



# Miller Center

for Social Entrepreneurship

**Name of social enterprise:** Eggpreneur

**Mission statement:** To empower women and promote inclusive and sustainable economic growth in remote, rural areas.

**Webpage:** <https://www.eggpreneur.com/>

**GSBI (2018) business plan presentation:**

[https://www.youtube.com/watch?v=qXUtQmM\\_md4](https://www.youtube.com/watch?v=qXUtQmM_md4)

**Headquarters:** Machakos, Kenya

**Location(s) of research:** Machakos and Eldoret, Kenya

**Background:** Eggpreneur trains rural women to become poultry farmers, raising eggs and chickens. This provides them economic opportunities, enhances the well-being of their families, and serves as a micro-enterprise incubator.

**The challenge:** Eggpreneur seeks to expand its reach beyond its original region in Machakos. To do this, it needs to formalize and package up its initial Eggpreneur curriculum, enhance it to provide more generalizable entrepreneurship skills, and to develop partnering strategies that potentially could be used to partner with Catholic Sisters. Therefore; Eggpreneur plans to meet the changing needs of the women by advancing its program to focus more on women business support and entrepreneurship skills. Eggpreneur will offer the tools for success to both rural and urban women business owners, many of whom are socially and economically disadvantaged and need resources and education to grow their micro and small enterprises

**Action research products needed:**

1. A formalization of the Eggpreneur training program, and expansion of rural business training for women in the program.
2. An evaluation of the opportunity of Eggpreneur to partner with Catholic Sisters or other groups interested in rural economic development for women.

**Student skills needed:** Cross-cultural communication, human centered design thinking, curriculum design.

**Keywords:** women's rural development, women's economic empowerment, micro-entrepreneurship, replication.