

Supporting Rwandan Entrepreneurship Ecosystem



in collaboration with:



supported by:





CHALLENGES

- a. High failure rate among early stage start-ups.
- b. Start-ups and their support environment (co-working spaces, incubators, accelerators, investors) exclusively focus on IT.
- c. Roles among the actors that are supporting start-ups/entrepreneurship is not yet defined.
- d. The domestic market is rather small (boosting number of start-ups that compete for the same market, without opening up new business and customer segments)
- e. Actual investors who can bridge the funding needs of entrepreneurs beyond seed capital (10.000 \$) are missing.



Early-stage



IT-focus



Ecosystem



Market size

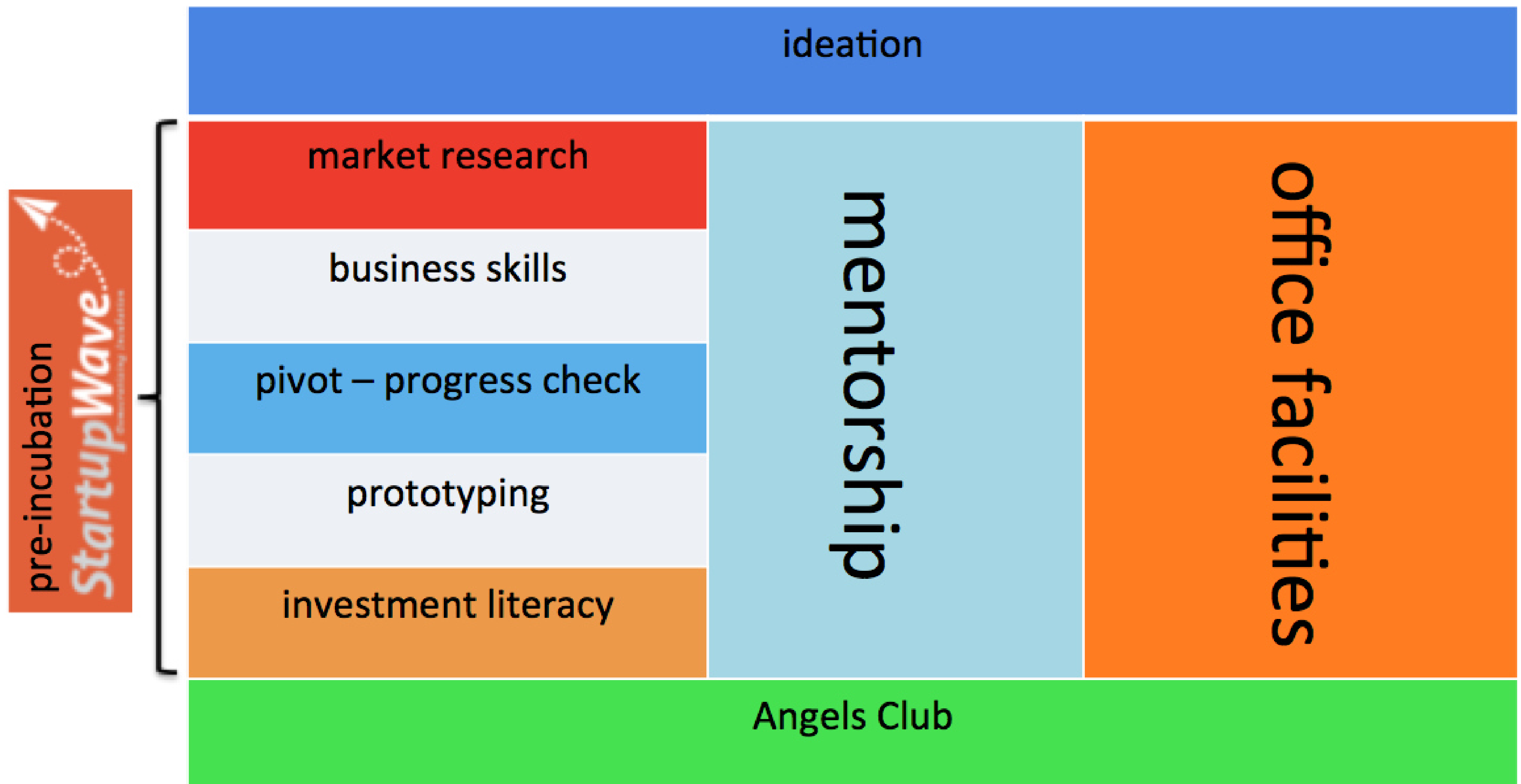


Seed-funds



APPROACH – Klab as a pre-incubator

To establish business mentoring services at kLab as well as to strengthen the operations of the hub



OUTPUTS – Building a strong core team



Customer Discovery

**Entrepreneurship
Education**

**Marketing
Essentials**

**Market
Literacy**

**CORE
TEAM**

**Business
Modelling**





LESSONS

- Engage all actors in the ecosystem
- The bottom up approach is always the best



COMMUNITY



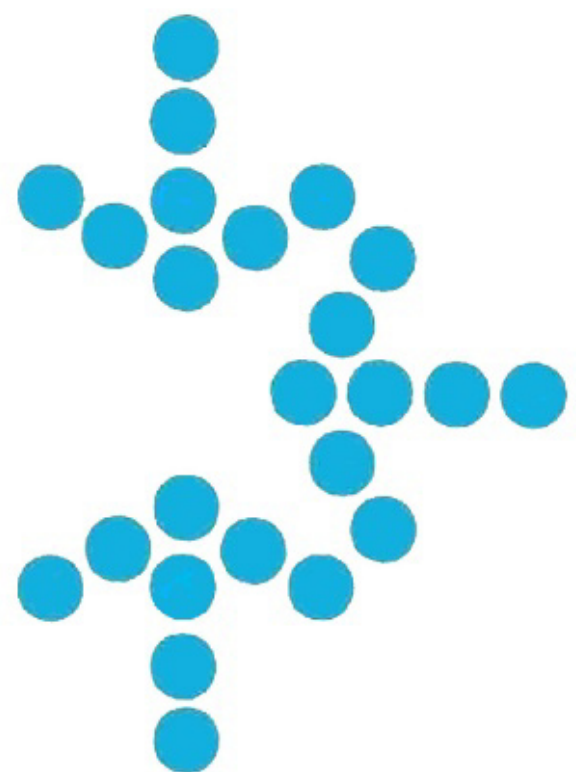
MANAGEMENT



BOARD

FOLLOW UP

- **How to keep the momentum of the core team?**
- **How to foster impact measurement?**
- **How to scale up such collaborations?**



ice - innovation. collaboration. entrepreneurship

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