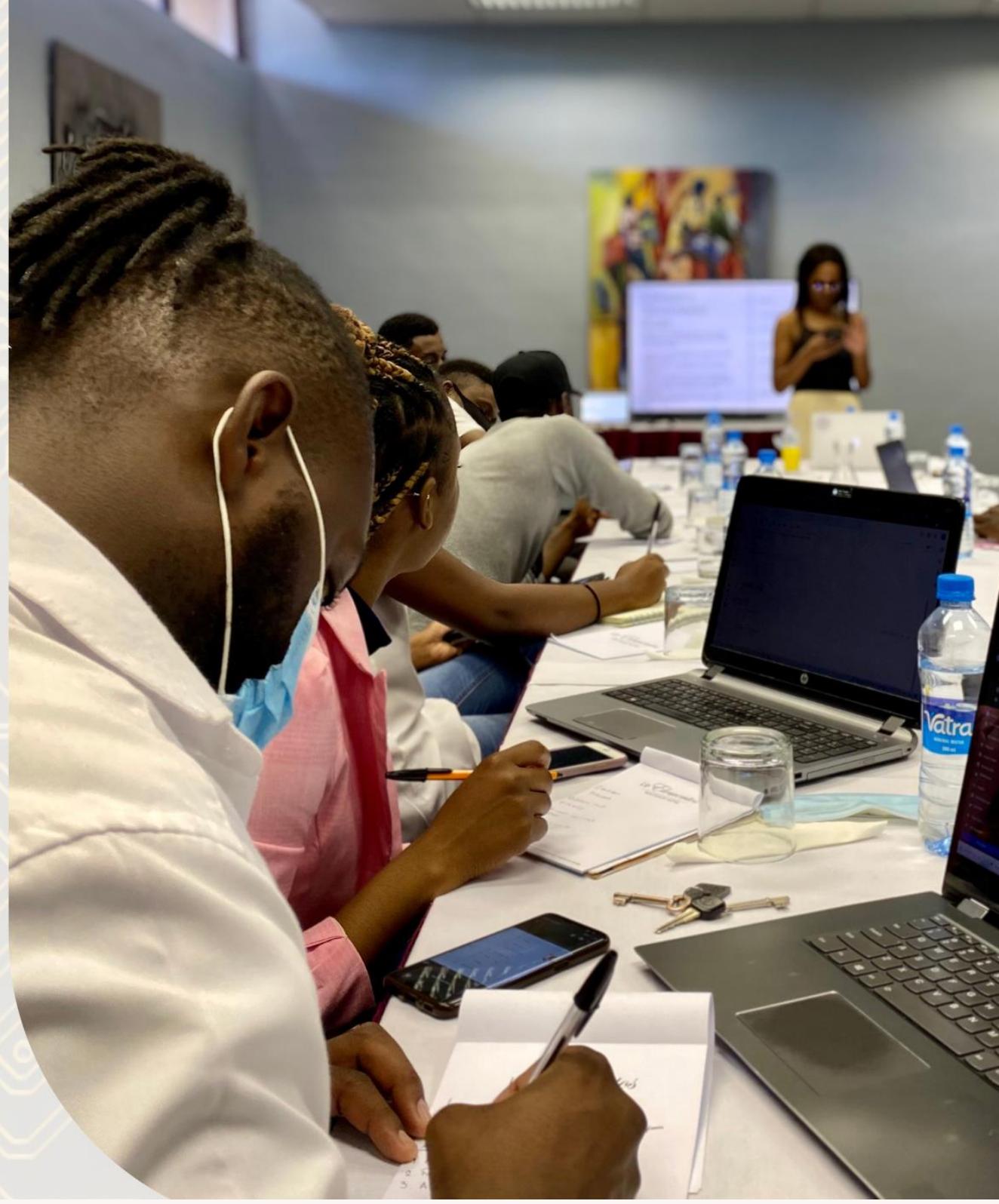


# #FastTrack Tech Africa

## 2021 Report

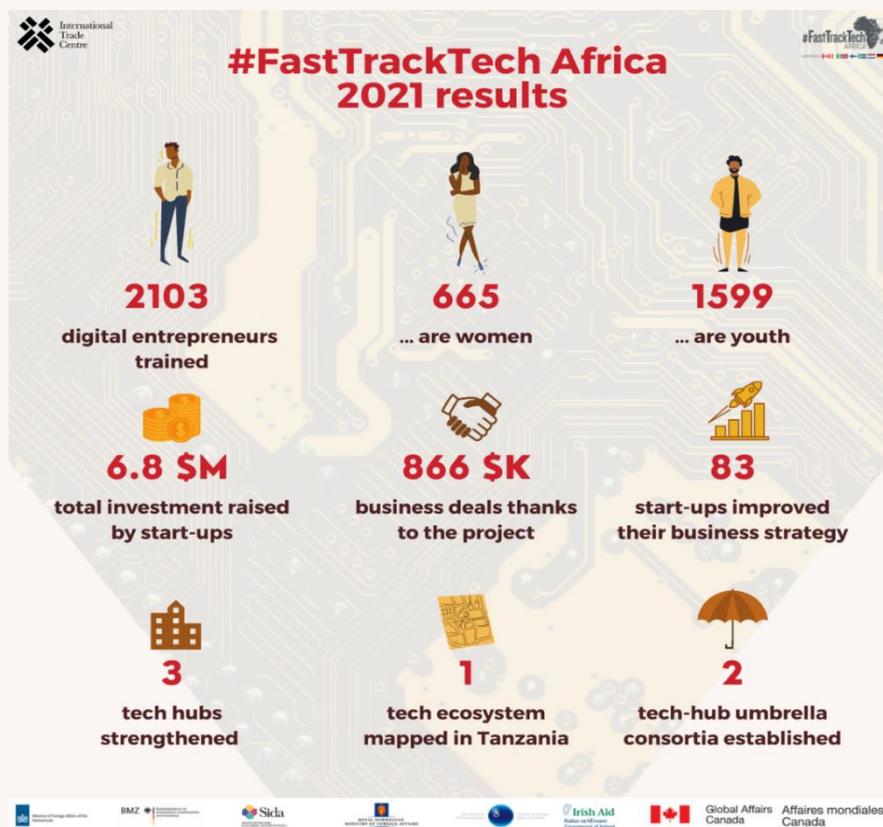
### Results and achievements



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## #FastTrackTech 2021 at a Glance

The digital economy offers opportunities to generate jobs at scale and contributes to economic growth through both direct and cross-sectoral spill-over productivity gains. Boosted by the measures taken to prevent the spread of COVID-19, digital entrepreneurship is accelerating Africa’s digital transformation that has been identified as a key driver of the implementation of the Sustainable Development Goals. Digital entrepreneurship also plays a key role in both addressing the growing

digital gender gap and promoting youth employment in decent work. At the same time, there are persistent challenges that are preventing Africa’s tech sector from contributing reaching this full potential. These challenges include low levels of digital penetration, investment unfriendly regulatory environments, a lack of business support and market linkage opportunities, and digital and business skills deficits.

