

Majipreneurs Summit Kenya



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Summary

The 1st Majipreneurs Summit Kenya bridges the gap between entrepreneurs, investors, development partners and policy makers, creating a supportive space and common mission to build an ecosystem for sustainable water and sanitation initiatives.

After three editions in Uganda, the Majipreneurs Summit came to Kenya. On 15 and 16 April 2026, 170 WASH entrepreneurs, investors, and sector actors gathered at iHUB in Lavington, Nairobi - the first time the Summit had taken place outside Uganda.

The theme for the event was: "Shaping the Ecosystem. Navigating Opportunities. Building Impactful WASH Enterprises."

The Summit aimed to:

- **Explore** WASH entrepreneurship **potential & support needs**
- Foster **collaboration** between entrepreneurs, financiers, experts, and policy makers proactively enabling the **scale** of WASH Enterprises
- **Discover opportunities** for impactful WASH enterprises and support initiatives
- **Co-develop initiatives** to strengthen the entrepreneurial ecosystem for WASH

To achieve these goals, **170** hand-picked **WASH entrepreneurs, investors, experts, and sector stakeholders** gathered for an invitation-only event. Curated for quality over quantity, the Summit brought together the makers and shakers of Kenya's WASH entrepreneurship ecosystem - from early-stage innovators to pioneering enterprises, from local investors to international development partners. The programme offered keynotes and panels, thematic deep dives, co-creation sessions, investment pitches, and meaningful networking, all infused with the art, music, and can-do spirit that have become hallmarks of the Majipreneurs experience.

Importantly, the Summit was more than a two-day event. It was built on months of preparation and community engagement. Starting in November 2025, over 100 key actors from Kenya's WASH entrepreneurship ecosystem participated

in Focus Group discussions - in Nairobi and online - to identify critical barriers and co-design actionable initiatives. Three focus areas were explored: public-private collaboration between utilities and entrepreneurs, insights and intelligence on WASH entrepreneurship through a dedicated sector report, and the foundations of a community platform for continuous peer learning and support. During the Summit itself, participants refined and validated these and other emerging initiatives, giving them shape and momentum.

The **Majipreneurs Hackathon**, held from 13 to 15 April, brought together **30** aspiring **young entrepreneurs** in the days leading up to the Summit. Working in teams, participants went on field visits and developed and prototyped practical solutions to real business problems faced by **Fresh Life** and **Nazava**.

The **Investor Room**, held on 15 April, was an exclusive session where **13 high-potential WASH enterprises pitched** their investment-ready solutions to a room of financiers across the water supply, sanitation, and female health and hygiene sectors.

On 15 April, **four Thematic Side Events** offered deep dives into the practical realities shaping Kenya's WASH ecosystem: market pathways for female health and hygiene enterprises, Kisumu as a model for public-private sanitation delivery, success factors for public-private collaboration in water supply, and the landscape for private piped water operators.

Alongside the Summit, **11** pioneering **enterprises showcased** their technologies and services **at the MajiMarketplace**, which ran across both days and offered participants hands-on exposure to the solutions driving WASH access in Kenya today.

The Summit was convened by the Majipreneurs Alliance, led by Cewas, OPERO, Young Water Solutions, and Siemens Stiftung, with generous support from the UN's Sanitation and Hygiene Fund (SHF), the Stone Family Foundation, the Embassy of the Kingdom of the Netherlands in Kenya, Viva con Agua, and CAWST.

At a glance



• 30 Hackathon participants



• 4 Thematic Side Events



• Co-Creation on 7 themes



• 13 Enterprises pitching



• 18 Speakers & panelists



• Networking galore



The pages that follow cover each component of the Summit in full.

Hackathon



The 2026 Majipreneurs Hackathon took place on 13-15 April, gathering 30 young entrepreneurs across 10 teams to develop solutions for real world challenges faced by Nazava and Fresh Life.

The Sanitation Challenge - Fresh Life

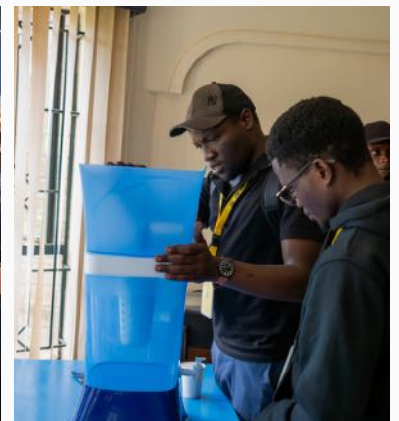
Urban sanitation services are too often managed reactively. Trucks are often dispatched on fixed schedules, emptying toilets regardless of actual need, wasting resources and driving up costs.

This challenge invited participants to make sanitation smarter, leaner, and data-driven across three areas: **smarter servicing schedules** that replace fixed routines with demand-driven operations; **real-time data and decision-making tools** that give operators live ground-level visibility; and **user feedback systems** that bring the community voice into service delivery.

Water Challenge - Nazava Filters

Affordable, effective water filters exist, yet millions of households still rely on unsafe water sources. The gap isn't technology; it's market reach, trust, and the ability to drive behaviour change at scale.

Participants were asked to solve a real market entry problem across three areas: **a go-to-market strategy that converts**, moving beyond awareness to actual purchase decisions; **distribution models that reach the right households**, navigating last-mile complexity to put filters where they are needed most; and **positioning that makes people switch now**, cutting through competing priorities to make safe water the obvious, immediate choice.



The Majipreneurs Hackathon demonstrated that when young people are brought face-to-face with real sector challenges, they rise to the occasion with practical, innovative solutions. By immersing students directly in field realities and enterprise operations, the event revealed the WASH sector's rich potential as a space for youth-driven entrepreneurship, technology, and impact-focused innovation. It also highlighted how partnerships between established enterprises and young talent can fast-track the adoption solutions. These type of collaborations bear significant potential to cultivate the next generation of sector leaders.



Hackathon proceedings

The hackathon followed a structured, hands-on approach built around areas

- **Field Exposure and Problem Discovery:** Participants visited partner enterprise operations to gain direct exposure to customer realities, operational systems, and on-the-ground service delivery challenges.

