

REPORT — 02 — 04 APRIL, 2025

# Majipreneurs Summit

MAJI  
PRENEURS



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# Introduction

The 3rd Majipreneurs Summit 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.

The 3rd Majipreneurs Summit was held on 3–4 April 2025 and was opened by **Hon. Aisha Sekindi, Minister of State for Water**. Under the theme “Shaping the Ecosystem. Navigating Opportunities. Building Impactful WASH Enterprises,” the Summit aimed to:

- **Explore** WASH entrepreneurship **potential** & support needs
- **Foster collaboration** to support the growth & scaling of sustainable WASH services
- Shape initiatives to **strengthen** the entrepreneurial **ecosystem** for WASH

To achieve these goals, the Summit convened **over 200** WASH entrepreneurs, investors, experts, and sector stakeholders, offering a dynamic program that included inspiring keynotes, and pitches, interactive working sessions, an insightful panel and valuable networking opportunities.

Importantly, the Majipreneurs Summit is more than just a two-day event—it builds on a series of activities organized in the lead-up, contributing to a growing movement of impactful innovation in the WASH sector.

The Majipreneurs **Hackathon** was a focused two-day event that brought together 39 aspiring entrepreneurs. Working in 13 teams, participants developed and refined solutions to address WASH challenges affecting vulnerable communities in Uganda. The teams pitched their ideas to a jury of local entrepreneurs, sector experts, and investors.

**Three selected winners** were awarded 500USD each on the last day of the Majipreneurs Summit: HydroElite, WASHR and WASH Queens.

A **special innovation prize** was also granted to Triple M, for their digital solution optimizing water quality testing.

The Majipreneurs **Investor Pitch Room** was an exclusive, invitation-only session where 16 high-potential WASH enterprises presented their investment-ready solutions. Bringing together 28 financiers, the session offered a platform to explore funding opportunities, connect, and engage with sector leaders committed to driving impact through entrepreneurship.

In connection with the Majipreneurs Summit, over 80 key actors from the entrepreneurship ecosystem participated in **Focus Groups**. These groups worked to identify critical barriers and shape actionable initiatives to better support entrepreneurs. During the Summit, participants refined proposals from this year’s Focus Groups, which focused on three key areas: climate finance through the Climate 4 Safe Water Aggregator Platform, income-generating opportunities linked to water services, and the development of a Federation of FHH SMEs.

Alongside the Summit, 17 exhibitors showcased innovative WASH solutions at the **MajiMarket**, offering participants a chance to engage directly with providers, gain practical insights, and explore new approaches to improve service delivery.

## Meet MajiTale

I’m still buzzing. You won’t believe the week I’ve had! Ah—sorry, let me introduce myself. I’m MajiTale. That might not mean much to you. I hang around a pretty cool spot in Kampala—the Circular Design Hub (though rumor has it it’ll be getting a new name soon, thanks to a change in ownership).

The Hub sits in Kampala’s industrial area. It’s not your typical co-working space. Picture a big industrial hall—raw, open, and alive. There’s a backyard splashed with murals and street art. Inside, different organizations work on sustainable, often brilliant, ideas.

But this week was different. It got me thinking, smiling, and—for the first time in a while—feeling hopeful.



# Hackathon



The 2025 Majipreneurs Hackathon took place on April 1st and 2nd, gathering 39 young entrepreneurs across 13 teams to develop innovative, community-focused solutions to WASH challenges.

Over two high-energy days, participants moved from problem understanding to creative prototyping, supported by sector professionals and practical tools to spark entrepreneurial thinking.

**Day one** was dedicated to building a solid foundation: participants explored how social entrepreneurship differs from both NGO models and traditional “business as usual” approaches. Sessions focused on identifying WASH-related problems, understanding the customer journey, and mapping stakeholders. They were also introduced to pitching fundamentals—learning how to structure a compelling presentation and communicate value clearly from the start.

**Day two** shifted the focus to prototyping and creative marketing. Each team was challenged to develop a low-tech prototype that would bring their solution to life. In parallel, they participated in the Universal Languages Approach (ULA) Game, a playful yet powerful method designed by Viva con Agua. The game helps entrepreneurs dive into the daily habits and preferences of their target customers, and to creatively explore media, formats, and engagement strategies for inclusive outreach and marketing.

