

Competence Center Dar es Salaam Tanzania

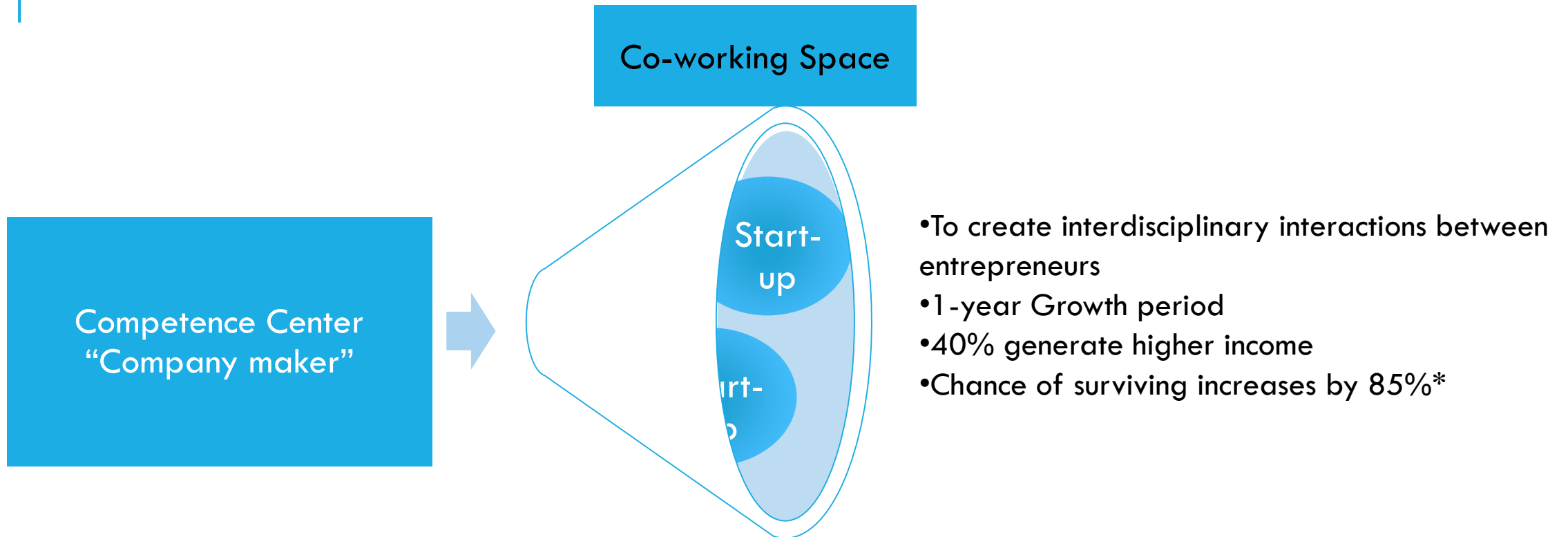
By
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In cooperation with:



