**TERMS AND CONDITIONS**

**Program Overview**

“Launch and Grow: The Kenyan Women’s Entrepreneurial Leadership Program” is a unique first-of-its kind program offered to select groups of both emerging women entrepreneurs and seasoned women entrepreneurial leaders from Kenya.

The Women for Africa Foundation, through collaboration with Babson College and Banco Santander, will offer a transformational and very unique learning experience, designed to accelerate the impact and success of the participating entrepreneurs’ businesses. The program includes an intensive one-week residency at Babson’s main campus located near Boston, Massachusetts, USA, in addition to e-learning, coaching, and mentoring post-program in Nairobi.

**Who Can Participate?**

**Recipients and admission requirements:**

The program will accept applications from two groups of participants, both of whom must be founders/owners/CEOs/ or Managing Directors of registered companies. The maximum number of participants, in this edition, will be **16**.

All business women living in Kenya, regardless of their citizenship are eligible. Moreover, it falls under the responsibility of the selected candidates to be in possession of a valid visa to travel to the United States in June of 2023.

1. **Emerging Women Entrepreneurs**

Founder/owner/CEO or Managing Director of a company that has been in business for a minimum of 3 years and a maximum of 5 years, which has high potential to grow and scale; or successor with 3-5 years of leadership experience in an established family business with high potential to grow and scale. Successful candidates will express an interest in engaging in a mentoring relationship with senior business women. All business sectors are welcome. We encourage applications from leaders of companies with a strong social component.

1. **Experienced Women Entrepreneurs**

A minimum of 10 years of experience in running and growing a business or in a top executive/director role at an existing business. The candidate can be an owner or a member of the company’s board. All business sectors are welcome. The successful candidate will have had extensive experience in leadership positions in at least one entrepreneurial company. Additionally, the successful candidate will have prior experience in coaching and mentoring others.

**Characteristics of the Program**

**Objectives:**

Women-owned and operated businesses represent one third of all companies in Africa, contributing significantly to job creation and development. In Kenya, women represent more than 50% of the business sector in the country; however, women-run businesses are usually smaller, have less access to credit, a lower growth rate, and lower rate of re-investment. The time for change is now!

In an attempt to reduce the skill and opportunity gap between men and women entrepreneurs, the Government of Kenya has launched several initiatives to support women entrepreneurs such as the Women Enterprise Development Fund (created in 2007) and the fund to support women entrepreneurs and their businesses (created in 2012). In addition, the Kenyan government is encouraging women’s participation in public tenders by establishing a quota of 30% for youth, women, and disabled people.

The overarching goal of “Launch and Grow: The Kenyan Women’s Entrepreneurial Leadership Program” is a bold one: to bridge career stage and status to create far greater opportunities for high potential women entrepreneurs in the country to create extraordinary economic and social value.

As a participating emerging business leader or entrepreneur, you will develop an opportunity-focused mindset and an appreciation for how Entrepreneurial Thought and Action® can be applied to your life and your work in a variety of contexts and environments. The program emphasizes learning by doing. Concepts and theories will be quickly applied through an action learning methodology.

The program offers the participants the opportunity to become member of a Network of Women Entrepreneurs who have lived the Launch & Grow experience and are willing to share their entrepreneurial skills and to create new business opportunities.

**Curriculum and key benefits of the Program**

This blended learning program will feature a carefully designed mix of in-person and online lectures, interactive exercises, coaching and mentoring. Above all else, the focus is on applying learning so that new ideas can be immediately translated into action.

A sampling of topic areas include:

* Entrepreneurial Thought and Action®
* Vision and values and building your culture
* Creativity and design thinking
* Business model development
* Building effective teams
* Financing
* Marketing and brand building
* Growing and scaling your ventures
* Learning and growing from Failure
* Strengths based power and influence
* Creating effective mentor relationships
* Building your networks and community

The concrete content of the program will be tailored to the particular needs of the selected group of participants and adjusted to their profiles.

**Participant Mix**

This program will bring together two distinct profiles of Kenyan businesswomen: emerging entrepreneurs and seasoned entrepreneurs and business leaders. In each cohort, **16 women entrepreneurs, both early-stage entrepreneurs and more experienced entrepreneurs/business leaders,** will be grouped into teams and work together on building social and economic impact of their ventures. The structure of the participant mix creates a learning community reciprocity that benefits all. Bonds will form that last a lifetime.

**Faculty**

“Launch and Grow: The Kenyan Women’s Entrepreneurial Leadership Program” will be taught by a group of leading faculty members from Babson College, the #1 institution for entrepreneurship education. The Babson faculty team is unique in its use of both academics who are thought leaders and accomplished researchers as well as practitioners who are seasoned business leaders, entrepreneurs, and investors. Just as important as our faculty’s academic and professional qualifications is their approachability and dedication to participants’ success. As a participant, you will work closely with faculty as they coach and mentor you.

