

IMPACT **REPORT**

2025

“Powering Uganda’s Entrepreneurship
Ecosystem, One Woman at a Time”.



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MESSAGE FROM THE **TEAM LEAD**

2025 was a pivotal year in our journey toward creating an inclusive and resilient entrepreneurial ecosystem for women in Uganda.

As we reflect on the strides made, one thing remains clear: when women are given the right tools, networks, and opportunities, they not only transform their own lives but also uplift entire communities.

Last year, Flourish Hub deepened its roots in communities across Uganda, from Kampala's busy markets to the heart of Gulu and Soroti. We've continued to nurture ideas into enterprises and women into confident business leaders. We've witnessed women transition from informal trading to running registered businesses, and from just surviving to sustainably supporting their livelihoods.

Our focus on skills training, mentorship, and market access has yielded tangible results with over 3,000 women entrepreneurs empowered and 150 new sustainable businesses created. Each story of success represents resilience, determination, and hope.

As we move closer to our 2030 vision of empowering 10,000 women in East Africa, we are integrating green and circular economy principles into our programs and ensuring that women entrepreneurs are not only business-ready but also future-ready.

To our partners, mentors, and the women who continue to trust us with their growth, thank you. Your belief in

Cynthia Kyofuna

Co-founder and Team Lead, Flourish Hub

WHO WE ARE

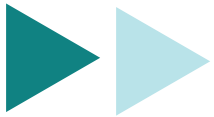
Flourish Hub is an entrepreneurship support organization that is powering the next generation of women entrepreneurs from the informal sector.

The aim is to integrate them into the ecosystem full of growth and scalability opportunities.

Our mission is to connect, inspire, and uplift women through mentorship, training, networking, and access to finance and new markets, creating a supportive ecosystem that addresses unique challenges and promotes sustainable growth.



Our Context



According to the Mastercard Index of Women Entrepreneurs, Uganda ranks among the highest globally for female business ownership, with approximately **38.2–38.4% of business owners being women**, one of the highest proportions in Africa and worldwide. This reflects the country's strong and resilient culture of women-led entrepreneurship.

However, despite this impressive participation, many women entrepreneurs continue to face systemic barriers, including limited access to finance, markets, and digital tools.

As a result, a large number of women-owned enterprises remain small-scale, with constrained opportunities for growth, job creation, and long-term sustainability.

For many women, entrepreneurship is still driven by necessity rather than opportunity, a means of survival instead of a pathway to sustainable and scalable economic empowerment.

Our Response

Flourish Hub exists to bridge this gap. We empower women to transform their enterprises from survival mode to sustainable, fundable, and scalable ventures through:

1 Entrepreneurship & Financial Literacy Training:
Equipping women with knowledge to build and manage resilient businesses.

2 Mentorship & Coaching:
Providing guidance, confidence, and accountability to help women grow as leaders.

3 Market Access:
Connecting women to buyers, suppliers, and corporate partners to expand their reach.

4 Financing Pathways:
Preparing women for investment through record keeping, credit readiness, and solid business models.

5 Green & Circular Economy Approaches:
Positioning women-led businesses to adopt sustainable environmental practices and benefit from emerging green financing opportunities.



Our Vision 2030 ▼

By 2030, Flourish Hub envisions a region where 10,000 women across East Africa have built sustainable businesses, achieved financial independence, and inspired the next generation of change-makers.



Our Core Values ▼

- ▶ **Empowerment:** We believe in giving women the tools and confidence to lead and succeed.
- ▶ **Inclusivity:** We create a community where every woman is valued and supported.
- ▶ **Integrity:** We uphold the highest ethical and professional standards in all we do.
- ▶ **Innovation:** We encourage creativity and support bold ideas that drive change.
- ▶ **Collaboration:** We believe in the power of women supporting women, fostering networks of shared growth and success.