Throughout both days, participants received hands-on coaching from experienced mentors in the WASH sector, including seasoned entrepreneurs.



It started Tuesday; early in the morning. A group I hadn’t seen before arrived early, shifting things around, pinning up materials. I was still half-asleep when a bunch of young people rolled into the main hall, where music played and heads nodded as conversations kicked off. After short it was a group of around 40 students. Some of them were wondering aloud about what they were in for—something called a Hackathon. Soon, exercises began. People teamed up, talked, sketched wild ideas, and started building prototypes.

One of them explained to another how the top of a bottle was meant to mimic a filter, with colorful balls and pipe cleaners representing the components. That’s when I got it—they were turning their brainstorming into real things. These “prototypes” weren’t just models, but tools to gather feedback, learn what might fail, and improve the designs.



The Hackathon culminated in a pitch session and award ceremony, where three winning teams were selected by a jury of 11 evaluators. Each winning team received USD 500 in seed funding to help take their idea further. A special innovation prize was also awarded to one standout project.

#### Hackathon Winners

- **HydroElite** – A team collaborating with rural communities to help them fence and protect their water sources.
- **WASHR** – A platform connecting young people to training and job opportunities in the WASH sector.
- **WASH Queens** – A TikTok channel raising awareness about menstrual hygiene and promoting period products.

#### A Special Innovation Prize

was awarded to Triple M – A digital dashboard designed to optimize water quality testing in real time.

**2 DAYS OF INNOVATION AND YOUTH ENGAGEMENT**

**11 JURORS EVALUATING EMERGING IDEAS**

**3 WINNERS + ONE SPECIAL PRIZE**



By Tuesday night, the energy still hadn't worn off. People were deep in discussion, unwilling to stop. And Wednesday morning, they were back at it—some got there shortly after sunrise. Now they were talking target groups: low-income urban communities, rural saving groups, water utilities, even small industries. They crunched numbers, explored marketing strategies. Gradually the cornerstones of business models emerged.

I couldn't help wondering—were these the early days of real businesses that might one day fix water access, wastewater treatment, and more across Uganda?

# Investor Pitch Room

The first edition of the Majipreneurs Investor Pitch Room brought together 28 investors and funders with 16 water supply, sanitation, and female health & hygiene businesses.



The first Majipreneurs Investor Pitch Room was an exclusive, invitation-only event that brought together national and international foundations, investors, and banks with high-potential WASH enterprises. The 16 enterprises that pitched their business models were graduates of accelerator and business support programs run in recent years by cewas, YWS, WASEU, and OPERO, including:

## **Business in a Box**

Tailored support for enterprises developing replicable models and standard procedures to upgrade rural water points and operate mini grids as a social business model.

## **Rural Water Accelerator**

Implemented to catalyse sustainable business models for rural water access in East Africa by supporting high-potential enterprises on their journey towards investment-readiness

## **Female Health & Hygiene Accelerator**

Designed for sustainable, FHH businesses, this program blends proven acceleration with innovative formats to refine financing strategies, expand clients, enhance value, and secure investments through benchmarking, support, matchmaking, and networking.

## **Sanitation Accelerator**

East Africa's first dedicated onsite sanitation acceleration program providing customised, long-term support to innovative sanitation entrepreneurs in Kenya and Uganda who are striving to achieve investment readiness



## **The MajiTale**

Thursday started differently. A man rushed in at 7:30 a.m., laptop in hand, heading straight to someone in the back room. “Can we run through it now?” he asked. He looked nervous, excited. He practiced a presentation—I couldn’t hear it from where I was, but the high-five at the end said a lot.

Soon the room transformed—chairs moved, screens set up, and by mid-morning it was packed. I found a spot near the front. I was hoping to hear from that guy again—but a woman took the stage instead. With a backpack in hand, she told a powerful story. She’d designed it to help schoolgirls manage their periods—reusable pads, a bag for used ones, even a solar light to clean up in dark toilets. All made from recycled plastic. Already 30,000 girls had benefitted. And this wasn’t an idea—it was happening.



