Sote HUB

TURNING IDEAS INTO BUSINESS



Ten years of growth, a bridge into the blue future

2025-2026 ANNUAL REPORT

EXECUTIVE SUMMARY

SOTE HUB AT 10: A DECADE OF IMPACT, POISED FOR REGIONAL SCALE

The year 2025 signified a landmark decade in Sote Hub's journey. What began as a local education catalyst in Voi, Kenya in 2015, has matured into a Regional Entrepreneur Support Organization (ESO) focusing in blue and green economy. Today, we serve as the link between African led entrepreneurs seeking growth and scale and the global capital and market.

UN Ocean Decade Endorsement

Sote Hub's program received official endorsement as a United Nations Ocean Decade Project under UNESCO's Intergovernmental Oceanographic Commission (IOC) via the UN Ocean Decade Call for Decade Actions No. 09/2025. This validates our leadership in sustainable blue economy innovation and connects its coastal cohorts directly to global ocean science and governance networks.

Regional Footprint: Expansion into Tanzania

Hub expanded its operational footprint beyond Kenya by launching Sote Hub Tanzania alongside a new satellite branch in Kwale County, Kenya. Operating across 3 regional offices, Sote Hub now actively links coastal and inland maritime innovation corridors across East Africa.

New Startup Funding & Launch of OCEF

Sote Hub supported startups **secured USD 4.3 Million** in new startup funding as well as the Launch of the Oecean Conservation Enterprise Fund Fund (OCEF)—a target $50 Million facility designed to provide equity, concessional debt, and technical assistance to high-growth blue and green economy ventures.

The Blue Economy Innovation & Investment Summit (BEIIS)

Our annual signature event that serves as the primary catalyst aligning capital, policy, and enterprise development in Blue Economy in Africa. Through the BEIIS Summit, Sote Hub curated an active investment pipeline of USD 11.6 Million.

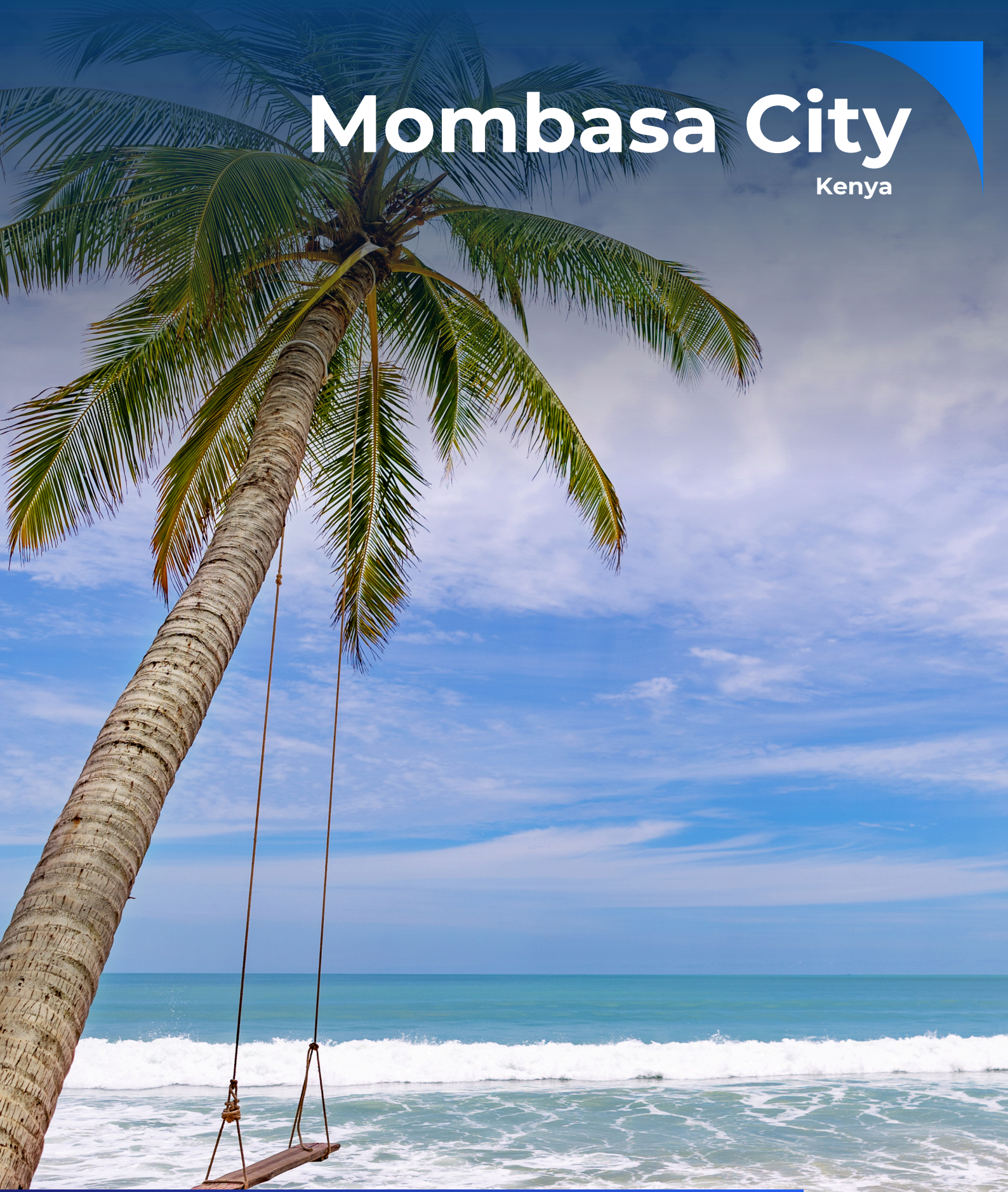
2025 ENTERPRISE AND MARKET OUTCOMES



Metric	2025 Result
Enterprises Supported	6,150 MSMEs and startups
Total Livelihoods Impacted	18,450 (Founders + Jobs Created)
Market Access	1,000 farmers organic certified
Revenue Growth	35% cohort average

Mombasa City

Kenya



Mombasa City, Kenya

Mombasa, with a population of 900,000, is no sleepy seaside village. Its beachfront hotels appeal to travelers in search of sun, sand and surf, while its Arab, Indian and colonial European heritage makes for a wide variety of sights to see. Visitors can explore the historic Old Town, discover the city's lively waterfront, and experience Mombasa's distinctive blend of cultures and history.

MESSAGE FROM THE
CO-FOUNDER/EXECUTIVE DIRECTOR



David Ogiga
Executive Director, Sote Hub

Ten years ago, Sote Hub was founded on a singular premise: that Africa's transformation will be driven by us, and the future has always been local. That skilled local communities and youth can design and thrive where they are. Our name, Sote, was derived from Swahili, which means inclusion and speaks to our strong belief in social inclusion and prosperity for all.

Today, that vision has moved from a grassroots initiative in Taita Taveta to a regional innovation ecosystem platform in the blue and green economy space.

We have evolved into a systems-builder, bridging the gap between high-potential startups and the capital, technology, and regional markets they need to scale. The numbers as reported in this annual publication speak for themselves, but thanks in huge part to our amazing partners, whom we recognise throughout the report. We cannot wait to see what the next 10 years bring to us all.

VISION, MISSION, AND IDENTITY



Vision

To be Africa's leading catalyst for inclusive and sustainable growth through innovation in the blue economy, climate-smart solutions, and digital transformation.

Mission

To advance sustainable enterprise and inclusive prosperity across Africa by enabling blue economy development and promoting a balanced approach to **People, Planet, and Profit.**

Operating Model (The Sote Philosophy in Practice)

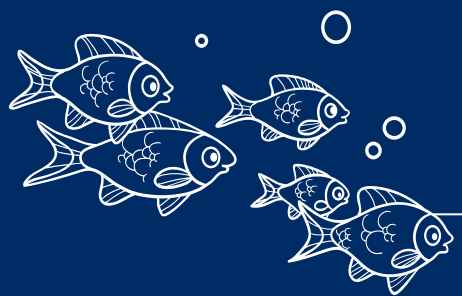
The Sote philosophy defines how we translate our vision into implementation. It guides our program design, partnership structuring, and the scaling of impact across interconnected ecosystems.

Ecosystem Orchestration

Sote Hub operates beyond traditional incubation by convening structured collaboration between governments, private sector actors, development partners, and academia to unlock systemic opportunities within the maritime and green value chains.

Market-Led Enterprise Acceleration

We support MSMEs in transitioning from informal or subsistence models into structured, formal, scalable enterprises. This is achieved by embedding sustainability, corporate governance, and investment readiness into core business systems.

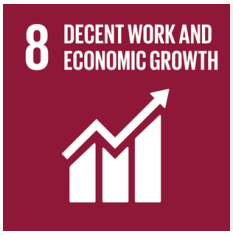


Alignment with Global Development Frameworks

Sote Hub's 2025 outcomes contribute directly to international ESG priorities and the United Nations Sustainable Development Goals (SDGs):



18,450 total livelihoods supported through structured income-generating activities.



12,300 verified jobs created across the MSME and startup sectors.



Accelerated participation of women in enterprise ownership and leadership roles within maritime value chains.



Targeted inclusion of rural communities and persons with disabilities through the We Can Work initiative.



Driving sustainable Blue Economy enterprise, reducing marine pollution, strengthening coastal resilience, and scaling ocean-focused innovation and investment.

ESG (Social Pillar)

Measurable improvements in workforce inclusion, employment quality, and community-level economic resilience.




We're Now in
TANZANIA
Expanding horizons, creating new opportunities. Proud to officially launch our presence in Tanzania.

Driving Regional Impact

The Western Indian Ocean is more than a geographic focus; it is a globally competitive corridor for fisheries, maritime innovation, and renewable energy. Our expansion into Tanzania and deeper reach across Kenya's coastal counties reflects our commitment to building a cross-border infrastructure that attracts institutional investment.

This year, our work received the ultimate validation: formal endorsement as a United Nations Ocean Decade Project. This recognition by UNESCO's IOC integrates Sote Hub into the global agenda for sustainable development, affirming that our work with Coastal communities has ecological relevance in preserving ocean health.

Sote Hub's strategic direction is informed by continental, regional, and global frameworks that recognize the Blue Economy as a driver of sustainable development, climate resilience, and inclusive economic growth.

The solutions are ready. The ocean is ready.

Are we?

1000 Ocean Startups

UNESCO Endorsments

In 2025, Sote Hub joined Youth Business International (YBI), providing startups with access to international mentorship, global best practices, and cross-continental market linkages. Sote Hub is also a member of AfriLabs, 1000 Ocean Startups, African Business Angels Network, Kenya National Chamber of Commerce and Industry, and the Association of Countrywide Innovation Hubs, enabling our portfolio access to market, funding and other opportunities.