Flourish Hub Livelihoods Program: ▼

Transforming Survival into Sustainable Growth

The Flourish Hub Livelihoods Program is a practical, community-rooted initiative designed to support women entrepreneurs at the grassroots level, particularly those running informal or early-stage businesses. The program equips them with the skills, confidence, and networks they need to grow resilient, income-generating ventures that uplift their households and communities. The Program seeks to bring more women into the Ugandan Ecosystem where they can access new markets and

Since its inception, the program has reached over 3,000 women entrepreneurs across 10 districts in Uganda, with weekly in-person trainings currently supporting 50 active participants at a time. Our community hubs are located in Nakawa Market, Nsambya, Matugga, Kisoga-Mukono, Mbale, Iganga, Lira, Gulu, and Mbarara, each serving as a learning and support space for women determined to change their economic stories.

Our Approach ▼

The program runs a 12-16 week hands-on curriculum that blends theory with real-life application. Sessions are designed to be highly participatory, practical, and contextual, allowing women to learn by doing and apply lessons directly to their businesses.

Topics span financial literacy, record-keeping, marketing, digital skills, customer care, and sustainable growth strategies

WHO WE SERVE

The Women Behind the Numbers

At the heart of the Livelihoods Program are women with diverse skills, backgrounds, and aspirations, but a shared goal: to improve their livelihoods and build better futures for their families.



The Community Micro-Enterprise Owner

At the heart of the Livelihoods Program are women with diverse skills, backgrounds, and aspirations, but a shared goal: to improve their livelihoods and build better futures for their families.

Most of these women are first-time entrepreneurs, many are single mothers or caregivers, who were previously unemployed, underemployed, or excluded from formal economic systems. What unites them is determination: a belief that with the right support, they can thrive.

The Hustling Trader

A market woman trading foodstuffs or secondhand clothes. She struggles with pricing, record-keeping, and accessing credit, but seeks stability and strategies to expand her stock and save income.

The Skilled Artisan or Maker

A woman running a salon, tailoring shop, or handicraft business. Highly skilled yet constrained by limited branding, marketing, and pricing tools, she dreams of formalizing her business and reaching new customers.



Our Impact So Far ▼

3,000+

women reached
across ten
districts

70%

report increased
income after six
months

50+

Trained weekly
through live,
local sessions

60%

reinvest profits into
**education, health-
care, or business
growth**

Our first cohort, comprising women entrepreneurs from Nsambya and Nakawa Markets, graduated 75 women who shared their learning journeys through creative and impactful presentations.

In Nakawa, participants delivered a dynamic skit illustrating real-life challenges faced by market vendors, poor financial habits, weak customer care, and limited time for business improvement. The performance highlighted how Flourish Hub's training helped them shift from reactive to proactive entrepreneurs, embracing new financial and customer engagement practices.

Growing
alumni network with
access to a digital
community for
ongoing learning and
mentorship

In Nsambya, the group centered their presentation on financial planning and saving, dramatizing the story of Mama Vanessa, a woman burdened by debt who discovers financial discipline through the NSSF Smart Life model.

The cohort's creativity shone as they composed and recorded an original song within a week, a vibrant celebration of teamwork, transformation, and hope.

As we continue to expand the Livelihoods Program, our focus remains steadfast: empowering women to move from survival to sustainability. By equipping them with the knowledge, confidence, and financial tools to grow their enterprises, we are not just building businesses; we are nurturing resilient women who are reshaping Uganda's local economies, one community at a time.

PROGRAM PARTNER REFLECTIONS



NSSF–Flourish Hub Livelihoods Partnership (2024–2026)

Over the past two years, Flourish Hub has partnered with the National Social Security Fund (NSSF) to advance financial awareness, financial literacy, financial inclusion, and long-term social security among women in the informal sector. This partnership has focused on integrating social security education and voluntary savings into Flourish Hub's livelihoods programming for women across urban and rural communities.

