8 | Kagitumba SS | Nyagatare |
| 9 | GS Saint Aloys Rwamagana | Rwamagana |
| 10 | TTC Bicumbi | Rwamagana |

| Western Province/Schools | | District |
|--------------------------|-----------------------|------------|
| 1 | ES Rubengera | Karongi |
| 2 | ESECOM | Ngororero |
| 3 | GS Shyira | Nyabihu |
| 4 | GS Rambura Boys | Nyabihu |
| 5 | GSFAK Kibogora | Nyamasheke |
| 6 | ES St Francois Shangi | Nyamasheke |
| 7 | ES Mutura | Rubavu |
| 8 | G.S Imena APEDUC | Rusizi |
| 9 | Petit Sem. St. Aloys | Rusizi |
| 10 | ES APAKAPE | Rutsiro |

| Southern Province/Schools | | District |
|---------------------------|-----------------------|-----------|
| 1 | TTC Save | Gisagara |
| 2 | EAV Kabutare | Huye |
| 3 | GSO Butare | Huye |
| 4 | College Saint Ignace | Kamonyi |
| 5 | Petit Sem. Kabgayi | Muhanga |
| 6 | E. Sc. Nyamagabe | Nyamagabe |
| 7 | ESPANYA | Nyanza |
| 8 | College du Christ Roi | Nyanza |
| 9 | GS Bigugu | Nyaruguru |
| 10 | ESAPAG | Ruhango |

Facts:

- 31 schools sent students' copies timely
- 302 entries recorded
- 5 provincial winners selected
- 3 national winners selected

The Winners

The categories of winners considered for awards included:

- National Winners (3)
- Provincial Winners (5)

The list below shows the winners of SEN's 2012 Best Business Idea Competition in their respective categories:

Category 1

National Winners

| NAMES | SCHOOL | IDEA | Code | MARKS/50 | WINNER CATEGORY |
|-------------------------------|------------------|---------------------------|--------------------|-----------|--------------------------|
| UWANYIRIGIRA Immaculee | ESPANYA | Weaving project | 05/BBIC/287 | 48 | National / Winner |
| MFURANZIMA Cedric | C S A | Mobile food truck | 04/BBIC/237 | 46.5 | National / 1st Runner-Up |
| NTAKIRUTIMANA Delphine | G S APAPEC MRMBI | Starting trash management | 02/BBIC/170 | 46 | National / 2nd Runner-Up |

Category 2

Provincial Winners

| NAMES | SCHOOL | Idea | Code | MARKS/50 | |
|------------------------|--------------------|---------------------------------------|-------------|----------|---------------------------------------|
| NSABIMANA Daniel | G S Rambura (G) | Pig keeping | 01/BBIC/22 | 41.5 | Provincial Winner / Western Province |
| NDAYISENGA Theoneste | E S MUSANZE | Making bread | 02/BBIC/138 | 45.5 | Provincial Winner / North |
| HITIMANA Isaac | GSS Aloys Rwamgana | Sugar cane production | 03/BBIC/204 | 42 | Provincial Winner / Eastern Province |
| KUTINE Aurore BABARIRA | S O S HGTS/Kigali | Mushroom production | 04/BBIC/265 | 44.5 | Provincial Winner /Kigali City |
| NSENGIYUMVA David | EAV KABUTARE | Manufacturing of flour from sunflower | 05/BBIC/280 | 45 | Provincial Winner / Southern Province |

The Awards

The Winners of the 2012 Best Business Idea Competition (BBIC) at national and provincial levels were awarded with:

- ***Cash prizes (all)***
- ***Business training opportunities(all)***
- ***Winning Certificates(all)***
- ***Medals (all)***
- ***Trophy (for the Grand Prize Winner)***

Cash prizes structure was as follows:

- ***National Level*** – Grand prize: Rwf 100,000, First Runner-Up: Rwf 80,000 and Second Runner-Up: Rwf 70,000
- ***Provincial Level*** – Five Provincial winners received an envelope with Rwf 50,000 each.

