

www.jasiri.org



JASIRI

TALENT INVESTOR

EAST AFRICA

COHORT 9

A FULLY FUNDED LAUNCHPAD FOR
EAST AFRICA'S BOLDEST BUILDERS

OUR FIRST FOCUSED COHORT

AGRICULTURE & FOOD SYSTEMS

APPLICATIONS OPEN

22 JULY -
12 OCTOBER
2026

COUNTRIES

KENYA
RWANDA
ETHIOPIA

APPLY AT

jasiri.fillout.com/jti

WHO WE ARE

A programme of Allan & Gill Gray Philanthropies

Our philosophy

Allan & Gill Gray Philanthropies believes that business can and should be a force for the common good. This was the dream of the late Mr. Gray, who founded the investment management firm Allan Gray Ltd in 1973 and devoted the fruits of his success entirely to philanthropy.

We are convinced that the biggest challenge facing our continent is youth unemployment, and that focused support of entrepreneurship is the greatest driver of job creation and meaningful employment. To this end, AGGP pursues a long-term strategy of developing exceptional and responsible entrepreneurs in East Africa, starting with Jasiri.

One ecosystem



Allan Gray Orbis Foundation
Scholarships & fellowships



Jasiri
Talent investing, East Africa



Allan Gray Makers
Technical entrepreneurship



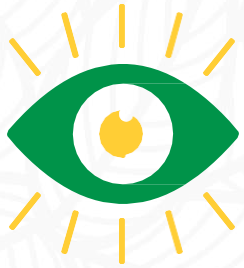
Wavumbuzi
High-school-age entrepreneurship



esquared
Early venture funding (SA)



Vision, mission & values



Vision

An empowered, prosperous, productively engaged African citizenry thriving in ethical societies with dignity and hope.



Mission

We attack poverty by investing in, nurturing and empowering responsible entrepreneurs and leaders who benefit society by helping to accelerate meaningful employment creation, while embodying the values and behaviours of ethical leadership



Values



Long-term commitment

We are committed to making long-term sustainable contributions to society.



Excellence

We focus on the things that matter most and strive to do them exceptionally well.



Responsible stewardship

We are responsible for our mission and resources.



Humility & significance

We are ambitious with our work and yet personally humble, balancing humility with a spirit of significance.