Through this collaboration, over 100 women participating in Flourish Hub's livelihoods programs were successfully sensitized, onboarded, and enrolled onto the NSSF Smart Life voluntary savings product. This represents a significant milestone in extending social security coverage beyond the formal sector to women who previously had limited access to structured savings mechanisms, financial literacy exposure, and long-term financial planning tools. The beneficiaries primarily included small-scale cottage business owners and food vendors.

The partnership has contributed to measurable mindset change, with participating women demonstrating improved understanding of personal financial management, the importance of consistent savings, and the role of social security in safeguarding future income.

NSSF-led engagements complemented Flourish Hub's core training by introducing practical concepts such as goal-based saving, customer care, retirement planning, and financial resilience, thereby reinforcing sustainable livelihood outcomes.

A notable example of this learning in practice was demonstrated during the graduation of the first cohort of women. Beneficiaries presented short skits illustrating real-life business scenarios, creatively highlighting key lessons from the program –including customer care, budgeting, savings discipline, and general financial literacy. Through role-play and storytelling, the women demonstrated improved confidence, practical understanding, and the ability to apply financial concepts to their daily businesses, providing tangible evidence of behaviour and mindset change resulting from the intervention.

Critically, the collaboration leveraged Flourish Hub's strong community presence and trusted group-based delivery model, enabling effective last-mile reach and sustained engagement with beneficiaries. Women enrolled through the program are now better positioned to stabilize their incomes, manage financial shocks, and build long-term financial security through the NSSF Smart Life voluntary savings product.

This partnership highlights the effectiveness of community-based organizations as intermediaries in expanding social security coverage among informal sector populations. It further demonstrates the value of embedding social security solutions within livelihoods and women's economic empowerment programs as a pathway to inclusive growth, resilience, and intergenerational impact.

Building on these achievements, Flourish Hub and NSSF remain committed to scaling the partnership to reach more women groups, deepen savings participation, and strengthen financial resilience across urban and rural communities in Uganda.

Teddy Katasi
Manager - Enterprises and Livelihoods
Enterprise and Growth Department
NATIONAL SOCIAL SECURITY FUND (NSSF)

PROGRAM PARTNER REFLECTIONS ▼



AFriNuture Consulting

Our collaboration with Flourish Hub addresses a critical gap in women's economic empowerment in Uganda, where women-owned enterprises represent 34% of all enterprises yet face disproportionate barriers to growth and financial inclusion.

Our collaborative intervention achieved a 91% completion rate, significantly higher than the typical completion rate for SME training programs in Sub-Saharan Africa.

Flourish Hub's deep community roots enabled us to mobilize participants from food vending (62%), hospitality (15%), retail (13%), and service sectors (10%), creating a diverse cohort that reflected the economic realities of urban Ugandan markets.

Working alongside Flourish Hub in these communities reminded me why we chose this path: to witness the transformation that occurs when women entrepreneurs are given not just knowledge, but practical tools and genuine partnership. I watched Nakamya Betty double her daily savings, Tafumba Susan implement record keeping with improved consistency, and Nanyunja Robina reignite her salon business after stepping away to care for her sick son.

These aren't just statistics in a report; they're stories of resilience, determination, and the untapped potential that exists in every corner stall and market booth. This partnership with Flourish Hub proved what I've long believed, that sustainable change happens when technical expertise meets deep community trust, and when we measure success not just by business scores, but by the families fed, children educated, and communities strengthened through women's economic empowerment.

Jesse Mugisha Mutimba, CEO AFriNuture Enterprise Consulting



AFriNuture Consulting

On behalf of the business clinic team at Makerere University Business School – Entrepreneurship, Innovation and Incubation Centre (MUBS-EIIC), we sincerely appreciate the opportunity to partner with Flourish Hub under the Livelihood Program. The collaboration, particularly through the Business Clinic engagements with the women entrepreneur groups, has been both impactful and strategically aligned with our mandate of strengthening entrepreneurial capacity within communities.