Since its launch in October 2019, the United Nations International Trade Centre’s (ITC) #FastTrackTech Africa project has been supporting digital entrepreneurs and tech start-ups in sub-Saharan Africa. Through training, advisory programmes, coaching, and other digital and business skills capacity building activities, the project aims to enable African tech start-ups to scale beyond domestic markets and ‘go international’. The support provided has focused on regional & international business generation and investment promotion and has translated into substantial results in both areas. The project has been active in seven countries: Benin, Ethiopia, Côte d’Ivoire, Mali, Rwanda, Tanzania and Zambia.

### Project Objectives and Planned Outcomes

The project’s overall objective is to fast track the internationalisation of beneficiary tech start-ups and their ecosystems in order to create decent jobs. In 2021 and in pursuit of this objective, #FastTrackTech took a three-tiered approach (full details are provided in the country reports):

#### **1. At the level of policy makers, we aim to foster and nurture business-friendly entrepreneurial ecosystems**

The project contributed to building entrepreneurship conducive ecosystems through the promotion of public-private dialogues within relevant policy processes. However, this was made more difficult COVID-19 prevention measures that mainly confined these dialogues to virtual

meetings with less opportunities to work on systemic change. Nevertheless, the project was able to undertake a second ecosystem mapping in Tanzania (following the 2020 pilot in Zambia) and private and public stakeholders discussed its recommendations at the launch event in Dar es Salaam.

**2. At the level of next-generation trade support institutions, in particular tech hubs, we build sustainable business support organisations**

Institutional development is a crucial to ensure start-up businesses longevity, and functions as a multiplier effect of this project. Key tech hubs in each country were supported with capacity building. The project rolled out online & on-site toolkits to address sustainability issues faced by many tech-hubs with the ITC's Institutions & Ecosystems team. The 'project also connected beneficiary tech hubs to networks in view of producing and sharing content and knowledge with their members.

**3. At the level of tech start-ups and digital entrepreneurs, we build business & technical skills and connect them to market partners and investors for business and investment opportunities**

With partners and through tech hubs, the project has been supporting emerging digital entrepreneurs – including social sellers and freelancers – using ITC's #FastTrackTech diagnostic and capacity building tools with an emphasis on equal opportunity for women and youth.

The project supported innovators to develop their products and define their value propositions, as well as provided customised support to growth-stage start-ups. The project uses segmentation & a funnel approach to optimize start-up support.

Beyond fund raising, tech start-ups need to grow their businesses through the acquisition of customers and partners. One of the most effective ways to do so is through B2B meetings at trade fairs and bilaterally.

**Box 1: The Contribution of #FastTrackTech to the SDGs**

**Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**

In 2021, the project supported **1181** jobs, a **13.23%** increase in employment from the **1043** reported by beneficiary start-ups in 2020.

**84** digital entrepreneurs (including 10 women) from #FastTrackTech countries have entered international markets as a result of ITC's B2B events and training on market-relevant business skills. This contributes to **SDG 8.2** and reflects higher levels of economic productivity, market diversification, and technological upgrading and innovation. What is more, these start-ups are mostly found in high value-added and/or labour-intensive sectors, such as agriculture.

**Goal 5: Achieve gender equality and empower all women and girls**

**31%** of project beneficiaries are women (the project target is 20%), which directly enhances the use of enabling technology to promote the empowerment of women through #FastTrackTech's women-focused training and coaching. This directly contributes to **SDG 5.b**.

**Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**

**686** digital entrepreneurs and start-up founders reported acquiring relevant skills – such as technical and vocational skills – that enable their pursuit of entrepreneurship, employment and decent jobs. These results contribute to **SDG 4.4** and quality education and was furthered by the provision of large-scale training activities on digital skills in Benin, Ethiopia, Mali and Tanzania.

In this context, #FastTrackTech supports start-ups to attend pitching events and major tech trade fairs and facilitates introductions to partner venture capital firms. In doing so, the project uses a progressive approach in providing domestic, regional and international opportunities for the most advanced start-ups.



## Outcomes

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### 1. The Competitiveness of the Tech Sector is Increased in Partner Countries

In 2021, the #FastTrackTech project saw a relative revival of physical activities compared to the full shift online due to the pandemic in 2020. The project organized several local, regional and international B2B events that were fruitful and led to deals. The project continued to focus on building the resilience of tech entrepreneurs and organized large-scale trainings of young entrepreneurs on digital skills.

#### Revenues Generated: Highlights

As mentioned above, 84 digital entrepreneurs (including 10 women) have entered international markets, including 17 investments raised in 2021. This was achieved through our focus on relevant B2B events (Africarena, 4YFN, Benin Agritech B2B), our linkages with relevant business stakeholders, and the provision of targeted guidance to entrepreneurs on business and negotiation skills.

The volume of revenues reported by the beneficiary companies and attributed to the project reached a total of **6.8 M USD**, including **5.4 M USD** in investments raised and **0.86 M USD** in business deals, amounting to a total of **7.66 M USD**. Below are some of the deals:

- ✓ 2.4 M USD raised by Ivorian #FastTrackTech start-up CinetPay as a result of customized internationalisation & growth management coaching.
- ✓ 157,000 K USD in investment raised by 4 #FastTrackTech Beninese start-ups through Oumandera: a seed funding arm of the Fond d'Appui à l'entrepreneuriat (FAEN).

- ✓ Ethiopian #FastTrackTech start-up Taskmoby received a grant from Google for Startups.
- ✓ #FastTrackTech start-up Mangwee in Zambia was acquired by Ghanaian fintech leader Zeepay to expand their mobile money solution product to other African countries. #FastTrackTech prepared the CEO of Mangwee through advice on unit economics, business valuation and financial modelling.

