JICA
Japan International
Cooperation Agency

M In T
የኢኖቬሽንና ቴክኖሎጂ ሚኒስቴር

Project NINJA
jica Innovation
Challenge

JICA ETHIOPIA STARTUP PITCH IN JAPAN

You can hear about Japanese companies related to Africa!!
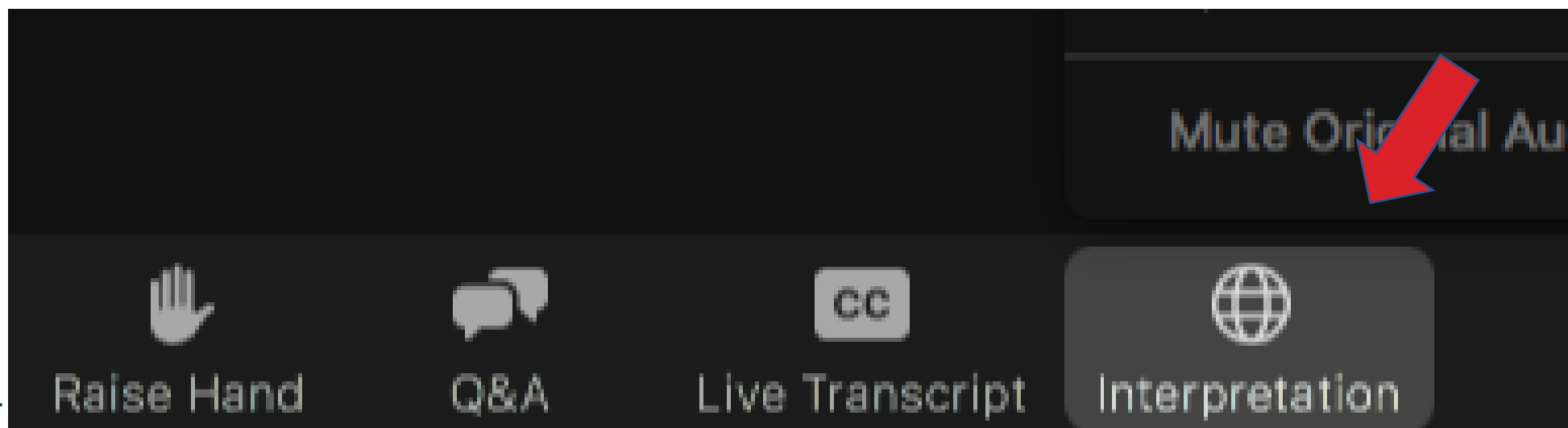
Date： 20th June 2023 (Tue)
Time: 9:30-12:00 Ethiopia time
Place： Online (Zoom webinar)

Zoom Guidelines

・To change languages, press the "Interpreter" icon in the webinar to get Japanese translation of the event

- こちらのボタンを押して、英日同地通訳をご利用ください"

Project **NINJA**

jica Innovation Challenge

NINJA Acceleration Program

NINJA Acceleration Program

Agenda

01 ✓ **Lecture**

02 ✓ **Pitches by 6 Ethiopian startups**

03 ✓ **Public voting, Q&A to startups**

04 ✓ **Award**

Zoom Guidelines

After pitches ends, please vote for the startup you think is the best – Zoom Poll　ぜひZoom機能で投票に参加してください。

Participants in the venue

会場にいる方は、机の上にあるQRコード、またはURLから投票してください。

For the participants at the venue, please vote via the QR code or URL on the desk.

JICA Ethiopia Startup Pitch in Japan

本日のイベントであなたが一番だと思ったスタートアップ１社に投票してください。Please kindly vote for the one startup you think is the best at today's event.

1. Fibermart Trading Company	0
2. Gebeta Software PLC.	0
3. Guzo Technologies PLC.	0
4. Storm Online Technologies (Shemach)	0
5. Commerce 360 (Taywan)	0

結果ページ　　残り1票　　投票する

Voting

Zoom Guidelines

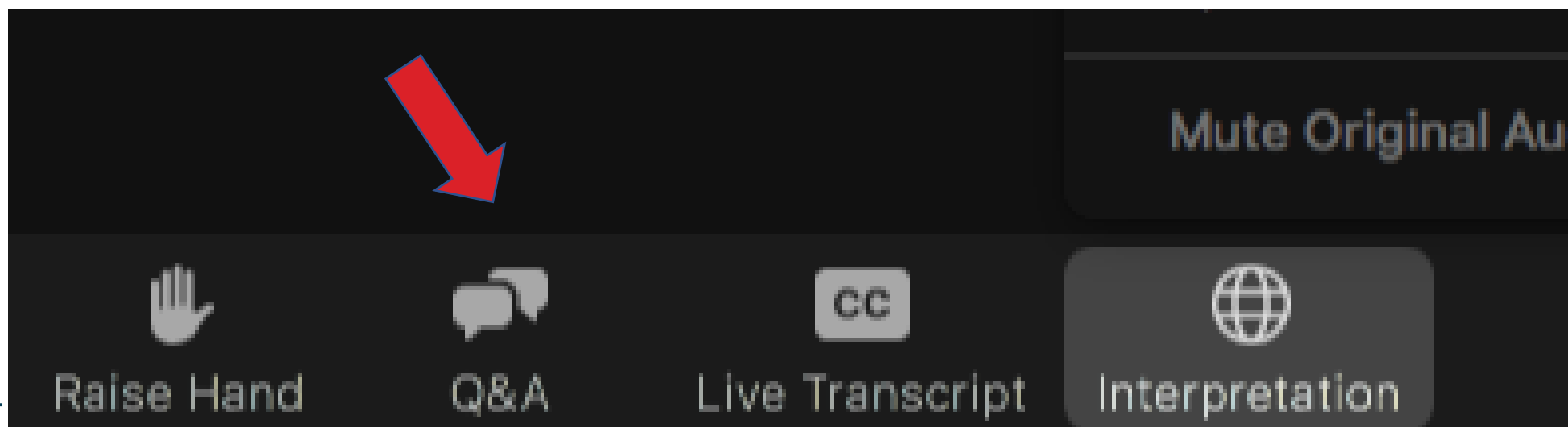・While listening to the startup's pitch, please chat in your questions to startups using "Q&A" icon.

スタートアップのピッチを聞きながら、「Q&A」アイコンを使って、スタートアップへの質問を記載ください。

Information of 6 startups
6つのスタートアップの情報

日本語.

English

[6月20   エチ
オピア スタートアップピッチ・日本企業交
流イベント」開催のお知らせ | 事業・プロ
ジェクト - JICA](#)

[20th June, 2023 [Online Pitch Event] Ethiopia Startup
pitch in Japan | Our Work | JICA](#)

Zoom Guidelines

・To change languages, press the "Interpreter" icon in the webinar to get Japanese translation of the event

- こちらのボタンを押して、英日同地通訳をご利用ください"
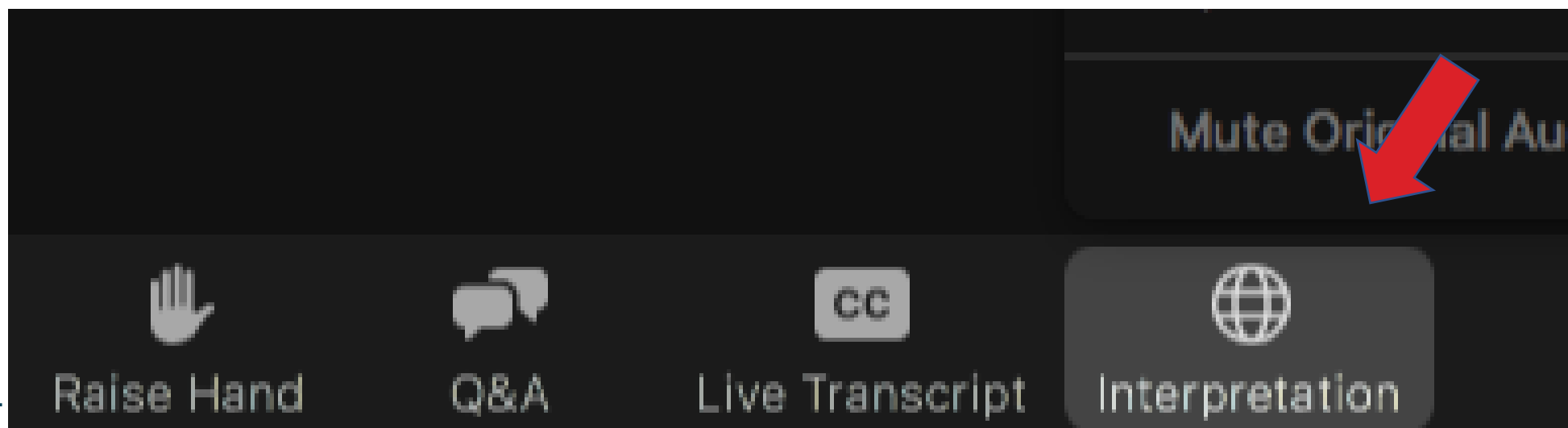
Opening Speech
開会のご挨拶

**H.E Dr. Belete Molla Getahun
Minister, Ministry of Innovation and
Technology of Ethiopia（MInT）**

**エチオピア革新・技術省
ベレッテ モラ ゲタフン大臣**

Lecture 1: Startups in Ethiopia
講演1: エチオピアのスタートアップ

Mr. Selamyihun Adeffris
Innovation development Lead CEO
Ministry of Innovation and Technology
of Ethiopia (MInT)

