

NIW.Startups 2018

Updated Concept Note

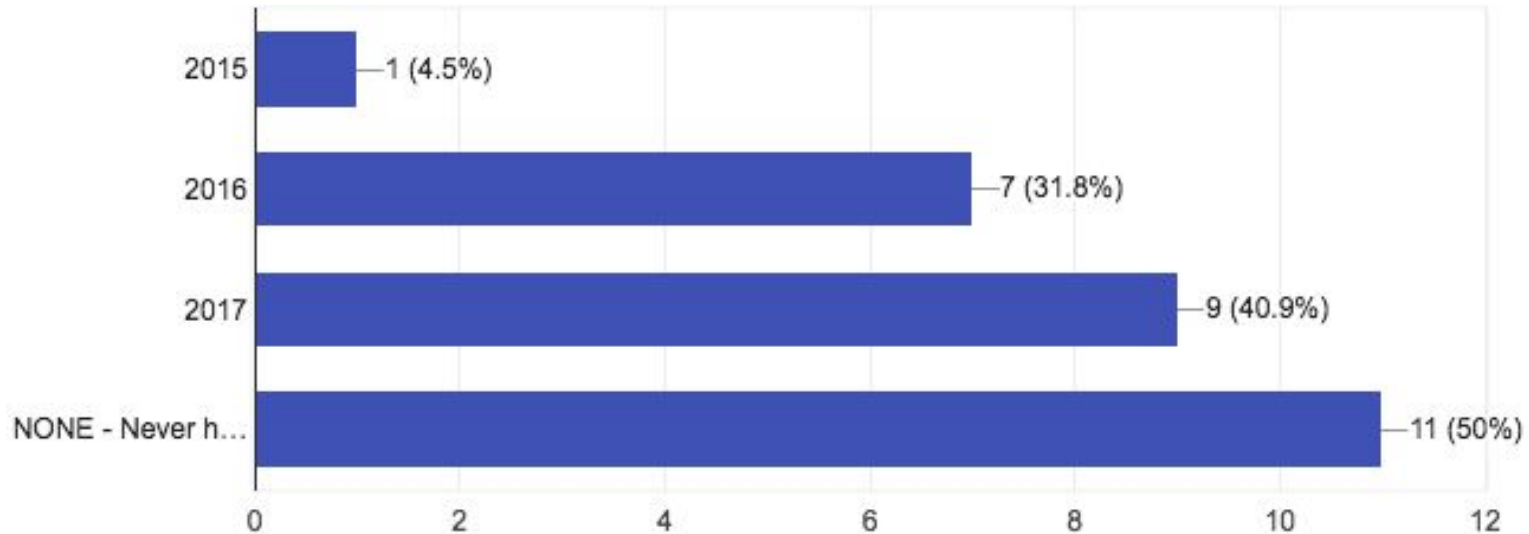
Stakeholder Brief for 18th December 2017

contact: john@niw.co.ke

SOME RESPONSES FROM STARTUP ENABLERS

Have you been to Nairobi Innovation Week (NIW)? If yes which years?

22 responses



NIW.STARTUPS 2018 OBJECTIVES

1. 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.*
2. To attract the right investors and facilitate linkages with startups so that **funding deals can be initiated**

NIW.Startups is about ...

