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INVESTIGATING ON THE CHALLENGES THAT FACE STARTUP VENTURES

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ABSTRACT

Kenya is facing a dilemma of how to effect the economic development while preserving its natural environment and culture. As people's lives and incomes rapidly change, traditional methods of investing are still in play. Existing financial institutions are taking steps to address the issues but, individually, lack the necessary network and linkages to effect the gap change.

This paper looks at the current startup ventures issues in Kenya and explores how Embakasi Area, as trade site, market place and an industrial area is currently becoming an investment site. This might be the missing link in the successful implementation of sustainable startup ventures management in Nairobi. Furthermore, this paper will offer recommendations for integration of economic as well as environmental awareness into its structure of Individual and urban awakening, and formation of creative innovations as well as direct foreign investment to promote a nation awareness campaign for sustainable startup management policy and behavioral patterns of change in Kenya.

Chapter one consist of the background of the study, statement of the problem, objectives of the study, research questions, significance of the study, limitations of the study and scope of the study. Chapter two includes the reviewing literature, analyzing the literature gap to be filled, summary and conceptual framework. Chapter three looks at research study design and methodology. Chapter four does the data analysis, presentation and interpretation of findings. Chapter five incorporate the summary of the findings, conclusions, recommendations and further studies

This Research paper addressed the question of whether startup maintenance, financial education and awareness programs at all the levels of society can affect behavioral patterns of change of investments. An economic measurement project, awareness programs and interviews with the some financial institutions in Kenya were the basis of the research.

Data gathered revealed a gap between information and action that can be bridged by a well-established system and the incentives of habitants. The support system coordinated by a multi-stakeholder partnership, combined with a firm socio-economic commitment and appropriate technology, offers the promise of a sustainable solution to the startup venture management crisis faced by Kenya today.