セラミフン アデフリス氏
Innovation development Lead CEO
エチオピア革新・技術省

Ethiopia Startup
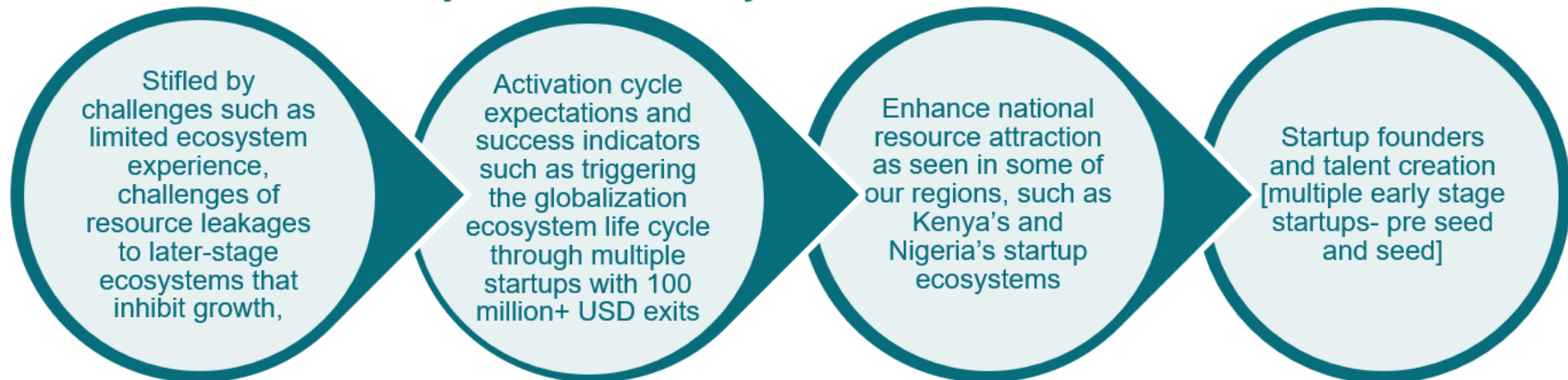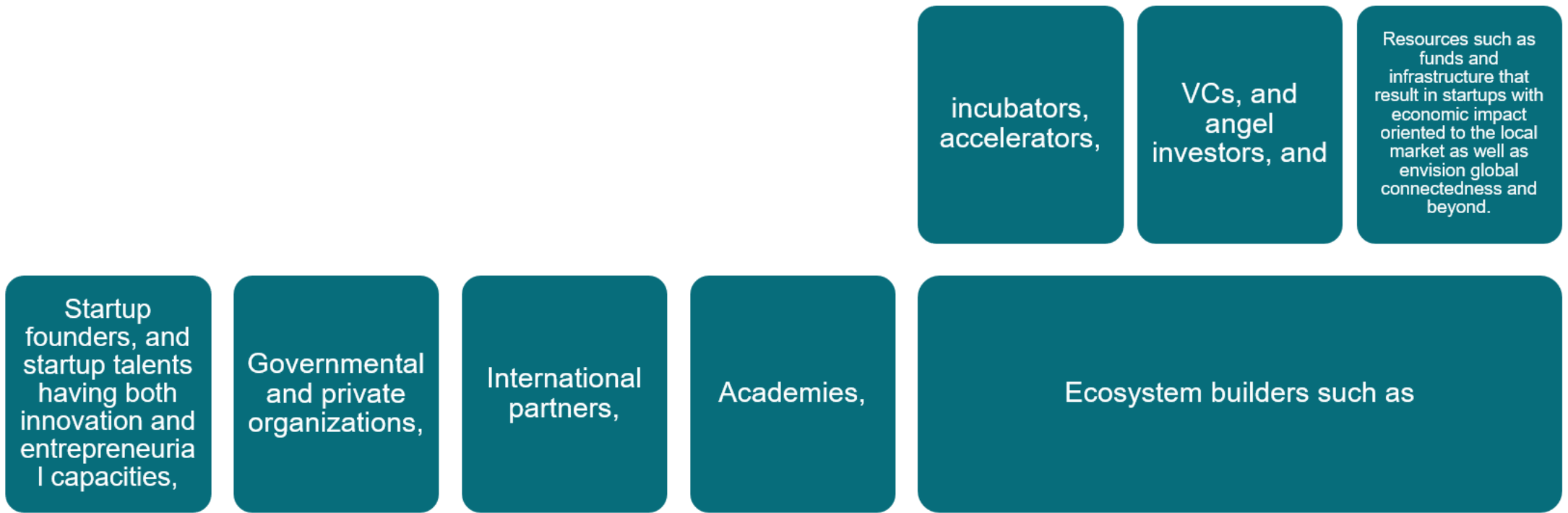## Ministry of Innovation and Technology

2023

- Seeing Ethiopia's startup ecosystem reaching the fourth stage of its life cycle (startup Genome – Framework), which would enable Ethiopia's startup ecosystem to finally integrate with the global fabrics of knowledge, produce a global business model, and achieve high global market reach in the long run.

- The ministry places its priority on the first cycle in the 3 years Program -the activation ecosystem life cycle,

Stifled by challenges such as limited ecosystem experience, challenges of resource leakages to later-stage ecosystems that inhibit growth,

Activation cycle expectations and success indicators such as triggering the globalization ecosystem life cycle through multiple startups with 100 million+ USD exits

Enhance national resource attraction as seen in some of our regions, such as Kenya's and Nigeria's startup ecosystems

Startup founders and talent creation [multiple early stage startups- pre seed and seed]

Connectedness in coming few years...

incubators, accelerators,

VCs, and angel investors, and

Resources such as funds and infrastructure that result in startups with economic impact oriented to the local market as well as envision global connectedness and beyond.

Startup founders, and startup talents having both innovation and entrepreneurial capacities,

Governmental and private organizations,

International partners,

Academies,

Ecosystem builders such as

The local ecosystem is expected to ensure connectedness among ecosystem actors such as

4

An overview of Ethiopian Startup Ecosystem – case: Addis Ababa
## SHEGA Media: Survey
MInT-JICA

Ethiopia – Startup Agenda

Why Ethiopia?

There are various reasons why Investors should choose the Ethiopian and Addis-Ababa start-up ecosystem as their investment destination. The reasons to choose Ethiopia and Addis-Ababa include the following.

1 **Huge Population and Market Size**

Ethiopia currently has the second largest population after Nigeria, with a population of 120 million expected by 2021.[21] While the global average population growth rate is 0.9%, Ethiopia's average population growth rate is expected to be around 2.6% in 2021, implying an increase in market size for commercial products. The Ethiopian population's median age is 18 years old, indicating that young people constitute the majority of the population. Ethiopia also had a higher urbanization rate (4.4%) than Sub-Sahara Africa (3.6%) and world (1.1%),[22] increasing the market size for startup products. All these statistics indicate that Ethiopia has the potential to be one of the most important markets for startup products in Sub-Sahara Africa.

120 Million+

2.6% Growth Rate
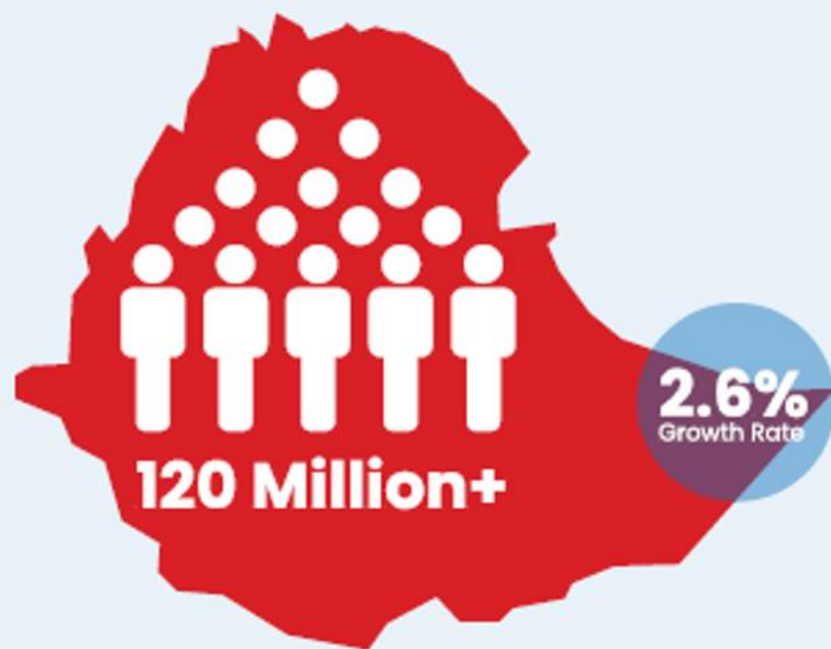
Government Focus

2 Government Focus

The Ethiopian government has prioritized the startup ecosystem to promote high economic growth, leapfrog development pathways, and reduce unemployment in Urban areas and Youth Age Segment of Ethiopia, which was predicted to be around 23.2% in 2021.[23] The Ethiopian government has drafted the startup act to aid in the development of the startup ecosystem, which discusses the establishment of a national startup council and an innovation fund, the latter of which aims to finance startups, thereby reducing the startup financing gap.

Startup Act   **Reduce Unemployment**   **National Startup Council**

In addition to the Startup Act, the Ethiopian government has increased its focus on the Ethiopian economy's digital transformation through the Digital Ethiopia 2025 proclamation. Because most startup products use digital tools as a delivery channel for their services to customers, increased Ethiopian economic transformation would enable many things.[24] The Ethiopian government has also passed a Science, Technology and Innovation (STI) policy, which aims at accelerating the Ethiopian economy growth through science and innovation. The policy aims at developing human resources, knowledge management, and incubating research and development in the Ethiopian Economy. The policy aims at making Ethiopia a leader in STI in fifteen years. Currently, 75% of the graduates in the Ethiopian Economy are from universities that are in science and engineering subsector.

Improving Business Environment

3 Improving Business Environment

In addition, the Ethiopian government has taken several steps to improve the business environment. The key steps taken include digitizing government services (e-government) by establishing a web portal, opening the telecommunications sector to the private sector with Safaricom Ethiopia becoming the first private sector player to obtain a telecommunications license, and taking the necessary steps to liberalize the financial sector for foreign banks.

In addition, the Ethiopian government has ratified a law that liberalizes the Ethiopian Payment System for Foreign Investors.