100 Pitches and the 15 Most Promising Startups in 2018

DESIRED AUDIENCE

Main Actors

Startups: @stages: idea, early-stage, growth

Investors: VC Funds, Angels, Foundations

Startup Enablers: Hubs, Incubators, Advisors

Supporting Ecosystem

Corporates / Industry: Startup Partners / Customers

Dev. Organizations: Impact perspectives

Academia: Research, Students, Faculty

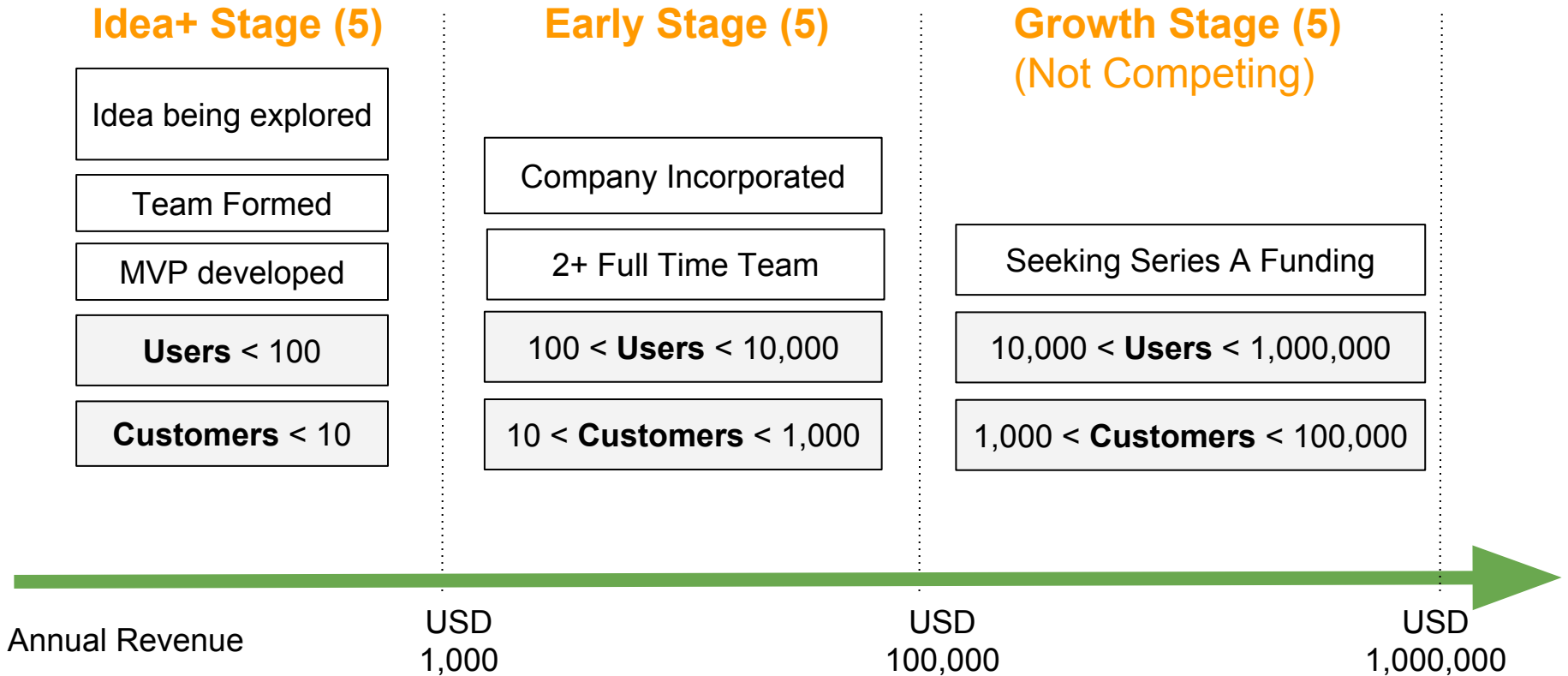
Government: GOK Ministries, Parastatals, Embassies