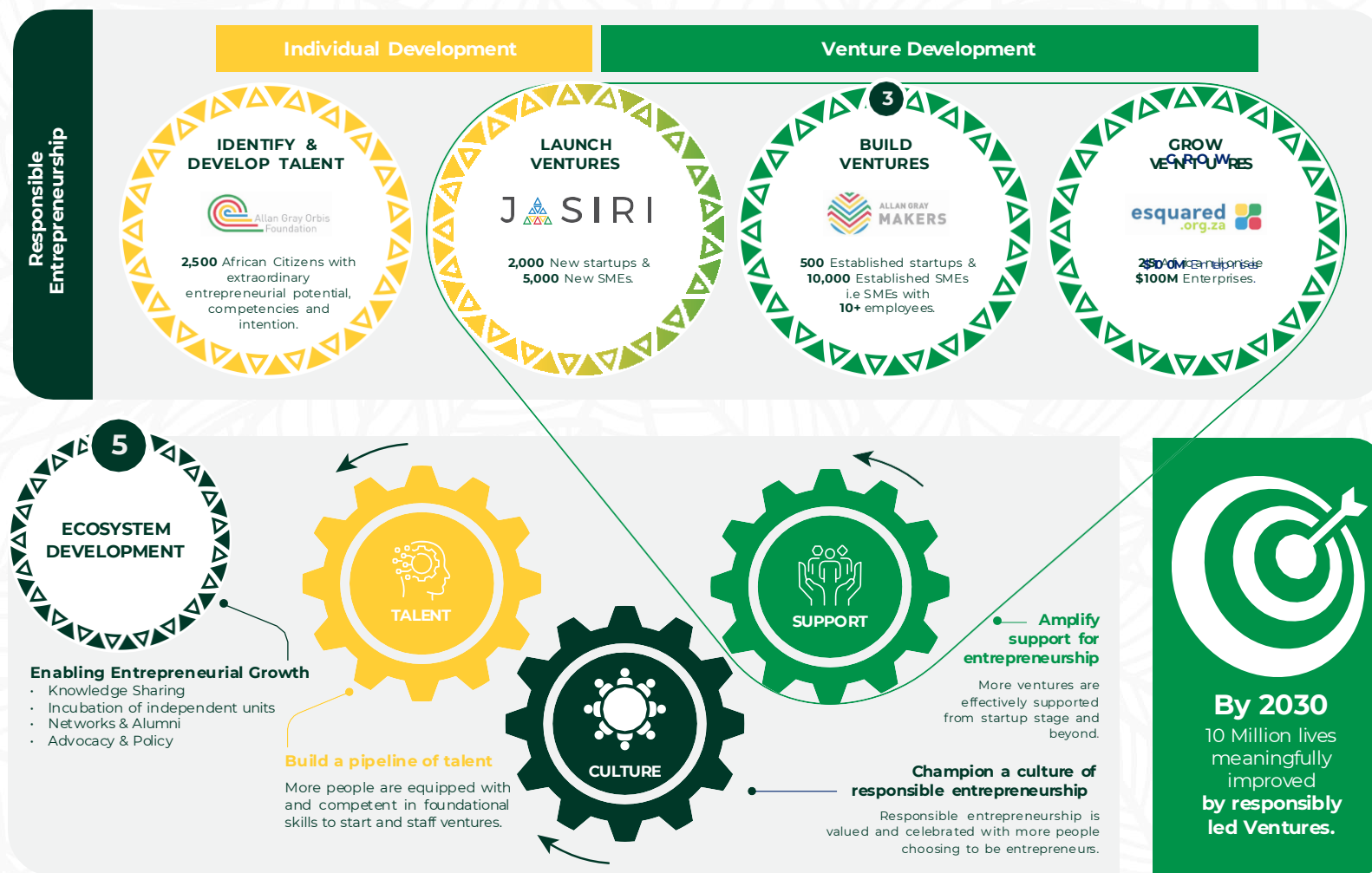


Diversity & inclusion

We acknowledge and celebrate the human diversity we represent, and the histories that have shaped us, and actively maintain an inclusive culture. Our interactions are enhanced by empathy and mutual respect.

WHO WE ARE

AGGP Africa Theory of Transformation



Jasiri: bold, brave, courageous

Derived from the Swahili word for 'bold', 'brave' and 'courageous', Jasiri invests in and supports entrepreneurs and early-stage startups who benefit society by pursuing Market-Creating Innovations: creating access for people who would benefit from a product or service but currently cannot reach it.



Jasiri Talent Investor

A launchpad that recruits and invests in exceptional talent as they build startups from scratch. Through an immersive residential phase followed by structured venture creation support, fellows form founding teams, interrogate real struggles, and launch commercially viable startups. We invest in the individual, before the idea and before the team.

This is Cohort 9's programme.



Jasiri Growth Accelerator

An Eastern African programme for early-stage startups that are promising but considered too risky for commercial investment. Startups receive catalytic funding, venture building support and strategic advisory aimed at growth and seed-stage investor readiness. Qualifying Talent Investor ventures can progress into the Accelerator, with a pathway to up to USD 75,000 in follow-on investment through the Growth Accelerator or related entities. The journey doesn't end at launch.

