



enpact yearbook

2019



**“IF YOU WANT TO GO FAST,
GO ALONE,
IF YOU WANT TO GO FAR,
GO TOGETHER.”**

AFRICAN PROVERB

WELCOME

Matthias Treutwein

Dear reader,

enpact proudly presents: the very first edition of our yearbook!

Over the last few years, ever since we started enpact in Sebastian's living room in 2013, our NGO has grown tremendously. It has not always been an easy ride, and we had to steer the enpact boat through some very rough waters. Nevertheless, here we are, alive & kickin' and with big expansion plans for the next decade.

But before looking into the future, let us look back. It all started with the first edition of the international mentoring programme. The applied approach of peer-to-peer learning – from entrepreneurs, for entrepreneurs – was a tough sell. All stakeholders involved, like donors, startups and mentors, were sceptical but our perseverance eventually paid off. Not only did we create the expected impact (against all odds), but the initial programme developed into something a lot bigger.

How? By thinking and acting like a startup. We constantly asked for honest feedback from our participants, attentively analysed it and then applied it. This allowed us to develop and enhance the initial minimum viable product. Also, it opened up many new opportunities and ideas which we developed ourselves.

Our current product portfolio has grown organically, always putting the entrepreneur, and eventually, other relevant actors of the entrepreneurial ecosystem, in focus. Knowing the pain and gain points of each stakeholder and focusing on adding value has led us to where we are today. In fact, the overall portfolio has now become so large that it prompted our decision to create this very yearbook to showcase what enpact currently offers.

We hope that you find this yearbook entertaining, enhancing and enlightening. We also hope that it will provide you with a better understanding of the holistic approach that we are utilising in order to empower entrepreneurs and entrepreneurial ecosystems around the world.

It starts by giving a short overview of each of the products within our current portfolio. It is then clustered by the geographical regions where we have been implementing these products.

The purpose is to give you an overview as well as teasing reads about what enpact is doing. It is by no means intended to cover everything we do. We are humble and aware enough to know that it will never be able to catch all the sidenotes, flavours, individual friendships, impact, personal stories, and so on. But at least it does showcase many of the highlights within the enpact universe.

Last but not least, we would like to express our sincerest and deepest thanks to everyone who believed in us and in the mindset we aim to promote. A big thank you to startups, mentors, partners, friends, family, and all current and past enpact team members.

Stay happy, healthy, and keep enpacting



Jan, Sebastian, Matthias & the whole enpact team



PS.:

The creation of the yearbook took place before the current COVID-19 crisis and its significant and frightening impact. We hope everyone stays safe and healthy!

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2019 YEAR IN REVIEW

LAST YEAR WE WERE ABLE
TO IMPLEMENT:

**3 COHORTS OF OUR
INTERNATIONAL MENTORING
PROGRAMME**

West Africa & Europe; East Africa &
Europe, Middle East & North Africa

**1 COHORT OF
OUR ACCELERATOR**

Egypt

**1 COHORT OF OUR
TRAIN THE MENTOR**

Tunisia

**3 COHORTS OF OUR PROGRAMME
DESIGNERS' LAB**

Iraq, India, Tunisia

**1 COHORT OF OUR
REGIONAL MENTORING**

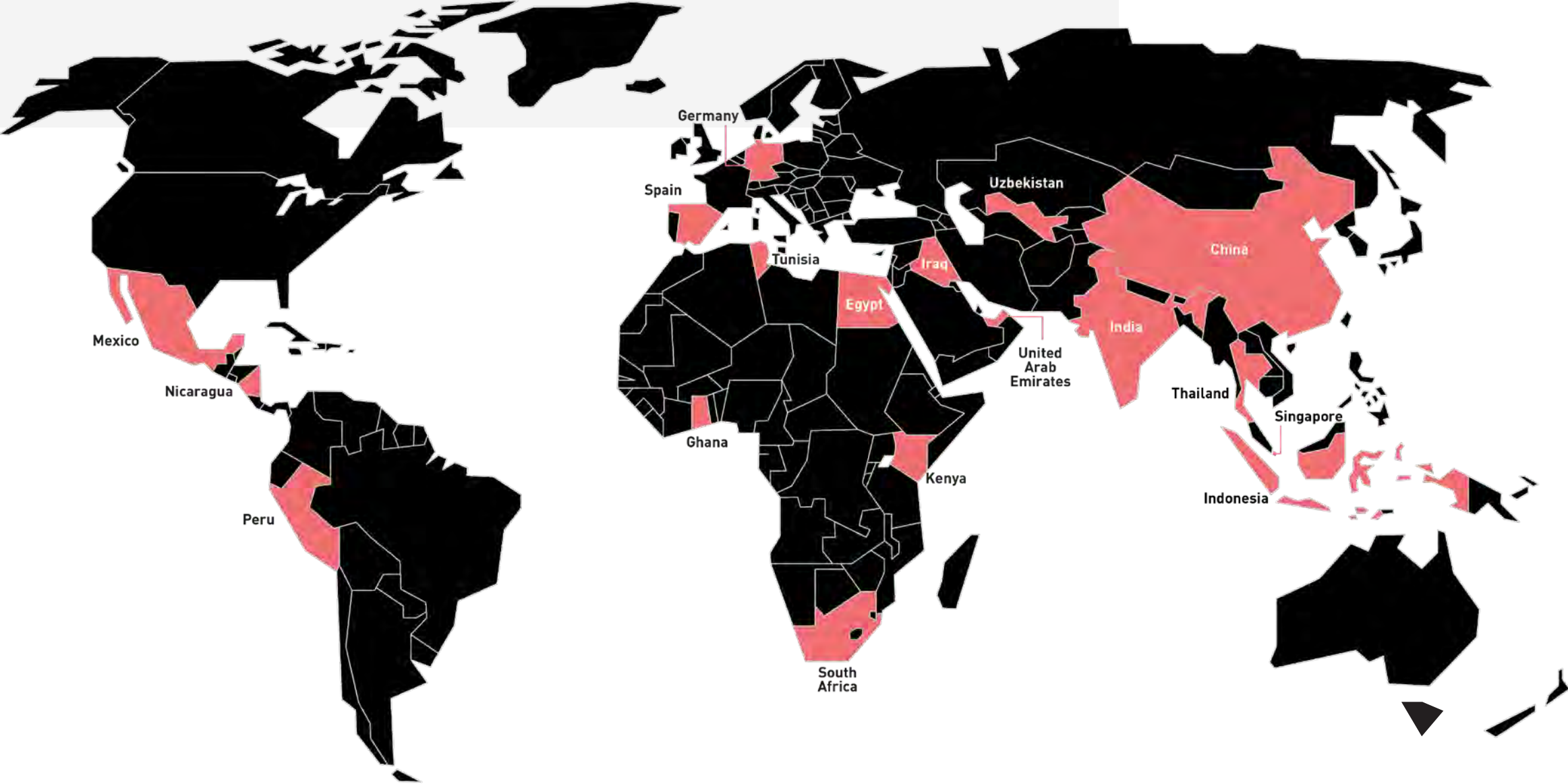
Tunisia

4 DELEGATION TRIPS





China, India, Egypt, Singapore/Indonesia

Thus, we directly supported
or had contributions from

- 130 STARTUPS
- 43 MENTORS
- 67 EXPERTS
- 60 ORGANISATIONS



**7 DETAILED STARTUP ECOSYSTEM REPORTS
WITH A TOTAL OF 25 CITIES**

-  **Egypt:** Alexandria, Assuit, Cairo, El Gouna, Mansoura, Sohag, and Suez
-  **India:** Bengaluru, Chennai, Delhi, Hyderabad, Jaipur, Mumbai and Pune
-  **Tunisia:** Kairouan, Sousse, Sfax and Tunis
-  **Iraq:** Baghdad, Basra, Erbil, and Sulaymaniyah

-  **Thailand:** Bangkok
-  **Kenya:** Nairobi
-  **Ghana:** Accra

ENPACT STORIES

TRANSFORMING OUR STRUCTURE, KEEPING OUR VALUES

STRUCTURAL AND ORGANISATIONAL CHANGES IN 2019

Matthias Treutwein

In 2019, enpact underwent some structural and organisational changes — but our core values remain the same.

EMPOWERMENT	We empower entrepreneurs, ecosystems and international cooperation to tap into their full potential
ADAPTABILITY	We adapt with agility and flexibility according to needs and circumstances
CO-CREATION	We co-create long-term positive impact in collaboration with all our stakeholders
TRUST	We believe in trust as the glue and foundation of our relationships
APPRECIATION	We embody and foster a culture of appreciation for one another
INTEGRITY	We adhere to the highest standards of moral behavior in all our interactions

Our operations are now clustered into products within the following business areas:

Entrepreneurial Support empowers entrepreneurs at all stages of development. enpact provides founders with a tailored approach that prioritises knowledge exchange with peers — from entrepreneurs for entrepreneurs. This allows founders to further their business acumen and achieve sustainable economic growth.

Data & Research empowers startup ecosystems. Using a proprietary framework, The Startup Friendliness Index, enpact analyses cities and their entrepreneurial ecosystems. The resulting data enables the formulation of policy recommendations and monitoring of the efficacy of international development.

Organisational Support empowers organisations and individuals that support entrepreneurship and economic development. It offers a diverse portfolio of capacity-building services and training with a strong focus on the horizontal and vertical exchange of knowledge, expertise and networks.

In each of these areas, a variety of innovative products and components, such as bootcamps, ecosystem expeditions, city reports, and capacity-building labs, are utilised.

enpact also creates coworking spaces as physical platforms that connect startup scenes worldwide. These spaces are a melting pot of enpacts’ products and the place where our respective national projects are implemented. This allows us to create even more impact, be more visible on the ground, explore more countries – all while staying true to our slogan: “empowering entrepreneurship”.

Last but not least, we are becoming a **matrix organisation** by redesigning to have a more dynamic set-up. In concrete terms, this means that our project teams are no longer built based on the funding we receive. Instead, everyone at enpact is working on several projects in parallel, based on their skill set, personal development goals, et cetera. This also means that we embrace remote and flexible work by applying new work methods and tools.

Combined this allows us to evolve as an attractive employer that empowers its own people, and it makes us more flexible and efficient in the mid and long run.

DATA FROM AROUND THE WORLD

WORLD MAP DATA & RESEARCH

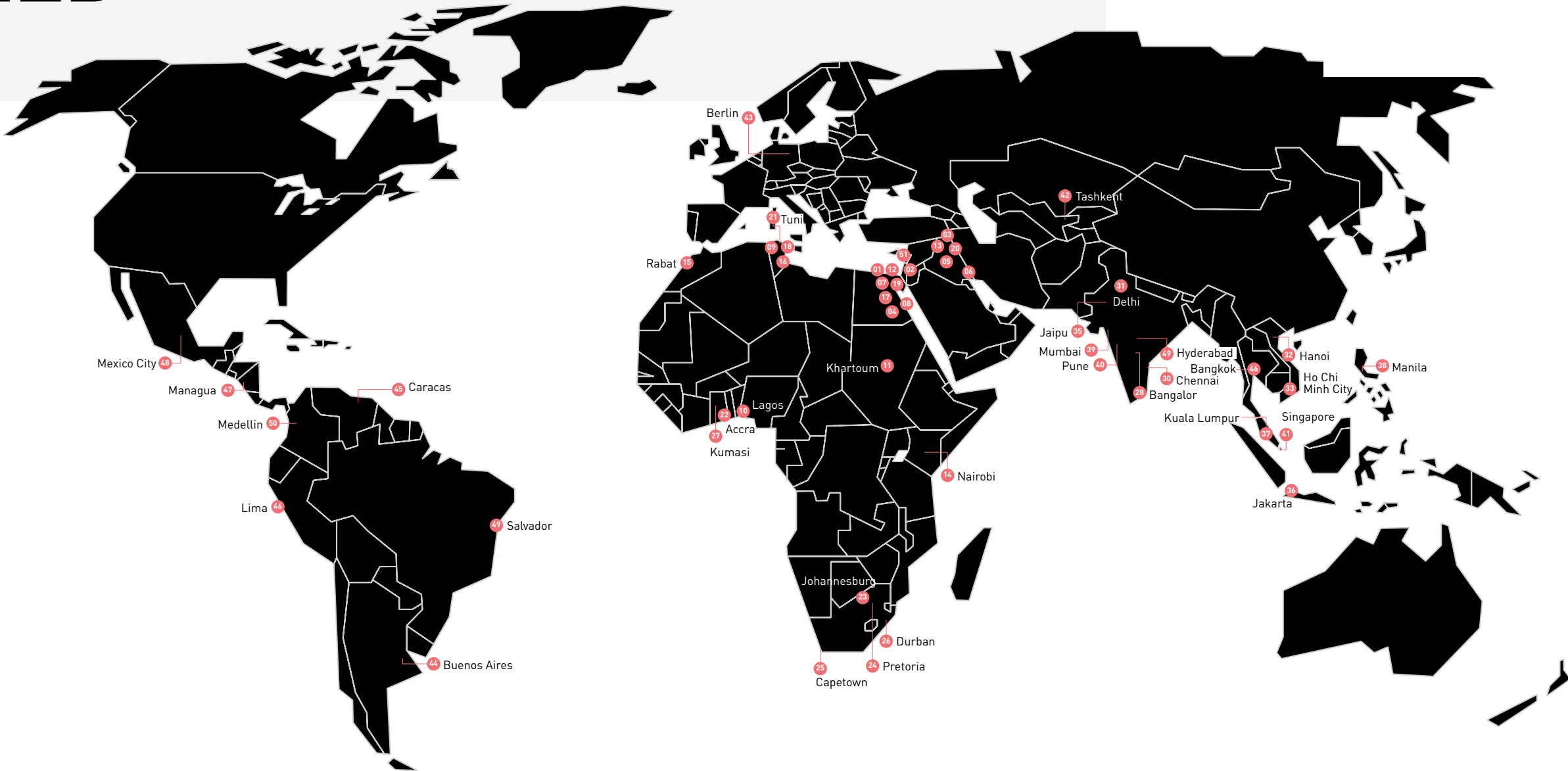
Jan Lachenmayer

In 2017, we started to develop the Startup Friendliness Index (SFI). Our main goal was to gain a better understanding of the actual state of entrepreneurial ecosystems, including their strengths and weaknesses. Analysing the collected primary and secondary data, we derive policy recommendations to support entrepreneurs in their quest for creating successful businesses.