UNESCO Endorsement

In 2026, Sote Hub received official endorsement from the Intergovernmental Oceanographic Commission under the United Nations Decade of Ocean Science for Sustainable Development. The endorsement recognized Sote Hub's projects as an official Decade Project, positioning the organization among globally recognized institutions advancing sustainable ocean innovation and science-driven impact.



Mwajuma Shingo
Founder-Cornice Products

Startups receive Global Recognition

Sote Hub-portfolio startups found opportunities in other programs, and representations in regional and international forums, including the Blue Invest Africa Conference (Togo), Ocean Innovation Africa (South Africa), UN Ocean Conference (Monaco and Nice, France), Africa Startup Conference (Algiers, Algeria),Mercedes benz bevisioneers fellowship(Germany),Slovak Kenyan Trade Fair(Kenya).



HANNAN MOHAMAD
Founder, Sea Earth Organics

Mombasa City

Kenya



Fort Jesus Mombasa, Kenya

"The Fort, built by the Portuguese in 1593-1596 to the designs of Giovanni Battista Cairati to protect the port of Mombasa, is one of the most outstanding and well preserved examples of 16th Portuguese military fortification and a landmark in the history of this type of construction. "

2025 FLAGSHIP INITIATIVES



Prof. Shaukat Abdulrazak
Principal Secretary for Science, Research and Innovation, State Department for Science Research and Innovation, Office of the Prime Cabinet Secretary, Republic of Kenya

Blue Economy Innovation & Investment Summit (BEIIS)

Theme: Powering Africa's Blue Growth through Innovation and Capital.

Overview: A Market-Shaping Milestone

The 2025 Blue Economy Summit, held in the coastal hub of Mombasa, Kenya, served as the definitive platform for aligning innovation, policy, and investment. Convening over 1200 delegates from across Africa, the EU, Canada, Japan, and Indonesia, the summit moved beyond theoretical discussion to deliver concrete financial commitments and transboundary policy frameworks.

By bridging the gap between grassroots innovators and global institutional capital, BEIIS has transformed the "Blue Economy" from a conceptual policy agenda into a tangible, investment-ready asset class for the Western Indian Ocean (WIO) region.

> *Where traditional climate forums end with pledges, BEIIS delivered infrastructure. The summit shifted the regional narrative from ocean protection to sustainable wealth creation proving that when you equip African coastal innovators with global market access, local environmental solutions become scalable, bankable global enterprises.*




CHIEF GUEST A
PRIDEINN PARADISE
Hon. Prof. Sh
Principal Secre
of Science Res


BLUE ECONOMY
INNOVATION & INVESTMENT
SUMMIT
2025
THEME
GROWTH


A.N. KAMAU & CO


BLUE ECONOMY
INNOVATION & INVESTMENT
SUMMIT
2025



Distinguished Leadership and Global Coalition

The summit was characterized by an unprecedented level of diplomatic and sectoral diversity, signaling a unified global commitment to Africa's maritime future.

High-Level Guests & Key Speakers

Government of Kenya:
Hon. Prof. Shaukat Abdulrazak (Principal Secretary, State Dept. for Science, Research and Innovation) and **H.E. Abdulswamad Sheriff Nassir (Governor of Mombasa)** anchored the summit in national industrialization goals.

Diplomatic Leadership:
H.E. Henriette Geiger (EU Ambassador to Kenya), **H.E. Maros Mitrik** (Slovak Ambassador), and **H.E. Alexander Fierley** (Deputy Head of Mission, Germany) represented the "Team Europe" commitment to regional stability.

Global Governance & Science:
H.E. Michal Mlynár (UN Assistant Secretary-General, UN-Habitat), Ambassador **Hellen Gichuhi** (IOC Africa), and **Ibukun Adewumi** (UNESCO-IOC) provided the scientific and urban-planning frameworks for sustainable growth.

Conservation Advocacy:
Jeff Ardron (Africa Oceans Director, The Nature Conservancy) and leadership from **IUCN** and **1000 Ocean Startups.**

Distinguished Leadership and Global Coalition

The Blue Economy Innovation and Investment Summit (BEIIS) was convened through a broad multi-stakeholder coalition designed to bridge the gap between innovation, policy, and capital.

Institutional anchors included GIZ, Norad, the IKEA Foundation, DOEN Foundation, SPARK, TechnoServe, and The Nature Conservancy. We worked alongside investment and financial actors such as Equity Group Holdings, MTI Investment, FirstRand, and the East Africa Venture Capital Association (EAVCA) to unlock regional liquidity.

The platform was further strengthened by public and multilateral participation, including the Government of Kenya, the European Union, the Mombasa County Government, SlovakAid, and IUCN. Strategic ecosystem partners included 1,000 Ocean Startups, Ocean Centres Kenya, Blue Radio, TechBridge Invest, Elevate Blue, and the Segal Family Foundation—drive visibility and pipeline development, with Sote Hub serving as the founding host and regional secretariat.

Capital Mobilization & De-Risking

To address the "pioneer gap" in maritime financing, the summit unveiled several major financial instruments designed to move capital into high-growth blue sectors.

The USD 11.6 Million Summit Dealbook	A vetted portfolio of high-potential ventures was launched, signaling a surge in investor confidence and providing a clear roadmap for impact capital.
Joint Innovation Facility (JIF)	Established by the EU, Germany, and Finland, the JIF provides €100,000–€250,000 in non-dilutive, milestone-based grants to accelerate digital-blue innovations.
Commercial Banking Integration	Equity Group Holdings reported the disbursement of KES 450 Million across 400 loans to 1,500 blue economy entrepreneurs, proving the sector's transition to commercial bankability.
Investment Guides	The launch of the "Funders' Guide for Blue Ventures" and the "Build, Commercialise, Grow" playbook standardized the investment language for climate-tech archetypes in Africa.



Environmental Stewardship & Policy Reform

The summit anchored economic growth in ecological resilience, securing aggressive conservation pledges and regulatory commitments.

The 30x30 Objective	Reaffirmation of the global mandate to protect 30% of the ocean by 2030. **Kenya committed to a massive leap**, moving from less than 1% to 30% ocean territory protection.
Regional Project Funding	The "Our Blue Future - Prosper Blue" project announced a **€37.6 Million** commitment to strengthen coastal management and private sector
Marine Spatial Planning (MSP)	Urgent calls were formalized to fast-track MSP, designating specific "Special Economic Zones" for seaweed and aquaculture while ensuring Kenyan-flagged vessels dominate deep-sea fishing.
Regional Harmonization	Stakeholders advocated for unified legal frameworks across the East African Community (EAC) and WIO region to remove cross-border investment barriers.





Dafford Owino & Gabriel Mwaingo
Founders- Eco Print Generations

Innovation, Inclusivity, and Sector Growth

The summit prioritized grassroots innovation and gender equity as the primary drivers of sustainable development.

Women in Aquaculture:
Launched by **Hatch Blue**, this project aims to equip female founders to lead solutions in marine biotech, blue carbon, and seafood value chains.

The Seaweed Blueprint:
Using the **Healthy Seaweed Café** (which scaled to 60 outlets and international exports) as a case study, delegates called for an annual Seaweed Forum to connect farmers with global investors.

Digital Monitoring:
The **Momentum Pulse** platform (1000 Ocean Startups and IUCN) was introduced to track real-time startup activity and investment flows, providing a data-driven "nervous system" for the ecosystem.

Startup Excellence: Competition Outcomes

The summit pitch competition showcased the technical depth of the region's talent:



WINNER
Maria Daudi

(CEO, Arena Recycling Industry, TZ) Recognized for industrial-scale circular economy solutions.



RUNNER-UP
Dave Okech

(AquaRech, KE)Recognized for community-based aquaculture technology.



BEST BLUE TECH
Junuchi Taniguchi

(CEO, Arena Recycling Industry, TZ) Recognized for industrial-scale circular economy solutions.



DISTINGUISHED INNOVATORS
Beth Wambui Mwangi

(Mywagepay) and Brenda Wambui Wanjiku (Nutriee Fish).

Future Outlook: Maintaining Regional Momentum

The 2025 Summit has set a clear trajectory for Sote Hub and its partners:

Synergy with Science	Continued alignment with the **WIOMSA Symposium** to ensure all investments are backed by marine science.
Global Positioning	Preparation for **BlueInvest Africa 2025** in Lomé, Togo, where regional startups would compete on a continental stage
The Road to 2026	Kenya is set to host the global **"Our Ocean" Conference** for the first time in Africa, with a specific focus on **"Digital Oceans"** a framework pioneered at this summit.

EMPOWERING MARINE PLASTIC WASTE INNOVATIONS THROUGH ACCESS TO GREEN FINANCE AND MARKET LINKAGES

Timeline: November 2024 – October 2025
Geography: Mombasa, Kilifi, and Kwale Counties, Kenya

Overview

From late 2024 through 2025, Sote Hub executed an acceleration program designed to bridge the "green finance readiness" gap for entrepreneurs in the waste sector. The project successfully transitioned **30 innovative SMEs** from informal pilot stages into commercially viable, investment-ready enterprises. By professionalizing the marine plastic waste value chain, the initiative addressed systemic barriers to scalability and financing in the coastal blue economy. The project was funded by **IKEA Foundation** via **Aspen Network of Development Entrepreneurs (ANDE)**.

ASPEN NETWORK OF DEVELOPMENT ENTREPRENEURS
aspen institute

Core Activities & Interventions

1. Sourcing & Technical Assistance

#PlasticHack Innovation Challenge
A regional sourcing mechanism used to identify the top circular economy ventures in the coastal region.

Seed Funding
Award **KES 200,000 grants** to ten standout ventures for machinery procurement and operational scaling.

High-Touch Mentorship
On-site support led to mentored entities establishing enhanced financial and digital bookkeeping systems.

2. Specialized Training & Professionalization

Greening the Value Chain
Modules on waste auditing, carbon/plastic credit markets, and ESG (Environmental, Social, and Governance) standards to help SMEs monetize their environmental impact.

Investor Readiness
Workshops covering financial literacy, record-keeping, and auditable compliance tracking for NEMA, KEBS, and KRA.

Strategic Matchmaking:
Hosting investor round tables and Angel Investor Mixers to facilitate direct engagement between founders and financiers.

3. Public Engagement

"Plastics are Assets" Campaign
A national-scale media and grassroots campaign that reframed waste as a commercial resource.

Ocean Festivals
Events such as the Mombasa Ocean Festival (200,000 participants) and World Turtle Day directly engaging students and coastal communities.

Performance & Impact Outcomes

1. Economic Growth & Business Performance

Revenue Jump
Monthly cohort revenues increased by **45%** (from KES 9.5M to KES 13.8M).

Customer Acquisition
The monthly customer base expanded by **55%**, reaching 12,613 total customers.

Financial Mobilization: 64% of the cohort
Successfully secured follow-on funding (grants, loans, or equity) from partners including DANIDA, VSO, and the Tony Elumelu Foundation.

