



# Impact Report 2017-2019 Make-IT in Africa

*Successfully Promoting Tech Entrepreneurship and the  
Innovation Ecosystems of Kenya, Ghana, Nigeria and Tunisia*



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## Preamble

*Africa is called a continent of opportunities – thanks not only to its wealth of resources, but also due to its creative and talented youth. Today, half of Africa's 1.2 billion people are under the age of 25, and the continent's youthful dynamism is already a significant driver of its economic development. Digitalisation is likewise transforming the world and tech entrepreneurship is emerging as a force with which Africa can shape a bright future: Entrepreneurs have the potential to modernise the economies and societies of their countries, discover innovative solutions for development challenges, and create new opportunities for employment.*

*The BMZ's Marshall Plan with Africa pushes for more sustainable and inclusive growth and a bright future for the African youth. Here, it is not governments that will create the long-term employment opportunities that are needed, but the private sector. Africa, therefore, needs private investment much more than it does subsidies. That means creating attractive innovation ecosystems across Africa to unleash entrepreneurial spirit and creativity. But it also means developing new instruments for mobilising credit and safeguarding investments.*

*Sustainable development from within – that is one of the guiding principles of the Compact with Africa. Launched under the German G20 Presidency, it aims to leverage private investment on the African continent and support reforms of business and finance policies. To promote digital innovation on the ground, BMZ in 2016 launched the Tech Entrepreneurship Initiative "Make-IT in Africa". Together with more than 25 partners from the private sector – including corporate business partners, investors, start-up networks and innovation hubs, as well as business associations and other supporters of entrepreneurship in Africa – we explore new impactful opportunities for collaboration and investment.*

*Acting under the motto "inspire.connect.develop.", Make-IT in Africa inspires the entrepreneurial spirit of African youth, to help this ingenuity blossom into enterprises that have a positive impact on society. Make-IT in Africa connects the dots, bringing business partners from Europe and Africa together, and strengthening collaboration within local innovation ecosystems. As part of BMZ's Centres for Digital Transformation, it also provides strong impetus for further developing national tech entrepreneurship strategies. These recommendations are also taken into international policy dialogues between the European Union and the African Union.*

*With this impact report, we summarise the results of Make-IT in Africa's first two years. I am delighted to see an increasing number of young African entrepreneurs developing innovative digital services and products that both receive international recognition and achieve success in regional and international markets.*

Günter Nooke

Personal Representative of the German Chancellor for Africa,  
BMZ Commissioner for Africa

**"Africa is called a continent of opportunities – thanks not only to its wealth of resources, but also due to its creative and talented youth."**



## Editorial

*Make-IT started as a "laboratory" for new types of partnerships between development organisations, business, finance and entrepreneurs. After 2 years of implementation experience, we can proudly say that we have successfully combined the strengths of the public and private sectors to promote digital innovation for sustainable and inclusive development. This impact report aims to highlight some of these results.*

*GIZ implements Make-IT on behalf of the German Federal Ministry of Economic Cooperation and Development (BMZ), together with more than 30 corporate and financing partners, social enterprises, hubs and networks. Meet them in **chapter one!** In its first two years, Make-IT focused on Kenya and Nigeria. In 2019, we expanded to Ghana and Tunisia, and Rwanda will follow. So far, Make-IT has supported tech entrepreneurs from 18 African countries.*

*One of our first significant activities was the joint "Make-IT Accelerator" with business partners from the Make-IT Alliance. Building on this, we launched further programmes to improve the international visibility and*

*credibility of African tech entrepreneurs, to catalyse partnerships with financing partners and to strengthen peer-to-peer learning and mentoring. These measures reached more than 400 tech entrepreneurs on the continent, 148 of whom have entered Make-IT's highly selective start-up pipeline. Meet them in **chapter two!***

*Through our cooperation with national partners, we support African governments in establishing future-oriented institutional frameworks for digital entrepreneurship. Policy dialogues, better access to markets and finance, as well as capacity development for intermediaries in the ecosystems, such as hubs, mentors and public support organisations, help strengthen enabling environments for young entrepreneurs in the digital sector. You can find an overview in **chapter three!***

*We will continue to form partnerships and share methodologies for thriving tech entrepreneurship ecosystems in Africa. Find out how to collaborate with us in **chapter four!***

*Many thanks to all our partners in the Make-IT Alliance and our local partners, who have inspired, challenged and guided us in designing and implementing Make-IT in Africa. Special thanks go to our team in Ghana, Kenya, Nigeria, Tunisia and Germany – our success is the fruit of your efforts. We would also like to thank all of the entrepreneurs who work with us, trust us and motivate us.*

*We frequently update our impact reporting with quarterly fact sheets on our website [www.make-it-in-africa.org](http://www.make-it-in-africa.org). If you want to learn more about the impact the start-ups create, do not miss our showcase series "**Digital Innovation Made in Africa**". And if you have questions, feedback, critique, or just want to say hello, do not hesitate to contact us via [make-it@giz.de](mailto:make-it@giz.de)*

**Dr. Jan Schwaab**  
Head of Programme  
Tech Entrepreneurship Initiative **Make-IT in Africa** (GIZ)



**Discover the success stories  
of tech entrepreneurs  
supported by Make-IT!**

## Table of Contents

Preamble	4
Editorial	6
<b>About Make-IT</b>	<b>11</b>
Our Vision and Mission	12
Make-IT Partnerships	14
Partners in Ghana	18
Partners in Kenya	20
Partners in Nigeria	23
Partners in Tunisia	25
Our Team	26
<b>Promoting Tech Entrepreneurship</b>	<b>29</b>
Make-IT Eligibility and Selection Criteria	30
Tech Entrepreneurs by Sectors & Countries	32
Make-IT Tech Start-ups at a Glance	34
Impact Overview of Promoted Tech Entrepreneurs	36
Success Stories from Ghana	38
Success Stories from Kenya	40
Success Stories from Nigeria	43
Success Stories from Tunisia	45
<b>Promoting Innovation Ecosystems</b>	<b>47</b>
Better Access to Finance	48
Better Access to Markets	53
Capacity Building	57
Policy Dialogue(s)	60
<b>Outlook</b>	<b>65</b>
Join Our Journey!	66



Nairobi, Kenya



# About Make-IT



"I am very happy to be able to support this important initiative as its new patron. Together with partners from the private sector, we want to help improve the local conditions for tech-startups so they can grow and create jobs and perspectives."

**Dr Maria Flachsbarth**, Parliamentary State Secretary and Patron of Make-IT, BMZ at CEBIT June, 2018



## Our Vision and Mission

Make-IT is an initiative launched in 2016 by the Federal Ministry for Economic Cooperation and Development (BMZ), together with the private sector. The Make-IT Alliance connects the experience and practical knowledge of successful technology companies, associations and entrepreneurship initiatives with the creative potential of young tech entrepreneurs. The network is continuously growing. Today, its 32 partners jointly promote tech entrepreneurship and ecosystem development in emerging economies.

### Our Vision

Local entrepreneurs in the digital economy are key to finding innovative solutions for development challenges. Their work has positive social impacts and creates new employment prospects with great potential for the future.

### Our Mission

As an alliance, we jointly improve the business environment for tech start-ups in emerging economies. With various collaborative measures, we promote digital innovation for sustainable and inclusive development.

**Meeting of the Make-IT Alliance  
with Dr. Maria Flachsbarth,  
Parliamentary State Secretary,  
Federal Ministry of Economic  
Cooperation and Development  
(BMZ), and tech start-ups at  
CEBIT 2018.**



The Tech Entrepreneurship Initiative Make-IT in Africa promotes digital innovation for sustainable and inclusive development in Africa. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH implements this project on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), as part of BMZ's Digital Africa Initiative.

In close collaboration with more than 30 corporate and financing partners, social enterprises, hubs, and networks, 'Make-IT in Africa' supports the growth of enabling environments for young entrepreneurs in the digital sector – to facilitate better access to finance, markets and skills.

# Make-IT Partnerships

Since 2017, cooperations with partners such as SAP, IBM, Afrolynk, German Chambers of Commerce Abroad (AHK) and others connected more than 50 tech entrepreneurs with corporates for joint innovation and market access.



