



Live Your Dream Enterprises Ltd

Presentation

2025

IMPACT REPORT 2025

LIVE YOUR DREAM ENTERPRISES LTD

Equipping & Inspiring Sustainable Enterprise Growth



WHO WE ARE

Live Your Dream Enterprises Ltd (LYD) is a Pan-African enterprise development and capacity-building organization headquartered in Nairobi, Kenya. Founded in 2013 and incorporated in 2014, LYD exists to catalyze economic growth by empowering people and businesses through innovation, technology, and capacity-building solutions.



PURPOSE OF THIS REPORT

This Impact Report documents LYD's activities, outcomes, and institutional progress during 2025. It provides accountability to stakeholders, acknowledges partners, reflects on lessons learned, and informs strategic direction as LYD looks toward 2026 and beyond.





MISSION

Catalyzing economic growth through innovation, technology, and capacity-building.

VISION

Empowered African people and businesses driving sustainable growth with global impact.

VALUES

- Empowerment
- Integrity
- Collaboration
- Passion
- Fun in Learning
- Sustainability



KEY HIGHLIGHTS OF 2025

- 01 Expanded ecosystem partnerships
- 02 Triple WIDB trainer cohorts
- 03 NYOTA-TDI trainer deployment
- 04 Flagship Power Monday@5 Dinner
- 05 Governance & compliance milestones

OUR STRATEGIC FOCUS IN 2025



**Enterprise
Growth &
Support**



**Capacity
Building &
Talent
Development**



**Ecosystem,
Policy
Engagement &
Thought
Leadership**



**Institutional
Strengthening,
Governance &
Leadership
Development**



**Flagship
Convening**





ENTERPRISE GROWTH & SUPPORT

Supporting MSMEs & Institutions

- Delivered *Cross-Border Trade & E-Commerce* training to 50+ MSMEs in Homa-Bay & Nyamira counties in partnership with GIZ PeCI.
- Provided mentorship to 20+ of the entrepreneurs
- Supported delivery of WIDB Training to entrepreneurs through various trainers
- Conducted IWD 2025 with Nimz Omar Services, a previous mentee, convening 30+ women entrepreneurs and ecosystem leaders
- Supported Tony Elumelu Foundation, iBridge-iBizAfrica & AWOLA (PELUM Kenya) mentorship program
- Trained 50+ early & growth stage entrepreneurs across 6+ countries on *Strategies for Accessing Funding for Nutrition-Focused Enterprises* under Fortify Forward Innovation Challenge by GAIN
- Delivered business development services under the *CREATE & BUILD* LYD focus areas



CAPACITY BUILDING & TALENT DEVELOPMENT

Building Local & Regional Capacity for Sustainable Impact

- Trained 53 & certified 43 trainers across 10 counties and 4 countries under WIDB over 3 cohorts in partnership with ITC-ILO
- 5 WIDB certified trainers trained 39 & certified 22 entrepreneurs
- Participated in a ToT focused on Cross-border trade and E-commerce, culminating in the certification of four team members
- Seconded 10+ trainers who underwent ToT training and certification through the NYOTA-TDI Youth Empowerment Program. Trainers were deployed across Nairobi County
- On-boarded and conducted mentorship refresher for 5 mentors who supported 20+ entrepreneurs



ECOSYSTEM, POLICY ENGAGEMENT & THOUGHT LEADERSHIP

Connecting Voices, Shaping Conversations

Platforms and Engagements:

- Sankalp Africa Summit 2025
- AfricArena Cape Town Summit 2025
- Hosted Seamless East Africa 2025 Conference on Payments, Digital Commerce and Fintech
- AfriLabs Annual Gathering (AAG2025) - Timbuktoo Validation Workshop
- Hosted ASSEK ecosystem, CEO and Founders Round Table & IWD policy sessions
- Expert Trainer, Fortify Forward Innovation Challenge & Conference by GAIN

INSTITUTIONAL STRENGTHENING, GOVERNANCE & LEADERSHIP DEVELOPMENT



Strengthening the Institution Behind the Impact

- Sustainability plan development with focus on critical success factors
- Strengthened team through talent growth, outsourcing and internships
- Developed SOPs & standardized service delivery templates for predictability & enhanced MEL
- Brand refresh & digital enhancement through new website, logo, 6 newsletter editions & social media presence
- Financial year end restructuring from May to Dec. for alignment

Leadership up-skilling

- Active participation in ASSEK Learning Week and the GESS training cum benchmarking exercise in Johannesburg & Cape Town, South Africa.
- Internal team trained on Project Management
- Two directors earned a professional certificate from the African Angel Academy and a Master of Science degree in Psychology (with distinction) respectively.