Cumulative Capital
Total funding reported by SMEs exceeded **USD 53,000**

2. Social Impact & Job Creation

Total Employment Growth
An **80% increase** in total jobs, rising from 210 to 379 full-time employees.

Women's Empowerment
Full-time roles for women grew by **75%** (from 135 to 236 positions).

Livelihood Formalization
Grassroots groups were formalized into structured, income-generating entities.

3. Environmental Stewardship

Waste Diversion
Collected and processed over **25,000 tons** of plastic waste, significantly reducing pollution loads in coastal ecosystems.

Awareness Reach
Campaigns engaged an estimated **3.1 million Kenyan citizens** via radio, roadshows, and digital media.

Coastal Restoration
Direct removal of waste through "Walk for Zero Plastic" and enhancing carbon sinks through mangrove planting on National Mazingira Day.

4. Institutional & Innovation Gains

Value-Chain Advancement
Enterprises moved from simple collection to manufacturing. For example, **Plastsafi** transitioned to producing eco-bricks, and **Twende Green** manufactured school furniture from recycled materials.

Challenges & Future Outlook

1. Economic Growth & Business Performance

Despite the success of the program, three key barriers to total industry scaling were identified:

Working Capital
A persistent need for larger de-risking financial tools to support rapid scaling.

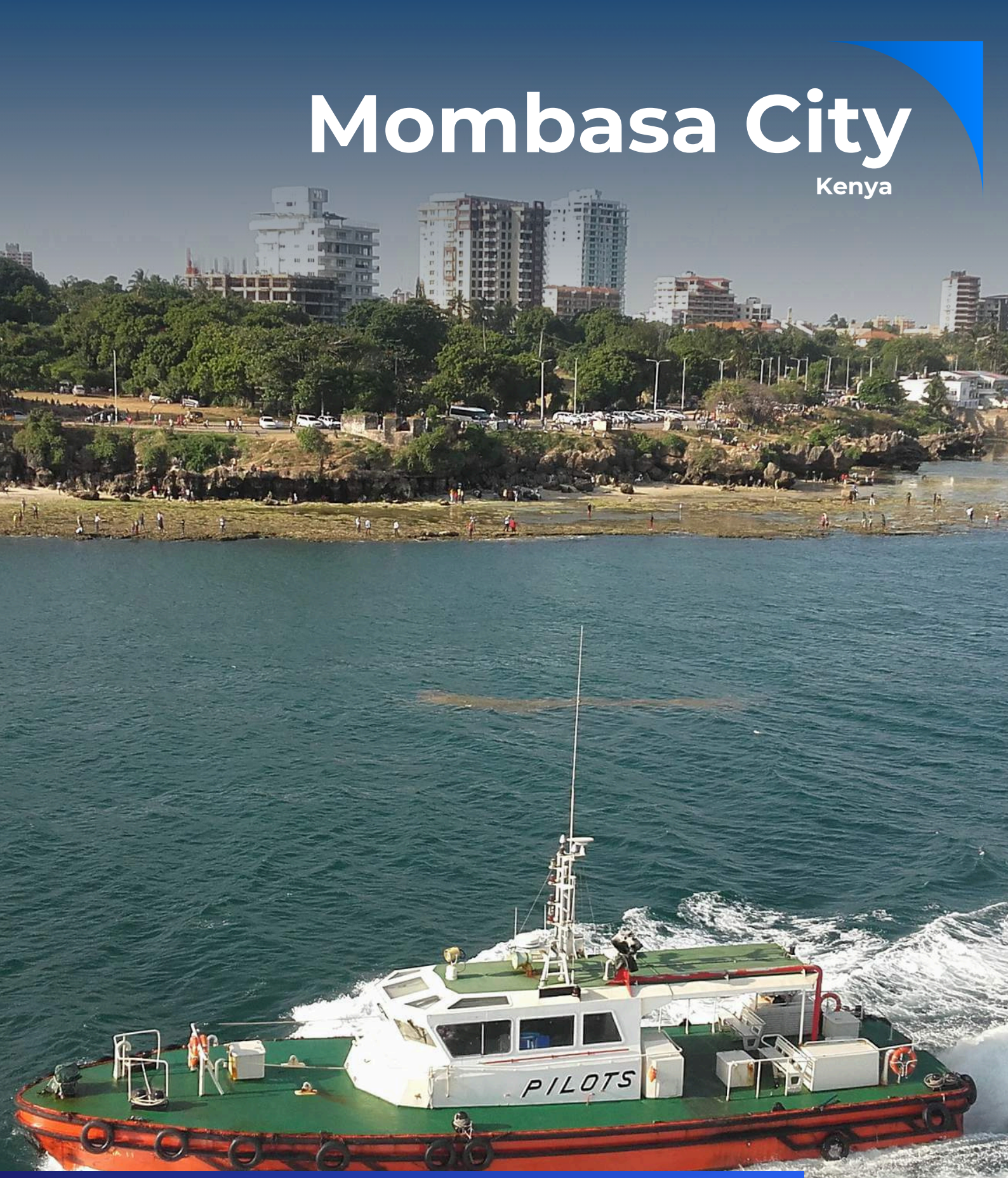
Operational Costs
High energy costs remain a burden for manufacturers of recycled products.

Regulatory Hurdles
The need for more streamlined and affordable certification processes through KEBS and NEMA.



Mombasa City

Kenya



Ports of Mombasa

At the Port of Mombasa, pilot ships (such as the Malkia or Mrembo) are operated by the Kenya Ports Authority (KPA). They run round-the-clock to safely transfer local, certified marine pilots to and from incoming international vessels, as pilotage is mandatory for all large ships navigating into the channel.

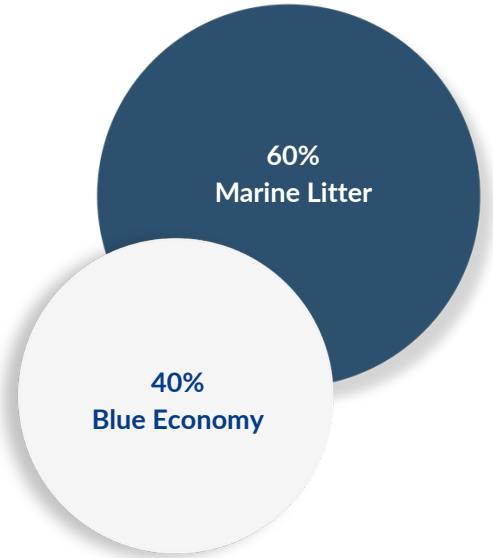
ELEVATE BLUE: REGIONAL BLUE ECONOMY & MARINE LITTER ACCELERATOR

Strategic Overview

Elevate Blue supports the growth of innovative enterprises in East Africa's Blue Economy and Marine Litter sectors, taking ventures from idea development to investment readiness. Funded by Norway and implemented by MTI Investment, Sote Hub, Inventas, Renetech, The Nordics in Tanzania, and the Nordic Council, the programme promotes economic growth, environmental restoration, gender inclusion, and investment access through solutions in fisheries, aquaculture, coastal tourism, maritime logistics, and circular economy.

OUR TARGET 2024 - 2027

- **500** entrepreneurs challenged
- **250** business ideas incubated
- **100** companies accelerated
- **45** scale-ups built



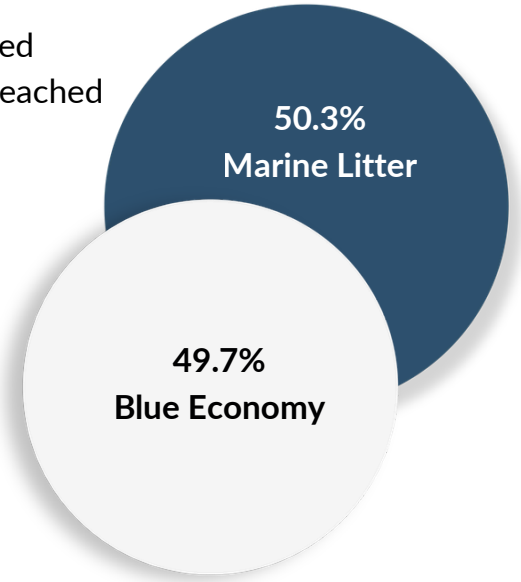
Impact

- 3,000 direct jobs
- 6,000 indirect jobs

- **$5.6M** in financing
- **$9.4M** in incremental Revenues growth

WHERE WE ARE 2024-2026

- **504 out of 500** ideas challenged, target reached
- **255 out of 250** businesses incubated, target reached
- **60 out of 100** companies accelerated
- **21 out of 45** scale-ups built
- **840 Entrepreneurs** Reached since 2024



Impact

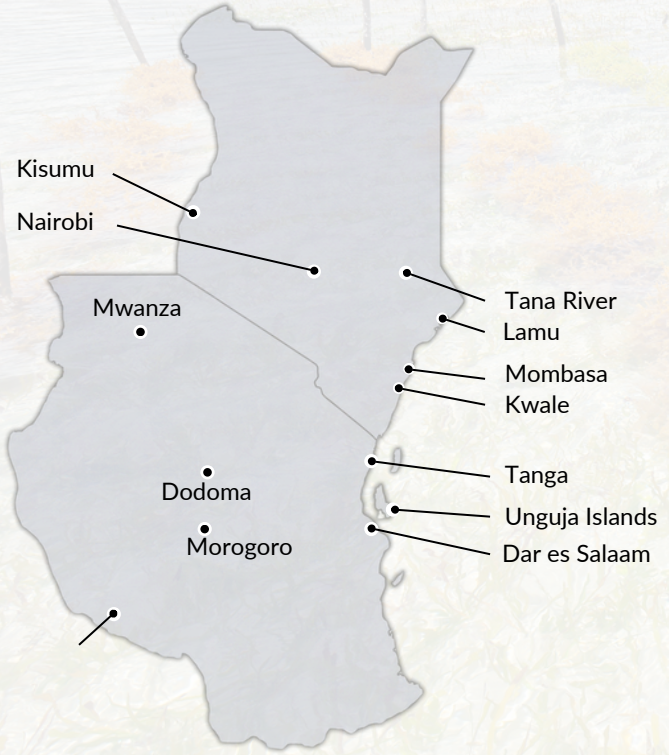
1,287 new jobs created

- 387 direct jobs (Full-Time and Part Time)
- 900 indirect jobs (Informal Jobs)

- **$1.26 Million in financing**
- **$2.29 Million** in incremental Revenue (2024-27)


te Blue
Norway
Sote HUB
MTI INVESTMENT
Norway
MTI INVESTMENT
Sote HUB
TURNING IDEAS INTO BUSINESS

Two Years of Learning and Growth.



1,700+ Stakeholders Engaged



- Hackathons
- Growth Labs
- Bootcamps
- Industry Linkage
- Field Visits
- Investor Meetups

70+ Events



Plastic Management

Participating enterprises collected **2,803 Metric Tons (MT)** of plastic, with **1,266 MT** successfully diverted back into the circular economy through recycling.

