

KOOLA KAMPALA: Where Art Meets Enterprise

CULTURAL & CREATIVE BUSINESS INCUBATION PROGRAMME

UGANDA

Application guidelines

10am (EAT) Monday 30th June, 2025

Hosted by **Nunu Mugenyi**

Managing Director, **Bold in Africa & The Bold Woman Fund**

Initiated by:



Belgium

partner in development

THE
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About the Koola Kampala Incubation Programme

Who:

Ugandan cultural and creative entrepreneurs

Legally registered cultural or creative businesses based in Kampala

What:

A programme offering structured business support, mentorship, and skills development

A partnership between **Africalia** and **The Bold Woman Fund** (an initiative by **Bold in Africa**)

When:

July 2025 - May 2026

Where:

Kampala, Uganda

How:

Delivered through workshops, one-on-one mentorship, tailored business development sessions, networking opportunities, showcase events, and seed funding.

Why:

To empower Uganda's next generation of cultural entrepreneurs

Aligned with the 2005 UNESCO Convention, the Sustainable Development Goals, and national cultural policies



Eligibility Criteria

A **legally registered cultural or creative businesses** (e.g. fashion, music, dance, film, photography, art, crafts, cultural tourism, storytelling)

Running for at least **one year**

Based in **Kampala**

Above the age of **18**

Available to attend all programme workshops (some may run up to 5 consecutive days) or be able to send a committed representative in their place.

Have **samples** available upon request

Already **generating revenue** (not solely grant-dependent)

New: Applications now **open to men** too.

Note: TBWF programme alumni are not eligible to apply due to the overlap with existing or previous support



Programme Structure (12 months)

1. Selection Phase

15 - 20 cultural and creative businesses will be shortlisted based on eligibility and programme fit.

2. Pre-Incubation Phase - 3 Months

- Diagnostic assessment of their businesses
- Tailored group and individual coaching
- Training on business fundamentals

At the end of this phase, **only 12 finalists** will be selected to move forward into the main incubation programme.

3. Incubation Phase - 9 Months

- Group training and weekly one-on-one coaching
- Seed funding (1,500 Euros/approx. 6.3m Ugx)
- Support in implementing business growth strategies
- Specialised modules
- Additional sessions based on participant needs

4. Post-Incubation Phase

Tailored action plans for each business



Programme Benefits

- Expert-led business training
- Tailored mentorship
- Real market access opportunities
- Potential funding support (1,500 Euros/approx. 6.3million Ugx)
- Peer learning + alumni network



How to Apply - Step by Step

Application link: <https://www.theboldwomanfund.com/africalia>



APPLICATION CALL

KOOLA KAMPALA: Where Art Meets Enterprise

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Deadline: 6pm, Saturday, 5th July 2025.

APPLY TODAY

www.theboldwomanfund.com/africalia

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Selection Process

- Transparent, criteria-based process
- Selection panel of TBWF & Africalia reps
- What we will assess:
 - Application eligibility
 - Strength of business model
 - Readiness for growth
 - Demonstrates alignment with core creative economy values, such as cultural relevance, innovation, inclusivity, and sustainability



Important Dates

Application deadline: 6pm, Saturday 5th July 2025

Info session: Today!

Selection notifications: 12th July, 2025

Programme start: 18th July, 2025



FAQs

How can I create and cultivate culture with no product/minimal products?

Is the application only about tailoring?

How can I be a part of the Bold Woman Fund?

Are there copyright laws governing the designing section in Uganda?

What is the lowest amount of revenue that a business can be making?

Do we need to re-submit our application after this session?



More information

Application link:

<https://www.theboldwomanfund.com/africalia>

Contact email:

The Bold Woman Fund: contact@boldinafrica.com

Africalia: africalia@africalia.be



Thank you!

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