*Be part of our story—get in touch with us for a partnership. Contact us: [make-it@giz.de](mailto:make-it@giz.de)*



### DIHK - Start.up! Germany Exposure Trip for Tech Start-ups

When they joined the Make-IT Alliance, the German Chambers of Commerce and Industry (IHK) and the German Chambers of Commerce Abroad (AHK) initiated Start.up! Germany as a new type of study and networking tour — a “Roadshow” — connecting tech entrepreneurs from all over the world with European businesses and investment partners. Start.up! Germany is implemented jointly with “Make-IT in Africa” to select and promote 15-20 African tech start-ups every year.

[www.startupgermany2018.de](http://www.startupgermany2018.de)



Deutscher  
Industrie- und Handelskammertag

© Kim Mühl

## Examples of Partnerships

### Start-up Support Programmes with SAP

SAP and Make-IT together held several events in Lagos, Abuja and Nairobi over the last two years. They invited start-ups that use emerging technologies such as Big Data Computing, machine learning and IoT to learn more about their start-up support programmes, including Startup Focus, SAP Partner-Edge – Open Ecosystem and the IOT Accelerator. The start-ups used these opportunities to ask the programme experts all about the Do's and Don'ts of accelerating — and to find out about becoming a SAP business partner.

[www.sap.com/germany/about/startups.html](http://www.sap.com/germany/about/startups.html)



### Tech Trendscouting with the World Summit Awards and betterplace lab

Together with the World Summit Awards (WSA) and betterplace lab, ‘Make-IT’ jointly selects the most promising digital innovations in Africa. Several of them have become Global Winners of the World Summit Awards. The showcase series “Digital Innovation Made in Africa” publishes their stories.

[www.betterplace-lab.org/de](http://www.betterplace-lab.org/de)

[www.worldsummitawards.org/](http://www.worldsummitawards.org/)

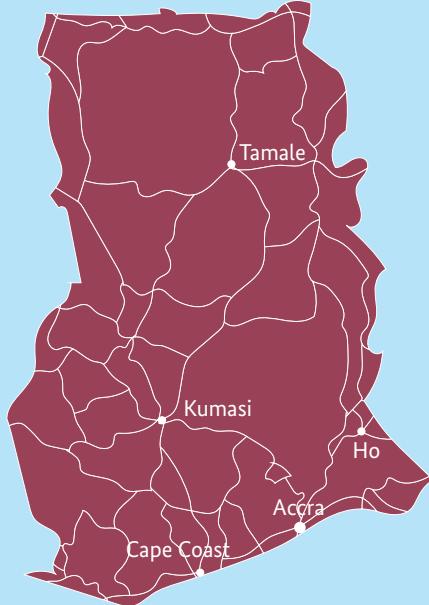
[www.make-it-initiative.org/africa/activities/digital-innovations-africa](http://www.make-it-initiative.org/africa/activities/digital-innovations-africa)



## Partners in Ghana

The innovation ecosystem in Ghana has developed strongly over the last three years. Ghana has more than 34 tech hubs that are becoming increasingly specialised and are located not only in Accra but throughout the country. Many of the innovation and incubation hubs are united in the Ghana Hubs Network. The recent surge in start-up activity can be attributed to the presence of strong ecosystem players such as the Meltwater Entrepreneurial School of Technology (MEST), high-quality talent and good access to finance. It has led to the creation of several highly valued technology-driven start-ups, such as Snoocode and Agrocenta. According to Disrupt Africa 2018, investments in Ghanaian start-ups accounted for 11.4% of total African start-up investments.

GIZ partners with the **Ministry of Environment, Science, Technology and Innovation (MESTI)** and supports its vision to build a strong technological and innovation driven economy. This implies the strengthening of the collaboration between the private sector, universities and innovation hubs in the country. Providing capacity development for start-ups and entrepreneurship support organisations, and supporting them with policy framework development are further priorities for the **Make-IT Desk in Ghana**.



*"As Ghana Hubs Network, we advocate for a policy framework that supports entrepreneurship in Ghana. We want to lead the development of a cohesive and strengthened tech and business ecosystem in Ghana. In this quest, we highly appreciate the support of Make-IT."*

Gideon Brefo  
Chairman, Ghana Hub Network



### Political Partners



### Investors



### Incubators and Accelerators



### Hubs and Co-Working Spaces

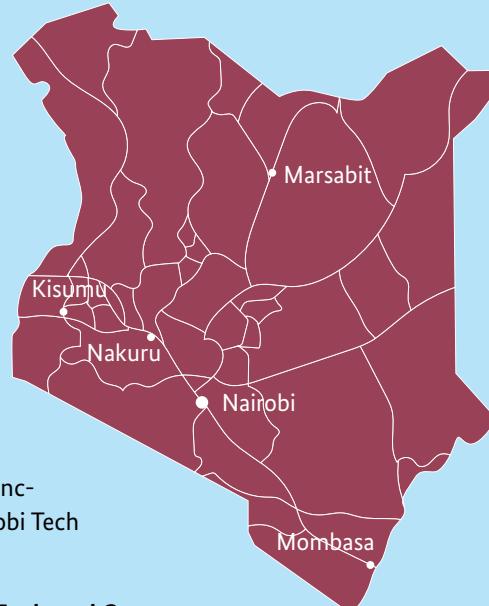


### Other Important Partners



## Partners in Kenya

Kenya's innovation ecosystem is one of the most mature on the African continent. The so-called "Silicon Savannah" is expected to continue to positively impact the country's tech start-up ecosystem. Kenya's tech venture space is shaped by its variety of ecosystem players, such as hubs and co-working spaces, incubators and accelerators, and an active investor scene, as well as important conferences and events like Nairobi Innovation Week and Nairobi Tech Week.



Make-IT supports the Kenyan Ministry of Industry, Trade and Cooperatives in strengthening the ecosystem as a whole and in empowering selected tech entrepreneurs to achieve greater international visibility and success. In Kenya, Make-IT's approach is aligned with the Ministry's mission: "To create an enabling environment for a globally competitive and sustainable industrial, enterprise and co-operative sector through appropriate policy, legal and regulatory frameworks."

Our **Make-IT Desk in Nairobi** serves as the point of contact for ecosystem stakeholders in Kenya who wish to collaborate with the Make-IT Alliance. The desk coordinates Make-IT on site and provides capacity development for important entrepreneurship support organisations, such as the Association of Startup & SMEs Enablers of Kenya (ASSEK).

*"We are indeed grateful for the partnership with the GIZ Make IT in Africa Program in supporting two of key initiatives, namely the Mapping of Enablers in the Ecosystem and the commencement of a Policy Hackathon process. I am confident that with enabling policy and coordinated capacity support, we will accelerate the establishment of sustainable enterprises and contribute to job creation."*

Betty Maina, MBS

Principal Secretary, State Department of Industrialization  
Kenyan Ministry of Industry, Trade and Cooperatives



## Political Partners



Republic of Kenya  
Ministry of Industry,  
Trade and Cooperatives

## Investors



## Incubators and Accelerators



## Hubs and Co-Working Spaces



NAIROBI // GARAGE  
CONNECT.CO-WORK.CREATE

## Other Important Partners



intellecap

## Political Partners



### Investors



### Hubs and Co-Working Spaces



### Incubators and Accelerators



THE TONY ELUMELU FOUNDATION

### Other Important Partners



Delegation der Deutschen  
Wirtschaft in Nigeria  
Delegation of German Industry  
and Commerce in Nigeria

## Partners in Nigeria



Nigeria is competing with Kenya and South Africa to develop the most important tech start-up ecosystem on the continent. In 2018 alone, two of the world's biggest tech companies – Google and Facebook – opened their own hubs and launched accelerator programmes in the country. Judging by the number and size of equity investment deals that came out of Nigeria last year, the West African country is likely to have attracted more venture capital in 2018 than its Southern African and East African counterparts. As in Kenya, the number of stakeholders influencing the scene is growing rapidly. Our Make-IT Desk in Lagos coordinates Make-IT on site and is the point of contact for all partners in the digital ecosystem. They also provide capacity building for the Nigerian Office for ICT Innovation and Entrepreneurship (OIIIE).

GIZ partners with the **National Information Technology Development Agency (NITDA)** through its **Office for ICT Innovation and Entrepreneurship (OIIIE)**, supporting the NITDA in its drive to build a sustainable and thriving technology ecosystem in Nigeria through policies and programs that support tech entrepreneurship and innovation. Through the partnership, a stakeholder approach was adopted to develop the **National ICT Innovation and Entrepreneurship Vision (NIIEV)**. NIIEV consists of policy recommendations to several public institutions that are designed to supercharge the digital economy of Nigeria.