In 2021, the following project outcome level results were also reported by the beneficiaries:

- ✓ **83** #FastTrackTech start-ups reported having made changes to their business operations for increased international competitiveness as a result of project support, including **14** women-owned businesses.
- ✓ **3** beneficiary tech hubs reported improved operational and managerial performance as a result of ITC's support under #FastTrackTech (B1).
- ✓ **2103** digital entrepreneurs were trained and coached including **665** women and **1599** youth.
- ✓ The #FastTrackTech AfricArena winner Haleta Tutors developed a Standard Operating Procedure for their tutors, a new administrative system for customer engagement, and a new website design and user interface as a result of project support. This led to the acquisition of 350 new clients (students) and the creation of 300 new work opportunities for their tutors.
- ✓ **671** male and female clients, partners, and ecosystem stakeholders reported increased awareness about #FastTrackTech and ITC's tech sector development approach through the following conferences and events where ITC was present at:

- The AfricArena State of Tech in Africa 2021 report launch
- The launch of the Ivorian startup association CI20, which was chaired by the Ivorian Minister for Youth
- The WSIS Forum 2021, presenting our work under Highlights and Key Achievements
- The UN STI Forum, with a session on African digital entrepreneurs leading the way for COVID recovery & SDG acceleration

## 2. Business-friendly entrepreneurial ecosystems are strengthened

The project achieved its target of **2** ecosystems mapped, in Zambia (2020) and Tanzania (2021). In 2021, **24** entrepreneurship support organizations took part in the Tanzanian mapping conducted in collaboration with ITC's Institutions & Ecosystems team with the support of Ennovate Hub in Dar es Salaam and the Tanzanian government agency COSTECH. Data collection started in January and was completed in March 2021, and the final report was presented to stakeholders during a hybrid event in April 2021.

In Zambia, further to the 2020 ecosystem mapping undertaken by the project, a national steering group (consisting of the 4 leading tech hubs) was establishing on follow-up actions to ensure the implementation of the recommendations that came out of the mapping.

The project managed to achieve **1** policy change in Zambia. The Zambia Information and Communications Technology Authority (ZICTA) informed the project team during an online meeting that the #FastTrackTech-supported ecosystem mapping was used to inform the update of a policy by the Ministry of Transport and Communications.

In Zambia, #FastTrackTech is partnering with the University of Zambia (UNZA) and ZICTA on a research project to understand the digital connectivity landscape in Zambia and how the local situation impacts digital MSMEs in the country.

## 3. Next-generation of trade-support institutions (tech hubs) are scaled up and networked

The project contributed to the establishment of **2** national tech-hub umbrella consortia, one in Côte d'Ivoire and one in Zambia.

In Côte d'Ivoire, #FastTrackTech sponsored the formalisation and launch of the Ivorian start-up association CI20 in February 2021. CI20 gathers leading tech hubs in Côte d'Ivoire and is now a formal entity and thus a legitimate voice of the industry. The launch was attended by more than 100 participants and chaired by the Ivorian Minister for Youth. Leading stakeholders from Senegal, including a board member of SenStartup and the Minister in charge of the Délégation de l'Entrepreneuriat Rapide (DER), were also invited to the event.

In addition, to the 7 tech hubs that reported improved performance in 2020, 3 reported improved performance in 2021: Ennovate Hub and Costech in Tanzania, as well as Nyamuka in Zambia.

In 2021, the project continued to work with the network consisting of the following partner tech hubs:

- ✓ Benin: Etrilabs, Sèmè City, Benin Business Angels (BBAN).
- ✓ Côte d'Ivoire: Fondation Jeunesse Numérique, Incub'Ivoire, SeedSpace, BabyLab.
- ✓ Ethiopia: iceaddis, icoglab, AccelerateEthiopia.
- ✓ Mali: Donilab, Bamako Incubateur.

- ✓ Rwanda: 250start-ups.
- ✓ Tanzania: Ennovate Hub, Tanzania Startup Association.
- ✓ Zambia: Bongohive, Jacaranda Hub, WEAC (Women's Entrepreneurial Access Center).

The project team has been organising a substantial number of joint activities with these hubs, including but not limited to the following examples:

- ✓ Coaching start-ups in accounting and finance with Beninese Business Angels Network (BBAN) for 3 months.
- ✓ Hybrid Agritech B2B event with Sèmè City in Benin over a week in March, with 10 #FastTrackTech start-ups matched with 10 traditional SMEs.
- ✓ Training of 290 digital freelancers in Ethiopia with iCog Makers Lab.
- ✓ Digify Tech with Ennovate Hub in Tanzania to train and connect 296 freelancers to SME buyers.
- ✓ Women High Impact Startup Preparation Academy (WHISPA), a programme delivered by Etrilabs to 53 women entrepreneurs in Benin in March.
- ✓ The BongoHive Podcast Season 2 with BongoHive Zambia.
- ✓ #FastTrackTech networking event with BongoHive in June.
- ✓ Insight workshop with Challenges Rwanda in June.

In 2021, supported tech hubs also benefited from capacity building through tailored online and on-site training & advisory support:

- ✓ #FastTrackTech organised a 'training of trainers' (ToT) on the Business Model & Value Proposition Canvas. 8 trainers from partner tech hubs in Abidjan (Babylab, Incub Ivoire) and Bamako (Impact Hub Bamako, Donilab, Createam) completed the ToT. In the format of two weekly sessions (theory and practice), 11 trainers from the Bamako and Abidjan hubs built their capacities on the Empathy Map; the Persona Canvas; Customer Needs Hierarchy; Customer Solutions Pitch & Value Proposition.
- ✓ "Capacity Building for Tech Hubs" Workshops: Two online sessions were hosted to equip tech hubs and other BSOs with skills on how to set up and improve their business performance. The trainings were organised together with ITC's Institutions & Ecosystems team and gathered more than 130 representatives from both French-speaking and English-speaking African tech hubs. The sessions covered the importance of tech hub positioning and specialisation, the selection process of entrepreneurs, strategy design for hubs, HR topics, measuring results for hubs and the differences between incubation and acceleration.
- ✓ Physical ecosystem and hubs capacity building workshop in Dar Es Salaam, in November 2021: The workshop was organised with ITC's institutions & ecosystems team. 24 Tanzanian tech hubs, including 10 hubs located outside Dar Es Salaam were trained by an expert from Active Spaces, a hub in Cameroon, and an ITC specialist to facilitate the session and share best practices on hubs sustainability across Africa.



#### 4. Start-ups and digital entrepreneurs are equipped with essential business and digital skills

In 2021, the project supported start-ups in skills development through several channels and invested in the expansion of our toolkit to do so: we launched the #360Diagnostics, developed a two-day training module on start-up internationalisation and a curriculum on ICT environmental sustainability. The latter were deployed during several group training and individual coaching sessions.

**49 start-ups** were assessed with the #360Diagnostics tool that is now available on an [online platform](#). The tool was used to assess winners from ITC competitions and start-ups that recently joined the cohorts. By Q2 2021, the #FastTrackTech country cohorts were updated with 12 new start-ups, which replied to a closed call for applications at the beginning of the year: Moja Ride (Abidjan), Bidofi and Aliments Bénin (Benin), Yhow Solution, Yerras Gabeya and Hahu Computers (Ethiopia), Octan Group, Nyereka Tech and Safe Sana (Rwanda), Ajiriwa Network and Mailex (Tanzania).