In 2019, we added 25 analysed cities to the SFI, which sums up to a total of 51 measured entrepreneurial ecosystems accessible on our [website](#).

For the assessment, we use 80 indicators clustered in six domains: Human Capital, Finance, Startup Scene, Infrastructure, Macro Political and Legal, and Market, to gain a comprehensive understanding of the ecosystems at a city level.

The scores allow us to initiate a comparative analysis at a regional and global level. With those results, it is possible to formulate policy recommendations to strengthen ecosystems and to design particular strategies for each city we are active in.



1 Alexandria	9 Kairouan	17 Sohag	25 Capetown	33 Ho Chi Minh City	41 Singapore	49 Salvador
2 Amman	10 Lagos	18 Sousse	26 Durban	34 Hyderabad	42 Tashkent	50 Medellin
3 Arbil	11 Khartoum	19 Suze	27 Kumasi	35 Jaipur	43 Berlin	51 Beirut
4 Assuit	12 Mansoura	20 Sulaymaniyah	28 Bangalore	36 Jakarta	44 Buenos Aires	
5 Baghdad	13 Mosul	21 Tunis	29 Bangkok	37 Kuala Lumpur	45 Caracas	
6 Basrah	14 Nairobi	22 Accra	30 Chennai	38 Manila	46 Lima	
7 Cairo	15 Rabat	23 Johannesburg	31 Delhi	39 Mumbai	47 Managua	
8 El-Gouna	16 Sfax	24 Pretoria	32 Hanoi	40 Pune	48 Mexico City	

FROM CHINA TO UZBEKISTAN

Matthias Treutwein



In 2019, enpact implemented projects in China, Egypt, Germany, Spain, Ghana, India, Indonesia, Iraq, Kenya, Mexico, Nicaragua, Peru, Singapore, South Africa, Thailand, Tunisia, United Arab Emirates, and Uzbekistan.

Our participants came from even more countries all over the world, turning enpact into a global actor in entrepreneurship and international development cooperation. The projects included nearly all products from the enpact portfolio. This was only made possible with 25+ amazing colleagues in Berlin, Accra, Cairo, Nairobi, Stockholm, and Tunis.

In 2019 the total financial volume of enpact's projects was slightly above 2,4 million Euros. The funding partners were (in alphabetical order): The Berlin Bank for Investment (IBB), The Drosos Foundation, The Federal Foreign Office of Germany, GIZ Egypt, GIZ India, GIZ Iraq, GIZ Special Initiative for Digital Africa, GIZ Tunisia, The Senate Department for Economics, Energy and Public Enterprises of Berlin, The TUI Care Foundation, and The Westerwelle Foundation.

Currently, our network consists of more than 1.100 startups, 300 mentors and experts, and 100 support organisations. Since its inception, enpact has analysed 51 cities that can be compared using our very own methodology: the Startup Friendliness Index.

We processed thousands of applications for our different programmes and the overall satisfaction with our projects was great. Of course, we are also measuring the impact this creates in regards to jobs created, impact on direct and indirect beneficiaries, personal and business growths of our participants, new connections and business relationships facilitated, etc. As you can imagine, the sheer volume and size of our operations makes this more and more complex. Therefore, we started working on a new technical solution that will allow us to highlight this impact and put it in direct relation with the resources applied (financial, time, HR, etc).

In the future, we will present our output and outcomes in a very transparent manner, as well as communicating it through interesting and interactive visual content.

OUR NEW WEBSITE

Jan Lachenmayer

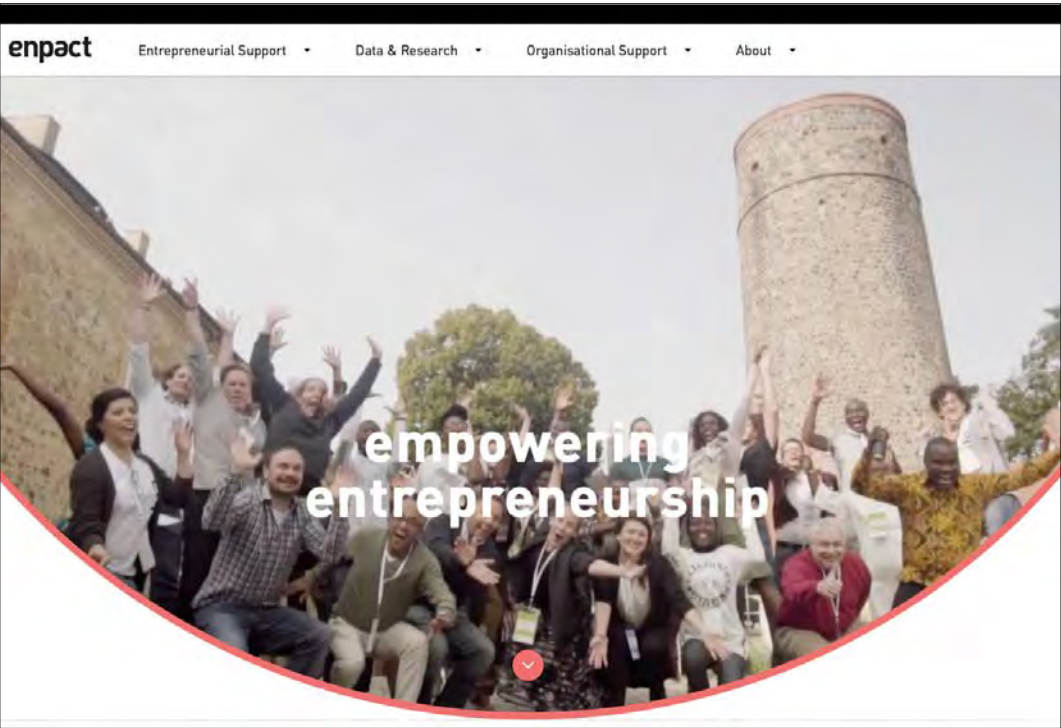
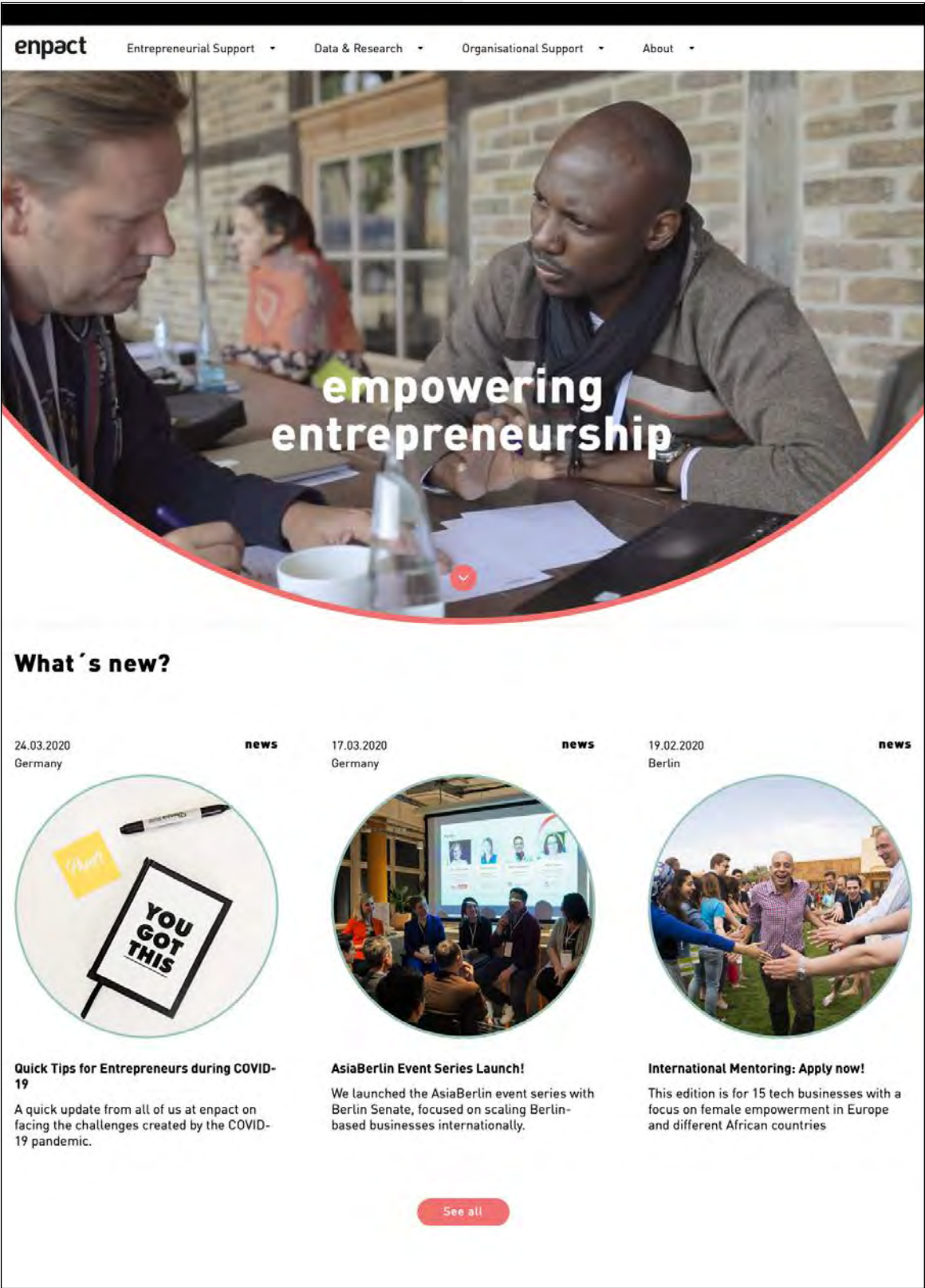
In order to reflect our internal changes and to showcase our work and impact, we have relaunched our website.

The purpose is to aggregate all of our endeavors into one site to allow direct access to everything enpact is doing. It was also important for us to include our data and research in an interactive and intuitive display, so that relevant stakeholders in entrepreneurial ecosystems can benefit from our findings.

Last but not least, the website reflects the new business areas as well as the holistic range of products.

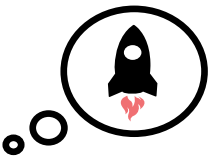
At the same time, it allows us to present and archive all projects that enpact has implemented. As this is an ever growing number, we are happy to have come up with a smart solution.

We heartily invite you to check it out, play around with our Startup Friendliness Index, browse through our project archives, share it and connect us with interesting people from your networks, and - last but not least - give us feedback. Many thanks to **xailabs GmbH** and Salvatore Vanasco for the development.



OUR PORTFOLIO

ENTREPRENEURIAL SUPPORT



IDEA MARATHONS
Supporting potential future entrepreneurs to develop their ideas into actual ventures



FOUNDER SCHOLARSHIPS
Financial support and mentoring for entrepreneurs in their first year of business, allowing founders to fully concentrate all their time and energy on their business venture, while their livelihoods are covered



ACCELERATORS
Boosting mature ventures via connections with corporates, networks and tailor-made tools



MENTORING PROGRAMMES
Horizontal and vertical learning exchange — from founders, for founders



DELEGATION TRIPS
Vehicle for business owners and ecosystem actors interested in accessing new markets



STARTUP HAUS
A unique combination of workspace, networking hub, and learning environment

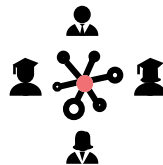
ORGANISATIONAL SUPPORT



TRAIN THE MENTOR (TTM)
A tailor-made curriculum promoting the mindset of mentoring & empowering mentors



MULTI STAKEHOLDER LAB (MSL)
Intensive training & solution-oriented curriculum for future leaders from different sectors



PROGRAMME DESIGNERS' LAB (PDL)
Training and programme design for support organisations with optional funding opportunities



TOOLBOX
Collection of training materials from the whole enpact product portfolio

DATA AND RESEARCH



THE STARTUP FRIENDLINESS INDEX (SFI)
Composite index with 80 indicators measuring the startup framework conditions of cities globally



PUBLICATIONS
In-depth analysis of individual urban startup ecosystems



CONSULTING & ADVISORY
Tailor-made services for actors across sectors

IN THE PRESS

“Do good, and talk about it” accurately describes what we want to achieve at enpact. To support entrepreneurs around the world in the best way possible, they need to be aware that we are here to help. This means: entrepreneurs and organisations around the globe need to know about us and what we do. One way to stay up to date is to sign up for our newsletter and regularly check our social media channels; another is to read the news.

In 2019, enpact’s activities drew the interest and attention of media outlets in several countries. You can find the complete list of our [media coverage](#) on our website, but we want to present a few of our personal highlights.

In July, the online magazine [SheWorks!](#) shared insights from the FEBA delegation and portrayed differences as well as similarities between German and Indian female founders. In August we brought a delegation to Singapore and Indonesia, where local media such as [Bisnis Indonesia](#) reported on the collaboration between the smart cities Berlin and Jakarta.

Together with the TUI Care Foundation, we launched the Travel Tech 4 Good accelerator and invited journalists from all over Europe to join us in Cairo. It was an incredible experience to spend days in intense exchange with journalists, and we were happy to see reports about the support we offer Egyptian founders. Brush up your Spanish and take a look at [the El País](#) coverage!



Furthermore, the enpact approach and our impact was featured in [Capital](#).

Also, one of enpact’s founders and managing directors, Matthias Treutwein, was interviewed by [the Thrive Global magazine](#), sharing learnings, failures and successes of his personal story with enpact.

Our personal favorite was the coverage of the FEBA delegation to Berlin. Not only were all the participants, each of them a powerful woman, interviewed and featured in Deutsche Welle, but a representative of their delegation was even invited to the TV studio to make the evening news! For anyone who is prepared to be impressed by Nokuthula Patience Ndlovu’s stunning TV presence, you can find it [here](#).

Combined with Deutsche Welle’s radio report of [Saitoti Kaloi’s visit](#), as well as a feature of his entrepreneurial journey in [“heute”](#), it means we made it into all types of media there is! TV, radio, print, and online.

We are proud of that achievement and hope it will lead to more entrepreneurs, mentors and organisations around the world to find out about us and about how we can connect them with each other to create an impact.



AFRICA

OUR FLAGSHIP

INTERNATIONAL MENTORING WEST AFRICA AND EUROPE

Quentin Merelle

The international mentoring programme has been enpact’s flagship programme since 2013. Ever since, it has been constantly improved and adapted with learnings from the previous year — as well as by carefully listening to the participants’ feedback. The different batches were conducted with entrepreneurs from different target countries from the Middle East (Jordan); North Africa (Egypt, Morocco, Tunisia); as well as Sub-Saharan Africa (Ghana, Nigeria, Cameroon, Kenya, Ethiopia, Uganda, Rwanda, Tanzania, Zimbabwe); and also constantly attracted more and more entrepreneurs from all over Europe.