***NITDA is open to collaborations and partnerships to achieve its mandate. The partnership with GIZ is strategic to our digital job creation mandate.***

**Dr Isa Ali Ibrahim (Pantami)**  
FNCS, FBCS Director General/CEO, NITDA





## Partners in Tunisia

With more than seventeen tech hubs and a portfolio of initiatives supporting entrepreneurship, Tunisia is one of the more dynamic locations for startups on the African continent. The 2017 Global Entrepreneurship Index (GEI) ranking, measuring the quality, health and dynamics of entrepreneurship ecosystems at a national and regional level, placed Tunisia 1st in Africa, 6th in MENA, and 40th worldwide.



Make-IT supports the **Ministry of Communication Technologies and Digital Economy of Tunisia** and **TunisianStartups** — an association bringing together Tunisian start-ups — with the aim of facilitating their day-to-day business and professional activities in building an ecosystem with successful local enablers and empowering tech entrepreneurs to get better access to the African markets.

Most importantly, in 2018, the Tunisian parliament unanimously passed a new start-up law that offers unprecedented privileges for start-up founders, including up to 8 years of tax exemption, simplified stock distribution and liquidation, and special customs procedures. Widely celebrated, the **Start-up Act** is intended to be a catalyst of start-up creation, especially in the high-tech sector, making innovative entrepreneurship in Tunisia more competitive internationally and potentially increasing economic growth and employment, notably among youth.

In Tunisia, Make-IT's approach is aligned with the Ministry's Start-up Act mission: "To unleash and realize the full potential of entrepreneurship in Tunisia."



*The Startup Act is part of a broader initiative 'Startup Tunisia' that aims to make Tunisia a startup nation with a strong entrepreneurial spirit, in the southern shore of the Mediterranean, the MENA region and Africa.*

**His Excellency Dr. Mohamed Anouar Maarouf**  
Minister of Communication Technologies and Digital Economy

26



**Dr. Jan Schwaab**  
Head of Programme  
@ GIZ Eschborn, Germany

## Our Team

Make-IT started in 2017 in Kenya and Nigeria. Since then our team has grown and we have expanded our programme to Ghana and Tunisia. If you want to stay up-to-date, please check out our online team profiles here:

🔗 <https://make-it-initiative.org/africa/about/team/>



**We support tech entrepreneurs!**

**Mutembei Kariuki**  
Former Make-IT Desk Coordinator, Kenya



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Component Head  
@ GIZ Nairobi, Kenya



**Helge Sato**  
Component Head  
@ GIZ Abuja, Nigeria



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**Stephanie Wiedner**  
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@ GIZ Eschborn, Germany



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Make-IT Desk Coordinator  
@ Impact Hub Lagos, Nigeria



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Make-IT Desk Coordinator  
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@ GIZ Accra, Ghana

27

20

# Promoting Tech Entrepreneurship

Lagos, Nigeria



"Make-IT supports young tech entrepreneurs to achieve international visibility and credibility. Through the partnership with Make-IT, WSA is able to focus regionally on Africa and its tech-entrepreneurs and was able to celebrate the very best digital creatives and content producers for their achievements and impact solutions."

**Prof. Dr. Peter A. Bruck und Nora Wolloch,**  
Chairman and Project Manager, World Summit Awards (WSA)

# Make-IT Eligibility and Selection Criteria

Make-IT promotes tech start-ups in developing countries and emerging economies. The selection process for digital innovations follows transparent guidelines and a two-step approach, considering different eligibility and selection criteria. When applying the criteria, we place special emphasis on gender equality, young entrepreneurs and a transparent selection process carried out by an expert jury.

More information about our criteria can be found here:

[www.make-it-initiative.org/africa/about/publications/](http://www.make-it-initiative.org/africa/about/publications/)

**The selected start-ups present solutions to social problems within the scope of the Sustainable Development Goals (SDG)**



## Step 1 Eligibility Criteria

Make-IT only considers applications from tech start-ups that meet the following criteria:

- E1.** For-profit, registered businesses with a team of at least two people
- E2.** Registered in an African country
- E3.** In operation for at least one year
- E4.** Already have a digital (software or hardware) product or service on the market
- E5.** Evidence of revenue and a clearly demonstrated potential to scale
- E6.** A business model with a "social impact", i.e. with a solution to a problem as described in the SDGs (locally and/or globally)
- E7.** Company profile available online with appropriate information for business and financing partners
- E8.** Technology business, operating in the sector of agriculture, energy, health, fintech or mobility/logistics

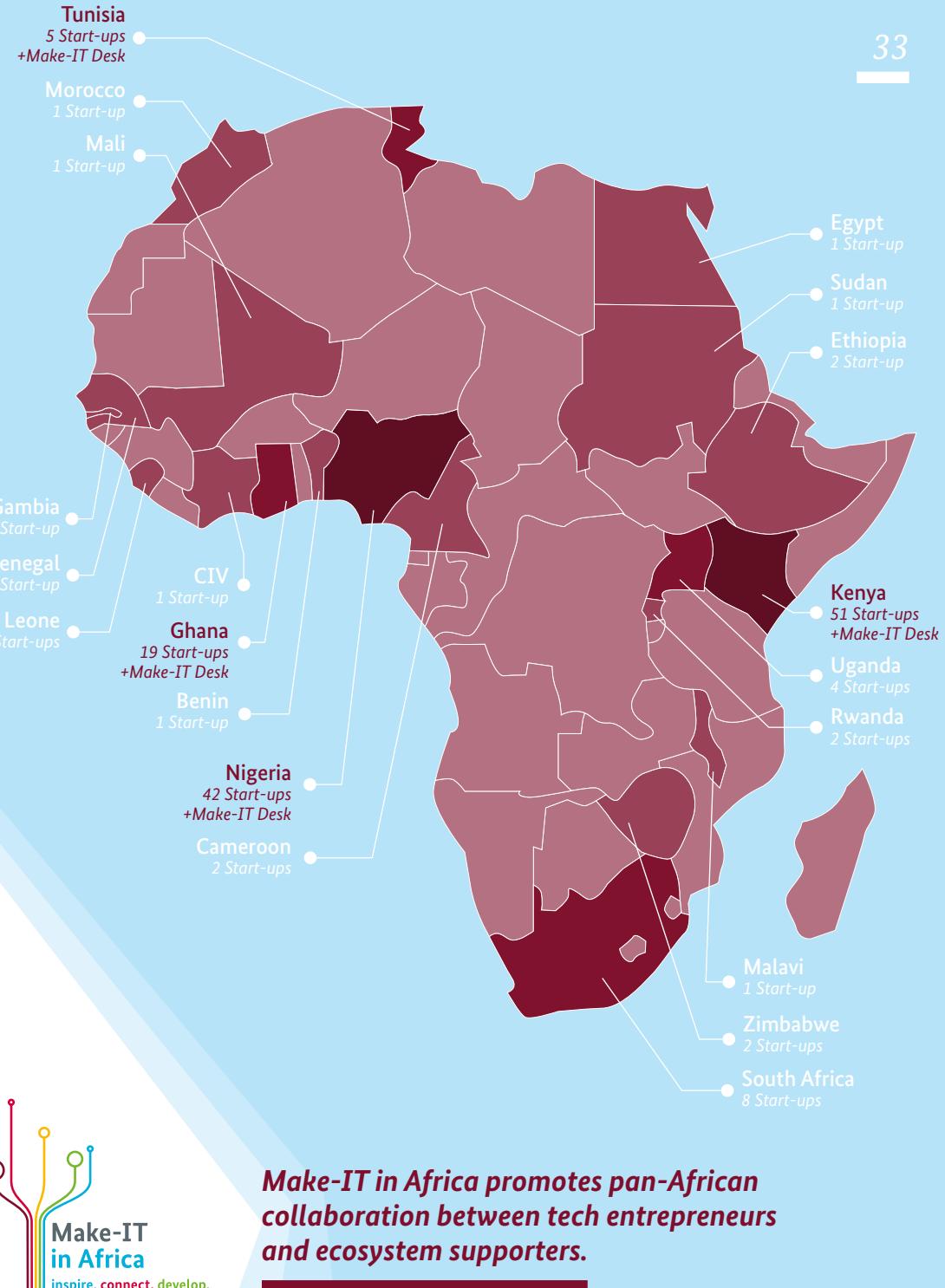
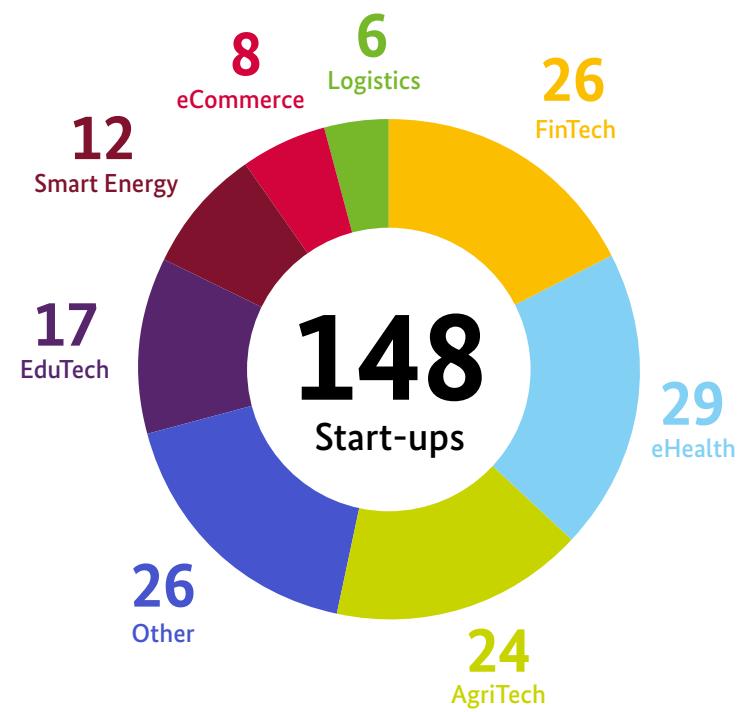
## Step 2 Selection Criteria

