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# WELCOME !

## Doing Business in Africa – Part 1

### Connecting with Start-Ups

EINE INITIATIVE VON



MIT UNTERSTÜTZUNG VON





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ALPLA

ANDRITZ



berndorf  
BERNDORF AKTIENGESELLSCHAFT

Coca-Cola



ENGEL  
be the first



FREQUENTIS

greiner

IMPORT  
AUSTRIA

iv  
INDUSTRIELLEN  
VEREINIGUNG

kapsch >>>  
challenging limits

KPMG

Lenzing  
Innovative by nature

MED<sup>9</sup>EL

mondi

CeEB

OMV

PALFINGER



Die Presse

RBI  
Group

respact  
austrian business council  
for sustainable development

RHI MAGNESITA

rosenbauer

SENOPLAST

umdaschgroup

VAMED  
health. care. vitality.

WU  
WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS



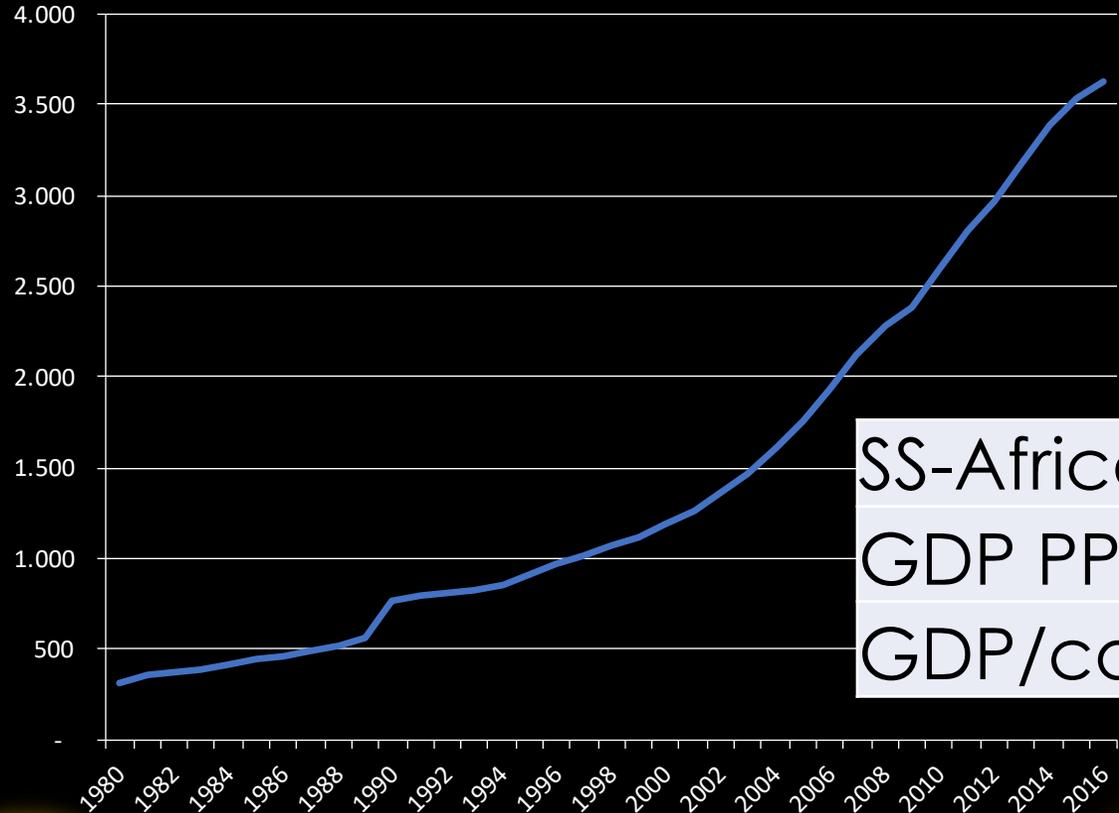
The virus could be a  
“national-security crisis first,  
an economic crisis second, and  
a health crisis third”

Dr. John Nkengasong,  
Director, Africa Centers for Disease Control and Prevention