From our perspective, the Livelihood Program created a practical and supportive platform for women in business to engage with structured advisory services. The three Business Clinic sessions enabled participants to critically examine their business models, financial practices, customer strategies, and operational challenges. What stood out most was the openness of the women to learn, reflect, and adapt. Many demonstrated strong entrepreneurial resilience but required technical guidance in areas such as record-keeping, pricing, cash flow management, and growth planning.

The value of the program lies in its hands-on, context-specific approach. Rather than generic training, the clinics offered tailored feedback and problem-solving for real business situations. This model significantly enhances the likelihood of sustained business improvement because it bridges theory and day-to-day enterprise realities.

Our key observations include:

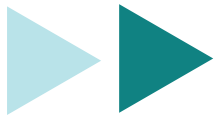
- ▶ A strong need for continuous mentorship beyond one-off engagements.
- ▶ Gaps in financial literacy and formal business systems, even among experienced entrepreneurs.
- ▶ High potential for growth if supported with structured follow-up and access to wider networks and markets.

Overall, the partnership between MUBS-EIIC and Flourish Hub demonstrates how academic institutions and community-based organizations can collaborate effectively to strengthen women-led enterprises. We look forward to deepening this collaboration and exploring longer-term incubation and mentorship pathways for the participating businesses.

Thank you once again for the opportunity to contribute to this important work.

Samuel Walulumba, Business clinic coordinator, MUBS-EIIC

Program Participant Reflection



“I’ve learned to separate my business and household money, and I no longer rely on loans. I’m now confident to train others, and I’m grateful for the skills I’ve gained.”

*Mrs. Nanyunja Robinah, Beauty Salon Owner,
Nakawa Market*



“During the business health checks, I realized how far I’ve come. I’ve strengthened my charcoal business and revived the tailoring skill that I had put aside. Now, I’m growing in more ways than one and able to make extra income.”

*Kyalisima Scovia, business owner,
Nsambya*

FLOURISH HUB DIGITAL SKILLING PROGRAM:

Preparing the Next Generation of Digital Leaders

In a rapidly changing digital era, access to technology and digital literacy are no longer optional; they are essential.

The Flourish Hub Digital Skilling Program was established to bridge critical digital skill gaps among young women in secondary schools and colleges, equipping them with the competencies, confidence, and creativity to participate meaningfully in the digital economy.

This initiative targets girls in 10 secondary schools and colleges, focusing on helping them explore new pathways to innovation, leadership, and entrepreneurship. By merging digital education with business development concepts, the program inspires young women to envision futures beyond traditional employment, empowering them to become creators, innovators, and changemakers in their communities.



OUR OBJECTIVES ▼

The Digital Skilling Program is built around five key goals:

- ▶ **Close Digital Skill Gaps:** Equip school-going girls with practical digital skills that enhance their education and prepare them for technology-driven opportunities.
- ▶ **Foster Entrepreneurial Mindsets:** Introduce business and entrepreneurship concepts early, empowering participants to think creatively and identify opportunities for innovation.
- ▶ **Expand Career Opportunities:** Enable girls to explore diverse digital and entrepreneurial career paths.
- ▶ **Promote Leadership through Technology:** Encourage girls to lead, innovate, and use technology to solve community challenges.
- ▶ **Build Future-Ready Capabilities:** Develop confidence, problem-solving, and adaptability for participation in an increasingly digital economy.

PROGRAM FEATURES ▼

The program integrates interactive learning, mentorship, and practical projects to build confidence and real-world application.

- ▶ **Mentorship:** Weekly one-on-one sessions with experienced female industry mentors.
- ▶ **Sprint Projects:** Hands-on assignments such as creating a personal digital portfolio or a social media marketing campaign.
- ▶ **Guest Speakers:** Inspirational talks by female leaders in technology and entrepreneurship.
- ▶ **Certification:** Participants receive certificates upon successful completion, validating their skills and achievements.



PILOT PHASE & EARLY IMPACT ▼

In late 2024, Flourish Hub, in partnership with Africa's Talking, launched the pilot phase of the program at Mpoma Schools in Mukono. The sessions introduced students to basic website design and digital creativity, marking their first step into the world of digital innovation.