The following criteria are applied to rate and prioritise tech start-ups applying to Make-IT activities.

- S1.** The **innovation** has to be original and/or a smart combination of several innovations.
- S2.** **Commercial viability:** The start-up must have a solid understanding of its target market and proof that its business addresses a real gap or challenge in the market.
- S3.** **Social impact:** The start-up presents a solution to a social problem within the scope of the SDGs. Its solution has a positive impact on society (locally and/or globally) and the impact mechanisms are scalable and already used by a fair amount of people.
- S4.** The digital solution provided needs to be **functional**, which means it is easy to use, has an appropriate interactivity and good maintainance and service.
- S5.** With respect to **design**, the innovation needs to be visually appealing and user-centered.
- S6.** The product of the start-up should make use of emerging **technologies** and show a sustainable approach.
- S7.** The team should be able to present a sustainable **business model**, including a growth perspective that orientates towards gender equality and diversity.

## Tech Entrepreneurs by Sectors & Countries

The next pages detail all of the African tech start-ups supported by Make-IT from 2017 until the end of December 2018, sorted by sector and country.



**Make-IT in Africa promotes pan-African collaboration between tech entrepreneurs and ecosystem supporters.**

# *Make-IT Tech Start-ups at a Glance*

Below are all of the start-ups supported by Make-IT in Africa from 2017 until the end of 2018. This list is constantly growing, and the latest overview is available online:

🔗 <https://make-it-initiative.org/africa/start-up-pool/>

## AgriTech

ACRE Africa  
Aerobotics  
AF Map Works  
AgroCenta  
AgroInnova  
Annona  
Astral Aerial  
Chowberry  
Crop2Cash  
Daktaripap Solutions  
Eprod Solutions  
Farm Fresh  
Farmerline  
Ghalani  
IcanFarm  
Kedo  
Kitovu Technology Company  
Lentera Limited  
M-Shamba  
MyFugo  
Quantcom Technologies  
Taimba  
Vakava Africa  
Vocoa

## eHealth

Afyah-Plan  
Ask Without Shame  
Bisa  
ClinicMaster  
ClinicPesa  
Doctoora  
Gifted Mom  
Happierco  
hearScreen  
HimoreMedical  
InteliVec  
Just Smart  
Kaaro Health  
LifeBank  
mamalette  
Mamabird  
Maisha ICT  
Micrive Infinite  
Mobicure  
Nurse in Hand  
Opacus  
PreDiagn  
RedHunt  
RelianceHMO  
Slide Safe  
Still a Mum

## Sutures

Ushauri  
WazInsure

## FinTech

Aquile Incorporate  
Asilimia  
Avidea  
BitPesa  
Biztele  
Buildpals Technologies  
Data Integrated  
Digital Jewels  
Flexpay  
Golix  
KoloPay  
Lipisha  
Loanbee  
Micro-Capholdings  
Mlinzi  
M-Shamba  
Nestmetric  
Nomanini  
Piggybank  
Riby  
Social Lender  
TozzaPlus  
TruuScore  
Weza  
Xoko  
Zoa Tech

## EduTech

Africa on the Rise  
Developers in Vogue  
DoLessons  
Eneza

## Gebeya

IbuHub  
ICT For Development  
Insight Africa  
Khalmax

Nicademia  
Placements Africa  
Prepclass  
Tech Kidz Africa  
Viamo

Visuals for Gender  
WeCode  
Young at Heart

## Smart Energy

Equatorial Energies  
FillYaTank  
Mega Gas  
Genexe Engineering  
GRIT Systems  
ICE Commerical Power  
InstaPower  
Mesh Power  
M-Kopa  
OneLamp  
PayGo Energy  
Solar Sister

## eCommerce

AdviceNode  
Carrot Advisory Limited  
Delivery Science  
Fashpa  
Kudobuzz  
Sauti East African  
Sokowatch  
Tradedepot

## Logistics

Africartrack International Limited  
Astral Aerial  
Beatdrone  
GoMetro  
Snoo Code  
Truckit

## Other

AB3D (African Born 3D Printing)  
BRCK  
CI Drone  
ConfirmMe  
Ecocycle  
Elemental Numerics  
Embinix Automation  
FindWorka  
Firefly  
Genius Family  
Gjenge Enterprises  
Kpeiz  
LawPavilion  
Letiarts  
Map Action  
Mobitech Water Solution  
Ongair  
oPerception  
Print Anything  
Qisimah  
Tobetsa  
Track Your Build  
Tungana  
Versecom Limited  
Wheritics  
WiPo Wireless Power

## Impact Overview of Promoted Tech Entrepreneurs

Here is an overview of the impact these tech start-ups had by the end of December 2018. We publish updates quarterly on our website: search for "Impact Fact Sheets".

🔗 <https://make-it-initiative.org/africa/about/publications/>

**2.5 Million**  
customers reached



**1452**  
jobs created  
directly

**4480**  
indirect jobs

On average:  
10.6 jobs per start-up  
32.7 indirect jobs per start-up  
44% of employees are women

**31 Years**  
average age of  
founding teams



**26 Years**  
average age of  
employees

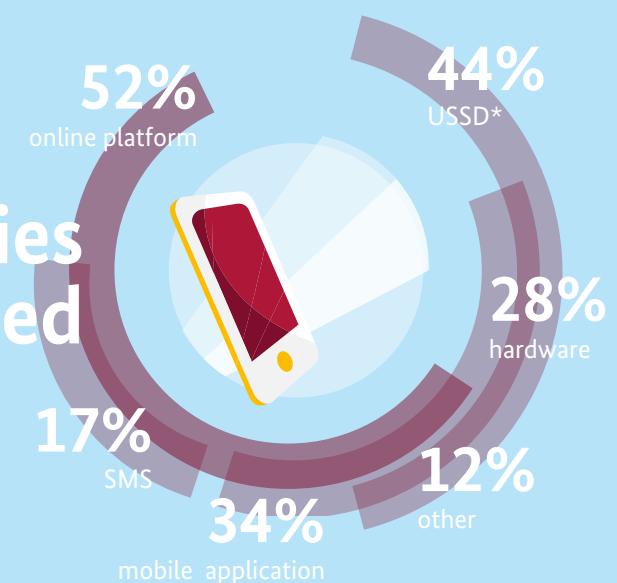


**2.68**  
products and innovations  
per start-up team



**US \$1.8 M**  
investment acquired

### Technologies Used



**46%**  
women in  
founding teams

\*Unstructured Supplementary Service Data (USSD) is a Global System for Mobile (GSM) communication technology that is used to send text between a mobile phone and an application program in the network.

