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# 2020 IN NUMBERS

**1063**

Digital entrepreneurs and startup founders trained & coached

**296**

Are women

**695**

Are youth

**152**

Digital startups assessed & segmented

**6 tech hubs**

Strengthened through networking & capacity building

**\$ 215,000**

Worth of Amazon Web Services credits offered to the startups

**\$ 181,000**

Total value of deals attributed to #FastTrackTech

**1 ecosystem mapped**

In Zambia

**\$ 800,000**

Total value of investments raised

## 2020: CONTEXT AND HIGHLIGHTS

The “Fast Tracking Digital Entrepreneurship in Africa” project was launched in November 2019 and rolled out in seven countries: Benin, Côte d’Ivoire, Ethiopia, Mali, Rwanda, Tanzania and Zambia. Its pilot phase will end on 31 December 2021, with a total budget of 1 M USD.

The project aims to support digital entrepreneurs and tech startups in sub-Saharan Africa with online and onsite training, advisory and coaching focused on building digital and business skills as well as domestic, regional & international business generation and investment promotion. The project also engages with the business support organisations, in particular tech hubs, and government to strengthen local tech ecosystems.

The #FastTrackTech Africa project aims to benefit an average of 30 startups per country, segmented according to their level of maturity (growth, entrepreneurship, ideation) and focus area (fintech, agritech, e-health...) as well as 2,000 digital entrepreneurs. All will be supported in their growth and internationalisation.

Due to the Covid-19 pandemic and the related restrictions,

on-site training and coaching activities were successfully shifted in late March 2020 to digital platforms. The level of engagement of our beneficiaries has been high since the beginning of the crisis.

Beneficiary startups and digital entrepreneurs have been exposed to and matched with business & investment opportunities to the extent possible given the circumstances. Due to Covid-19, several international and regional planned B2B events were cancelled or switched online. The team was able to mobilise and sponsor startups to attend online B2B events.

Despite Covid-19, the project has been able to set up a strong network of partner tech hubs in both West and East Africa. So far, 18 tech hubs have been engaged and 6 already reported improved operational or managerial performance, out of a project target of 7: in Mali (DoniFab), in Tanzania (Ennovate Hub), in Côte d’Ivoire (Incubivoire and BabyLab) and in Zambia (WEAC and BongoHive).

By December 2020, the project had been able to achieve most of the yearly targets despite a challenging year.

<b>Indicator</b>	<b>2020 targets</b>	<b>2020 actual results</b>
Start-ups and digital entrepreneurs having transacted international business	<b>3</b>	<b>25</b>
Including women-led start-ups and women digital entrepreneurs having transacted international business	<b>3</b>	<b>8</b>
Number of business deals reported by beneficiary startups and digital entrepreneurs	<b>5</b>	<b>165</b>
Tech startups having designed or made changes to their internationalisation plans	<b>50</b>	<b>102</b>
Including women-led tech startups having designed or made changes to their internationalisation plans	<b>10</b>	<b>30</b>
Number of investments made into beneficiary startups by private and public organisations	<b>3</b>	<b>30</b>
Tech hubs reporting improved operational and managerial performance	<b>3</b>	<b>6</b>
Number of ecosystems mapped	<b>1</b>	<b>1</b>
Startup Internationalisation Readiness assessment tool developed	<b>1</b>	<b>1</b>

## 2020 RESULTS IN DETAIL

The project contributes to **SDG 8.2**: higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors, and **SDG 4.4**: number of people with relevant skills for financial success.

By December 2020, the following outcome level results have been reported:

**102 #FastTrackTech supported startups** reported having **made changes to their business operations** for increased international competitiveness as a result of the ITC support in terms of trainings, coaching and advisory, including 30 women-owned businesses.

**25 start-ups and digital entrepreneurs** (including eight women-led businesses) from Tanzania, Rwanda, Mali, Benin and Côte d'Ivoire have **transacted local and international business**, which they attribute to the support provided under #FastTrackTech. The deals resulted from ITC's access to market and B2B activities as well as our training and coaching activities on market-relevant business and digital skills, which allowed supported startups to improve their sales techniques and to refine their customer and investor pitches.

**Six supported tech hubs** in Mali (DoniFab), in Tanzania (Ennovate Hub), in Côte d'Ivoire (Incubivoire and BabyLab) and in Zambia (WEAC and BongoHive) reported improved operational and managerial performance as a result of ITC's

support under #FastTrackTech. The support varies between sponsoring capacity building activities for freelancers, support to the purchase of 3D printing equipment, visibility and outreach and connexion to networks in the local ecosystems.

In view of the increased visibility of the project benefiting the supported ecosystems and entrepreneurs, we added an indicator on increased awareness. By December 2020, **1110 male and female clients, partners, ecosystem stakeholders reported increased awareness about #FastTrackTech** and ITC's tech sector development approach, through several conferences and events.

The results were achieved despite the pandemic. Since mid-March 2020 and its outbreak, most planned B2B activities were cancelled or postponed since traveling and public gatherings have been restricted during the first half of the year. As major tech-related trade fairs have been held online in the second half of the year (Afrolynk, AfricaTechSummit, AfricArena, WebSummit), 2020 work plans have been reviewed to adapt to the current situation: most of the project activities switched to digital platforms and traditional group trainings took place through webinars.