Alternative Streams

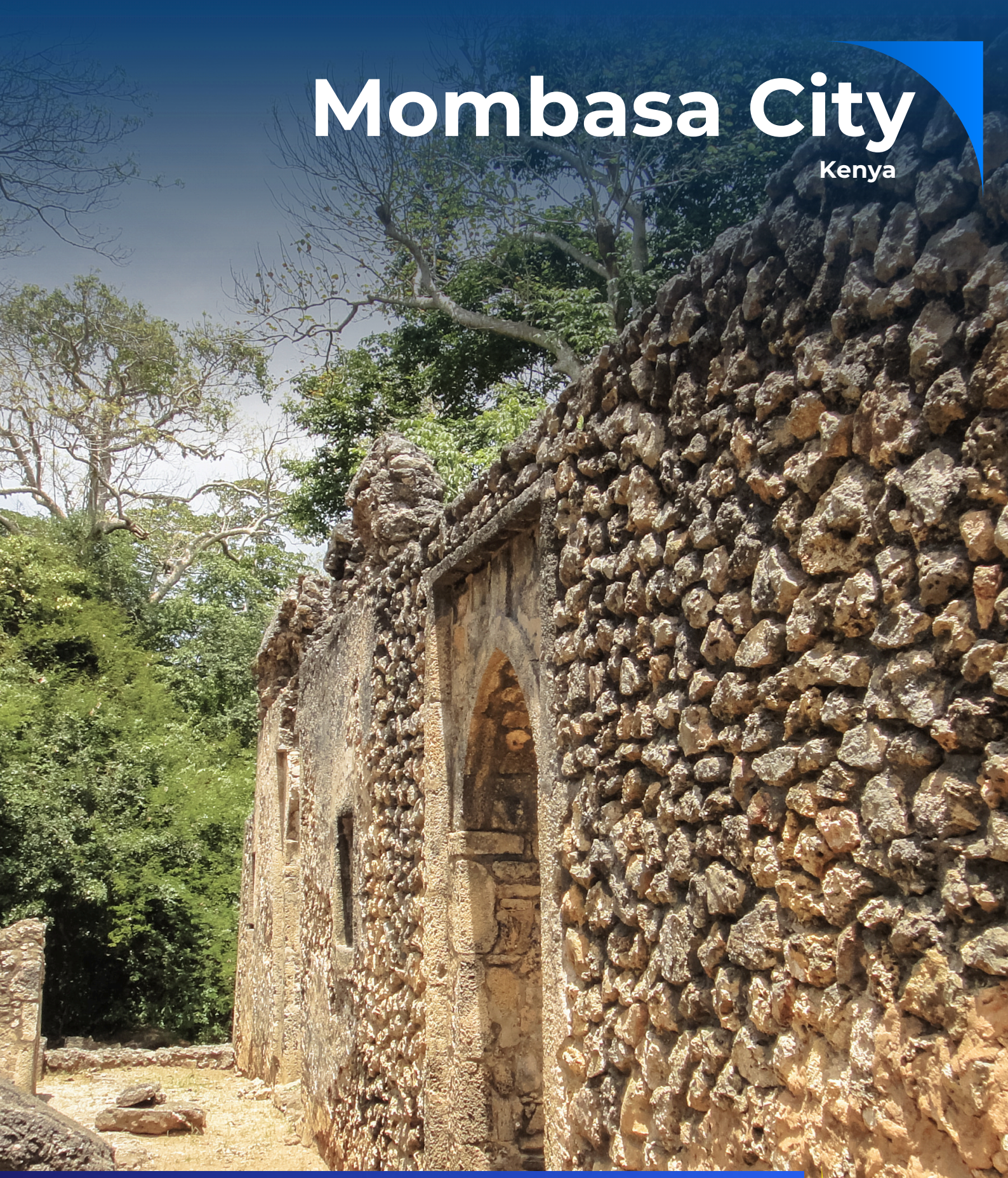
Processed **530 MT of organic waste** and **12 MT of marine-derived products**, reducing the pollution load on critical coastal ecosystems.

Community Case Stud

The One Plastic One Pad initiative in Kisumu utilized circular solutions to create jobs for 15 teen mothers and provided recycled sanitary products to keep **600 girls in school**.

Mombasa City

Kenya



Gede Ruins

Gede was founded in the early 12th century A.D and grew to be one of the largest and most prosperous coastal medieval towns that flourished between the 14th and 15th century until its mysterious abandonment forever in the beginning of the 17th century.

THE BAHARI INNOVATION CHALLENGE



Fortunatus Fungatwende
Founder- Innolif Aquaculture Group

This is a flagship initiative in Tanzania, specifically designed to accelerate the growth of the Blue Economy. It is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented through the GIZ ProsperBlue Programme.

This challenge serves as a strategic bridge between early-stage innovation and commercial scaling for maritime-focused ventures.



Overview: Bahari Innovation Challenge (Tanzania)

The Bahari Innovation Challenge is a competitive acceleration program targeting high-potential startups across Tanzania's coastal regions. It focuses on transforming sustainable ocean-based ideas into scalable, investment-ready businesses.

The Bahari Innovation Challenge is supported by the GIZ ProsperBlue Project, commissioned by BMZ and co-financed by the European Union, and implemented by SoteHub and GIZ GmbH in Tanzania Mainland and Zanzibar.

I. Strategic Focus Areas

The program prioritizes innovations that address critical maritime gaps through three primary tracks:

Fisheries & Ocean Food Systems
Modernizing traditional fishing, cold-chain logistics, and deep-sea food value chains.

Sustainable Aquaculture & Mariculture
Enhancing the production of fish, seaweed, and other marine organisms using climate-resilient technology.

Eco-Tourism & Blue Biotech
Supporting ventures that promote sustainable coastal tourism and high-value marine biotechnology solutions.

Circular Economy
Creative solutions for marine plastic waste management and resource efficiency.

2. Core Program Offerings

The challenge provides a "High-Touch" support model to ensure ventures transition from pilots to market leaders:

Seed Funding

A total prize pool of **145 Million Tanzanian Shillings** (equity-free grants) is awarded to the most promising ventures to support product development and market entry.

Technical Mentorship

Direct access to industry experts who provide guidance on business modeling, product-market fit, and maritime regulations.

Post-Challenge Incubation

Winners receive ongoing incubation support at Sote Hub's Dar es Salaam facility to help them scale and secure follow-on investment.

Investment Readiness

Training focused on preparing founders to pitch to regional and global "Blue Investors."



Global Gateway

Co-funded by the European Union

german cooperation
DEUTSCHE ZUSAMMENARBEIT

Implemented by giz

ProsperBlue
healthy ocean, prosperous people

Sote HUB
TURNING IDEAS INTO BUSINESS

Dar es Salaam

Tanzania



Port of Dar es Salaam, Tanzania

The Port of Dar es Salaam (Bandari ya Dar es Salaam, in Swahili) is the principal port serving Tanzania located in Kurasini ward of Temeke District of Dar es Salaam Region. The port is one of three ocean ports in the country and handles over 90% of the country's cargo traffic.



SOKO PLUG (Digital Inclusion & Market Access)

Soko Plug was a partnership between Sote Hub, KICTANet, and the UK-Kenya Tech Hub. It serves as a gateway for small businesses to enter the digital economy. Before this project, 100% of these businesses lacked websites and over 70% could not accept digital payments. By providing easy-to-use "no-code" tools, Soko Plug helps traditional shops move from simple "over-the-counter" sales to becoming high-visibility online brands.

1. Three Tracks of Expansion

The project was rolled out in three distinct stages to reach different parts of the country:

Track 1 (First Group)

Reached **2,150** participants across three counties: Mombasa **(1,370)**, Busia **(540)**, and Mandera **(240)**. This built a foundation for digital growth in both major cities and remote border areas.

Track 2 (Second Group)

Scaled up to reach **2,026** participants, focusing heavily on trade hubs. This phase was led by Busia **(1,840)** and Mandera **(186)**, proving that small-town businesses are eager for digital tools.

Track 3 (Urban Hubs)

Targeted the major cities of Eldoret, Nairobi, and Kisumu, training 1,025 small businesses. This track used 36 locally trained experts to teach practical skills like online selling and social media marketing that businesses could use immediately.

2. Core Goals

Sote Hub transitioned the value chain through a "Service & Market Facilitation" model:

Digital Independence

Giving non-technical business owners the power to build their own online stores without needing to learn computer programming.

Wider Markets:

Helping businesses sell beyond their local neighborhoods by getting them onto platforms like Jumia, Kilimall, and Twiva.

Total Inclusion

Ensuring young people, women, and Persons with Disabilities (PWDs) lead the way in Kenya's digital shift.

How the Project was Built (The Two-Phase Model)

To reach as many people as possible, Sote Hub used a "train-the-expert" approach:

Phase 1: Setting the Foundation

Sote Hub trained an elite group of 36 Master Trainers and 60 local trainers. They created a simple lesson plan covering AI for business, easy graphic design (Canva), and online safety. An online "Google Classroom" was used to keep supporting students in remote areas.

Phase 2: Onboarding & Support

The project provided over **1,800** personal coaching sessions and **1,200+** hours of technical help. Local workshops were held in places like Wise Hub (Kisumu) and Eldo Hub (Eldoret) so business owners could network and solve problems together.



Performance & Results (2025)

Soko Plug exceeded all its goals for recruitment and technology adoption:

1. Growth and Adoption

Mass Participation: Successfully trained 5,201 small businesses in total.
Top-Tier Completion: In cities, the program reached 120% of its target with every single student finishing the course.

Online Success
85% of participants launched professional websites or online shops. Notably, 42% began receiving customer orders within just 14 days of joining.

2. Diversity and Reach

Youth Focus
82.9% of participants were young people, creating a new wave of "gig economy" workers.

Gender Balance
Maintained a strong 47.5% female participation rate.

Inclusion
Increased participation of Persons with Disabilities (PWDs) from 0.25% to 1.47%, supporting **76 entrepreneurs** with specific needs.

3. Business Transformation

More Money
Early users saw their income grow by 20% to 30% because they were easier to find online.

From Local to Viral
Traditional shops became modern brands. One participant grew a following of 26,700 TikTok followers and 430,000+ likes, turning social media fame into actual sales.

Soko Plug has changed Sote Hub own approach into a broad engine for digital empowerment:

Creating "Tech-Ready" Businesses
By training nearly **5,200** businesses, we have created a pool of strong companies that can now join our more advanced programs like Elevate Blue.

Local Expert Network
The **96** local mentors trained through this project give Sote Hub a wider pool of experts across Kenya.