The enthusiasm was contagious, students eagerly engaged in practical exercises and took on a holiday assignment to design and showcase their first personal web pages. For many, this was their first hands-on experience with technology as a creative tool rather than a passive one.

This pilot experience demonstrated the program's potential to not only teach technical skills but also ignite curiosity and confidence among young women to explore

THE FLOURISH HUB SHELTER: A SAFE HAVEN FOR SURVIVORS ▼

The Flourish Hub Shelter provides a confidential and secure environment for girls and young women escaping violence, exploitation, and sexual abuse. Our dedicated support team ensures that every survivor's physical, emotional, and psychological needs are met, enabling them to heal, rebuild, and regain control over their lives.

SCALING THE MOVEMENT ▼

Building on the success of the pilot, Flourish Hub seeks to expand the Digital Skilling Program to more schools in the first cohort of 2026.

Through these new partnerships, Flourish Hub aims to reach hundreds of girls across Uganda, building a new generation of digitally savvy, entrepreneurial young women ready to lead in the future world of work.

The Digital Skilling Program represents more than just a training initiative; it's a movement to close gender gaps in technology, leadership, and innovation. As we scale to new schools, our vision remains clear: to empower every girl with the digital tools, entrepreneurial mindset, and confidence to thrive in a technology-driven world.



WHAT WE OFFER ▼

▶ Access to Basic Needs

Survivors receive immediate access to essential resources, including shelter, food, clean water, hygiene supplies, clothing, and a safe bed to rest.

▶ Health Support & Counseling

Our on-site and online counseling teams provide trauma-informed care, mental health support, and essential education on reproductive health and family planning, helping prevent unintended pregnancies and sexually transmitted infections, including HIV.

▶ Empowerment & Self-Confidence

We prioritize emotional healing and self-worth, equipping young women with tools to rebuild confidence, foster resilience, and break the cycle of abuse.

▶ Business Skilling & Development

Through vocational training, business development support, and formal education, we prepare survivors for reintegration into society. Our programs promote financial independence, cooperative work, and the creation of social enterprises led by women.

WOMEN IN TECH HACKATHON: ▼ HARNESSING INNOVATION TO COMBAT GBV

As part of our commitment to ending Gender-Based Violence (GBV), Flourish Hub, in partnership with Africa's Talking, hosted a Women in Tech Hackathon. The event empowered young women to develop digital solutions that offer anonymity and immediate support to GBV survivors. Proposed platforms addressed key services such as:

- ▶ Counseling and mental health support
- ▶ Access to educational materials
- ▶ Survivor networking and support groups
- ▶ Emergency alerts and response
- ▶ Confidential reporting mechanisms

Over two days, seven teams of talented young women showcased remarkable innovation and technical ability, using Africa's Talking APIs to build impactful solutions in a short timeframe.



Hackathon Winner: ▼

First Place: Tech Divas - Safe Haven

The winning platform, Safe Haven, is an empowering digital tool designed to support women experiencing abuse. It features:

- ▶ A one-tap emergency alert button connected to pre-set emergency contacts
- ▶ A private community for survivor support and knowledge sharing

Notably, many members of the Tech Divas team were first-time hackathon participants, making their victory a powerful testament to the potential of young women in tech. They walked away with the \$100 grand prize and a renewed commitment to using technology for social impact.

Flourish Hub is currently refining and enhancing the Safe Haven platform, with plans for an official launch once fully optimized for real-world use.



PARTNERSHIPS

2025 was truly a year of accelerated impact, one that was powered by collaboration. Many of our most successful initiatives were implemented through partnerships, both new and longstanding. At Flourish Hub, we believe that achieving lasting change requires working hand in hand with government, communities, and development partners. If we are to make a meaningful mark on the world and reach our 2030 goal, partnerships must remain at the heart of our approach.

With this in mind, we were intentional about forging new alliances while nurturing existing ones. Through these partnerships, we co-created impactful projects that continue to transform the lives of women and young people across Uganda.