The solutions

The Nazava Sales & Marketing Hacks

- The **Technetians team** developed a **targeted market-entry and customer engagement strategy** for Nazava’s fluoride-removal filters. Their approach was informed by direct field interactions and focused heavily on understanding behavioral and social drivers influencing product adoption. The team framed fluoride-safe drinking water not only as a health issue, but also as a broader social and economic opportunity. By linking the impacts of fluorosis to confidence, employability, and social stigma, they positioned the filters as both a health and livelihood investment.

- **Mentorship and Solution Refinement:** Teams engaged with sector professionals, entrepreneurs, and technical mentors who challenged assumptions, guided feasibility discussions, and strengthened business logic.
- **Solution Development and Pitching:** Teams developed practical solutions and presented them to a panel of judges drawn from the WASH, entrepreneurship, and innovation ecosystem.

The Fresh Life Route Optimization Hacks

- **Maji Horizon** designed an **IoT-enabled smart monitoring system to transform sanitation waste collection**. Using low-cost weight sensors and LoRa (low-power wide-area) communication, their system tracks toilet fill levels in real time and feeds live data into a dynamic routing engine. This shifts Fresh Life from fixed collection schedules to demand-driven routes—reducing unnecessary trips, cutting operational costs, and eliminating overflow risk. The jury praised the solution’s technical feasibility and its tight alignment with Fresh Life’s operational realities.

3 DAYS OF INNOVATION AND YOUTH ENGAGEMENT



FIELD VISITS TO NAZAVA AND FRESH LIFE

10+ JURORS SELECTING 2 WINNERS



“Walking into that room and witnessing so much energy from so many passionate young people was very inspiring. The Hackathon outcomes have given us invaluable insights to sharpen our marketing approach.”

Lieselotte Heederick, Director Nazava

Investor Pitch Room

The Majipreneurs Investor Pitch Room brought together a room full of investors and funders with 12 water supply, sanitation, and female health & hygiene businesses.



The Majipreneurs Investor Pitch Room brought together national and international foundations, investors, and banks with high-potential WASH enterprises. The 13 enterprises that pitched their business models were partners or graduates of accelerator and business support programs run in recent years by Cewas, YWS, OPERO, and WASEU, including:

SanUp

SanUp - Scaling Next Gen Sanitation Enterprises is an initiative by SHF and Cewas that helps sanitation SMEs grow and become investment-ready through technical assistance and catalytic financing.

Rural Water Accelerator

The Rural Water Accelerator is an initiative that supports high-potential enterprises focussed on piped water, last mile distribution & other models that bring clean water access to rural communities grow and become investment-ready.

Female Health & Hygiene Accelerator

The FHHA empowers sustainable businesses to grow through a proven acceleration methods and innovative formats, refining financing strategies, expanding client bases, enhancing value, and securing investment through tailored support and networking.

WAKE-UP

WAKE-UP was Cewas' and OPERO's first WASH accelerator in Kenya that helped innovative Kenyan entrepreneurs grow and become investment-ready through customised, long-term support tailored to their individual journey towards financial sustainability.



The investor pitch room drew a large and diverse crowd of financiers, signaling growing interest in the sector. A notable trend emerged around repayable finance, particularly among smaller enterprises, suggesting an early shift away from grant dependency. Larger entities, meanwhile, expressed a clear appetite for blended finance instruments to underpin their growth strategies. Across the board, one message rang out consistently: enterprises must sharpen their ability to articulate return on investment with clarity and precision if they are to successfully attract and secure funding.



A total of 13 enterprises pitched their case in two thematic batches:

- The initial cohort of sanitation enterprises included businesses making significant contributions to both SDG targets 6.2 and 6.3, spanning business models such as container-based sanitation, on-site wastewater treatment, faecal sludge emptying and transport, and co-processing of faecal sludge through pyrolysis - a process that produces biochar and permanently sequesters carbon from the atmosphere.
- The second cohort focused on water supply (SDG 6.1), with strong representation across three distinct approaches to extending piped water networks, two water filtration enterprises, and Sandi AI, an AI-powered platform that matches solution providers with customers based on their specific needs.

13 enterprise pitches.

Growing openness to repayable finance, provided investment cases are clear.

Grants still critical for CapEx and growth financing.

The enterprises each had 4 minutes to pitch their solutions and investment cases, presenting their enterprise to attending funders from Kenya, East Africa, Europe and the US.

In between the batched presentations, **breaks** provided space for **networking** with investors, to answer questions and engage with potential partners.





Thematic side events

On the first day of the Summit, four curated sessions brought together practitioners, investors, and policymakers for deep dives into the pressing themes shaping Kenya's WASH ecosystem.

The Side Events were designed as honest, working conversations - not panels. Each brought together a curated group of 25–40 participants to examine a real challenge, stress-test evidence against lived experience, and produce actionable outputs to feed into the main Summit day and beyond.

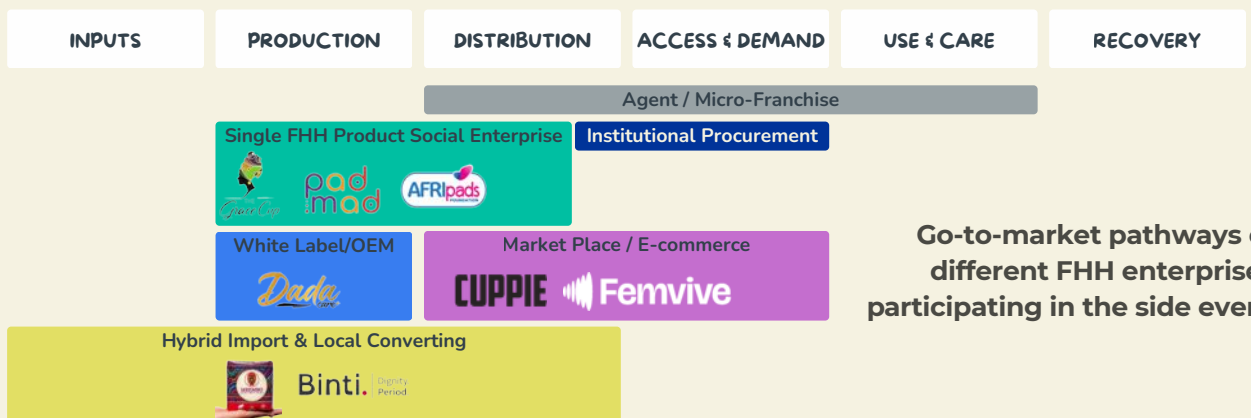
From Product to Purchase: Unlocking Market Pathways for FHH Enterprises in Kenya

Despite real demand and demonstrable need, FHH enterprises still struggle to reach customers at scale. This session mapped enterprise journeys across five routes to market: direct sales, white-label manufacturing, hybrid import-and-conversion, e-commerce, and agent/micro-franchise networks.