A total of 16 enterprises pitched their case in three thematic batches:

- Female Health & Hygiene enterprises
- Water Supply enterprises from the Business in a Box Programme
- Advanced WASH enterprises from the Rural Water Supply and Sanitation accelerators who already received MajiFund investments

The enterprises each had 4 to 5 minutes to pitch their innovative solutions and investment cases, presenting their enterprise to attending funders from Uganda, 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.

**16 enterprise pitches, 28 investors.**

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

**Grants still critical for CapEx and growth financing.**



**The MajiTale**

After seven pitches that had the room holding its breath, a short networking break that had the room humming like a bee hive. Then four more, this time focused on rural water supply businesses.

I was stunned. I've heard a little about WASH—most of it focused on how the sector was short billions in funding. But these entrepreneurs weren't waiting. They were doing. They didn't call water users beneficiaries—they called them customers. Their ideas: 24/7 service, payment plans for connections, water ATMs, and even showerheads to encourage more consumption (which helps the businesses break even).

Networking followed—laughter, connections, sparks flying. Then the final group. And finally, the guy I'd seen earlier. He shared how his family used to share one toilet with 20 households. When it filled up, they couldn't afford to empty it. He mentioned, almost in passing, that the toilet had to be raised with bricks to stop people from stepping in the mess of those before them. His story hit hard—and it clearly drives his mission.

Three more followed. More ideas. More ambition. Plans for expansion. Real, gritty hope for better services—and for businesses that could actually work.

# Welcome Mode



The 3<sup>rd</sup> Majipreneurs Summit officially kicked off at 1:30pm with the topic **Shaping the Ecosystem. Navigating Opportunities. Building impactful WASH Enterprises.**

## Summit objectives

- ✓ Explore WASH entrepreneurship potential & support needs
- ✓ Foster **collaboration** to support the **growth & scaling** of sustainable WASH services
- ✓ **Shape initiatives** to strengthen the entrepreneurial **ecosystem** for WASH

**Hon. Aisha Sekindi, Minister of State for Water**, officially opened the 3<sup>rd</sup> Majipreneurs Summit. She commended the Majipreneurs Alliance for fostering WASH innovation and entrepreneurship in Uganda. Highlighting the summit's theme, she emphasized the need for collaboration between entrepreneurs, investors, and policymakers to create a thriving WASH ecosystem.

The Minister reaffirmed the government's commitment to supporting innovation, strengthening regulations, and ensuring universal access to clean water and sanitation. She urged young entrepreneurs to seize this opportunity and thanked partners for their contributions, declaring the summit open with a call for collective action.

**Ministerial endorsement of the Summit signals political awareness and momentum are growing**



## The MajiTale

I slipped out into the hallway leading to the auditorium, now buzzing with 150+ people. They'd set up tables to showcase their products. There was a hum of connection—old friends catching up, new networks forming.

Then a lady and gentleman swayed onto stage, introducing something called **MajiMagic**. I was still wondering what that meant when someone clearly important arrived—she got the comfy chair up front. Turned out, she was the State Minister of Water.

She spoke about supporting private sector involvement—and I began to see how entrepreneurship might not just be about extracting value, but creating it. A new kind of impact capitalism, perhaps.

# Expert Mode



Since the last Summit, 80+ people took part in discussions, consultations & focus groups—online and in person—to develop ideas for strengthening the Majipreneurs Ecosystem. During the expert mode, participants helped refine these initiatives further.

## Water-based income opportunities

The **Problem**: To build water service provision business models that are financially viable and scalable, Majipreneurs need to sell large volumes of water. But ability to pay for water is limited in many communities, leading to under-utilization of infrastructure & financial losses for operators.

The **Solution**: Many income-generating activities rely on water as a critical resource—whether as an essential ingredient, cooling agent, or through providing convenient access to clean water for daily use. This initiative aims to support community members in developing micro-businesses that utilize water in their operations, increasing both the demand for water and capacity to pay for services.

This Focus Group initiative **aims** to evaluate the potential of **pilot interventions** to increase water sales by supporting water-based micro businesses in communities. It thereby seeks to develop an effective approach to boost **demand** and the ability to pay for water supply services from Majipreneurs.