New Partnership Spotlight: Flourish Hub Uganda x SIGA Women Foundation

We're thrilled to announce a new partnership between Flourish Hub Uganda and the SIGA Women Foundation, a collaboration that marks a powerful step forward in our shared mission to empower women entrepreneurs through digital literacy, leadership, innovation, and access to opportunity.

Together, we aim to accelerate women-led businesses by:

- Providing essential training in digital entrepreneurship
- Enhancing decision-making and leadership skills
- Supporting the creation of new products and services
- Increasing access to seed capital for qualified women

At the heart of this partnership is a shared commitment to inclusion, sustainability, and transformative change within communities led by women. Here's to building a future where every woman thrives, leads, and flourishes!



PARTNERSHIPS

Empowering Women Entrepreneurs with MUBS EIIC

In partnership with the MUBS Entrepreneurship, Innovation & Incubation Centre (EIIC), we convened 160 women entrepreneurs for a practical and eye-opening business session.

What made this gathering exceptional was its authenticity and relevance. We engaged the women in their own language, both literally and figuratively, addressing the challenges they face daily.

From navigating limited capital to understanding compliance and business registration, the women spoke openly about their experiences. In turn, they received tailored, actionable strategies to strengthen their enterprises.

The energy in the room was palpable, their questions were sharp, their ideas bold, and their eagerness to learn was deeply inspiring. This session reaffirmed our belief that when women are offered safe, informed, and supportive spaces, they not only rise to the occasion but soar beyond it.

It was a powerful reminder of why our work matters, and we remain committed to ensuring every engagement is meaningful, relevant, and community-driven.



Empowering Youth Through Social Innovation

Flourish Hub, in partnership with SIGA Women Foundation, was also honored to join MUBS Entrepreneurship, Innovation & Incubation Centre in rolling out its flagship Social Innovation and Entrepreneurship Program, designed to empower out-of-school and marginalized youth (ages 15–24).

The program kicked off in Kawempe, bringing together over 200 passionate young people eager to create change within their communities. The initiative has since expanded to Katwe and Arua, reflecting its growing impact.

- ▶ Through this program, participants learned to:
- ▶ Identify community problems using human-centered design
- ▶ Build problem-solving and innovation skills
- ▶ Develop and launch sustainable, impactful ventures

We are deeply inspired by the receptiveness, creativity, and courage of these young changemakers. They truly embody the spirit of “being the change” their communities need, a testament to what’s possible when youth are given the right tools and opportunities.

As we look toward 2026, we reaffirm our commitment to building strong, strategic partnerships that expand our reach and deepen our impact. Together with our partners, we will continue to unlock opportunities, nurture innovation, and empower women and youth to flourish in every sphere of life.

FLOURISHING WOMAN BRUNCH ▼

In our mission to empower women, we introduced the Flourishing Woman Brunch, an annual event designed to create a transformative space where women can learn from those who have successfully navigated different spheres of life. Through mentorship, knowledge-sharing, and strategic guidance, this platform supports women in taking a smarter, more intentional path to success.

We believe that while the women before us took the stairs to achieve their goals, they now hold the power to equip others with the strategies and tools needed to take the elevator. The Brunch fosters meaningful conversations that inspire, empower, and challenge women to rise above limitations.

This year marked the third edition of the Flourishing Woman Brunch, held at Imperial Royale Hotel under the theme “Established in All Ways.” With each edition, we continue to elevate the experience, and this year was no exception. The previous event brought together over 120 women, all eager to learn, grow, and unlock new opportunities.

Out of these spaces, we have been able to build strong communities of like-minded women who are on their way to greatness. These networks have become safe spaces where women can access growth opportunities, business development support, and advisory services.

We continue to engage this community through monthly online webinar series, creating conversations that fuel business growth, sustainability, and meaningful community impact.

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Flourish Hub Strengthens Uganda's MSMEs through Business Development Support.