# Africa Rising

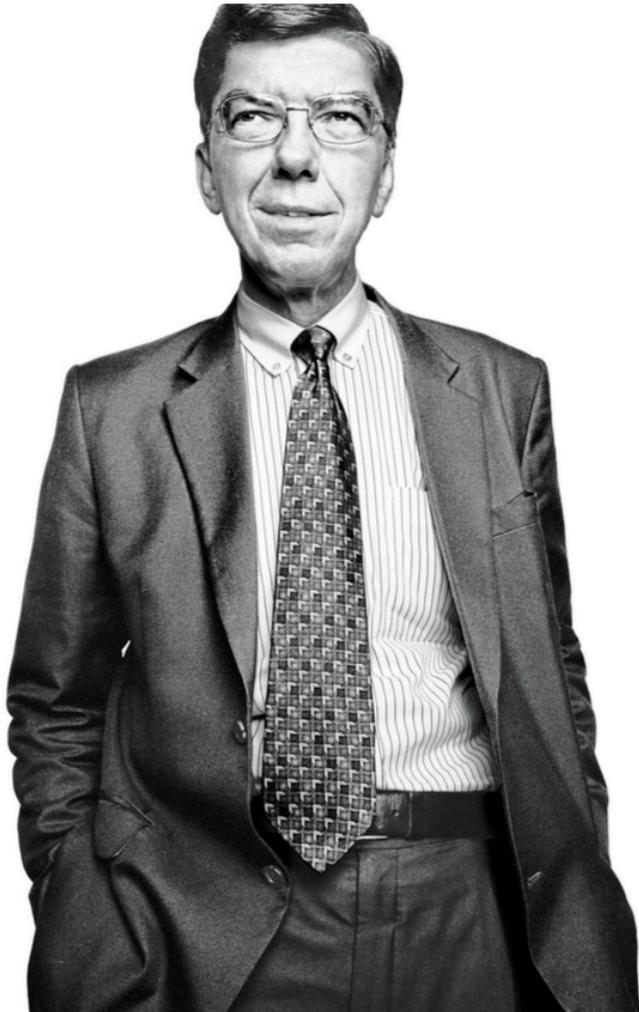


GDP of Sub-Sahara-Africa (constant USD)