The project worked on populating ITC's offer of trainings with two new curricula: start-up internationalisation and ICT environmental sustainability:

- ✓ 38 start-up team members attended the training on “How to scale a start-up internationally”, which was rolled out for the first time in late September in Dar es Salaam in partnership with the Tanzania Start-up Association. The training module is linked to the 360Diagnostics on Internationalisation and the topics covered include setting growth objectives, conducting market research, defining a revenue model and service offering.

- ✓ The new “Greening ICT” training module focuses on how to support companies in climate change mitigation through their operations in alignment with ITC's Green to Compete strategy. The curriculum started with a survey deployed in the beginning of 2021 that showed that: less than half of beneficiary companies had 1) clear policies in place to manage their environmental impact, 2) were aware of the quantity of waste generated by their business activities, and 3) were aware of the bandwidth their company currently consumed. Based on these results, the team conducted a series of webinars with BLab East Africa to equip entrepreneurs with knowledge on Business Impact and Sustainability. Additionally, the team developed the Greening ICT environmental sustainability training curriculum for African tech start-ups and SMEs together with Sustainable Business Consulting (SBC) in Kenya. The training topics include Energy Efficiency & Sustainable Data Storage, Electronic Waste Management and ICT Sustainability Standards & Certification. The training has taken place already in May and September.

Overall, **2103** digital entrepreneurs, including **665** women and **1599** youth (below 35), have been trained and/or advised on topics including: How to build a resilient business, Photography for Business, Start-up Valuation, Training on Personal Development and Business Development Skills, Greening ICT, and Digital marketing training.

While the project focused on both strengthening the capacities of supported #FastTrackTech start-ups, it also extended its offer to train young freelancers on digital skills. Overall, #FastTracktech supported **5** initiatives aiming at equipping young freelancers with digital skills including social media community management, entrepreneurship, graphic design, and content writing.

- ✓ **296** students including **77** women and **229** youth were trained under the Digify Initiative Tanzania. The programme provided them access to a marketplace to find customers and will match them to SMEs.
- ✓ **143** students including **40** women and **136** youth were trained under the Social Media Community Management training in Benin. The freelancers gained skills in managing social media for businesses and the 30 top-performing students will benefit from targeted coaching and a linkage to a freelancing platform.
- ✓ **300** students including **102** women and **278** youth were trained under the Digital Citizen Initiative in Zambia. The training comprised 10 modules and was followed by coaching and meet-ups with clients.
- ✓ **290** students including **63** women and **286** youth were trained with iCog Lab in Ethiopia. Further to the digital skills they acquired, the freelancers were also trained on entrepreneurship. A hackathon will follow the activity.
- ✓ **93** students including **17** women and **53** youth were trained under the Freelancing Initiative in Mali.

In 2021, founders and staff of supported start-ups benefited from in-depth and customized coaching. Overall, **115** start-up founders and staff, including **28** women and **78** youths, have been trained or coached in the following areas:

- ✓ Training on strategic partnerships development
- ✓ Business Model
- ✓ HR Benin leadership and communication; and KPIs, monitoring and evaluation for HR webinars
- ✓ Basics of investment readiness

- ✓ Revenue Model
- ✓ Communication strategy, advisory session on client relationship and sales management

## 5. Beneficiary start-ups and digital entrepreneurs are exposed to and matched with business & investment opportunities

Overall, beneficiary start-ups reported a total of **6.854 M USD** in investment raised of which **5.457 M USD** was attributed to the project, as well as **866 K USD** in business deals.

Beneficiary start-ups and digital entrepreneurs have been exposed to and matched with business and investment opportunities to the extent possible given the circumstances of the COVID-19 pandemic. While some flagships events took place physically (Africarena, 4YFN), other events remained online or hybrid (Vivatech) or were cancelled (Transform Africa Summit, SIPEN and SLUSH).

The project was able to attend the following events physically:

- ✓ In June 2021, 4YFN, Mobile World Congress, Barcelona: 13 supported tech entrepreneurs exhibited at the first international event organised by #FastTrackTech. The booth was well located and attracted interest as the only African booth at the event with 7 countries represented. The booth was visited by Paula Ingabire, Rwandan Ministry of ICT and Innovation; Mats Granryd, Director General GSMA; Abdoul Ly, the Director General of Senegal ARTP (Autorité de régulation des télécommunications et des postes). LAFRICAMOBILE, Beem, Ahoko and Teliman Pitched at the Discovery Area, which gave the start-ups extra visibility.

- ✓ Also in June 2021, AfricArena West Africa Summit, Dakar: 5 #FastTrackTech start-ups participated in the event to meet with investors from across the continent, explore the Senegalese innovation ecosystem, and meet with other start-ups. Several of our start-ups had the opportunity to pitch and #FastTrackTech Abidjan start-up Moja Ride took the first place in the category “Series A”.
- ✓ #FastTrackTech and BongoHive networking event, Lusaka: a #FastTrackTech networking event was organised for all Zambian #FastTrackTech start-up founders at BongoHive. In total 15 start-up founders / employees attended.
- ✓ AfricArena Southern Africa Summit, Cape Town: The 5th edition of the event was a success. 3 #FastTrackTech start-ups had the opportunity to attend a 2-day bootcamp where they networked and were trained by ecosystem experts on various topics including how to pitch their businesses for investment. Afterwards, they had access to the 2-day conference where they pitched their innovative solutions and their businesses in front of local and international investors while competing with start-ups from more than 12 countries.
- ✓ Hybrid B2B agritech: the project organised (in partnership with Sèmè City, Fanaka and the Beninese Chamber of Commerce) the event to connect 10 start-ups operating in the agritech value chain to potential buyers and/or partners interested in digitizing their services.

The project continued its collaboration with BongoHive to produce Season 2 of the Podcast on African entrepreneurship. The podcast has received more than 1,506 plays so far. In total, 29 interviews were recorded with 33 guests. 27% of the listeners are female, and 35% are between 18 and 34 years old. 10 Episodes were created and aired between February and June 2021.

### Box 2: #FastTrackTech’s Pitching Challenge

In 2021, #FastTrackTech partnered with VivaTech, a major digital industry player, to organise the #FastTrackTech x VivaTech challenge on connectivity. The challenge consisted in a pitching competition gathering 5 African start-ups working on providing connectivity. It was chaired by ED, Lacina Koné from SmartAfrica, John Frank from Microsoft and Zachariah George from Launch Africa Ventures.