We are very glad that last year we began with the ninth edition of the international mentoring programme for a cohort of West African & European startups. It was kicked-off at the beach and under coconut trees in Elmira, Ghana in early November. Far away from the hustle of the city of Accra, we took 30 entrepreneurs, ten mentors, three experts and our enpact team to a magical place in Ghana, so that everybody could focus on learning, mentoring, and community building for five days.

Right from the start, fellows and mentors began their one-on-one mentoring sessions. The aim was to exchange their thoughts about their entrepreneurial journeys, their business, and challenges. They had the opportunity to interact with other mentors and their peers and to truly tap into and learn from everyone’s potential and experience. There was also a diverse selection of workshops on offer, led by our fantastic enpact team of highly qualified experts and knowledgeable mentors.

During this five-day journey, the fellows polished their pitch decks, refined their presentation skills, and redefined their business models with many different experts and mentors from our network. This included mapping out their ecosystems to create, visualise and develop their communities, as well innovative management methods, an introduction to objective key results, and much more. The fellows were positively overwhelmed by the abundance of knowledge and the combined energy of 50 like-minded people.

While the focus was on learning and trust building, there was also enough time for yoga and meditation in the morning or for taking a walk on the beach at sunset to take time to digest all the valuable information. Everybody grew significantly — both personally and professionally — and many partnerships and friendships formed during that week.

While our network consists of great entrepreneurs and people with exceptional mindsets willing to give and share their knowledge for a greater good we all believe in, we normally do not name them individually as the list would get too long. We are very proud of and thankful to all of them, especially as some have become “usual suspects” by joining our cohorts for the second, third or fourth time.

We do make one exception here in regards to our “dreamers” Harald Katzenschläger, and Hermann Gams.

They yet again joined us, offering a life-changing experience for many of our participants with their dream development workshops. It was their sixteenth startup camp and we are glad to see them be part of building such a strong, energised and highly committed community. The week ended with a final highlight: enpact hosted a Startup Fair to give everyone the opportunity to network with the local startup ecosystem in Accra. It was the perfect opportunity for people to celebrate the start of their mentoring journey after a week of hard work, high energy and growth for all!



STARTUP HAUS CAIRO

GERMAN FOREIGN MINISTER

Dr. Sebastian Rubatscher

At enpact, we do what we do because we think it is necessary, not because we expect recognition by others. But, it does feel great when our work gets the attention of political leaders and is featured in Germany's most important daily television news, the Tagesschau! Let me share with you the chronicles of how Mr. Heiko Maas, the Foreign Minister of Germany, ended up visiting our Startup Haus Cairo.

It was in early October when my family and I decided to take our first longer family vacation after the birth of our son. It somehow felt like a natural choice to visit in Egypt, an important place for enpact. Egypt was the first country where we started our mentoring programmes years ago and we have been active there ever since. We are constantly expanding our operation, especially with the Startup Haus in Cairo. This time, my target destination was not Cairo, but the shores of the Red Sea, but of course I planned to meet our local colleagues from the Startup Haus during a prolonged stopover.

A few days later, out of the blue, I received a phone call from the German Embassy in Cairo: a special guest was going to visit Cairo in two weeks and their entourage had voiced their interest in seeing enpact's Startup Haus. The special guest was the German Foreign Minister, Heiko Maas.

Only a few hours later, I had a briefing with our team in Egypt to coordinate this visit. In the weeks

to come, our phones ran hot, as the Embassy protocol and organisation of a VIP visitor required a lot of coordination. This included a scouting visit and follow-up security visits by the German Embassy to the Startup Haus, the creation of lists of startups the minister could meet, briefing papers for journalists and others, and much more in regards to the overall logistics in close cooperation with our partners from the GIZ.

Two weeks later on the 29th of October, after several long days spent preparing for the visit, gaining valuable insights into Embassy protocol and preparing our space, our wonderful team in Egypt did it. We were all set for the visit. Five startups were standing in front of their booths to present their businesses, and the CEOs of the biggest German corporations operating in Egypt, Lufthansa, Siemens and BASF, were ready to meet the minister.

And then, at exactly 11:34 am, the Minister's convoy arrived. Together with our partners, Wessam el Beih from the Drosos Foundation and Jonas Naguib from GIZ, we welcomed the minister and guided him into the Startup Haus. The visit was a roaring success in every regard with one little interruption in the protocol: I obtained a photo with my wife, son and the German Foreign Minister. After all, I was in Egypt for a family vacation...



FOUNDER SCHOLARSHIPS:

EXPLORING NEW PATHS OF DEVELOPMENT COOPERATION

Matthias Treutwein & Rawan Bassam

International development cooperation has been around for a long time. Many millions, if not billions, have been spent in the last decades in order to enhance the livelihood of people in emerging and developing economies. A valid question to ask is: "Have we seen the expected impact?". The answer is "no". Because, If we take a close look at the world and its problems today, the actual gap between the rich and the poor is bigger, not smaller.

At enpact, we have been trying to change this paradigm. One of our core values and a goal embedded in our DNA is the empowerment of people. We strongly believe in "self-help", so that those who are willing to risk starting their own venture and roll up their own sleeves to do the work, get the support they need.

In Germany, we have a grant called the "Gründerstipendium". It is a great tool and one of the pillars and foundations of Germany's economic power. University students who just finished their studies and have a promising idea for a startup receive a grant by the government. It allows them to solely focus on their business idea for one year by covering their living costs and providing them with a nominal salary.

And this is exactly the kind of empowerment we have in mind. Over the last years we have been lobbying for this scholarship and this

kind of financial aid at many ministries and donor agencies. Finally, we were able to convince them that this kind of support is both promising and economic. Compared to the high overhead costs that classical international development agencies tend to demand to create change, we boldly ask: "What if we give these funds directly to the intended beneficiaries?"

And this is exactly what the pilot of our founder support programme in Egypt did. The target group was made up of young founders within their first year of business. We received 262 applications out of which ten startups were selected in a multi-step interview process. Upon selection and for the duration of ten months, they received a monthly grant, a coworking seat in our very own Startup Haus Cairo, a personal mentor, monthly expert workshops, ongoing support by our local project team and access to the international enpact community.

The first edition was a big success and the second edition, in combination with our accelerator programme, will take place again in Egypt in 2020. The programme received very good feedback and participants were able to achieve their personal goals set with their mentors as well as significantly increase their skills and competences in regards to running a business.

One of the success stories was Reham Elmasry and her company Furnwish, who, due to enpact's partnership with GITEX, went to the conference in Dubai.

2019 PARTICIPANTS



Reham Elmasry,
Co-Founder & CEO



Adham El Attar,
Co-Founder & CEO



Ahmed Fawzy,
Founder



Assem Emam,
Co-Founder & CEO



FOUNDER SCHOLARSHIPS PROGRAMME EGYPT

2019 PARTICIPANTS



Dalia Laz,
Founder

ESORUS



Mohamed Abd El Gawad,
Managing Director



Muhammad Abu Elgheit,
Founder & CEO



Nada Zaher,
Founder & CEO



Abdelrahman Ayman,
Co-Founder



Samuel Abed El Malak,
COO & Co-Founder



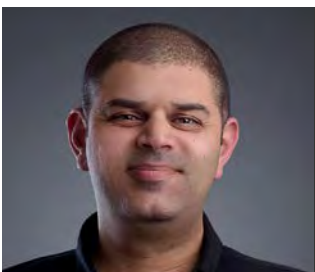
2019 MENTORS



Dr. Khaled Ismail,
Founder



Dina El Mofty,
CEO & Co-Founder



Moataz Kotb,
Founder & CEO



Amir Barsoum,
Founder & CEO



Amr Fawzi,
Founder



‘DOING GOOD’ WITH THE TUI CARE FOUNDATION

**TRAVEL TECH 4 GOOD
A STARTUP ACCELERATOR FOR POSITIVE IMPACT**

Alina Gratschner

The aim of the Travel Tech 4 Good accelerator is to empower young founders by boosting their startups in the field of tourism and travel with a strong focus on social impact and sustainable development.

The Travel Tech for Good Accelerator (TT4G) powered by the TUI Care Foundation (TCF) and implemented by enpact e.V. is a three-month intensive acceleration programme for entrepreneurs. It was launched in Egypt in 2019 and will be followed by another edition in East Africa in 2020. During the actual programme, local and international mentors supported participants by evaluating business models, refining pitch decks and finding potential investors and clients.

In total, five founders were selected to participate and were working for that time at Startup Haus Cairo. The programme culminated with a Demo Day, where the founders pitched in front of an international jury. The winners, **Halla Travel**, a digital platform working with small travel agencies to develop the domestic travel market, and **Blue Odysea**, a platform for sustainable and regenerative traveling, were awarded with monetary prizes worth 5.000 Euros.



© Black Forest Collective

TT4G ACCELERATOR IN NUMBERS

- | | |
|---------------------------------------|------------------------------|
| 5 Startups | 1 UNWTO Mentor |
| 5 TUI Mentors | 6 Deep-dive sessions |
| 11 TUI Experts | 97 Mentoring Sessions |
| 4 enpact International Mentors | 3 Boot-camps |
| 7 Local Mentors & Experts | 1 Demo-day |

“The initiative helped me to understand and increase the positive impact that my idea has on people’s lives. It has been an incredible experience to be mentored by passionate and professional people from different countries and backgrounds. I will never forget where my journey started.”

Amir Abdallah
Founder and CEO, Halla Travel

‘DOING GOOD’ WITH THE TUI CARE FOUNDATION

INTERVIEW WITH JOST NEUMANN

Head of Economic Development, TUI Care Foundation

Please introduce yourself: What is your background/career path?

Hello, my name is Jost, I am a graduate of Strategic Foresight at Free University of Berlin and was privileged enough to gain more than six years of professional experience in international development and communications in both investment and non-profit sectors. During this time, I have been traveling extensively, particularly to the African continent. Hence, I have a strong interest in the region and its sustainable development.

What’s your motivation?

Through my job, I can dedicate my time to tackling global challenges such as gender equality, climate protection, education, inclusive economic growth and indigenous rights, which is most rewarding and brings me together with great people on a global scale.

What challenges do you/TUI Care Foundation hope to overcome?

TUI Care Foundation is developing an evidence base of how to use tourism to boost people’s education and entrepreneurial skills, as well as how tourism helps to protect the environment and wildlife of countries in which tourism plays a major role.

In short, we want to enhance the positive effects of tourism and support thriving communities and ecosystems in travel destinations all over the world.

What made you pilot the accelerator programme in Egypt? Why did you partner with enpact?

Egypt is a very popular travel destination and tourism plays an important role for the development of the country. The potential for growth is huge and so are the challenges to make it happen in a sustainable way. Technology can enable communities to access information, finance and the tourism market. This is why we partnered with enpact, since you guys have a great deal of experience in Egypt, you know the ecosystem very well and you have a strong national and international mentor network to help boost impact-oriented tech entrepreneurs in tourism.

What were the successes, challenges and most important lessons learned?

First and foremost, according to the participants, it was a great journey of empowerment and acceleration. The founders established a network of national and international supporters, potential clients and even investors knocked on their doors.

Moreover, the mentors we brought in from the TUI Group were absolutely enthusiastic. One of them summarised it as the best experience in her career. A challenge for the startups was and is to acquire all the necessary legal permits. Innovation often does not happen within existing legal frameworks.



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What is your most valuable advice for entrepreneurs or aspiring founders?

Launching a startup is a noble quest to find a functional business model. Once you have found a way to create revenue, double-down on it and optimise it (as opposed to scaling up too fast). Most importantly, think beyond customers. Consider solutions for larger initiatives such as communities, governments and the environment. For example, you will receive great support from impact investors, institutional donors, foundations and the United Nations.

What’s the best advice you’ve received from a mentor or a founder?

Without failure, no fortune.

NAVIGATING THE CAIRO STARTUP SCENE

Guest Article by Sissel Hansen, Founder and CEO, Startup Guide



The Entrepreneur's Handbook



Startup Guide Cairo would not have been possible without the support of our local community partner, enpact. One of the main goals of the Startup Guide and enpact collaboration was to gain and share knowledge about the ongoing development of the Egyptian ecosystem. While our books are qualitative in that they feature stories and case studies of local key players, enpact's Startup Friendliness Index (SFI), highlighted in our Cairo guide, assesses a city's "friendliness" based on various factors, such as human capital, access to finance or market conditions, among others. From enpact's assessment, it was calculated that Cairo ranked fourth out of sixteen cities in the Middle East and North Africa (MENA) region as an up-and-coming ecosystem with significant growth potential. enpact's report was, therefore, the ideal quantitative complement to enhance

the Startup Guide Cairo, while promoting the vibrant Cairene ecosystem and the local community that helps to elevate the city's entrepreneurial status as a whole.

This complementary approach is what made this partnership valuable. Though we have already released our Cairo book, we have been in talks with enpact on how we can extend our collaboration further in the new year. One of our ideas considers covering Egypt's impact-driven startup ecosystem in an impact country book, utilising enpact's data as a quantitative component of the impact assessment. We have also thought about extending our guidebooks to various cities in the MENA region, particularly since there is a burgeoning community of startups and entrepreneurs steadily on the rise in the area.

ABOUT STARTUP GUIDE

Startup Guide is a publishing and media company that produces guidebooks and online content to help entrepreneurs navigate and connect with different startup scenes across the world. As the world of work changes, its mission is to guide, empower and inspire people to start their own business anywhere.

FAST TRACKING AGRIPRENEURS IN RURAL TUNISIA

TRANSFORMING AGRITECH IDEAS INTO VIABLE BUSINESSES

Wail Daoud

Tunisia has been in the process of a democratic and economic transition since the Arab Spring, offering both challenges and opportunities for the country. Facing slow economic growth and high unemployment, especially within the 20-35 age demographic, there is significant interest and efforts in supporting entrepreneurship both on a political and social level.

The startup scene in particular has been the focus of those efforts, as evidenced by the landmark Startup Act that was passed last year. Although Tunis has been the epicentre of the young startup scene, other regions in Tunisia are on the rise to develop dynamic entrepreneurial ecosystems. In these regions, the agribusiness sector has the highest potential. It promises to be one of the pillars of the Tunisian economy, since agriculture makes up nine percent of the country's GDP and nine percent of exports.