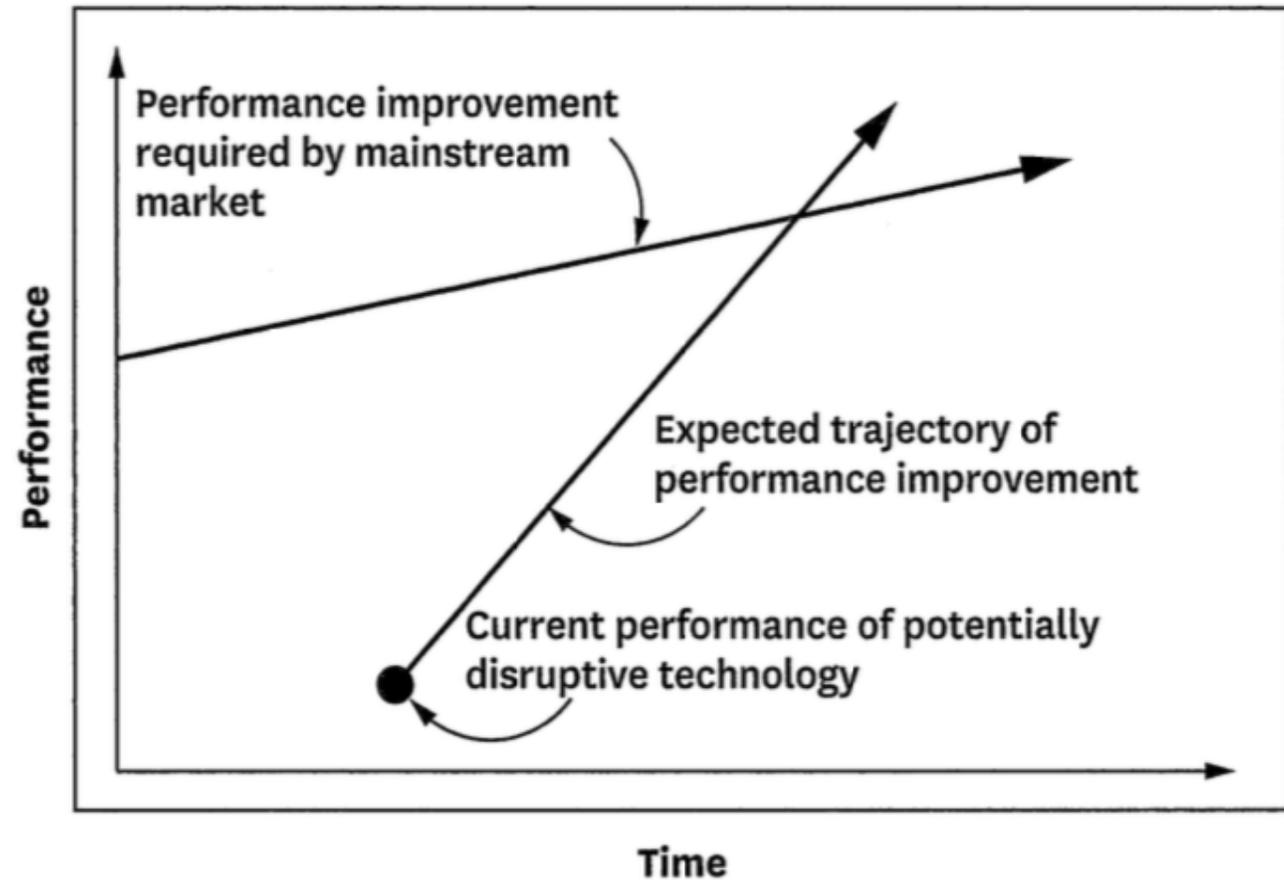


SS-Africa	2000	2018	
GDP PPP bn USD	807	1.787	+121%
GDP/capita PPP	2.490	3.528	+ 42%