**WHILE ENTERPRISES ARE GROWING, THEIR CAPACITY TO ENGAGE COMMUNITIES IS LIMITED, OPENING A SPACE FOR NGOS TO DEVELOP DEMAND.**



Then, just as I'm thinking how great it would be if these entrepreneurs got real support, the MC announces breakout sessions. Turns out, government support isn't yet enough. I followed one group back into the pitch room. A man named Joseph explained a simple but powerful challenge: water businesses need to sell lots of water to survive—but people can't always afford it.

Enter the vendors—those who buy water in bulk and resell it to construction sites or remote communities. They earn money, reinvest it, and make a living. Other ideas followed: selling ice, doing laundry, washing coffee beans—all water-powered micro-businesses. Could these kinds of ventures be supported? Could they drive demand for water, while giving communities new sources of income? Someone mentioned how solar home systems took off when people realized they could charge neighbors' phones and earn from it. Why not do the same with water?



## Federation of Female Health & Hygiene businesses & SMEs

The emerging FHH market lacks representation and support. This focus group initiative aims to establish a federation of FHH businesses as a collaborative platform to share knowledge, connect enterprises, and align advocacy efforts. By amplifying their voice and fostering coordinated action, the federation will strengthen the sector's impact, visibility, and capacity for sustainable growth and innovation.

Provide **Technical Assistance** & foster **Knowledge Sharing** among actors

**Advocate** to create a more **Enabling Environment** for private FHH sector actors

Unlock & channel **funding opportunities** to further shape the FHH market

**A WEALTH OF FHH ENTERPRISES IS EMERGING, WHOSE AMAZING STORIES NEED TO BE AMPLIFIED.**

**FHH ENTERPRISES NEED SUPPORT IN NAVIGATING TAXES.**



I wandered into another room near the entrance of the Design Hub, where about 40 people were deep in conversation—about topics I usually only hear whispered. This must've been what the MC meant when he spoke of a “taboo” in his opening remarks. But here, nothing felt off-limits.

They were asking: How can we collaborate? How do we strengthen FHH enterprises? What makes an effective alliance?

The energy was focused, determined—less about breaking taboos and more about putting this issue front and center, both publicly and politically. What struck me most? The number of men in the room who were just as passionate as the women.

# Climate Finance: Carbon 4 Safe Water Aggregator Platform

The **Problem**: Majipreneurs drive water access and generate revenue but struggle with financial sustainability. Water & climate impacts remain under-compensated or are not compensated at all, representing a missed funding opportunity to support project longevity. Climate Finance is an opportunity, but the required scale, expertise, upfront financing, data management, etc. put it out of reach.

The **Solution**: Grouping multiple water project developers across different but similar Safe Drinking Water projects in a single climate program to effectively access Carbon Finance. Larger players receive a proportionally higher share of carbon credits, while smaller ones benefit financially from lower costs and fees while gaining access they most likely wouldn't have otherwise—creating a mutually beneficial model that overcomes scaling challenges.

By building a business case for a group of water supply initiatives within a larger carbon credit project, this initiative seeks to unlock carbon finance for entities that are currently unable to access it by themselves.

The emerging initiative seeks to initially build capacity around operations, compliance, data management, asset tracking, team roles, and efficient workflow design. On this basis the Carbon 4 Safe Water Aggregator Platform would develop a business case for a project for a group of suitable Majipreneurs.



**CLIMATE FINANCE IS AN OPPORTUNITY BUT COMPLEX AND NEEDS CAPACITY DEVELOPMENT**



Last but not least, I stepped back into the auditorium—where things got a bit more complex. A large group had gathered to talk climate finance, and at times, you could feel the struggle to follow the technicalities. The gist? If a water enterprise provides safe water that no longer needs to be boiled, it reduces carbon emissions—since boiling often means burning firewood, which releases CO<sub>2</sub>. Experts from the Global Water Centre explained that in such cases, Majipreneurs could get paid for their climate impact.

The catch? Proving it involves heaps of documentation and navigating incredibly complex processes. For now, it mostly works for large-scale operations. But this group wasn't deterred. They explored whether smaller Majipreneurs could join forces in a single project to reach the needed scale. A clever idea—and one that might just make climate finance more accessible.