Cultivating Change

Empowering Smallholder Farmers in Kilifi County

MANGO VALUE CHAIN DEVELOPMENT PROJECT IMPLEMENTATION PERIOD: 2023 – 2025

FUNDED BY THE INNOCENT FOUNDATION

Target: 1,000 Smallholder Farmers (Kilifi County)

Primary Objective: Increase discretionary income by a minimum of 25% over the baseline.

1. The Socio-Economic Context

The project was a direct response to severe food insecurity in Kilifi County, where as of mid-2021 over 55,000 households faced food shortages. Sote Hub identified that while drought was a factor, the primary driver of poverty was the lack of commercialization of the region's 1.3 million mango trees.

2. Addressing the Structural Gaps (The "Three Hurdles")

The project successfully neutralized three systemic constraints that previously stifled the local industry:

Aging Orchard Infrastructure

Analysis revealed that 31% of coastal mango trees were over 25 years old, leading to diminishing returns.

Market-Driven Conservation

Catalyzing commercial responses to marine litter through circular recycling models.

Market Informality

A lack of quality standards resulted in post-harvest losses as high as 40%.

Biological Threats

Uncontrolled infestations of the mango weevil and fruit fly historically disqualified local fruit from premium export markets.

3. Interventions & Key Performance

Sote Hub transitioned the value chain through a "Service & Market Facilitation" model:

Orchard Modernization

Distributed **70,000 high-quality grafted Apple Mango seedlings** to replace aging stock.

Digital Monitoring & GPS Mapping

Every one of the 1,000 farmers was mapped using Kobo Toolbox, allowing for real-time tracking of orchard health, soil conditions, and yield projections across six wards **(Matsangoni, Ganda, Tezo, Dabaso, Kakuyuni, and Kibarani)**.

Lead Farmer Model

Established **100 "Lead Farmers"** who acted as community ambassadors for **Good Agricultural Practices (GAP)** and organic soil management.



Impact Outcomes (By December 2025)

The intervention resulted in a measurable shift from subsistence to commercial resilience:

Revenue Transformation

Average seasonal household income surged from KES 15,000–25,000 to KES **60,000–100,000**, representing a **118% increase** in total earnings.

Production Velocity

Weekly sales volumes doubled from 50 tonnes in 2024 to **100 tonnes per week** in 2025 during high seasons.

Loss Reduction from 40% to below 15%

To combat losses caused by mango weevil and fruit fly infestations, the farmers were trained on orchard management through Good Agricultural Practices (GAP) and biological pest management. These field interventions were complemented by market-focused support, with the project facilitating organic certification and building direct linkages to commercial offtakers.

Price Appreciation

The project enabled farmers to access better-paying markets through the **Malindi Farmers Cooperative**, resulting in an increase in the farm-gate price of mangoes from **KES 9/kg to KES 25/kg**. This significant price improvement was driven by enhanced fruit quality, collective aggregation, and stronger market linkages, leading to increased household incomes for participating farmers.

Demographic Dynamics

While the farming population is predominantly mature **(84.2% are over 35 years old)**, the project successfully integrated **46% female participation**, with women-led farms consistently emerging as top performers in organic compliance.

Institutional "Know-How" & Future Scalability

By securing EAOPS organic certification and signing MoUs with industrial offtakers, the project has ensured that Kilifi's mango farmers are no longer passive price-takers, but active participants in the global export economy.



REAL GIFT 2024: SCALING AGRICULTURE THROUGH SMART COASTAL FARMING

Overview & Context

The REAL GIFT 2024 project was a 12-month intervention (August 2024 – August 2025) implemented by Sote Hub and funded by People in Peril Slovakia). The project addressed the "climate-poverty" trap in rural Kilifi, where 70% of the population relies on agriculture but suffers from erratic rainfall and declining soil fertility.

Specifically, the project targeted the intersection of sustainable livelihoods and educational support, recognizing that economic empowerment for women directly correlates with improved academic performance and school retention for their children.

Core Goals & Interventions

Climate-Smart Infrastructure
Mitigating heat stress and water scarcity through the deployment of shade nets and the construction of high-capacity shallow wells.

Economic Empowerment
Transitioning **90 women** (organized into three groups) from rain-fed subsistence farming to year-round high-value vegetable production.

Educational Integration
Providing direct support to local schools to ensure that agricultural gains translate into long-term human capital development.

Capacity Building
Delivering hands-on training in Good Agricultural Practices (GAP), record-keeping, and collective marketing.

Performance & Impact Outcomes

The project achieved a **100% budget utilization (€29,700)** and delivered measurable shifts in both agricultural output and household wellbeing:

1. Agricultural & Infrastructure Gains

Climate Resilience
The installation of **shade nets** allowed for the production of sensitive vegetables (such as tomatoes and peppers) that previously failed under the intense coastal sun.

Water Sovereignty
The construction of **shallow wells** eliminated the dependency on erratic seasonal rains, enabling up to **three crop cycles per year** instead of one.

Yield Improvement
Groups reported more consistent harvests and higher fruit quality, meeting the standards required by local markets and school feeding programs.

2. Socio-Economic & Gender Impact

Income Stability

By selling surplus produce, the **90 participating women** established a consistent revenue stream, allowing them to cover essential costs such as school fees and healthcare.

Agency & Leadership

The "Train-the-Trainer" and peer-learning models ensured that participants regardless of previous literacy levels could manage business records and lead their groups independently.

Community Ripple Effects

Economic gains at the household level led to a measurable improvement in children's academic performance, as parents were better equipped to provide learning materials and nutrition.









Komaza Women Group

Beneficiaries of the People In Peril Greenhouse Project

People in Peril



JÁN OSTROLUCKÝ

Emergency Coordinator, Človek v ohrození, People in Peril

People in Peril

EVENTS & ENGAGEMENTS

This section highlights Sote Hub's role as an ecosystem player. In 2025, our engagement strategy shifted from simple participation to Market Animation, using targeted mixers to bridge the gap between high-potential innovation and institutional capital.

MIXERS

Animating the Capital Pipeline

The project was rolled out in three distinct stages to reach different parts of the country:

Angel Investor Mixer (ALP x Sote Hub)	**Venue:** Sote Hub, Mombasa **Date:** 30 April 2025

Objective

To demystify the angel investing process and spotlight the ALP journey for potential backers.

Format

A peer-to-peer insights session featuring first-hand accounts from ALP participants and structured networking.

Impact

Engaged 30+ ecosystem peers, including financial institutions and active investors, to build a more robust domestic support system for startups.

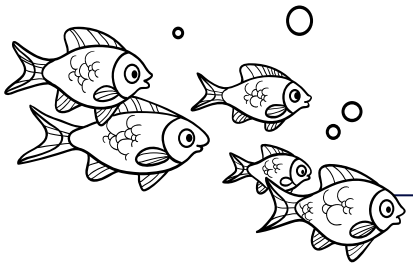




Capital Conversation Mixer (Nairobi)

Recognizing the concentration of capital in the nation's financial hub, Sote Hub brought the coastal innovation pipeline to Nairobi for an exclusive cocktail and deal-flow evening. Please summarize the institutions that attended.

Baraza Media Lab	**Venue:** Riverside Drive, Nairobi **Date:** 10th July 2025



Objective
To showcase a pre-vetted pipeline of high-potential startups emerging from the **ANDE, KIEP-SKIES, and Elevate Blue** programs.

Focus
To showcase a pre-vetted pipeline of high-potential startups emerging from the ANDE, KIEP-SKIES, and Elevate Blue programs.

Impact
Positioned blue and green economy ventures as viable, risk-mitigated assets for the mainstream Nairobi investment community.





Media Engagement Mixer

Understanding that impact is only as strong as the narrative behind it, Sote Hub hosted a session for journalists and communication professionals.

Media Engagement	**Venue:** Sote Hub, Mombasa **Date:** 8th August 2025

Objective
To foster trust and long-term engagement with the media while highlighting their role in shaping the narrative of African youth empowerment and innovation.

Format
An informal dialogue focused on collaborative storytelling and the exchange of industry insights.

Impact
Established a foundation for future regional collaborations, ensuring that transformative stories of coastal entrepreneurship reach a national and global audience.

To continue the professional and technical narrative of the annual report, these events are structured to highlight Sote Hub's role in **Regional Integration** and **Community-Led Conservation**.





Blue Economy Summit Soft Launch (Kisumu)

This media launch signaled Sote Hub's commitment to a "Two-Basin" approach, integrating Lake Victoria's inland water resources into the national Blue Economy framework.

Blue Economy Summit Soft Launch	**Venue:** **Victoria Comfort Inn, Kisumu** **Date:** **27th June 2025**

The **Blue Economy Innovation and Investment Summit Soft Launch** in Kisumu brought together a diverse group of key stakeholders from the blue economy ecosystem. Participants included representatives from the **Kenya National Chamber of Commerce and Industry (KNCCI) – Kisumu Chapter**, the **County Government of Kisumu**, the **Kenya Marine and Fisheries Research Institute (KMFRI), Equity Bank, Jaramogi Oginga Odinga University of Science and Technology (JOOUST)**, media representatives, and startups operating within the blue economy sector. The event provided a platform to build strategic partnerships, raise awareness about the upcoming summit, and foster collaboration among public, private, academic, and innovation stakeholders committed to advancing Kenya's blue economy.

Objective

To catalyze sustainable development along Lake Victoria's shores, focusing on waste management and the creation of a standalone **Blue Economy Directory**.

Outcome

Mobilized **55 key delegates** to align on the **Lake Victoria Spatial Plan**, ensuring that inland water potential is recognized alongside maritime resources.

Partners

Regional policymakers, financial institutions, and Lake Basin stakeholders.





Kenya Maritime & Shipping Dialogue (Media Launch)

Facilitated by Blue Radio Kenya, KMA, and Bandari Maritime Academy, this platform served as a national nexus for maritime policy and youth engagement.

KMA Media Launch	**Venue:** **English Point Marina, Mombasa.** **Date:** **25th September 2025**

Objective

To address systemic challenges in shipping including climate adaptation and job creation while promoting inclusive, green maritime policies.

Focus

Bridging the gap between traditional industry leaders and the next generation of maritime professionals.





Ocean Festival & Ocean Fiesta (Alliance Française)

These festivals serve as Sote Hub's primary vehicles for Environmental Sensitization, targeting children, teenagers, and the broader public.

Ocean Festival & Ocean Fiesta	**Venue:** **Little Theatre Club, Mombasa.** **Date:** **10th May 2025**

Objective

To leverage innovation and culture to inform the public on human impacts on the ocean and showcase emerging ocean technologies.

impact

Fostered meaningful dialogue among innovators, coastal leaders, and incubation hubs, reinforcing the cultural foundations of sustainable blue growth.





World Turtle Day: Marine Life Rehabilitation

Hosted by **Mtwapa Maweni Conservancy**, this high-visibility event combined hands-on conservation with community education.

World Turtle Day	**Venue:** **Serena Beach Hotel, Mombasa.** **Date:** **14th October 2025**

Activity

The successful release of rehabilitated sea turtles into their natural habitat.