Ekovolt, from Nigeria and Mawingu from Kenya won the challenge and took part in ITC’s TradeForward podcast.

With ITC’s support, Ekovolt is providing access to connectivity to more than 1000 students in Gbaja girls school and Prudence school in Nigeria. Internet access is currently helping school students preparing their assignments and accessing resources.

The project also promoted the team’s work and beneficiaries through several articles:

- ✓ African Small and Medium Tech Companies Tackle ICT Greening, <https://www.intracen.org/news/african-small-medium-tech-ict-greening/>
- ✓ Tanzania to Transform Its Digital Economy: ITC Mapping Highlights Opportunities for Growth, <https://www.intracen.org/news/tanzania-transform-digital-economy-opportunities-growth/>
- ✓ Turning startup ideas into successful business: business management skills are key, <https://www.intracen.org/news/Turning-startup-ideas-into-successful-business-business-management-skills-are-key/>

- ✓ African start-ups gain international attention at world's largest mobile industry exhibition 4FYN, <https://www.intracen.org/news/African-start-ups-gain-international-attention-at-world%e2%80%99s-largest-mobile-industry-exhibition-4FYN/>
- ✓ Développer les écosystèmes de l'innovation en Afrique de l'Ouest, <https://www.intracen.org/news/fasttracktech-appui-incubateurs-afrique-ouest/>
- ✓ Au Bénin, EasyLMD révolutionne le fonctionnement des établissements supérieurs, <https://www.intracen.org/nouvelles/Au-Benin-EasyLMD-revolutionne-le-fonctionnement-des-etablissements-superieurs/>
- ✓ Internationalisation : les start-up de la tech africaine sont-elles prêtes ? : <https://www.intracen.org/news/Internationalisation-les-start-up-de-la-tech-africaine--sont-elles-prettes/>
- ✓ Pitching events link African Tech Start-ups to investors: <https://www.intracen.org/news/Pitching-events-link-African-Tech-Start-ups-investors/>
- ✓ Tech Hubs Critical to Africa's Covid Recovery and Future Growth Learn to Ensure Their Own: <https://www.intracen.org/news/Tech-Hubs-Critical-to-Africa-Covid-Recovery-Future-Growth-Learn-Ensure-Their-Own-Sustainability/>
- ✓ Fedapay : grande pionnière de la Fintech au Bénin: <https://www.intracen.org/news/fedapay-grande-pionni%c3%a8re-fintech-benin/>
- ✓ African start-ups build innovative solutions making digital connectivity more affordable and accessible: <https://www.intracen.org/news/African-start-ups-build-innovative->

solutions-making-digital-connectivity-more-affordable-and-accessible/

- ✓ Tanzanian Tech Hubs collaborate to reinforce creative space: <https://www.intracen.org/news/Tanzanian-Tech-Hubs-collaborate-to-reinforce-creative-space/>
- ✓ Ivorian fintech CinetPay raises 2.4-million: <https://www.intracen.org/news/Ivorian-fintech-CinetPay-raises-2-4-million/>

The project also created 7 impact stories featuring one beneficiary from each #FastTrackTech country. The stories have been developed into a campaign created by the ITC Communications team: <https://www.intracen.org/uploadedFiles/intracenorg/Content/Redesign/Projects/NTF4/Impact%20Stories%20brochure%20web.pdf>

# Discovery

Discovery Stage



4VFN Connecting Startups



#4VFN22



# Country Reports

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# Benin



The project facilitated several activities to connect supported start-ups to business partners, clients, and investment sources.

Supported startups reported a total of 347 K USD in deals and 275 K USD in investment. 24 supported start-ups improved their business strategy.



## Benin

### **#FastTrackTech facilitates business generation and investment promotion**

- At the local level, the project partnered with the tech hubs Sèmè City and Fanaka and the Beninese Chamber of Commerce to organize a hybrid B2B event in March. 10 Agritech start-ups were matched to relevant potential buyers and/or partners interested in digitizing their services
- In December, #FastTrackTech organized a pitching night together with the Benin Business Angels Network (BBAN). Five start-ups pitched in front of a jury to win participation in Emerging Valley.
  - The winning fintech start-up, Izichange, was supported to represent Benin at Emerging Valley.
- At the regional level, the project supported REMA (a health-tech start-up) to attend AfricArena West Africa Summit in Dakar. REMA met with African investors, explored the Senegalese innovation ecosystem, and linked with other start-ups.
- At the international level, the project supported the start-up Xobo to exhibit at 4YFN in the context of the 2021 Mobile World Congress.
- Four #FastTrackTech 4 start-ups (GoMedical; Ylomi; Jinukun and FedaPay) secured a total amount of 157 000 USD funding from Oumandera; a seed funding component of the Fond d'Appui à l'Entrepreneuriat. The project supported them in further structuring their business.

### **#FastTrackTech supports women and youth digital entrepreneurs and freelancers with digital and business skills**

- Together with TiarMedia –a social media agency based in Cotonou – the project trained more than 150 young Beninese freelancers on social media community management, a highly demanded skill in the Beninese job market. The training will be followed in early 2022 by advanced coaching and the eventual onboarding of 30 top students on a freelancing platform.
- #FastTracktech contributed to three sessions in the Etrilabs programme “Women High Impact Startup Preparation Academy” (WHISPA), which aims at digitizing women entrepreneurs. The topics that were addressed ranged from women entrepreneurship to Facebook digital tools and ads. The sessions took place online and were delivered both at Etrilabs and through ITC’s online channels to a broad audience including 106 women participants.

### **#FastTrackTech equips tech start-ups with business skills through targeted trainings and coaching**

- Together with HR consulting company Sentalents, the project organized webinars covering the topic of leadership, communication KPIs, monitoring, and evaluation for HR. Santalents conducted HR diagnostics and coaching for start-ups.
- The project worked with BBAN to provide coaching in accounting and seminars on investment readiness for five start-ups with a view to making them more investment ready.

Due to these interventions, 24 #FastTracktech start-ups changed their business strategies.

“



## ***Testimony from Appolinaire***

Our entire team has enjoyed training and coaching in strategic business fields such as sales prospecting, budgeting and marketing. We have also increased our reputation since we understood how to improve our product presentation. Finally, FastTrackTech has given us access to a reliable internet connection and visibility on Amazon's web services. For a young start-up, such support is priceless; and today, it pays off.

**APPOLINAIRE KONNON**  
**Director General,**  
**EasyLMD**



# Côte d'Ivoire

The project facilitated several activities to connect supported start-ups to business partners, clients, and investment sources.

Supported startups reported a total of 135 K USD in deals and 4 515 M USD in investment.  
9 supported start-ups improved their business strategy.