## Success Stories from Ghana



- Agriculture
- Ghana
- Tabitha Nanzala Mayabi and Amanze Ogbonna, Founders
- Founded in 2016
- [www.ghalani.com](http://www.ghalani.com)

Ghalani's app and software give small and medium enterprises access to affordable farm management systems that were previously unavailable in Ghana. The web and mobile farm management system offers farmers and agribusinesses the necessary organisational tools to efficiently and accurately manage their farm records – and thus increase productivity and reduce costs. Ghalani, a participant of the 2017 Make-IT Accelerator in Nigeria, is also useful for produce buyers: Those in need of crops in large quantities are assured of finding farmers that already have those crops available. Moreover, they can filter by price and location and be sure they would get premium quality and good value for money.



- ICT
- Ghana
- Ivy Barley and Maxwell Cofie, Co-Founders
- Founded in 2017
- [www.developersinvogue.org](http://www.developersinvogue.org)

Developers in Vogue (DiV) is a coding school in Ghana that teaches women all of the necessary capabilities for front or back-end development over several months. Through this, they are aiming to create a supportive community of African women in tech. After they complete the course, DiV participants are connected with projects in the form of internships or contracts – something which distinguishes it from other coding schools. DiV has already implemented digital projects on behalf of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Google, Digital Opportunity Trust (DOT) and Stanbic Bank. They were one of the three start-ups Make-IT in Africa introduced to government leaders and business partners at the 2018 Africa-Europe Forum in Vienna.

- ICT
- Ghana
- Sakhile Xulu, Producer; Solomon Appier-Sign & Kofi Aboagye-Akyea, Co-Producers
- Founded in 2017
- [www.qisimah.com](http://www.qisimah.com)

Qisimah, featured in Make-IT's "Digital Innovation Made In Africa Volume 2", is a tech start-up operating a radio content verification platform that uses its own proprietary technology to document broadcasts and create an acoustic fingerprint. It makes the information it captures available to its customers in the music and advertising industries. With this technology, rights owners can see when their songs have been played and by whom, and advertisers can ascertain whether radio stations have actually broadcast the advertising they have paid for. Armed with this information, musicians and producers are better able to claim their copyrights, and the advertising industry can more effectively plan its campaigns and marketing activities. Qisimah was a winner in the WSA Awards in 2017.

© qisimah

## Success Stories from Kenya



- ➊ Manufacturing
- 📍 Kenya
- 👤 Chris Mukaguri, Principal
- 📅 Founded in 2016
- 🌐 [www.micriveinfinite.com](http://www.micriveinfinite.com)

Micrive Infinite uses high-resolution X-ray, CT (computed tomography) and MR (magnetic resonance) images to print detailed 3D models of organs and limbs at a scale of 1:1 or larger. The models help surgeons by enabling them to better prepare for procedures and orient themselves more quickly during surgery. This saves valuable time and protects patients' health. The company focuses on tumour surgery and trauma, with Kenyan surgeons reporting that using Micrive Infinite's models has led to improvements in operation speed and quality. Micrive Infinite is a Make-IT Fellow. The Start-up was part of the Make-IT Accelerator and presented their solutions at the CEBIT conference 2018 in Hannover.



- ➋ Education / ICT
- 📍 Kenya
- 👤 Aisha Abdulkadir and Paul Akwabi, Founders
- 📅 Founded in 2016
- 🌐 [www.techkidzafrica.co.ke](http://www.techkidzafrica.co.ke)

Tech Kidz Africa is a programme that seeks to train children in technology and character development through tech exploration. Kids' programming languages, robotics and graphic design are used to introduce children to technology history, trends and software development during weekends and school holidays. The programme works with tech-curious kids by involving them in fun training sessions. Tech Kidz participated in the Make-IT Accelerator, as well as CEBIT 2018, and has successfully supported many Kenyan kids. Find some astonishing success stories on their homepage.



## Sauti.

- ➌ Mobility / Logistics
- 📍 Kenya
- 👤 Julia Lipowiecka, Founder, Mary Rowlatt, CEO
- 📅 Founded in 2016
- 🌐 [www.sautiafrica.org](http://www.sautiafrica.org)

Sauti East Africa Ltd, a Fellow and successful participant in the Make-IT Accelerator, works to protect small scale traders and inform them about their rights. Sauti uses an SMS-based platform to provide traders — the majority of whom are women — with information that helps them trade legally, safely and more profitably across borders in East Africa. Sauti's platform collects data and compiles statistics on harassment, bribery and other incidents experienced at individual border crossings. The company then publishes this information on its website which raises public awareness about border issues, sends information to relevant authorities who can tackle the problem more effectively, and works with local advocacy partners. Sauti's platform leverages mobile technology to deliver tailored trade and market information services via SMS and USSD at scale and at a lower end-user cost compared to traditional avenues. Since Sauti joined Make-IT, they were able to expand the service to new countries in the East African community.



## Success Stories from Nigeria



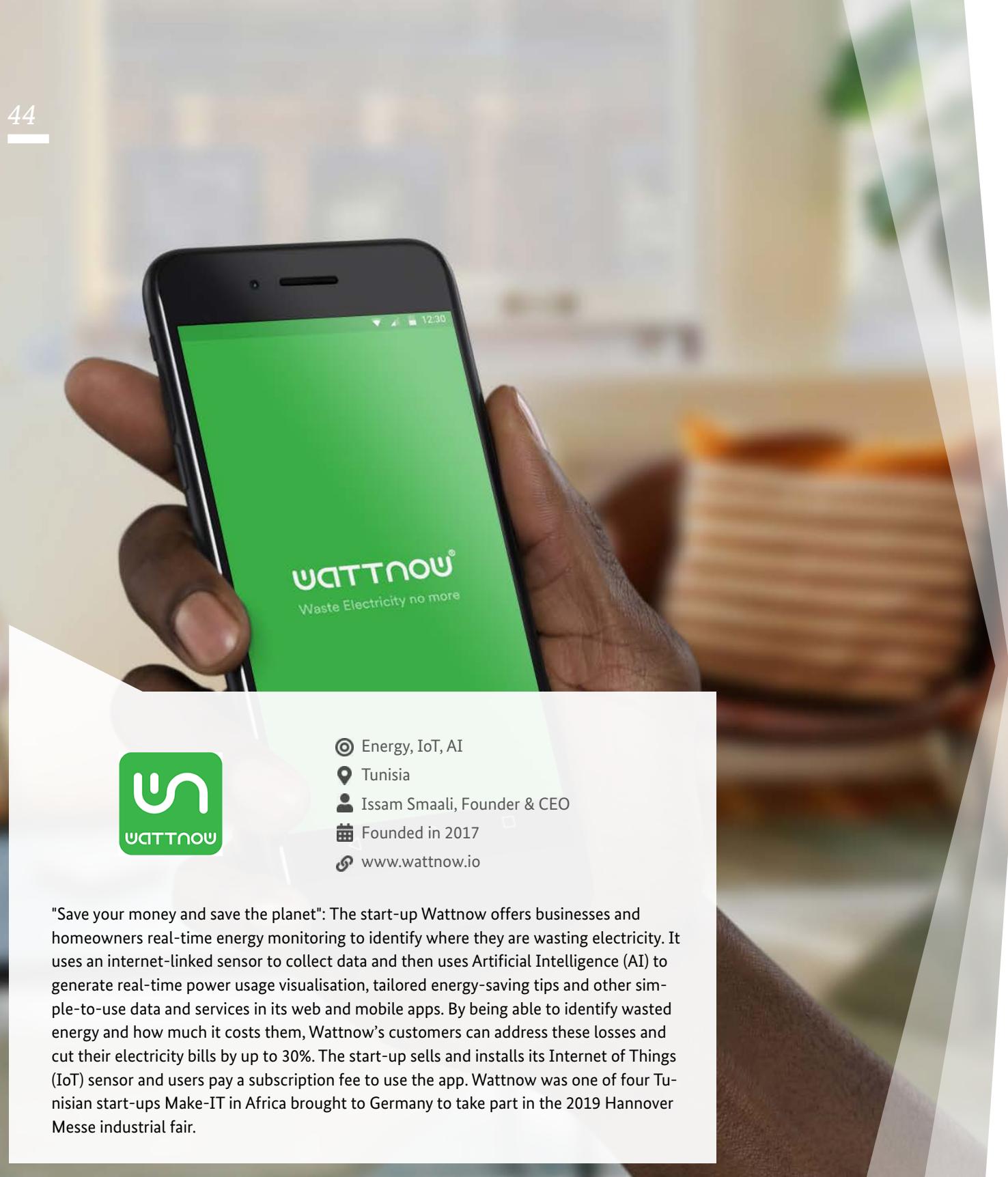
- Mobility / Logistics
- Sierra Leone / Nigeria
- Edmond Benjamin and Sammuel Nonie, Founders
- Founded in 2016
- [www.tybprojects.com](http://www.tybprojects.com)

Track Your Build is, like these other start-ups, a Make-IT Fellow. It was part of the Make-IT Accelerator and its different activities. In November 2018, it was also selected for the joint #Africa4Future accelerator run by Make-IT and Airbus. Track Your Build aims to prevent disasters affecting populated areas —such as landslides or forest fires— through good planning. The start-up creates maps for risk assessment using data captured with drones and also provides evaluations of this digital data. Equipped with Track Your Build's risk maps, urban planners can plan roads, power lines, fibre-optic cables, water supply networks and wastewater and wastewater disposal systems that are, as far as is possible, future-proofed against extreme weather events. Track Your Build already works for the UN and development cooperation organisations.