In order to help our beneficiaries adapt to the new circumstances, the project also provided data bundles to BongoHive, Etrilabs, as well as 12 Zambian, 21 Ethiopian and 27 Beninese startups to cover their internet connectivity requirements.

#FastTrackTech also worked on strengthening the direct relationships with the supported start-ups through one on one business coaching and advisory.

In October for instance, **23 entrepreneurs attended 4 online startup synergies sessions**, which were organised for startups in Agritech and Foodtech, Edtech, Healthtech and Medtech and e-commerce.

As mentioned above, the project organised the participation of FastTrackTech startups in several online B2B events to replace the usual physical trade fairs. **The deals reported are illustrated by the following examples:**

- During Bamako Digital Days, two #FastTrackTech women-led start-ups, So-Dokotoro and Denko Kunafoni, won start-up challenges and the prize for the best female digital start-up. So-dokotoro raised five Million FCFA (8225 USD) that they attributed to the project because of the exposure given to their venture.
- Further to their participation in a pan-African Virtual Trade Fair in July, two Beninese companies Xobo and Org'in were able to transact international business.
- Xobo and Org'in reported a total of eight deals (new SMEs registered for Xobo, an online listing platform, and website development and sales of organic products for Orig'in, an e-commerce start-up).

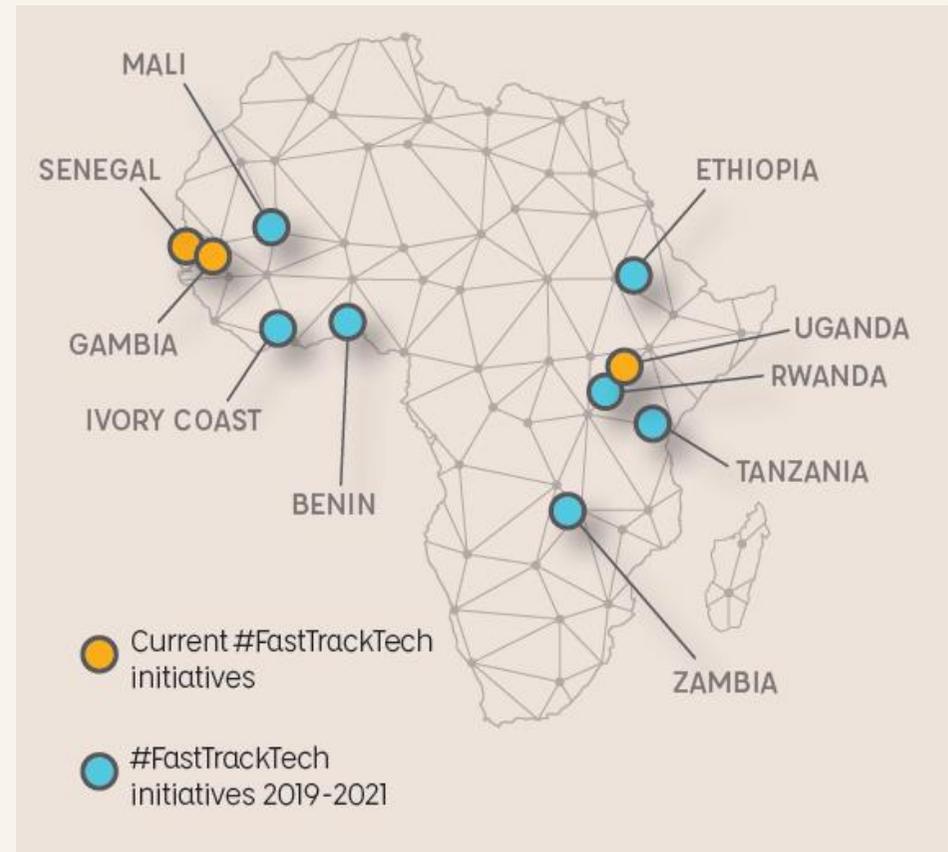
- Moreover, three Malian startups, including two women-led companies, specialized in "social selling" were able to transact international business as a result of the training on digital tools that took place in Bamako in December 2019. The information was gathered in March 2020.
- The team also debuted the start-up internationalization module and assessment tool, which targets tech start-ups aiming to expand internationally in the context of emerging markets. This assessment is conducted by ITC experts during an 1-hour online interview with African tech founders. Following the interview, a report outlining the tech start-up's key strengths and weaknesses for internationalization, along with key insights on how to create structures that support high growth is then shared.
- An online masterclass was jointly organised with the International Telecommunications Union (ITU) in the framework of their flagship event ITU Digital World. Following the masterclass, a first batch of 10 start-ups in English speaking countries were assessed with the #360Diagnostics Internationalisation tool.

Further to a **partnership with Amazon Web Services #FastTrackTech** opened a call to all the startups supported to benefit from AWS Activate to enhance their online businesses. The estimated leverage exceeds 215,000 USD.

The supported startups having taken advantage of the offer now have access to AWS Activate, an easy to use hosting infrastructure needed to scale and grow digital businesses. The entrepreneurs have access to two years AWS Activate credits, one year of AWS Business Support and 80 credits for self-paced labs.