Shared bottlenecks emerged across all models. **Demand is constrained by low awareness and cultural barriers**, particularly around reusable products. Production costs are prohibitively high, compounded by VAT and distribution. **Retail and distribution pose the greatest complexity**: 90-day supermarket payment cycles strain cash flow, last-mile delivery is costly, and e-commerce adoption remains too limited to substitute. Policy gaps add friction, including certification hurdles and weak implementation of the MHH Kenya 2019–2030 framework.

Solutions vary by business model, but the group converged on several priorities: **targeted joint sensitization** campaigns, **bundled product offerings, concessional financing** for inventory and distribution cycles, and stronger stakeholder engagement to **accelerate policy implementation**.

Menstrual health remains both a public norm challenge and a commercial opportunity. There is a strong case to keep pushing on both fronts.



Go-to-market pathways of different FHH enterprises participating in the side event





Public Private Collaboration - the cross-cutting theme of the Summit was the focus of two thematic side events on sanitation and water supply

Kisumu as a Hub for Public-Private Sanitation Delivery

Kenya's sanitation sector is constrained less by a lack of solutions than by unclear mandates and misaligned financing.

In Kisumu, private operators deliver services, the utility coordinates, and both commercial and public financing contribute to system functioning. The session worked through which functions can be delivered commercially, which require public financing, and how the two interact across different operating environments.

Convened by SHF, the World Bank, KiWASCO and OPERO, this session broadened the lens to urban, small town, and hard-to-reach contexts, examining where private operators can play a role and under what conditions.

Participants mapped private sector entry points across each context alongside the financing structures required to support them, identifying where role clarity and financing design need to be developed in tandem.

"When different key partners work together we can solve all sanitation issues around us without duplicating the work and budgets, but by complimenting each others efforts."
Eldah Odongo, KiWASCO

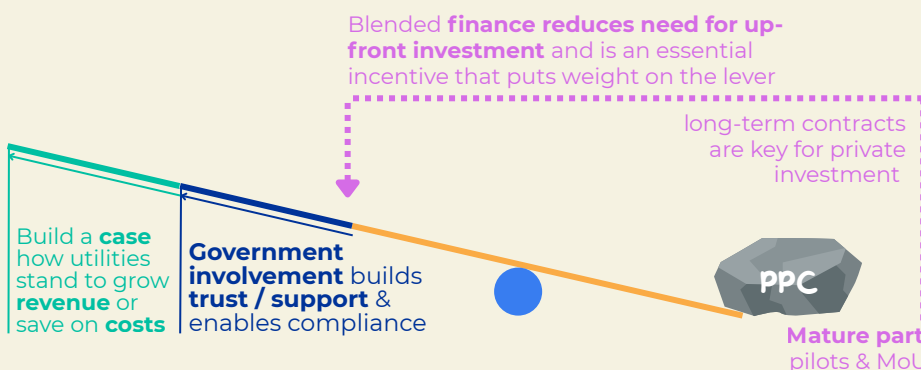


Success Factors for Public-Private Collaboration in Kenya's Water Supply

What actually makes public-private collaboration work and how do you make it last? Participants moved from an in-depth case examination over a landscape overview of PPCs across Kenya to extracting lessons for future partnerships.

The evidence revealed a structural asymmetry: appetite for collaboration is high, but the burden falls disproportionately on enterprises. Limited resources, ill-suited regulatory frameworks, and bureaucratic delays hit smaller operators hardest. Yet successful models are growing. The strongest partnerships complement rather than replace utilities, start with pilots before maturing to long-term contracts, and use blended finance to reduce upfront investment. The session produced a draft set of success factors and repeatable collaboration components feeding directly into the Water Resilience Solutions Hub initiative - an emerging Majipreneurs Ecosystem initiative.

Enterprises need more than goodwill. They need multi-year, institutionalised structures that provide stability and a clear path forward. Equally important is a full understanding of the regulatory landscape. Discussions at the side event revealed significant gaps in enterprises' familiarity with the legal frameworks governing PPC and what these mean in practice for contracts, procurement, and compliance. Bridging this knowledge gap is a prerequisite for enterprises to engage confidently and on equal footing with public partners.



WASH enterprises hold a short lever and struggle to establish viable PPC. Insights from existing collaborations revealed how enterprises position themselves better.



A deep dive into the role & potential of private piped operators in overcoming the capacity constraints of public utilities and development actors

