



# Impact of Digital Literacy Workshops on Youth Entrepreneurial Success in Nairobi: An Incubator Growth Analysis

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## Abstract

Nairobi's youth entrepreneurial ecosystem is underpinned by digital technologies, yet disparities in digital literacy hinder their success. The study utilised semi-structured interviews with 30 participants from an incubator programme. Quantitative data on participant demographics and qualitative insights into workshop efficacy were analysed. A notable trend emerged where 75% of participants reported increased confidence in digital tools, directly impacting their business growth strategies. Digital literacy workshops significantly enhance youth entrepreneurial success by equipping them with essential technological skills. Investment in digital education should be prioritised to support Nairobi's burgeoning entrepreneurial landscape.

**Keywords:** *African geography, youth entrepreneurship, digital divide, qualitative methodology, empowerment studies, ethnography, critical theory*

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