# Day 1



As the sun dipped low over the Design Hub, day one slowly wound down. People spilled out of rooms, still buzzing with ideas, laughter echoing through the hallways. Handshakes turned into hugs, business cards changed hands, and promises of follow-ups filled the air.

Inside, the organizing team was already shifting gears. While others mingled, they moved chairs, took down posters, taped up new ones. A few gathered around a laptop, tweaking the agenda, debating how to better spark exchange in tomorrow's sessions. There was no applause for them, no spotlight—just quiet focus. By the time they finally stepped out into the night, it was clear: this kind of magic takes more than ideas. It takes sweat, care, and a whole lot of behind-the-scenes hustle. Definitely not an easy job—but one done with heart.

# Launching



During the morning of the second Summit day, two additional support programmes were launched: The Safe Water Accelerator Uganda and San-Up: Scaling Next Gen Sanitation Enterprises.

**San-Up** is a support initiative by the UN's Sanitation and Hygiene Fund (SHF) and cewas, aimed at accelerating the growth and sustainability of sanitation SMEs in urban Kenya and Uganda. It offers **tailored technical assistance**, market insights, business model refinement, and the design of catalytic financing instruments **to strengthen sanitation service delivery** across the region.

Following the launch, Semuteka Abubaker pitched **Brilliant Sanitation**, a growing pit-emptying business, outlining key technical assistance needs - such as strengthening internal controls, governance, and SOPs; introducing CRM and ERP systems; and systematizing marketing and sales.

Meanwhile, the **Safe Water Accelerator** supports 10 enterprises across the water supply spectrum—from rural systems and maintenance models to urban resale, filtration products, and enabling technologies. It provides **training, coaching**, catalytic grants for **transformation projects**, and guidance to improve **investment readiness**.

These programmes add to the initiatives built by the Majipreneurs Alliance (see map on the right).



There's one thing that had me puzzled about this whole Majipreneurs thing: all this talk about shaping an enabling ecosystem. It sounded like one of those classic buzzwords—big on flair, light on substance. At least, that's what I thought... until Friday. The day kicked off strong. By 9:30, the main hall was full again, and the energy from earlier in the week returned like it never left. When one of the organizers introduced a new support programme—this time for Sanitation Enterprises—something clicked.

Suddenly, the pieces started falling into place. The pitches on Thursday, the Focus Groups, the Hackathon, and now this technical assistance programme—they weren't just random events. They were building blocks. Each one reinforcing a different pillar of what they mean by an "enabling ecosystem." It wasn't just talk. It was strategy. Watching it unfold, I realized: It's being built—right here, right now, by people who believe that real change needs real support structures.

# Networking



Like every year, the Majipreneurs Speed Dating was a highlighting, 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 discussed their thoughts and experiences on how they could connect and drive solutions for a better future.



While I was still piecing together the puzzle of this so-called ecosystem, the MCs jolted everyone into action. With grins and mics in hand, they instructed the crowd to arrange chairs—two rows facing each other. Chaos followed. Two hundred people shuffling, dragging chairs, spinning around. Beautiful chaos—for a moment.

Then, order. The auditorium morphed into the biggest speed networking setup I'd ever seen. Each person had two minutes to introduce themselves, share what they do, and what they dream of building. Laughter echoed. Eyes locked in. Ideas flew. The MC shouted, "Left! No, right! Rotate!"—and the room shifted again. A swirl of energy, chairs, and fresh conversations.

I watched hands shake, contacts trade, bridges form—between ideas, sectors, people. This wasn't just about WASH anymore. It was about connection. And suddenly, that ecosystem? It felt very much alive.

# Panel discussion

The MajiPanel explored the entrepreneurial journey. What it is really like to found and build a WASH enterprise.

This year's panel discussion featured Michelle Mboha from Inua Capital, alongside some of Uganda's most distinguished water entrepreneurs: Adrine Atumanya (WaterQuip), Joash Bwambale (Irrisol), and Rita Achen (Jibu).

To complement the WASH business pitches and investment cases shared during the Summit, a panel discussion explored the founder's journey—what it really means to start a business and how that journey evolves with each milestone.