Training opportunities offered to the winners include:

- *Rwanda Business Development Center – BDC Rwanda (1)*
- *Babson Entrepreneurial Leadership Academy – BREC (4), and*
- *Educat (5).*

The Awards Ceremony

The Awards Ceremony of the second edition of SEN's Best Business Idea Competition – BBIC 2012 – was held at **Kigali Institute of Science and Technology (KIST)**, Muhabura Building's 5th Floor Conference Hall on **Friday November 30, 2012, 2:30-6:00 pm Kigali Time.**

The event was attended by an audience of 70 people in various categories as summarized below:

- Ministries (2)
- High Schools (17)
- Private Companies (2)
- Universities (2)
- NGOs (3)
- Bank (1)
- PSF (1)
- Government institutions (2)

Keynote speakers of the event included:

- **Mr. Theodore HABIMANA**, Director of TVET Training at Rwanda Workforce Development Authority (WDA)
- **Mr. Antoine MANZI**, Director of Employment at Rwanda Private Sector Federation (PSF)
- **Mme Julienne MUKAYIREGE**, Representative of the Ministry of Education (MNEDUC) and Rwanda Education Board (REB)

The event was graced by the Minister of Youth and ICT, **Hon. Jean Philbert NSENGIMANA**, the **Guest of Honor of the event** who presented the awards to the 8 high school students shortlisted for awards and also gave the main speech of the day.

The event was concluded with a networking reception.

BBIC 2012 AWARD CEREMONY – PICTORIAL

The venue...



Kigali Institute of Science & Technology, Muhabura Building



Conference Hall on 5th Floor of the building prepared for SEN awards

Opening Remarks



Patrice HABINSHUTI, Project Manager of SEN Rwanda



Guests invitees to the 2012 BBIC Awards Ceremony

The Awards Ceremony of the 2012 Best business idea Competition was opened by Mr. HABINSHUTI Patrice, Project Manager of School Entrepreneurship Network (SEN Rwanda). During his opening remarks, he welcomed everyone attending the event, and talked about SEN Rwanda and its programs.

Keynote Speeches



Mr. HABIMANA Theodore, Director of Technical and Vocational training at Rwanda Workforce Development Authority (WDA) represented WDA in the 2012 BBIC Awards Ceremony

In his speech, he talked about the role of entrepreneurship in the country's development. He also emphasized that WDA, like SEN Rwanda, is also concerned with entrepreneurship skills development, and shared more on WDA experience and programs.

He commended the work of School Entrepreneurship Network (SEN) in supporting the practicality of entrepreneurship education in technical and vocational schools and congratulated the winners of the competition for their achievement.



Mr. Antoine Manzi is the Director of Employment at Rwanda Private Sector Federation (PSF), he represented the PSF in the 2012 BBIC Awards Ceremony.

In his speech, he saluted this initiative brought by SEN Rwanda to unlock business ideas of youth, thus stimulating their entrepreneurial capacity and self-employment potential. He also noted that the PSF will continue to do everything possible to move forward all these initiatives geared towards building a strong private sector.

He also congratulated the winners of the competition



Mrs Julienne MUKAYIREGE is a curriculum developer at Rwanda Education Board, she represented the Ministry of Education and Rwanda Education Board in the SEN’s 2012 BBIC Awards Ceremony.

In her speech, she thanked SEN for being an excellent partner in education. Entrepreneurship, being one of the new core courses introduced by MINEDUC, she noted that she believes SEN programs will continue to help in rising the quality of education in the domain, not only academically at school, but also practically in life when they graduate from school.

She also wished a good day to everyone present, and congratulated the winners for that achievement.



Mr. Patrice HABINSHUTI is the Project Manager for SEN Rwanda.

After keynote speeches by honorable invited speakers, he talked more about the 2012 Best Business idea Competition:

From the competition concept to the whole organization; running processes of the competition to the judging and selection of winners, the announcement of results to the preparation of the awards ceremony.

He congratulated all the winners of the competition and wished them success in life as they struggle to realize their entrepreneurial dreams.

Testimonials...



Mr. Joseph Ntwali

Co-founder and President, KIST Entrepreneurship Club (KEC)

Mr. Joseph Ntwali is the Co-founder and President of the Entrepreneurship Club at Kigali Institute of Science & Technology (KIST), and the Winner of the 2012 National Labor Day Business Plan Challenge.