- FinTech
- Nigeria
- Abolore Salami Rasheed, Founder & CEO
- Founded in 2016
- [www.riby.me](http://www.riby.me)

Riby is a banking platform created for small and large cooperatives operating in financially-excluded areas of the country. Riby provides a platform to manage community-based access to finance, savings, lending and investment. It offers finance management for both groups and individuals, as well as services like peer-to-peer lending. They ensure that people can save, lend, borrow and invest their money transparently and securely with more control. So far, Riby has supported the facilitation of over US \$1.5 M loans and savings of over US \$70 M across 8,000 groups (~50% women). With the help of Make-IT in Africa, Riby participated in the 6th Africa-EU Business Forum in Abidjan, in November 2017, to present themselves to potential business partners and investors.



- ⌚ Energy, IoT, AI
- 📍 Tunisia
- 👤 Issam Smaali, Founder & CEO
- 📅 Founded in 2017
- 🔗 [www.wattnow.io](http://www.wattnow.io)

"Save your money and save the planet": The start-up Wattnow offers businesses and homeowners real-time energy monitoring to identify where they are wasting electricity. It uses an internet-linked sensor to collect data and then uses Artificial Intelligence (AI) to generate real-time power usage visualisation, tailored energy-saving tips and other simple-to-use data and services in its web and mobile apps. By being able to identify wasted energy and how much it costs them, Wattnow's customers can address these losses and cut their electricity bills by up to 30%. The start-up sells and installs its Internet of Things (IoT) sensor and users pay a subscription fee to use the app. Wattnow was one of four Tunisian start-ups Make-IT in Africa brought to Germany to take part in the 2019 Hannover Messe industrial fair.



## Success Stories from Tunisia



- ⌚ Energy
- 📍 Tunisia
- 👤 Intissar Rouabchia, Co-Founder
- 📅 Founded in 2017
- 🔗 [www.instapower.org](http://www.instapower.org)

InstaPower wants to give people in rural Central Africa access to clean and affordable power and thus developed the 'Powerbox' – a light, portable device that turns fire into power. As people cook or warm themselves with fire, the Powerbox device uses its Stirling Engine to transform this warmth into mechanical power and then into electricity. Mobile phones and other electrical devices can then be charged from the device. Selected NGOs will distribute this solution to their target groups, and InstaPower also plans to sell the unassembled product to schools as assembly kits. They presented their energy solution to the world at CEBIT 2018, at the invitation of Make-IT in Africa.



- ⌚ E-Health
- 📍 Tunisia
- 👤 Hédi Michau, Founder
- 📅 Founded in 2017
- 🔗 [www.katomi.co](http://www.katomi.co)

Anyone in African countries who needs a specialist doctor but does not live in a large city must overcome long distances and transport costs – and sometimes the specialist still needs more information to make a diagnosis. Katomi securely centralises patient data in cloud storage, allowing necessary specialist knowledge to be requested without the patient having to visit a specialist doctor. This means that local doctors and specialists can directly exchange via communication tools and make diagnoses over long distances. The company also offers an AI-supported diagnosis assistance system, which supports doctors with their work. Katomi was scouted by betterplace labs on behalf of Make-IT in Africa and featured in the new "Digital Innovation Made In Africa Vol. 4" catalogue.



Tunis, Tunisia

3

## Promoting Innovation Ecosystems



"The quality of an entrepreneurial ecosystem depends on the interaction between its stakeholders. i4policy aims to bring ecosystems together, and to leverage the methods of open innovation communities to improve public policy. Make-IT is an important partner in this work, convening communities and supporting the development of new methodologies for policy co-creation."

**Jon Stever,**  
*Co-Founder and Managing Director of Impact Hub Kigali*



## Better Access to Finance

One important focus for Make-IT in Africa is supporting tech start-ups with raising investment. A significant component of this is mentoring. It prepares tech entrepreneurs for due diligence and cooperation with financing partners. Together with our partners VC4A and Viktoria Ventures, Make-IT created mentoring partnerships and training for both. Orientation in the diverse financial sector is also important: Make-IT in Africa has thus developed Investment Guides for Nigeria and Kenya. The first two guides include profiles of investors, as well as self-assessment and financing mechanism guidance for tech start-ups. An interactive online platform has been launched this year and can be found at [www.investment-guide-africa.org](http://www.investment-guide-africa.org). Next to investment guides and mentoring, Make-IT's pitching events promote the exposure of tech start-ups to investors through roadshows, presentations and direct contacts. By the end of 2018, 148 tech start-ups had the opportunity to pitch in front of investors, raising more than US \$1.8 million.

**210**

start-ups pitched to potential investors

**>9000**

reach of "Entrepreneurs Guide to Investment"

**US \$1.9 M**

investment raised





## CAPEX Kenya - Conference of the Investment Ecosystem

Together with I-Dev International, a consulting agency, Make-IT organised the Investor Mentoring session at the 2018 CAPEX 'Championing the African Professional Experience' Conference in Nairobi, Kenya August 2018. Through such events, Make-IT, together with local and international partners, supports start-ups to connect with potential investors.

[www.make-it-initiative.org/africa/events/capexconference/](http://www.make-it-initiative.org/africa/events/capexconference/)



## Selected Activities

### Entrepreneurs' Guides to Investment

In cooperation with various financing partners, Make-IT published entrepreneurs' guides to investment in Kenya and Nigeria which explain funding instruments, investor types and the different stages of raising capital. In addition, the guides give a brief overview of the specific investment scenes of the countries. The guides also include a detailed investor directory giving detailed information on more than 60 investors and financing partners. Editions for Ethiopia, Ghana, Tunisia and Rwanda will follow in 2019. All the information from these guides is also published in an interactive online platform:

- ⌚ [www.investment-guide-africa.org](http://www.investment-guide-africa.org)
- ⌚ [www.make-it-initiative.org/africa/activities/guides-investment](http://www.make-it-initiative.org/africa/activities/guides-investment)



### The AHK Elevator Pitch Morning

On the 9th of August 2018, the Delegation of German Industry and Commerce in Nigeria (AHK Nigeria) 'Make-IT in Africa' (GIZ) and Impact Hub Lagos organised an elevator pitch morning to select the finalists for the Start.up! Germany 2018 exposure trip to Europe. In addition to selecting the three finalists, the aim of the event was to expose the start-ups to potential investors.

[www.pinterest.de/pin/648448046323130260](http://www.pinterest.de/pin/648448046323130260)



**Meeting of Tech Start-ups with  
Chancellor Angela Merkel  
in Ghana**



## Better Access to Markets

Make-IT in Africa seeks to establish business connections with corporate members through integrated development partnerships. This framework allows corporates to embed start-ups in their value chains, supporting their market entry or innovation strategies. GIZ leverages sector investments made by corporate partners, while investing in tech hubs that will further the competencies and capacity of start-ups through acceleration programs. Under this scheme, AIRBUS recently began supporting ten African tech start-ups in accessing international markets. These joint projects ensure the financial and operational sustainability of Make-IT's approach, ensuring that start-ups can continuously identify scale-up opportunities.