**In focus:** in the context of the Youth & Trade Programme Covid-19 Impact survey undertaken in April 2020, 58 #FastTrackTech startups reported about the impact of the pandemic on their businesses:

- 30% reported a decrease in their turnover;
- 4.9%, however, declared an increase in revenues, mainly in Fintech, e-commerce and Edtech.
- 22% of the companies foresee that they will have to close the business in the next six months under current circumstances.
- 69% of the companies have not benefited from any type of institutional support.
- Of the remaining 30%, two thirds were supported by incubators and tech hubs and one third by other business support organisations.



# 2020: WHAT WE DID AT A GLANCE

## 360Diagnostics Startup assessments:

- Maturity assessment
- Investor due diligence assessment
- Internationalisation readiness assessment

## Startup coaching sessions:

- Crisis management coaching sessions
- How to Build and Get Early Traction
- Effective Business Practices
- Employee productivity
- Marketing strategy
- Customer's Decision Making
- Market segmentation
- Financial Management
- Business Fundraising and Due Diligence

## Startup trainings:

- Legal tools for startups
- Scaling-Up and International Go-2-Market Strategy
- Start-up valuation
- Boost your business with Facebook
- COVID-19 Survival Strategies

- Investment readiness: How to Attract Capital
- Growth Planning
- Optimizing costs
- Freelancing programme on digital marketing
- Turning Services in Products
- Customer Discovery
- Masterclass Internationalisation

## Global Partnership:

- Amazon Web Services

250 STARTUPS  
CONNECT • GROW • BUILD

International Trade Centre  
#FastTrackTech AFRICA

250 STARTUPS IN PARTNERSHIP WITH ITC-UN BRINGS YOU

**INVESTMENT READINESS**

ASHA MWERU  
INTERNATIONAL CONSULTANT  
INTERNATIONAL TRADE CENTER

SESSION 1 - HOW TO ATTRACT CAPITAL

📅 MAY 20, 2020  
🕒 3:00 - 4:00 PM  
📍 ZOOM

TCT JICA RISA EOP

## Connectivity Support:

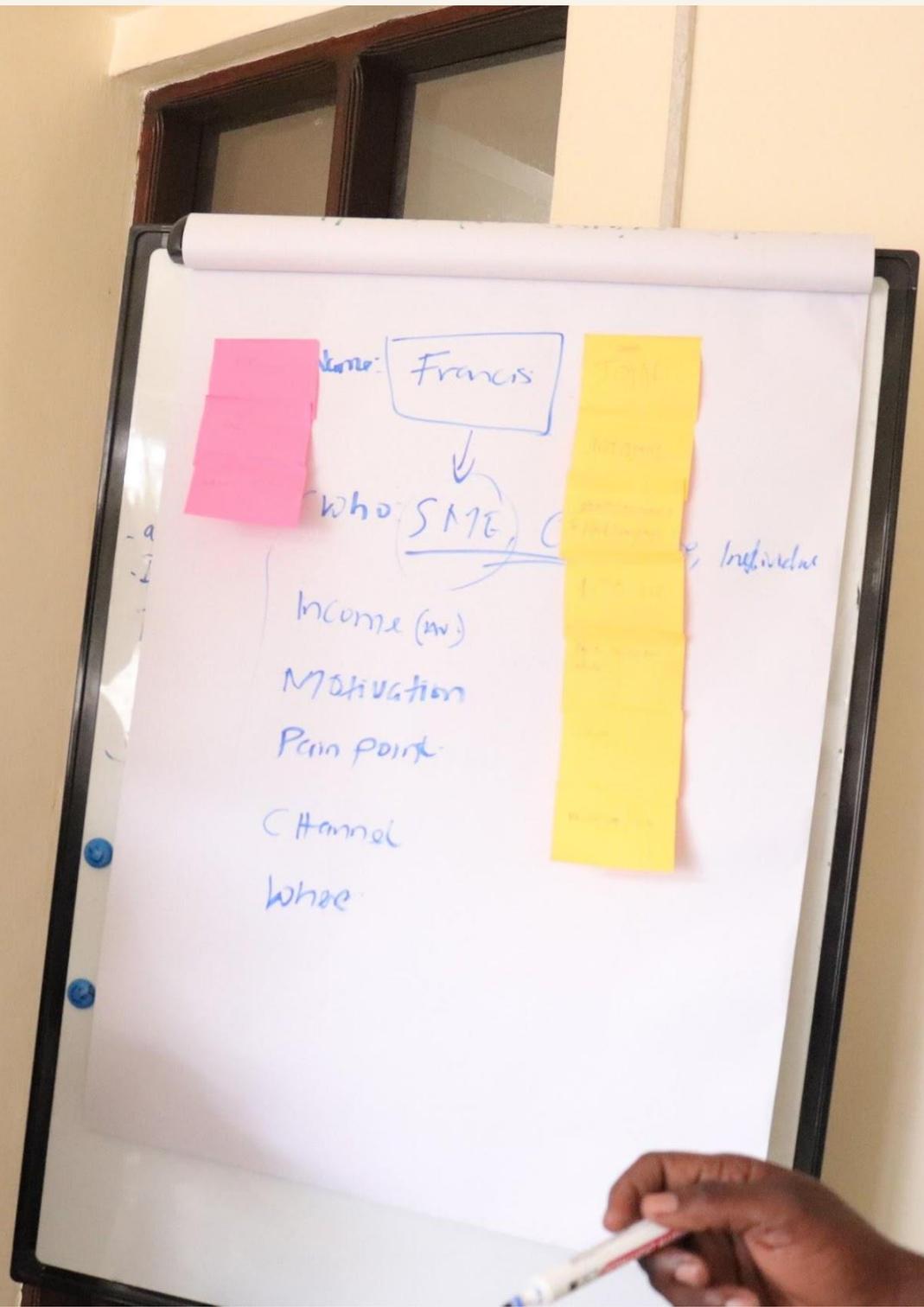
- Data bundles for partner tech hubs (BongoHive and Etrilabs) and 12 Zambian, 21 Ethiopian, 27 Beninese startups