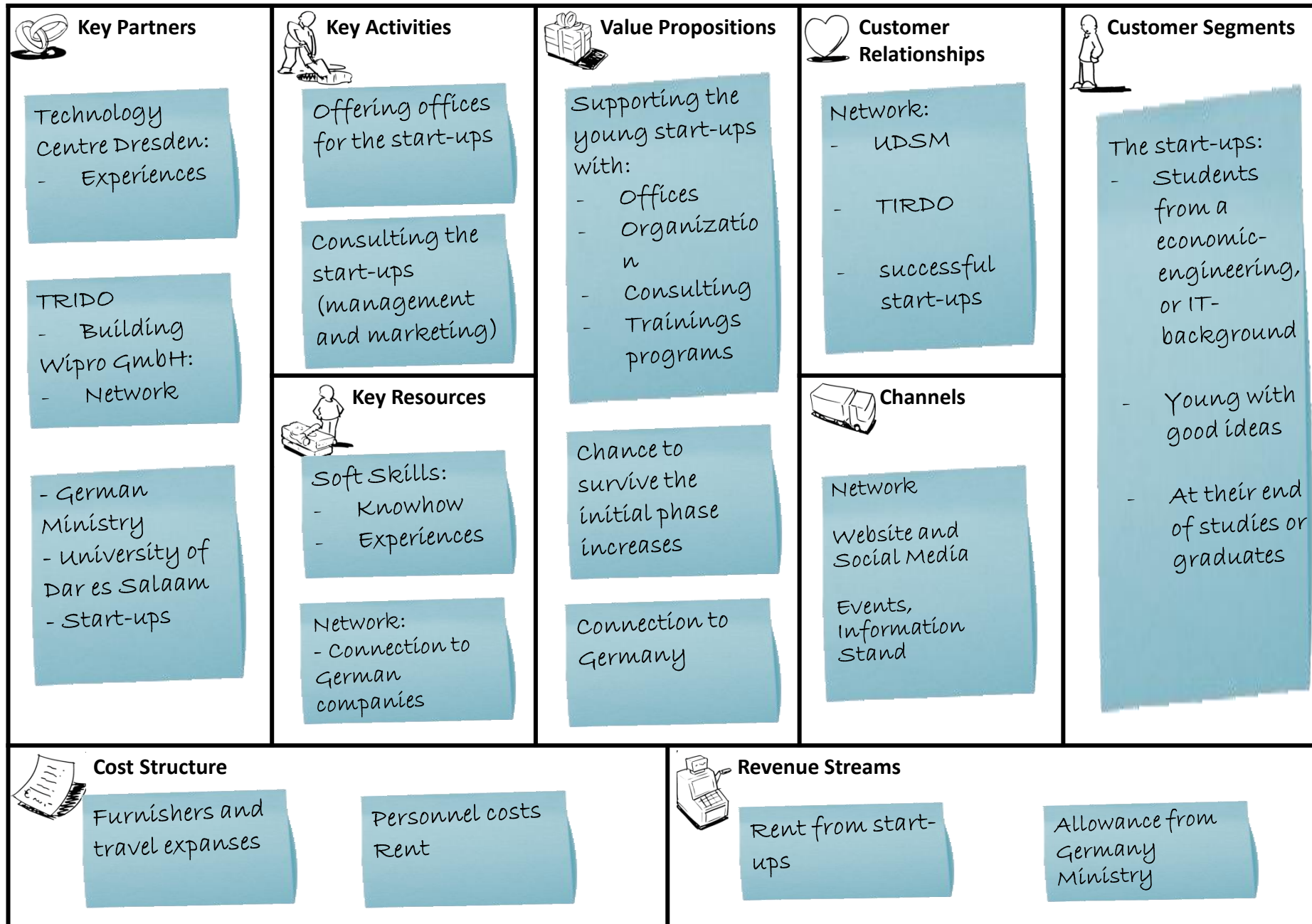
The Concept



*Source from:

<http://www.gruenderszene.de/lexikon/begriffe/inkubator>

Business Model Canvas -



Business model canvas:

Key partners

TechnologieZentrum Dresden (TZD):

Wipro GmbH:

Tanzania Industrial Research & Development Organization (TIRDO)

Other partners:

Federal Ministry of Economic Cooperation and Development (BMZ)

University of Dar es Salaam

Start-Ups

Business model canvas: Key activities and resources

Offering offices for Start-Ups

Provide support and consultation for Start-Ups (management and marketing)

Soft skills : know-how, experiences

Network : connection to German companies (Start-Up training program in Germany)

Business model canvas: Value propositions

Supporting young Start-Ups (1st year)

Offices as working space

Organisation

Consulting

Training programs

Increased chances to survive the initial phase

Connection to Germany

Know-how transfer with German companies

Business model canvas: customer segments

The Start-Ups:

Students from economic, engineering or IT background of 18-30 years old.

Young with good ideas

At their end of studies or graduates (i.e. University of Dar es Salaam)

Business model canvas: cost structure & revenue stream

Revenue Streams

Rent from start-ups

Fee from training programs

Support from BMZ and an equity of 50% by the stakeholders

Cost Structure

Furnishers and travel expenses

Personal costs

Rent (offices from TIRDO)

The market: market development

50% population under the age of 20 years

Opportunities:

Communication sector (e.g. M-Pesa, a Kenyan mobile payment system)

Bringing healthcare to rural regions through smart phones

Africa as solutions for local problems

Promoting visions through support by experiences and know-how

The market: competition/comparable projects

Website “Silicon Africa” listed top 10 business incubators in Africa:

Africalabs : a network of business incubators all over Africa

iHub

NaiLab

Centres from Nairobi, Botswana, Nigeria and South Africa

DTBi : largest business incubator in Tanzania, cooperation with Vodafone and
accompanies start-ups in the first 3 years (**but no connection to German companies**)

Marketing concept

Strategy :

Trade fairs, exhibitions, online marketing, communication with other start-ups, network with UDSM's students.