## Côte d'Ivoire

### **#FastTrackTech facilitates business generation and investment promotion**

- The start-ups Ahoko, LEGAFRIK, Mojaride were introduced to Seedstars Africa Ventures Fund, which provides seed funding ticket sizes between 250.000 to 2.000.000 USD.
- Ahoko's CEO was selected to exhibit and participate in 4YFN during the 2021 Mobile World Congress.

### **#FastTrackTech equips tech start-ups with business skills through targeted trainings and coaching**

- The project brought in an expert with extensive experience in advising high-growth innovative companies to coach CINETPAY, AHOKO & Oasis Corporate (Solution KISSI) on positioning their businesses to scale on the domestic market, planning their international expansion, and defining their "go to market" strategy for other markets. The coach also addressed the topic of internal growth management.
- The project used an investment expert Lin Dejean to provide coaching to the founders of Mojaride and CinetPay on "Startup Finance Excellence". The sessions covered go-to-market strategy, investor pitch, and scaling strategy.
- The project assisted Fabrice Koffi/Keiwa, Harold Gbadie/Panelys Cash, Sephora N'cho/Etudesk, and Eric Adangba/ahoko to take a 2-month UX-UI training which was organized by YUX.

### **#FastTrackTech collaborates with tech hubs and local tech ecosystem actors**

- The project provided structuring support for the "Côte d'Ivoire Innovation 20" or Ci20 association that was launched in February 2021.

#FastTrackTech sponsored a mission to Dakar to meet ten start-up counterparts for an exchange of good practices, sponsored the launch ceremony, and facilitated the participation of the State Minister of the first public financing agency in Senegal. The minister/delegate shared his experience and initiated exchanges on a fund between the two markets.

- In order to strengthen local capacities of tech hubs and ensure the sustainability of our interventions in Côte d'Ivoire, the project offered training of local business coaches with a fully subsidized "Training of Trainers" program spread over 8 intensive workshops. Four trainers from Incub Ivoire and BabyLab have successfully passed the theoretical part and will be accompanied by support on the practical aspect to complete their certification.



## *Testimony from Marcial*

Investors are looking for market potential, but also for proof that we are able to fulfil our value proposition and constantly innovate. #FastTrackTech helped us to carefully prepare our fundraising campaign. Together with an expert consultant, we refined our business model, adopted best practices and clarified our international development strategy.

**IDRISS MARCIAL**  
**MONTHÉ**  
**CEO, CinetPay**





# Ethiopia

The project facilitated several activities to connect supported start-ups to business partners, clients, and investment sources.

Supported startups reported a total of 122 K USD in deals and 583 K USD in investment. 12 supported start-ups improved their business strategy.



## Ethiopia

### **#FastTrackTech facilitates business generation and investment promotion**

- Haleta Tutors secured a grant of 5 000 USD during the AfricArena pitching challenge held by #FastTrackTech in 2020. With their winnings, the startup contracted experts to develop a Standard Operating Procedure for their tutors, a new administrative system for customer engagement, and a new website design and user interface. As a result, the start-up was able to acquire 350 new clients and create 300 new jobs.
- During the 5th edition of the AfricArena 2021 Summit in Cape Town, Taskmoby from Ethiopia had the opportunity to attend a 2-day bootcamp where they networked and were trained by ecosystem experts on various topics including how to pitch their businesses for investment. Afterwards, they pitched their solutions at the 2-day conference in front of local and international investors while competing with start-ups from more than 12 countries.
- Overall, Taskmoby reported an investment of USD 50, 0000 from Google following the interventions of the #FastTrackTech project.

### **#FastTrackTech supports women and young digital entrepreneurs and freelancers with digital and business skills**

- In partnership with the IcoG Makers tech incubator in Addis Ababa and Addis Ababa University, #FastTrackTech conducted a Marketable Software Development 101 training programme for 177 participants. A survey to track SDG 4 indicators was sent to the participants mid-way. 99 respondents reported improved vocation skills for decent work.
- An Entrepreneurship training was given for the beneficiaries of the program by #FastTrackTech regional consultant Sophie Nanteza.

This was followed by a Hackathon that gave the participants the opportunity to exercise what they had learnt.

### **#FastTrackTech equips tech start-ups with business skills through targeted trainings and coaching**

- 20 start-ups from Ethiopia benefitted from a four-day intensive personal development and businesses development skills training organised in partnership with Social Enterprise Ethiopia. The personal development aspect included training on personality types, managerial styles, and personal development roadmaps and its constituent elements, while the business development aspect included training on financial awareness, scaling, and the navigation of tax and other regulatory landscapes.

# Mali



The project facilitated several activities to connect supported start-ups to business partners, clients, and investment sources.

Supported startups reported a total of 3 K USD in deals and 33 K USD in investment.  
9 supported start-ups improved their business strategy.



## Mali

### **#FastTrackTech facilitates business generation & Investment promotion**

- With the support of #FastTrackTech, the agritech and insurance start-up OKO has closed a [seed investment of 1.2 million USD](#). The funding round was led by Newfund and ResiliAnce, with Mercy Corps Venture, Techstars, ImpactAssets and RaSa.
- In March 2021, four Malian #FastTrackTech start-ups promoted their services and met potential clients through their exhibit at the Mali Digital Awards.

### **#FastTrackTech supports women and young digital entrepreneurs and freelancers with digital and business skills**

- Following a call for applications made in conjunction with the partners of the virtual university of Mali, #FastTrackTech initiated training to equip young Malians with digital skills to promote their employability.
- Through a competitive process, the project also selected Volkeno (based in Dakar) to train 250 young people in digital skills thereby, promoting their employability and ability to freelance.
- In December 2021, 44 young people received training in mobile application development, 47 in web applications and 122 in digital marketing.

### **#FastTrackTech equips tech start-ups with business skills through targeted trainings and coaching**

- The project picked 12 entrepreneurs – two from Côte d'Ivoire and ten from Mali – to participate in 4 week-long investment-readiness online sessions with VC and expert Lean Dejean. The topics covered during included KYC documents, the matrices of financial performance, and a deep dive into the different types of investor

and pitch decks. 3 start-ups also benefited from a one-to-one session with the expert, as well as targeted coaching on fundraising challenges and tips.

- The project provided training to 3 start-ups on how to develop their revenue model. Following this training, 4 entrepreneurship start-ups benefitted from an individual coaching session conducted by the local agency Yelenma Consulting to define their communication strategy and to develop strategic partnerships for their expansion. Finally, 2 start-ups, Yelenkoura and Biopharma, participated in an advisory session on client relationship and sales management.
- In September, a training course was organized for the Mali Startup Association in partnership with the Agency for Information and Communication Technologies (AGETIC). The training benefitted 38 entrepreneurs and focussed on inbound marketing, editorial line and content, as well as team organization with digital tools.