Flourish Hub has continued to play a pivotal role in empowering small and growing businesses (SGBs) through the Business Development Support (BDS) Program under the Makerere University Business School Entrepreneurship Innovation and Incubation Centre (MUBS - EIIC). The program is designed to equip businesses with the tools, mentorship, and market access needed to scale sustainably.

Through a structured support framework, Flourish Hub has been working closely with entrepreneurs to identify scalable opportunities, bridge operational gaps, and connect them with experienced mentors. Each business in the program undergoes a comprehensive profiling and assessment to pinpoint challenges in areas such as strategy, operations, financial management, and market positioning.

Mentorship forms a core pillar of the program, with Flourish Hub facilitating one-on-one and group mentorship sessions tailored to each business's needs. The hub also ensures quality and measurable impact by conducting on-site visits and follow-ups, tracking performance improvements, and providing actionable insights to guide business growth.

Beyond mentorship, Flourish Hub supports businesses with strategic market access initiatives, investment readiness preparation, and practical tools for portfolio management. This approach has enabled participating businesses to enhance operational efficiency, strengthen compliance, and increase competitiveness in local and regional markets.

The Flourish Hub - MUBS EIIC partnership underscores the importance of structured business development interventions in Uganda's entrepreneurial ecosystem. By combining hands-on mentorship, data-driven business insights, and practical support tools, the program continues to nurture the next generation of resilient, scalable businesses.

KAMPALA IMPACT DAY 2025 | PANEL DISCUSSION

The team at Flourish Hub worked closely with Einstein Rising to thoughtfully design the Kampala Impact Day 2025 panel session. Given this year's theme; **“How Green MSMEs Can Leverage Strategic Partnerships and Collaboration to Drive Scalable and Sustainable Growth”**, an intentional panel composition was critical to ensure meaningful learning, collaboration, and the facilitation of strategic partnerships among participants.

The panel brought together representatives from PACEID Uganda, Movit Products Limited, Uganda National Bureau of Standards (UNBS), and the Uganda Green Enterprise Finance Accelerator (UGEFA). Each panelist shared practical insights into how their institutions are supporting MSMEs across Uganda's entrepreneurial ecosystem.



Key Insights & Takeaways



Compliance as a Growth Enabler **Sylvia Kirabo - Public Affairs and Communication Expert**, Sylvia emphasized that businesses that deliberately adopt and maintain relevant compliance standards gain deeper clarity around their products, processes, and target markets. This clarity enhances operational efficiency, builds trust with customers, partners, and financiers, and ultimately positions enterprises for accelerated and sustainable growth.



Market Access, Distribution, and Longevity **Yasin Sebaduka Mbowe, BBA, PGD - Movit Products Limited** Yasin highlighted the importance of having a clear internal selling strategy, defining what a business produces and who it serves. While Uganda's market allows relatively easy entry and exit, he noted that compliance remains a key determinant of business longevity, particularly for enterprises aiming to scale beyond five or ten years. For early-stage SMEs considering distributor partnerships, he advised prioritizing demand creation through strong marketing and managing distribution internally in the early years. This enables products to earn shelf space organically through consumer demand rather than distributor dependency.



Expanding Access to Finance for Green MSMEs **Bwire Ancel - Business Advisor, UGEFA** Bwire shared how UGEFA is innovatively expanding access to finance for green entrepreneurs through strategic partnerships with financial institutions. The initiative provides discounted financing alongside tailored business advisory and capacity-building support. To date, 206 enterprises have benefited from both financing and advisory services.



Unlocking Global Market Opportunities **Katarikawe Opus Brenda - PACEID Uganda** Brenda outlined how PACEID is supporting Ugandan businesses and service providers to access global markets. Key interventions include trade hubs, export financing, free zones, exhibition platforms, and structured market-entry support, all aimed at strengthening Uganda's export competitiveness. At its core, entrepreneurship thrives on conversation and collaboration. While the ecosystem continues to build systems, partnerships, and support structures for collective growth, business owners must remain compliant, intentional, and ready to seize emerging opportunities.