# Digital Transformation



## How to assess disruptive technologies



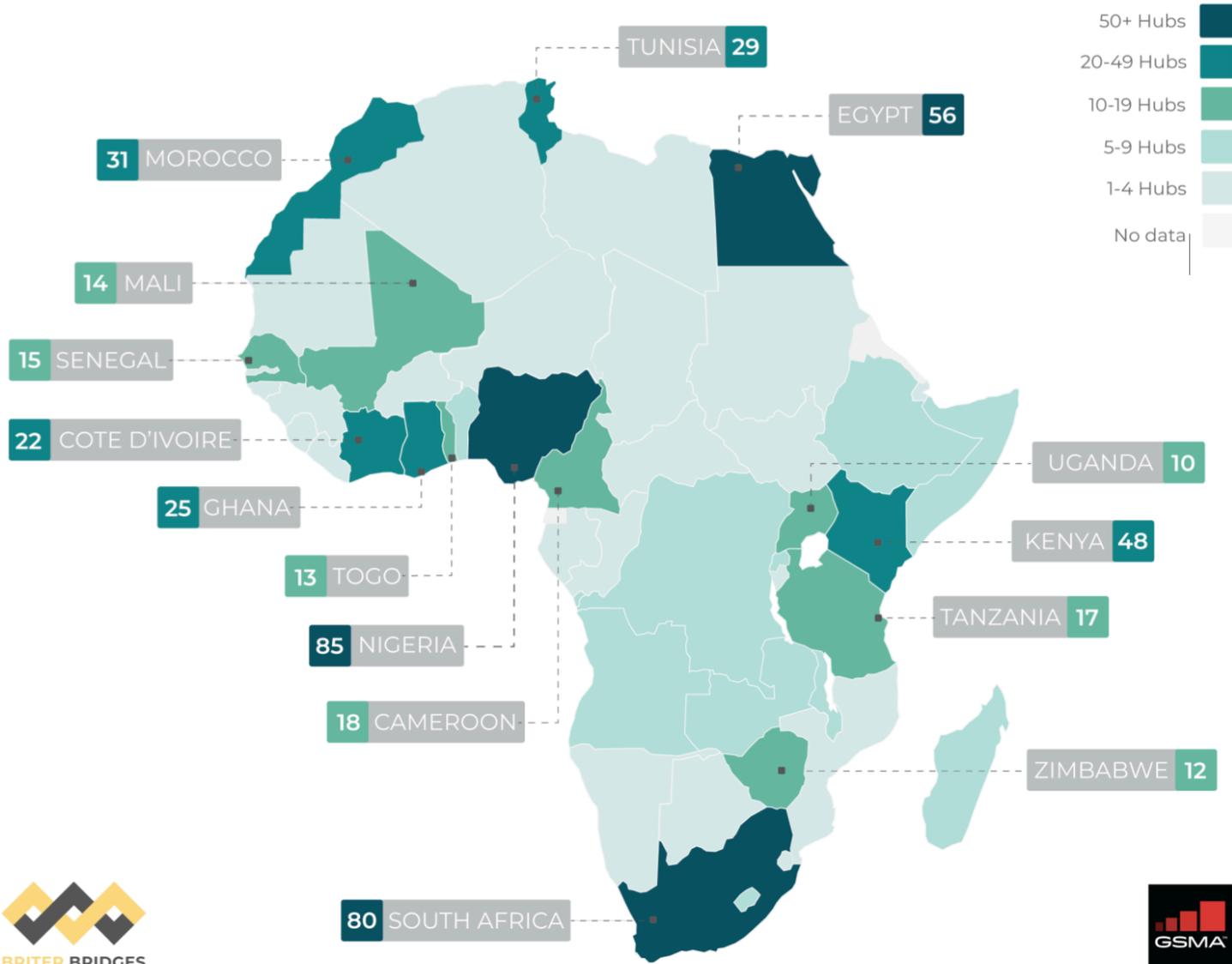
# 618 TECH HUBS



A mapping in collaboration with the GSMA Ecosystem Accelerator programme



NEXT AFRICA



## African Startups



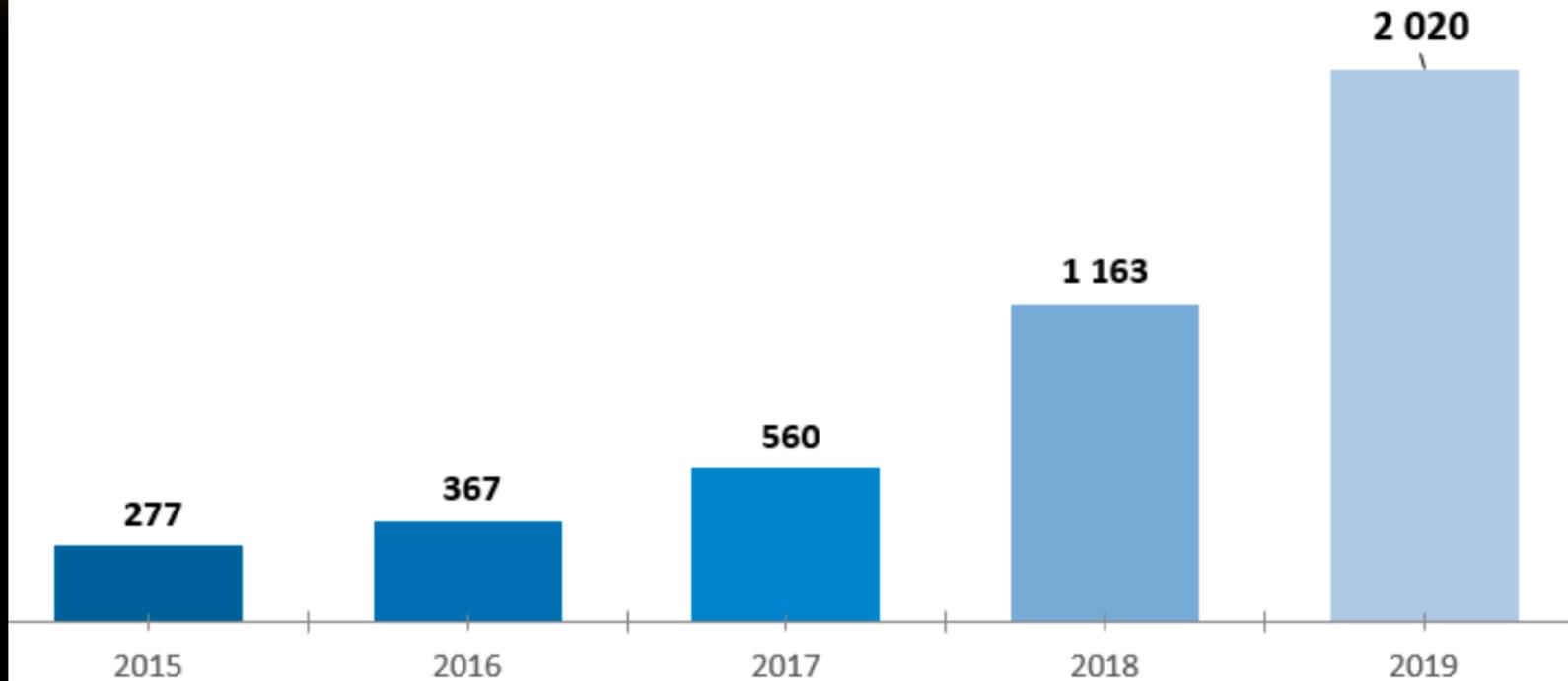
# African Startups



NEXT AFRICA

Total funding - 2015 to 2019 (in US\$ M)