## Events and conferences

- Fireside chat on startup scale-up at AfricaTechSummit
- Panel discussion on tech hubs at AfricArena
- Tuungane launch
- Panel on the Zambian Ecosystem Mapping report
- Geneva Trade Week 2020
- Session at the World Summit on the Information Society 2020
- CIO Mag "E-conf challenge" conferences with the Beninese and Ivorian digitization ministers
- Facebook Live with Afrolynk

The poster is for 'E-Conf Challenge #4' with the theme '«L'impact du Coronavirus sur la digitalisation des entreprises et des administrations africaines»'. It is scheduled for Friday, May 22, 2020, at 15h GMT (Abidjan, Dakar) or 16h00 (Cotonou) and 17h (Paris, Bruxelles). The invited guests include Mme Haifa BEN SALEM (Responsible du projet #FastTrackTech Bénin), Mme Aurelie ADAM SOULE ZOUAROU (Ministre du Numérique et de la Digitalisation du Bénin), and M. Sédric DEGBO (Ceo de REMA Medical Technologies). Partners include #FastTrackTech Africa and International Trade Centre. The event is supported by CIO Mag Africa.





# BENIN

The #FastTrackTech Africa project was launched in Benin in December 2019; **27 tech start-ups** were selected and segmented based on their maturity level. Due to the Covid-19 pandemic and the related restrictions, on-site training and coaching activities were shifted in late March 2020 to digital platforms. Since, start-up founders and staff in Benin were **trained and coached online** in several topics following a work plan designed based on their needs. Trainings and coaching include:

- Crisis management and COVID19 business model adaptation
- Startup Internationalisation
- Digital Marketing strategy
- Investment readiness

By 2020, **25** startups, including **seven** women-owned reported making operational or managerial changes in the management of their start-up further to the support of the #FastTrackTech project. **12** startups, including **three** women-owned, reported **131,574 USD** worth of deals attributed to the FastTrackTech project.

**Two tech hubs and one financing institution** have been identified and engaged in Benin: **Etrilabs, Sèmè City and the Beninese Business Angels Network (BBAN)**. The project team organised joint activities with them:

- In partnership with BBAN, the project is delivering a co-branded package of trainings on investment readiness to the beneficiary startups. This activity will not only provide them with relevant tools to set their finances but

will also give them a bonus for the next BBAN financing rounds.

- Etrilabs managed the connectivity packages for the beneficiaries of the project. **27** Beninese start-ups received **four-month data bundles to cover their connectivity** to enable work from home.

The #FastTrackTech Project and AfricArena partnered to provide grants to **seven** early stage tech startups. **Three finalists from Benin were selected to pitch online** during AfricArena on 24-25 November 2020. The winner, Azowato a platform connecting African freelancers to online job opportunities, **won a USD \$5,000 cash prize and \$15,000 worth of Amazon Web Services** credits and business support.

Most planned B2B activities were cancelled or postponed since traveling and public gatherings are restricted. As major tech-related trade fairs are being held online, the FastTrack Benin start-ups participated in the following online B2B events:

- In July, several Beninese startups exhibited virtually at La Foire Virtuelle. **Two** of them secured 5,031 USD worth of deals
- In September, **two** Beninese entrepreneurs participated in Afrolynk Global Startup Week and Conference
- In October, **one** startup attended Africa Tech Summit
- In November **one** start-up was attended AfricArena
- In December, **two** startups from Benin attended the Web Summit 2020.

“

Les webinaires nous ont permis d'avoir de nouvelles relations ; le crédit AWS nous a permis de renforcer notre infrastructure pour répondre aux besoins de nos utilisateurs.

**Brice Gboyou, Founder & CEO,  
Aginap**



”

# CÔTE D'IVOIRE

In Abidjan, 37 applications were received, 31 short-listed and 20 startups interviewed in November 2019. 11 GROWTH and five ENTREPRENEURSHIP tech startups were selected. The launch of the project took place at Seedspace during a networking event. GOTIC, the local IT association, and CCI Côte d'Ivoire, the leading Chamber of Commerce, expressed interest in partnering in the implementation. The latter was already engaged in the organisation of an Open Innovation event in March 2020, which had to be cancelled due to the pandemic.

In mid-March, **seven** Growth startup founders including **one** woman (OASIS, AHOKO, Mon Artisan, Africa Food, Aihwaaa, Homega and ICT for Good) benefitted from one-to-one online coaching sessions on "going international" with an international Scale-Up expert. The latter also delivered a live webinar on "Scaling-Up and International Go-2-Market Strategy", targeting French-speaking beneficiary countries. It was attended by **71** participants, including 28 women.