Flourish Hub Monthly Webinar Conversations.



As part of our commitment to continuous learning and ecosystem engagement, Flourish Hub hosts monthly webinar sessions designed to keep entrepreneurs connected to practical insights, emerging trends, and expert perspectives. These Webinar Conversations create a space for learning, reflection, and exchange between ecosystem experts and entrepreneurs, with a strong focus on relevance, applicability, and growth.

The webinars are curated to respond to real challenges faced by entrepreneurs, particularly women-led and community-based enterprises, while also exposing participants to new ways of thinking about sustainability, storytelling, and business growth.

One notable session focused on how businesses can adopt green and circular models, facilitated by ecosystem expert Luisa Schillinger. The conversation explored practical entry points for MSMEs to integrate sustainability into their operations, highlighting how circular approaches can reduce costs, minimize waste, and unlock long-term value rather than being viewed as an added burden.

Another session centered on authentic storytelling as a tool for business growth, facilitated by Amina Mohamad, founder of Cameras4Girls. Entrepreneurs were guided on how to tell their stories in a way that reflects their values, impact, and purpose, while also strengthening brand visibility and unlocking new market and partnership opportunities. The session emphasized that authenticity builds trust and positions businesses for meaningful engagement with customers and stakeholders.

Overall, the monthly Webinar Conversations continue to serve as a valuable platform for knowledge sharing, inspiration, and ecosystem connection, equipping entrepreneurs with insights they can apply immediately to strengthen and grow their businesses.

Our Experience at the Green Entrepreneurs Program



Over the past few months, the Flourish Hub team has been participating in an intensive training under the Green ESOpreneurs Program, an initiative by Ovation. eco, a partner of Enabel. The experience has reintroduced us to core Business Development Training tools, viewed through a green and circular lens, while also challenging us to reflect on how best to translate these learnings into meaningful support for the entrepreneurs we work with. At its heart, the programme has prompted deeper thinking around how to build a more circular, conscious, and resilient entrepreneurial ecosystem. As Ecosystem Support Organisations (ESOs), we are often on the delivery side of these strategies and tools. Being on the receiving end this time has been both refreshing and humbling. Each session has created space for reflection, learning, and reimagining our role in nurturing sustainable entrepreneurship in Uganda.

Although the training is still ongoing, its impact is already evident, not only in the way we support entrepreneurs, but also in how we continue to integrate circularity and sustainability principles into our own programmes. We are deeply grateful to all the partners who made this training possible and to the programme for intentionally equipping ecosystem enablers who are shaping a more sustainable future for Uganda's entrepreneurs.



Flourish Hub Partners with Read to Learn Foundation for Livelihood Skilling.



Flourish Hub was honored to partner with the Read to Learn Foundation for a hands-on skilling session focused on multipurpose detergent making. During the session, we trained a vibrant community of parents whose children participate in Read to Learn programs across various districts. The training equipped participants with practical skills in producing multipurpose liquid detergent and liquid bleach. These skills empower parents to create quality cleaning and disinfectant products that can support income generation or serve as a foundation for starting small businesses with minimal start-up capital.

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We extend our heartfelt appreciation to Read to Learn for entrusting us with this engagement and commend the organization for its continued commitment to raising literacy levels among children across Africa.



MEET THE TEAM ▼

At the heart of Flourish Hub is a deeply committed team whose dedication and passion consistently translate into meaningful impact. Driven by a shared mandate to power the next generation of women and young entrepreneurs, the team brings intention, empathy, and excellence into every program and community engagement. Their work goes beyond training; it is about unlocking potential, building confidence, and creating pathways for sustainable livelihoods. Through this collective effort, Flourish Hub continues to deliver value where it matters most: equipping women and young people with the skills, mindset, and support needed to thrive.



Cynthia Kyofuna
Co-founder and Team Lead,



Kivumbi Claudius
Portfolio Associate



Kirabo Arethias.
Communications & Community Manager