

ICT COMMISSION



CRDB

FOUNDATION



iMBEJU Program

CALL FOR APPLICATION

The ICT Commission's Startup Acceleration Programme in partnership with CRDB Bank Foundation is pleased to invite teams of innovators to join the *iMBEJU Program*. The programme, which jointly implemented by the ICT Commission and CRDB Bank Foundation, offers business acceleration facilitation to business ready startup companies with ICT or ICT enabled solutions. The programme will provide among other areas of assistance, capacity building in business set up, start-up operational management guidance, product development guidance and market validation, legal and regulatory guidance, start-up pitching guidance and training, product exhibition and promotion, mentorship, guidance in market entry, and investor readiness sessions for **commercial partnerships with investors**. The mission of the programme is to promote the local digital innovation industry through mentorship, coaching, value addition and linking solution providers to the market with an ultimate goal to have a vibrant ICT industry that contributes to the industrial economy in Tanzania.

THE PROGRAMME

This programme seeks to identify and select from a diverse group of ambitious, entrepreneurial-minded innovators building products, services and companies that are disruptive and transformative in nature, and that can harness the power of the Digital Economy to drive Tanzania's entry into the Fourth Industrial Revolution. Through this programme, ICT Start-Ups will be paired with an extensive network of mentors, industry experts and leaders, educated in product design, service roll-out and implementation, business modelling and mass distribution channels, will be provided access to institutional and corporate partners including an opportunity to partner with CRDB Bank's Digital Innovations services, and free office

working space.

This Accelerator will also provide an opportunity for any of the Start-Ups that qualify, to be part of the Pilot Programme for Tanzania's regulatory sandbox, where they will be taken through the regulatory and compliance requirements of their particular product or service, among other elements of an extensive market-entry programme designed specifically for the Tanzanian and African marketplace.

The first cohort will run for **3 months beginning 15th May 2023**, in Dar es Salaam at a location to be communicated upon selection, where business acceleration programme facilitation will be provided for the **qualified selected startup companies**. Each Startup company will then be required to fulfill the requirements of the programme.

The programme is open to all local innovators who are solving social, economic and commercial challenges in Tanzania using ICT and/or that are linked to the Digital Economy. If you are committed to developing innovations that aim to solve a specific problem in the region using digital technology, and your solution is easily scalable to the rest of Africa, then you should apply. All Start-Ups, aspirant Entrepreneurs, and anyone involved in digital tech (hardware or software) are welcome to apply to the Programme with their innovative Tech Solutions, and possibly have the opportunity to take part in the Acceleration Programme. **Women and Youth are highly encouraged to apply.**

The Imbeju program is essentially a full-time programme, meaning all Start-Ups must come fully prepared to work extremely hard, and Founders will be required to attend a rigorous programme consisting of at least two in-person sessions per week. It is highly recommended that you only apply if you believe you will be capable of being present for the majority of the programme, or at least one Founder and key team member can be available to participate at all times.

THE FOLLOWING CRITERIA APPLIES TO ALL APPLICATIONS:

Applications must be from ICT Innovations utilizing Hardware and Software Solutions in areas of **Finance** (FinTech), **Insurance** (InsureTech), **Tourism**, **Transport** and **Logistics**, **Health** (HealthTech), **Climate Change**, **Construction**, **Energy**, **Smart Cities** (Urban Mobility, Urban Planning or Urban Development), **Agriculture** (Agri-Tech), **Education** (EdTech), or using **IoT** (Internet of Things), **Artificial Intelligence** or Machine Learning to create **Digital Transformation** or technology to aid in **Manufacturing** or **Agriculture** products. Solutions that have a demonstrable and quantifiable social impact are highly encouraged to apply.

All Start-Ups applying must have the following attributes:

- a. Business must be registered and operating in Tanzania, targeting the local and/or international market;
- b. Founders between the ages of 18-40 years old must be owning **at least 25%** of issued shares in the Start-Up company;
- c. Majority women-owned businesses are highly encouraged to apply
- d. Primary offices based in any region of Tanzania.

