

# Scaling up Startups for Development Call

*Supercharging Africa's startups today*

## CALL FOR SUBMISSIONS

**Supported by UNECA and Google in collaboration with Origin Research and Innovation Labs and the Alliance of Entrepreneurial Universities in Africa**

### **Background**

The second Forum of the Alliance of Entrepreneurial Universities in Africa (October 2023) resolved to encourage African universities to inspire their communities of researchers, students, staff and partners to directly generate one million startups and \$100 billion in revenues. This target is aligned with Agenda 2063 target of at least 25 per cent of firms will originate from technological breakthroughs and innovations commercialized by African citizens. With its youthful populations, the student population of African universities are growing by double digits between 10% to 22% annually. By 2033, about 40-50 million youths and researchers will have passed through Africa universities. With the right environment and support mechanisms, this youthful educated population can seed, build and grow sustainable businesses that may employ millions and create wealth.

It is against this background that ECA and Google have signed an agreement to join forces to support startups in the ECA-led Alliance of Entrepreneurial Universities in Africa and those in the Google's Startups for Sustainable Development. The initiative will make available to startups in Africa access to highly experienced mentors and funding; and will connect them with peers and industry leaders that can help firms to grow and meet their desired targets. In addition, universities with hubs and enterprise development programs can serve as support platforms to which Google and other partners can refer their startups.

## Who is the target?

This call targets only spin-offs, nascent and startup firms in incubators; those that have left incubation and innovation hubs; and those that are already in the market with actual products (i.e. goods and services) and clients/customers. This call is **NOT** for business ideas and research products yet to be commercialized.

## What is in it for you?

You will have access to some of the best mentors and coaches you may not afford to hire; get business, technical and funding opportunities and suggestions; and be connected to other doers with whom you may exchange experiences, collaborate, partner and/or trade. It may also bring additional exposure to your business for free.

## Eligibility criteria

All startup firms or spinoffs – commercial and social enterprises founded or conducting business in Africa are eligible to participate. Businesses from all sectors are welcome and those from universities are encouraged. However, your business should be at least three (3) years old – be it formal or informal. All are encouraged to apply, especially women and youths.

## Your Application Template

### A) Required information

<ul style="list-style-type: none"><li>➤ Your Name:</li><li>➤ Name of Your Entity:</li><li>➤ Address:</li><li>➤ Email:</li><li>➤ Mobile number:</li><li>➤ Website link:</li></ul>
➤ Describe the business of your entity (250 words)
Annual Revenue, Sales: \$ Annual budget (choose the one that applies)
➤ Number of workers or team members:
➤ Number of customers/users/clients:
<ul style="list-style-type: none"><li>➤ Regulatory issues:</li><li>➤ Have you obtained:<ul style="list-style-type: none"><li>a) Business name registration number: Yes, No, In process</li><li>b) Intellectual Property</li><li>c) Standard (e.g. Kenya Bureau of Standards mark; ISO etc)</li><li>d) Safety approval</li><li>e) Others....</li></ul></li></ul>

- What kind of support do you need:
- a) Partnership
  - b) Mentoring/coaching
  - c) Financial
  - d) Technical
  - e) Management
  - f) Others

### **Support documents**

A support letter from at least one partner is required.

### **Send your applications to**

Complete the application here and/or send it to:

1. Asfaw Yitna – [yitna@un.org](mailto:yitna@un.org)