Media: Mainstream, Bloggers, Broadcast,

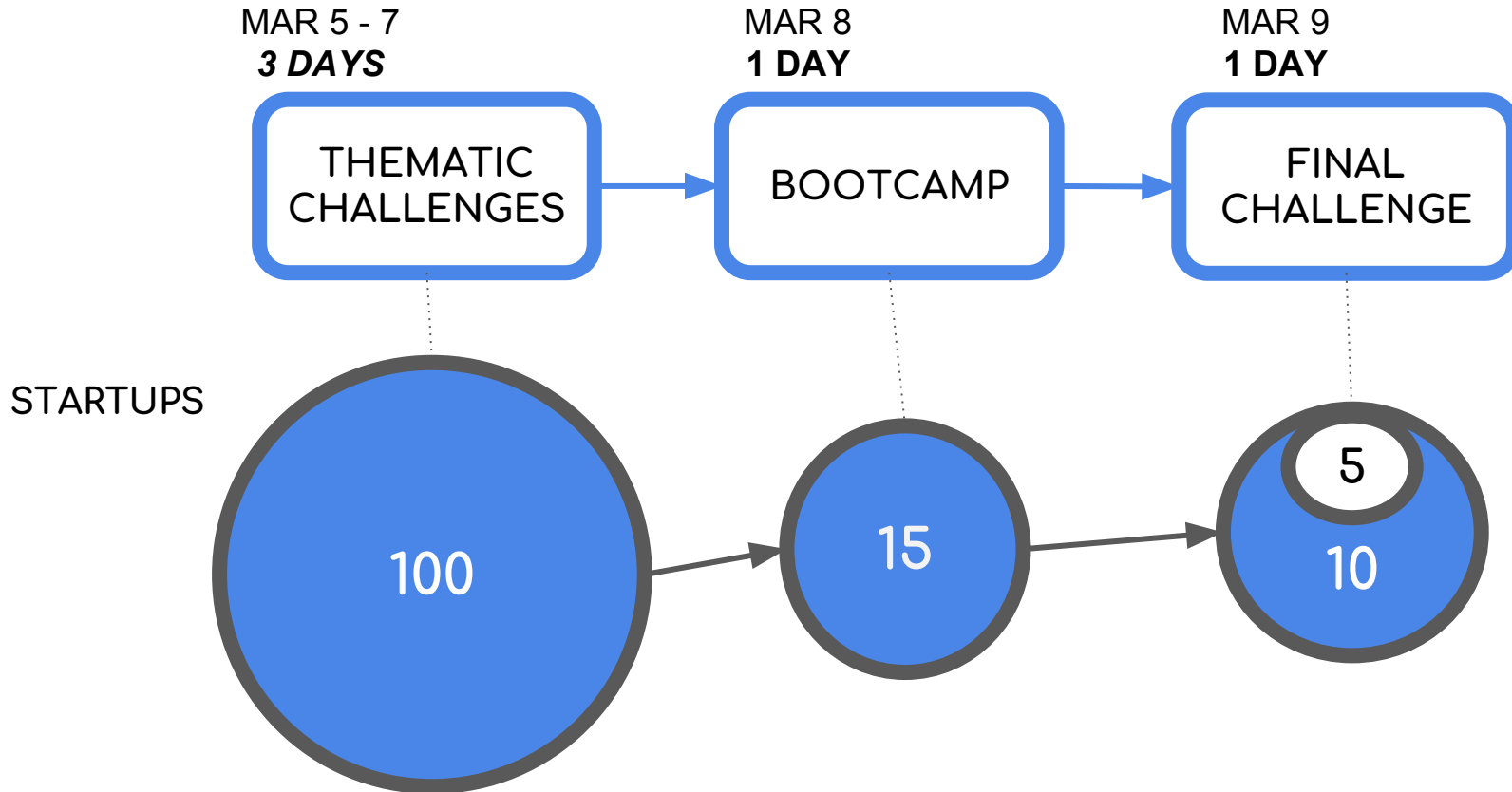
VALUE FOR STARTUPS

- Visibility and Discoverability
- Pitching Skills Enhancement
- Investor Linkages
- Funding: \$10K+ innovation award; \$5K People's Choice Awards
- Networking & Peer Learning