To support agripreneurs in rural Tunisia, enpact partnered with local and international actors of the entrepreneurial ecosystem (the GIZ, the Agency for the Promotion of Agricultural Investments, Cifode'com, and the Mashrou3i project of the United Nations Development Organisation). Through a nationwide competition, the "Fast Track - Idea Marathon", young entrepreneurs were invited to present

their business and startup ideas in the agritech sector in front of entrepreneurship experts. Organised in two rounds with a total of six workshops at various locations in north, west, and midwest Tunisia — regions where agriculture is one of the main business activities and most affected by unemployment — a total of 58 entrepreneurs were able to articulate their business ideas by developing sustainable business models, becoming more confident in presenting their projects, making lasting connections with fellow entrepreneurs, and creating powerful networks in their ecosystems. The participants were supported by experienced Tunisian entrepreneurs who acted as experts and mentors during the competition.

The winners of the competition received additional mentoring, access to tailor-made technical workshops, and 1,300 Euros to launch their startups. Additionally, the top six winners received a fellowship to an international mentoring programme that included a delegation to Berlin and to the RiseUp Summit in Cairo.

Following are some success stories from our participants.



YASSINE BEN MENADI

Founder & CEO, BioIntrants Technology

STARTUP IDEA: CREATION OF AN INDUSTRIAL UNIT FOR THE PRODUCTION OF ORGANIC FERTILIZERS

An engineer in biotechnology engineering, Yassine has a clear objective: to solve the problem of soil impoverishment while respecting the environment. His project is to create the first factory in Tunisia for the production of a new generation of agricultural fertilisers.

BioIntrants Technology, which will be based in Béja, in the Bouteffaha industrial zone, will have different product categories that target either plants or soils: solid organo-mineral fertilisers that replace chemical fertilisers and liquid biostimulant fertilisers. He also plans to create a laboratory for quality control and to conduct microbiological research.

It all started with Yassine's research internship at the Marseille Research Institute for Development, where he worked twice for six months, in 2011 and 2015. Attracted by the production techniques of microorganisms that the IRD laboratory was experimenting with in the agricultural context, he decided to apply them in Tunisia. With an operating agreement with the Institute in his pocket, Yassine approached the GIZ in order to obtain quality technical support in Tunisia.

After being selected among the finalists of the first round of workshops, Yassine ranked first among the final winners.

"The Fast Track helped me rationalise my idea and have a long-term vision; it helped me develop my network and feel confident in myself to speak in public."

The prize has allowed Yassine to develop the minimal viable product for his startup idea. This is what he had to say after he received his prize:

"The prize will allow me to have a small granulation unit and begin to penetrate the market by producing samples to present to my partners and potential customers."

FAST TRACKING AGRIPRENEURS IN RURAL TUNISIA



HIBA BOUAZIZI
CEO & Founder, Happy Farm

STARTUP IDEA: CATTLE BREEDING

Hiba, 31, comes from the region of El Mazara in the governorate of Sidi Bouzid. After completing her studies, she could not find a job in her hometown, where the job market was not particularly dynamic.

Born on a farm, she decided to start her own business and to create the “Happy Farm”, in order to realise her dream of financial independence. Her aim is to produce quality milk that meets sanitary standards and marketing it to milk collection centres.

Hiba participated in the Fast Track workshops held in Sidi Bouzid, where she was able to improve her Business Model Canvas (BMC) and work on her pitching techniques.

“The field in which Fast Track has helped me the most is the development of my communication skills around my project. Also, it helped me to remove doubts about setting up my BMC.”



SWEDEN + GERMANY

AT RISEUP SUMMIT 2019

Essam Sharaf

ANOTHER YEAR, ANOTHER RISEUP SUMMIT DELEGATION TRIP!

Our friends and colleagues from the RiseUp Summit started, like enpact, back in 2013. Ever since, we joined forces and strategised together on how the Egyptian entrepreneurial ecosystem can be enhanced. For this, we have been partners for several years introducing international mentors, experts, and entrepreneurs to the Egyptian entrepreneurial ecosystem. And, yet again, we organised a delegation trip to one of the biggest entrepreneurial gatherings in the MENA region.

For the third year in a row, we collaborated with the Swedish Institute (SI) and the Swedish Embassy in Cairo. This allowed us to bring Swedish participants, alumni from SI's programme, she-entrepreneurs, and supporting female entrepreneurs to the MENA region. This year, we were excited to have high-profile representatives from several unicorns on board, such as Claudius Boller, Managing Director Middle East and Africa at Spotify; startups, such as Petter Wallberg at Healo & Mattias Lundkvist at Transfer Galaxy; and academia, such as

Marwan Ayache from the Stockholm School of Entrepreneurship. The fact that for the first time a delegate from Academia was joining our delegation allowed us to create new synergies, especially as we also presented the results from our country assessment of the Egyptian entrepreneurial ecosystem during the summit.

As usual, the delegation programme included a variety of different formats and components, all aimed at creating a maximum impact for the delegates. Thus, internal bonding and focussing on the potential within the delegation was a constant topic over the course of the whole delegation - starting with an internal kick-off at our Startup Haus Cairo. Other highlights were a presentation of the different programmes implemented at the Startup Haus Cairo, attending the TT4G Demo Day, a breakfast with the Swedish ambassador, exhibiting their startups at the RiseUp Summit, speaking on some of the stages, and getting to explore and understand more about the Egyptian and Middle Eastern ways of starting and growing innovative businesses.

We hope to see you again next year, with another RiseUp Summit delegation!



NEW OPPORTUNITIES AND HORIZONS

Matthias Treutwein & Sameh Ibrahim

When we first started enpact, it was very difficult to convince people to believe in our concept of (pro-bono) mentoring as a vehicle in international development cooperation. It was close to a mission impossible to raise the respective funds or to even get appointments with potential partners. Naturally, it was a bit easier to convince startups and mentors, but even here we had to overcome quite a few obstacles.

Luckily, this has changed a lot! The impact of this is the actual relevance of the enpact network and the interest it sparks. While in the first years, we often had the doors slammed in our faces, today others are knocking on our door. And we are very thankful for this because one of our driving forces is the benefit and the creation of value for the members of our network.

The fact that others are reaching out to us is also great proof that we have been doing something right over the last years and that the enpact network actually does arouse interest. When this interest comes from investor networks it becomes particularly interesting for our startups since finding and sourcing the right investors tends to be difficult in many of the countries where we are active.

We were therefore very happy and thankful when **GITEX Dubai** reached out to us in the spring of last year. GITEX (Gulf Information Technology Exhibition) is an annual consumer computer and electronics trade show, exhibition, and conference that takes place in Dubai, United Arab Emirates at the Dubai World Trade Centre. Its exhibitions in the Middle East have attracted numerous participants.

Having had a look at enpact's track record in Africa and the Middle East, they approached us with a partnership proposal that entailed the sourcing of startups from four countries, Egypt, Tunisia, Ghana and Kenya to attend their Supernova challenge: A pitching opportunity in front of investors during the GITEX technology week in Dubai. Thus, enpact opened a competition within our network, received 50+ applications and sourced three participants: Furnwish, El Coach, and Interact Labs.

The partnership with GITEX also included a joint exhibition booth where the startups, as well as enpact, were able to present in front of a broad public audience. All startups made great use of the existing networking, public exposure and chances to pitch. enpact also seized the opportunity to showcase our mentoring framework to GITEX 2019 attendees on the Mentoring Stage with a "Mentor your Mentor" session, showcasing the mentor-mentee value exchange level.

The absolute highlight of the trip was the Furnwish team rocking the Supernova Challenge pitching competition. Furnwish got shortlisted in the international pitching competition, went all the way to the final and won the category "best woman-led tech startup". Next to the international exposure and pitching in front of investors, there was a monetary prize of 10,000 USD. It also resulted in Furnwish building a strong network of regional and international investors and distributors who helped Furnwish to secure the needed seed investment of 500,000 USD by the end of 2019.



InterAct Labs develops interactive technology solutions such as infrared, image processing, electronics, and software. These solutions enable users to control various digital platforms; Monitors, Virtual Reality, Hologram, and IoT devices. Interactive Labs aims to increase engagement and effectiveness through an enhanced user experience. The first line of products transforms static surfaces to be interactive.

<https://www.interact-labs.com/>



Furnwish is a tech company creating tools and creative solutions for the furniture industry using augmented reality and artificial intelligence. It empowers homeowners in visualising furniture in their own space with accurate measurements before ever committing their money, their time and their efforts, while helping retailers and design professionals in better showcasing their products and services.

<http://furnwish.net/>



ElCoach is an on-demand personal training and nutrition app in Arabic. Its personalised fitness programmes are created by licensed professionals. It creates customised fitness and diet programmes for users based on their personal stats.

<https://www.elcoach.me/>

SPREADING THE MINDSET

ENPACT'S TRAIN THE MENTOR PROGRAMME

Matthias Treutwein & Mehdi el Batti



Over the years we've learned two things: there are great startup ideas and there are great potential mentors in our project countries. One thing that is lacking though, is to encourage both to work with each other and to empower (business) people to become mentors. In order to tackle this challenge, we started a pilot of our Train the Mentor programme in Tunisia in 2017. Due to its success, it has been repeated with several cohorts in different regions of Tunisia.

During the programme, we introduce participants — and thus potential future mentors — to enpact's own values and

understanding in regards to mentoring and mentorship. A Train the Mentor cycle consists of several workshops over the course of approximately five months. These workshops come in different formats, are conducted by different experts from the international mentoring network and focus on a lot of different topics, such as enpact's underlying values, the introduction and application of tools, tips and tricks, behavioural psychology, many practical exercises developed by the enpact team, the benefits of mentoring, and ecosystem building.

The programme has received a lot of interest and creates a mutual benefit for everyone involved, as it grows the mentor base in the country, creates synergies and trust between institutional actors, and builds friendships among participants. Last, but not least, it provides a pipeline of mentors for our national and regional mentoring programmes, where the newly acquired skills and techniques can be put into practice. This means, the full "value chain" remains in the country, empowering both mentors and startups on an individual level, as well as building nationwide synergies and networks by spreading the enpact mentoring mindset.

Check out this testimonial from one of our regulars, Mehdi el Batti, who shares his insights from the Train the Mentor programme and its application in national editions of our mentoring programme.



TRAIN THE MENTOR

enpact's Train the Mentor programme was the start of a great human experience. TTM allowed me to strengthen my ties with the Tunisian entrepreneurial ecosystem by meeting several actors of the ecosystem and working on different support programmes for entrepreneurship.



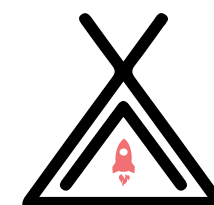
APPLICATION

I applied my previous knowledge and combined it with the newly acquired mentoring skills in the idea marathons and regional editions of mentoring programmes in Tunis, Kef, Bizerte, Kairouan, Gafsa and Djerba. It allowed me to share knowledge and work with young people from different regions of Tunisia. This experience gave me hope for a better future for Tunisia and the ability of young Tunisians from marginalised regions to transform their lives by creating their own opportunities from innovative ideas.



MENTORING PROGRAMME KICK-OFF

This is an opportunity to get to know the other mentors, the methodology, the work tools and the schedule of mentors' interventions. The agenda of the 1st camp is developed together with the enpact team. Workshop and training themes, group exercises and the organisation of different events and logistics are discussed. Mentors familiarise themselves with the profiles of the mentees and their projects on the basis of the application documents and exchange with the enpact team.



STARTUP CAMP

The camps include a series of technical and soft skills trainings based on the profiles of the mentees and the assessment of their needs. The training is organised around group exercises and pitching sessions promoting interactions between participants and exchanges with mentors. The camps also include group and individual mentoring sessions around the challenges identified as priorities by the mentees. This leads to the establishment of an action plan for the development of the project and the mentee.

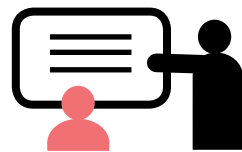


MONTHLY MENTORING SESSIONS

The monthly follow-up sessions allow us to assess the progress made by the mentee in the implementation of their action plan. Here, obstacles and challenges are discussed and pivoted. Ongoing exchange by email continues between the mentor and the mentees between sessions allowing the continuous monitoring and support of the implementation of the action plan.

SPREADING THE MINDSET

ENPACT'S TRAIN THE MENTOR PROGRAMME



INDIVIDUAL MENTOR VISITS

The mentors also visit each of their mentees for a couple of days in the region where their companies are located. Thus, they get to know their startups in more depth, get first-hand insights into the everyday working routines on the ground, meet their teams and are able to host workshops at local actors to strengthen the regional ecosystems. During the visits, the mentors again review the project plans with their mentees and identify new challenges and objectives. The visits are coordinated by the enpact team in close consultation with mentees and mentors.



INCLUSION INTO THE COMMUNITY

The enpact community offers a platform which allows for the continuous support of mentees through its network of experts, mentors, coaches, entrepreneurs and coworking spaces around the world. The best part of enpact's alumni community is to have access to other participants from Asia, Europe, the Middle East, North Africa and Sub-Saharan Africa, other programmes and partners, and tools.



ROOTS TO GROW AND WINGS TO FLY

STARTUP HAUS IN TUNIS IN NEW HANDS

Matthias Treutwein

It was back in the summer of 2014 when the story of the Startup Haus Tunis began. This was in the early years of enpact when we were looking for seats in a coworking space for the two local colleagues we had just hired in Tunisia. To our astonishment, all we could find was one single coworking place in the whole city of Tunis. Actually, it was situated in one of the better areas north of the city and was the size of a large living room with about 15 coworking seats. Of course, we directly signed a contract for two fixed desks.

This apparent lack of coworking seats was also mentioned during the feedback rounds with the participants of our very first international mentoring cohorts in 2013 and 2014. In combination, these facts sparked our endeavor to operate a coworking space in Tunis. And we had a clear vision where it would have to be: in downtown Tunis. Next to a public metro station, accessible for everyone, and promoting entrepreneurship and a sense of community right in the heart of the capital.

We developed a concept and pitched it to several potential donors without luck. The concept foresaw a holistic open space, where several of enpact's support programmes would be run next to additional services for entrepreneurs.

We also planned to build one of the biggest and coolest event spaces in Tunis as well as private offices for more mature startups. But it was a tough sell.