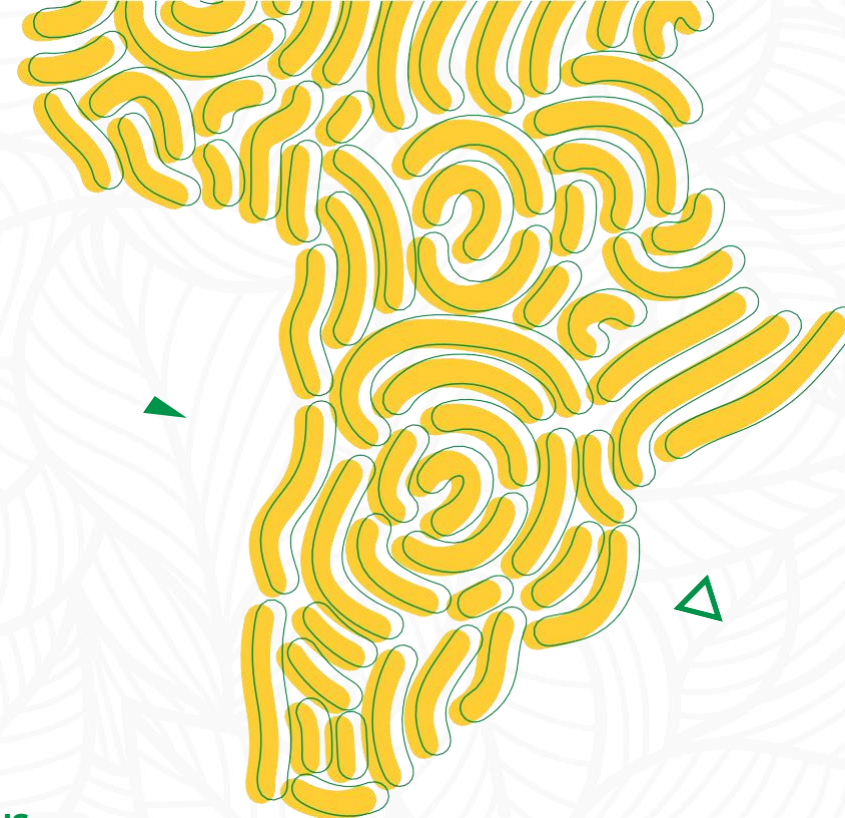
Market-Creating Innovations: our lens



What MCI means

Some of Africa's largest untapped markets will come not from competing for existing customers, but from creating access for "non-consumers": people who would benefit from a product or service but currently cannot reach it, due to barriers such as affordability or complexity.

Every Jasiri venture pursues a Market-Creating Innovation. It is the strategic lens behind everything we select, fund and build.



Where we focus

Non-consumption opportunities at the intersection of commercial viability, a realistic road to impact, responsible entrepreneurship and ethical value creation.

What this means for your idea

Whatever you build, or bring, must create new access rather than fight over existing customers. In food systems, that means the millions underserved at every step from farm to fork. Ideas that don't pass the MCI lens get reshaped or replaced during the programme.

WHERE WE WORK

Our regional footprint



Addis Ababa presence with 18 active ventures and deepening ecosystem partnerships.



Country office in Nairobi with 33 active ventures and a growing ecosystem network.



Regional hub. Home of the Residential Intensive in Kigali and 37 active ventures.



A sister Talent Investor programme runs in South Africa under AGGP with 17 active ventures.

Cohort 9 is open to citizens of Kenya, Rwanda and Ethiopia, at home or in the diaspora.

TRACK RECORD

Jasiri's impact since 2021

383

fellows selected across
eight cohorts

116

ventures incubated
from scratch

95

ventures
active today

292

fellows selected across eight
cohorts

48,188

Lives meaningfully
impacted by ventures
founded by Jasiri fellows

4,692

jobs created by
portfolio ventures

Portfolio growth is driven by venture progression and maturity, not volume alone.

Built from scratch by Jasiri fellows



Irebe Biotech | Rwanda

Founded by Eric and Dr. Darius, Irebe localises pharmaceutical manufacturing in Rwanda to reduce import dependence and expand affordable drug access. What began as a single product has grown to 12 locally manufactured medicines, 190K in total revenues and 220K+ in investment raised.



Ambucycle | Rwanda

Motorcycle-based emergency medical response. In its 2025 pilot with national health stakeholders, Ambucycle responded to 73 emergencies with an average response time of 13 minutes, and placed 4th at Hanga Pitchfest among 45 startups.



Plafko | Ethiopia

Plant-based foods for Ethiopians facing dietary challenges. Partnering with women-owned processors and AGRA, Plafko began producing local oat milk in 2025, serving 600+ customers with demand outpacing supply.

Cohort 9: our first focused cohort



Why focus now

For the first time, an entire Jasiri cohort is anchored in one sector: agriculture and food systems. Focusing a cohort around a shared struggle lets us align sector expertise, regulatory insight, partner networks and venture support around the specific constraints of that market, so every fellow builds with deeper support.

Feeding East Africa is one of the continent's largest market-creating opportunities. Hundreds of millions of people are underserved at every step from farm to fork. That is where Cohort 9 builds.

Food systems, interpreted broadly

- Production & inputs
- Processing & manufacturing
- Logistics & distribution
- Packaging
- Agri-finance
- Consumer food products

What this means for you

You don't need to be a farmer. Software engineers, operators, scientists, financiers and sellers all build food systems ventures. What you bring is your strengths and a genuine appetite for solving struggles anywhere along the chain.

THE PROGRAMME

What the Talent Investor is



We back the founder, not the idea

A fully funded 13-month programme that invests in exceptional individuals before there is an idea or a team. Your track record of building, solving and creating value is what we evaluate.



Find your co-founders here

Entrepreneurial teams are at the heart of venture creation. You will build alongside a curated cohort of potential co-founders. Pre-formed pairs are welcome to apply, and each person is assessed on their own merit.



