



**Knight
Castle &
King**

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THE BETALAB PROJECT

“BUILDING A FRAMEWORK FOR THE INCUBATOR”

Presented to
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TABLE OF CONTENT

03	Company Summary
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05	The Team
-----------	----------

06	Senior Talent network
-----------	-----------------------

08	Project Objectives
-----------	--------------------

09	Approach
-----------	----------

10	Project Work plan
-----------	-------------------

11	Contactus.
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ABOUT Knight Castle & King.

Knight Castle & King LLC was established in the year 2014 at the height of tax reforms in Kenya. We identified with the plight of businesses that were finding it hard to adjust to higher compliance. Over the years, we have enhanced our services to not only provide tax support but also to support investors and entrepreneurs during fundraising discussions.



Our journey has been very informative and filled with great adventure as we navigated through uncharted waters. For instance, when we set up our tax support services, we found ourselves on the fringes of the accounting and legal professions. We therefore sought certification by the Kenya Revenue Authority to practice as tax accountants and at the same time our teams took out licenses with the Law Society of Kenya. We find that this high level of regulation has sustained our high level of professionalism and enhanced our understanding of our clients' problems since we are able to work with their auditors and lawyers.

The development of the startup ecosystem plunged us into the depths of fundraising where we represented global funds that were struggling to understand the unregulated market in Kenya. We consequently supported efforts to develop some regulations in conjunction with the Capital Markets Authority, Pangea Trust, and SIDA, a project that culminated in the review of the crowdfunding regulations.

In the recent past, our investors have exhausted their pipeline of investable businesses and we have taken up the challenge to incubate quality startups, prepare them for fundraising, and in the process provide bootstrapping financing.



Partnership with Senior Talent Network.



Mentorship is an integral part of any successful incubator model. It allows entrepreneurs to learn from experienced professionals who have already navigated the challenges of starting and running a business. Senior Talent Network's extensive network of mentors provides entrepreneurs with access to a wide range of expertise across different industries. By leveraging this network, STN can help entrepreneurs identify the right mentors to guide them through the different stages of their business journey.

Through this project, STN aims to emphasize the value of mentorship in the incubator model and how it can be used as a key differentiating component. With the right mentorship framework in place, entrepreneurs can benefit from tailored guidance and support, which can ultimately lead to the success of their business. STN will work closely with entrepreneurs to identify their needs and match them with the right mentors who can help them achieve their goals. By doing so, STN hopes to foster a culture of mentorship that will benefit entrepreneurs and their businesses for years to come.



Meet the team



Eddy G.

Managing Director
MBA, LLB, IBFD tax.



Harun K

LLB(Hons) Dip (KSL)
Senior legal Associate
Tax Planning & Disputes



Emmah K.

Associate Business
Development..
Key accounts manager.



Christine W.

Associate Commercial
operations
Startup support..



Kelvin K..

LLB(Hons) Dip (KSL)
Legal Associate.
Corporate &
commercial law



Philip G.

CPA & Analytics
FPNA Associate
Investments Advisory



Johannes M.

Data management
and support services.



Dr. Eve W.

Manager Accounts
Healthcare & Pharma.
advisory & Support.



PROJECT OBJECTIVES

Establishment of a corporate incubator inclined towards Britam's product succession.



Micro focus

The framework should cover the legal framework that will regulate the onboarding and investment in startups. The framework should also provide an internal mechanism for monitoring and evaluation of incubatees.



Macro focus.

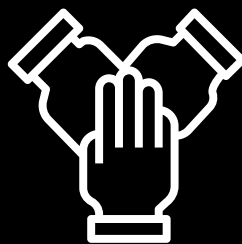
The framework should establish a mechanism of research and development for the benefit of the industry. At the heart of this research, there should be a stakeholder facing structure that should promote lobbying and regulatory canvassing.



APPROACH

The development of the framework shall follow a practical co-creation approach. Thus approach shall bring together the relevant stakeholders relevant to the Betalab project. We shall further leverage on design thinking to ensure that the Betalab is agile, strategic and highly scalable. For optimum results, the process shall be milestone based.

CO-creation



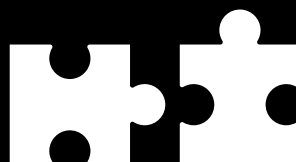
Co-creation session with the Britam team to develop key priorities based on design thinking.

Legal Compliance



Development of the framework design through the business model canvass structure and the TARA risk framework to ensure that is is legally sound.

Functional compatibility.



Policy drafting based on the above frameworks. The policy document must be aligned to the corporate goals of Britam and be aligned to the startup ecosystem. More about this is covered below.