Finally, the newly founded Westerwelle Foundation agreed to provide parts of the funding, so we were able to sign a contract in the summer of 2015. Directly after the signature, we traveled to Tunis. It was a very hot summer. And potential locations were hard to find. But one afternoon, Sebastian, fully covered in sweat, had his "Eureka" moment. Although, admittedly, you needed his visionary mindset and can-do attitude to visualise away all the rubbish from this half-built-building, which was still lacking parts of its roof.

With the support of a great team on the ground, we were able to meet the tight deadline and celebrated a soft-launch-party on the construction site in winter 2015, before the Startup Haus Tunis officially opened its doors in March 2016. Over the years the Startup Haus Tunis became one of the go-to places for entrepreneurs in Tunis. It served enpact as a home-base and it hosted several VIP visitors from Germany, Tunisia and the world.



ROOTS TO GROW AND WINGS TO FLY

STARTUP HAUS IN TUNIS IN NEW HANDS

By 2019, after yet another round of tough negotiations with the Westerwelle Foundation, it became more and more difficult to align our strategies. As we had already launched another Startup Haus in Cairo, which was twice the size and designed to become the regional hub for enpact in the MENA region, the strategic decision of which Startup Haus to keep and grow had to be taken. This was not an easy call! But knowing that the Westerwelle Foundation would invest a lot more into the Startup Haus if they were also made responsible for the operations, we decided to hand the operations over to them for the greater good of the Startup Haus in Tunis.

Because, when we started to build the Startup Haus from scratch, there were no co-working spaces in Tunis. We also felt that our mission for the Tunisian ecosystem in the capital had been accomplished. We had built the Startup Haus from scratch. Today, in the city centre

alone, startupperers are now able to choose from dozens of coworking places who cater to the needs of different verticals and their stakeholders.

So, with a laughing and a crying eye, it was in November 2019 that the official handover ceremony took place. The Startup Haus Tunis will always remain close to enpact's heart. At the same time we are very happy and proud that we were able to follow one of the oldest pieces of parenting advice out there: give your children roots to grow and wings to fly.

We want to also use the opportunity to thank our friends and partners at the Westerwelle Foundation for their trust in our idea and all the discussions we had. We are sure that the Startup Haus Tunis is in the best hands and we wish you success in the future.



ENABLING NEW PARTNERSHIPS

BETWEEN THE PRIVATE SECTOR AND STARTUPS

Stefan Godskesen & Matthias Schmidt-Rex, Founder & CEO, Smart Hectar



Startups and corporates could not be more different - which is why they need to align forces and become allies! enpact tries to foster and facilitate this through the creation of corporate challenges. This means that a corporate provides a specific topic it needs to work on - like a challenge for innovation, organisational design, new work, etc. and enpact then opens a competition to find an innovative startup that could support in tackling and overcoming it. This creates a win-win situation for both, which is why enpact partners with Smart Hectar to jointly create corporate challenges in Sub-Saharan Africa and Asia. Check out the interview with Matthias Schmidt-Rex, Founder and CEO of Smart Hectar.

Please introduce yourself: What is your background/career path?

My name is Matthias Schmidt-Rex and I've been an entrepreneur since 2004. I have a background in economics, organisational development and worked in several advertisement and digital agencies.

Together with a partner, in 2015 we founded the initiative Go Silicon Valley to support German mid-size companies in defining their innovation strategy with a focus on innovation labs and accelerator programmes.



During one of the trips to Silicon Valley, I realised that Agrifood & WaterTech is an upcoming area with a lot of investment opportunity, not only in the US but also globally. We saw an opportunity and decided to launch the first accelerator programme for Agrifood & WaterTech in Germany.

Based on that idea, in 2017 I founded SmartHectar Innovation with my co-founders as a spinoff of Go Silicon Valley. After one year of trying to get the programme started, we realised that most German companies are not startup ready at all, nor have they dedicated resources to take part in accelerator programmes. We had to pivot our business model and came up with low entry programmes, such as startups scoutings, match-making programmes and innovation challenges. When we think about the challenge of feeding a growing world population and building up a sustainable food system, we decided to build innovation hubs in emerging markets in order to support people on the ground.

Call it providence or coincidence, at that time I met Jan Lachenmayer from enpact at an event in Berlin. As enpact had already been active in Africa for a couple of years, we exchanged some ideas about working together and concepts for supporting startups.

It took us just a couple of weeks to outline enable West Africa as the first project, which was soon followed by enable Southeast Asia. So here we are right now, building up innovation hubs for Agrifood & Watertech where corporates can work with startups to tackle problems in the regions. I'm very proud that we secured first contracts with corporates like CP Foods, one of the biggest food companies in Thailand who will be working with us.

ENABLING NEW PARTNERSHIPS

BETWEEN THE PRIVATE SECTOR AND STARTUPS

What's your motivation?

Trips to Ghana and Togo were a part of my private life. They had a large impact on me, and I made the decision to support entrepreneurship in emerging markets in order to improve people's lives on the ground. Experiencing people's daily struggle with food and water problems on one side, and realising there are already a lot of entrepreneurs with amazing solutions on the other side encouraged me to believe in collaboration as the solution. I am convinced that the best way to solve tough problems is by fostering collaboration between promising startups from the regions and companies from the sector. The precondition of my family background and enpact's presence in the region seemed to be perfect for a start in West Africa.

What challenges do you/SmartHectar hope to overcome?

We are fostering collaboration between startups and corporates, and we guide them through an innovation process. The challenge is to convey the benefits of these processes to the corporate world. Since corporates are not as experienced working with startups, they have a different mindset in terms of collaboration and open innovation.

And even when corporates do have the idea or willingness to incorporate this type of innovation, new working structures will be required. This process requires quite some time.

What made you pilot the accelerator programme in Nigeria? Why did you partner with enpact?

enpact had been active in Ghana for some years, so we had a kick off event in Accra. But, after looking at the maturity of the startup ecosystems in West Africa, we realised quickly that we should instead be in Nigeria. Therefore we decided to conduct our first innovation challenge in Lagos last fall.

And the question of "why enpact" is pretty simple: we share the same mindset. Our missions address the same goals, and we have a perfect common ground to work together. Not to mention we like their team as well!

What were the successes, challenges and most important lessons learned?

From my perspective, our kickoff event in Ghana was very successful with a high number of attendees and a strong backing from corporates and stakeholders.

On the other hand, convincing corporates to work with startups and join our collaboration programmes is not a walk in the park. In addition to this, negotiating with corporates on the ground in West Africa is very different from what I'm used to. The regional distance is a major issue. You have to be on the ground on a regular basis to find the right partners, gain the trust of the people, and get things started. So I would say we are learning every day what it takes to set up our business model.

What is your most valuable advice for entrepreneurs or aspiring founders?

Talking about Agrifood & Water, I am constantly impressed that West African startups are generally very strong in understanding the whole picture. Not only are these startups typically very advanced in terms of product development, they are often highly aware of adjacent problem areas. For example, when we talk about improving the situation of smallholder farmers, African startups often come up with additional financial or educational services as part of their core product. These are exactly the types of solutions corporates are looking for. That said, I think startups need strong support in setting up the right metrics and in defining their investment pitch deck. Even though the total investments in startups is increasing, my main advice to startups would be to work carefully on your business plan and funding strategy.



What's the best advice you've received from a mentor or a founder?

This goes back to a time when I didn't even know how to define what a startup was - because a common definition didn't even exist. I actually have a compilation of some pieces of advice: 1) Find your sweet spot where you are engaged the most 2) Be consistent and patient in what you are doing 3) Talk to people and ask for feedback, but don't give up if they don't like your idea.

Sometimes even today I have to remind myself to follow this last advice - it really helped me a lot along the way.

ASIA

DRIVING THE CHANGE:

FEMALE EMPOWERMENT BETWEEN INDIA AND BERLIN

Colette Beukman

Ever since their inception in 2016, our delegation trips have become a powerful tool for startups, scaleups and ecosystem actors to explore new markets and opportunities. Bringing together bright minds from different origins, the delegations result in the development of new business relationships and friendships by meeting relevant stakeholders in their respective destinations.

During our delegation trip to India last autumn, we were proud to put a special focus on female entrepreneurship and the empowerment of women. It allowed us to bring together nine amazing women who travelled to Delhi and Bangalore on a trip jointly organised by Startup AsiaBerlin and enpact. The industrial focus was put on smart-city, clean-tech and mobility topics that are ever more important, especially with regards to the newly ignited and overdue debate around human-made climate change.

The agenda included meetings with important stakeholders in Delhi and Bangalore and allowed the delegates to gain first-hand insights into the Indian markets and their startup ecosystems. These meetups were evenly spread among actors from the public and the private sector. Thus, for example, the Indian Ministry for Housing and Urban Affairs shared valuable insights into the pain and gain points related to the development and application of smart city policies and their implementation in a mega-metropolis like Delhi. Particularly interesting in this regard were business-to-government partnerships (B2G). Or, during a meeting with the regional government of Karnataka, our delegates were able to pitch directly to the governmental representatives.

As the interest for the linkage between public private partnerships is increasing, we expect future action in this regard. A direct outcome of this meeting is our soft-landing project in India.

StartUp AsiaBerlin

Connecting globally-minded startups, investors and ecosystem players from Asia and Berlin

The German-Asian startup platform StartUp AsiaBerlin (SUAB) is an initiative of the Berlin Government (Berlin Senate Department for Economics, Energy and Public Enterprises) co-financed and implemented by enpact e.V. It aims to create a global startup ecosystem, connecting startups to funding, talents and partners across Europe and Asia. The platform between startup hubs in Asia (currently Singapore, Manila, Jakarta, Delhi, Bangalore, Beijing, Shenzhen and Hong Kong) and Berlin enables direct cooperation between startups and the ecosystem players. Throughout the year, delegation trips are organised to the cities in the network and our partners are invited to reconvene at the Asia-Pacific Week (now AsiaBerlin Summit) in Berlin as part of the AsiaBerlin initiatives. In 2019, enpact realised within SUAB an empowering programme for female entrepreneurs in India (FEBI) which consisted of a Programme Designers' Lab for Indian organisations and delegation trips to Germany and India. Other SUAB activities conducted in 2019 were delegation trips to China, India, Jakarta & Singapore – see the respective features in this yearbook.



“The Startup AsiaBerlin (SUAB) delegation to India was an amazing opportunity to connect with ecosystem leaders, decision makers and fellow startups. The insights about the Indian culture, way-of-business and everyday life were a big help to understand the market and it's unique needs. Next to this, it was amazing to build lasting relationships with (female) founders in India and within the delegation.”

Lena Katharina Bödeker

Head of Operations & Partnerships, Simple Mobility

Of course, the agenda was not limited to meetings with the public sector. Consultations also took place with several venture capitalists, accelerators like Excubator, and established corporations like Tata Motors. Last but not least, we had the honour to attend an Indo-German roundtable that was hosted by the German Consul General, Ms Hellwig-Bötte.

The programme was rounded off by two public events which included a pitching session for more targeted networking and inviting startups and ecosystem players to our daily dinners. This allowed our delegates to build up a strong network in a more casual environment. Lastly, during the whole trip, lively discussions around female leadership and the role it should play took place, leaving everyone with food for thought and plans for the future.

MEET THE DELEGATES AND THEIR BUSINESSES



Darina Onoprienko,
Founder and CEO

 **evertrace**

<https://www.evertrace.io>



Dr. Naja von Schmude,
Founder and CTO

 **peregrine technologies**

<https://peregrine.ai>



Carrie Lulu Schuler,
Co-founder

STARK

<https://starkmobility.com>




Astri Purnamasari,
VP of Corporate Services

 **TaniHub**
connecting farms with people

<https://tanihub.com>



Dr. Azadeh Dindrian,
Co-Founder

 **WasteLedger**

<http://wasteledger.com>



Dr. Miriam Rapien,
Co-founder

rapien & flietner engineering
Trocknungssysteme für Agrarfrüchte und Biomasse

<http://rapien-flietner.de.com>




Lena Katharina Bödeker,
Head of Operations & Partnerships

 **SIMPLE**

<https://en.simplemobility.org>



Gigi Etienne,
Mobility Partnerships Manager

 **WHAT3WORDS**

<https://what3words.com>



THE POWER OF NETWORKING

Oleksandra Kovbasko and Deepthi Ravula, CEO, WE Hub

In order to contribute to the required systemic change in the ecosystems in which enpact is active, we strongly believe in the role that existing actors and stakeholders can and should play. Therefore, enpact's Programme Designers' Lab (PDL) was developed to empower the organisations already active on the ground. We are happy and honoured to have a guest feature by Deepthi Ravula the CEO WE Hub, who participated in our PDL edition in India.

It was a truly great and enriching experience being a part of the PDL. As the CEO of India's first state-led Incubator for Women Entrepreneurs, **WE Hub**, I truly valued and cherished the opportunity the PDL offered in terms of stepping away from my day-to-day operations and truly understanding the possibilities for scaling Women Entrepreneurs in India and across the world.

As one of the nine participants, networking with like-minded and experienced leaders working in the field of **Women Entrepreneurship** in India, I appreciated and valued the diversity of views that all of our group brought to the table. In addition to identifying the common issues we all faced across our businesses on a daily basis, our interactions allowed me to share my experience in a supportive, caring

environment, where I could present issues and challenges and canvass opinion and advice from our group.

At times, to be also challenged in thought processes and beliefs was a great personal growth opportunity. This ability to gain alternate insights has made me a better leader, and created, what I hope to be, life-long associations with skilled leaders in Women Entrepreneurship. This is a rare opportunity when one is continually battling the ever-present challenge of working on the entrepreneurial challenges rather than creating solutions for the Women Entrepreneur challenges.

Our one-week immersion programme in Germany and one-week immersion programme in India offered a circuit breaker for great professional development opportunities. From our guest speakers and workshop hosts, I had the chance to hear from experts in very diverse fields of knowledge, proving very valuable in further broadening my business horizons. I would recommend the PDL to any leader or contributor in the field of Women Entrepreneurship that wishes to embark on a great professional, personal and organisational development journey with a group of like-minded people.



GOOD TIMES & GOOD IDEAS

ADDING EXTRA SPICE TO OUR DELEGATION TRIPS

Oleksandra Kovbasko

As an add-on to the delegation trips, we piloted the organisation of side events during big and relevant conferences. The actual pilot took place back in 2018, during the Asia-Pacific-Conference (APK) — the flagship event of the German business community in Asia.