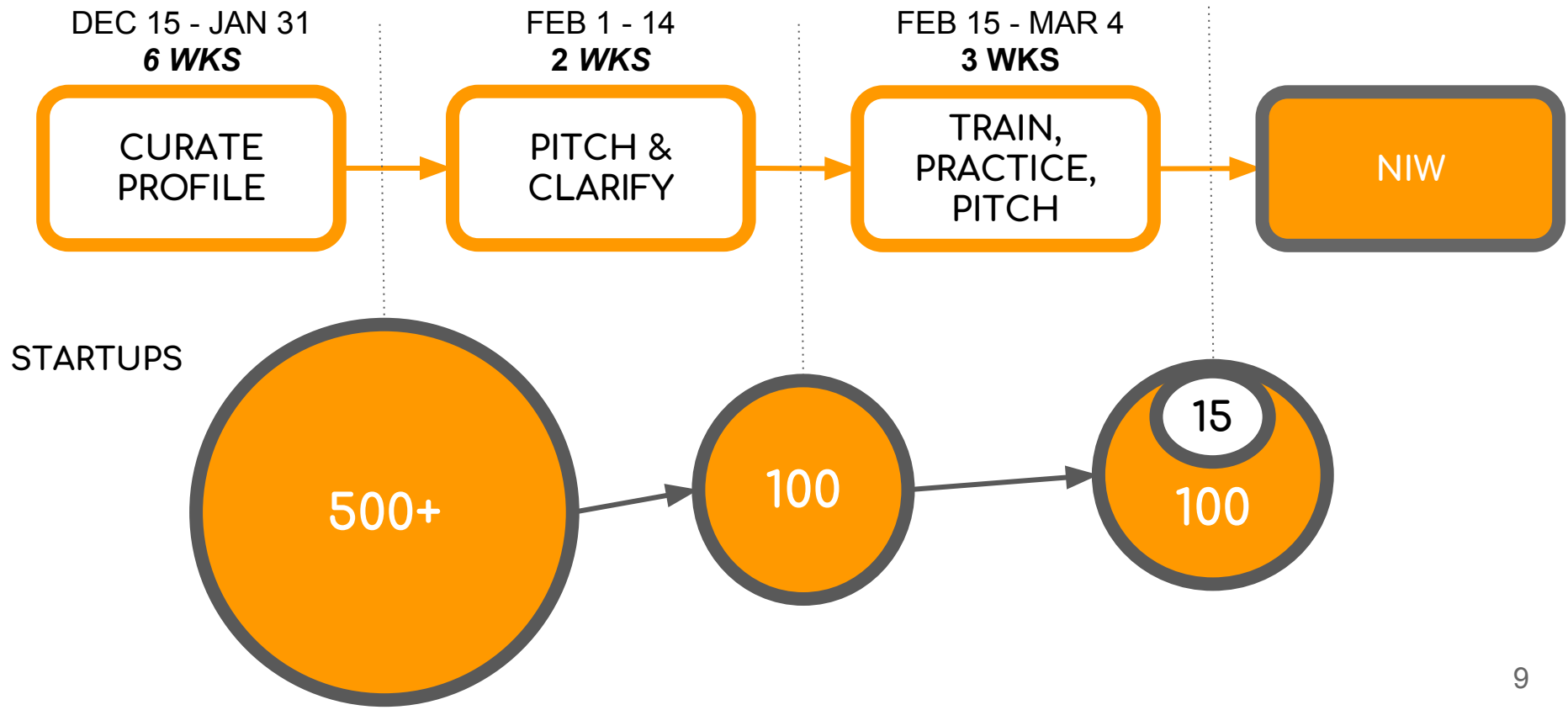
15 MOST PROMISING STARTUPS + 3 FOREIGN



100 PITCHES DURING NIW (MAR 5-9)



PRE-NIW ROADMAP FOR STARTUPS



100 PITCHES: THEMATIC TRACKS

Fintech

Agriculture

Health & Life Sciences

Education & Employability

Cleantech & Renewable Energy

Governance & Civic Tech

Transport & Logistics

eCommerce & business services

Manufacturing & Processing

Entertainment

SPECIAL CATEGORIES

Hardware Innovations

Student Innovations

AfDB High 5

VALUE FOR STARTUP ENABLERS

(ie. incubators,
accelerators,
innovation
hubs, advisory
firms,
coworking
spaces, etc.)

- Discoverability & Visibility
 - Innovators pipeline
 - Partners
 - Investors
- (Exhibition tent, NIW
Marketing, Talks / Panels)*
- NIW value to enablers' clients
- Honorary Award &
Recognition

NEW: OUTREACH TO STARTUP ENABLERS ...

HUBS / SPACES

iBizAfrica

iHub

Nailab

KCIC

Metta

CO-WORKING

SPACES

Nairobi Garage

Hub East Africa

The Kijiji

Nexus Cowork

The Foundry

FUNDS /

ACCELERATORS

Growth Africa

Spark

Villgro

GSMA

MERCK

Sinapis

Village Capital

NetFund

NEW: OUTREACH TO STARTUP ENABLERS ...