Award

- The CEO received an award under the Wonder Woman category at the MSME Honours 2025 by Tally Prime Solutions.



FLAGSHIP CONVENING

Power Monday@5 Dinner 2025

Power Monday is a CSR initiative of LYD whose mission is to provide a platform for sharing knowledge and inspiration for a productive week and successful living, envisioning a society of dependable and timeless leaders.

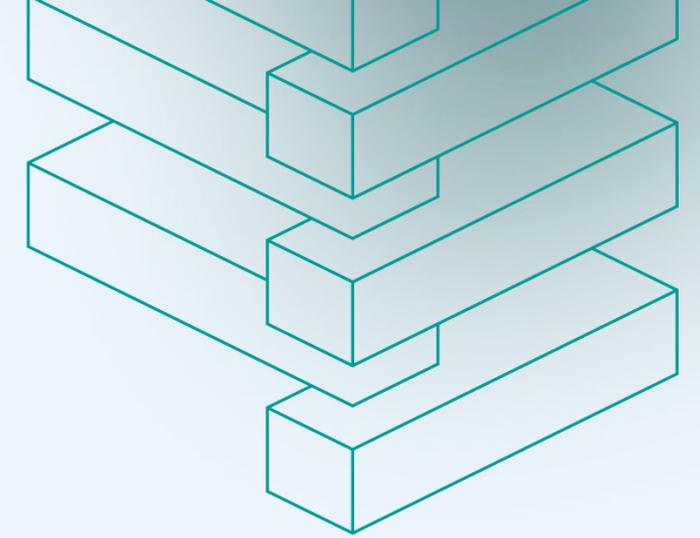
The 2025 Power Monday@5 Dinner marked a significant five-year milestone for the initiative, bringing together 70+ ecosystem leaders, entrepreneurs, creators, and professionals. The convening created a reflective and energizing space where conversations at the intersection of creativity, wellness, and innovation took center stage, reinforcing the importance of holistic leadership and community in driving sustainable impact.

Impact Summary

- **Sessions Held:** Out of 52 Mondays, 46 Power Monday sessions were conducted (4 public holidays, 2 year-end breaks).
- **Engagements:** 2 Meet & Greets, 2 charity events, and 1 dinner — totaling 5 physical interactions.
- **Encounters Delivered:** 51 across the year.
- **Attendance:** Averaged ~90 participants, with Q4 sessions consistently near capacity (100).
- **Platform Growth:** Capacity expanded in December, enabling 100+ participants per session; peak attendance reached 174.
- **Future Outlook:** Average participation projected to rise to 200 in 2026.



IMPACT



IMPACT BY THE NUMBERS

-  2,130+ Jobs Created
-  USD 515,000+ Funding Mobilized
-  4,000+ MSMEs Supported
-  617+ Trainings Conducted
-  40+ Counties | 16+ Countries
-  43+ Trainers Certified

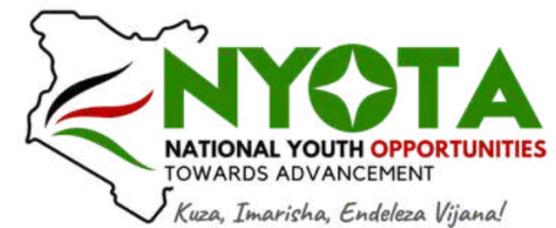


QUALITATIVE IMPACT

Beyond The Numbers

Entrepreneurs reported improved confidence, stronger leadership, enhanced compliance, increased market access, and funding readiness. Ecosystem actors experienced deeper collaboration and trust, reinforcing LYD's role as a connector and catalyst.

OUR PARTNERS



CHALLENGES

- Local capacity accelerates sustainable scale
- Partnerships unlock credibility and reach
- Strong systems sustain long-term impact