NUANCES OF CORPORATE INCUBATORS

as we design the framework, we shall remain alive to the salient features of corporate incubators that differentiate it from other outfits.

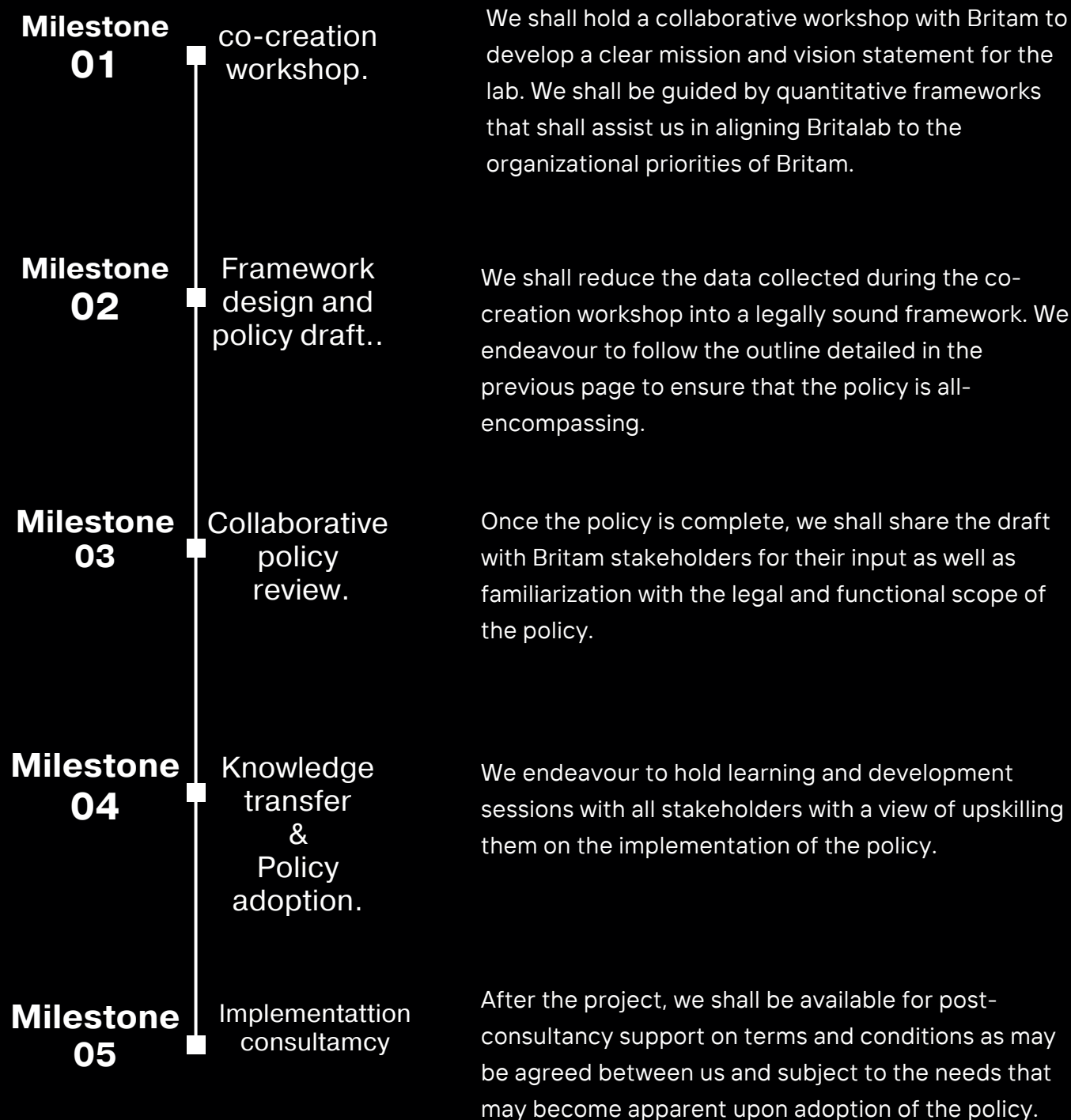
As indicated above, the policies developed for corporate incubators are important since they guardrail the business development process and ensure that it addresses the strategic goals of the corporate organization - Britam. The approach, therefore, is to strike a balance between the strategic goals of Britam and the freedom for innovation common in the ecosystem. At the very least, the policy shall cover the following key areas;

Key Policy Components

1. Mission statement.
2. Team & Structure
3. Monetization Model
4. Programme Plan
5. Investment documentation.
6. Appendixes



PROJECT WORK PLAN.





KCK

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**For inquiries,
contact us.**

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