Private Piped Water Operators: Setting Expectations, Building Pathways

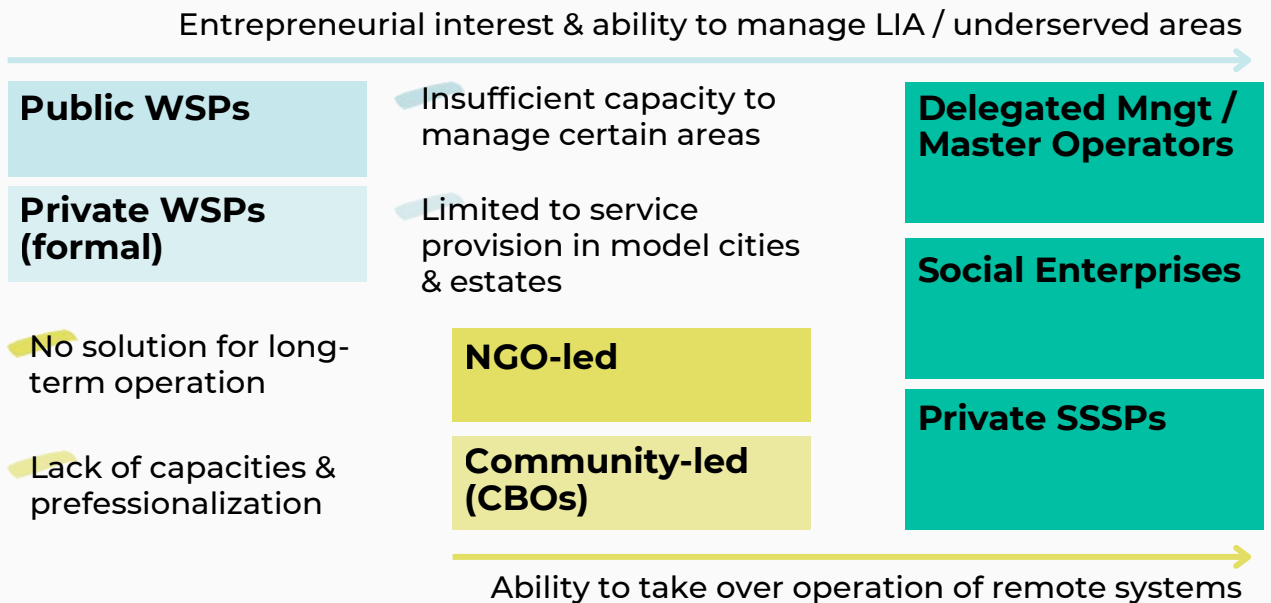
Kenya features a wide spectrum of non-state piped operators, yet clarity on what can realistically be expected from each model type remains limited. Against this backdrop, OPERO, Vox Impuls and the Stone Family Foundation set out to map existing collaboration models, identify where they work and where constraints lie, clarify expectations to reduce investment risk, and ultimately enable systemic change rather than isolated project support.

This session drew on a comparative landscaping of operators mapped across six model types - from regulated private WSPs and delegated management arrangements to social enterprises and community-based operators.

Participants used a World Café format to validate and enrich the typology from lived experience, then converged on a set of conclusions about realistic expectations and financing pathways for each model. The discussion explored minimum enabling conditions for scale, what responsible contracting between WSPs and private operators looks like, and how regulation could support rather than hinder professionalization.

The key question is not whether private operators can deliver - it is whether the conditions for them to do so sustainably are in place.

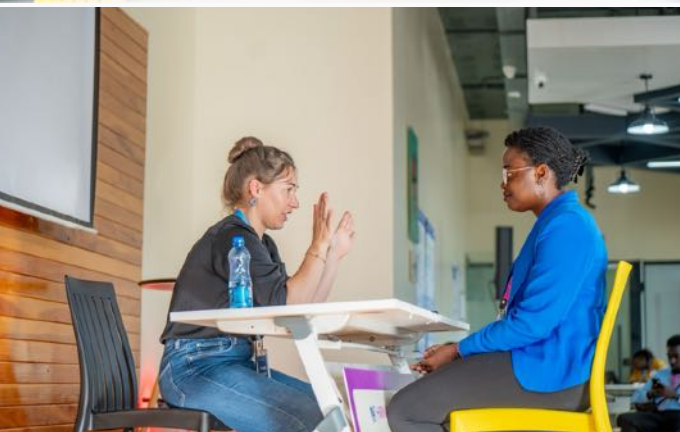
Key challenges in piped service delivery and the potential contribution of private operators



“Stronger mandate clarity and coordination between counties and utilities, structured service delivery partnerships, and strengthened institutional and enterprise capacities, are essential for sustaining pluralistic water service models in the underserved markets.”
Margaret Nyaruai, OPERO



MajiTalent



Talent is the missing piece: MajiTalent brought enterprises and the next generation of WASH professionals face to face.

Matching driven youths with enterprises seeking talent

Held on the afternoon of 15 April, MajiTalent brought together 30 hand-picked candidates with WASH enterprises actively looking to hire. WeTu, O, Elphrods, Nazava, RUWASCO and Bloo each engaged directly with candidates, creating space for substantive conversations about open roles and career pathways in the sector. Following the Hackathon pitches earlier in the day, a number of participants also had the opportunity to present their work directly to potential employers.

For many enterprises present, talent sourcing is a recognised need that rarely gets dedicated attention. Small and growing WASH businesses are typically too stretched operationally to recruit professionally, and the sector lacks the shared infrastructure to support it.

MajiTalent opened a practical conversation about what that could look like, with enterprises expressing interest in peer exchange on salary benchmarking and vacancy sharing.

As one participant noted in follow-up: 'The space you and the organising team created was genuinely useful - real conversations, not just networking for its own sake.'

Given the positive response, the team plans to develop dedicated talent-focused activities in Kenya as part of its ongoing programme, recognising that access to skilled professionals is as important to enterprise growth as access to finance.

A big thank you to all the co-convenors



of the hackathon, side events and the Summit itself!

Main Summit Day



The first Majipreneurs Summit in Kenya opened on the morning of 16 April at iHUB, Lavington - marking a new chapter for a movement that brings together key stakeholders of the WASH entrepreneurship ecosystem.

