

Changing the Mindset of Ugandan Entrepreneurs: from Muppets to Gazelles

Objective: Address pivotal barriers to dynamic entrepreneurship in Uganda, esp. among women and in rural areas

Key focus: Investigate how social networks can enable entrepreneurs to grow; discover ways to broaden/deepen those networks



Methods: Surveys / ethnographic research / social networking experiment using a digital platform

Outputs: Development of improved entrepreneurship coaching, education and training services offered by UIA and the Uganda Women Entrepr. Association Ltd.