Partech Analysis 2020



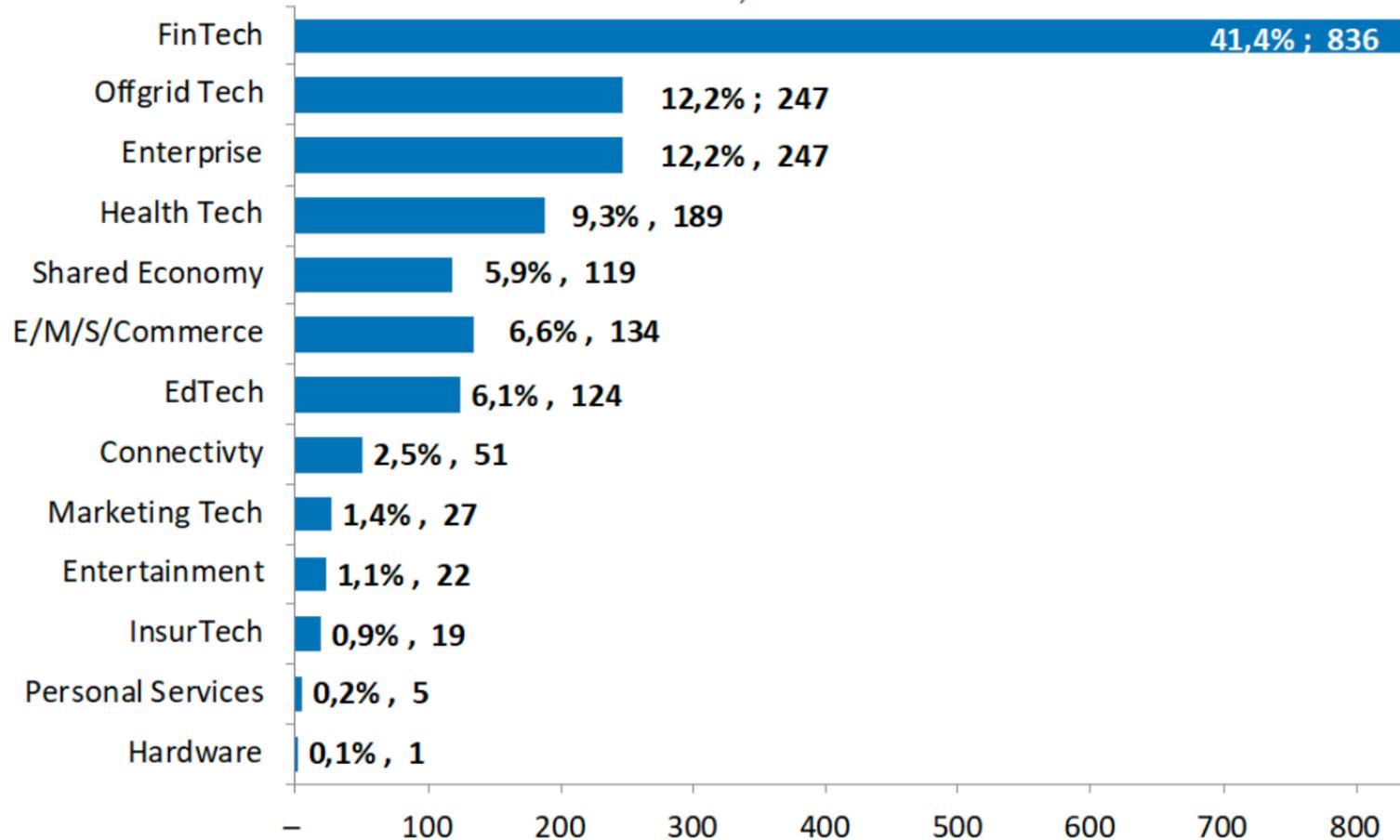
The VC funding raised by African tech start-ups in 2019 totaled **US\$ 2.02 Billion**, compared to US\$ 1.163 Billion in 2018, representing **+74% growth YoY**.

# African Startups



Top funded verticals - 2019 (in US\$ M)