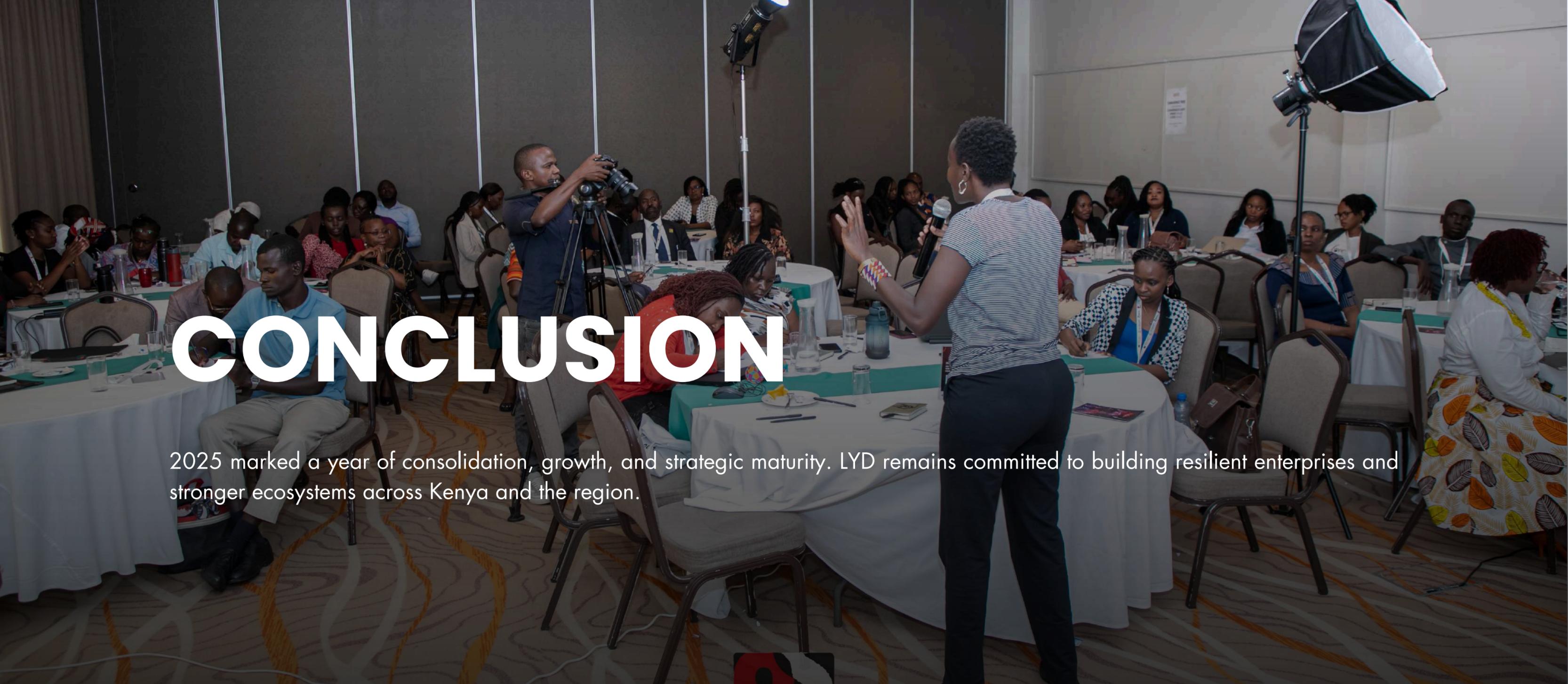
- Rapid growth in demand stretching internal systems and team capacity
- Increasing complexity of regulatory and compliance requirements
- MSMEs inability to afford cost of services necessitating waivers

LESSONS

OUTLOOK FOR 2026

Priorities:

- Scale inclusive entrepreneurship pathways
- Deepen youth, women & sector focused programming
- Expand regional partnerships
- Strengthen MEL systems
- Enhance governance & institutional readiness



CONCLUSION

2025 marked a year of consolidation, growth, and strategic maturity. LYD remains committed to building resilient enterprises and stronger ecosystems across Kenya and the region.



LYD provides simple, holistic, and affordable growth solutions to owner-managed MSMEs, empowering them to grow profitable and sustainable businesses. We work with those who want to CREATE and BUILD sustainable businesses.



THANK YOU

Partner with us.



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Social Media

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GLOSSARY

AAG – AfriLabs Annual Gathering

ASSEK – Association of Startup and SME Enablers of Kenya

AWOLA – Africa Women Leaders in Agro-ecology

GAIN – Global Alliance for Improved Nutrition

GESS – Global Entrepreneurship Support Standards

GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit (German Society for International Cooperation)

ILO – International Labour Organization

ITC – International Training Centre

IWD – International Women's Day

LYD – Live Your Dream Enterprises Ltd

MEL – Monitoring, Evaluation, and Learning

MSMEs – Micro, Small, and Medium Enterprises

NYOTA – National Youth Opportunities Towards Advancement

TDI – Training for Development Initiative Inc

PeCI – Pan-African e-Commerce Initiative

PELUM Kenya – Participatory Ecological Land Use Management Kenya

SOPs – Standard Operating Procedures

ToT – Training of Trainers

WIDB – Women in Digital Business