Meet our full-time team in Kampala!

- Joel Bamwise
  StartHub
  Catalyzer

- Innocent Mateeka
  Legal & Finances

- Laura Althaus
  StartHub
  Academy

- Matthias Möbius
  Incubation & Investment

- Michael Kiirya
  University Coordinator

- Aksam Mivule
  Short Course Coordinator

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Find us online:
www.starthubfrica.org
A few of our startups!

- **The Online Butchery**: High quality meat delivered to your home.
- **Rada Safaris**: Affordable Tourism for locals.
- **Afrika21**: Connecting African Designers to markets.
- **SegTech**: Planting Moringa & hygiene sensitization in refugee settlements.
- **Fancyrat Industries**: Bagpacks made in Uganda.
- **AmkenHub’s Entrepreneurship**: Connecting African Designers to markets.
- **Inove Labs**: Scaling Practical Physics education across high-schools.
More than 20 Million jobs must be created in Africa for the young generation entering the job market – every year.*

*ILO (2018)*
Most businesses do not see their 3rd birthday.*

90% in Uganda have 1-4 employees.*

Yet, SME’s in emerging markets make up 97% of jobs.**

*Argidius (2017)  **Koltai Co.
What is Innovation?*

1. Invention
2. Innovation
3. Diffusion

*According to Joseph Schumpeter who said: “carrying out innovations is the only function which is fundamental in history”
Universities are powerhouses of knowledge, ideas, and inventions.

Entrepreneurship & Innovation are your big opportunities.
Being a student entrepreneur: Not easy!

- Necessity vs. Opportunity
- Entrepreneurship
- The steps to follow?
- Job & fast money Mindset
- Little time
Idea → Blackbox → Successful Business
What is inside the blackbox?
An Entrepreneurship Ecosystem Model!
An Entrepreneurship Ecosystem Model

Identify

Based on Koltai’s 6+6 model
An Entrepreneurship Ecosystem Model

- Identify
- Train

Based on Koltai’s 6+6 model
An Entrepreneurship Ecosystem Model

Identify | Train | Connect & Sustain

Based on Koltai’s 6+6 model
An Entrepreneurship Ecosystem Model

- Identify
- Train
- Connect & Sustain
- Fund

Based on Koltai’s 6+6 model
An Entrepreneurship Ecosystem Model

Identify
Train
Connect & Sustain
Fund
Enable

Based on Koltai’s 6+6 model
An Entrepreneurship Ecosystem Model

- Identify
- Train
- Connect & Sustain
- Fund
- Enable
- Celebrate

Based on Koltai’s 6+6 model
How Germany fostered Innovation at Universities: EXIST

E’ship Culture

Startup Grant

Technology Transfer

Find out more: www.exist.de
Interlude: What did we learn?
Entrepreneurship & Innovation must be...

University-based
Systemic
Student-centered
StartHub Academy: Identify & Train

- Entrepreneurship Academy. Lean & Design Thinking. Locally co-designed.
- Science-based*. Scalable through local facilitators.
- Students of all faculties create ventures within a semester.

* Frese et al.: STEP / Neck et al.: Teaching Entrepreneurship / JRC of the EU: EntreComp / ...
StartHub Catalyzer: Investment-readiness & growth.

- Startups get relevant content on our online learning platform.
- We take startups by the hand - in 1-on-1 coaching sessions.
- We connect startups to the partners and investors they need.
Filling the blackbox. What can universities do?

Learn from our experiments!
Filling the blackbox. What can universities do?

Build Entrepreneurship Centers!
Filling the blackbox. What can universities do?

Train Students & Graduates

Build Entrepreneurship Centers!
Filling the blackbox. What can universities do?

Build Entrepreneurship Centers!

- Train Students & Graduates
- Celebrate Pitching & Exhibitions
- Sustain Coaching & Incubation
Filling the blackbox. What can universities do?

Build Entrepreneurship Centers!

Train
Students & Graduates

Sustain
Coaching & Incubation

Build
Workshops, Materials

Network
Exchange & P2P Learning

Celebrate
Pitching & Exhibitions

Connect
Partnerships & Industry

...
What we can do together

Building working Entrepreneurship Centers at your universities that address the systemic questions to solve the challenges of student entrepreneurs.
How it can look like.

Entrepreneurship Center Design

- Great Training Content
- Events that matter
- Great Incubation Journey
- Defining Strategic Partners
Interested? Let us know!

Drop your business card into the box at the back.

IUCEA & StartHub will be in touch!
Some elephants in the room…*

1. What about Financing?
2. How to do good e‘s’hip education?
3. Entrepreneurship Business Models

*Questions for another time...
Backup Slides
StartHub Africa
The program details
The Challenges in short.

1. Most businesses do not see their 3rd birthday.

2. 90% in Uganda have 1-4 employees.
The Solutions* in short.

1. Focus on how to build business models!

2. Focus on building structures that can grow!

*Based on our understandings of student entrepreneurs challenges: Focus on models and structures!
Financing
Where does financing come in? How can financing look like at the different stages?

Self-financing
FFF, Savings, Competitions

Local Financing
Competitions, Grants, Local Investment (business clubs, Local Angels, ...), Crowdfunding, ...

Institutional Financing
Institutional investors, VCs, Angels, ...
Our Entrepreneurship Education is…

1. **Actionable**: Every word targets application
2. **Action-oriented**: Learning by doing
3. **Mindset-focussed**: Open up for creativity
4. **Sector-agnostic**: Innovations from all minds
5. **Scalable**: Digitally enhanced & ToT’s
The StartHub Academy: Our 9-week Journey

**Mindset: Think like an Entrepreneur!**
- Discover Strengths & Passion + 5000 UGX Challenge
- Discover problems
- Business Modelling with the Lean Canvas

**Develop your Idea!**
- Financial Feasibility Check
- Business Modelling with the Lean Canvas II
- Minimal Viable Product

**Implement your Business!**
- Marketing
- Strategic Planning, Pitch Preparation
- Internal Pitch-Event

EXPERIENCE
NOT THEORY

Kickoff

Final Pitch Event
The StartHub Catalyzer: Running Lean towards Investment-readiness

**Prepare for Lean & model the status quo**
- Onboarding & preparing for Lean Journey
- Draft Lean canvasses for all business model ideas
- Select the most promising Lean Canvas
- Set and reflect Goals: Traction Roadmap

**Validate Qualitatively**
- Problem Interviews: Start testing the riskiest building blocks
- Solution Interviews: Define, build and test an offer
- MVP Interviews: Marketing WP, learn about MVP & build it

**Validate Quantitatively, Scale & Investment**
- Actionable Traction Metrics, Customer Lifecycle Analysis & Funnel optimization
- Investment: Why, how it works & how to get it
- Scale: Engines of Growth, defining & testing Growth Hypothesis

**Duration:** Depends on the speed of the startup & the success of measures.

**EXPERIENCE NOT THEORY**
Sustainable Entrepreneurship Centers…

1. **Need a startup mindset:** Run by passionate entrepreneurs
2. **Act as startups:** Build business models! It’s authentic!
3. **Are experimental:** No one-size-fits-all exists.
4. **Serve startups:** The one goal - Startup success
5. **Are independent:** No interference from university-internal stakeholders – it kills building a NEW environment!