During the spring of 2020, partner tech hubs were engaged to provide support services to our startups. **Seven** startup founders, including one woman, were mentored on Effective Business Practices by **Incub'Ivoire**, a leading incubator in Abidjan. Additional slots were made available to startup founders supported by the national youth entrepreneurship agency **Fondation Jeunesse Numérique**.

In June, #FastTrackTech sponsored the eConf session organised by CIO MAG in Abidjan. The project manager introduced **ETUDESK and LEGAFRIK**, two Growth startups, to the Minister for Digital Economy who was chairing the meeting. The ED of Fondation Jeunesse Numérique, was also invited to the panel. The event was attended by 60+ participants.



In October, we also organised **two** 90-minute peer advisory sessions attended by **eight** FastTrackTech

Abidjan startups during which the founders were able to exchange about their challenges and approaches to corporate partnerships and the definition of KPIs, amongst others.

**Five FastTrackTech tech startup managers** were sponsored on a cost-sharing basis to travel to Dakar from 24-27 November to meet with Senegalese startups and discuss commercial partnerships during the **Forum du Numérique** chaired by the President of Senegal. They exhibited on our stand. A meeting between CI20, the Ivorian startup association, and Senstartup, their Senegalese counterparts, was also organised to discuss good practice in institutional development and advocacy.

“

Suite aux encadrements de FASTTRACK, voici les décisions stratégiques qui ont été prises :

Expansion de AHOKO sur San Pedro, Plan d'expansion sur 3 autres villes en partenariat pour réduire les couts, Plan d'expansion sur Sénégal et Congo suite à l'évènement forum numérique ou des partenaires nous ont contacté directement pour faire des proposition d'expansion

**Eric ADANGBA, Founder, AHOKO**



”

# MALI

The #FastTrackTech project was launched in Mali in December 2019. **17** start-ups were enrolled in the project and categorized based on their level of maturity.

In Mali, the covid-**19** pandemic has been coupled with political instability due to a coup that occurred in August. However, we were able to rely on our institutional and private partners, namely, The Agence des Technologies de L'Information et de la Communication (AGETIC), Université Virtuelle du Mali (UMV), and the tech hubs Donilab and Bamako Incubateur, to implement various activities.

In December 2019, a **Training of Trainers** was conducted by a regional consultant, Seynabou THIAM, to give new trainers the background knowledge and skills to deliver her training curriculum on digital marketing tools; **13** people, including staff from incubators participated. The same week, a training on digital tools were conducted in the premises of Donilab, **43** entrepreneurs participated, including **17** women.

#FastTrackTech startups exhibited at **Bamako Digital Days** on 18-19 February. The booth was visited by the Prime Minister of Mali and the Minister of Digital Economy. Following their participation to the pitching session that took place during the event, **two** #FastTrackTech women-led start-ups, So-Dokotoro and Denko Kunafoni, won start-up challenges and one of them the prize for the best female digital start-up. They raised USD **13,500 USD** that they directly attributed to the #FastTrackTech project.

#FastTrackTech and the Malian public Agency, AGETIC, organised on a cost-sharing basis a roundtable with different tech hubs from Mali. The objective of the meeting was to learn about the technical support needed by the hubs and possible synergies between different support programmes.

The #FastTrackTech team linked the fablabs of 3D material production from Ivory Coast (Babi Lab), Mali (Donifab) and 3D Makers (The Gambia) for a regional cooperation in the context of Covid-19. Donifab, which encountered production-related challenges, received a funding of **2000 USD**. The startups supported by the fablab, including #FastTrackTech startup E-Wati, initiated the production of personal protective equipment in September.

A Master Class on Digital Marketing Tools (**26** participants) was co-organized with the Université Virtuelle du Mali in November. This session took place with local experts who were trained (in February) on digital marketing through the project's Training-of-Trainers (ToT) methodology.

In November the project sponsored the Acceleration Programme organized by Donilab in partnership with the World Bank, COFINA and the Danish Ministry of Foreign Affairs. The 12-week Acceleration programme consists of a 20-day Bootcamp to cover different topics in management, marketing, investment readiness, and a mentorship programme with top ecosystem players.

As a way of supporting the local startup ecosystem, the #FastTrackTech Project sponsored the virtual SeedStars World pitching Competition in Mali. **Denko Kunofani, a local healthtech** and beneficiary startup, won the regional edition and will compete for a 500,000 USD prize. The #FastTrackTech AfricArena challenge was won by So-Dôkôtô, the first Malian platform specializing in the provision of affordable health care at home. Intended for low-income patients, the application uses an Uber-like model to connect home care workers/doctors directly to families who need them.

“

Cet accompagnement nous a grandi, nous a été utile et nous a permis de remporter le premier prix challenge des startups de Bamako Digital Days (3.000.000 Fcfa), le prix de la meilleure startup digitale féminine (2.000.000 Fcfa), 12 mois d'accompagnement par l'ONU FEMMES, un ordinateur portable HP, et une invitation pour participer au programme Afique'Up à Tunis.