Impact

Served as a vivid evidence-point for marine biodiversity health, engaging youth and community members in environmental stewardship and life-cycle education.

Outcome

Strengthened the partnership between Sote Hub and local conservationists, ensuring that "Life Below Water" (SDG 14) remains a practical priority.







Mombasa City

Kenya



Beach Acrobatics Mombasa, Kenya

Beach acrobatics are a staple of the Kenyan coast, showcasing local culture, strength, and balancing routines. You can catch dynamic live performances on the Beach side along the ocean, where athletic troupes perform flying and gravity-defying stunts.

ENVIRONMENTAL STEWARDSHIP PORTFOLIO

Mangrove Planting & Beach Cleanups

- These recurring activities provide verifiable carbon sequestration and pollution mitigation data, essential for Sote Hub's ESG reporting.

Bike is Best X Sote Hub

- A partnership promoting carbon-neutral urban mobility in Mombasa, aligning with broader climate adaptation goals.

Youth Activation & Sustainable Urbanism

Sote Hub's 2025 agenda placed emphasis on "Future-Proofing" the next generation by aligning youth skillsets with emerging green and blue industries.

Vijana na Blue Economy Forum

Vijana na Blue Economy Forum	**Venue:** **Technical University of Mombasa, Mombasa** **Date:** **8th April 2025**

Held at the Technical University of Mombasa (TUM), this forum served as a high-level sensitization platform to translate the complexities of the Blue Economy into actionable career and entrepreneurship paths for youth.

Theme

- Unlocking Blue Economy Opportunities for the Youth.

Objective

- To bridge the information gap between government policy and youth readiness in fisheries, maritime logistics, and coastal tourism.

Key Participants

- Over 300 students and young professionals, alongside senior leaders including the PS for Blue Economy and the Deputy Governor of Mombasa.

Outcome

- Over 300 students and young professionals, alongside senior leaders including the PS for Blue Economy and the Deputy Governor of Mombasa.





Sustainable Transport: Bike is Best X Sote Hub

Sote Hub's 2025 agenda placed emphasis on "Future-Proofing" the next generation by aligning youth skillsets with emerging green and blue industries.

Vijana na Blue Economy Forum

This initiative focused on climate-smart urban mobility, advocating for the reduction of carbon emissions in Mombasa's transport sector through active mobility.

Bike is Best X Sote Hub	**Venue:** Nyali, Mombasa **Date:** 5th April 2025

Objective

- To promote cycling as a sustainable alternative to motorized transport and sensitize the public on the new **Nyali-Link Road cycling corridor**.

Impact

- Engaged 70+ cyclists and secured the participation of the County Department of Transport, signaling a major policy shift toward safe, non-motorized transport infrastructure in the region.





CSR & Community-Led Conservation

Our Corporate Social Responsibility (CSR) wing remains the bedrock of our environmental stewardship, transforming climate advocacy into direct field impact.

Mangrove Restoration & Reforestation

Recognizing mangroves as critical blue carbon sinks, Sote Hub engaged a diverse coalition to expand the coastal canopy.

Objective

- To safeguard marine breeding grounds and promote community-led environmental stewardship.

Partners

- Kenya Wildlife Service (KWS), Baus Taka, and Twende Green, with national media coverage from KTN and TV47.

Outcome

- Strengthened the "Ridge-to-Reef" conservation model by involving local entrepreneurs in hands-on restoration.

Beach Clean-up Campaign

Sote Hub organized a massive multi-stakeholder beach cleanup to mitigate the threat of marine plastic pollution.

Beach Clean-up Campaign	**Venue:** **Kenyatta (Kijani) Beach, Mombasa** **Date:** **29th November 2025**

Objective

To reduce plastic ingress into the ocean while creating awareness of responsible waste management and circularity.

Mobilization

Coordinated **15+ community organizations**, including Mtwapa Maweni Turtle Conservation, Impact 4 Youth, and Royal World Waste Management.

Mobilization

Removed significant volumes of plastic waste from critical turtle nesting sites and coastal habitats, reinforcing the "Plastics are Assets" narrative by linking collected waste to recycling partners.









Her Excellency Henriette Geiger

Ambassador of the European Union to Kenya and Permanent Representative to UNEP and UN-Habitat at Sote Hub Office.

RECOGNITION, COLLABORATIONS, PARTNERSHIPS & INFLUENCE

As Sote Hub concludes its first decade, our model has transitioned from a "proof of concept" into a regional benchmark for the Blue Economy. Our 2025 affiliations reflect our status as the primary conduit for climate and maritime innovation in the Western Indian Ocean.

Awards and Global Networks

Sote Hub's impact has been validated through several high-level global endorsements and milestones:

UN Ocean Decade & 30x30 Alignment

Formally endorsed as a UN Ocean Decade Project, Sote Hub is recognized for bridging the gap between grassroots entrepreneurship and global environmental policy, specifically contributing to the 30x30 Ocean Conservation Targets.

Segal Family Foundation (SFF) Grantee:

A major 2025 milestone was our selection as a grantee partner. This partnership serves as a global "Seal of Approval," recognizing Sote Hub as a high-integrity, high-potential leader in African climate and innovation ecosystems.

Blue Invest Africa (Togo)

Our portfolio excellence was further demonstrated when eight Kenyan startups from our cohorts the highest representation for a single hub were selected to pitch at the continental showcase in Lomé, Togo.

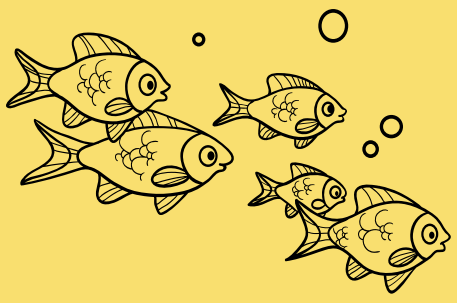
1000 Ocean Startups Coalition

Sote Hub is proud to align with this global coalition, joining an elite group of accelerators committed to scaling 1,000 startups to promote ocean health. Our Director, David Ogiga is the co-chair for the African chapter.



A Decade of Impact

We celebrated 10 years of operations at the 2025 Blue Economy Innovation and Investment Summit (BEIIS), marking our definitive transition from a local hub to a regional ecosystem platform.



Memberships & Strategic Networks

We have expanded our institutional footprint by joining elite global and national networks that facilitate knowledge exchange and capital flow.

Global Ecosystems (YBI, Afrilabs, ANDE)

- As members of **Youth Business International** and **Afrilabs**, we connect Kenyan entrepreneurs to a worldwide community of experts. Through the support of the **IKEA Foundation**, we are integrated into the **Aspen Network of Development Entrepreneurs (ANDE),** the premier global network for small and growing businesses (SGBs).

- Sote Hub is a member of the Our Blue Future (OBF) network, working alongside partners to promote innovation, sustainability, and inclusive growth within the blue economy.

- Sote Hub was privileged to be an official nominator the the 2025-2026 Earthshot prize. We nominated 8 high level startups including; Athel Enterprises Limited, Baus Taka, Aquarech Limited, Jill Industries, Rio Fish, Healthy Seaweed Cafe, My Fish Tanzania and Aquacom.





Investment & Industry (AFBAN, KNCCI)

- Through the African Business Angel Network (AFBAN), we connect Blue Economy startups to structured angel investors. Our partnership with the Kenya National Chamber of Commerce & Industry (KNCCI) bridges the gap between traditional industry leaders and agile tech startups.

National Leadership (ACIH)

- As a key member of the Association of Countrywide Innovation Hubs, Sote Hub leads the dialogue on decentralizing innovation in Kenya, ensuring coastal and rural entrepreneurs receive world-class support.





SOTE HUB FINANCIAL PERFORMANCE

Sote Hub's financial performance reflects a progression from a turnaround recovery in 2024 toward institutional expansion in 2025. While 2024 focused on restoring stability and profitability, 2025 shifted toward systems expansion and delivery capacity.

Indicator	2024	2025	Trend
Total Income (IN KES)	89.31M	121.81M	Donor/Partners consolidation
Total Expenses (IN KES)	78.41M	123.32M	Higher implementation intensity

Zanzibar

Tanzania



Old town Zanzibar, Tanzania

Stone Town (Mji Mkongwe), is a historic UNESCO World Heritage Site on the western coast of Unguja island. It features a maze of winding alleys, coral-stone architecture, and ornately carved wooden doors reflecting a blend of African, Arab, Indian, and European cultures.

STARTUP PORTFOLIO: 2025 SUCCESS STORIES

The 2025 cohort was characterized by a shift from pilot concepts to revenue generating industrial ventures. Specifically, the top performing SMEs demonstrated that the circular economy is no longer just an environmental goal, but a profitable asset class. The following startups were selected as the cohort's top performers;

Twende Green Ecocycle

Standout for its circular engineering model. They successfully moved beyond simple recycling to high-precision manufacturing, producing ergonomic school furniture from marine plastic. By securing direct contracts with educational institutions, they replaced traditional timber desks with durable, 100% recycled alternatives, effectively "locking" carbon in functional assets.

Keza Investments Limited (Tikiposts)

Selected for its market disruption potential. By manufacturing eco-friendly fencing posts from recycled plastic, they solved two coastal problems at once: marine plastic pollution and illegal timber logging. Their "Tikiposts" outperformed traditional wood in coastal humidity, offering a rot-proof, termite-proof product that has gained traction in the construction and agricultural sectors.

Plastech Energies

A leader in technical complexity. This venture pioneered the use of pyrolysis technology to convert non-recyclable plastics into synthetic fuel. Their ability to turn "zero-value" waste into a viable energy solution for local kilns and boilers represents a critical breakthrough in waste-to-energy efficiency for the region.

Afya Duara Organics Enterprise

Standout for cross-sector synergy. They bridged the gap between urban waste management and regenerative agriculture. By processing organic waste into high-nutrient fertilizers, they provided coastal farmers with an affordable alternative to chemical inputs, directly supporting soil health and the mango value chain.

One Plastic One Pad

Standout for combining environmental sustainability with menstrual health innovation. By recycling plastic waste into durable, reusable sanitary pads, the enterprise addressed both plastic pollution and limited access to affordable menstrual products. Beyond providing sustainable sanitary solutions that have helped over 600 girls remain in school, the initiative also created dignified employment opportunities for 15 teen mothers, demonstrating how grassroots innovation can simultaneously advance environmental conservation, women's empowerment, education, and economic inclusion.

SeaBlue Innovators

Recognized for harnessing the potential of seaweed to create both environmental and economic impact within coastal communities. The youth-led enterprise develops nutritious seaweed-based food products alongside biodegradable alternatives to plastic, offering sustainable solutions to nutrition and pollution challenges. By equipping coastal women and youth with skills in farming, value addition, and restorative aquaculture, the startup is strengthening livelihoods, promoting ocean conservation, and advancing Tanzania's growing role in blue economy innovation.