ADVISORY FIRMS

Intellectap

Viktoria Ventures

Open Capital

Botlab

NetBiz

Wylde

i-Dev

Techbridge

Invest

OUTSIDE

NAIROBI

LakeHub

Swahili Box

Swahili Pot

RVIC

EldoHub

Sote Hub

UNIVERSITIES

USIU / NEVA

UoN / C4DLab

KU / Chandaria

JKUAT

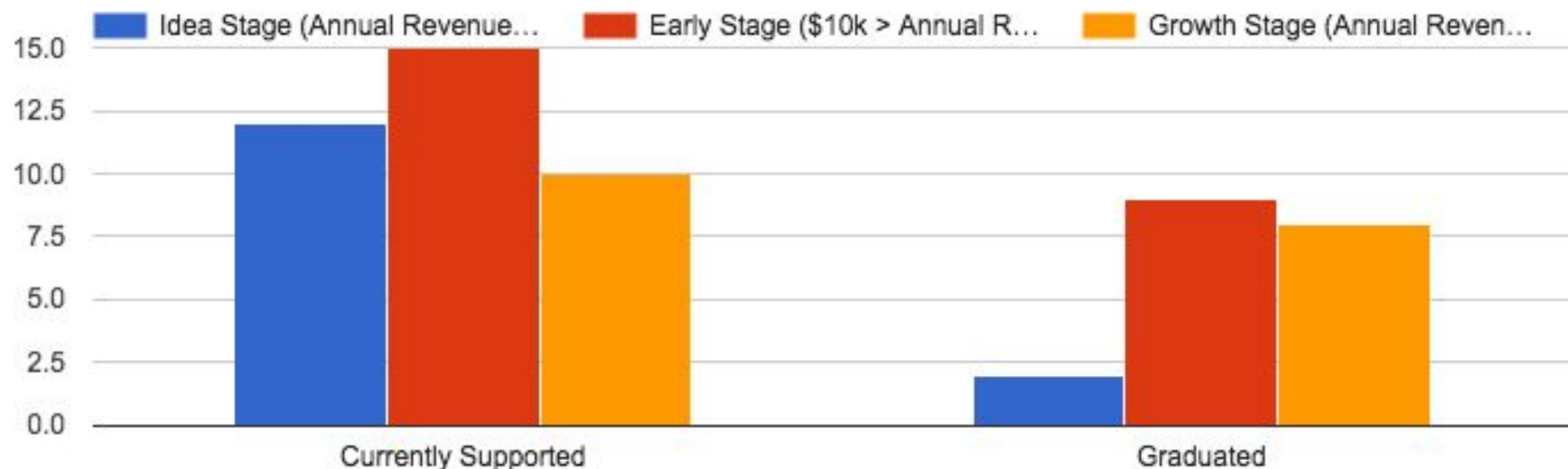
Mt. Kenya

Daystar

Nazarene

*AND
MORE!*

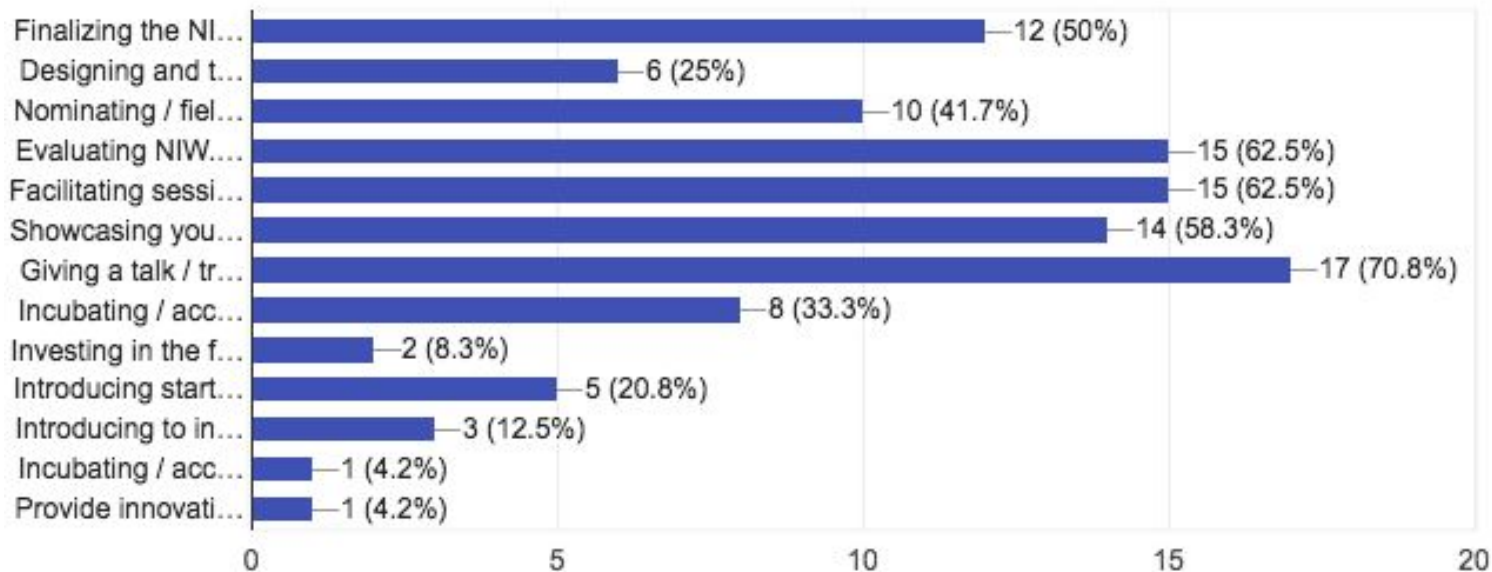
Are there startups affiliated with your organization under the following categories?



