

Make-IT Trendscouting Mission in Senegal, Nigeria, Ghana, Kenya and Rwanda

As part of the Make-IT Alliance – an Initiative of the Federal Ministry for Economic Cooperation and Development (BMZ) operated together with GIZ and the betterplace lab, a think tank based in Berlin – we are conducting a **trend scouting mission in six African countries** (Senegal, Nigeria, Ghana in December 2018 / Kenya and Rwanda January 2019). The mission focuses on digital innovations and exciting business models.

Digital Innovation Made in Africa

for Sustainable and Inclusive Development | Volume 1



We believe that digital entrepreneurship is a driver of digital change in Africa. Tech entrepreneurs have the potential to modernise the economies and societies of their countries, discover innovative solutions to development challenges, and create new perspectives.

What's in it for the entrepreneurs?

The Tech Entrepreneurship Initiative Make-IT in Africa, seeks to promote **examples of innovative tech entrepreneurs** by showcasing their stories, e.g. as part of the publication series "[Digital Innovation Made in Africa](#)". It shows selected innovations and entrepreneurs who have special potential to achieve the SDGs (Sustainable Development Goals) and illustrate the continent's innovative power. The publication series is accompanied by a touring exhibition across Germany and Europe.

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So far, Vol. 1 and Vol. 2 have been published, each containing 20 digital innovations. Now Make-IT in Africa will produce Vol. 3, “Female Entrepreneurs”, and Vol. 4, “Hidden Champions”. This is a **great marketing opportunity for the tech entrepreneurs**. Showcasing their solutions in “Digital Innovation Made in Africa” provides the potential to connect with future valuable partners and investors – like in the case of PayGoEnergy, presented in Vol. 1, who gained the interest of DEG, an investor from Germany.

Who are we looking for?

We are specifically looking to meet and talk with entrepreneurs with the following background:

- **Female Entrepreneurs** – Women who have successfully founded an enterprise or technology start-up. We would like to tell their story of success and challenges in becoming a leader in their field
or
- **So-called Hidden Digital Champions** – The founders of innovative start-ups or digital SMEs which have built up their companies far away from classical tech incubators or hubs (and who might maintain international business relations)

Franziska Kreische, project lead at betterplace lab, will be visiting Senegal, Nigeria and Ghana during the period from Dec. 2 until Dec. 15, 2018. Another mission is scheduled in January to cover Kenya and Rwanda.

If you are interested to be featured in our catalogue or know of someone we should meet, please feel free to get in touch with project lead Franziska Kreische (franziska.kreische@betterplace.org) or forward this call.