Partech Analysis 2020



# African Startups

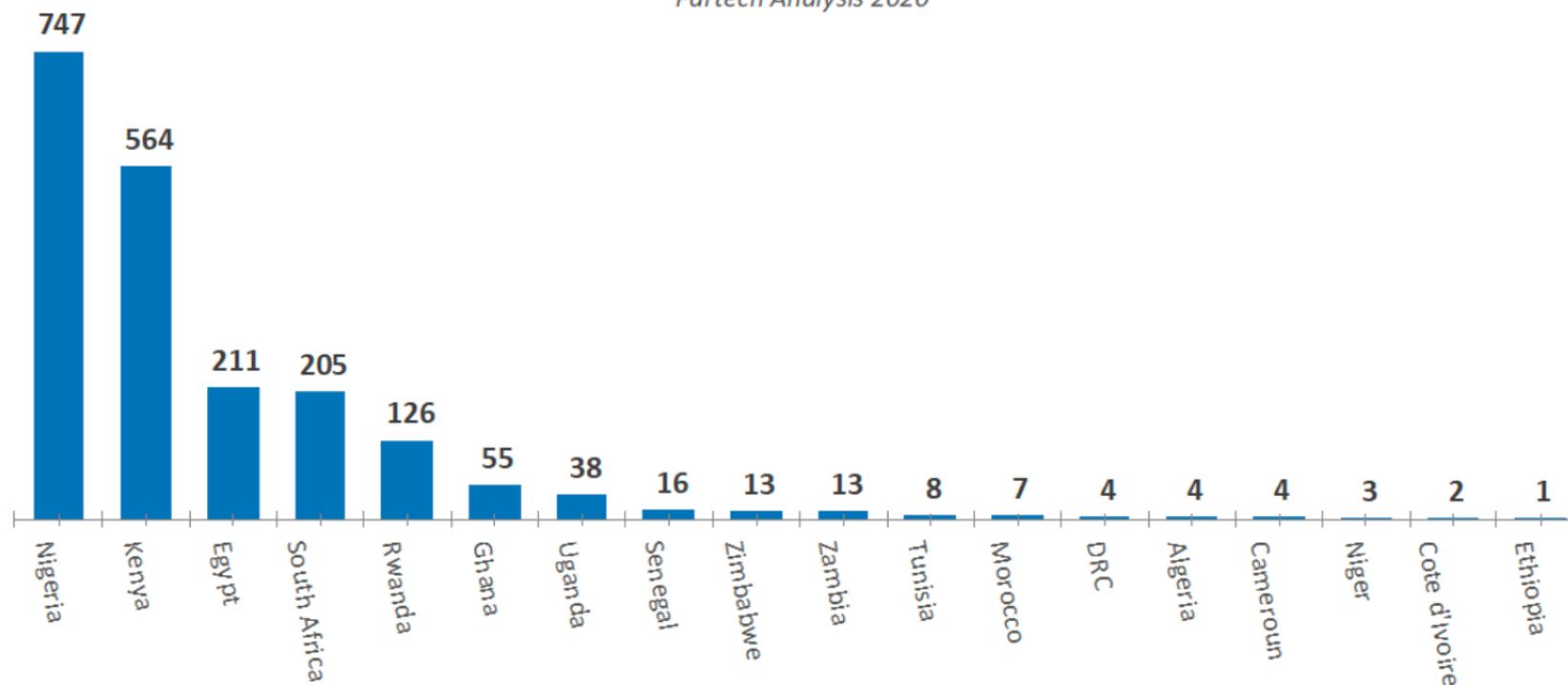


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NEXT AFRICA

Total funding per country - 2019 (in US\$ M)

Partech Analysis 2020



[partechpartners.com](http://partechpartners.com)

# KENYA

50 m people  
3500\$ p.c. PPP  
Mobile Money  
Middle Class  
multi-party

# RWANDA

12 m people  
2300\$ p.c. PPP  
clear vision,  
no corruption  
women power  
autocratic

## Silicon Savannah

## Proof-of-Concept



# Doing business in Africa

## - Connecting with startups



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1 Welcome – Bernhard Weber

2 Introduction – Hans Stoisser

3 Keynote 1: Lionel Mpfizi

*How a small African start-up supported a big European corporation in Rwanda*

4 Keynote 2: Lillian Marenya:

What European companies can learn from successful Eastern African Business Models

5 Chat, questions, discussion

6 Closing

Awesomity Lab



## Awesomity Lab

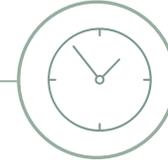
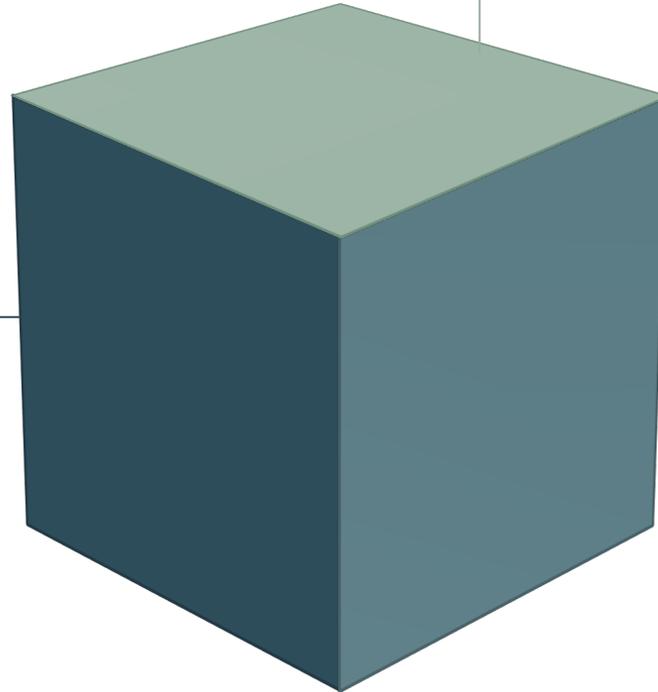
Awesomity Lab is a software development company that focuses on user-centered design to create the greatest possible impact for our clients.

