



**INTRODUCTION**

This is the first newsletter of Christian Business Angels (CBA). We're a young organization and still establishing ourselves Just like a real start-up company, we've been through some pretty hectic activity, and believe it's about time to share our whereabouts with you by means of this first issue, which we proudly present to you. You'll notice towards the end of this newsletter that we are organizing an *information evening on Monday 2 December in Zeist*, and we hope to be able to meet many of you there!

On behalf of CBA, Roland Heersink - chairman, Paulus Steenkamp - secretary, Jan Voois – treasurer, Jos den Hengst and Daan Beukers - members.



**STARTING...**

In September 2012, a group of 8 Dutch business leaders, 3 spouses and 2 Compassion Netherlands staff (picture) visited Compassion Kenya during an activity filled 8-day field trip. One main activity was meeting with 12 Kenyan university students enrolled in Compassion's Leadership Development Program (or LDP). This engagement made clear to us that even though LDP alumni are competitive in the job market, there are not enough positions for

university graduates in Kenya's society! In addition, many LDP students have demonstrated entrepreneurial savvy, and Kenya would be greatly helped with more business start-ups. In short, this realization led to the birth of CBA, with mission "to support Compassion's LDP alumni to launch and/or grow businesses by providing early-stage investment funding and business consulting".

**SCOUTING**

In February 2013, CBA members Roland Heersink and Paulus Steenkamp met with Compassion Kenya representatives in Nairobi and also with law firms and tax advisors to assess the viability of CBA's mission and the practicalities of establishing a Kenya-based CBA company that would be the vehicle for investing in LDP alumni start-ups. This was followed up by meeting with the leadership of Compassion Netherlands. All lights were green and there was wide support across the board for our intents. On 1 July 2013, at Compassion Netherlands LDP sponsor evening in Apeldoorn, we had a time slot to present CBA, and many of you who are receiving this newsletter expressed your interest to be kept informed at that session!



Coöp Bank Kenya team



Compassion Kenya LDP team

**LDP CONFERENCE**

In August 2013, CBA members Paulus Steenkamp and Jos den Hengst again visited Kenya, reconnected with the Compassion Kenya team (see picture) and established a relation with the Cooperative Bank of Kenya (see picture). The timing of this visit was such that it allowed us to be present at the annual LDP Student Conference in Nairobi, where we had a total of 6 hours airtime in plenary and break-out sessions to introduce the concept of Christian Business Angels to the appr. 260 students and faculty present. We also dug deeper into what is first of all needed for a business start-up, ie a sound Business Plan, capturing the business proposition, its market positioning, competitor analysis and financing structure. This served only as a precursor to whet the entrepreneurial students' appetites for their participation in the Business Plan Competition.



**Eugene Situma, Compassion Kenya's LDP Specialist writes:** *"Our vision is that LDP Kenya will be a recognized brand that provides servant leadership training for all university and college students. The LDP crowns the entire effort of Compassion's bid to release children from poverty in Jesus' name. In the LDP, we not only focus on ensuring that the foundation of holistic development is built up, but more so, we have a very strong component of development in servant leadership. Students receive both practical and theoretical training that is bound to make them become catalysts of change as they take up leadership positions in their various spheres of influence. At the inception of the LDP in Kenya in 2001, we had 20 students. Now, we have 293 students in the program".*

**BUSINESS PLAN COMPETITION**

Just as a business starts small, so does CBA. This implies that we cannot support a dozen start-ups at once, so we developed the idea of a Business Plan Competition: eligible LDP students and –alumni are encouraged to develop a business plan, and the best 1-3 will be moved forwards for initial CBA support, both financially and with business coaching.



**BUSINESS PLAN TRAINING CLASS**

As sequel to the introduction at the August LDP conference, CBA member Roland Heersink ran a 2-day Business Plan Training Class in September in Nairobi, which was attended by **30 LDP students and 9 alumni**. Students & alumni were placed into individual workgroups and focused on the best business plan ideas (pre-selected by CBA) to complete the workshop exercises following a detailed workbook developed by the CBA. The sessions were very practical and specifically designed to give workshop participants hands-on experience with one of their own business ideas in the development of a proper & complete Business Plan. The workshop was an intense set of teachings and exercises across 2 full days, with a group dinner and late-into-the-night homework on Friday evening to develop profit & loss statements for the selected businesses. In parallel to the class, CBA member John van den Heuvel hosted 1-on-1 interview/coaching sessions with the 29 participants who had submitted a profile of their Business Plan to the CBA prior to the actual workshop. In these sessions, the CBA was able to gain a better understanding of the caliber of workshop participants and the strength of their ideas, while giving valuable feedback to the business "owner" on next steps, suggested modifications, and so on.

**JOIN US AT OUR MEMBER => INFORMATIONAL EVENING 2 DECEMBER IN ZEIST**

We are planning to have a face to face meeting for those who would like to know more about CBA on [Monday 2 December 2013 in Zeist, The Netherlands, starting at 19.30hrs](#) (more details to follow shortly). The intent will be to share more details on the various steps above, but notably present and discuss the plans going forward, and present options for deeper involvement in the work of CBA. Note that this session will be conducted in Dutch. Furthermore, once our Netherlands-based foundation ("Stichting CBA NL") is formally established. We'll incorporate CBA Kenya Holdings LLC in Nairobi. In the remainder of this year and into early 2014, we'll review the submitted business plans from the LDP entrepreneurs, and select the most promising ones for further consultation and advice, with the aim that we end up with a few great finalists. *By end of the 1st quarter of 2014, we should be able to actually see one or more new business launches!*