Proclamation No. 1282/2022, the new law, allows foreign technology and fin-tech companies to invest and participate in DFS after obtaining a license from the National Bank of Ethiopia. M-Pesa, a Kenyan mobile-money platform, is eyeing entry into the Ethiopian market and hoping to obtain licence for the entry of mobile money platform.[25] This will make the Ethiopian mobile money landscape more competitive.

M≡PESA

Safaricom

E-Gov't

Increased Internet Users/ Growing support ecosystem

4 Increased Internet Users

The number of data and internet subscribers has increased and surged, with the total number of data and internet users reaching 31.3 million by December 2022.[26] This accounted for a 5.2 million or 19.4% increase in internet users over a six-month period. In 2021, 43% of Ethiopians owned a smartphone, a figure that is expected to rise to 48% by 2025.[27] Ethiopia's leading Telecom provider Ethio Telecom is also bringing 5G to Ethiopia, with pre-commercial scale trials taking place in Addis Ababa and Adama. Ethio Telecom developed LEAD, a three-year growth strategy that aims to use the internet to enable inclusive economic growth.[28]
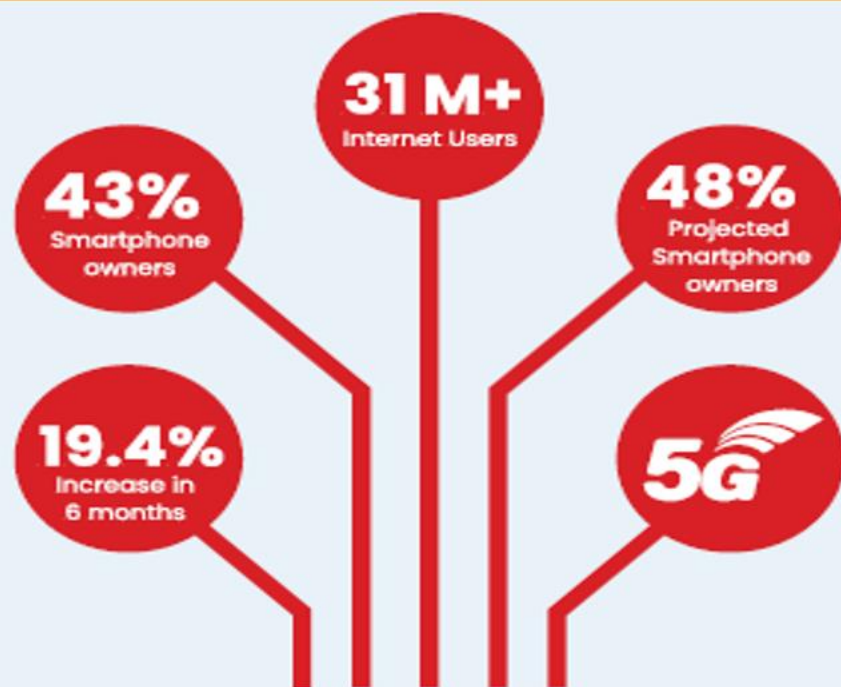
5 Growing Support Ecosystem

According to our research, Addis Abeba and the surrounding area are home to about 80 distinct participants in the support ecosystem. Several types of players (hubs, accelerators, incubators) involved in developing and growing Ethiopian start-ups make up the support ecosystem. Several co-working spaces for employees, different business development coaching programs, and prospective business connections and investment opportunities are just a few of the services offered by various actors in the support ecosystem.

43% Smartphone owners

31 M+ Internet Users

48% Projected Smartphone owners

19.4% Increase in 6 months

5G

80+ Support Ecosystems

6 Changing Customer Perceptions

Ethiopian consumer perceptions of the use of digital products are changing, with increased use of digital products observed in day-to-day activities. Several case studies have been published to demonstrate this consumer shift. Hulugram, an Ethiopian Super-App based on Telegram, reached 800,000 subscribers two years after its launch in October 2022.[29] Tele-Birr, an Ethio Telecom mobile wallet service, had 27.2 million subscribers in December 2022, with a total transaction amount of 166.1 billion ETB (3.9 Billion USD).

Hulugram
800,000 Users
<1 year

Telebirr
27.1 Million Users
166.1 B ETB
In total transaction

7 Hard Infrastructure

There has been a massive investment in hard infrastructure over the past decade in the Ethiopian Economy. This has resulted in an increased coverage in roads, electricity, and telecommunication infrastructure for Ethiopians. This makes and creates previously inaccessible markets as viable ones.

8 Increasing Access to Capital

One of the primary factors driving the growth of startups in Addis Ababa is the increasing availability of capital. In recent years, there has been a surge in investment in the city's startup ecosystem, with venture capitalists and angel investors pouring in funds to support the growth of new businesses. This has enabled entrepreneurs to secure the necessary funding to develop their ideas and turn them into viable businesses. Additionally, the government has also introduced several initiatives to promote entrepreneurship, including tax breaks, subsidies, and loan guarantees, further boosting the availability of capital for startups. This is seen with the plan to establish a national startup fund that will enable the government to increase the access to finance for different startups operating in Ethiopia.

ACCESS TO CAPITAL

Talent

9 **Talent**

One of the important factors contributing to the growth of startups in Addis Ababa is the increasing availability of talent. The city is home to several prestigious universities and research institutions, which are producing a skilled and talented workforce. From 75-80% of the graduates over the past few years have been STEM graduates learning in Science, Technology and Engineering sector.

20%
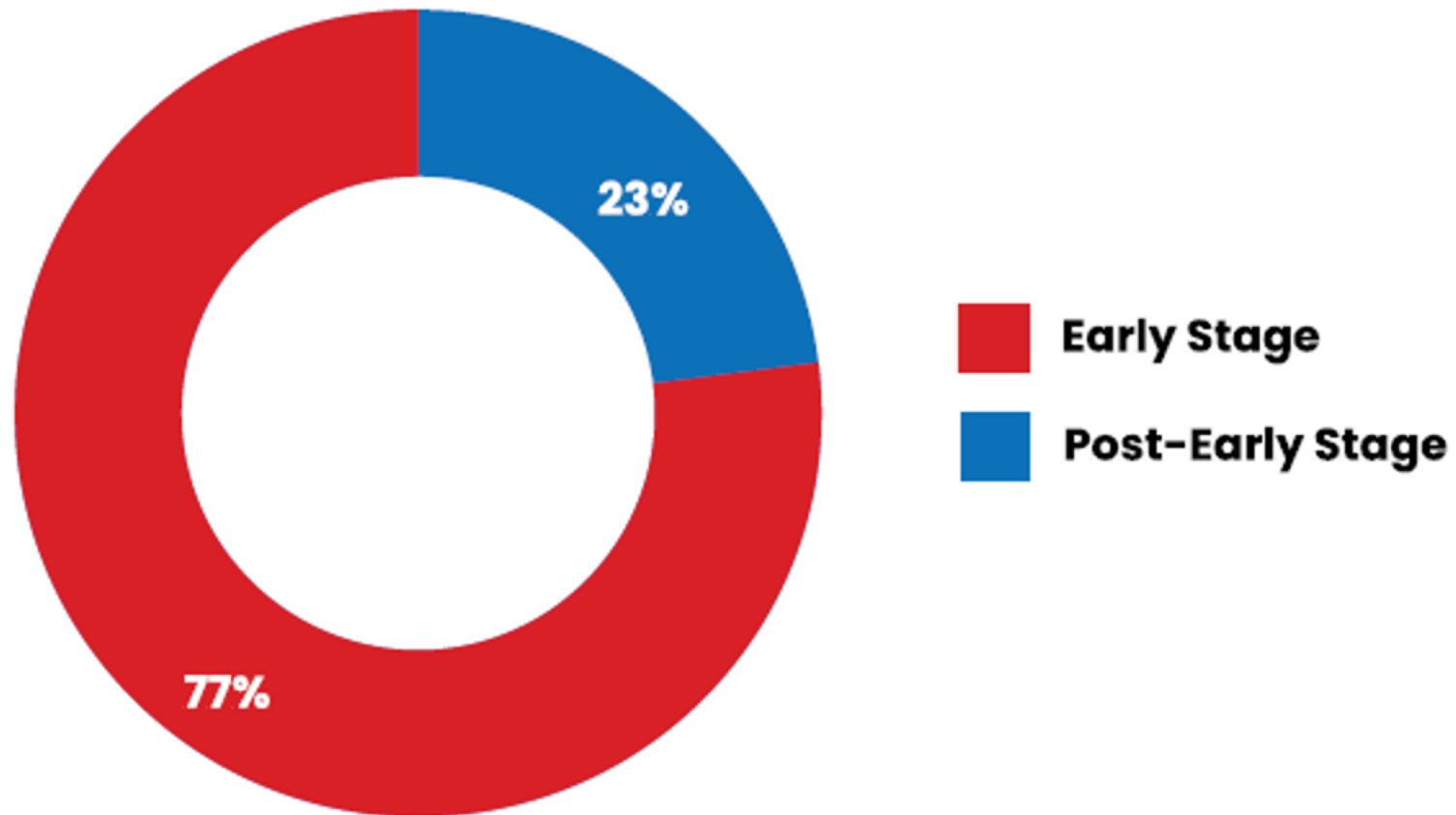
80%
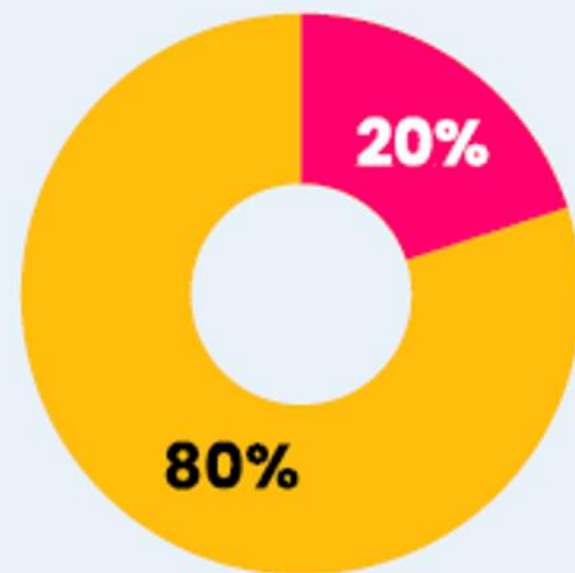
☐ STEM Graduates   ☐ Others