At the core, we are a team of designers, engineers and creatives who came together to create world class software solutions crafted from the heart of Africa.

# Key facts about Awesomity

## 02 awards

We are an award winning company that has been recognized nationally on numerous occasions like the RDB Business Excellence Award 2019 and the Rwanda Tech Seal



## 5 years old

Awesomity was founded in 2015 by a team of 4 software developers.

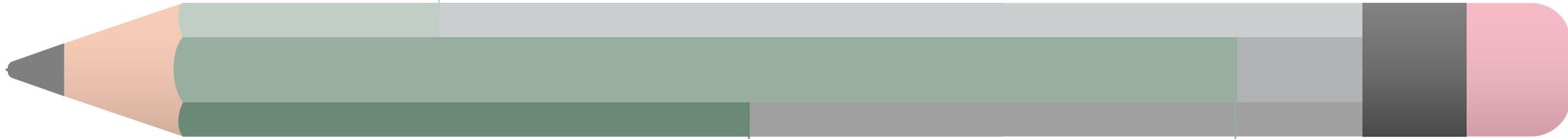


## 20 staff

At present, Awesomity has 14 full time employees and we are running an internship program with a team of 6 junior developers.

# Our work with Volkswagen

Our role was to create from the ground up all the technology behind Volkswagen's ride-hailing application: **Move Ride**



We launched the beta app in early 2019 and officially launched Move a couple of Month later.



Move is the biggest made in Rwanda app to date, with over 42k users and has completed over 160k rides in Kigali.



GrowthAfrica – Growth frontiers

Accelerating African growth ventures into impacting business success

# Who is GrowthAfrica

- GrowthAfrica is a leading acceleration and growth partner for African entrepreneurs and companies
- We focus on growing ambitious and scalable African ventures and SMEs into successful enterprises through business acceleration, strategic advice and access to investments
- Founded in 2002 and headquartered in Nairobi, GrowthAfrica has offices in Kenya, Uganda, Ethiopia, Zambia, Malawi and Ghana.
- It has worked with more than 2,000 growing African businesses, and since 2012 accelerated more than 200 African ventures





# GrowthAfrica Accelerator

- Growth strategy led by experienced facilitators, own designed proprietary process and learning methodology
- Bespoke in company support
- Investment support in identification of, access to and engagement with potential and relevant investors
- Access and fellowship with quality peers across Africa
- Mentorship access to Pan-African mentors/experts
- Financial modelling for your business growth and investment
- Tools to develop stronger entrepreneurial leadership

# GrowthAfrica Accelerator

## Overview

The objective of the programme is to increase the rate of which entrepreneurs emerge from their infant stages to a growth business with potential for scale; and the scope with which they emerge to make them more attractive to investors and strategic partner further improving their likelihood of success in terms of increased revenue, profitability, quality employment and impact.

The programme focus on the strategic and tactical aspects of entrepreneurship and leadership, and equips the participants with analytical tools and improves business acumen especially in regards to the articulation and implementation of strategies designed to address the growth challenges at hand, while keeping the big picture and ultimate goals present at all times.

### Target Ventures

- For-profit (but impactful) with 1-5 years track record
- USD 50,000+ in revenue & 5-50 employees
- Open to scale through equity investment
- Preferably 2 or more co-founders
- Ambitious, committed & capable team
- Sector agnostic, but innovative approach

### Selection Process

- Both open and application by invitation
- Desktop screening
- Face-to-face interview
- Internal shortlisting
- Field-based due diligence
- Finalist selection forum

### Current & Past Funders:



BESTSELLER FOUNDATION

21

COHORTS DELIVERED

850,000+

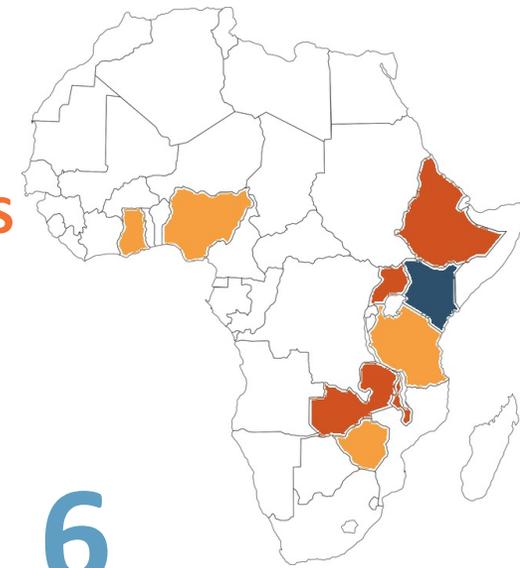
LIVES POSITIVELY IMPACTED  
through customers served by better and more  
affordable products and services