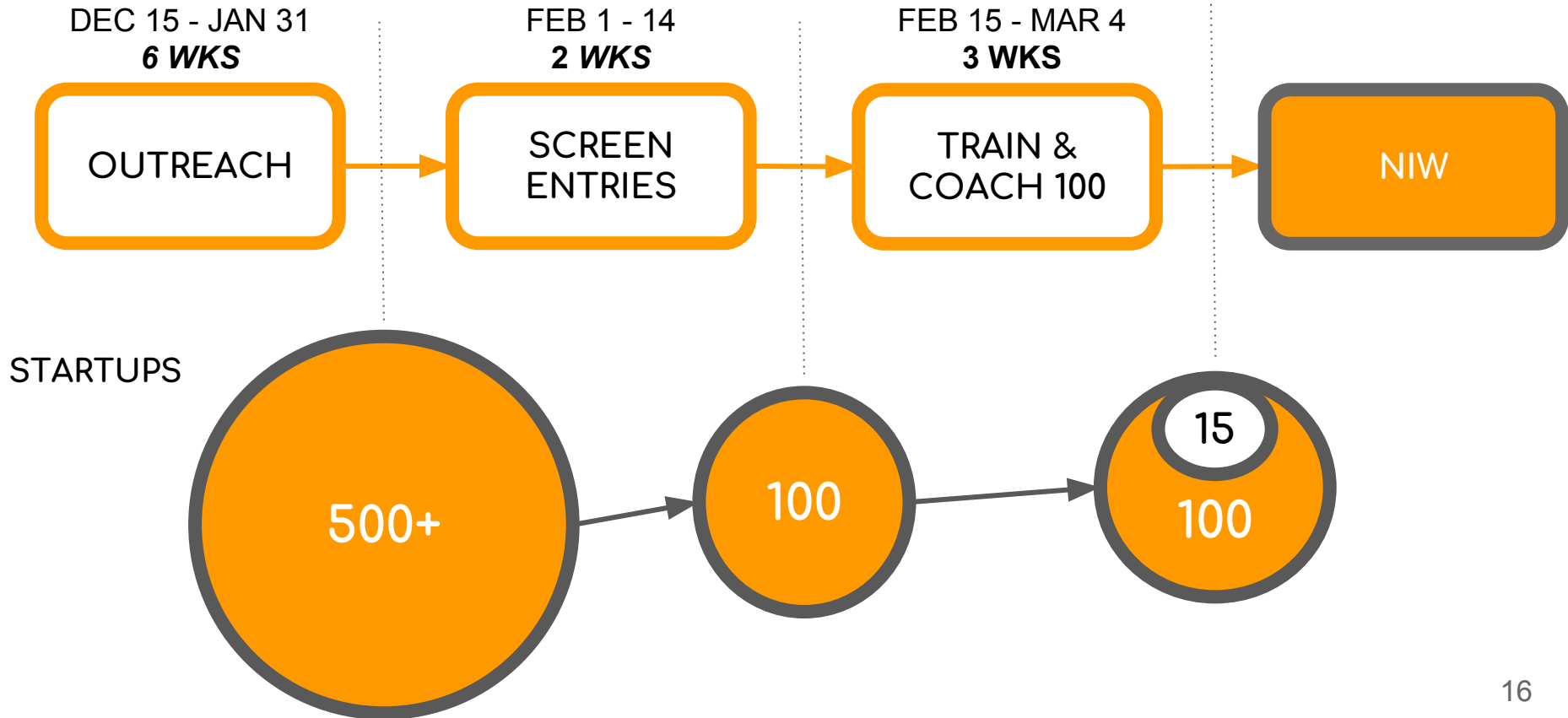
SOME RESPONSES

Which of these NIW aspects would you be interested to be part of?(for the 2018 edition scheduled for March 5 - 9th)

24 responses



INVOLVEMENT ROADMAP FOR ENABLERS



INVOLVEMENT ROADMAP FOR ENABLERS

DEC 15 - JAN 31
6 WKS

OUTREACH

Posters + Fliers

Online Ads

Give T-Shirts

Direct Contact

Joint Social Media

Entries via Portal

FEB 1 - 14
2 WKS

SCREEN
ENTRIES

Nominate Judges

Criteria briefing

Online Process

About 20 startups
per judge

At least 3 scores
per startup

FEB 15 - MAR 4
3 WKS

COACH 100 &
SELECT 15

2-3 hour sessions

Host Sessions

Get to pick 15 most
promising

Pitch Feedback

Train on topic
(Optional)

MAR 5 - MAR 9
3 WKS

NIW

Thematic working
groups

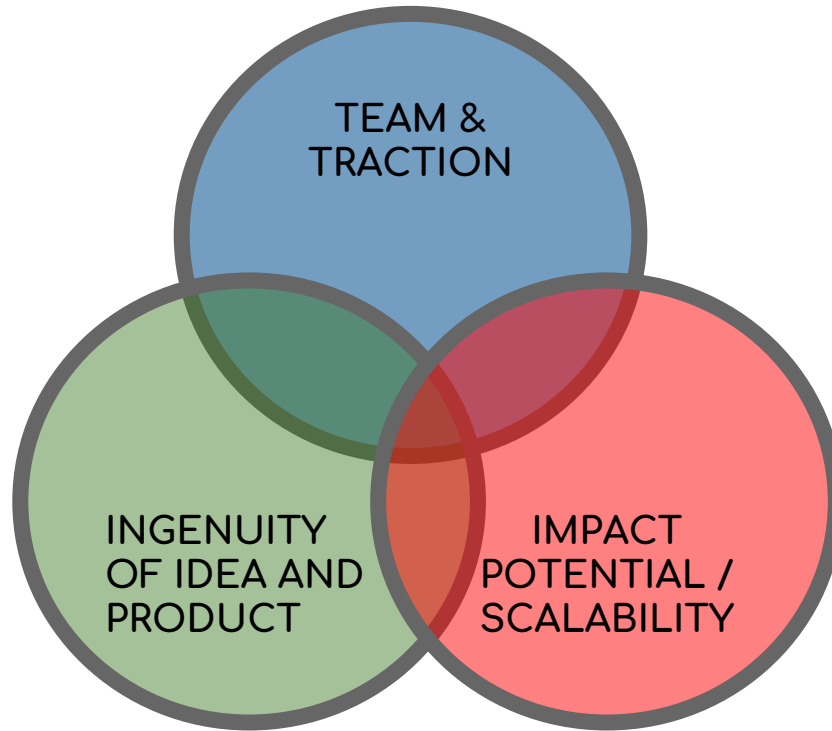
Judging panel
(thematic tracks)