Startups- AA

Fin-Tech

Ed-Tech

Agri-Tech

Renewable Energy and Clean Tech

Startup by their growth Stages

Figure 6 Business Stages of Addis Ababa Startups

- **Early Stage** — 77%
- **Post-Early Stage** — 23%

Startups By sectors

Figure 8 Startup Stages by Sectors
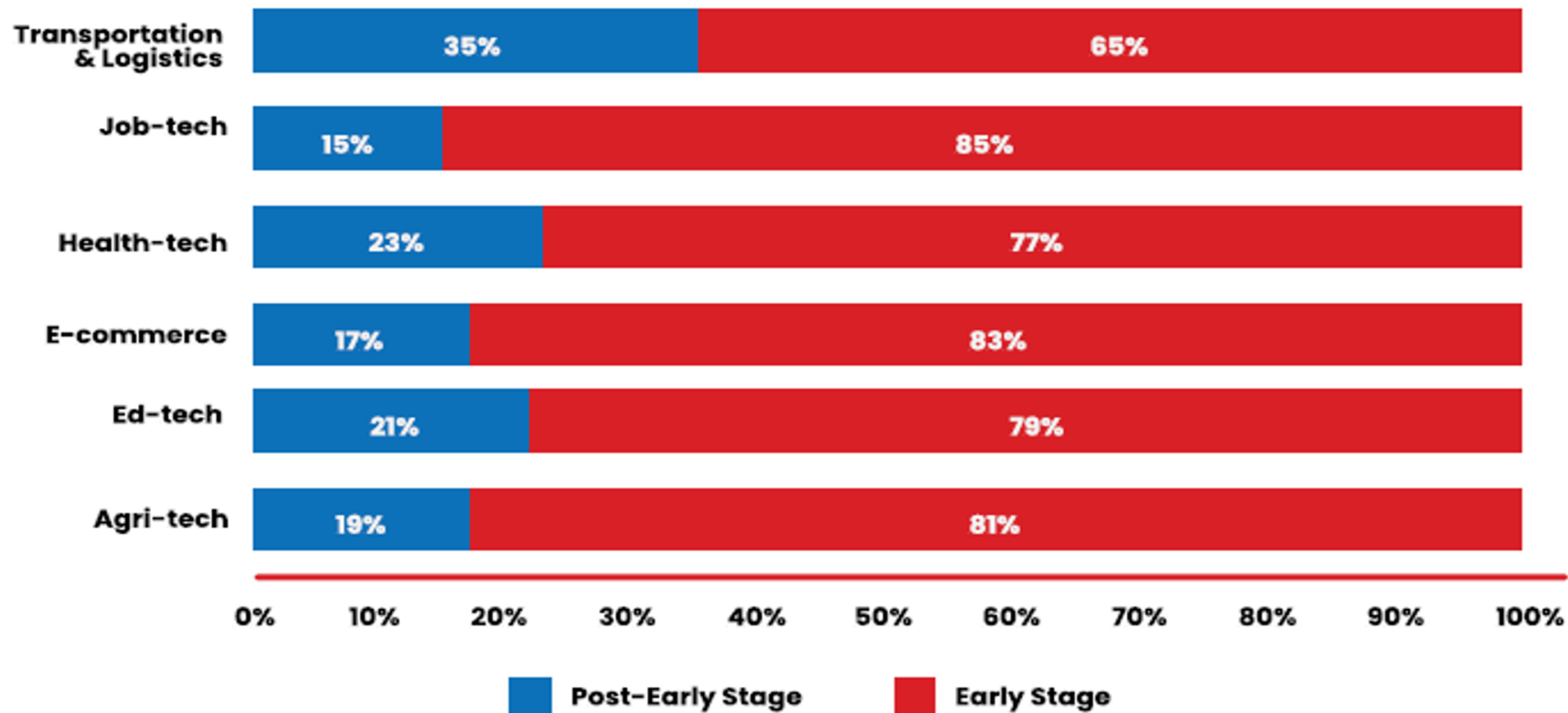
Sector	Post-Early Stage	Early Stage
Transportation & Logistics	35%	65%
Job-tech	15%	85%
Health-tech	23%	77%
E-commerce	17%	83%
Ed-tech	21%	79%
Agri-tech	19%	81%

Legend: ■ Post-Early Stage ■ Early Stage

Source: Shega Research

16

NATIONAL SCIENCE TECHNOLOGY AND INNOVATION COUNCIL (NSTIC)
PRIME MINSTER/ DEPUTY PM

Members
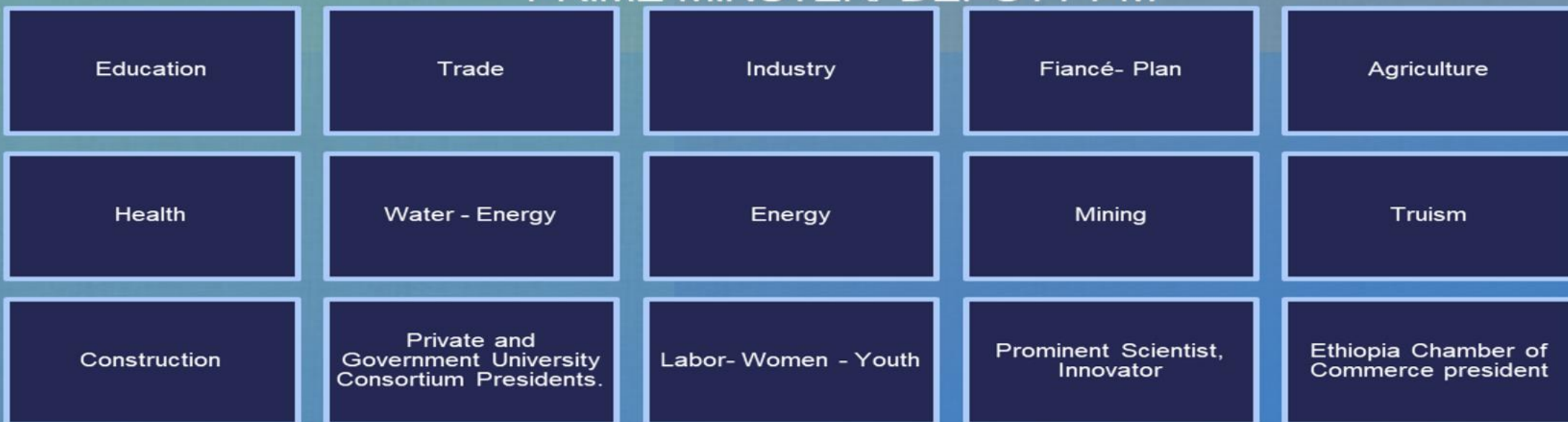
Education	Trade	Industry	Fiancé- Plan	Agriculture
Health	Water – Energy	Energy	Mining	Truism
Construction	Private and Government University Consortium Presidents.	Labor- Women - Youth	Prominent Scientist, Innovator	Ethiopia Chamber of Commerce president

Private Sector (Industry, Startups, High Growth Enterprises, tech-industries…) representatives / Associations and or National PPD representatives (Thematic- PPDs representatives)

Regional STI Consortium/ Councils Chair

Secretariat

Ministry of Innovation and Technology

Note:
- BOD Chair- Innovation and research Sector State Minster
- Innovation development CEO- BOD Member
- Ministry Fund management Secretariat office- Secretary
- Competition based Access to fund:- (1) Acquiring Startup Label from MiNT; (2) Apply to compete for fund ; (3) Nationally Appointed Technical (4) Committee (Jury)- from private, Public, ..) select and approve for access to fund, and send for NIF; (5)NIF Disburse the fund, do M&E and report to the Board

National Science Technology and Innovation Council (NSTIC)
Prime Minster/ Deputy PM

MiNT- Innovation & Research Sector

Board of Directors [BOD]- Chaired By/ reporting to MINT

MINT- Innovation Development CEO

- Startup Service Desks (1,2,...)- directors
- Innovation Infrastructure desk- Director
- Innovation culture and promotion desk- director

- startup development systems establishment, Coordinating, directing studies;
- Developing and implementing a system for startups and innovative organizations labeling

NIF Management CEO

Investment Director
- Fund of Funds
- Tech Credit and Tax refund funds
- Matching Grants
- Credit Guarantee Fund
- Incubation Fund
- Innovation Challenge Fund
- Ecosystem Liaison

Operation Director
- Audit
- Procurement
- Finance
- M&E

Fund Raising/ Marking Director
- Donor Interactions and Project development
- Promotional Activities

MINT: Innovation Development CEO Parts of it duties
1. operationalize the policies of the Government in support of the startup ecosystem,
2. Ease access to finance bottlenecks for startups,
3. Foster a nurturing environment for entrepreneurs that includes educational and technical support and facilitation of mentorship,
4. Act as a one-stop shop for resolving all startup problems and addressing pain points,
5. Act as a liaison between the industry and the public sector regulators and ministries,
6. Facilitate the development of enabling policies, and
7. Promote the ecosystem on the international stage to attract funding and international partnerships.

OPTION-1: SAOE (SEMI AUTONOMOUS OPERATING ENTITY)- LEGALLY INDEPENDENT INSTITUTION
(THAT INCLUDES LOAN, CREDIT, ...)

