



# Ethiopia Startups Potential for Reverse Innovation

9<sup>th</sup> December

Japan International Cooperation Agency (JICA)

# Ethiopia Startup Ecosystem

The startup ecosystem of Ethiopia  
the global top 100 for the first time in the ranking

(2021: StartupBlink)

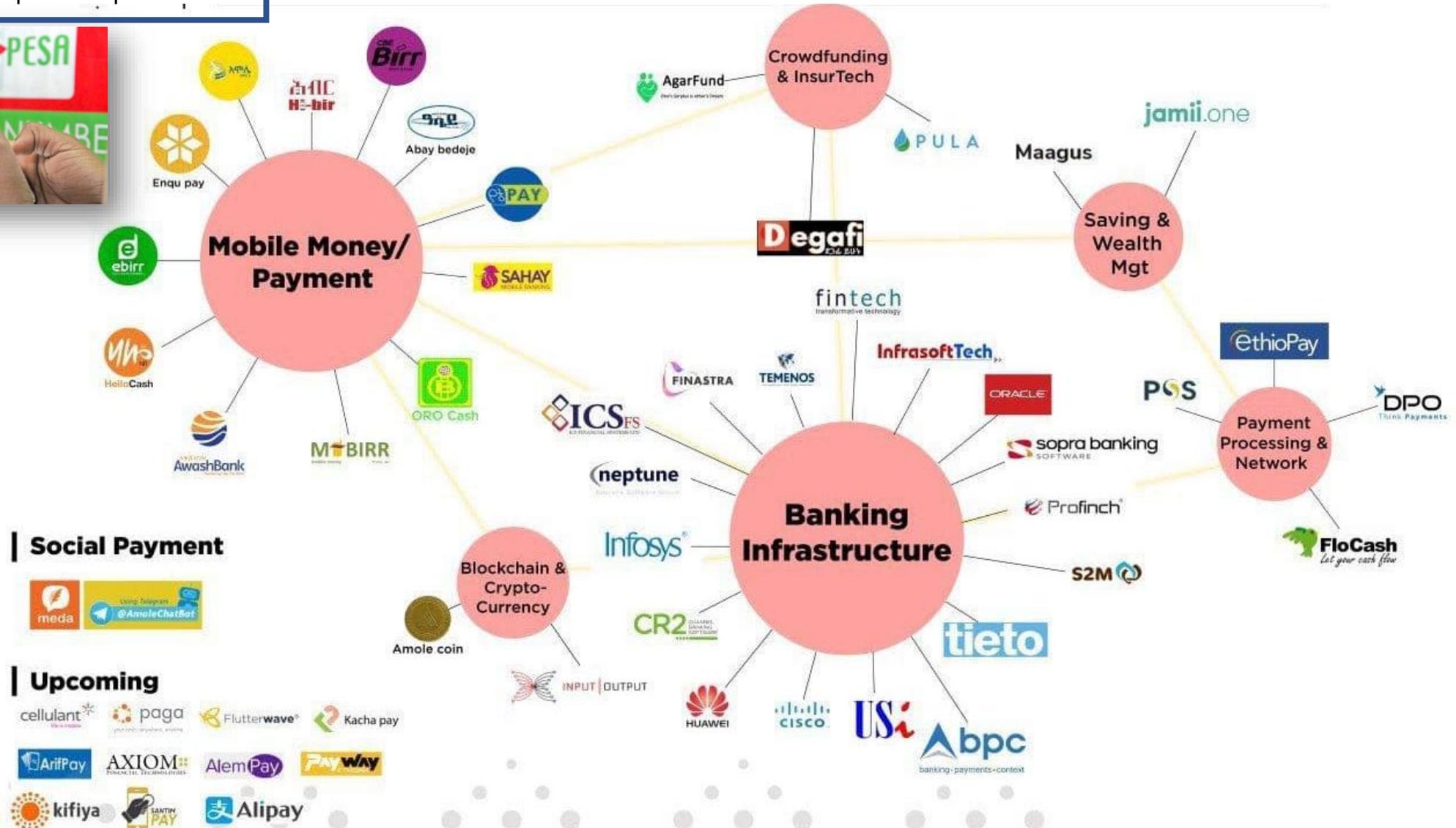
## Unique Ecosystem advantages

- A population of 120 million (Third place in Africa, 2021)
- Growing Digital Development Trend
- Several ecosystem builders in Addis Ababa
- Government support and Startup Act