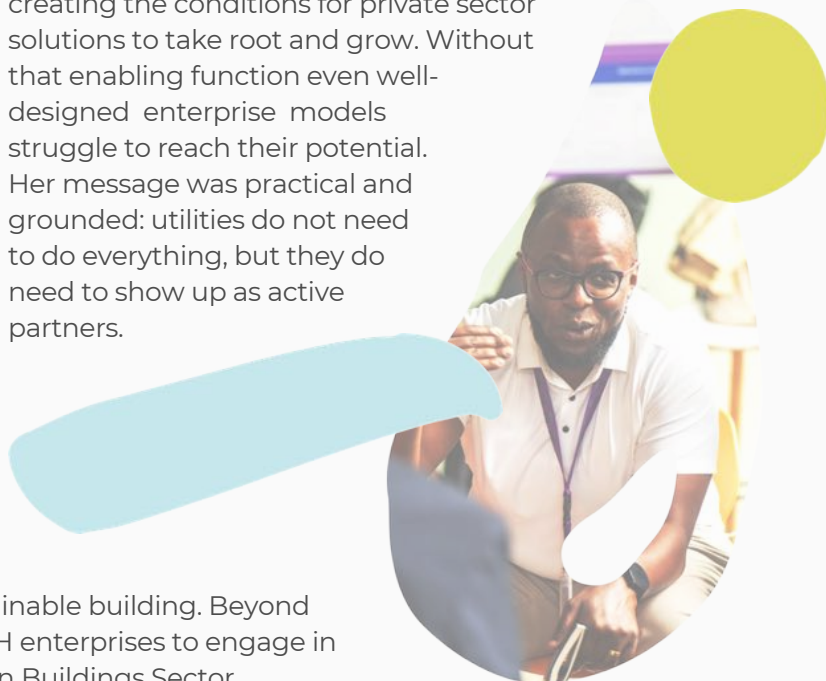
Registration opened at 7:00 am, and by 8:30 am the main hall was full. Exhibitors were setting up their MajiMarketplace booths, early arrivals were connecting over coffee, and the programme was underway by 9:00 am with a full room and a packed agenda ahead.

The opening set the tone for a day filled with insider perspectives, networking, expertise, co-designing of initiatives, art, music, and a can-do atmosphere.

Following the opening, the Summit kicked-off with a closer look at the "Why". **Eldah Odongo from Kisumu Water and Sanitation Company (KiWASCO)** and **Nasra Nanda from the Kenya Green Building Council** unpacked their view on core challenges in utilities and the building sector that demand entrepreneurial WASH solutions.

Nasra Nanda shared her vision as a politician and activist of a functioning entrepreneurial ecosystem, where solutions for water recycling, saving and sanitation are integrated into more sustainable building. Beyond this vision, she highlighted the opportunity for WASH enterprises to engage in consultations shaping Kenya's framework for a Green Buildings Sector.

Eldah Odongo drew on her experience as a utility leader to make the case for a more enabling relationship between public utilities and private WASH enterprises. Rather than framing utilities and private operators as separate actors with competing interests, she positioned utilities as having a central role in creating the conditions for private sector solutions to take root and grow. Without that enabling function even well-designed enterprise models struggle to reach their potential. Her message was practical and grounded: utilities do not need to do everything, but they do need to show up as active partners.



Start with the Why



Networking



The Majipreneurs Speed Dating is one of the Summit's highlights, providing a unique opportunity to connect with one another and exchange contact details.

The session provided a platform for entrepreneurs to meet with financiers, policymakers, and experts. Speed networking was an efficient way to build valuable business relationships.

Participants usually leave the Maji Speed Dating with a handful of contacts that lead somewhere useful: a follow-up meeting, a referral, or the beginning of a working relationship. It is one of the sessions that attendees most frequently ask to see retained in future editions of the Summit.



The curated invitation list was one of the Summit's most valued features. Participants consistently noted that it made the difference between useful conversations and generic networking. The Summit brought together 60 WASH enterprises, 50+ financiers, 10 representatives from utilities and 45 additional sector stakeholders.

The role of entrepreneurship

A highlight of the main Summit day was the high-level keynote panel bringing together senior voices from diplomacy, public finance and policy to reflect on what it takes to build and sustain a functioning market for WASH enterprises in Kenya.

H.E. Henk Jan Bakker, Ambassador of the Kingdom of the Netherlands to Kenya, grounded the conversation in the long-standing Netherlands–Kenya partnership and its consistent aid-to-trade approach. He pointed to Dutch-linked WASH enterprises operating in Kenya, including Nazava, Upande and MajiMilele and other, as evidence that entrepreneurship is a legitimate vehicle for development impact, and stressed that Kenyan enterprises are essential partners in this work, not passive recipients.

He closed by identifying smaller-scale public-private collaboration as the most significant frontier: the real architecture of a functioning WASH market, he argued, will be built through frameworks that enable enterprises to deliver viable solutions at community and local utility level.

Willis Ombai, Executive Director of the Water Sector Trust Fund, described how public finance is actively evolving to meet enterprises where they are. WSTF has shifted from grants to returnable capital, using demonstrated results to engage commercial banks and catalyse blended finance.

He outlined utilities increasingly as procurement channels for WASH enterprises, positioning entrepreneurs as delivery partners within the public system. He moreover pointed to results-based financing as a proven driver of quality and sustainability. His core message: sustainable water services in Kenya will be built through partnership, and WSTF's role is to create the conditions for enterprises and utilities to collaborate effectively.

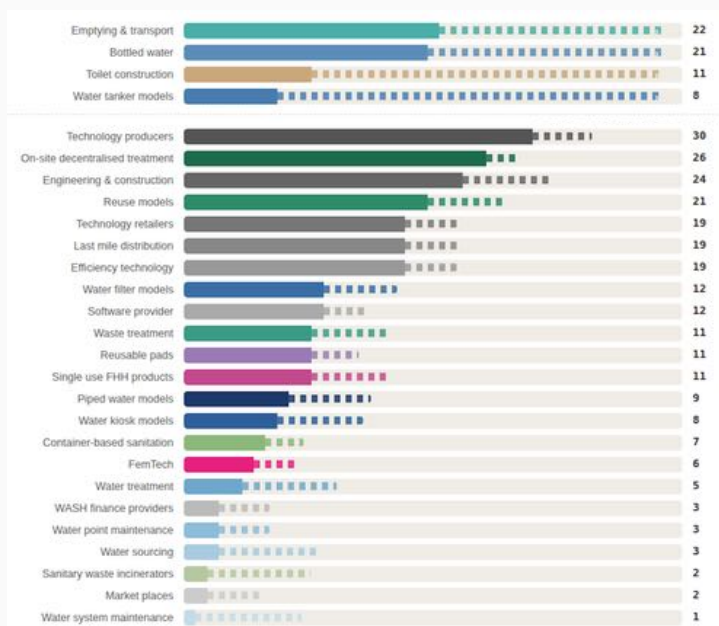


Launching

The development of ecosystem initiatives that strengthen WASH entrepreneurship is the core success factor of the Majipreneurs Summit. Before and after lunch, participants shifted into co-creation mode, helping to shape emerging efforts to build a thriving support system for the sector.