Your Start-Up must be:

- i. **Prototype or Pilot stage or MVP stage** (Minimum Viable Product), or Product-Market Fit stage, or looking for or achieved product-market fit.
- ii. **For-Profit Enterprise:** Sustainable revenue generating model
- iii. **Innovative:** Launching a completely new product or service, or a new way of providing an existing product or service;
- iv. **Commercially and Socially Impactful:** Adequately solves the problem or challenge it is aimed at, and aligns with at least one of the Sustainable Development Goals (SDGs)
- v. **Scalable:** Can be easily and quickly remodelled/replicated to be made available in other regions of Tanzania, or possess enough scalability to become Pan-African
- vi. **Business Case:** Must target a wide section of the population or be able to demonstrate a sustainable business model and viable market adoption

Start-Ups with the following will have an added advantage:

- a. Minimum Viable Product (MVP) with initial pilot user records during testing or has complete and demonstrable full working Prototype.
- b. A committed full time and competent team in place with more than one Founder
- c. Strong business case and a clear path to market or clear strategy for market-entry
- d. A clearly defined and well understood business model
- e. USSD-enabled, integrated mobile application or use of advanced digital technologies as an implementation tool or channel of delivery

Start-Ups among other things, will be judged based on the following seven criteria:

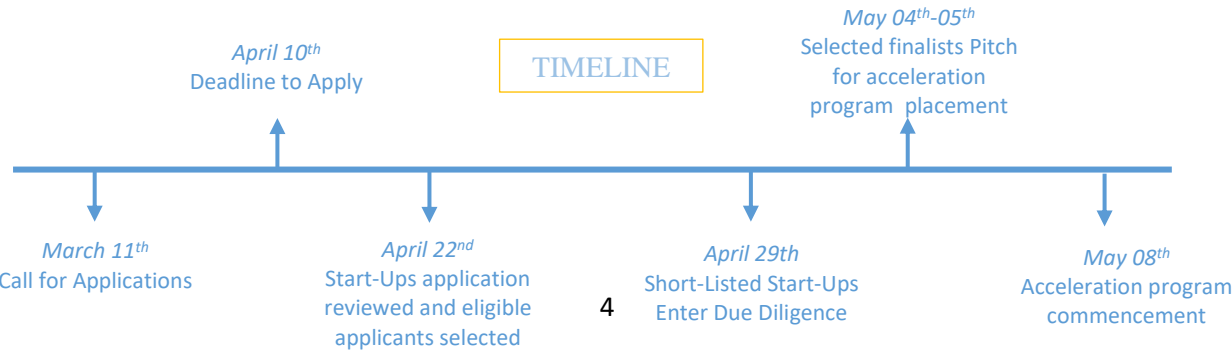
- a. **Innovation and disruptiveness:** How are you transforming the social or economic landscape in Tanzania and Africa through your solution?
- b. **Team:** Mix of team members and ability to achieve excellence in the market?
- c. **Traction:** Proof of success, milestones, and traction. What have you achieved so far?
- d. **Impact and Scale:** Potential for social and commercial impact, scalability and likelihood of your solution working beyond your home market, and throughout the rest of Africa?
- e. **Sustainability:** Business model and sustainability. How will it generate revenue?
- f. **Technology:** Technological or digital component and tools used to solve the problem. How much of a factor is technology in the solution?
- g. **Unique Selling Proposition or X Factor:** Why is your Start-Up unique or great? How easy is it for others to replicate your solution and enter your market?

The Accelerator:

If you are selected for the Acceleration program, you will be part of **TECH START-UPS** that will have a potential to receive seed fund based on pre-approved budgetary requirements, and execution of objectives based on the milestones agreed upon over the 3-month period of the Programme.

Start-Ups that meet their performance targets may also be provided with an the Imbeju revolving fund through CRDB Bank (subject to meeting terms and conditions of the same), and will be vetted for a potential partnership with CRDB Bank, investors and other programme partners, where applicable.

The programme will be run entirely from Dar Es Salaam and consist of structured learnings, discussions with entrepreneurs in the Tech Ecosystem in Tanzania, 1-on-1 workshops with mentors and experts from various fields. Start-Ups will be paired with an extensive network of mentors, industry experts and leaders, educated in product design, service roll-out and implementation, business modelling and mass distribution channels, and provided access to institutional and corporate partners, among other elements of an extensive market-entry programme designed specifically for the Tanzanian and African marketplace.



Application Deadline: April 10th, 2023 at 23:59hrs

Interested Companies/Startups/Teams are urged to complete the Application form available on the ICT Commission's Startup Acceleration web link: <https://www.ictc.go.tz/ict-startup-accelerator-program/CRDB/Imbeju>

For any questions or enquiries, please feel free to contact us via Mobile Phone through: +255 738 171 742 or +255 755 197 700 or emails: info@ictc.go.tz OR info.imbeju@crdbbank.co.tz

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