Boot camp for 15
(opt-in tag along)

VilCap Cocktail

Final Pitching

FILTERING CRITERIA SUMMARY



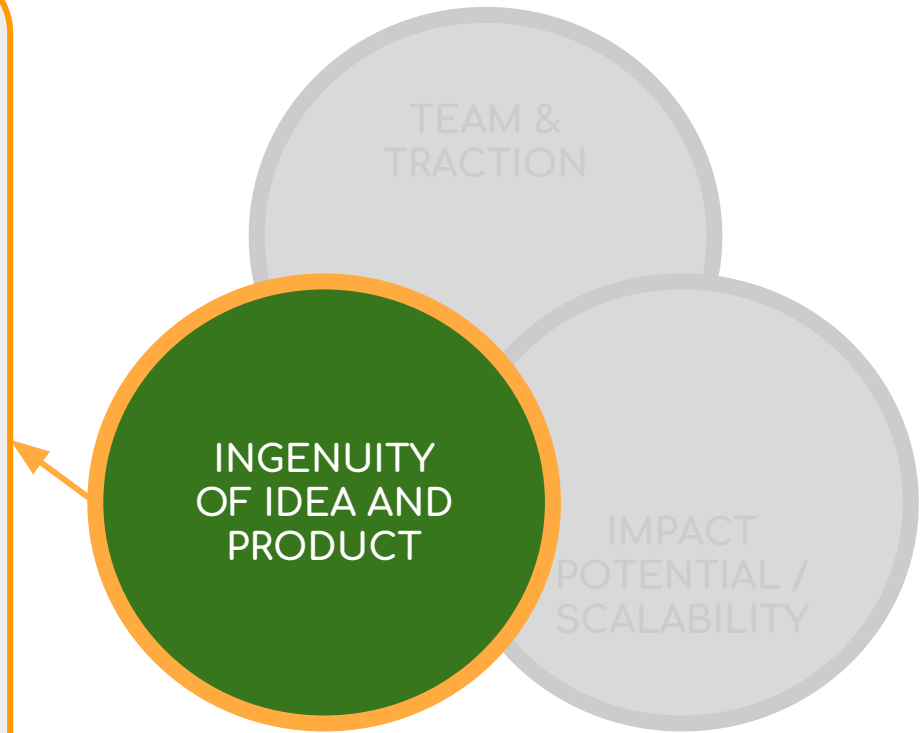
Ingenuity of Product & Idea

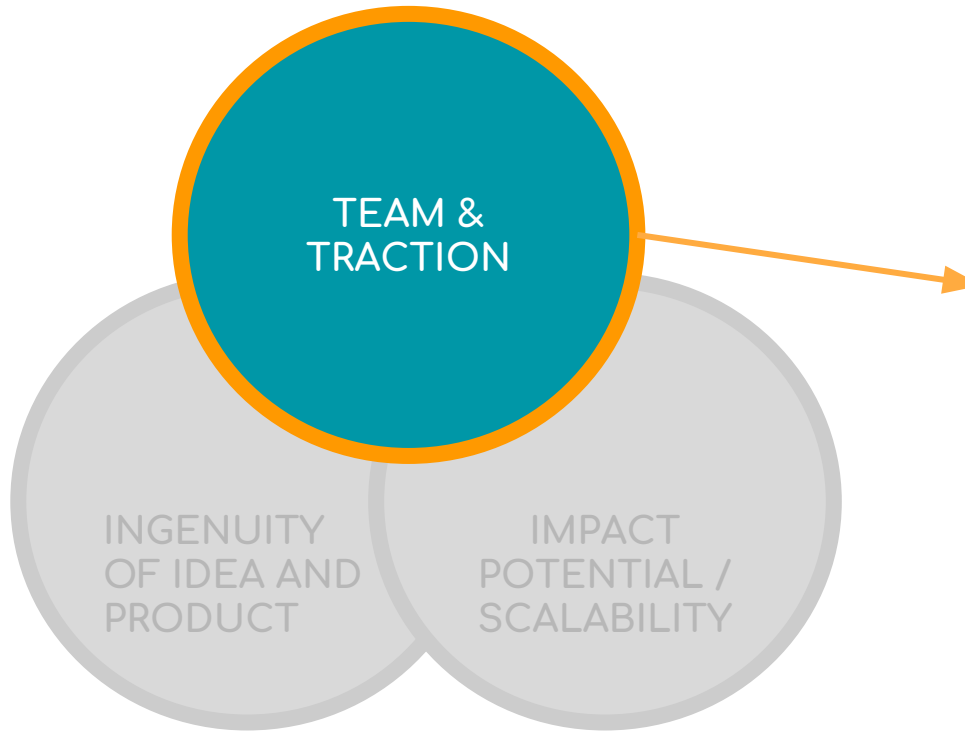
Problem / Customer Pain

The Solution

Technological Advantage
or underlying magic

Revenue Streams Tested
and envisaged



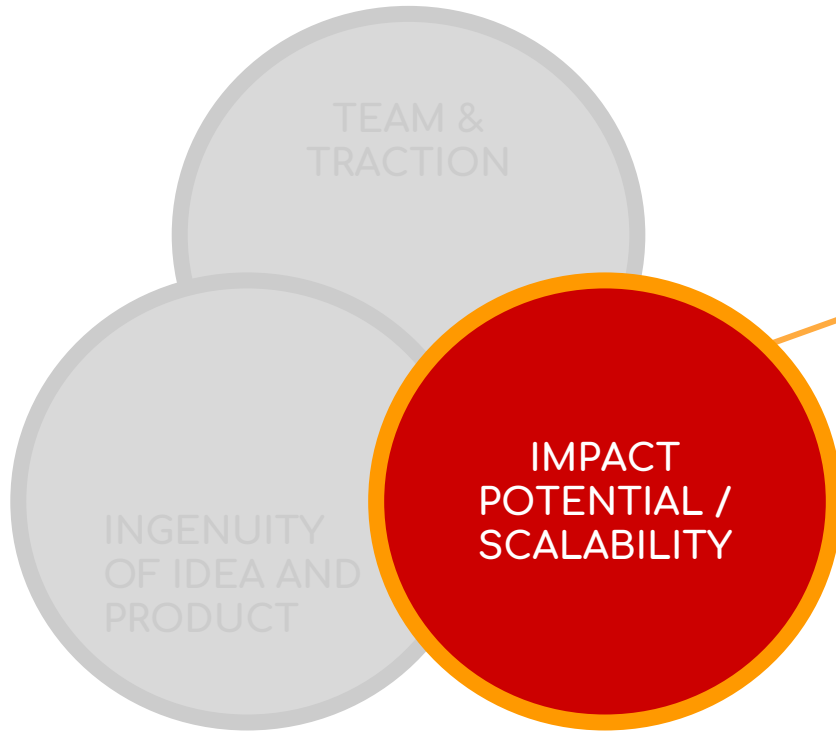


TEAM, TRACTION, FOCUS

Team composition

Traction & Achievements

Next steps and projections
for key milestones



IMPACT & SCALABILITY

Impact Opportunity & Market Size

Analysis of The Competitive Landscape & Positioning

Customer Acquisition

Channels & Growth Plan

THE STARTUPS PORTAL

startups.niw.co.ke

- Startups profile themselves (Public + Restricted Access)
- Online filtering based on criteria
- Enhance startup discoverability
- Persist beyond NIW 2018
- Soft Launch with Call for Applications mid Dec 2017

VALUE FOR INVESTORS / FUNDERS

- Direct Linkages with Startups
- Access to Investment Pipeline / new innovations
- Networking Value (Other Investors, Corporates, Government etc)
- Exposure to the general ecosystem

POOL OF LOCAL INVESTORS

UON Alumni?

*Corporate
Execs?*

Angel Investing Masterclass
ONE - Early February:
Partnership with Victoria
Ventures Ecosystem Event