Since School Entrepreneurship Network (SEN) started in September 2011, the members of his “KIST Entrepreneurship Club (KEC)” volunteered with SEN and supported not only in setting up entrepreneurship clubs in high schools across Rwanda, but also participated actively in every SEN program/activity.

In his message, as one of SEN’s senior volunteers, he shared his experience with the project. With smile on his face, he could recall some of his volunteering memories with SEN

He emphasized on the teamwork, passion and hard-work of SEN team and volunteers in all the activities.

Like all the other speakers of the Day, he wished everybody a good “SEN Day” and congratulated the

Samuel MBARUSHIMANA

The 2011 Winner of SEN's Best Business Idea Competition (BBIC)

"I am Samuel, S6 student at G.S Rilima. I am the winner of SEN's first Best Business Idea Competition of 2011, and I am glad to be here attending this competition's second edition.

In 2011, when I received the information, I got interested in the competition and decided to participate. In a short time, I drafted my idea and sent it in. At the announcement of the competition results, I was amazed to be proclaimed the national winner of the competition.

I got everything that was promised to me on the awarding day. I won not only a cash prize, but also many opportunities along; mainly training. Because of this award, I attended Enterprise Rwanda Training, the Babson Entrepreneurial Leadership Academy, and the Rwanda Business Development Center courses, to mention a few. I am now well trained, open-minded and able to run my business effectively. Thanks to SEN for providing us with such a plenty of opportunities.

Congratulations to the Winners, I wish you all the best as you begin your journey towards a brilliant future"



Samuel MBARUSHIMANA

S6 Student at Groupe Scolaire Rilima, Winner of SEN's 2011 BBIC

Presentation of the Awards



Awarding Panel

Right to Left: Hon. Jean Philbert NSENGIMANA, Minister of Youth & ICT, Ms. Julienne MUKAYIREGE, Representative of MINEDUC/REB, and Mr. Patrice HABINSHUTI, Project Manager of SEN Rwanda

High school students shortlisted for 2012 Awards

| 1. | UWANYIRIGIRA Immaculee | ESPANYA, Nyanza | National Winner |
|----|------------------------|----------------------------------|--------------------------------|
| 2. | MFURANZIMA Cedric | College Saint Andre, Nyarugenge | National 1st Runner-Up |
| 3. | NTAKIRUTIMANA Delphine | G S APAPEC Murambi, Rulindo | National 2nd Runner-Up |
| 4. | NSABIMANA Daniel | G S Rambura G, Nyabihu | Provincial Winner, West |
| 5. | NDAYISENGA Theoneste | E S Musanze, Musanze | Provincial Winner, North |
| 6. | HITIMANA Isaac | GS St Aloys Rwamagana, Rwamagana | Provincial Winner, East |
| 7. | KUTINE Aurore BABARIRA | S O S Technical School, Gasabo | Provincial Winner, Kigali City |
| 8. | NSENGIYUMVA David | EAV Kabutare, Huye | Provincial Winner, South |

The Winners

The list of competition winners who received awards in 2012



David, PW – South



Aurore, PW – Kigali City



Isaac, PW- East



Theoneste, PW - North



Daniel, PW – West



Delphine, National 3rd Runner up



Cedric, National 2nd Runner up



Immaculate, National Winner

PW=Provincial Winner



The national Winner, Ms. UWANYIRIGIRA Immaculate receiving the trophy from Hon. JP Nsengimana, the Minister of Youth & ICT



The awarded students, with their medals and certificates, pose with the awarding panel

Guest of Honor

During the presentation of the awards, the Minister of Youth & ICT, Hon. Jean Philbert Nsengimana took time to ask every winner his/her winning business idea.

In his speech, he urged the winners of the competition to become job creators and not job-seekers; and gave them an advice to start something small from the cash prizes they received.

He said he would provide strategic support and advocacy to those youth in need, if they want to run such small projects, even when at school.



Hon. J. Philbert NSENGIMANA, Minister of Youth & ICT, Guest of Honor, 2012 BBIC Awards Ceremony

Networking & Reception





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SEN Rwanda

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