Come with an idea, or without one

You can apply with an idea, but it must be, or become, a Market-Creating Innovation, and you must be open to validating and pivoting it. Fall in love with a real problem, not one solution.



Barriers removed, end to end

The programme is structured to remove barriers to entrepreneurial success at the individual, team and venture level: funding, coaching, structure and a pathway into the Jasiri Growth Accelerator.

Jasiri is a launchpad for already-strong builders, not a training programme.

Who we are looking for

You are:

- A Kenyan, Rwandan or Ethiopian, residing in your country or in the diaspora
- Well-informed and skilled in your professional field, with a genuine interest in agriculture and food systems, anywhere along the value chain
- Historically an achiever, problem solver and value creator wherever you have focused your attention
- Ready to pursue entrepreneurship full-time as a career, including three months of Residential Intensive in Kigali
- Committed to launching a new, innovative venture with potential for rapid growth
- Collaborative and eager to meet equally ambitious peers and co-found ventures from scratch
- Open-minded: if you bring an idea, you bring the willingness to test it, change it, or let it go

Competencies we assess

- Opportunity recognition
- Opportunity assessment
- Need for achievement
- Need for autonomy
- Innovative problem solving
- High-performance teamwork
- Self-efficacy
- Action orientation
- Resilience
- Resourcefulness
- Values-driven
- Money sense



THE PROGRAMME

Eight founder archetypes, one cohort

Every strong founding team blends technical depth with commercial drive.
For our food systems cohort, we recruit across eight archetypes:

Technical



Software / Digital

Engineers and product builders



Hardware / Physical

Machines, devices and physical systems



Data / Analytics

Turning data into decisions



Scientist / Agronomist

Deep domain and applied science



Financial Systems

Credit, payments and financial rails

Commercial



Operator

Runs things: supply chains, teams, execution



Hustler

Sells, opens doors and makes markets



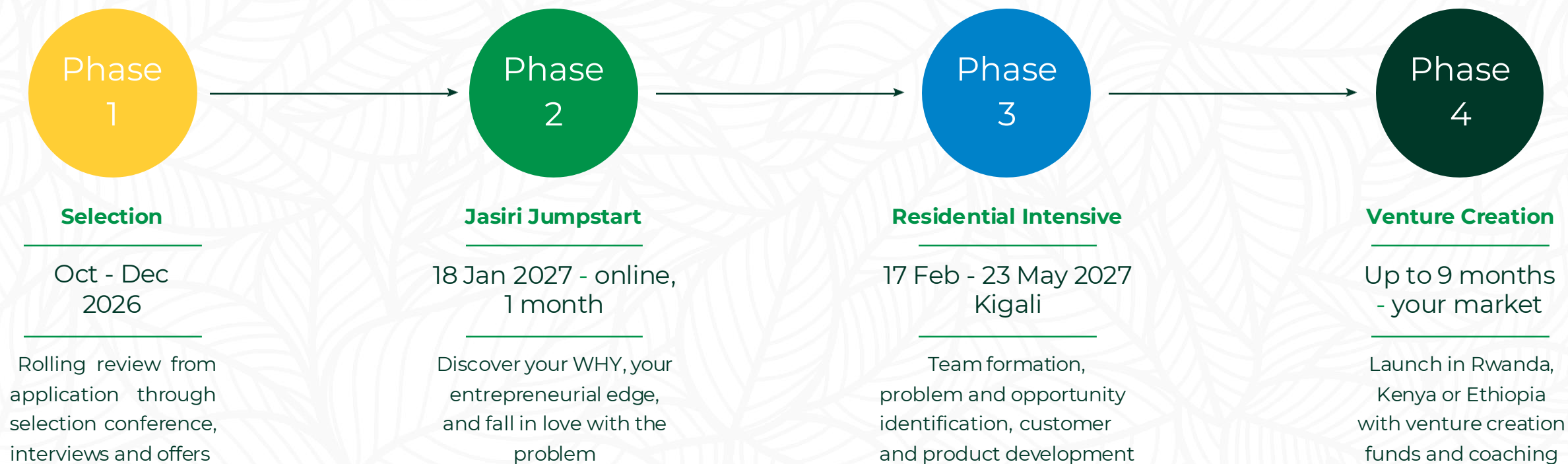
Strategist

Sees the industry and positions the venture

You don't need to fit one box neatly. The application maps your strengths, and selection builds complementary teams from the mix.