**269**

start-ups participated  
in matchmaking  
events

**98**

start-ups participated in  
study trips to scout the  
European market



## Selected Activities

### Tech Start-ups from Ghana Meet Federal Chancellor Angela Merkel

In August 2018, 14 start-ups from Ghana were invited for a discussion session with Angela Merkel, Chancellor of the Federal Republic of Germany. She met the start-ups at Impact Hub Accra during her three-day West Africa tour, signalling the country's strong interest in supporting entrepreneurship in one of Africa's fastest growing economies. After meeting with Ghanaian President Nana Akufo-Addo to discuss bilateral issues, Merkel, the Federal Minister of Economic Cooperation and Development Gerd Müller, GIZ CEO Tanja Gönner, and a delegation of nearly a dozen German CEOs convened at Impact Hub Accra to discuss how to increase innovation and support local entrepreneurs.

⌚ [www.make-it-initiative.org/africa/events/federal-chancellor-merkel-impact-hub-accra/](http://www.make-it-initiative.org/africa/events/federal-chancellor-merkel-impact-hub-accra/)

### Business 2 Business – Kenya Korean Business Forum Nairobi

In July 2018, Make-IT in Africa invited Kenyan start-ups to the Kenya-Korea Business Forum in Nairobi. The event, organised by the Korea Trade-Investment Promotion Agency (Kotra), focused on forming connections between Kenyan and Korean partners, showcasing what Korean companies and start-ups are doing in Korea and highlighting the collaboration between the two countries in industries such as healthcare and housing. The event hosted around 200 participants from various Kenyan organisations and start-ups, including Make-IT fellows such as AB3D, WazInsure and Sokowatch.

⌚ [www.make-it-initiative.org/africa/events/kenyakoreabusinessforum/](http://www.make-it-initiative.org/africa/events/kenyakoreabusinessforum/)



### Exposure Journey CEBIT 2018

In June 2018, Make-IT in Africa invited 20 start-ups from 6 African countries to Germany to take part in CEBIT 2018. At this leading international ICT conference, the start-ups had the opportunity to present their business models to the world.

⌚ [www.make-it-initiative.org/africa/2018/06/12/cebit2018-news/](http://www.make-it-initiative.org/africa/2018/06/12/cebit2018-news/)



## Capacity Building

Make-IT supports companies in the digital economy with improving their entrepreneurial skills, based on their specific needs. This learning support focuses on investment readiness, business model and product development, and various technical trainings (e.g. web & mobile development, cloud services). The curricula are developed together with our partners, such as local hubs, experienced local founders, cooperation partners and external experts.

In the 2017/18 period, more than 100 tech entrepreneurs participated in training, masterclasses and mentoring. Furthermore, in a partnership with Tony Elumelu Foundation, more than 200 young entrepreneurs across the continent have received training for capacity building and seed funding.

A mentoring & fellowship programme establishes long-term relationships between tech entrepreneurs and professional business mentors. All of the 60+ mentors are volunteers, and are experienced serial entrepreneurs, business angels and corporate managers. Targeted support for women is incorporated into the mentoring and coaching programmes promoted by the project.

**73**

start-ups participated  
in 7 masterclasses on  
topics such as IoT, AI,  
Cloud Services...

**100+**  
mentors received  
capacity building

**60+**  
mentoring partnerships



## Selected Activities

### Masterclasses for Tech Start-ups

In order to provide deep dives into topics that are relevant for tech start-ups, the Make-IT Desks in 2018 started a partner series of masterclasses, together with local hubs, corporates and businesses. Some examples are the Design Thinking Master-class with IBM on Internet of Things (IOT) in Agriculture, the Deal Structuring and Valuation Masterclass with VBAN (Nairobi) and the Utilizing Cloud Services Master-class with V8Valley in Lagos. The masterclasses are open to all interested start-ups.

- ⌚ [www.make-it-initiative.org/africa/events/ibmdesignthinkingmasterclass/](http://www.make-it-initiative.org/africa/events/ibmdesignthinkingmasterclass/)
- ⌚ [www.make-it-initiative.org/africa/events/vbanmasterclass/](http://www.make-it-initiative.org/africa/events/vbanmasterclass/)
- ⌚ [www.make-it-initiative.org/africa/?page\\_id=9050&preview=true](http://www.make-it-initiative.org/africa/?page_id=9050&preview=true)

### Make-IT Mentoring Programme

The mentoring programme of Make-IT in Africa is a combination of several components. Together with experts from Make-IT in Africa partners, including our implementation partner VC4A (Venture Capital 4 Africa), we ran mentor boot camps for business mentors and mentees in Lagos and Nairobi. During these boot camps, mentors and mentees received special training to improve the exchange between mentor and mentee, such as role-play games and real life scenarios. They also learned about start-up financing and strategic planning, as well as the different possibilities for getting connected with investors.

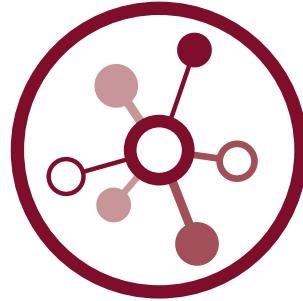
- ⌚ [www.make-it-initiative.org/africa/activities/mentoring/](http://www.make-it-initiative.org/africa/activities/mentoring/)



### Make-IT Accelerator

The Make-IT Accelerator (jointly developed with Endeva, CcHUB and Nailab) supported tech entrepreneurs in West and East Africa with a 9-month programme and connected them to corporates and investors. A total of 28 tech start-ups participated in the first cohort. The Make-IT Accelerator is a new type of acceleration, combining trainings with matchmaking and partnership activities to kick-start and investment.

- ⌚ [www.make-it-initiative.org/africa/activities/make-it-accelerator/](http://www.make-it-initiative.org/africa/activities/make-it-accelerator/)



## Policy Dialogue(s)

Make-IT supports national and international policy dialogues for tech entrepreneurship promotion. Tech entrepreneurs need a supportive legislative framework for starting and growing their businesses, scaling to other markets and protecting their intellectual property. Support organisations, such as start-up associations and hub networks are evolving rapidly. Make-IT thus provides advice and capacity building for newly-established organisations, such as the "Association of Startup and SMEs Enablers of Kenya (ASSEK)" and the Nigerian "Office for ICT Innovation and Entrepreneurship (OIEE)". Together with local ecosystem stakeholders, the Make-IT Desks in Nairobi, Lagos and Berlin facilitate ecosystem meetups and policy hackathons to discuss important topics for promoting entrepreneurship – such as youth entrepreneurship, e-skills for women or the development of policy recommendations.