What emerged was a powerful contrast: deep conviction to create impact, paired with the constant reality of risk, uncertainty, and challenge. Panelists shared how, despite the ongoing struggle, the wins make it worthwhile—whether it's hitting a long-standing sales target, securing funding to replicate proven models, or successfully pivoting to scale.

Michelle from Inua Capital applauded the panelists and WASH entrepreneurs for building impactful businesses, then offered insights from an investor's perspective. She highlighted key pressures—like the need to deploy capital and at the same time being accountable for underperforming investments.

Michelle explained that enterprises must align with a fund's criteria. Inua Capital, for instance, invests at the early growth stage, aiming to support businesses that can scale annual revenues from around \$100K to \$1M within five years.

With some of the most advanced water enterprises represented on stage, there was a unanimous agreement that while expanding safe and reliable water supply across Uganda is an uphill battle, it remains a crucial effort that requires committed action to develop effective and sustainable models.



**'For starters, just make sure you show up everyday!'**

Adrine Atumanya, WaterQuip

**'You need to understand that we have an investment framework. Sometimes we'd love to invest but we cannot because an enterprise just does not fit into our portfolio.'**

Michelle Mboha, Inua Capital

**'It is a challenge everyday. You don't know if there will be enough revenues, if the clients will pay. But when you see the people appreciate having water, you know why you do it.'**

Joash Bwambale, Irrisol

**'When we hit the target of selling 3 million liters in one day we had a party at the office'** Rita Achen, Jibu



The panel discussion that followed echoed the spirit of the Speed Networking, emphasizing genuine connections and the realities faced by water entrepreneurs. Three inspiring entrepreneurs candidly shared the hardships of their journeys but also highlighted the deep fulfillment that comes from improving essential services for Ugandans. What surprised me was the determination that all of them had about their mission, despite all the uncertainty that comes with founding a water business.

Equally insightful was Michelle, the investor, whose perspective revealed the constraints investors face—balancing funding requirements with finding suitable enterprises. I'd never fully considered their viewpoint before.

# 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 3rd Summit.



**Never without Art: XY and YZ captured the innovative spirit of the summit in their paintings.**



## The MajiTale

After the closing remarks and impressive statistics, participants gathered in the outdoor area, where artists had captured their perspectives on water innovation. As I roamed through the Cocktail setup, I noticed a lively group of entrepreneurs—some of whom I'd seen on stage earlier—discussing how to sustain their new connections, sharing insights on marketing, sales strategies, and water meters. Another entrepreneur, who earlier presented a pit-emptying business, joined the conversation and quickly connected with someone specializing in water filters. They swiftly realized their common target audience—headteachers—and began discussing joint sales efforts. For me this was a link I would have never thought of.

As people started parting ways, I found a corner, enjoying a moment of peace and quiet, when I realized how my thoughts were spinning...

# Key take-aways

Drawing conclusions from a summit marked by such high levels of participation, engagement, and expertise is no easy task. While many outcomes will unfold over time, the following key insights stand out after an inspiring Magic MajiWeek:

**Political momentum growing** – Ministerial endorsement of the Majipreneurs Summit signals increased political support for private sector engagement.

**Entrepreneurial ecosystem momentum** – The growing number and diversity of Majipreneurs Initiatives indicate that the entrepreneurial ecosystem can be systematically strengthened through targeted support.

**Youth as change agents** – Youth bring passion and momentum; Majipreneurs university outreach has been effective, but structured programs are needed to attract and retain young talent in the sector.

**Community engagement gap** – While enterprises are growing, they often lack the capacity to engage communities, opening a space for NGOs to support market-based impact.

**Emerging enterprise success** – Companies like Irrisol, WaterQuip, and Brilliant Sanitation demonstrate that viable, market-based models are emerging as alternatives to traditional NGO-led efforts.

**Climate finance is complex** – Focus group feedback highlights the urgent need for capacity development to effectively access and leverage it.

**Funding shift challenge** – Many enterprises are succeeding despite declining development funds, signaling a shift in the financing landscape.