References

1) Startup Genome

2) Startup Act and Innovation Fund proclamation [Draft]

3) The revised National Science, Technology and Innovation Policy

4) National Startup Diagnostic Survey [Fortune- MINT/ UNDP]

5) WIPO –Innovation Index- 2020

6) Draft NSTIC Establishment legal Framework

7) Proclamation No. 1263/2021 -definition of Powers and Duties of the Executive Organs Proclamation

8) Other various sources on Startup Stages-Levels and investment

9) An MIT Approach to Innovation: eco/systems, capacities & stakeholders, Dr. Phil Budden MIT Sloan School of Management.

Thank you

Annex

THE NATIONAL INNOVATION FUND

Source of Funds

- Government budget;
- Loans designated for this purpose; and
- Such other monies as may be received in the form of donations.

22

THE NATIONAL INNOVATION FUND

Fund Management

- Books of Accounts
- Auditing
- Disbursement from the Fund
- Use of Intermediaries

23

STARTUP LABELS, Registration, and Obligations

Registration and obligations

Submission of Application

Record labeling decision both on the portal and its registry by the ministry

Seven years - startup label validity

Responding to notices

Respecting regulation

Proper utilization of the Support

Lecture 2: Leveraging Blockchain in Africa
講演2: アフリカにおけるBlockchainの活用

Mr. Hiroyuki Sato
Senior Advisor
Ridgelinez Limited

佐藤　浩之氏
Senior Advisor
Ridgelinez株式会社

Ridgelinez

Use of Blockchains in Africa

Ridgelinez Limited

Senior Advisor, Hiroyuki Sato

Sato Hiroyuki

Visionary executive with a finance background and expert in mobile and cloud technologies.
After my MBA, I managed several JV management in Thailand.
In 2009 – 2019, I developed DOCOMO Digital through several acquisitions in EMEA and managed as CEO developing global digital payment company to partner with Global Mobile Operator such as Vodafone(Safaricom), Amazon and Google.
In 2019-2020, as Managing Director of NTT DOCOMO Global Partnership and Innovation, I led innovation activity.
In 2020, joined Ridgelinez Ltd to lead Innovation and Business Creation.
In 2023, joined Blockchain Start-up Digital Platformer Corp as COO.

Job History

Year	
1990	Nippon Telegraph and Telephone Corporation
1997	New York University Stern School of Business
2009	Docomo Deutschland GmbH (Dusseldorf) CEO
2016	Docomo Digital Limited (London) CEO
2020	Ridgelinez Ltd. Principal
2023	Ridgelinez Ltd. Senior Advisor
	Digital Platformer Corp. COO

Blockchain project: Taking advantage of the characteristics of Web3 to solve social issues that cannot be solved within the existing framework
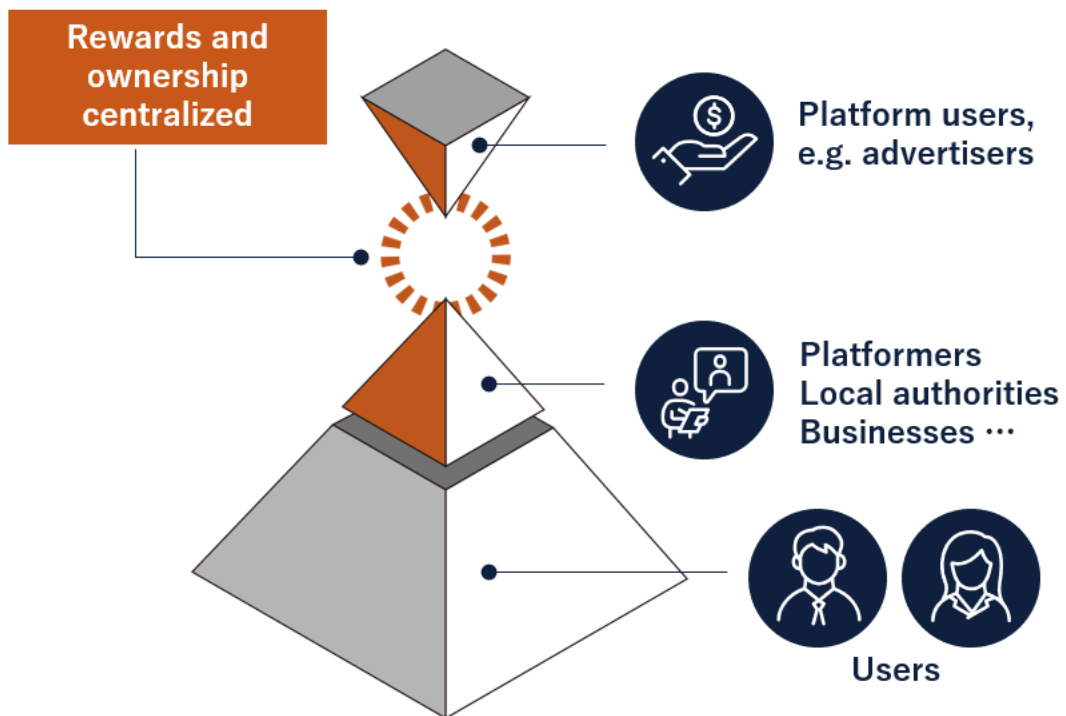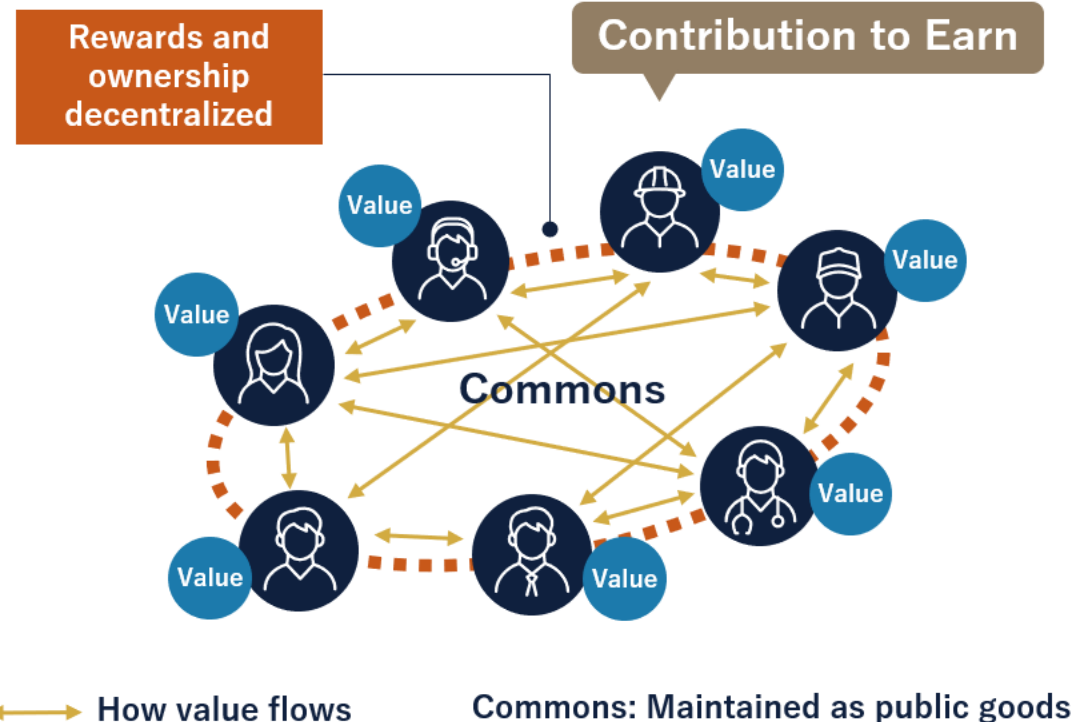
Project Overview

Purpose

- To verify whether improving nutrition literacy is effective in improving nutrition.
- To verify whether a "token economy" is effective in changing people's nutritional improvement behavior.

Target country

Ghana

Project periods and number of participants

- February to March 2020: 20 participants
- February to March 2021: 60 participants
* The project was carried out with the cooperation of district hospitals and clinics.

Target participants

- Given the importance of nutrition in maternal and child health, the project was targeted at women around the age of 20 who would lead the next generation.
- Women raising a child

How the Basic System Works

The system aims to encourage continuous nutritional improvement and is characterized by three factors; recording meal data, providing knowledge of nutrition and offering incentives

<Nutritional improvement system>

(1) Choose a meal.
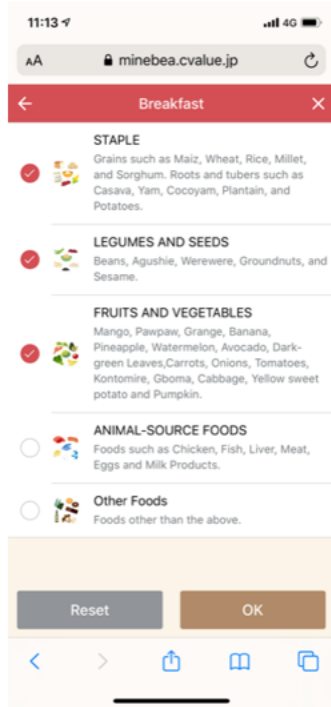
(2) Obtain stamps depending on food diversity.* (Good if foods from 4 categories are chosen per day.)
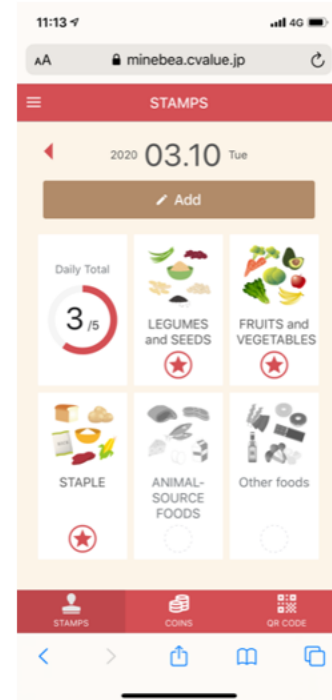
(3) Nutrition quiz
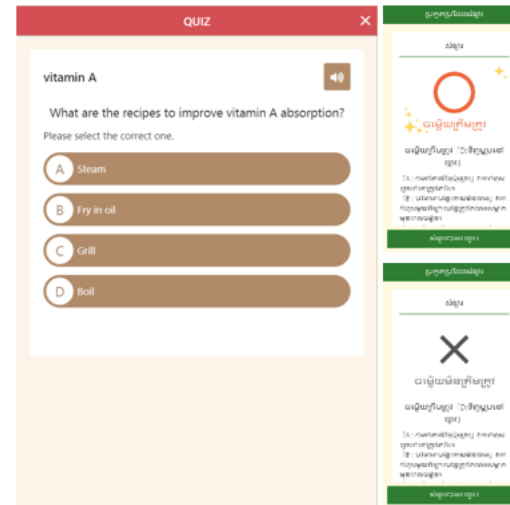
(4) Provide coins. (Incentives)

* The 4-Star Diet System was used as foods are divided into four groups (four stars) in maternal and child health handbooks in Ghana.