### **#FastTrackTech collaborates with tech hubs and local tech ecosystem**

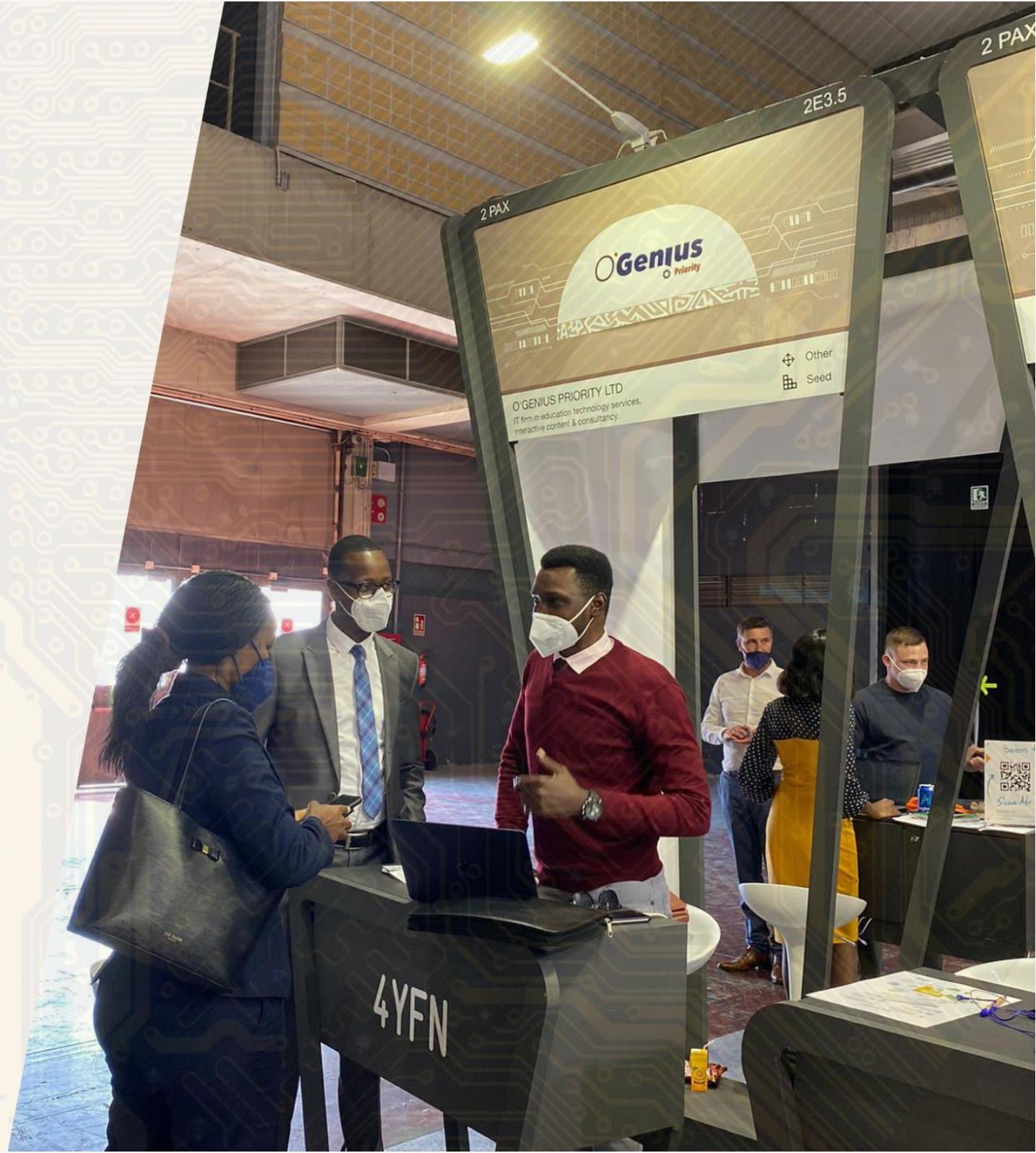
#### **actors**

- The training of trainers (ToT) on the Business Model & Value Proposition Canvas in Bamako is ongoing. 11 local trainers affiliated to partner tech hubs are engaged in the process. 4 Malian trainers from Donilab as well as Impact HUB incubators have been selected for the second round of certification.
- In partnership with CIO Mag, a webinar was organized in April to discuss SDGs and entrepreneurship. The Malian start-up So-Dokotoro, the director of AGETIC, and the lead partner BSO all participated as speakers to share their experience.

# Rwanda

The project facilitated several activities to connect supported start-ups to business partners, clients, and investment sources.

Supported startups reported a total of 57 K USD in deals and 362 K USD in investment.  
8 supported start-ups improved their business strategy.



## Rwanda

### **#FastTrackTech facilitates business generation and investment promotion**

- Meetings were organized between 3 Rwandan #FastTrackTech beneficiaries and a Zurich based impact investor from the Elea Foundation. BAG Innovation, O'Genius Panda and Uplus had the opportunity to pitch their businesses online. The investor provided meaningful feedback to the companies requested their pitch decks for possible further conversations.
- In October, #FastTrackTech's Rwandan beneficiaries were also invited to 250 Start-ups' 4th cohort's networking event. The event aimed to connect 250's 4th cohort with other start-ups in the ecosystem.
- 3 Rwandan tech start-ups – BAG Innovation, Olado Group and Moilla – applied to pitch at the 2020 AfricArena Summit in South Africa. In the #FastTrackTech Challenge, Olado Group emerged as the overall Rwandan winner, and received a cash prize of 5,000 USD that furthered their progress to achieve set milestones and KPIs.

### **#FastTrackTech equips tech start-ups with business skills through targeted trainings and coaching**

- At the local level, the project partnered with Challenges Rwanda, a management and development consultancy company based in Kigali, to deliver a business management training and coaching sessions for the #Fast Track Tech Rwanda start-ups. In April 2021, in collaboration with Challenges Rwanda, the project conducted an onsite workshop with 8 #FastTrackTech start-ups at Westerwelle Startup Haus Kigali. The trainers took the participants through

each of the business function areas including leadership; organization and staff; product; services & processing; financial management; sales; marketing; legal & IT. In July, a follow up coaching activity for 14 entrepreneurs (13 of which were youth) took place on Leadership, Design Thinking, Revenue stream diversification and team management.