Sumitomo Launched Telecom services M-PESA set for Ethiopia Expansion

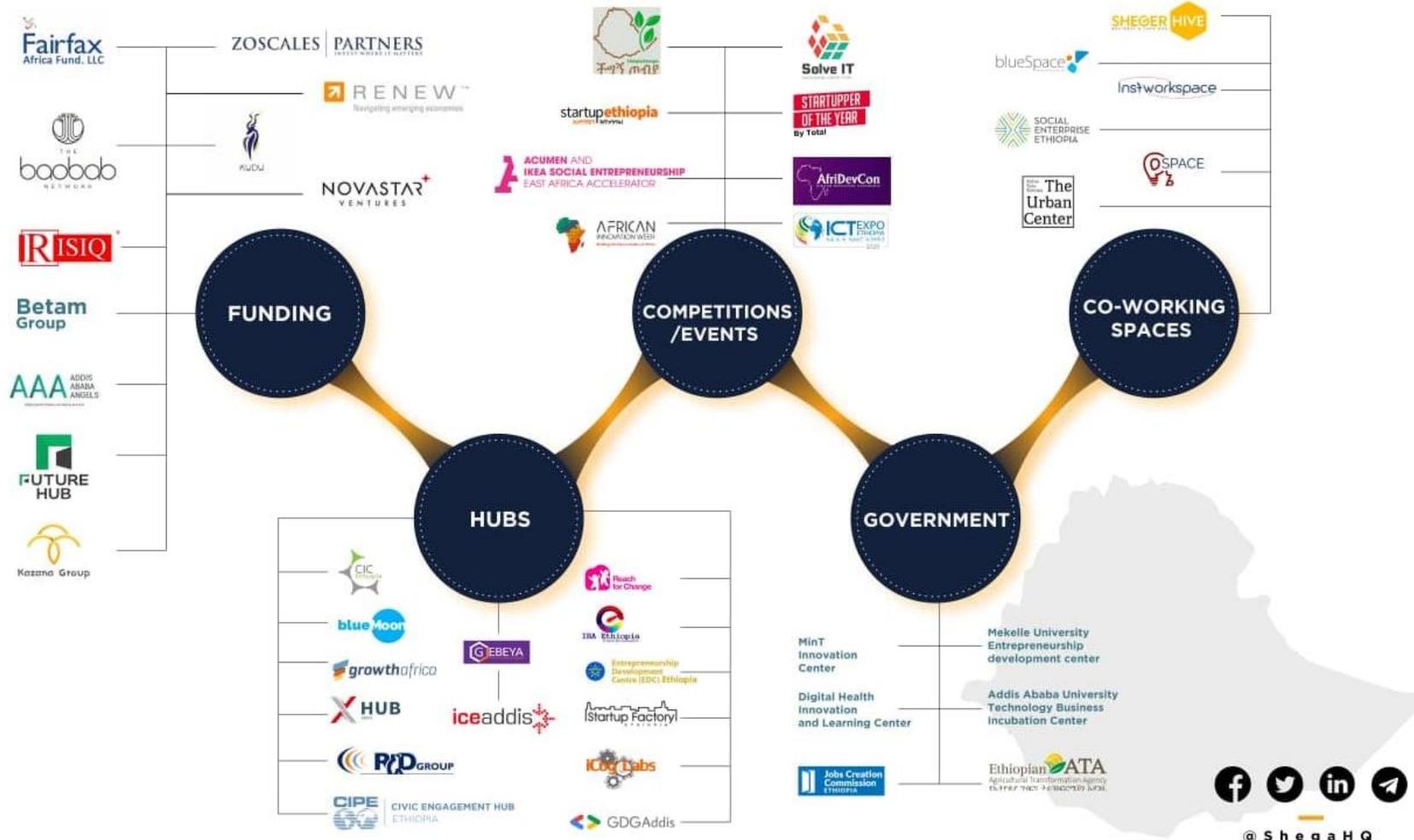
# Fintech in Ethiopia



Reference: [Shega - Tech, Startup and Innovation in Ethiopia](#)

# Startup Ecosystem builders

Increasing the ecosystem builders : 15+ (2021-2022)