Goal:

The Competence Centre is to become the leading business incubator for all start-ups in Dar es Salaam

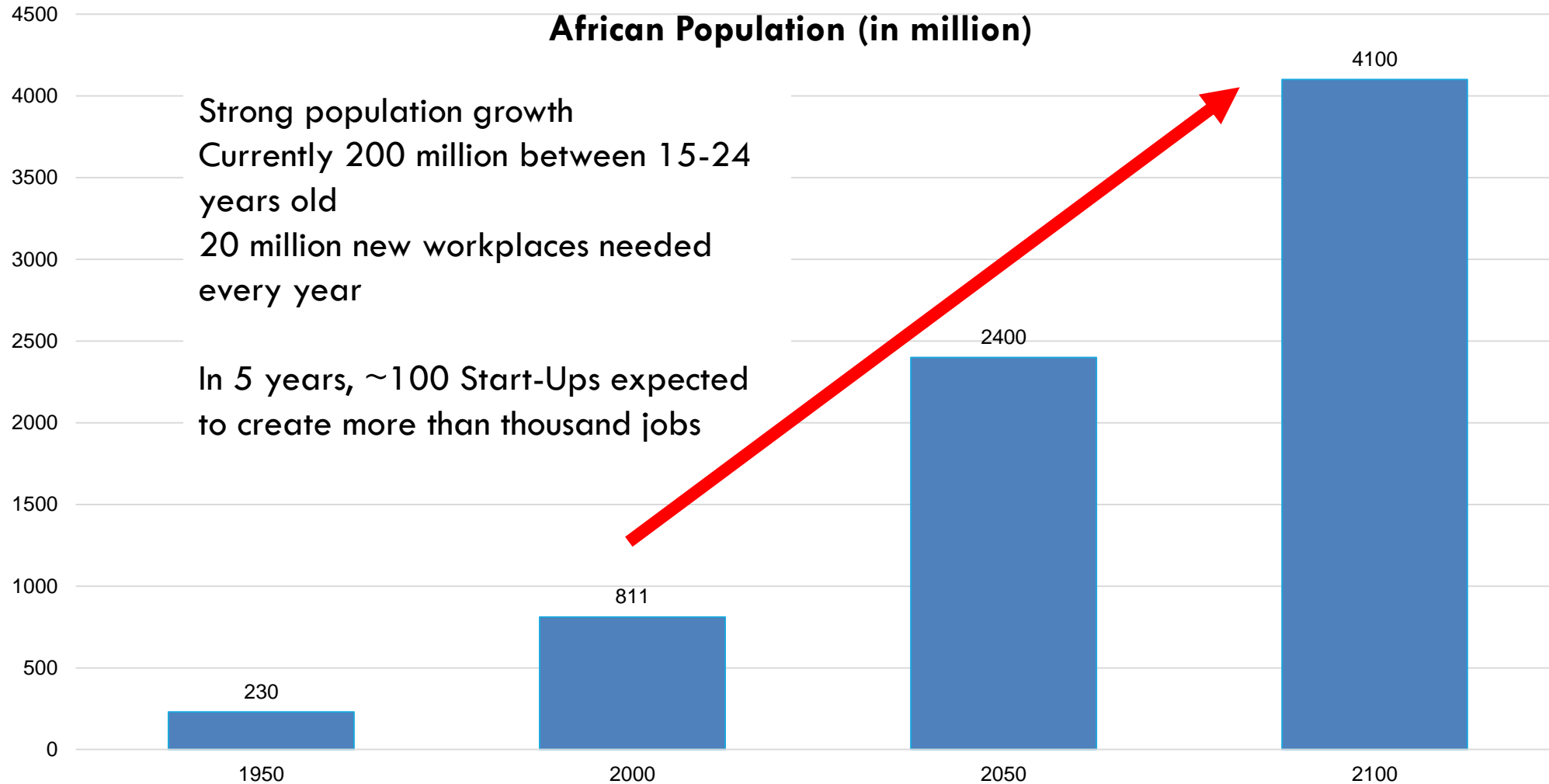
Target Sectors :

Agriculture and Forest industry, IT, Power Generation (especially RE), Water and plumbing, Measurement and Automation Tech.

