



NIW.**Startups**

2018 Concept

100 Pitches and the 15 Most Promising Startups in 2018





100 Pitches and the 15 Most Promising Startups in 2018



startups.niw.co.ke



ECO-SYSTEM IMPACT



At a Glance

OBJECTIVES

To be a go-to platform for discovering the **15 most promising startups** in the ecosystem - set stage for new startups to be discovered annually.

To attract the right investors and facilitate linkages with startups so that **funding conversations can be initiated.**

OUR MAIN AUDIENCE



STARTUPS

We will be selecting startups from **idea, early-stage and growth** stage.



INVESTORS

Investors present in 2018 will include **VC Funds, Angels and Foundations.**



STARTUP ENABLERS

Startup enablers will include **Hubs, Incubators and Advisors**

SUPPORTING ECOSYSTEM



STARTUP ENABLERS

These include **Hubs, Incubators and Advisors**



CORPORATES/INDUSTRY

Startup Partners and Customers



DEVT. ORGANIZATIONS

Impact Perspectives



GOVERNMENT

These include **Government Ministries, Parastatals and Embassies**



ACADEMIA

These include **Research, Students and Faculty**







MEDIA




These include **Mainstream media, Bloggers and Broadcast media.**

Value Proposition





VALUE FOR STARTUPS

-  **Discoverability** - Visibility and discoverability to investors, media, customers, partners and mentors for participating startups.
-  **Connections** - Opportunity to network and exchange knowledge with like-minded investors, customers, partners and mentors.
-  **Learning** - Access learning opportunities from coaches, mentors and peers.
-  **Funding** - Access to funding of up to \$10,000+ for the Innovation Award and \$5,000 for the People's Choice Awards.

VALUE FOR STARTUP ENABLERS

-  **Discoverability** - Discoverability and visibility to the innovators pipeline, partners and investors.
-  **NIW value to enablers' clients** - Enablers will have the privilege to nominate startups and therefore the benefits will be passed to their clients.
-  **Honorary Award & Recognition** - NIW will present a honorary award to the hub/incubator that is the biggest contributor to NIW.Startups.

VALUE FOR INVESTORS/FUNDERS

-  **Direct Linkages with Startups** - Participating investors will get front row opportunities to interact and link with Kenya's most promising startups.
-  **Access to Investment Pipeline/new innovations.**
-  **Networking value** with other investors, corporates and government.
-  **Exposure** to the general ecosystem.
-  **Learning opportunities** through masterclasses.

Eligibility of Startups

The program will seek to showcase the most representative picture of progress and growth in the local startup ecosystems. It will also include an aspect of global diversification where selected startups from more advanced ecosystems will be invited to participate. The number of startups showcased will be in three categories as follows :





ghetto
Classics

The Startups Portal



startups.niw.co.ke is a portal where founders create and update profiles of their startups. They also update individual profiles of themselves and team members.

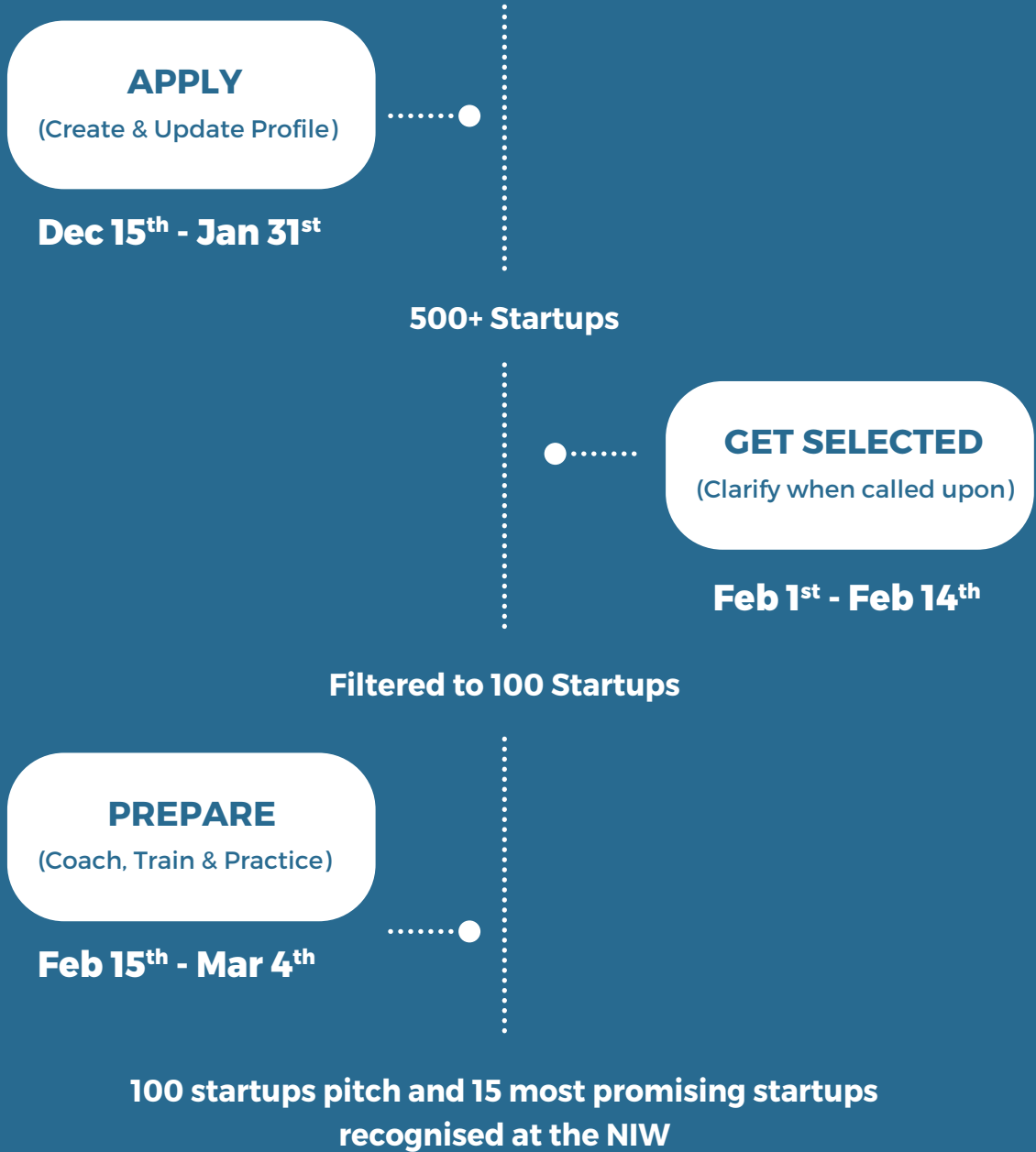
This information is what the jury will use to select the startups for participation in the 100 pitches program. Startups choose the sectoral category to be considered for through the portal.

The portal will enhance visibility and discoverability of promising startups. It will be a reference point for media, investors and others interested in discovering promising startups beyond in 2018 and beyond.

Startups submit their applications through :

startups.niw.co.ke

Involvement Roadmap for Startups



Involvement Roadmap for Startup Enablers



Nairobi Innovation Week Startup Enablers

NIW.Startups is a collaborative initiative backed by the following partners of the Nairobi Innovation Week



Nairobi Innovation Week
Riverside Drive, Chiromo
Nairobi



startups.niw.co.ke



[@NIWStartups](https://twitter.com/NIWStartups)



(254) 790 413 836