Angel investing masterclass
TWO - at NIW: Co-facilitated
by Viktoria Ventures &
Intellectap

IMPLEMENTATION TIMELINE

... Execution Timeline		Oct 2017				Nov 2017				Dec 2017				Jan 2018				Feb 2018				Mar 2018			
#	Activity	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Design and refine concept note	█	█	█	█																				
2	Fund Raising				█	█	█	█	█	█	█	█	█												
3	Develop & Test Startups Portal	█	█	█	█	█	█	█	█	█	█	█	█												
4	Firm up hub/incubator partnerships						█	█	█	█	█	█	█	█											
5	Firm up Startup Engagement Framework				█	█	█	█	█	█															
6	Open Call for Applications										█	█	█	█	█	█	█								
7	Send invitations to investors						█	█	█	█	█	█	█												
8	Firm up partnership with angel groups					█	█	█	█	█	█	█	█	█	█	█	█								
9	Filter and Announce 100 Startups																	█	█	█	█				
10	Training, Coaching & Pitching Practice																					█	█		
11	100 Pitches, Bootcamp & Challenge																					█			
12	Social Media Hype & Live Streaming													█	█	█	█	█	█	█	█	█	█	█	█
13	Data Analysis, Evaluation & Reporting																								█

NIW.Startups

Let us together present the ecosystem's potential in 100 pitches and the 15 most promising startups in 2018

Got feedback? email john@niw.co.ke