Between November 2025 and the Summit, key stakeholders developed the concept for a **WASH Entrepreneurship Sector Report** to address a critical knowledge gap in the WASH sector by mapping, characterizing, and analyzing entrepreneurial business models across the WASH value chain. Ahead of the Summit, an **initial dataset** for the report was collected to provide a basis for discussions with Summit participants. The data collection will be expanded further following the Summit to complete the report.

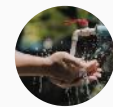
WASH enterprise mapping



Participants weighed in on how to best equip investors, governments, and enterprises with the evidence they need to strengthen sector performance, make successful investment decisions, and scale sustainable solutions toward SDG 6.

Investors showed particular interest in unit economics and key impact metrics across business models, while other stakeholders focused on insights for replicating decentralized solutions. Emerging conclusions and recommendations were reviewed, validated, and enriched during the co-creation session, and will be reflected in the WASH Entrepreneurship Sector Report launching later this year.

Initial impact data from survey (N = 34)



>400 K

people gaining new access to improved water over past 12 months



>250 K

people benefiting from improved sanitation facilities through 2,5K toilets & 11K active CBS units serviced



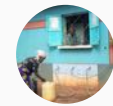
~25 M

litres of wastewater treated **per day**



>2 M

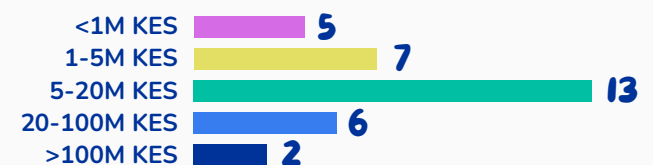
menstrual health products distributed/sold in the last 12 months



>3 K

employees, including >1'300 full time positions

Revenues [KES] in 2025 (N = 33):



Sales pipeline in the next 12 months

- 45% exceeding 20M KES
- 3 enterprises exceeding 100M KES

Cost Coverage:

- 59% not covering operating costs
- **15% profitable** based on revenue

Ecosystem initiatives

The **Water Resilience Solutions Hub (WRSH)** is the second ecosystem initiative to emerge from the Majipreneurs Summit process. Developed through focus group sessions with entrepreneurs, utilities and sector experts in the months preceding the Summit, the concept responds to a persistent gap in Kenya's WASH sector: despite growing pressure from climate-related disruptions, collaboration between water service providers and the enterprises developing practical resilience solutions remains slow and fragmented. The WRSH is designed as a **structured platform that brings utilities and entrepreneurs together to define priority challenges, match them with fit-for-purpose solutions, co-design and fund pilots, and build pathways to scale.** During the Summit's co-creation sessions, participants helped to sharpen the initiative's design, drawing on first-hand experience of the barriers on both sides of the utility–enterprise divide. With anchor funding already committed by Siemens Stiftung and the Conrad N. Hilton Foundation, the Hub enters its next phase with strong institutional backing and a clear mandate from the ecosystem it is built to serve.

The **Majipreneurs Community Platform** is a third key initiative to emerge from the Summit's focus group and co-creation process. It responds to a challenge that entrepreneurs across the Kenyan WASH sector consistently identify: the absence of a structured, ongoing space for peer learning, expert exchange and meaningful connection with key stakeholders. While the Summit itself creates a powerful moment of convergence, the platform is designed to sustain and deepen that energy year-round. It seeks to deliver regular, demand-driven knowledge sharing, targeted expert inputs, and networking between entrepreneurs, funders and sector actors. A defining feature of the model is its **emphasis on entrepreneur ownership:** rather than a top-down programme, the platform is designed to progressively shift facilitation and leadership to the community itself, embedding peer-driven exchange as a core principle and moving towards a self-sustaining ecosystem. During the Summit's co-creation sessions, participants helped to validate and shape this vision, drawing on their own experience of isolation, duplication of effort, and missed opportunities for collaboration. The result is clarity on demand, informing the next steps in getting the community off the ground.



The **Majipreneurs Focus Groups** bring together the movers and shakers of the WASH entrepreneurship ecosystem before, throughout, and after the Summit. Entrepreneurs, domain experts, financiers, policymakers, and public sector actors collectively identify key barriers and **co-design initiatives that foster a more enabling environment** for impact-oriented WASH enterprises. Through a structured process that begins with engaging key stakeholders, establishes thematic focus groups, and then analyses pain points to develop targeted support initiatives, the focus groups translate grassroots insights and sector expertise into concrete, actionable proposals. Rather than one-off consultations, they are designed as an ongoing co-creation mechanism, ensuring that the initiatives emerging from the process are grounded in the real needs and priorities of the people building and shaping the WASH sector.

Investor Spotlight

The MajiPanel explored the investment journey sharing the perspective and insights of financiers and enterprises alike.

The closing panel of the Summit brought together four voices from across the investment landscape to explore the realities of financing WASH enterprises. The panel featured **Cikū Mugambi (DOB Equity)**, **Toukam Ngoufanke (Persistent)**, **Jonas Restle-Steinert (Siemens Stiftung)**, and **John Nyagwencha (Aqua Clara Kenya)**, and was structured around the exchange of assumptions, expectations and lived experiences of investing in and building WASH enterprises.

Investing with intention: beyond the financial transaction. Cikū opened by addressing one of the central tensions in impact investing: the balance between financial viability and mission alignment. She emphasised that DOB Equity approaches WASH investment with an awareness of the structural challenges enterprises in the sector face, offering favourable investment conditions. Critically, she framed investment not as a transactional exchange but as a partnership in which the investor actively supports the enterprise to scale, providing resources, networks and expertise beyond the capital itself.

The enterprise perspective: pressure as a catalyst. John offered a frank reflection on what it means to be on the receiving end of investment. Having raised equity and other forms of capital, he acknowledged the daily weight of meeting investor expectations. Yet he was equally clear that this pressure is not without value: investors push enterprises to reach for goals they might not have set for themselves. The challenge, he argued, lies in finding the right kind of

investor: 'One who believes not only in the vehicle, but also in the driver.' This distinction, between investing in the business model and investing in the people behind it resonated strongly in the room.

