

COLLEGE OF BUSINESS EDUCATION (CBE)
DAR ES SALAAM/ DODOMA/ MWANZA/ MBEYA
CBE INCUBATION ACTION PLAN (2025–2026)

Introduction

The incubation action plan outlines CBE's strategy to strengthen Incubation training by combining academic learning with practical industry experience. It focuses on building skills, enhancing employability, and strong industry partnerships aligned with national priorities and CBE's strategic goals.

S/N o	Target Area	Planned Activity	Measurable Indicator	Baseline Value (2024)	Target Value (2025/2026)	Time Frame				Responsible Parties
						Q1	Q2	Q3	Q4	
1	Provide physical space and services that fit the needs of targeted clients	CBE-BI physical infrastructure (furniture, internet, branding)	Space available	0	Dar es saalam -1					DAC, Estates, Head of Apprenticeship and HAW, Campus Coordinators.
				0	Dodoma -1					
				0	Mwanza -1					
				0	Mbeya 1					
		Awareness campaigns for new students and staff	No. of sensitization sessions conducted	4	Dar es saalam - 6					HAW, Campus Coordinators, Adjunct Lecturer, HODs, incubation champions
				4	Dodoma - 8					

				4	Mwanza - 8					
				3	Mbeya - 8					
2	Awareness and Sensitization	Career fair	No. of attendees	600	Dar es saalam - 800					HAW, Lecturers, Career appointed team. Mentors, adjunct lecturer, Campus Coordinators
				600	Dodoma - 800					
				400	Mwanza - 600					
				100	Mbeya 200					
3	Pre-incubation & Ideation	Organize Ideation Bootcamp	Number of students attending	200	Dar es saalam - 300,					HAW, Adjunct Lecturers, Mentors, Campus Coordinators
				200	Dodoma - 300					
				50	Mwanza - 100					
				50	Mbeya - 100					
		Expand mentor/coach database	Number of new mentors onboarded	20	Dar es saalam - 30					HAW, HODs, Campus Coordinators

				20	Dodoma - 30					
				5	Mwanza - 100					
				5	Mbeya - 5					
		Call for business ideas	Applications received	80	Dar es saalam - 220					HAW, Campus Coordinators
				80	Dodoma - 120					
				40	Mwanza - 60					
				40	Mbeya - 60					
		Conduct screening and selection	Viable ideas selected	60	Dar es saalam - 100					Selection Committee, HAW, Campus Coordinators
				60	Dodoma - 100					
				20	Mwanza - 30					
				20	Mbeya - 30					
		Training in business model/prototype development	% of Number of Candidates trained	30	Dar es saalam - 80					DAC, Coaches, Adjuncts, stakeholders, Campus

				30	Dodoma - 50					Coordinators, HAW
				20	Mwanza - 30					
				20	Mbeya - 30					
		Appoint external judges	Number of judges engaged	6	Dar es saalam - 6					DAC. HAW, Management, Campus Coordinators
				6	Dodoma - 6					
				3	Mwanza - 5					
				3	Mbeya - 5					
		Organize Business Pitching Day	Number of Prototypes selected	15	Dar es saalam - 20				Q3 - Q4	DAC, HAW, HODs Judges, Campus Coordinators
				15	Dodoma - 20					
				10	Mwanza -15					
				10	Mbeya - 15					
		Conduct MVP validation clinics	Number of MVPs validated	10	Dar es saalam - 15					HAW, Coaches, Adjuncts,

				10	Dodoma - 15					Campus Coordinators
				10	Mwanza -15					
				10	Mbeya - 15					
4	Scaling and Commercialization	Link incubatees to seed funders	Startups linked to funding	2	Dar es saalam - 8					HAW, Campus Coordinators, Industry Liaison
				2	Dodoma - 8					
				2	Mwanza - 8					
				1	Mbeya - 8					
		Support market launch of MVPs	Startups launched	5	Dar es saalam - 100				Q4	DAC, HAW, Campus Coordinators, Coaches, Adjuncts
				5	Dodoma - 10					
				5	Mwanza - 10					
				1	Mbeya - 10					
5	Partnerships and Resource Mobilization	Seek sponsorships from financial institutions	MoUs/funding deals signed	4	Dar es saalam - 6				Q1 - Q4	Management, HAW, Adjuncts, Campus Coordinators Champions, Partners
				4	Dodoma - 6					
				3	Mwanza - 5					

		Establish CBE Innovation Alumni Network	Number of active alumni	3	Mbeya - 5					HAW, Career Office, Campus Coordinators.
				2	Dar es saalam - 20				Q4	
				0	Dodoma - 20					
				0	Mwanza - 20					
				0	Mbeya - 10					
6	Training and Support	Introduce special modules on IP, legal, and digital marketing	No. of stdents attended	1	Dar es saalam - 5				Q2 - Q3	DAC, HAW, Adjuncts, Champions, Partners, Campus Coordinators.
				4	Dodoma - 8					
				1	Mwanza - 3					
				1	Mbeya - 3					
		Implement soft skills training (pitching, teamwork, ethics)	% of Trainees reached	80	Dar es saalam -100					DAC, HAW, Adjuncts, Champions, Partners
				80	Dodoma - 100					
				80	Mwanza - 100					
				40	Mbeya - 50					

7	National/Regional Networking	Participate in national startup events/fairs	Number of events attended	2	Dar es saalam - 5				Q1 - Q4	HAW, Management
				4	Dodoma - 6					
				2	Mwanza - 3					
				2	Mbeya - 3					
8	Monitoring & Evaluation	Conduct progress reviews	% Number of reviews conducted	4	Dar es saalam - 4				Quarterly	QA, HAW, Incubation Committee
				4	Dodoma - 4					
				4	Mwanza - 4					
				4	Mbeya - 4					
9	Reporting & Governance	Hold Incubation Committee meetings	% Number of Meetings held	4	4				Quarterly	DR-ARC, DAC, HAW, Incubation, Steering Committee