**Aïcha Dembele, Co-founder, SO-DÔKÔTÔ**

”



# ETHIOPIA

The #FastTrackTech Africa project was launched in Ethiopia in November 2019. **21** tech start-ups were selected and segmented based on their maturity level. Due to the Covid-19 pandemic and related restrictions, on-site training and coaching activities were shifted in late March to digital platforms. Since then, start-up founders and staff in Ethiopia were trained and coached online on several topics, including:

- Financial Management and Unit Economics
- COVID19-related crisis management
- Investment Readiness
- Startup Internationalisation
- Leadership and Management

3 tech hubs have been identified and engaged in Ethiopia: Iceaddis, IcoqLab, and Social Enterprise Ethiopia. The project team organised several joint activities with the hubs:

Accelerated provided virtual coaching support to FTT Ethiopia start-ups. For Phase-1, **Accelerated** delivered a mobile based coaching programme for Ethiopian startups that consisted of mobile based training content and one-on-one coaching. A second phase started in October and entails a 10-week programme consisting of coaching, mentoring, training workshops, covering more advanced topics such as market selection, acquisition of new clients and possible revenue streams.

Ethiopia experienced an **internet shutdown** for three weeks in July. To ensure access to connectivity for the beneficiaries of the programme, **19** Ethiopian startups received 2-month internet bundles to support their transition from the office to working from home.

The #FastTrackTech Project and **AfricArena** partnered to provide grants to seven early stage tech startups. **Three** finalists from Ethiopia were selected to pitch online during AfricArena on 24-25 November 2020. The winner, Haleta Tutors, a platform that connects parents with top tutors at their convenience, won a \$5,000 cash prize and \$15,000 worth of Amazon Web Services credits and business support.

As a way of supporting the local startup ecosystem, #FastTrackTech sponsored the first virtual SeedStars World pitching Competition in Ethiopia in November. Five start-ups pitched and one was selected to take part in the regional Seedstars competition.

Moreover, FastTrack Ethiopia start-ups participated in a number of online B2B events:

In September, two Ethiopian #FastTrackTech entrepreneurs participated in Afrolynk Global Startup Week

In October, a startup attended Africa Tech Summit

In November, a start-up attended AfricArena

In December, Ethiomereb and TradEthiopia attended the Web Summit 2020.

Through their participation in these events, the start-ups were granted access to an investor matchmaking platform to interact with investors and potential buyers

“

It (the project) helped me develop my entrepreneurial skills. I managed to become Seedstars Addis Ababa finalist and all the resources, webinars and events attended through out the year helped me network and connect with a lot of like minded people

**Araya Lakew, Founder, Mekina**

”





# #360 DIAGNOSTICS TOOL FOR TECH STARTUPS

This website is a powerful and easy to use online platform that facilitates the international rollout of the #360Diagnostics startup assessment methodology developed by the International Trade Centre's Tech Sector Development team. This bilingual (English and French) platform is used to assess the maturity and the internationalisation readiness of tech start-ups.

[Read more](#)

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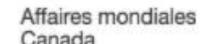
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For more information about the tool, please contact us at [360Diagnostics@intracen.org](mailto:360Diagnostics@intracen.org)



# RWANDA

The #FastTrackTech Rwanda kick-off mission took place in Kigali in February 2020 with the support of Klab, 250Startups and the ICT Chamber of Rwanda. **15** startups were selected and categorized based on their maturity level.

Following the assessment of 3 advanced start-ups with the #360Diagnostics Due Diligence tool in February, the #FastTrackTech Rwanda startups benefited from **two** webinars on investment-readiness in April:

- A first webinar on 'How to Attract Capital' in which **57** tech entrepreneurs, including **17** women and **46** youth, were trained on how to find investors, and on investor pitching best practices.
- A second webinar on 'Optimizing costs for tech startups', attended by **58** participants, including **52** youth and **23** female participants.

Following the **two** trainings, 12 FastTrackTech startups and members of 250Startups benefited from one-on-one advisory and coaching sessions in which they were provided with solutions that were tailored to their unique business needs.

FastTrackTech startups BAG Innovation and MAPA participated in sessions with ITC's ecomConnect UI/UX Experts who conducted individual digital marketing audits to assess the startups' general online presence. The experts then met with the companies individually to provide recommendations, and to provide them with tips and

techniques on how to boost sales and customer retention online.

A training curriculum consisting of workshops and one-on-one coaching sessions, in areas such as Finance, leadership and management, was designed in partnership with 250 Startups.

To kick-off the activity, individual consultation meetings took place with 14 start-ups at the premises of 250Startups and online in November. The goal was to collect feedback about the project, and identify the priorities in terms of capacity building. The coaching sessions resumed in December 2020 and was conducted by a local expert. In November, the #FastTrackTech Project sponsored the first virtual SeedStars World pitching Competition in Rwanda. Five local startups, including #FastTrackTech beneficiary MAPA, took part in the competition.

The #FastTrackTech AfricArena challenge was won by FastTrackTech startup OLADO, a woman-led e-commerce company located and headquartered in Rwanda that features Made in Rwanda products and provides a digital platform for sellers and buyers to interact easily and do better business.

Four companies (Olado, BAG Innovation, Moilla and Fresh Box) also attended the virtual AfricArena Summit where they had access to the Bootcamp and to a matchmaking tool that enabled them to freely interact with other startup founders, business leaders and investors at the event.

“

The #FastTrakTech project helped us to acquire knowledge needed to run a business and look for investment through different webinars.

