Moving from Micro to Small: Stimulating Innovation & Business Growth

Youth Entrepreneurship Workshop
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Presentation

- DTBi’s Understanding of Entrepreneurship
- Mindset of an Entrepreneur
- What is DTBi/Functions/Purpose/Broad Mission
- DTBi Incubatee Sample Profile
- DTBi Business Model
- ICT in Growth of Businesses
- Lessons from/for Tanzanian ICT Entrepreneurs on VCs/AIs
- Formula for Success
- Conclusion
DTBi’s Understanding of Entrepreneurship?

*Business & Entrepreneurship are not similar*

**Inventor**
- Pre-Incubatee
- **Idea**

**Innovator**
- **Business**
- **Idea**
- **+**
- **Market Opportunity**

**Entrepreneur**
- **Idea**
- **+**
- **Market Opportunity**
- **&**
- **Being prepared to take risks**
- **+**
- **Using Network of Resources/ Learning**
- **Build a new/refining Business**
Entrepreneurship needs 3 things...

Idea & Mind-Set

Great Team

Money/Customer
Mindset of an Entrepreneur

*Entrepreneurs don’t do it just for the money (mostly)...*

They are *PASSIONATE* about their:

- Technology/Invention/Innovation/Idea
- Business
- Customers
- Products/services
What is DTBi

- A Tech Incubator (*One & Only in the region*)
- A Public-Private Partnership between the Government of Tanzania (through COSTECH), World Bank *InfoDev* and originally Vodacom TZ Ltd now TIGO & TCRA.
- An Autonomous Entity of COSTECH with its own Advisory Board.
- Run as a Not for Profit entity, **BUT** as a business that generates revenue for sustainability...proceeds earned recycled to help entrepreneurs grow.
DTBi Functions

- DTBi is a business incubator/accelerator providing infrastructure support, strategic planning, coaching and business development services to early-stage information technology companies.

- Our mission is to catalyse an eco-system for growing and monetizing/growing creative startups/SMEs – StartupTZ
DTBi Purpose

- Tanzanian businesses, NGOs and Government require innovative ICT solutions designed for their specific needs!...Hackerthons, competitions, etc
- Support creative technology entrepreneurs build companies to address above & other concerns!...Analysis for solving problems
- Financial inclusions using mobile connectivity & understanding IP is an asset!...R&D with Banks, Telcos & MFIs
Our broad Mission for Entrepreneurship (the INCUBATOR)

I  Innovation & Creativity
N  Networking
C  Collaboration for synergy
U  Understanding the Roles: PPP
B  Broad focus & holistic approach
A  Access to resources
T  Technologies for growth
O  Outreach to community
R  Review: Monitoring and Evaluation
DTBi Incubatee Sample Profile:

- Supporting 42 entities (including virtual) solutions in:
  - Mobile payments & Mobile University Registration System
  - Petrol station monitoring
  - Bus Ticketing
  - Electronic voting & mobile Parliament citizenry system
  - Data Security
  - Data Recovery and Backup
  - Social Media monitoring and advertising
  - SACCOS management/accounting software in Swahili & English
  - Mobile agriculture
  - Secondary school management and reporting
  - Cloud computing Hospital Health Systems
  - BPO (only women in the country)
  - Financial Inclusion
DTBi Business Model:

- Staffing has Finance, Business Development Services & Support personnel, International Network of Mentors/Coaches & our Entrepreneur Coach in Residence from the US.

- Three streams, namely:
  - Pre-Incubation: Complete prototype, validate their business model, 12 month forecast with financial plan.
  - Startup: Register a Company Name, market the product/service and start to generate revenue.
  - Company: Generating over TShs 30M per annum, having growth impact (e.g. job creation, Exports, FDI, etc).

- All make a royalty payment on any growth of annual revenue and exit graduation is after 4 yrs, so as to support others, but remain in Alumni to give back!
ICT in Growth of Businesses

- ICT is a Tool and an Enabler
- Some Implementations by ICT Entrepreneurs:
  - Farmers finding the **best price** for their produce using mobile technology;
  - Through **cloud services**, a health entrepreneur providing affordable health services information system to rural/urban medical centres;
  - Establishment of **ICT-intensive businesses** such as business process outsourcing (BPO);
  - **Financial borrowing** for the bottom of the rung through mobile technology algorithm.
“With wireless sleep technology, the people in my dreams can send e-mail and faxes to the people in your dreams!”
Best Practices for Tanzanian ICT Entrepreneurs

❖ The importance of having a knowledge of basic Accounts, Business Plan writing, Office Management, People, Employees.

❖ Initial bootstrapping & acknowledging that entrepreneurial businesses can fail and we learn from that to do better.

❖ The Mindset - remaining passionate, enthusiastic and to keep looking for opportunities/customers, putting 100%+ in everything

❖ Client Centric Oriented - Understand the client business & offer them solutions that assure them of a good return on investment.
Lessons from/for Tanzanian ICT Entrepreneurs on VCs/AIs...

Understand how the Venture Capitalist /Angel Investor thinks. The True Investor:

- does not believe your projections, he/she just wants to know whether you know what you are talking about;
- believes in the ‘YOU’ factor;
- looks for your commitment and passion.

**This Means:** *Doing one’s homework & having the proper “elevator pitch” is important*
What is the formula for guaranteed success?

……there isn't one & most new businesses don’t succeed
What is needed...

The right skills and support
Dedication
Staying power
Discipline

and

Freedom, Satisfaction and eventually MONEY!!!

Resulting in
CONCLUSION

- Mind set change... “push”/”pull”
- Get Involved... Opportunities
- No Copy Cat Syndrome... Innovate
Thank You

Some Partners & Collaborators

SILICON VALLEY BLACK CHAMBER OF COMMERCE

CRDF THROUGH SCIENCE GLOBAL COLLABORATION

Projects Abroad

sibesonke

TECHNO BRAIN inspiring solutions...

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