Strategic alignment and the art of saying no. Jonas highlighted the importance of strategic fit between enterprise and funder. For Siemens Stiftung, key dimensions of alignment include thematic focus (incl. WASH), ticket size, geography and stage of development. He described the foundation's role as one of pipeline development, investing in enterprises that have the potential to reach investment readiness, at which point other investors can step in. With candour, he acknowledged the difficult reality of a funder's position: the need to say no frequently, even when entrepreneurs are inspiring, because the conditions for a good match are not yet in place.

Lessons from an adjacent sector: regulation, resilience and unit economics. Toukam brought an outsider's perspective from the energy sector, where he has seen how enabling regulatory environments can create the conditions for private enterprises to attract investment and grow sustainably. He drew parallels relevant to the WASH space, underlining two prerequisites for attracting serious capital: a credible pathway to profitable unit economics, and the operational resilience to withstand shocks. His contribution served as both a constructive benchmark and a call to action to learn from sectors where private investment has been more successfully catalysed.



MajiCocktail

The MajiCocktail provided a relaxed atmosphere, allowing participants to connect, network, and unwind following the Summit. Over a variety of refreshments, engaging conversations and new ideas flourished. True to the spirit of Majipreneurs, the cocktail event served as a joyful conclusion to the successful third Majipreneurs Summit.



Never without fun - participants mingling at the MajiCocktail



'The Majipreneurs event was a clear example of a purpose-driven approach to business and development, utilizing the opportunity of meeting up. Whilst the event, on paper, looked like your usual conference, the outcome and the content were far from that. Firstly, the choice of topics was excellent. It spoke of days, weeks and months of planning and preparation. It also embodied time spent on research: from presenters to presentations and interviews to data that added value to the participants. Further, the event brought into perspective the how, the what, the who, the where and the when of the WASH sector. Lastly, the closing of the gap between the sector stakeholders - namely the consumer, the public, the government and the private sector - vis-à-vis the market forces and prevailing interests was achieved. I will conclude by stating that this is an initiative that has our support as the WSPs, and we look forward to the next one with aplomb.'

Anthony Njaramba, CEO WASPA

Key take-aways

Yes, we can - and the proof is there. Perhaps the most energising takeaway was that strengthening the WASH entrepreneurship ecosystem is achievable. The Majipreneurs process in Kenya has already generated tangible initiatives, demonstrating that, with collaboration and commitment, it is possible to remove key barriers and better support enterprises in delivering water and sanitation solutions for all.

WASH enterprises are already delivering impact.

The pitches and presentations from enterprises including WeTu, eWater, Omiflo, Chanzi, Empower Her, and many others made clear that the question is no longer whether WASH enterprises hold potential, it is about recognising and scaling the impact they are already generating. Preliminary findings from the WASH Entrepreneurship Sector Report reinforced this message with emerging data.

Community is the engine of progress. The summit reaffirmed that peer exchange, shared problem-solving, and the building of a common identity among WASH entrepreneurs are not side benefits of convening; they are central to overcoming the challenges enterprises face. Creating spaces where practitioners can learn and build relationships is a key function of the Majipreneurs process.

Government acknowledges the role of the private sector. There is growing recognition among government actors that private sector contributions are essential to improving sector performance. Yet government bodies and utilities still lack the experience, capacities, and standardised contracts and templates needed to build partnerships with enterprises and particularly with small-scale service providers. A key next step is to use successful collaboration models as a basis to jointly develop fit-for-purpose contractual frameworks.

Small-scale public-private collaboration holds significant untapped potential. The summit highlighted that beyond contracting, enabling conditions must be put in place, through appropriate frameworks, procurement pathways, and institutional support, so that PPCs with enterprises can be realised at the local level.

Visibility and partnerships need to be actively cultivated. A recurring theme was the need to increase the profile of WASH enterprises and make

their solutions more visible to potential partners, whether investors, utilities, government bodies, or larger development actors. Greater visibility creates the conditions for partnerships across the sector.

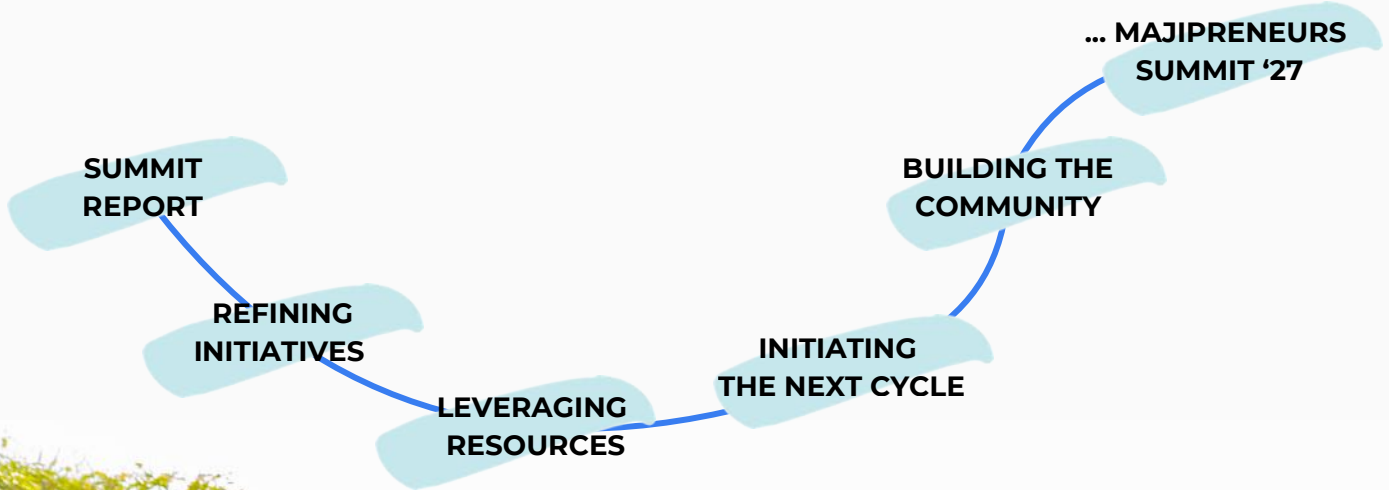
The financing landscape is changing and WASH enterprises manage to cope. Many enterprises are navigating a tightening development finance environment, and the fact that a significant number are succeeding despite declining grant funding signals that they pose an alternative to many of the grant dependent models. The strong and diverse participation of funders at the summit reflected a growing recognition that WASH enterprises represent not only a compelling impact proposition but an increasingly credible opportunity to attract new forms of capital into the sector.