**Growing openness to repayable finance** – Post-acceleration enterprises are increasingly willing to accept repayable capital, provided clear investment cases are in place.

**Grants still critical** – Despite this shift, grant funding remains essential, especially for CapEx and growth financing. Could this be replaced with equity in some cases in the future?

**Sanitation and hygiene opportunity** – The engagement of sanitation and hygiene enterprises, along with early business cases, signals a clear opportunity to expand the Summit's scope into this vital and underserved sector.

**Strong regional participation** – Entrepreneurs and funders from Kenya and Ghana actively joined; regionalization could strengthen networks and promote peer learning across countries.

From the organizing team's perspective, two key takeaways stand out: Focus group sessions with over 60 participants proved less effective for engagement. Moreover, there's clear momentum with growing demand, participation, and political backing. A committed core continues to lead, but we must now explore what's needed to sustain and scale the Majipreneurs movement.

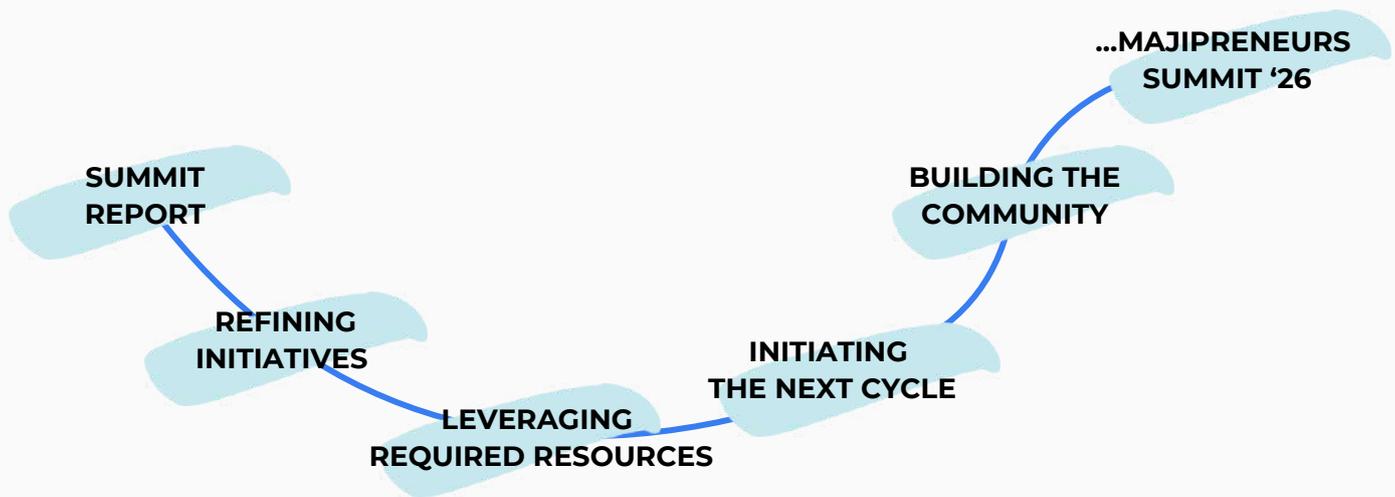


As the evening settled over Kampala's industrial area, I reflected on the past days. MajiMagic wasn't just about products or pitches—it was about genuine connections between entrepreneurs, investors, customers, and government. It transformed individual struggles into shared opportunities—into collective action, strengthening the whole ecosystem.

Perhaps that's what MajiMagic truly means: the spark created when passion meets purpose, supported by an environment that encourages collaboration, creativity, and resilience. It's about viewing water and sanitation challenges as platforms for collective growth and real impact. The magic wasn't just branding—it was real, alive, and driven by people determined to create lasting change.

# 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

## Waterquip

Water Quip Uganda Limited is dedicated to transforming lives through access to safe, affordable drinking water. Their mission is to build vital infrastructure with top-quality, chemical-free water purification systems that provide sustainable economic and environmental advantages. As an authorized distributor of Swedish manufacturer SOLOKRAFT and Canadian manufacturers VIQUA and LUMINOR, They offer solutions ideal for homes, schools, businesses, and village communities.



The team was led by Adrine Atumanya, who was also a coach and part of the jury team during the Majiprenuers Hackathon.