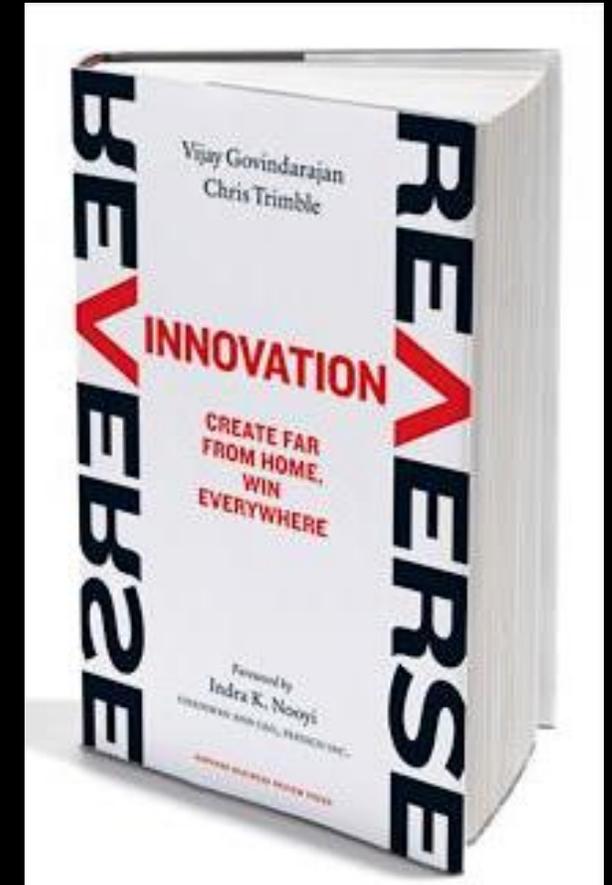


Reference: [Shega - Tech, Startup and Innovation in Ethiopia](#)

# Reverse innovation

"the strategy of innovating in emerging (or developing) markets and then distributing/marketing these innovations in developed markets. "

Professors Vijay Govindarajan and Chris Trimble,  
Tuck School of Business, Dartmouth College, 2009





Orbit Health was selected by JICA  
NINJA Business Plan Competition in  
response to COVID-19 in 2020



Comprehensive Practice  
Management System



Patient Engagement



Healthcare saving



Digital Health Consultancy

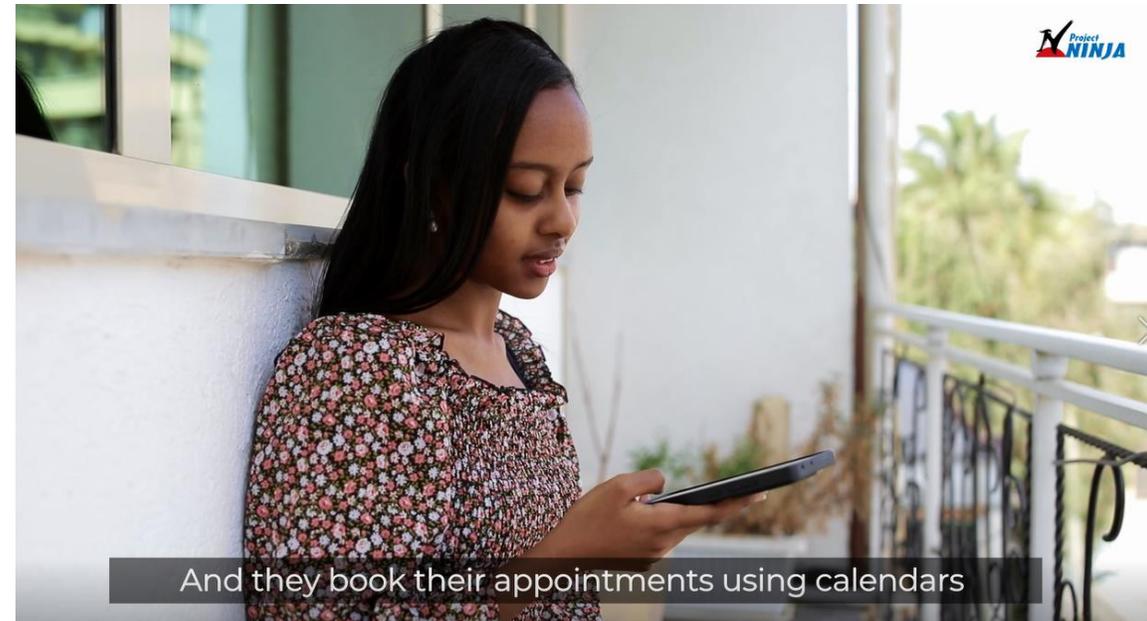


Continued Professional  
Development (CPD)

# Orbit Health

 **OHealth** Patient Engagement

 **OWallet** Healthcare saving





# *Project* **NINJA**



**Innovation  
Challenge**

# GITEX Program



# Thanks!



**NEXT INNOVATION WITH  
JAPAN (NINJA)  
ACCELERATION PROGRAM**

Apply for a chance to participate in  
an acceleration program and pitch  
competition

Application Window: Dec 5 - Dec 26 by 5 PM  
(11 PM Local Time)

Organized by - JICA and MinT



Research!