HIGH-EFFICIENCY OPERATIONS

Jikuze Nyayo Waste & Jill Industries

*These ventures excelled in **logistical** optimization. They professionalized the "Last Mile" of waste collection by digitizing their supply chains, ensuring a consistent flow of raw materials for larger recyclers and reducing the operational costs of waste recovery by 25%.*

Rafiki Peps Enterprise & Eco-Prints Generation

Recognized for product innovation. They successfully identified niche markets for recycled polymers, creating high-demand household and industrial items that compete directly with virgin plastic products in price and quality.

Plastsafi & Airport Cleaners Group

Top performers in institutional scale. These groups secured major service contracts with corporate and municipal entities, proving that youth-led waste enterprises can manage large-scale, high-compliance sanitation and recovery operations.

Caino Africa

Renewable energy startup recognized for developing sustainable energy storage solutions that expand access to clean and affordable electricity across Africa. The company specializes in repurposing discarded lithium-ion battery cells into high-quality, solar-compatible battery packs, promoting circular economy practices while providing reliable energy solutions for off-grid and underserved communities.

Rio Fish Limited

Seafood processing and distribution company specializing in the sourcing, processing, and marketing of high-quality fish and seafood products. The company is recognized for its commitment to food safety, quality assurance, and sustainable seafood practices, supplying both domestic and international markets while supporting the growth of the fisheries and aquaculture value chain.





Neema Walter Moshi

CEO/Co-Founder, Nishati-Mix Technologies Tanzania

SOTE HUB VISION 2031 *Building Africa's Blue Economy Innovation Ecosystem*

VISION: *To be Africa's leading platform advancing inclusive, regenerative, and climate-resilient growth through Blue Economy innovation, enterprise, and investment.*

2031 Core Strategic Targets

- Catalytic Capital Mobilized: United States Dollars 50 Million (Facilitated & Direct Investment)
- Sustainable Jobs Created: 16,000 High-Impact Jobs (50% Youth / 35% Women)
- Total Enterprises Supported: 10,875 Ventures Across 3 Support Tiers
- Establish Sote Mariculture Demo Farm to serve as a living laboratory and practical learning site to test, validate, and scale climate-smart agroecology, bio-economy innovations, and regenerative farming practices across the coastal corridor.
- Establish the Sote International Centre for Marine Research and Development—a world-class, marine science, innovation, and commercialization institution to operate as a continental catalyst positioned at the intersection of Research - Innovation- Enterprise-Investment-Market - Impact (within 10 years period)

Pipeline Regional (2026–2031)

Enterprise Tier	Core Focus	Kenya Target	Tanzania Target	2031 Total Target
Tier 1: Startups	Ideation, validation & seed	250 Startups	125 Startups	**375 Incubated**
Tier 2: MSMEs	Growth, quality compliance &	2,000 MSMEs	1,000 MSMEs	**3,000 Accelerated**
Tier 3: Producers	Co-ops, aggregation &	5,000 Producers	2,500 Producers	**7,500 Supported**
Sote Blue & Green Finance	Investment readiness & matchmaking			**USD 50 Million**

The 6 Pillars Driving Transformation

- Enterprise Development: Incubation, acceleration, and capacity building for ocean-based enterprises.
- Sector Development & Innovation: Applied research, technology validation, and practical playbooks across fisheries, mariculture, and circular blue economy value chains.
- Investment & Catalytic Finance: Blended finance mechanisms and the Sote Blue & Green Investment Fund bridging early-stage funding gaps.
- Institutional Sustainability: Financial resilience driven by diversified revenue, commercial assets, and high-value consultancy services.
- Ecosystem Leadership & Market Development: Unlocking off-taker linkages, standard compliance, trade facilitation, and regional convenings.
- Regional Expansion: Operational footprint expanding across the Western Indian Ocean and continental coastal corridors.



ORGANISATION STRUCTURE AND TEAM

Institutional Framework

Sote Hub is governed by a Board of Directors that provides strategic direction, fiduciary oversight, and long-term institutional safeguarding. The Board plays a critical role in strengthening governance, de-risking operations, and enabling access to global networks and partnerships that support the organization's scale ambitions.

Distinguished Board Members

Bart Miller

- Executive coach and entrepreneurship specialist (Wharton and Kellogg alumnus). He provides strategic guidance on organizational behavior, leadership development, and founder-scale growth models.

George Awalla

- Country Director, VSO Kenya, with over 20 years of experience in international development. He strengthens alignment with global development frameworks (including USAID, FCDO/DFID, and Ford Foundation ecosystems) and supports high-level youth leadership engagement, including YALI.

Martha Mghendi

- Fintech and payments expert and founder of the European Women Payments Network (EWPN). She provides strategic insight into digital finance, gender-inclusive financial systems, and Africa–Europe trade and payment corridors based in Netherlands.

Dr. Grace Lubaale

- Specialists in international development and urban/regional planning, contributing expertise that ensures Sote Hub's programs align with broader territorial development strategies and regional integration frameworks.

Victoria Kariithi

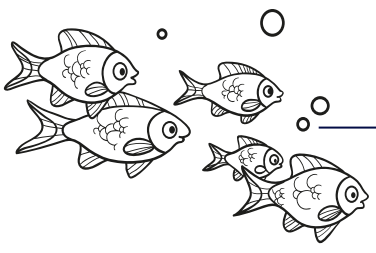
- Victoria Kariithi is a Nairobi based Technology Lawyer, Certified Blockchain & Law Professional, and Certified Professional Mediator.

Austin Makani

- An inspirational speaker, Coach, Mentor and independent consultant in the fields of communications, project management, government relations as well as investment relations in Tanzania.

Jane Shuma

- Jane is a Project Lead at WWF, based in Arusha, and an experienced leader in the non-profit sector. She brings expertise in programme design, management and implementation, communication and advocacy, strategy and policy development, monitoring and evaluation, partnerships and networking, and grants management



Executive Management Team

Sote Hub's operational strength is anchored in a multidisciplinary management team with over 60 years of combined experience in international development, innovation systems, and MSME acceleration. The team has evolved from a startup-oriented structure into a mature delivery institution capable of managing complex, multi-country, multi-million-dollar programs.

David Ogiga (Director & Co-Founder)

- Provides overall strategic leadership and external relations, steering institutional vision, donor engagement, and high-level partnerships across the region.

Alvin Chole (General Manager)

- Oversees programs implementation and delivery across regional initiatives, ensuring operational consistency, quality assurance, and impact alignment across the organisation.

Kenneth Njihia (Head of Innovation)

- Leads innovation design and accelerator programming, with a focus on incubation systems, digital platforms, and blue-tech solutions.

Grace Aluora (Finance & Administration Manager)

- Manages financial systems, donor budget compliance, and reporting, maintaining strong audit performance and financial accountability.

Beth Mugwe (HR & Administration Manager)

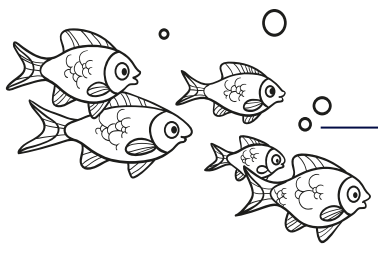
- Leads human resources, administration, and legal compliance, ensuring institutional stability, workforce development, and regulatory adherence.

Lucia Masaulu (Senior Programs Officer)

- Supports program design, monitoring, evaluation, and learning (MEL), ensuring interventions remain data-driven and impact-focused.

Samilla Okumu (Communications Manager)

- Develops and implements communication strategies that enhance Sote Hub's visibility, brand reputation, and stakeholder engagement.



Bagamoyo

Tanzania



The Old Boma in Bagamoyo, Tanzania

The Old German Boma in Bagamoyo is a historic colonial administrative building constructed between 1895 and 1897, located about 60 kilometers north of Dar es Salaam, Tanzania. It served as the central seat of government during early German East Africa before the capital shifted to Dar es Salaam.

Technical, Creative & Field Delivery Unit

Sote Hub's implementation capacity is reinforced by a technical and field-based team that drives digital innovation, community engagement, and program execution across geographies.

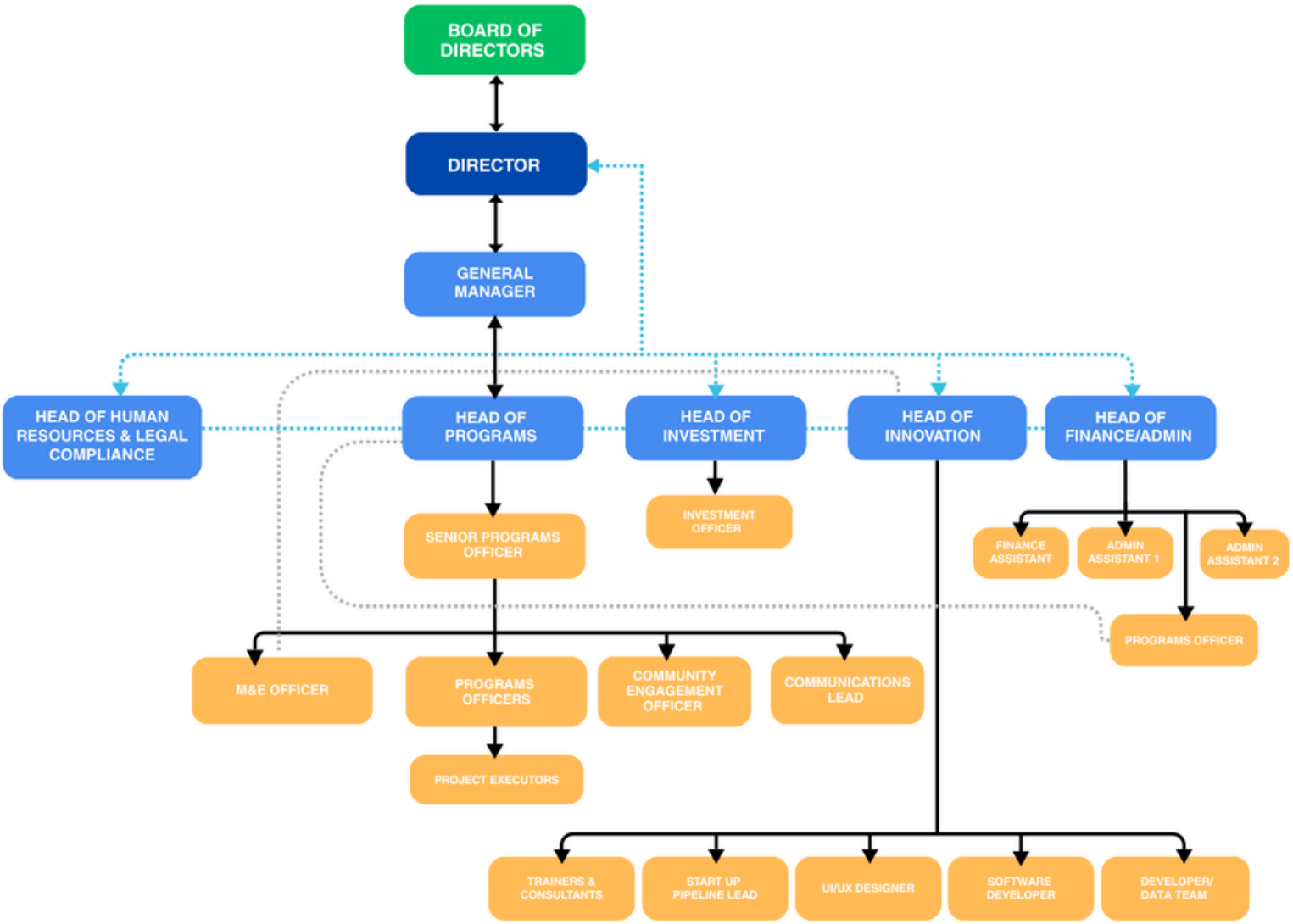
- **Eli Ddhida** – UI/UX Designer
- **John Njoroge** – Software Developer
- **Ephron Malima** – Community Engagement Officer (Tanzania)
- **John Matole** – Community Engagement Officer (Kenya)
- **Annabel Blessing –** Data & Developer Assistant
- **Alvinah Mwithi –** Programs Officer
- **Joyce Moses -** Programs Officer
- **Veronica Machocho –** Programs Assistant
- **Christine Ager –** Business Development Services (BDS) Expert
- **Mejumaa Iddi –** Finance & Administrative Assistant
- **Pamphilan Adhiambo –** Admin Assistant