407

ENTREPRENEURS

224

VENTURES



6

COUNTRIES

plus 29 later-stage businesses supported  
since 2002 over 1,800 businesses have  
received support and services

## RESULTS TO DATE

60+

MILLION USD

raised in investments & grants for  
and by our entrepreneurs

84%

SUCCESS

clients reported a sustaining benefit  
from support and services rendered

30,000+

JOBS

and income generating opportunities created

# Generic Strategies Targeting Emerging Markets

- The need of a consistent analysis of different markets e.g. the product/service market, the financial market, the labor market
- The relationship with the emerging and reformed formal institutions that might affect business;
- Identifying and addressing the influences from the emerging mixes of traditional local culture and modern global culture
- Building a strategy that can applied in different sections of the transforming society and building a trust relationship with stakeholders.
- Positioning towards social and natural environmental problems in these countries that are represented by emerging social groups

# 1. Deep understanding of the market

The first and most important step is to understand your target market intimately. Only then can you figure out how to adapt your localization approach.

- **Demographics:** What traits does your market share and how would they influence your content? The young population of Africa, for example—of which more than 50% is under age 25—is driving a mobile-first revolution.
- **Preferences:** How do they make buying decisions? How do they use social media, search and devices?
- **The competitive landscape:** Which languages have your competitors localized into and why? This could give you insight into the demand for your product or service. From there, you can make informed decisions about content formats, platforms and which languages to target.

## 2. Innovative use of technology

Thanks to the rapid spread of mobile devices and internet access , communications is Key if you want to unlock trillions of dollars of economy. When localizing your content, consider:

- **Optimizing for mobile.** Mobile is so intimately woven into daily life in emerging markets that it might be the only device you need to plan for.
- **Optimizing for voice search.** As you would in English, you can optimize for voice search using longer keyword clusters. But for other languages, you'll also need to consider the nuances of dialects and search intent.
- **Keeping infrastructure in mind.** Since bandwidth is low in some areas, make sure videos and multimedia are easy to stream.
- **Using social media to build buzz and communities.** Social networks is an indispensable tool for building your brand and in-market community.

### 3. Great people on the ground

In-market linguistic and cultural experts are the only people who can guarantee you don't overlook business details like these.

- **Societal values and codes:** Certain humor, etiquette, beliefs and gestures can either resonate or offend.
- **Imagery:** Colors, icons and graphics symbolize different things to different cultures.
- **Word choice:** Some words, like “white” and “black,” have racial undertones. You'll need to choose your words carefully.

Use third-party localization agencies to translate your content without losing your brand.

## 4. Disruptive Innovations

- Frugal innovations of technological products, services and systems that are of good quality, affordable and can be easily adapted to the local circumstances and culture.
- This requires a scientifically sound framework for new inclusive business models through which Global firms can collaborate with local entrepreneurs in developing countries.
- Involving local entrepreneurs from the beginning of the product development cycle is crucial as their knowledge of local distribution chains, and of local buyers' ethical and social values, makes them a key source of knowledge in the design or redesign process.
- The new inclusive business models will help to obviate the need for costly modifications afterwards or the risk of society rejecting new technologies, products or services.

## 5. Key Tips

- **Reach the masses:** Manage affordability, innovate around offerings tailored to the circumstances of individual markets
- **Be ubiquitous:** Invest in distribution and find cost-effective ways to build broad and deep sales and distribution coverage.
- **Create desirability:** Build strong brands a passion to grow. The flexibility needed to adapt to rapid change.
- **Play to win: Pick your fights well/ Collaboration networks /leverage**
- **Be local: Foster emerging-market entrepreneurs** the compassion to foster community development in the most promising parts of the world.

THANK YOU

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Head of Catalytic Support

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GROWTHAFRICA



N E X T A F R I C A

**We bring together purpose-driven organizations from  
Europe and Africa to collaborate and co-create**

**[www.nextafrica.cc](http://www.nextafrica.cc)**

newsletter:

**[www.hansstoisser.com](http://www.hansstoisser.com)**



Next webinar:

**Doing Business in Africa:  
Managing the new VUCA world**

15<sup>th</sup> of April, 2020, 10-11.30am



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THANK YOU  
&  
SEE YOU NEXT TIME!

EINE INITIATIVE VON



MIT UNTERSTÜTZUNG VON