Under the headline “The Good Times & Good Ideas Jam” we were able to put a spotlight on startups which did not get the deserved visibility at the conference. The results were overwhelming. We secured top-notch speakers from the corporate world, such as Siemens board member, Cederic Neike, and Clas Neumann, Senior Vice-President and Head of Global Labs at SAP. Together with interactive panels the event attracted a lot of interest and visitors from the corporate world, who congratulated us on the dynamics and freshness of this format - especially in comparison to the conference.

Thus, it was only natural that the “Good Times” returned in 2019 with a more extensive agenda and topics to discuss. Celebrating the 25th anniversary of the Berlin and Jakarta city friendship, “The Good Times” was one of the main events of the sister city partnership. International collaboration and creative networking were again the soul of this event.

The anniversary allowed us to secure the City of Jakarta as a co-organiser and resulted in having the event taking place in the city hall. It was opened by Anies Baswedan, the Governor of Jakarta, who later described the event:

“My expectation of The Good Times and The Good Idea Jam is that you will be seeing problems that we have been facing for many years, but for those who just come to the city, you come in with different mindset, data, and perspectives. What we need today is solutions that come from unexpected questions. From there, we can come up with new solutions that can benefit all of us in the city.”

So let us have a closer look at the actual format. The Idea Jam itself was designed as a hands-on workshop, leveraging the bright minds of the audience. This was achieved by putting them into groups that were working on concrete challenges that Jakarta is facing, such as low carbon development, waste management, seamless urban mobility, open data, access to water, etc.

The second day was less hands-on, but as informative and impact-driven as the first. It included high level contributions and speeches by more stakeholders and actors of the Indonesian ecosystem, including, for example, Martin Hansen from GIZ Indonesia, Ilham A. Habibie from The Indonesian Chamber of Industry and Commerce and The Habibie Center, and Yenny Wahid from The Wahid Institute who were sharing their ideas on international collaborations for Indonesia.



Finally, it was time to celebrate and the audience, ranging from startups, corporates, government representatives, the creative community, and individuals, stayed the night to enjoy an entertainment and art exhibition. The actual success and feedback by participants prompted our decision to roll it out in other cities. So stay tuned, for upcoming Good Idea Jams in Berlin, Tokyo and Delhi!

EXPERIENCING A SOFT-LANDING IN INDIA

BEYOND THE STATUS QUO: PILOTING PROJECTS IN INDIA

Oleksandra Kovbasko

At enpact, we are never satisfied with sticking to the status quo. We are always looking to push boundaries and to come up with new and exciting ways to foster entrepreneurship. This has been in the DNA of our approach and allowed us to continuously grow organically as an organisation. We are proud to present yet another result of our continued commitment to this ethos.

The seeds for the soft-landing programme were sown during talks at the Asia-Pacific Week, when Startup AsiaBerlin and enpact partnered with the Karnataka Startup Cell to co-create the first Indo-German soft-landing programme in Bangalore. Two startups from Berlin, **Hardskills** and **GreentechAQUA**, who had been part of earlier Startup AsiaBerlin delegations we implemented, had the opportunity to participate in this programme's pilot. The three-week programme kicked off to a tremendous start with the attendance of the **Bangalore Tech Summit 2019**.

The excitement did not end there though, as we also provided the participants with

thought-provoking mentoring sessions and warm introductions to potential clients. Yet again, we joined forces with a local partner to give the participating startups valuable input and connections that would aid them in their futures as successful entrepreneurs.

When asked how the soft-landing programme could help him with his business, Martin W. Kolodziejczyk, the Managing Director of GreentechAQUA, who had been an avid participant in the pilot programme commented:

"India and Germany have a great affinity for trade and business exchange. The soft-landing programme will be an easy gateway to introduce, implement and execute our solution towards the water crisis situation prevalent in most parts of India."

The programme will be continued in 2020. It is free to take part in, and will be customised for each startup, focusing on its unique needs.



BANGKOK CITY REPORT

IN A LEAGUE WITH SINGAPORE AND BERLIN

Heather Dannyelle Thompson

Bangkok, Thailand is one of the global leaders in our Startup Friendliness Index (SFI) and an interesting city to analyse in regards to its startup ecosystem. To write this **report**, our data lab team interviewed stakeholders in Bangkok, including Western investors, corporate strategists, early-stage startup founders, Thai social entrepreneurs, and family businesses. The variety of interviewees ensured that our report reflected the opinions and expertise of key stakeholders in Bangkok.

In combination with our SFI index and background research, our interviews helped us piece together a comprehensive picture of the city. Bangkok is known as a sprawling metropolis and has long attracted expats from all over the world. The city has a vibrant startup scene, with many Thai businesses working to create solutions custom made for the specific needs of the Thai market. At the other end, outsiders beckon Thailand to expand regionally and globally to bolster

the country's economic growth. In our research, we found that the city ranks fourth in our rankings behind Singapore, Berlin, and Kuala Lumpur. While there are many areas for improvement that could increase prosperity for the city and increase its status among the four leaders, there are also many successes in the system.

The Bangkok report also represents a new phase in the reports provided by our DATA & RESEARCH TEAM. The reports are now formatted with a comprehensive design to give a more polished, magazine look to entice readers. New pages of summaries, photos, and visual representations are incorporated. The content has been revamped to be more conversational in tone and to dig deeper into each domain in a way that is less reliant on the reporting of hard numbers. Instead, the content is brought to life via storytelling. The result is a more beautiful, readable format that will be used in each future report.



EUROPE

IN THE FIELD

OUR WORKSHOP AT THE DIGITAL FUTURE SUMMIT

Elena Volkava

While we mainly focus on emerging and developing economies, let us not forget that enpact is also active in Germany and Europe! We are therefore very proud to have intensified our cooperation with Germany's leading business school, the European School of Management and Technology in Berlin (ESMT). After previous exchanges and the creation of synergies during delegation trips, it was enpact's participation in the school's Digital Future Summit (DFS) that further deepened this cooperation. This summit is a student-organised initiative at ESMT which had around 300 students from over 70 nations and more than 120 international universities and business schools in attendance.

The Digital Future Summit is designed in a way that keynotes, panel discussions, masterclasses, pitch competitions and workshops generate engaging discussions between technology experts and students. Its goal is to bring together outstanding international students, world-class academics, leading companies, and specially selected startups. During the summit, enpact's Elena Volkava and Jan Lachenmayer led a workshop for 24 students that focused on building solutions for two global business challenges: 1) Creating a new approach for the private sector in supporting technology startups in emerging markets, and 2) Improving the digital knowledge exchange and blended learning for entrepreneurs in emerging markets.

As a result, innovative solutions were discussed among the students and several voiced their interest to pursue their Social Impact Project (SIP) with enpact. This SIP is a five-week project during the second year of the Master's in Management programme at ESMT. The programme offers students the opportunity to serve as an economic or management consultant for an organisation with specific social impact objectives, such as a non-profit organisation, a CSR department, a social entrepreneurship venture, or a social impact project of a for-profit organisation.



FEMALE ENTREPRENEURSHIP IN BERLIN AND AFRICA

Elena Volkava

In another edition of our Programme Designers' Lab (PDL), enpact supported leaders of organisations from Ghana, Kenya and South Africa, which focus on the development of female tech businesses. From a total of 880 applications, enpact handpicked nine participants to join a tailored training. The goal was clear from the outset: improving their project proposals during a five-day bootcamp in Berlin. The participants received actionable advice, tools and mentor support to help shape their own projects for women entrepreneurs, women on boards, and women in tech. 880 survey responses were analysed and a first report on the basic conditions for female tech businesses in Ghana, Kenya and South Africa was created.

The programme also drew the interest of German media and was covered online as well as on live TV by a team from **Deutsche Welle**. Reporter Manuela Kasper-Claridge even joined a session alongside the participants, and then stayed on to ask the ladies questions about their perspectives. For Nokky Ndlovu it got even more exciting; she was invited to the DW studio in Berlin to be part of the evening news. After a briefing and a professional makeup session, she was led to the studio to talk about South African entrepreneurship with host Monika Jones. An exciting day for enpact and our mentees!



We are also pleased to announce that for the first time, enpact funded the best project ideas that were developed and enhanced throughout the PDL. We therefore would like to invite you to check out these four outstanding projects and profiles:



DEVELOPERS IN VOGUE
Ivy Barley, CEO and Co-founder

Organisation: Developers in Vogue is a community organisation for African women who are passionate about using technology to revolutionise Africa and beyond. Developers in Vogue trains African women in the latest technologies and connects them to life-changing opportunities.

Project: An AI-powered online platform that connects female tech talent from Africa to projects and job opportunities anywhere in the world. This platform will also serve as an online professional network for African women to connect with others in the industry where they can share ideas, collaborate on projects and start businesses.



WOMENG
Naadiya Moosajee, Co-founder

Organisation: WomEng is an organisation for women in engineering with programmes addressing the issues facing women in the engineering sector, from school level all the way through to the industry. WomEng has been able to deliver cost-effective, impactful programmes, and has a successful track record spanning over twelve years.

Project: An E-learning platform for women founders, which focuses on data gathering from female founders to make informed decisions about the type of content WomEng needs to develop. WomEng will develop coursework specifically on AI, cybersecurity, and financing for female founders based on their needs.

FEMALE ENTREPRENEURSHIP IN BERLIN AND AFRICA



**1MILLION STARTUPS
EAST AFRICA CHAPTER**
Margaret Mutua, Founder

Organisation: 1Million Startups East Africa is the local chapter of a global entrepreneurship community made up of entrepreneurs from 65 countries who are solving real life challenges in their communities. These challenges are aligned to at least one of the United Nations' Sustainable Development Goals. East Africa Chapter has over 100 "most promising entrepreneurs" from all over Kenya and runs programmes for them.

Project: The Women Biz360 project is an incubation centre for 100 women entrepreneurs to help them run successful and sustainable tech businesses. It offers high quality ongoing training and masterclasses combined with coaching and mentorship.



LIMIT BREAKERS GLOBAL FOUNDATION
Nokuthula "Nokky" Ndlovu, Founder & Executive Director

Organisation: Limit Breakers Global Foundation is a facilitation platform and a network organisation. Limit Breakers Global Foundation empowers and provides access to mentorship, education, and global empowerment programmes in disadvantaged communities.

Project: The Women on Boards programme is designed to identify women who operate in leadership and technology roles. It also provides technical learning along with targeted mentorship and networking opportunities, which helps increase the opportunity for women to secure board positions.

We do consider the funding of projects in the countries after completion of a PDL a very strong tool in enhancing and empowering organisations! Based on the learnings made and challenges encountered during this pilot, this will require a lot of additional resources. Only then, international standards in regards to accounting and general monitoring & evaluation for the impact of the projects can be met (which would also be a great value added for the actual organisations) as it makes them ready for receiving new funds from different donors.



MAASAIPRENEUR BRINGS COLOURFUL KENYAN SPIRIT TO BERLIN

Stefan Godskesen



In Germany, we say “Wiedersehen macht Freude”: reunions bring joy. That was definitely true for enpact when we got to welcome Saitoti Kalo, one of our former mentees, in Berlin!

Saitoti was part of the 2017/2018 international mentoring programme for entrepreneurs in East Africa. The international mentoring programme is one of enpact's flagship products. Over the course of the eight-month programme, up to 30 young entrepreneurs work together in groups, accompanied and coached by renowned entrepreneurs from enpact's international network. The cooperation in sector- and development-related groups promotes exchange, horizontal and vertical learning, and the development of

sustainable networks under our motto “from entrepreneurs, for entrepreneurs”. Saitoti recalls his participation as:

“enpact, my community of mentors, proved that unification and conglomeration of energies benefit everyone and makes us come closer to achieving our dreams.”

Since then, he has grown and developed his business **Maasai Duka**, a fair trade social enterprise. True to the spirit of enpact, Saitoti's company is all about connecting people; artisans from his native Kenya are given a platform to sell their products to people around the world.

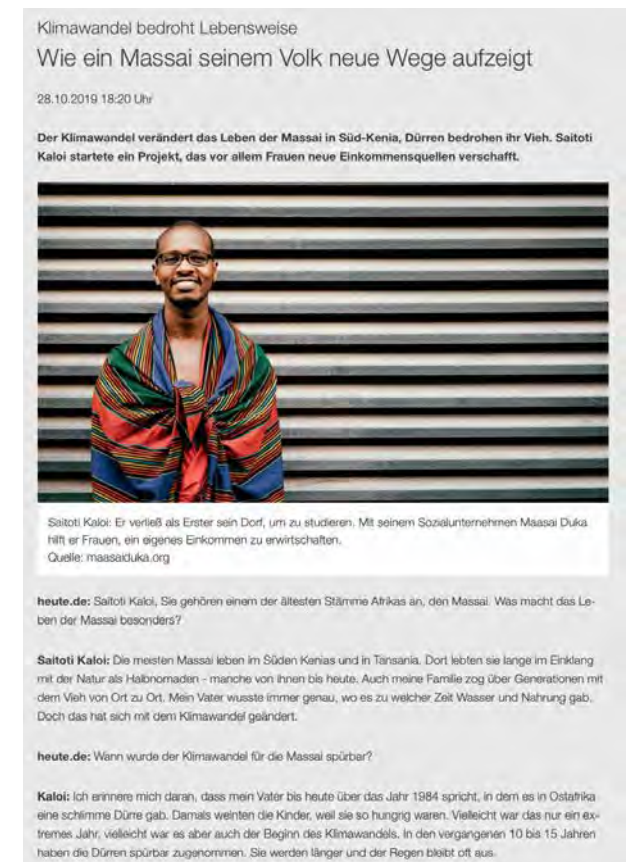
Being part of one of the oldest tribes in Africa, the Maasai, Saitoti grew up in humble circumstances. He was the first of his family to leave the village in the Kenyan Duka Valley to study economics and computer science.

Needless to say, Maasai Duka and Saitoti drew the interest of the German media, and Saitoti's days in Berlin were filled with exciting interviews, not all of which were held in German!

Dr. Harrison Mwilima from **Deutsche Welle**, a major German broadcaster with news in different languages, came to the enpact offices to talk to Saitoti in melodic Swahili.



Dressed in the colourful traditional robes of the Kenyan Maasai people, Saitoti also talked to Jana Sepehr, from the well-known German broadcaster **ZDF**, about the challenges his people are facing due to climate change.



While sitting in on Saitoti's exciting media talks, we not only admired his talent for entertaining others, but also learnt a lot about his journey from a small Kenyan village to becoming a social entrepreneur who supports his people. Saitoti has valuable advice for all of us:

“One of the most important rules of happiness in life is to do what you love.”