THE PROGRAMME

Your 13-month journey



Fully funded throughout, with exit support at every stage. And we back you beyond: qualifying ventures have a pathway to up to USD 75,000 in follow-on investment through the Jasiri Growth Accelerator or related entities.

THE PROGRAMME

What you receive



Training allowance

USD 250 per month through the Residential Intensive, including a USD 30 communication allowance (USD 30 communication allowance during Jumpstart)



Fully covered residence

Travel to and from Rwanda, accommodation, meals, transport and health insurance during the Residential Intensive



Validation funds

USD 3,000 per team for prototyping and testing during the validation stage



Venture creation grant

USD 28,200 per venture, disbursed in three milestone-gated tranches as your venture hits its marks



Coaching fund

USD 6,000 per venture for professional coaching in product, business model, strategy, accounting and more



Perks, network & what comes next

USD 22,000+ in partner perks (AWS, Notion, Perplexity, HubSpot), shared workspaces in Kigali, Nairobi and Addis Ababa, and a pathway to up to USD 75,000 in follow-on investment through the Growth Accelerator or related entities

USD 34,200 direct funding | USD 22,000+ in perks | pathway to USD 75,000 follow-on | We don't stop at launch.

HOW TO GET IN

The selection process



Stage 1

Application form

Tell us about you, your strengths and your track record. Reviewed on a rolling basis



Stage 2

EII

Entrepreneurial Intentions assessment of founding intent and readiness



Stage 3

Psychometrics & video

Candidates invited to complete psychometrics and upload a short video on “Why Jasiri and Why Now”



Stage 4

Selection conference

Top candidates invited for a live group assessment and casework



Stage 5

Interviews

Individual conversations on your evidence and entrepreneurial history



Stage 6

Offer

Offers to join Cohort 9, onboarding for Jumpstart in January 2027

Apply early: applications are reviewed on a rolling basis.

The process is designed to be a valuable learning and self-discovery experience, whether or not you are finally selected.

Key dates and where to get help



Key dates

22 July 2026

Applications open

12 October 2026

Applications close

October - December

Assessments, selection conference,
interviews and offers

18 January 2027

Jasiri Jumpstart begins (online)

17 February 2027

Residential Intensive begins in Kigali



Questions? Join us live

- Virtual AMAs twice a month from August to October: ask anything about the programme, the process or life as a fellow.
- Session dates and registration links are shared on our social channels and website.
- In-person: meet the team at ecosystem events across Kenya, Rwanda and Ethiopia throughout the window.

HOW TO GET IN

Good to know

- Open only to citizens of Rwanda, Kenya and Ethiopia (at home or abroad).
- You must be willing to travel to Kigali, Rwanda for the mandatory Residential Intensive.
- Completing all stages of selection requires commitment, effort and time. Start early.
- If you apply with a co-founder, you each apply separately and are assessed independently.
- Any binding commitment that removes your freedom to pivot (investor obligations, contractual ties to one idea) is a disqualifier.

Jasiri is a prime opportunity for African entrepreneurs to innovate their next big ventures. The programme equips you with the resources and knowledge to become a successful entrepreneur, while providing the opportunity to meet co-founders who share the same vision. I would strongly encourage builders not to miss out.

Gentil Ndoba

COO, HiQ Africa

Jasiri Zua Fellow

Frequently asked questions

Can I apply with an existing idea?

Yes, but it must be, or become, a Market-Creating Innovation: creating access for the underserved rather than competing for existing customers. We evaluate the founder, not the idea, and any binding commitment to one idea (investor obligations, contracts) is a disqualifier.

Do I need a food systems background?

No. Domain depth helps, but engineers, operators, scientists, financiers and sellers all build food systems ventures. What matters is genuine appetite for solving struggles in the sector.

Do I need to quit my job to apply?

Not to apply. Selected fellows commit full-time from Jumpstart in January 2027, with no side engagements for the duration of the programme.

More questions? Bring them to any AMA, or write to us via www.jasiri.org.



Can I apply with a co-founder?

Yes. Pre-formed pairs are welcome to apply to the same cohort. Each of you applies separately and is assessed independently, on your own merit. Selection is individual.

Does Jasiri take equity in my venture?

No. In East Africa, venture creation funding is grant-based: USD 28,200 disbursed against milestones, with no equity taken.

Can I apply from the diaspora?

Yes. Citizens of Kenya, Rwanda and Ethiopia living abroad are encouraged to apply. The three-month Residential Intensive in Kigali is mandatory and in person.



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