Budget :

for maintenance of website and social media, flyers at trade fairs, information stand at UDSM campus.

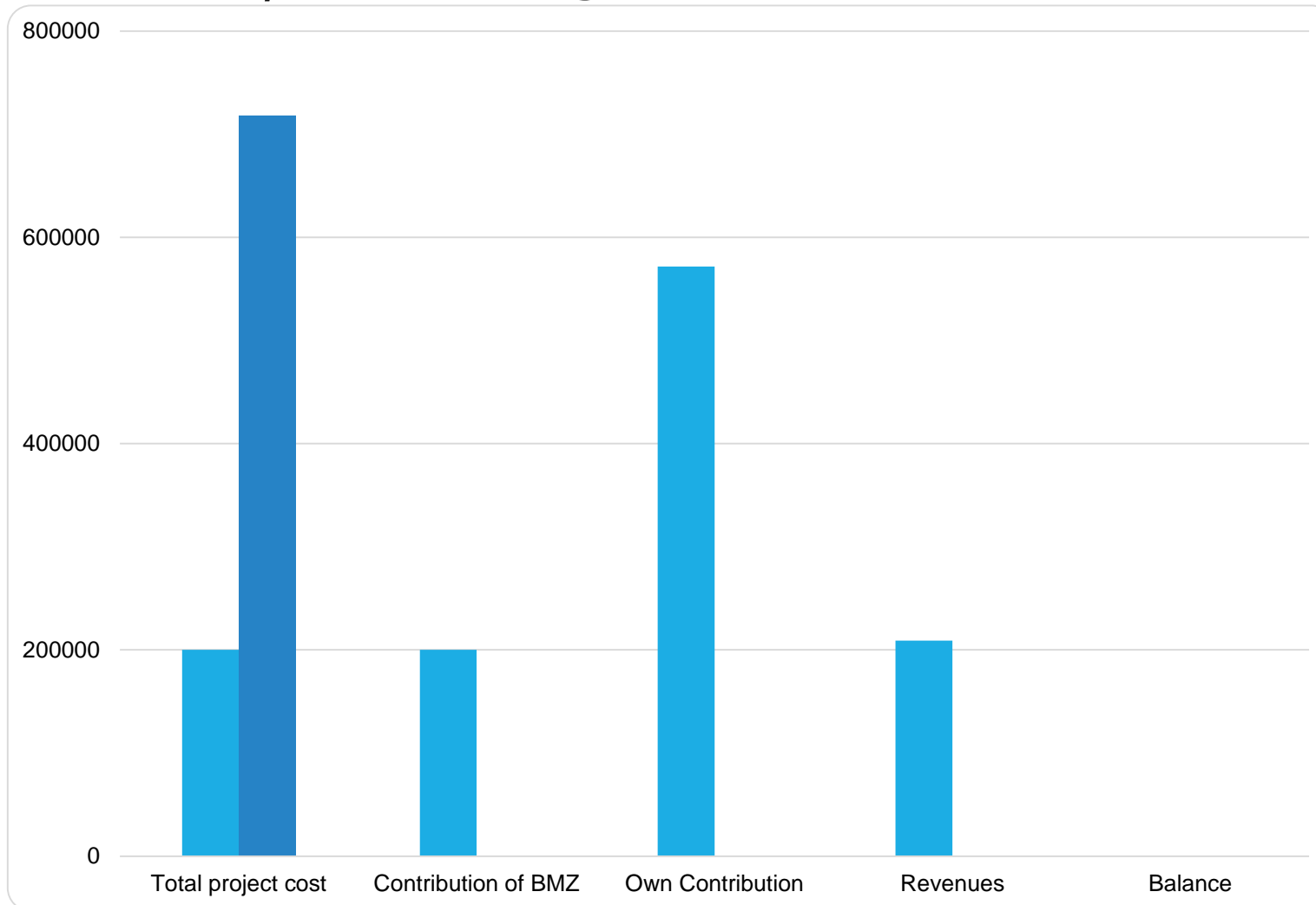
Creation of Job opportunities



Creation of Job opportunities

Period	Number of Companies residing in the Centre	Number of Employees engaged by the company	Combined average incomes from the new jobs created
Year 1	7	35	28,000 €
Year 2	27	270	216,000 €
Year 3	44	528	422,400 €
After Year 5	97	1455	1,164,000 €

Project costs/financing



Thank you for your attention!