**Yvonne Moilla, Managing Director,  
Moilla Ltd**



”

# TANZANIA

The #FastTrackTech Africa project was launched in Tanzania in February 2020; **12 tech start-ups** were selected and segmented based on their maturity level. Due to Covid19 related restrictions, start-up founders were trained and coached online in a number of topics, including:

- Business Model Canvas,
- Financial Management,
- Business Fundraising and Due Diligence,
- COVID19-related crisis management,
- Digital Marketing,
- Startup Valuation.

In May, the four Tanzanian Entrepreneurship startups attended a Value proposition webinar. The same day, Six of the eight Growth startups attended a Growth Planning session.

FastTrackTech partnered with Ennovate Hub, a local incubator, to organise a hackathon – the Covid 19 Innovation Challenge, jointly with GIZ. The hackathon took place in June. The hub offered business development support to two FastTrackTech startups, Foodsasa and A-Trader.

The support includes a mentorship plan for each startup, based on the needs assessment. The general business development sessions started in July.

Ennovate Hub has been engaged to facilitate the implementation of the digital freelancer project on the ground, which aims at equipping Tanzanian youth with digital skills in demand on the local and global job market. The project team organised several

activities with the freelancers, who are trained online and matched with clients on job platforms and with local SMEs.

Overall, 65 freelancers completed at least one course. 20 freelancers finished at least 3 courses and 19 companies were matched with the latter, generating new sources of revenues for the beneficiaries.

Further to a competitive process, Ennovate Hub was selected to manage a scale-up phase, based on their strong involvement as digital freelancer local project partner in order to directly engage the freelancers to ensure that they complete the training.

The target for the new phase is 300 participants completing at least one course and 70 freelancers mentored and matched with local companies. The new phase will run until spring 2021 and build on partnerships with local universities and gig-economy platforms such as Worknasi.

Together with The Tanzania Commission for Science and Technology (COSTECH) and the ITC Institutional Development team, #FastTrackTech launched a Tech Entrepreneurship Ecosystem Mapping focused on Dar es Salaam in December 2020. The mapping will be completed by April 2021 and findings presented to local entrepreneurship support organisations to address gaps and overlaps in support.

In November, Tanzania's BongoLive founder was recommended to talk about their Exports Journey during a webinar on "Developing Export of Services" in Zimbabwe in collaboration with ITC's Services Exports team.



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*Energizing the Entrepreneurship Ecosystem*

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Energizing the  
Entrepreneurship  
Ecosystem



# ZAMBIA

The #FastTrackTech Africa project was launched in Lusaka, Zambia in partnership with BongoHive in December 2019; **13** tech start-ups were selected and segmented based on their maturity level.

Due to Covid19 related restrictions, start-up founders were trained and coached online in a number of topics. The format of training and coaching differed from one-on-one sessions, group sessions to webinars. The activities included:

- Business Model Canvas
- Financial Management
- Business Fundraising and Due Diligence
- COVID19-related crisis management
- Digital Marketing
- Startup Valuation
- African market trends in technology services etc.

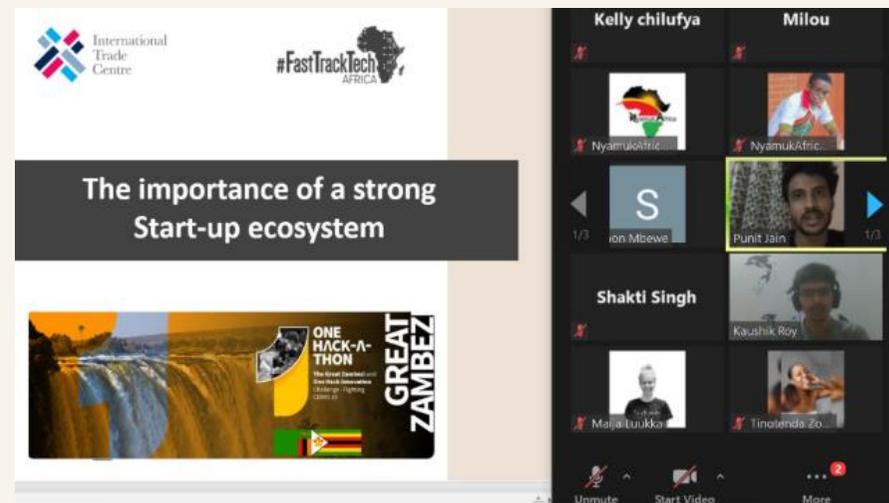
Together with the ITC Institutional Development team, #FastTrackTech facilitated a Tech Entrepreneurship Ecosystem Mapping Analysis in Lusaka, Zambia. The work was presented in September during a virtual panel gathering close to 100 stakeholders from the local ecosystem. The mapping also led to the establishment of a steering committee to prioritize and coordinate the implementation of its recommendations.

4 tech hubs have been engaged in Zambia: BongoHive, Jacaranda Hub, WEAC and Impact Hub Lusaka. The project team organised several joint activities with them such as

webinars, a podcast series, article publications, and the formation of a steering committee of the ecosystem mapping actions.

Zambian startups and lead partner hub BongoHive have been provided with 3 months' worth of internet bundles to support the "working from home" period.

The #FastTrackTech team member covering Zambia participated as a jury member or speaker in several virtual events in Zambia such as Lusaka Startup Week, Great Zambezi & Hack Innovation Challenge, TechStars Weekend, and WEAC Online.