**Selection criteria and admission requirements**

* Fulfilment of the admission requirements listed in the call
* Motivational statement on “what are your motivations for applying to the Launch and Grow Program” and how you believe this experience will help you achieve your goals
* The candidates’ biography or CV.

In order for places on the Program to be allocated to participants, Babson College will confirm compliance with the selection criteria that are to be met by candidates. Babson College may also assess any other selection criteria that it deems appropriate in the event that demand for places from candidates exceeds the number available.

With a view to ensuring that the Program will benefit from the greatest possible number of candidates, if the Babson College believes at any time that the planned number of places is not going to be filled, it may decide to apply other criteria for obtaining a place on the Program, and it may even extend the deadline by which candidates may apply.

In the event that, once the deadline has expired, some of the places allocated have not been accepted by candidates, Babson College will allocate these places under identical conditions to other candidates who meet the necessary requirements or additionally requirements that Babson College will consider with the aim that the places will not be deserted.

**Management**

Registration via the website created to this end at [www.santander-grants.com](http://www.santander-grants.com) is an essential requirement for anyone wishing to obtain a place, and the allocation of places will be notified using the management system provided.

Applications for the Program are open **from 09-02-2023 to 02-03-2023 at 23:00 GMT+1 (Madrid time zone).**

**Allocation of places among candidates**

Babson College will carry out the selection process andwill allocate the places to the candidates. It will not be possible to extend the established deadline under any circumstances. Candidates who are notified that a place has been assigned will have **7 calendar days** to indicate their acceptance through [www.becas-santander.com](http://www.becas-santander.com).

In the event that, once the deadline has expired, some of the places allocated have not been accepted by candidates, Babson College will allocate these places under identical conditions to other candidates who meet the necessary requirements or additionally requirements that Babson College will consider with the aim that the places will not be deserted.

In addition, once the participants have completed the Program, the participants will receive a communication through Santander Grants platform so that they can transmit their satisfaction by means of a short questionnaire in test mode.

**Taxation of the Program**

The corresponding tax regulations in force will be applied to the grants and, specifically, the provisions regarding Spanish Personal Income Tax and that on occasions could give rise to the practice of withholdings on account of the aforementioned Tax for part of the Babson College and the obligation for the beneficiary of the grant to include the corresponding amounts in their annual income statement (compliance with the fiscal obligations of the beneficiary of the grant will be their sole responsibility).

**Data protection**

The following is the basic information of the Privacy Policy applicable to the Program available at Santander Grant platform [www.becas-santander.com/es/legal/privacy](http://www.becas-santander.com/es/legal/privacy):

The Data Controller is Universia Holding S.L (“Universia”), with postal address Ciudad Grupo Santander. Avda de Cantabria s/n, 28660, Boadilla del Monte (Madrid), España and contact details of data protection officer: [dpo@universia.net](mailto:dpo@universia.net).

As a consequence of the registration of the participants to the present Program the basic purposes that affect them of the Privacy Policy are the following:

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| --- | --- |
| **Purpose of processing** | **Legal basis** |
| Management of the User's registration on the platform and enjoyment of the Service | The performance of a contract put in place through acceptance of the General Conditions of Use of the platform. |
| Transfer of data to Institutions and Promoters for proper implementation of the Program:  Universia transfers the personal data provided by users at the time of registration to this Program to:   * + - The Institution that has granted or must grant the Program: Babson College     - The Promoter that has sponsored, promoted or financed it: Banco Santander S. A | The performance of a contract put in place through acceptance of the General Conditions of Use of the platform and the terms and conditions of the Program |
| Transfer of Data to the [Local Bank](https://pro-becas-images-s3.s3.eu-west-1.amazonaws.com/legals/cesion_rrhh/cesionariosrrhh_en.pdf) and to Banco Santander, S.A. (Spain) to enable them to contact data subjects for potential selection processes | The express consent provided by the user, who may revoke it at any time, without this entailing the loss of his or her user status. |
| Fulfilment of legal obligations | Compliance with the obligations imposed by law. |

**Modification of Terms and Conditions of the Program**

The fact of participation in the Program implies acceptance by the candidates of its Terms and Conditions, and its resolution, which will be final, as well as the waiver of any type of claim on any aspect stipulated in them, such as allocation, selection, and admission criteria.

Babson College and Santander reserve the right to modify or amend any of the Terms and Conditions of the Program, partially or totally at any time, even suspend, postpone, or cancel the Program if there’s a sufficient, justified, and objective reason with the purpose of preserving the social impact that the Babson College and Santander pursue with the present Program. In any case, Babson College and Santander shall inform to the Candidates about the modifications, corrections or amendments made through the website [www.santander-grants.com](http://www.santander-grants.com).

These terms and conditions shall prevail over any form of communication that candidates may receive from [www.santander-grants.com](http://www.santander-grants.com).