At enpact, we are proud to be part of Saitoti's journey, and we are looking forward to his future achievements!

ACADEMIC PARTNERSHIPS

ENTREPRENEURIAL EDUCATION FOR ALL!

Jan Lachenmayer



One of the strongest tools for empowerment is education. While we developed our constantly growing portfolio of products, learning opportunities via horizontal and vertical exchange are at the core of everything we do. This means we are relying on and applying existing methodologies, as well as creating our own tools and interpretations of how learning and exchange can and should take place in the 21st century with our special focus on entrepreneurship.

Luckily, this philosophy opened new areas for cooperation with academic partners. We are proud to have started our first signed cooperation agreements with several universities, especially in Spanish-speaking countries. The overall goal is to establish partnerships with faculties and centres that focus on the development of entrepreneurship. The following guest features by our partners are giving you a first glimpse of what we will be doing in the coming years.

UNIVERSITY OF BARCELONA - STARTUB!

Claudio Cruz Cázares
Director StartUB!
Universitat de Barcelona

The StartUB! Lab was born with the purpose of promoting entrepreneurship in the university community by developing connections with the entrepreneurial ecosystem. This is mainly done via promoting synergies and exchange between different projects and giving visibility to entrepreneurship projects (whether or not they were established) that are developed in the StartUB! space.

The latest edition of the Empren!UB Awards on October 29th at the headquarters of StartUB!Lab was used as the occasion to publicly present this new space. It has been designed to function as an incubator and accelerator for enhancing student entrepreneurship at the university.

The prizes were delivered in an act chaired by the principal Joan Elias. In addition to publicising the winning projects of Empren!UB, she explained the possibilities offered by StartUB!Lab for students of the University of Barcelona - especially in regards to international cooperation with partners like enpact. During the ceremony, Jan Lachenmayer, managing director of enpact, gave an inspiring keynote speech: "How to fail your startup and empower 1000 entrepreneurs".

The event was also used for signing an MOU between the University of Barcelona and enpact.



GLOBAL BUSINESS SCHOOL BARCELONA (GBSB)

Xavier Arola Pérez
Director G-Accelerator
Global Business School Barcelona

GBSB and enpact have signed a preferential agreement to cooperate in fostering the GBSB student and alumni entrepreneur initiatives. The agreement implies that GBSB entrepreneurs that have participated in the school's G-Accelerator programme receive fast-track access to be shortlisted for enpact's entrepreneurial support programmes.

This opens a valuable opportunity for GBSB students to develop and export their entrepreneurship ideas in their home countries. Also, by being part of an international startup network with a variety of innovative components like startup camps, startup safaris, lounges, expert workshops and national roundtables. The partnership will secure the creation of a sustainable network and offers first-hand insights into the working realities of different ecosystems.

GBSB and enpact signed their MOU on 27 August 2019.

LATIN AMERICA



BRINGING THE ENPACT SPIRIT TO NEW SHORES

Clara Cardona

The startup ecosystems in Latin America are still nascent, but instead of considering this as a disadvantage, it can be seen as a great opportunity. We have big expansion plans in Latin America, which is why we decided to conduct ecosystem studies, namely in Lima, Peru and Managua, Nicaragua, with our Startup Friendliness Index (**SFI**).

For us, this is a first step of understanding the actual needs, demands and local specifications of the respective ecosystems. A second step is engaging local authorities, by offering them free access and a deeper analysis of our findings. And a third step is the adaptation of our existing products to the local context to then contact municipalities and international actors in order to design and implement joint programmes to tackle some of the challenges identified and to address areas for improvement.

As you may already know, our website provides the interested visitor with functions to compare different cities. It details the strengths and areas for improvement of an ecosystem in an interactive and intuitive way. In this article we will therefore only tease your attention to some of the most prominent and surprising findings that we gathered.

In general, we can state that the ecosystems we analysed in Latin America need not only promote entrepreneurship but especially innovation as a way of boosting the economy and promoting job creation. Here, existing cultural traits in regards to power distance, gender, etc. provide a big obstacle which can only be tackled by awareness-raising campaigns, the creation of success stories from the startup world, and a joint effort between governments and the private sector.

LIMA CITY ASSESSMENT

Clara Cardona

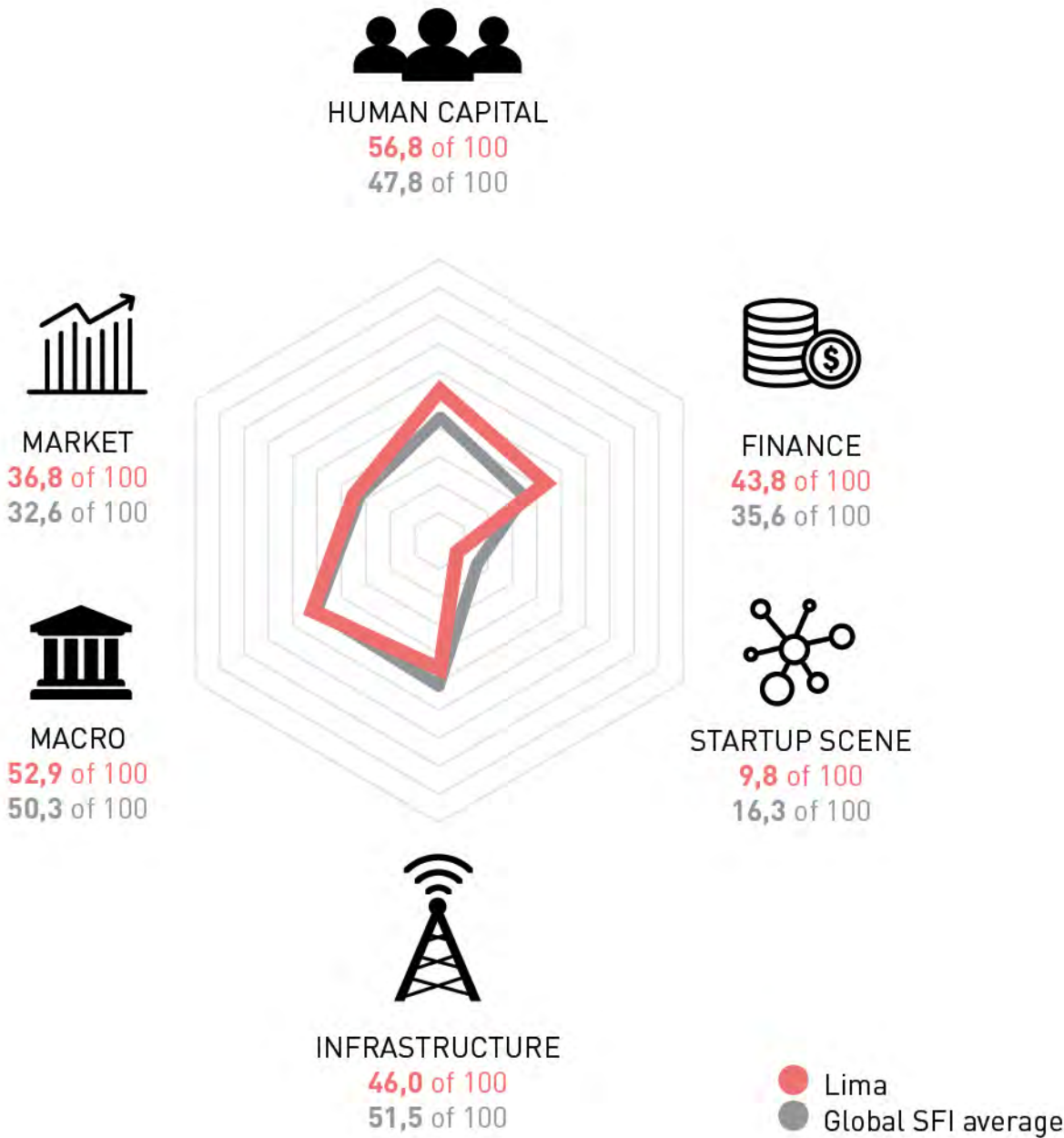
Lima is a vibrant city of approximately 10 million inhabitants with a young and expanding entrepreneurial ecosystem. Our overall analysis shows an incipient but strong ecosystem. The domains of finance, human capital, market and macro, for example, are positioned above the Global SFI average. In contrast, the infrastructure domains, and especially the startup scene, should be strengthened in order to obtain a more balanced ecosystem.

The macro and market conditions are favourable compared to the region, as Lima is the second-largest Latin American city in the SFI. In that sense, Peru's political and economic stability make the country stand out among its neighbours and make it attractive for international investment.

LIMA'S INTERNATIONAL ENTREPRENEURSHIP WEEK

We are proud that our findings were presented at Lima's International Entrepreneurship Week in November, an event hosted by Universidad del Pacifico. This institution has an Entrepreneurship and Innovation Center — Emprende UP — which offers incubator and accelerator services and has become a key player in the ecosystem. From this participation, our ties with that strategic actor are stronger and we are exploring possibilities to expand our activities to other cities in Peru.

In addition to the structural conditions necessary for growth, one of the aspects that stands out most in Lima's case is the fundamental role that the government has played in promoting the ecosystem, especially regarding financing. Different strategies such as Innovate Peru and programmes such as Startup Peru aim to co-finance innovation and development projects by offering seed capital and scaling possibilities to entrepreneurs. Government support has given a significant boost to the ecosystem, and thanks to this, other stakeholders, such as universities, have become strategic allies. Among the government's initiatives, there is an allocation of resources to universities to develop incubators. These two actors have been quite active in their quest to activate the ecosystem.



MANAGUA CITY ASSESSMENT

Clara Cardona

The other Latin American city added to the Startup Friendliness Index last year is Managua, the capital of Nicaragua with approximately 1 million inhabitants. In Managua, a key feature of the ecosystem is the fact that it is young with much room to grow, especially in the startup scene domain.

MANAGUA'S STARTUP ECOSYSTEM

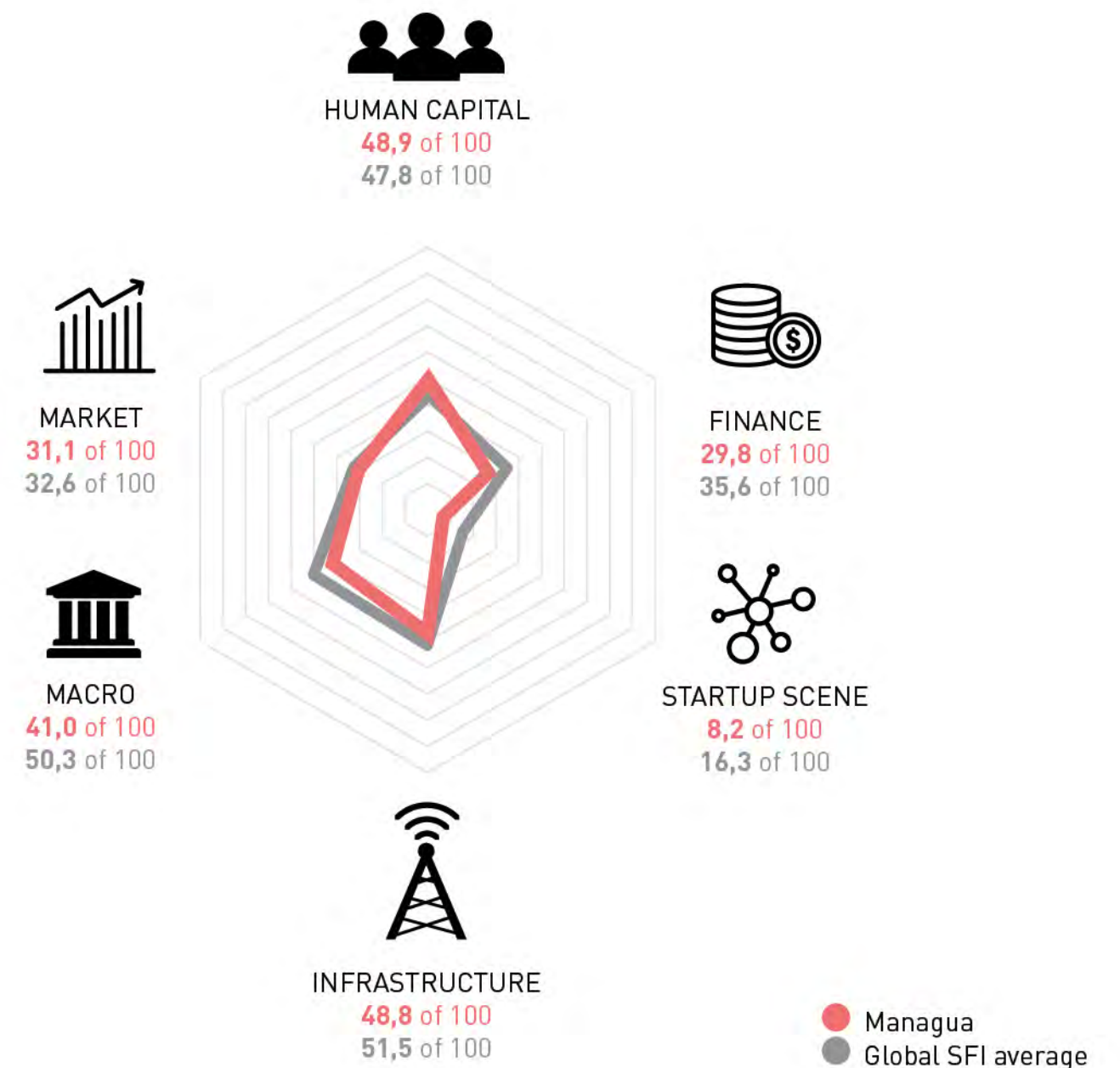
Similarities to other regional cities included in the index exist, with human capital and infrastructure being among the strongest domains and the finance, market and, in particular, the startup scene domains are the most challenging areas. In contrast to Peru, government participation is one of the aspects considered a challenge here.

Strengthening the links between the government and the private sector to carry out joint actions are, therefore, much needed.

Structural aspects such as macro conditions are even more complex to address: informality, crime and instability influence the development of the ecosystem. On the other hand, economic and market conditions will also determine the type of enterprises that are developed, as is the case in this city that is not focused on technology and innovation.

MANAGUA 2020

Along with Numu, our strategic ally in the region, the results of the city assessment were presented in early 2020 in Mangua. The natural next step is the study of future collaboration and the design of concrete programmes that our two organisations could implement in a joint effort in order to improve, support and strengthen Managua's ecosystem.