- In 2021, 3 new start-ups joined the #FastTrackTech Rwanda project. They all benefited from 2-month Business Model Canvas coaching with other start-ups from Tanzania and Zambia conducted by an expert-.
- In May, the #FastTrackTech Rwanda beneficiaries benefitted from both an SME Masterclass on fund-raising for start-ups as part of the ITU Digital World programme, and a webinar introducing the topic of greening ICT for African tech SMEs. The first training module on greening in ICT trained tech start-ups on energy efficiency & sustainable data Storage, and the second training focussed on electronic waste management.

# Tanzania

The project facilitated several activities to connect supported start-ups to business partners, clients, and investment sources.

Supported startups reported a total of 136 K USD in deals and 30 K USD in investment.  
8 supported start-ups improved their business strategy.



## Tanzania

### **#FastTrackTech facilitates business generation and investment promotion**

- The project took a Tanzanian start-up to Mobile World Congress in Barcelona and most recently AfricArena in Cape Town, where they held meetings with Nexxus Ventures, a venture capital firm based in California and Global Ventures from the UAE.
- Together with The Tanzania Commission for Science and Technology (COSTECH) and the ITC Institutional Development team, #FastTrackTech started working on a Tech Entrepreneurship Ecosystem Mapping Analysis in Tanzania in December 2020. In July 2021, the mapping was presented to relevant stakeholders representing private and public stakeholders.
  - A meeting was held with COSTECH in September 2021 to establish the impact of the ecosystem mapping exercise. As a direct result of the mapping, COSTECH transitioned their hub, Buni, from a traditional start-up hub to one that supports the development of other hubs.
- The start-up ATrader emerged as Tanzanian winners of the #FastTrackTech Challenge at AfricArena. With the 5 000 USD prize, the start-up finalized product development and embarked on a marketing drive aimed at sensitizing prospective clients about their services.

### **#FastTrackTech equips tech start-ups with business skills through targeted trainings and coaching**

- Throughout the year, experts trained and coached the founders of beneficiary start-ups on a variety of topics including business model canvas, financial management, business fundraising and

due diligence, COVID-19-related crisis management, digital marketing, and start-up valuation.

- #FastTrackTech partnered with Ennovate Hub to offer digital freelancer training to young graduates and budding freelancers (Digify Tech) in 2020 and 2021. Under phase 1, 308 graduates registered for the academy, 257 completed at least one course, 116 completed at least 3 courses, 82 of them created expert accounts on freelance marketplaces and 12 youth freelancers are already matched to jobs reporting an average of 1200USD as revenue generated in the last 3 months.
- 250 participants started taking online training sessions under the second Digify Tech cohort. 98 concluded at least one course while 16 concluded 3 courses in the training. A first physical meet-up was organized. The training continues until early 2022.
- In September 2020 and in partnership with the Tanzania Start-up Association, #FastTrackTech organised a training that examined “how to scale a start-up internationally” with 38 Tanzanian start-up representatives. This was followed by one-to-one internationalisation readiness assessments applying the new [360Diagnostics Tool](#) developed by ITC.
- A training for tech hubs was organised by the institutional development team; during a 2-day workshop (24-25 November) following up to the Tech Ecosystem Mapping recommendations, it focused on equipping hub managers with proven knowledge and skills in business modelling for innovation hubs and management skills for sustainability. 30 hubs were invited including 10 from outside Dar es Salaam.

# Zambia

The project facilitated several activities to connect supported start-ups to business partners, clients, and investment sources.

Supported startups reported a total of 67 K USD in deals and 1 M USD in investment.  
13 supported start-ups improved their business strategy.



## Zambia

### **#FastTrackTech facilitates business generation and investment promotion**

- In June, a networking event was organized for all Zambian #FastTrackTech start-up founders at BongoHive. As a result of the event, one start-up was registered as a vendor for the World Food Programme, while two others – Dawa Health and LiveWell Zambia– started a partnership.
- Zambian start-up Mangwee Payments was selected to participate in AfricArena 2021 in Cape Town where it pitched its businesses to investors.
- With the support of #FastTrackTech, Mangwee Payments merged with Zeepay from Ghana for their mobile money solution product. Zeepay plans to expand with Mangwee to other African countries.
- Mangwee won a 5,000USD grant at the Seedstars x SAIS2 pitching competition. #FastTrackTech prepared Mangwee for the competition through the provision of a series of mentoring sessions, during which the mentor encouraged their participation.
- In November, a #FastTrackTech Investor Event was organized in Lusaka together with organizing partner NyamukAfrica Solutions. In preparation for the event, start-ups were coached on their pitch and pitching skills. After they pitched, they engaged in one-on-one sessions with VCs and investors. The event led to AfriDelivery receiving 50 000USD in asset financing from Untapped Global.

### **# FastTrackTech supports women and young digital entrepreneurs and freelancers with digital and business skills**

- In partnership with Jacaranda Hub, the Digital Citizen programme (digital freelancer training) was launched in Zambia in May 2021.

In total, 300 individuals – including 102 women and 278 youth – were trained in the digital technical and vocational skills needed to become entrepreneurs and gain decent employment. 50 trainees of this group were selected for phase 2 in which they received more training, mentoring sessions and client meetings.

### **#FastTrackTech equips tech start-ups with business skills through targeted trainings and coaching**

- In March 2021, Business Model Canvas coaching was provided by an expert for 6 Zambian start-ups. Two of these start-ups were started by women, and three by youth.
- In November, the project partnered with YellowRay Digital to provide training in digital marketing for 15 start-ups. The start-ups were trained on creating a digital marketing strategy and how to implement and execute the strategy. After the training they received one-on-one consultation from YellowRay Digital.

### **#FastTrackTech collaborates with tech hubs and local tech ecosystem actors**

- Early 2021, a steering group - consisting of the 4 leading tech hubs - was established to lead the implementation of recommendations included in #FastTrackTech's Zambia Tech Entrepreneurship Ecosystem Mapping report.
- This report is being used by the Ministry of Technology and Science in updating Zambia's ICT Policy, which is expected to be launched in 2022.
- #FastTrackTech partnered with the University of Zambia (UNZA) and the Zambia Information and Communications Technology Authority to conduct research on the digital connectivity landscape in Zambia and its impact on digital MSMEs.



## ***Testimony from Afshon***

Before to the Investor Event organised by #FastTrackTech Zambia, I was used to raise money in the traditional way, through banks. This event, which introduced me to 10 Venture Capital Funds, is a new experience to me!

Further to it, I was able to speak about my business and product in a new way and managed to raise \$USD 50,000 asset investment from Untapped Global. This investment is used for a pilot test, including new delivery bikes, that will help to raise additional funding as Afridelivery is expanding from Zambia into Zimbabwe.

**AFSHON WALLACE  
NGIGE**  
**CEO, Afridelivery**



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