Extended Expert Network

Beyond the core team, Sote Hub draws on a network of over 100 technical experts engaged on a needs basis across countries and sectors. This flexible expertise model strengthens cross-border delivery, ensures sector-specific depth, and enhances responsiveness across diverse programmatic areas, including the Blue Economy, agriculture, climate resilience, and digital innovation.



SOTEHUB ORGANOGRAM



RISK MANAGEMENT & GOVERNANCE FRAMEWORK

Sote Hub applies a structured risk management approach to safeguard partner resources, ensure program continuity, and maintain strong accountability across all operations in dynamic coastal and regional contexts.

Key Risk Areas and Mitigation

RISK AREA	KEY EXPOSURE	MITIGATION APPROACH
Operational	Field coordination and data integrity across remote sites	Digital project management systems and decentralized field coordination teams
Financial	Donor concentration and currency variability	Diversified funding mix across donors, private sector, and earned income streams
Climate	Weather variability affecting coastal and agriculture projects	Climate-resilient programming integrated into all field interventions
Regulatory	Policy shifts across operating jurisdictions	Active engagement in national and regional ecosystem platforms for early alignment

Transparency and Accountability

Sote Hub maintains a strong accountability culture anchored on:

1. Independent annual audits

- Conducted by external audit firms to ensure financial integrity and compliance

2. Clear anti-fraud and zero-tolerance controls

- Applied across all programs and teams

3. Structured digital reporting systems

- That enable real-time tracking of implementation and results for partners.



OUR PARTNERS

BILATERAL, MULTILATERAL, & GLOBAL DEVELOPMENT AGENCIES / FOUNDATIONS

PARTNER	STRATEGIC ROLE
GIZ / BMZ (Germany)	Blue economy MSMEs support through Business Development and Market Linkages in Kenya and Tanzania
SlovakAid / Slovak Embassy	Supporter for the annual BEIIS & increase trade opportunities between Kenya & Slovakia
Norad (Norway)	Lead partner for Elevate Blue regional corridor across Kenya & Tanzania.
UK-Kenya Tech Hub / FCDO	Supporting digital inclusion via the Soko Plug Project.
Segal Family Foundation (SFF)	Grantee partner providing- unrestricted funding for operations
European Union (EU) & Team Europe	Advancing regional Blue Economy Innovation
UNESCO / Intergovernmental Oceanographic Commission (IOC)	Endorsement under the UN Ocean Decade Action.
World Bank (KIEP-SKIES)	Strengthening Kenya's Innovation Ecosystem.
VSO (Voluntary Service Overseas)	Social inclusion and From Waste to Work project delivery.
IKEA Foundation	Circular economy and waste-to-work program funding via ANDE & VSO.
Innocent Foundation	Funding the Mango Value Chain Development Project in Kilifi County.
People in Peril	Funding REAL GIFT 2024-2025 agricultural and educational resilience project.
CIHEAM Bari / MAECI (Italy)	Funding and implementing the Startup10 program.

GOVERNMENT BODIES, PUBLIC & ACADEMIC INSTITUTIONS

INSTITUTION	ENGAGEMENT LEVEL
State Dept. for Science, Research & Innovation (Kenya)	National industrialization and science policy guidance.
State Dept. for Blue Economy & Fisheries (Kenya)	Blue economy policy alignment and sectoral integration.
Mombasa County Government	Regional policy, urban planning, and event hosting.
Kilifi County Government & Fisheries Dept.	Agricultural and value-chain development partner.
Kisumu County Government	Inland blue economy and Lake Victoria spatial planning.
Kenya Marine & Fisheries Research Institute (KMFRI)	Science-led marine research and technical backing.
Kenya Maritime Authority (KMA) & Bandari Maritime Academy	Maritime policy, training, and shipping dialogues.
Kenya Wildlife Service (KWS)	Coastal restoration and mangrove protection.
Technical University of Mombasa (TUM)	Youth capacity building and academia-government linkage.

FINANCIAL INSTITUTIONS, INVESTORS & ANGEL NETWORKS

FINANCIAL PARTNER	ENGAGEMENT LEVEL
Equity Group Holdings (Equity Bank)	SME financing facility (disbursed KES 450M across 400 loans).
African Federation of Business Angel Networks (AFBAN)	Early-stage investor network and angel deal flow bridging.
Angel Leads Program (ALP)	Co-host of Angel Investor Mixers for emerging angel investors.
MTI Investment	Implementation partner and investor for Elevate Blue.
Stanbic Bank / Stanbic Foundation	Financial institution participating in capital dialogues.
Absa Bank Kenya	Financial partner supporting capital access and women in blue economy.
Sidian Bank & Nyali Capital	Financial partners supporting MSME credit access.
East Africa Venture Capital Association (EAVCA)	Investment partners unlocking regional capital liquidity.



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ECOSYSTEM NETWORKS, INNOVATION HUBS & INTERNATIONAL COALITIONS

NETWORK/ ORGANIZATION	SCOPE
1,000 Ocean Startups Coalition	Global network scaling ocean-positive innovations.
Aspen Network of Development Entrepreneurs (ANDE)	Premier global network for Small and Growing Businesses (SGBs).
Youth Business International (YBI)	Global mentorship, standards, and youth entrepreneurship network.
AfriLabs	Pan-African network of technology and innovation hubs.
Association of Countrywide Innovation Hubs (ACIH)	National network driving decentralized innovation across Kenya.
Kenya National Chamber of Commerce and Industry (KNCCI)	Policy advocacy, commercial linkage, and private sector growth.
Our Blue Future (OBF)	Regional blue economy alliance across the Western Indian Ocean.
Earthshot Prize	Official nominating partner for global environmental awards.
Ocean Centres Kenya	Ecosystem platforms advancing ocean-climate innovation.

Our Blue Future

ybi Youth Business International

United Nations Decade of Ocean Science 2021-2030

KNCCI Growing your Business together

AfriLabs

WIOMSA

THE EARTHSHOT PRIZE

afban african federation of business angels networks

ASSOCIATION OF COUNTRYWIDE INNOVATION HUBS

ocean centres

HOSTED BY UN GLOBAL COMPACT

SUPPORTED BY LR Foundation

1000 OCEAN STARTUPS

PRIVATE SECTOR, INDUSTRY ASSOCIATIONS, CORPORATE & STRATEGIC PARTNERS

ENTITY	NATURE OF ENGAGEMENT
TechnoServe	Program implementation partner for Mastercard Foundation (BlueBiz).
The Nature Conservancy (TNC) & IUCN	Conservation advocacy, blue carbon, and tracking platforms.
Hatch Blue & DOEN Foundation	Partners in seaweed value chain and women-in-aquaculture initiatives.
GIZ SPARK	Developer of the Blue Economy Financing Toolkit.
Inventas, Renetech, The Nordics in Tanzania, Nordic Council	Elevate Blue regional implementation partners.
Feast Foods, Golden Star Farming, Kenya Biologics	Agro-offtakers and input suppliers for the Mango Value Chain project.
Malindi Farmers Cooperative	Agricultural aggregation and market access partner.
Blue Radio Kenya	Strategic media partner for maritime dialogues and summits.
Alliance Française & Little Theatre Club	Cultural and community event partners for Ocean Festivals.
Mtwapa Maweni Conservancy / Turtle Conservation	Biodiversity and marine life rehabilitation partner.
Sustainable Travel & Tourism Agenda / Kenya Coast Tourism Assoc.	Sustainable coastal tourism partners.
Whitesands Hotel & Serena Beach Hotel	Hospitality and event partners.











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CALL TO ACTION & CONTACT INFORMATION

Sote Hub invites development partners, investors, governments, and ecosystem actors to collaborate in scaling our joint projects & impacts. As we enter 2026, the focus is on strengthening partnerships that advance the Blue Economy, climate resilience, and digital transformation through scalable, market-driven solutions.

We welcome engagement in venture building, co-investment, program implementation, and technical collaboration to strengthen enterprise pipelines and unlock sustainable economic growth.

Engage With Us

For partnership opportunities, investment collaboration, or program engagement, please contact our regional offices:

Kenya Office (Headquarters)

Bella Rosa House, Moyne Drive
Nyali, Mombasa, Kenya
P.O. Box 81663–80100
Tel: +254 799 817 560
Email: info@sotehub.com

Tanzania Office

Noble Center Victoria
Bagamoyo Road
Dar es Salaam, Tanzania
Tel: +255 743 025 327
Email: info@sotehub.com

The Gateway to Africa's Blue Economy

Sote Hub is now positioned as your trusted ally for East African market entry either to launch, invest or connect. Our focus has shifted beyond supporting startups to additional shaping the systems that connect local innovation to global capital.

A Message to Our Partners

To all our partners, thank you for your generous contribution, your friendship, your advice & showing up in our activities.



Juraj Blanár
Minister of Foreign and European Affairs of Slovakia

BLUE ECONOMY INNOVATION & INVESTMENT SUMMIT 2027

POWERING AFRICA'S BLUE GROWTH



The Blue Economy Summit is Finally Coming to Tanzania

SAVE DATE

DATES: 06Th – 08Th OCTOBER 2027
DAR ES SALAAM, TANZANIA

www.blueeconomysummit.co.ke