As a way of supporting the local startup ecosystem, the #FastTrackTech Project sponsored the virtual SeedStars World pitching Competition in Zambia in November. Five start-ups pitched and the winner, Sparco

who is supported by #FastTrackTech, was selected to go on to compete at the regional level in 2021 where they stand a chance to win USD 500,000.

The Zambian #FastTrackTech start-ups participated in the following online B2B events:

- In September, 1 entrepreneur participated in Afrolynk Global Startup Week and Conference.
- In October, 1 startup attended Africa Tech Summit
- In November 1 start-up attended AfricArena, and the Zambian startup ZPOS won a 5,000 USD cashprize and AWS credits through the #FastTrackTech Challenge at AfricArena
- In December, 3 startups attended the Websummit 2020

“

Based on the recommendations we have received from the project we have managed to sign many hospitals and pharmacies to appear on our platform

**Zanga Musakuzi, CEO, Medsearch**

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# PROJECT COMMUNICATION

## Goal and Objectives

The communication strategy of the #FastTrackTech initiative pursues **two** main goals:

1. Produce and disseminate information about the beneficiaries for their promotion
2. Produce and disseminate information about #FastTrackTech activities and results to promote the projects and programme locally and internationally

## Webpage

A dedicated webpage has been set up since the start of the #FastTrackTech initiative, and it has been built out in 2020: <https://www.intracen.org/e-Trade-for-Impact/Fast-Tracking-Digital-Entrepreneurship-in-Africa/>. It includes a section the selected startups in each country.

Since the launch of the #FastTrackTech initiative in the seven countries, articles have been written in English and French to cover project stories across the different countries. In total, 11 articles have been written and published in 2020 on the ITC website.

## Social media

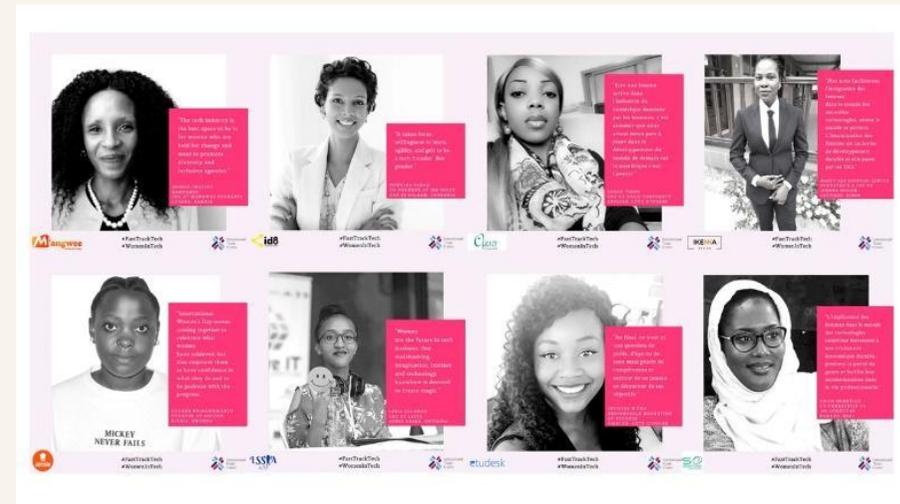
At the start of 2020, two dedicated Facebook Groups have been created:

<https://www.facebook.com/groups/FastTrackTechAfrica/> (in ENG)

<https://www.facebook.com/groups/FastTrackTechAfrique> (in FR)

Planned activities and events are posted on the groups, as well as related news, videos and other relevant content coming from the group members. The #FastTrackTech Africa Group has 114 followers, and the #FastTrackTech Afrique group has 83 followers. The groups are also used to host Facebook live sessions that are linked through Zoom when a webinar is held.

The seven winners of the **#FastTrackTech Challenge at the AfricArena** event have been given visibility through a campaign on ITC's corporate Instagram and Facebook page. Moreover, on **International Women's Day** (8 March) eight female beneficiaries were featured on social media with their photo and quote, and on International E-waste Day (14 October) startup Digital Smart Trash was featured with their photo and quote.



## Audio Visual content

A promotion video for #FastTrackTech has been created to showcase what the initiative is, and what it offers to startups and the entrepreneurship ecosystems in the different countries. There is a video in English and in French. The videos are posted on ITC's YouTube Channel, under the dedicated Fast Tracking Digital playlist: <https://www.youtube.com/watch?v=89zcsOXJ2xo>

#FastTrackTech sponsored 10 episodes of BongoHive's podcast. The series is dedicated to African tech entrepreneurs and stakeholders. The podcast episodes will be released in early 2021.



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Financed by Canada, Finland, Germany, Ireland, Norway, Sweden and the Netherlands Trust Fund IV, the #FastTrackTech project is implemented by the International Trade Centre. Thanks to a targeted coaching and training offer as well as matchmaking with potential clients and investors, the #FastTrackTech project, since October 2019, is committed along-side digital entrepreneurs who aspire to international growth in Benin, Côte d'Ivoire, Ethiopia, Mali, Rwanda, Tanzania and Zambia. <https://www.intracen.org/e-Trade-for-Impact/Fast-Tracking-Digital-Entrepreneurship-in-Africa/>



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