



Date: 19th November, 2025

Activity Report: "FROM IDEA TO INVESTMENT" TRAINING

Equipping youth with startup skills and high impact investor pitching strategies

This report summarizes the virtual training session "From Idea to Investment. Equipping Youth with Startup Skills and High Impact Investor Pitching Strategies," held in celebration of Global Entrepreneurship Week.

Event Details & Facilitators

Detail	Information
Theme	TOGETHER WE BUILD in celebration of Global Entrepreneurship week
Date & Time	18 th November 2025, 7:00 – 9:00 PM
Platform	Zoom (Meeting ID: 871 7083 8852, Pass Code: 194173)
Organizers	Shine Leadership International, Shizen foods
Moderator	Anxious Niwamanya, YELEP Program Manager
Facilitators	Dr. Anita Malinga, Founder of Shine Leadership International Winnie Nabukeera, Founder of Little Winnie Foundation

Objectives

The training aimed to:

- Equip youth with practical startup skills.
- Strengthen entrepreneurial thinking and innovation.
- Build capacity for preparing competitive investor pitches.
- Inspire youth to develop sustainable enterprises.

Content

Dr. Anita Malinga: Understanding the Business Cycle

A chart showing the Business Cycle in relation to Sales vs. Time, breaking down into four stages was unveiled. Knowing the current stage helps entrepreneurs optimize growth and increase business value.

Stage	Focus Area
Seed and Development	Establish business structure, create a business plan, conduct market research, research potential investors, and consider the market.
Startup Stage	Establish a business structure, implement new ideas, set up a workable cash flow.
Growth Stage	Turn focus toward clients, strengthen customer relationships, and acquire investments.
Maturity Stage	Expand the business, find an exit strategy.
Renewal/Decline Stage	Involve mergers and acquisitions, and consider re-networking.





Dr. Anita emphasized focusing on research and reaching out to potential investors in the Seed and Development Stage.

She also encouraged young entrepreneurs to align their ideas to the sectors of Uganda's economy, the national development plan, vision 2040, SDGs and other economic realities including ATMS (Agriculture, Tourism, Minerals, Science technology and innovation)

Winnie Nabukeera: Pitching and Investor Engagement

She started off and defined a pitch as a presentation of a business idea (business, product, project, or service) to people who can help turn the idea into a reality.

Pitch Audience: Investors, Potential customers, Friends/Family, and Advocates.

Types of Pitches: Investor Pitch, Sales Pitch, Product Pitch, Job Pitch, and Workplace Pitch.

What Investors Want in a Pitch; The "Perfect Pitch" must include:

A compelling story, market opportunity, unique solution to a real problem and traction, a passionate, experienced team, a clear understanding of the business model, realistic financial projections and a strategy for how the investment will be used to achieve significant growth and a strong return.

Attendance and Participation

We had a dynamic attendance as analyzed in this table

Time Snapshot	Visible Participant Count (excluding host/co-host)
7:40 PM (approx.)	47 participants
7:51 PM (approx.)	50 participants
8:23 PM (approx.)	57 participants
8:24 PM (approx.)	57 participants

Note: The highest recorded attendance was 57 out of the registered 67 participants, representing 85% success. In fact, the visible count of participants steadily increased from at least 47 to a peak of 57 over the course of the session.

Some of the engagement questions from participants

Participant	Question
Mellon Kebirungi	"Thanks so much for the presentation. You have really opened my eyes. I had a business idea but not yet invested. It was a brilliant presentation indeed."
Mukisa Emmanuel	"What elements must never be left out of a pitch, regardless of the types? Which investor concerns should we anticipate and address before they are asked?"
Kiwunuka Ketra	"Madam Anita, how do I know that my business is ready to go to another stage? Thank u"
Baluka Hajara	"What's the best thing one can ask in a pitch grant, loan, human resource, machinery or?"
Alesi Jackline	"My question goes to Madam Winnie: How do I access your programs? Is there a WhatsApp group i can join to keep in touch?"
Patience Nankunda	"Something I have learnt again is that it is ok for me to see it dark, empty, and all that."





Presentation Flow

The session began at 7:00 and Ended at 9:30pm

7:00 - ~7:50 PM: Core content delivery (Objectives, Business Cycle, Pitching Fundamentals, Investor Wants, Ugandan Economy Alignment).

~7:50 - End: Q&A and concluding remarks



SHINE LEADERSHIP
INTERNATIONAL



FROM IDEA TO INVESTMENT TRAINING

EQUIPPING YOUTH WITH STARTUP SKILLS AND HIGH
IMPACT INVESTOR PITCHING STRATEGIES.

THEME: **TOGETHER WE BUILD** In Celebration of the Global Entrepreneurship Week.

MODERATOR



ANXIOUS NIWAMANYA
YELEP Program Manager

FACILITATORS



DR. ANITA MALINGA
Founder Shine
Leadership International



WINNIE NABUKEERA
Founder Little
Winnie Foundation



18 NOV 2025
7:00 - 9:00 PM



zoom

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Compiled by



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Director Youth Mentorship space



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