## SPOUTS OF WATER Spouts of Water

Spouts of Water is a social enterprise that creates life-changing environmental and social benefits for African households through impact-driven products. They are Africa's largest manufacturer of ceramic water filters, offering affordable, locally sourced solutions.

Their business model combines commercial sales with carbon projects to maximize reach and impact, reducing carbon emissions and supporting communities with limited purchasing power.

## WaterKit

WaterKit is a social enterprise focused on providing clean, safe water and sanitation to vulnerable and refugee communities in Uganda. Their innovative use of technology and dedicated team ensures they continue their mission of delivering impactful clean water, sanitation, and clean energy solutions. By leveraging technology, They strive to improve the health and quality of life for those in need.

The team was led by Denis Ogwang, the co-founder He also supported in delivering the hackathon as a coach and was a member of the Hackathon Jury.



## SUNDA SUNDA

Pump up Water, Pump up Africa

Sunda Technologies Uganda Ltd. is a social enterprise committed to enhancing access to clean and safe water in rural Uganda. Operating as a subsidiary of the Japanese company Sunda Technology Global, the organization has introduced an innovative pay-as-you-go (PAYG) system for hand-pump wells. Known as the "SUNDA" system, it allows communities to prepay for water using mobile money. This system uses IoT technology to track water usage, monitor the functionality of pumps, and ensure transparent, sustainable water management.

## Housing Finance Bank

Housing Finance Bank (HFB) supports small and medium-sized enterprises (SMEs) in Uganda by providing tailored financial products such as loans, business accounts, and investment opportunities. These services help SMEs grow and expand their operations.

HFB is interested in financing WASH (Water, Sanitation, and Hygiene) SMEs, recognizing the sector's importance for public health and development. By offering accessible financing, the bank aims to support WASH businesses in scaling their services and improving access to sanitation and water solutions across Uganda



# Annex MajiMarket exhibitors

## Whave

Whave Solutions is a non-profit social enterprise in Uganda that collaborates with local governments and rural communities to ensure sustainable water maintenance services. Their technicians perform regular checks and immediate repairs to prevent breakdowns, ensuring consistent water flow. Communities pay a small annual fee, with government support ensuring the sustainability and scalability of their services. Whave Solutions, is one of the benefiting Enterprises of the Rural Water Accelerator Program coordinated by WASEU and CEWAS



## Davis & Shirliff

Davis & Shirliff Uganda is a leading provider of water and energy solutions, operating under the larger Davis & Shirliff Group, which was founded in Kenya in 1946. Established in Uganda in 1996, the company offers a wide range of products and services, including water pumps, solar equipment, water treatment systems, generators, and irrigation solutions. Their offerings cater to both domestic and industrial clients, aiming to improve access to essential utilities across the country.

## NSI Water Uganda Ltd.

NSI Water Uganda Ltd. is a leading provider of water and solar energy solutions, established in 2014 and based in Kampala. The company offers high-quality water pumps, irrigation systems, solar technologies, and water treatment services.

It operates two key divisions: one for water solutions and another for solar energy. NSI is known for promoting solar-powered irrigation and sustainable technologies to address water access and climate challenges in Uganda and East Africa.



## OPERO x PuPu Pump

Opero Services is a Kenyan-based engineering and business development firm that supports the growth of water, sanitation, and hygiene (WASH) enterprises across East Africa. Founded in 2019 and headquartered in Nairobi, Opero specializes in scaling impactful WASH technologies through market research, technical support, and enterprise development.

One of its flagship innovations, the PuPu Pump, was developed in partnership with the Practica Foundation. This mobile pit latrine emptying tool uses a "Push + Pull" mechanism to extract up to 3,000 liters of sludge in 20–30 minutes and can operate over distances of up to 70 meters. Its portable design makes it ideal for hard-to-reach or densely populated areas, offering a safe, professional, and affordable solution for faecal sludge management.

## Female Health and Hygiene Enterprise Cohort

Enterprises from Uganda, Ghana and Kenya from the Female Health and Hygiene Accelerator were all represented at a joint booth.



# Thanks from the MajiMagic Crew!



# 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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