Copyright 2023 Ridgelinez Limited   4

Four noteworthy features

(1) How meal data is recorded

This user-friendly system has been designed to allow users to choose the picture and category when entering their meal data. Image classification using AI is also available.
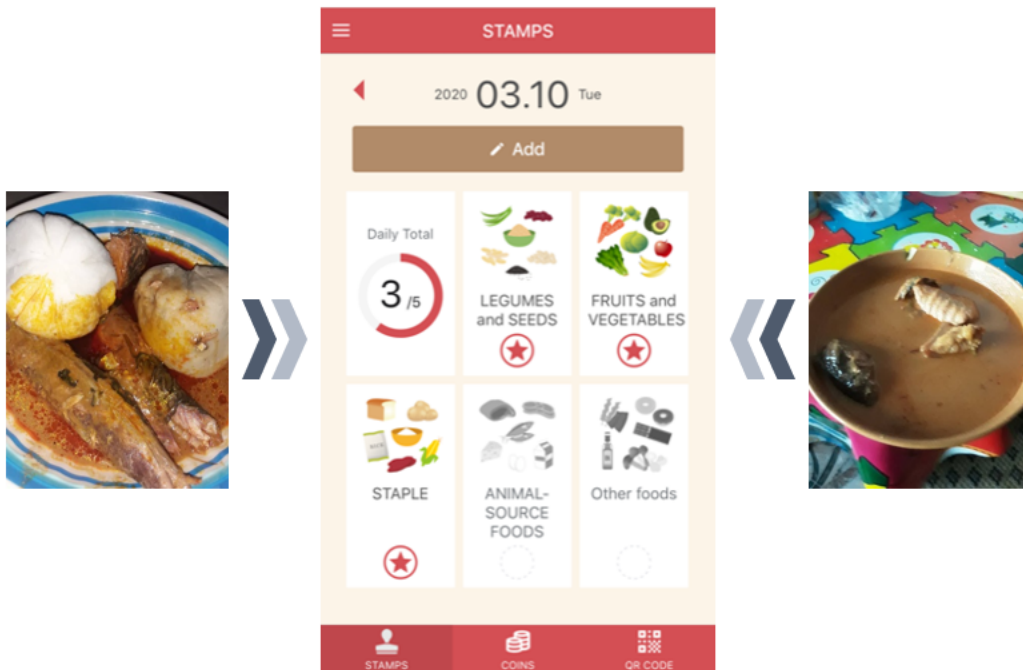
(2) Gamification using coins

The system encourages users to enjoy improving their nutrition on a continuous basis.

The participant can win coins when:

- She has a balanced diet (4 food categories) based on the 4-Star Diet System indicated in her maternal and child health handbook and pass the nutrition quiz.
- She takes a photograph of her meal and upload it.
- She has her height and weight checked and recorded at a medical checkup at a hospital.

How coins can be used

- At the end of the project, the participant can receive an item shown on the screen as an incentive.
- Tap a coin and then tap the Voice button that appears subsequently, and lullabies sung by the participants can be heard.

Four noteworthy features

(3) Use of lullabies

- Participants were asked to sing lullabies at a workshop and the willing participants' songs were recorded.
- Five songs sung by the four participants were recorded. The songs will be played when a coin is tapped.

(4) Adoption of the local language

The system used in Ghana has been designed to select the Twi language when the audio icon on each screen is tapped.
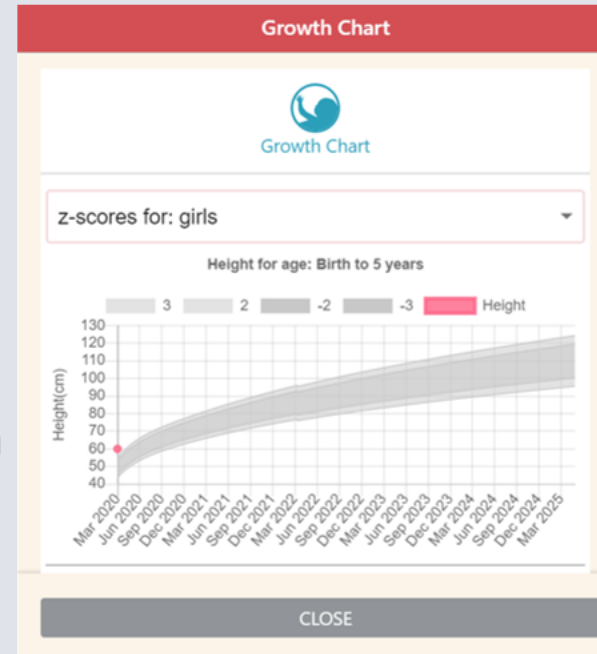
Ghana
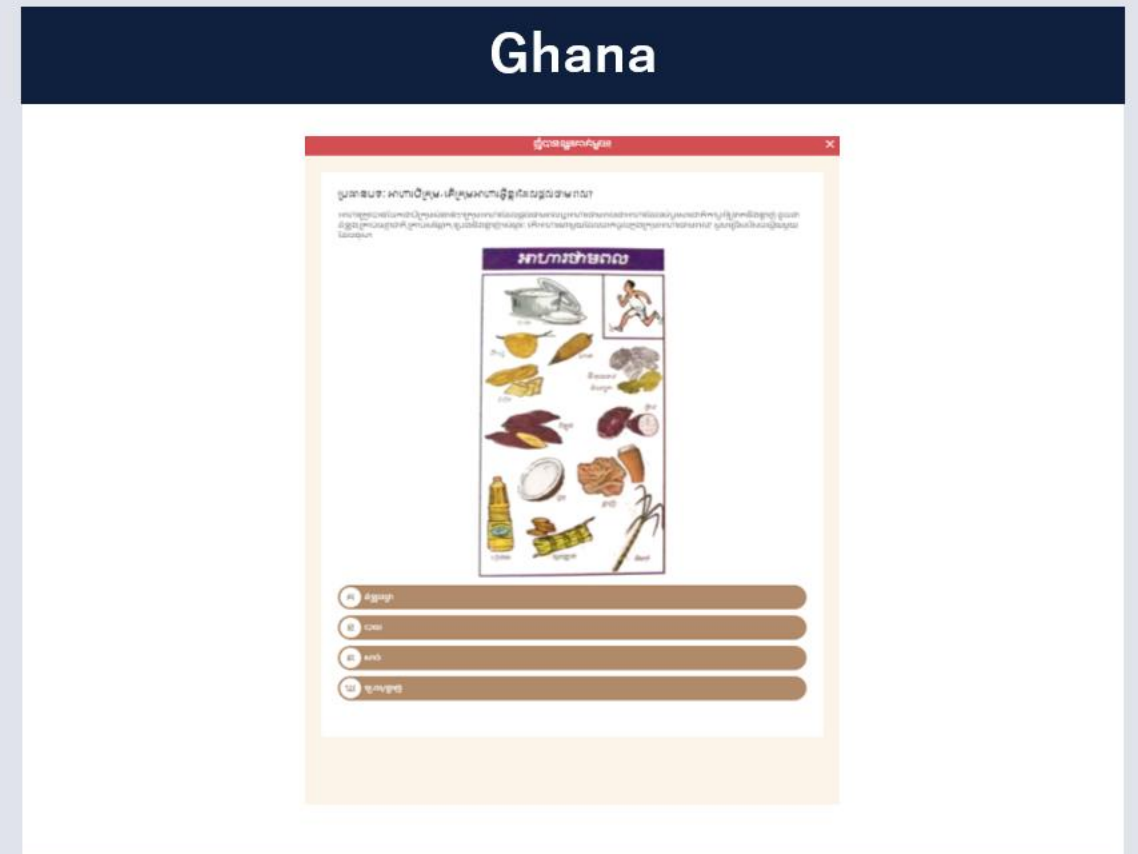
(Reference) Model System Development:

Medical data entered at a medical checkup. BMI and growth curve checked and displayed.

- By entering the mother's height and weight at a medical checkup during the project period, the child's growth curve etc. can be displayed.
- Participants can also receive coins when recording their height and weight, motivating them to attend medical checkups.

The mother's BMI displayed

The child's growth curve displayed

7

Distribution of tokens: Maternal and Child Health Maintenance Model in Ghana

Developing infrastructure that uses tokens to link people's behavior changes and system functions and exchanges tokens with new value.

Purpose

- To introduce a continuous maternal and child healthcare program from pregnancy through to the child's birth and early years in an effort to eliminate stunting. (The program is carried out in the form of collecting stamps.)
- To use tokens to increase the use of services provided by the private sector.
- To monetize (commercialize) the program by attracting companies in the private sector.

Medical record system of the country/hospitals

Medical checkup data

* Tokens

Benefits to hospitals/health centers:
- Health advice and guidance for pregnancy through to the child's birth and early years visualized and enhanced

Hospitals/ Health centers

Benefits to mothers:
- Able to receive healthcare services from pregnancy through to the child's birth and early years.
- Able to use tokens to use more services provided by the private sector.