Repayable, blended and results-based financing. Post-acceleration enterprises in particular are showing a growing openness to repayable capital. Still, concessional and blended finance has run its course. For enterprises serving customers with limited ability to pay, grants, blended structures, and RBF remain essential tools to bridge the gap between commercial viability and equitable access. We need to design financing instruments that reflect this dual reality: supporting market-oriented growth while ensuring that underserved communities are not left behind.

Youth are change agents with real momentum. MajiTalent and the Hackathon demonstrated that connecting young talent directly to the challenges faced by WASH enterprises is not only possible but productive. Youth bring energy, creativity, and a problem-solving orientation. The bridge built between the next generation of Majipreneurs helps in nurturing entrepreneurial thinking early - reaching students and young professionals before they are absorbed into more conventional career paths. This offers an opportunity to grow a new generation of WASH entrepreneurs and talent who are market-oriented from the outset.

Outlook

Looking ahead, the insights and momentum gained from this summit will guide our future efforts in several key areas. To maintain the momentum and continue building the Majipreneurs community, we'll do our best to bring the focus group initiatives to live and to facilitate continued networking and community development. We count on you to engage & contribute to making things happen.



Annex MajiMarket exhibitors

WaterFund

The WaterFund is Kenya's main public financing body for water and sanitation, operating under the Water Act 2016. WaterFund provides grants and concessional financing to counties, supporting delivery of services in rural, urban low-income, and climate-vulnerable communities. WaterFund works with international partners and is increasingly focused on innovative partnerships with private capital to catalyse sustainable sector financing at scale. They served as a core partner of the conference.



Upande

Upande is a Nairobi-based technology company delivering smart digital solutions for the water and utilities sectors across Africa. Using IoT, GIS, and real-time analytics, their platforms integrate smart metering, remote monitoring, mobile payments, and asset management to address non-revenue water losses and billing inefficiencies. Built in Kenya by Kenyans, Upande's solutions give utilities complete infrastructure visibility and control, improving water access, revenue recovery, and operational efficiency for partners across the continent.

Nazava

Nazava Water Filters is a social enterprise making safe drinking water accessible for all. Their WHO-certified, gravity-powered ceramic filters purify tap, well, river, and rainwater with no electricity, boiling, or chemicals. They are designed for affordability and durability in low-income households. Since 2009, Nazava has served over 600,000 people across Kenya and Indonesia. As a social enterprise, profits are reinvested into expanding access, while each filter sold reduces carbon emissions, cuts plastic waste, and saves families valuable time.



Omiflo

Omiflo is a Kenyan biotechnology company pioneering nature-based wastewater treatment across Africa. Their patented Phytofix system uses floating aquatic plants to naturally filter wastewater, producing a compact, odour-free system with no moving parts, minimal energy use, and low maintenance requirements. With over 30 projects completed across Kenya, Uganda, and Zambia treating 250,000 litres daily, Omiflo converts sewage into a reusable resource for irrigation.

Ladycare/Dadacare Plus

Ladycare is a Kenyan enterprise improving menstrual health and hygiene for women and girls. By making quality sanitary products accessible and championing menstrual health education, Ladycare works to combat period poverty - a persistent barrier to education and opportunity across the country. Their Dadacare Plus product line offers a full range of feminine hygiene products focused on comfort, protection, and skin safety, empowering women and girls to manage their periods with dignity and confidence.



Annex MajiMarket exhibitors

Rebel Group

Rebel Group is an international advisory and investment firm spanning infrastructure, water and sanitation, energy, and urban development. Founded in the Netherlands, Rebel pioneered early PPP markets in continental Europe and operates today across a broad range of geographies and sectors. Their East Africa office, established in Nairobi in 2018, has become a leading transaction and strategic advisory firm in the region, supporting commercial bank financing for water enterprises, developing bulk water supply in Naivasha, and driving solar pump programmes in Kisumu.



Maji Fund

MajiFund is a post-acceleration financing facility created by the Majipreneurs Alliance to bridge the funding gap for high-potential WASH enterprises graduating from accelerators in the Global South. Launched in 2024, it has already supported 19 enterprises across water supply, sanitation, and female hygiene. The \$5 million pilot covers Kenya, Uganda, and Ghana—combining flexible financing with hands-on business support.

Netherlands Business Hub

The Netherlands Business Hub Kenya (NLBH) is the Dutch Chamber of Commerce in Kenya and the primary entry point for Dutch companies in East Africa. Working closely with the Netherlands Embassy, NLBH offers matchmaking, trade missions, and expert advice on legal, tax, and operational matters. NLBH actively promotes sustainable Dutch-Kenyan trade and investment across water, sanitation, agribusiness, and infrastructure—reflected in the strong Dutch-Kenyan WASH enterprise partnerships on show throughout the Summit.



Maji Milele

Maji Milele is the Kenyan subsidiary of Water Forever International, operating through a Private Operator under Public Management model. Since 2018, they have become a leader in prepaid smart water ATMs, serving over 90,000 people in counties including Siaya. Their technology enables households to access safe water 24/7 via mobile money prepayment, with no billing disputes and reliable utility revenue. Systems include solar-powered reverse osmosis, loyalty programmes, and IoT-based remote monitoring for comprehensive service delivery.

Hydrax Water

Hydrax Water is a Dutch-founded social enterprise offering Water-Purification-as-a-Service to Kenyan communities and institutions. Rather than selling equipment, Hydrax installs and operates decentralised systems that deliver safe tap water - removing bacteria, salinity, fluoride, iron, and chemicals - with no upfront costs to residents. Customers pay only for what they use through smart prepaid meters. Backed by Invest International and part of the Sparcq Water International group, Hydrax has two sites operational in Kenya with national expansion underway.



Thank you!

Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

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