LOCAL PARTNERSHIPS

ENTREPRENEURIAL EDUCATION FOR ALL!

NUMU IN MANAGUA, NICARAGUA

Clara Cardona

During 2019, the collaboration with the Social Entrepreneurs Group (SEG), a strategic ally in Nicaragua, was formalised through a memorandum of understanding. The **NUMU** Coworking & Tech Hub, one of SEG's business lines, is a space for innovation and community building in Managua. SEG also has its Digital Factory, an initiative for the generation of learning content mainly focussing on digital tools and skills. Along with SEG's founder and CEO, Javier Marin, enpact expects to expand its operations in the region through different projects.

The startup ecosystem in Managua is young, and there are many opportunities to contribute to its growth and consolidation. In cooperation with SEG, we hope to foster synergies between the key actors and develop cooperation projects to promote entrepreneurial activities in the city and the country to strengthen the ecosystem.

Social Entrepreneurship Group-SEG and enpact signed an MOU on 13 June 2019.



PACIFICO UNIVERSITY IN LIMA, PERU

Javier Salinas

Director Emprande UP

Universidad del Pacífico

Our university participated in the "Semana Internacional del Emprendimiento". This annual event sets itself up as the regional standard to look up to, and aims to become, the main meeting event of the entrepreneurship ecosystem in Peru and the region.

This event was held at the Universidad del Pacífico which hosts its renowned entrepreneurship and innovation centre Emprande UP, chaired by Javier Salinas. The centre is undoubtedly a key opinion leader in the Peruvian startup scene and for the whole ecosystem. As a main promoter of the entrepreneurial ecosystem of Peru, the activities held here directly translate into the creation of jobs, sustainable economic growth and the well-being of the people of Peru and the region.

During the conference, Marcelino Turati, enpact's coordinator for Latin America, presented the results obtained by the Startup Friendliness Index. The results for the city of Lima were very interesting. For example, with regards to the importance that women play in the Limean workforce and the noticeable discrepancy when we compare this percentage to the percentage of enterprises owned by women.



The learnings from the assessment, as well as our future cooperation with enpact, will hopefully result in the development and implementation of joint future projects. To strengthen this common goal, Universidad del Pacífico - Emprande UP and enpact signed an MOU on 17 July 2019.

MEXPACT AND HACKAFEST

Marcelino Turati

In autumn of 2019, enpact managed to implement its first project in Mexico: an adapted version of one of our idea marathons. Together with the German Sparkassenstiftung, enpact engaged in the Hackafest “**Mexpact**”. It was implemented at the prestigious **IBERO** University in Mexico City for three intense days in October 2019.

The aim was to offer an opportunity for students and future entrepreneurs to jointly create solutions and business ideas aiming at bringing a brighter future to the overlooked sector of rural agriculture.

The focus was on developing solutions for the rural sector through the application of functional technologies and digital prototypes.

One of the main successes of the event was that enpact, together with the Sparkassenstiftung, managed to gather teams from various universities, companies and organisations. One achievement, even before the kick-off, was the fact that it did not just include privileged students from exclusive private Mexican universities, who are often unfamiliar with the realities that poorer people in the country face.

On the contrary, the event hosted participants from a diverse range of backgrounds. They were put into 13 teams consisting of five members each in order to develop effective, digital prototypes that would facilitate the financial inclusion of rural and farming sectors of Mexico. With the support of enpact, its mentorship, and continuous feedback to the ‘hackathoners’, participants were able to develop strong ideas and concepts.

One of the teams, the Agrobien (Agriculture for Good) team, became an actual success story, by developing the “**FarmLink**” initiative model. Its goal is to promote direct commerce between farmers and restaurants. By doing this, they improve the actual position of small producers in the value chain.

It is great to see how the different pieces of a mosaic are working together.

After the first stage of competition in Puebla, the Agrobien team won the Mexico Edition and thus the opportunity to participate in the Symbioticon 2019, an internationally renowned hackathon held in Hamburg, Germany. Symbioticon brings together more than 200 participants from all over the world, so that they can work towards the common goal of solving problems affecting the most vulnerable. And, guess what, FarmLink won the competition!

This is just another example of how continuous support and mentorship can go a long way in achieving positive results. And while it is great to have “winners” among our network let us not forget that the essence



of the idea marathon and overall goal was not about winning a hackathon.

The focus lies on connecting young, energetic entrepreneurs and stakeholders to tackle challenges related to neglected business areas, sectors, vulnerable members of society, etc.

All of the participants in Mexpact and the Hackafest will hopefully go on to become ambassadors in an otherwise neglected world — the world of the small, local producers. It is thanks to initiatives like these that young Mexicans who may have come from less fortunate backgrounds are empowered to change the world through entrepreneurship and help create a brighter, more sustainable and thriving future for rural business.



EXPLORING INDUSTRIAL 4.0 LINKS

JOINING THE INDUSTRIAL TRANSFORMATION FAIR BY HANNOVER MESSE IN MEXICO CITY

Marcelino Turati

"The home of the industrial pioneers of Latin America".

These were the words that greeted us at the Industrial Transformation Fair in Mexico City, where enpact was invited to join and give a keynote speech. Of course we happily accepted this invitation, especially as enpact is striving to create more links between corporations and startups.

Mexico has a booming industrial sector, which is rapidly transitioning into industry 4.0. Technological advancements are redefining everything in the region, from manufacturing processes, design & production facilities to distribution systems and supply chains. Manufacturers and businesses in the region recognise that current business models are no longer sustainable and that they need to innovate. Small and medium enterprises (SMEs) and startups are facing the challenge of meeting high quality and productivity modernisation standards. For this, preparation for the labour market demands as well as for modern technological standards is vital.

The Hannover Messe is the world's biggest show for industrial technology and the leading platform for Industry 4.0. Industrial Transformation Mexico was the first ever Hannover Messe in Latin America. It was made up of not only a tradeshow, but also a conference and an educational programme,

tied together by the overarching themes of smart manufacturing and digital transformation for the region.

The need for knowledge is evident, as local entrepreneurs need to find answers on how to start, scale and sustain industry 4.0 processes and solutions. enpact has solutions for exactly these questions! At the conference, Jan Lachenmayer, one of enpact's managing directors, was invited to present enpact's unique approach in a keynote speech. It focused on how to achieve co-innovation and facilitate the cooperation between startups and big corporates in industry 4.0.

The fair itself has impressive numbers: Over an area of 18,000 square metres, 265 exhibitors from all over the world came together to showcase their products and innovations. More than 30,000 people attended - a colourful mix of entrepreneurs, students and academics. In short, the "who's who of 4.0" was there! We were especially impressed by the many promising young attendees eager to make their dreams a reality.

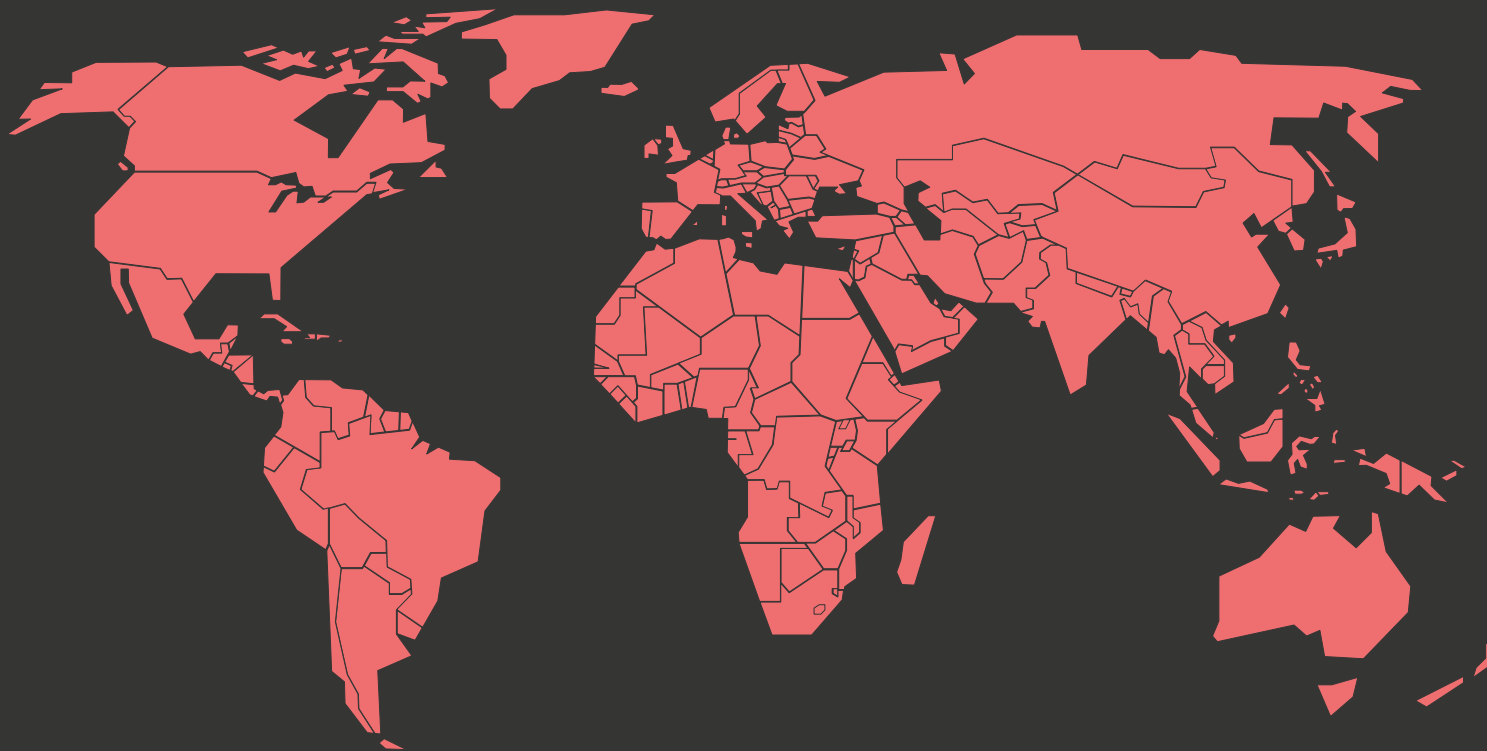
This fair was undoubtedly a jumpstart for the 4.0 scene in Mexico, and it also offered a glimpse into the future. Mexico and all of Latin America will undoubtedly evolve into a global innovation powerhouse, and we are grateful to be part of the journey.



2020 AND BEYOND

OUR PLAN FOR THE FUTURE

Jan Lachenmayer, Dr. Sebastian Rubatscher & Matthias Treutwein



In a constantly changing world that is facing new and big challenges, we see opportunities for those who dare to take risks and are willing to think big. No one can predict the future. Climate change and the Covid-19 pandemic will impact and change our lives in ways we cannot currently fathom. But we can still aim to dream big and contribute to improving humanity globally. How? By sticking to our core values to empowerment people - especially entrepreneurs.

In order to achieve this, we identified several focus areas where we plan to put our efforts in 2020, the most important of which is to increase our impact and improve our visibility. What do we mean by that? We plan to add new Startup Houses as our national and regional hubs on the global map based on our own continental and subcontinental division. How? By practicing what we preach when it comes to "empowerment". With the necessary support from our headquarters in Berlin, we want to build effective teams that are able to autonomously run not only the Startup Haus, but to eventually develop and implement their own projects. This will allow an even stronger embedding into the local ecosystems, a higher impact while at the same time becoming more efficient in regards to our ecological and economical impact.

In addition to our MENA hub in Egypt, our strategic goal for the next five years is that every one of the following regions shall have its own hub: Sub-Saharan Africa, China, India, South-East Asia, Europe, and Latin America.

For 2020 we intend to:

- Expand our activities in Asia, with a focus on China, India and Indonesia.
- Continue to grow our product portfolio based on needs we identify.
- Consolidate enpact's presence in Sub-Saharan Africa.
- Plan several pilots in different Sub-Saharan countries while continuing with our flagship international mentoring programme and different versions of the Program Designers' Lab.
- Open a Startup Haus in Indonesia.
- Open a Startup Haus in West Africa.
- Open a Startup Haus in Mexico.
- Run active programmes in Latin America.
- Build an actively managed enpact database which will be used for blended online-offline learning, networking, mentoring and business facilitation purposes.
- Redefine and activate our alumni (startups, mentors, experts, delegates, organisations) who participated in one of our activities in the last six years.

We would like to invite all of you to join us on this quest to rethink and reshape international development cooperation.

THANK YOU

Finally, it is our turn to say **THANK YOU** to all of our partners, startups, scaleups, mentors, experts, delegates and friends. Without you, this whole journey would not be possible. And let us not forget our very own team around the globe, today and in the last year, whose dedication, energy, efforts, expertise and hard work are at the heart of what we do!



Aalaa Halaka, Ahmed Mostafa, Alaa Aridhi, Alejandra van der Biest, Alina Gratschner, Amrita Gandikota, Amr Sobhy, Cinzia Kaufmann, Clara Cardona, Colette Beukman, Daniel Tumewu, Diren Dok, Elena Volkava, Emin Ben Othman, Essam Sharaf, Hadeer El-Shater, Heather Dannyelle Thompson, Hossam Ibrahim, João Castel-Branco, Khadiga Embabi, Malik Mejri, Marcelino Turati, Marina Wyss, Meryem Akrouf, Mostfa Settala, Nathalie Roy, Nesrine Balti, Nourhan Alaa El-din, Oleksandra Kovbasko, Quentin Merelle, Rabeb Arfaoui, Rafael Palomino, Rawan Bassam, Riham Ammar, Salma Nassar, Sameh Ibrahim, Stefan Godskesen, Syrine Bassi, Wail Daoud

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Quentin Merelle



Marcelino Turati



Oleksandra Kovbasko



Essam Sharaf



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CURRENT TEAM



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Clara Cardona



Heather Dannyelle
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Anja Klabunde



Hadeer Elshater



Hossam Ibrahim



Andrew Curran



Cinzia Kaufmann

**“SOME PEOPLE WANT IT TO HAPPEN,
SOME WISH IT WOULD HAPPEN,
OTHERS MAKE IT HAPPEN.”**

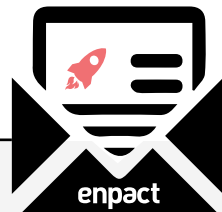
MICHAEL JORDAN

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