Tokens issued

- Vouchers (coupons) used
- Vaccinations ···

Medical checkups/ tokens offered

Users (Mothers and children)

Application made

Central government

App provided (with charge) ¥ or Cloud system introduced by a local government ¥

Services

Tokens used

Vouchers (coupons)/Tokens offered

Blockchain

Blockchain

Token manager

Ridgelienz

Advertising costs ¥

Analytical data (used for marketing purposes)

Service providers (private sector)

<Service provision: Child care products suppliers>
- Weaning foods/Nutritious foods
- Toys
- Healthcare/Insurance
- Education
- School meals
- Stationery

Benefit of a blockchain:
- Collaboration among multiple business operators using the distributed database (facilitating joint management by the central government, local authorities and local business operators)

Benefits to private sector companies:
- Targeted advertising by visualizing user behavior
- Improved service and sales

Tokens issued

Benefits to the central government:
- Stunting eliminated by enhancing a continuous maternal and child healthcare program from pregnancy through to the child's birth and early years
- Administrative costs reduced by monetization

Ridgelinez

Lecture 3: Investment in Africa from Japan
講演3: 日本からのアフリカ投資

Mr. Ken Shibusawa

Chairman, Global South Africa Committee, Keizai Doyukai
Representative Director, Shibusawa & Company
Chairman of the Board, Commons Investment Trust
Representative Director and CEO, and Capital

渋澤　健氏

経済同友会 グローバルサウス・アフリカ委員会 委員長
シブサワ・アンド・カンパニー 代表取締役
コモンズ投信　取締役会長
and Capital 代表取締役CEO

Pitch Ground Rules
ピッチのルール

- **Staff introduces each startup**

- **Exactly 5 minutes per pitch**

- **Exactly 5 minutes for Q&A**

- Two evaluators and audience make their selection for the top two startups who will win a trophies

- Q&A for online audience later

Zoom Guidelines

After pitches ends, please vote for the startup you think is the best – Zoom Poll　ぜひZoom機能で投票にご参加ください。

startup vote

0:28 | 1 question | 0 of 0 (0%) participated

1. Which of the six startups would you invest in if you were an investor?　(Single Choice) *
0/0 (0%) answered

Fibermart/ Fibermart Trading Company（ソーラーエネルギーのキオスク）	(0/0) 0%
Gebeta Maps/ Gebeta Software PLC（ロジスティクスのプラットフォーム）	(0/0) 0%
Guzomap XR Studio/ Guzo Technologies PLC（IoT、拡張現実による観光テック）	(0/0) 0%
Shemach /Storm Online technologies（製造と小売を繋ぐデジタルマーケットプレス）	(0/0) 0%
Taywan /Commerce 360（小売業者のためのBtoB eコマース・プラットフォーム）	(0/0) 0%
WeCare digital Health（オンライン健康相談サービス）	(0/0) 0%

20

Participants in the venue

会場にいる方は、机の上にあるQRコード、またはURLから投票してください。

For the participants at the venue, please vote via the QR code or URL on the desk.

JICA Ethiopia Startup Pitch in Japan

本日のイベントであなたが一番だと思ったスタートアップ１社に投票してください。Please kindly vote for the one startup you think is the best at today's event.

1. Fibermart Trading Company	0
2. Gebeta Software PLC.	0
3. Guzo Technologies PLC.	0
4. Storm Online Technologies (Shemach)	0
5. Commerce 360 (Taywan)	0

Voting

結果ページ　　　　残り1票　　　　投票する

Pitch Ground Rules
ピッチのルール

- Staff introduces each startup

- Exactly 5 minutes per pitch

- Exactly 5 minutes for Q&A

- **Two evaluators and audience make their selection for the top two startups who will win a trophies**

- **Q&A for online audience later**

Q & A to startups

・For people in the venue, Please raise your hand.会場の方は挙手ください。

・For online evaluators, please chat in your questions using "Q&A" icon

・Please state the name of the company of the person you wish to ask a question.

・オンライン視聴者の方はZoomの"Q&A" 機能より質問を記載ください。

・質問したい方の会社名を記載ください。
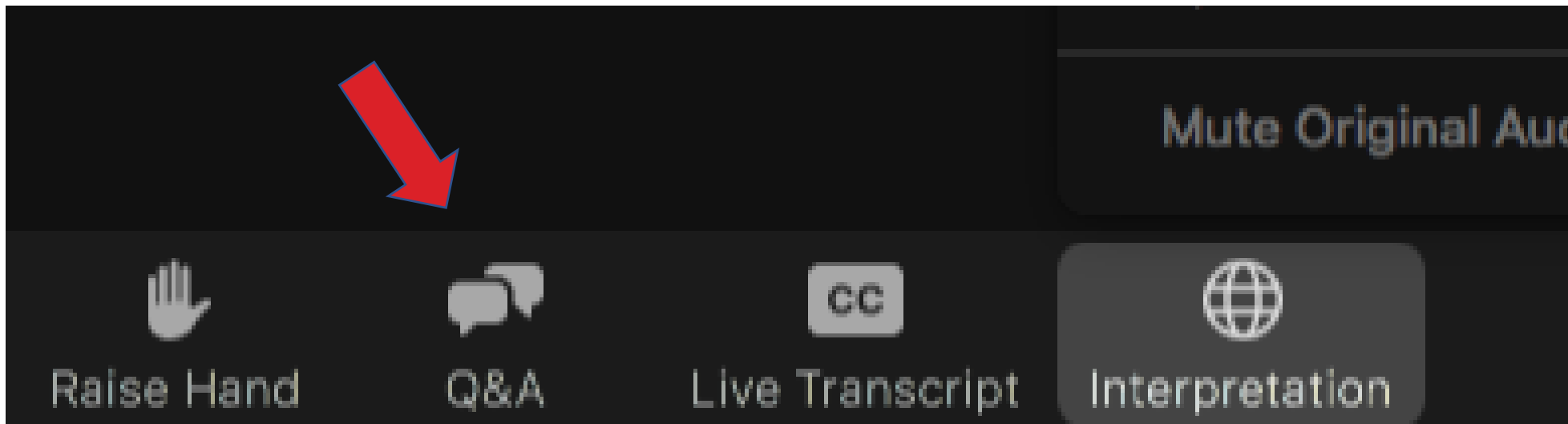
Information of 6 startups
6つのスタートアップの情報

日本語.

English

［オンラインピッチイベント］
「エチオピア スタートアップ
ピッチ・日本企業交流イベン
ト」開催のお知らせ｜事業・プ
ロジェクト - JICA

20th June, 2023 ［Online Pitch
Event］ Ethiopia Startup pitch in
Japan｜Our Work｜JICA

Judges/審査員

Mr. Satoshi Imura
Deloitte Tohmatsu Venture
Support Co., Ltd.

井村 賢氏
デロイトトーマツ
ベンチャーサポート株式会社

Mr. Hiroyuki Sato
Ridgelinez Limited

佐藤 浩之氏
Ridgelinez株式会社

Fibermart Trading Company

Product name: Fibermart

Sector: Energy Kiosk

Established in:2018

Number of Employees: 10+

Description: Fibermart manufactures energy kiosks that are powered by solar. They can be used to provide financial access and connectivity for frontier markets. The kiosks have a refrigerator, charging hub and WiFi.

Website: Fiberkiosk.com

Dek Ali Tunyar

Fibermart Trading Company

Social issue

- Lack of access to finance, energy, and connectivity
- Unemployment

Solution

- Manufacturing energy kiosks that provide access to finance, energy and connectivity for vulnerable communities.

FIBER MART

Empowering Communities Sustainably
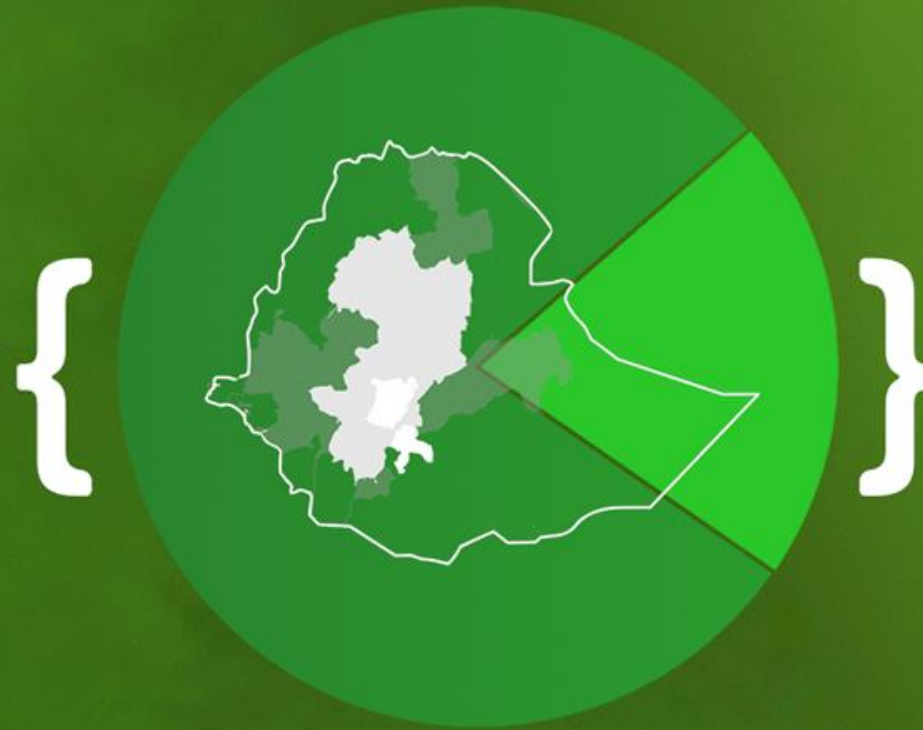
Fiberkiosk

- Eco-Friendly
- Solar Powered
- Portable
- Durable
- Fire-resistant

Transformation

Business Model

Kiosk	First time	Pay as you go
1,200 USD	**500 USD**	**15%**
Unit economics	Down Payment	Monthly revenue sharing

Traction

	2021	2022
Kioks	15	30
Revenue	$35,000	$70,000

Transforming communities sustainably, one Fiber kiosk at a time.