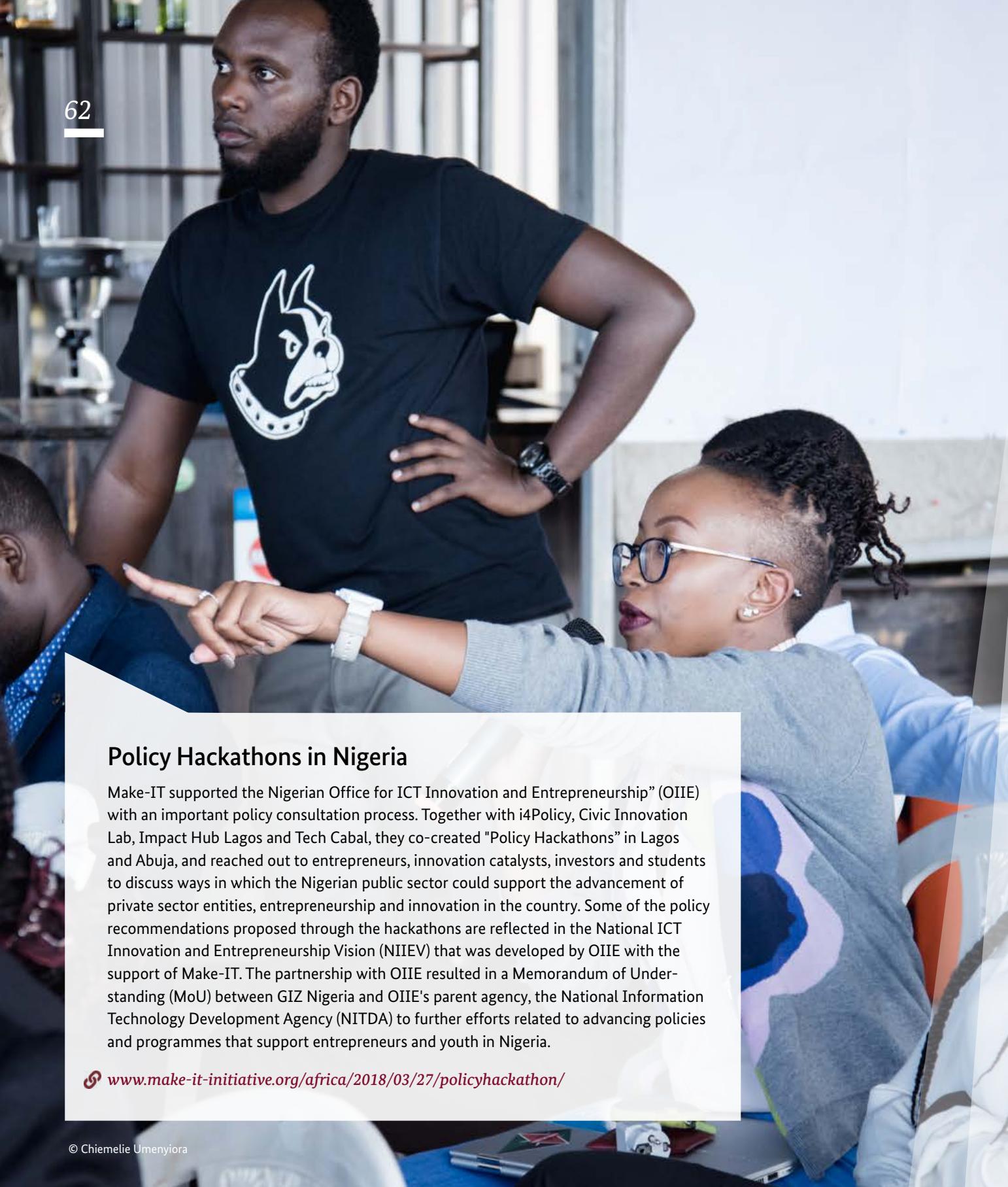
5

ecosystem meet-ups  
at a national level

2

policy processes supported  
for OIEE Nigeria and  
i4policy network





## Policy Hackathons in Nigeria

Make-IT supported the Nigerian Office for ICT Innovation and Entrepreneurship” (OIE) with an important policy consultation process. Together with i4Policy, Civic Innovation Lab, Impact Hub Lagos and Tech Cabal, they co-created “Policy Hackathons” in Lagos and Abuja, and reached out to entrepreneurs, innovation catalysts, investors and students to discuss ways in which the Nigerian public sector could support the advancement of private sector entities, entrepreneurship and innovation in the country. Some of the policy recommendations proposed through the hackathons are reflected in the National ICT Innovation and Entrepreneurship Vision (NIIEV) that was developed by OIE with the support of Make-IT. The partnership with OIE resulted in a Memorandum of Understanding (MoU) between GIZ Nigeria and OIE’s parent agency, the National Information Technology Development Agency (NITDA) to further efforts related to advancing policies and programmes that support entrepreneurs and youth in Nigeria.

 [www.make-it-initiative.org/africa/2018/03/27/policyhackathon/](http://www.make-it-initiative.org/africa/2018/03/27/policyhackathon/)

## Selected Activities



### Africa Innovation Policy Manifesto 2018

The first African Innovation Hub Convention was held during the Smart Africa Summit in Kigali, in May 2018. A group of 49 innovation community leaders from 25 countries co-wrote and endorsed the Africa Innovation Policy Manifesto over the course of a two-day meeting. The participants were diverse; 56% were female and the leaders represented the major linguistic groups on the continent. By the start of 2019, over 125 hubs from 39 countries, with communities of more than 700,000 innovators had signed the Manifesto. Make-IT advised and supported the process both at the conference and in several countries.

 [www.i4policy.org/manifesto/](http://www.i4policy.org/manifesto/)

### Africa-EU YouthLabs

The Africa-EU YouthLabs were idea workshops held for young innovators from Europe and Africa in 2017 as a preparation for policy dialogue in and around the EU-Africa Forum 2017. Each YouthLab focused on the question: "How can the EU and AU help young innovators to create and develop digital organisations and businesses?" The three main priorities were I) Strengthening digital literacy and knowledge building through technologies, II) Promotion of women in the creation and management of digital enterprises, and III) Strengthening local ecosystems that support digital change makers. The YouthLabs took place in four different countries with local partners: Uganda (Hive Colab, Kampala), Ghana (Impact Hub Accra), Kenya (Metta Nairobi), Nigeria (Impact Hub Lagos).

 [www.make-it-initiative.org/africa/events/africa-eu-youthlab-2017/](http://www.make-it-initiative.org/africa/events/africa-eu-youthlab-2017/)

Accra, Ghana

# 4



## Outlook



"I see my role and the role of BMZ as being a facilitator to build bridges for future digital markets in Africa, Asia and Latin America. Therefore, we introduced Make-IT to bring together governments, industries and customers in different parts of the world, and in Africa. I invite you to approach us and explore the opportunities of working together."

**Günter Nooke**

Personal Representative of the German Chancellor for Africa,  
BMZ Commissioner for Africa



## Join Our Journey!

In 2019 Make-IT expands its operations to Ghana, Rwanda and Tunisia. We will continue to form partnerships and share open methodologies that support the development of a thriving ecosystem for tech entrepreneurs in Africa. Here are some possibilities for getting involved:

### *Become a Make-IT Fellow!*

Tech entrepreneurs who are selected and supported by Make-IT receive varied fellowship benefits:

1. Exclusive resources, as well as preferential access to matchmaking opportunities with Make-IT and its strategic partners
2. International visibility for your innovations
3. Access to a growing network of peers and mentors
4. The opportunity to actively contribute to policy-making hackathons and other advocacy activities supported by Make-IT!

For more information check out our website:

⌚ [www.make-it-initiative.org/africa/](http://www.make-it-initiative.org/africa/)

or contact us directly: [make-it@giz.de](mailto:make-it@giz.de)

### *Become a collaboration partner!*

Make-IT in Africa seeks to establish business connections with private sector partners through integrated development partnerships. This framework allows corporates to embed tech start-ups in their value chains, supporting their market entry and/or innovation strategies. We strengthen their skills and ecosystem, and provide access to other important stakeholders. Your benefits:

- Tap into Make-IT's pool of tech entrepreneurs and their creativity
- Get access to our local partners (networks, associations, hubs, etc.)
- Share the challenges (and the solutions!) by innovating with African entrepreneurs
- In an integrated development partnership, we align our financial commitments!



### *Become a "pipeline" partner!*

African tech entrepreneurs need exposure. We jointly select promising tech start-ups and connect them to potential business partners and investors. Help us to support them! Your benefits include:

- The chance to tap into Make-IT's carefully-selected pool of tech entrepreneurs
- Investment de-risking by jointly promoting tech entrepreneurs in capacity-building activities
- Fostering more capable tech entrepreneurs who are ready for collaboration on a professional level
- The ability to embed your offerings in a wider portfolio of start-up promotion activities





## *Become a member of the Make-IT Alliance!*

The **Make-IT Alliance** connects the experience and practical knowledge of successful technology companies, associations and entrepreneurship initiatives with the creative potential of young tech entrepreneurs. The network is constantly growing. Today, our 32 partners work together to promote tech entrepreneurship and ecosystem development in emerging economies. All of these members believe that exceptional value can be created by combining their strengths, resources and networks.

For more information check out our website:

⌚ [www.make-it-initiative.org/africa/](http://www.make-it-initiative.org/africa/)

or contact us directly: [make-it@giz.de](mailto:make-it@giz.de)



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*"The support from Make-IT has been phenomenal. Especially the weekly workshops and frequent check-ups with the Cc-HUB team. We are currently receiving a lot of actionable advice, especially on our additional product, a supply chain management system. Through Make-IT, we have also gotten connections to Technoserve and CARI project."*

**Tabitha Nanzala Mayabi, CEO of Ghalani**

Participant of the Make-IT Accelerator Nigeria, January - September 2018



*"To be honest, I had many firsts. I have received overwhelming support and exposure through and through. Make-IT was a game changer for my company. CEBIT itself was the pivotal moment in this journey of ours."*

**Chris Muraguri, CEO of Micrive Infinite**

Participant of the International IT Fair CEBIT in Hannover, June 2018



*"The exposure during the Start.up! Germany tour around the Ruhr region and finally attending the RuhrSummit was mindblowing! Not to mention the pitching sessions that were very good practice and generated important insights on how to get investors interested. Best of all was that a few days later, some potential investors reached out and the discussions are ongoing!"*

**Lucy Wanjiku Mutinda, CEO Ecocycle**

Participant of the Start-up Roadshow "Start.up! Germany", October 2018

