Idea competition and incubation plan for university Students

Plan overview

A. Target area and number of startups

□ **Incubation Sector: ICT related business**

* Preference would be given to startups innovative solutions which are in line with the sectors prioritized in the national development plan of Ethiopia, such as:

○ **Agri-Tech:** Smart Agriculture, Smart Irrigation etc.

○ **Digitalization in ICT:** Digitization of analogized payment, data storage systems and other IT product/service etc.

○ **Tourism:** e-Tourism, VR-Tourism etc.

○ **Manufacturing:** Productivity by using the robotic etc.

○ **Mining:** Mining support areas of innovation

○ **O2O Platform:** O2O Innovation IT Platform

○ **IoT:** Security, /Smart City and Smart Home Solutions using IoT Devices

○ Commerce: Improving innovative items and distribution methods in online commerce

Startup Selection Scale: 15 startup teams
* 15 teams selected through the idea competition are eligible for the short-term incubation program
* Each team consists of 1-3 people

B. Training Content

Dates	Session subject	Session content
Day 1	Fundamentals of entrepreneurship	- Entrepreneurship basic - Entrepreneurship mindset - Design thinking - Lean startup

Day 2	Business modeling	- Business model Canvas (All the nine-business model Canvas buildingblocks)
Day 3	Financial management	- Personal finance basic - Financial management basic - Budgeting and financing
Day 4	Marketing and incorporation	- Marketing and branding basic - Company formation basic
Day 5	Pitch training	- Business and Customer Overview (Customer Perspective) - Market Research & Business Finance

C. Activity timeline

Category	Content	Date
Call out and promotional period	-Application accepted through Google Form -Promotional channel: MINT Facebook, innobiz-K Facebook, local Technology related Telegram groups and promotional platforms under universities	December 1,2023 – January 28 , 2024
Screening period	-Application screening -Selection of subjects for training	February 5-6, 2024
Announcement of selected applicants	-Notifying selected startups	February 6, 2024

Orientation	- Schedule and training guidance of the program	February 9, 2024
Intensive training session	-Intensive coaching sessions for selected teams by assigned mentors	February 12– 16, 2024 / 5 days
Graduation and seed money award	-Graduation of startups and awarding of outstanding startups for seed money	February 19, 2024

D. Qualification criteria for application

❍ Startups with a business idea to develop a product or a service with market fit, viable commercialization, and scope of scaling

❍ Startups with innovative ideas utilizing ICT based technology in its core product, or services, or methodology to solve the problem being targeted

❍ Pre-startup stage or early-stage startups no older than 2 years

❍ Startup teams consisted of 1~3 members

❍ Pre-graduate students of Addis Ababa University, Addis Ababa Science and

Technology University, BITS School of Technology, Saint Marry University, Hilcoe University, Unity University and others

- The target (Students available in Addis during the short-term incubation period) will be expanded in the following batches based on the results of the pilot program.

E. Incubation program package

Category	
1	Coaching according to the field
2	Assignment of mentors in charge
3	Provide workspaces after training
4	Seed Money Award

F. Other benefits

- Extended period of working space usage and an opportunity to use the facility of innobiz-K center following the inauguration.