Since our inception we have deployed more than 20 kiosks across the country, and our goal is to reach our 500 kiosks by the end of 2025

Awbarre Site

Awbarre Refugee Camp

Dollo-Ado Site

Gambella Site

Transforming
communities
sustainably,
One fiberkiosk
at a time.

Kiosk

Gebeta Software PLC/ Gebeta Maps

Product name: Gebeta Maps

Sector: Location based services

Established in: 2021

Number of Employees: 5+

Description: Gebeta Software is a software company working on providing solutions and platforms to facilitate logistics, routing and similar services at an affordable rate.

Bemhreth Gezahegn

Website: gebeta.app

Gebeta Software PLC

Social issue

- Inaccuracy of location data
- lack of location data.
- Inaccessibility of international payment

Solution

- Easy to use and integrate with other software
- Mapping Technology in the local context
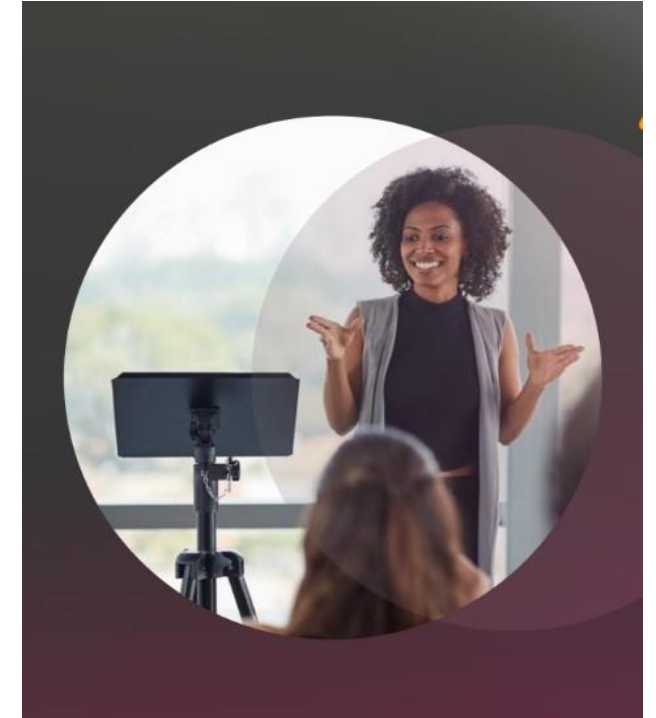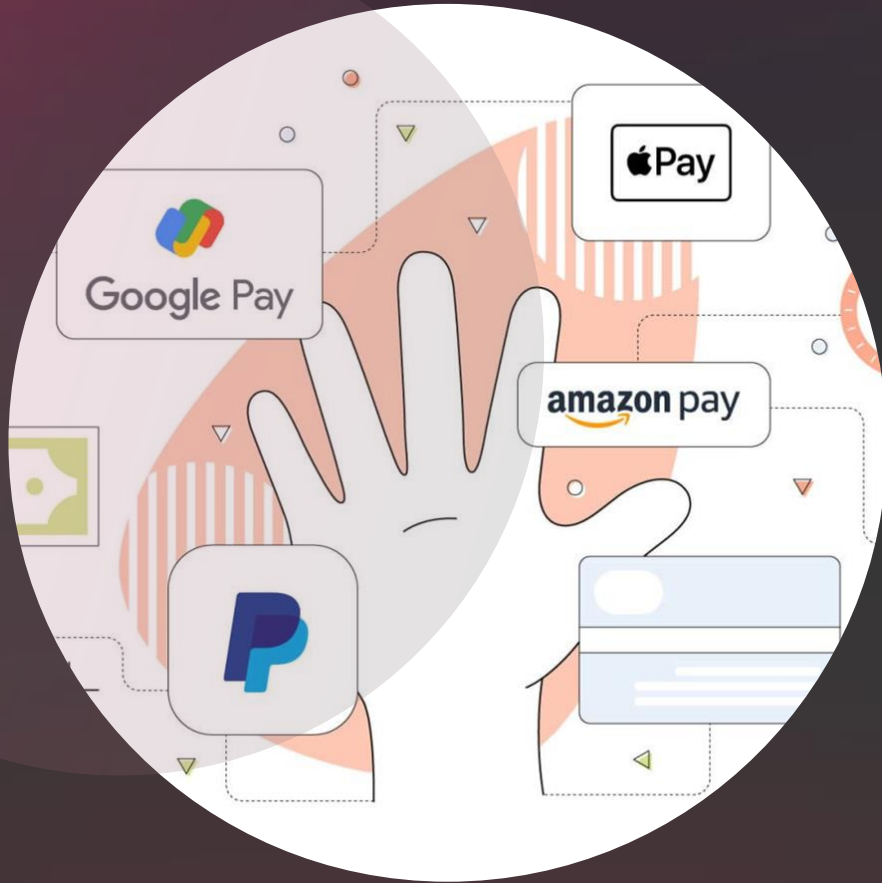
Challenge

- Access to online payment methods.
- Lack of reliable data.
- Inaccuracy of data.

Solution

- Very easy to use and integrate with other software and platforms.

- Mapping technology in local context

- Advanced Data processing algorithms to create maps that are accurate

2023

Our Market

- Any platforms, like apps and websites with loc[ation] based services

- Well-positioned to serve customers in Ethiopia & Africa with our HQ in Addis Ababa, Ethiopia
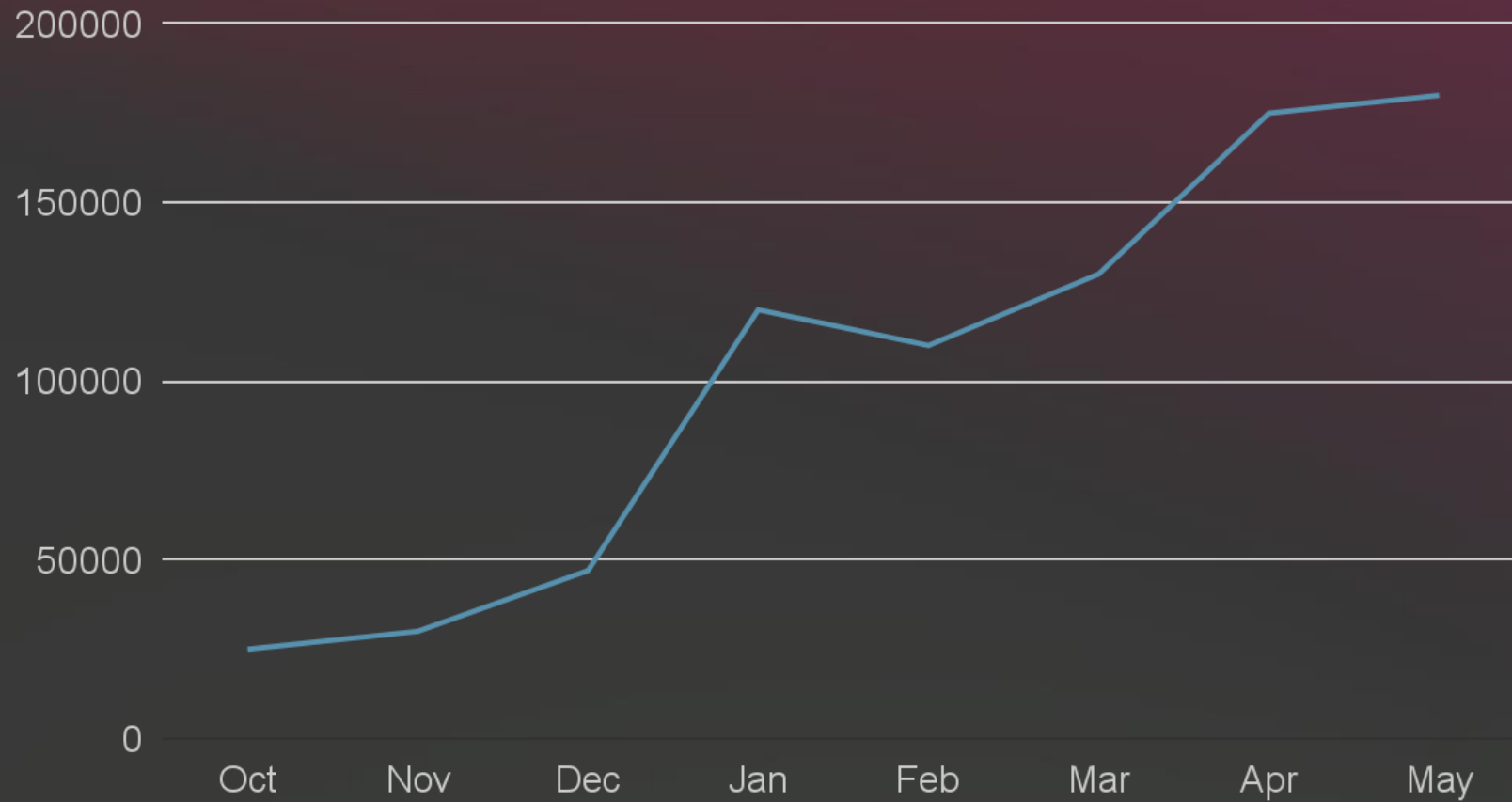
Business Model

Starter	Business	Professional	Premium
From 100,000 – 500,000 API Calls	From 500,001 – 1,000,000 API Calls	From 1,000,001 – 1,500,000 API Calls	From 1,500,001 – 2,000,000 API Calls
All Features included	All Features included	All Features included	All Features included
	15% Discount	*35% Discount*	*50% Discount*
$2/1000	**$1.75/1000**	**$1.5/1000**	**$1/1000**

2023

Business Plan

Budget $200000

Salary $8800
8.0%

Marketing $26400
24.0%

Legal Fees $4400
4.0%

Office Rent $4400
4.0%

Product R&D-$66000
60.0%
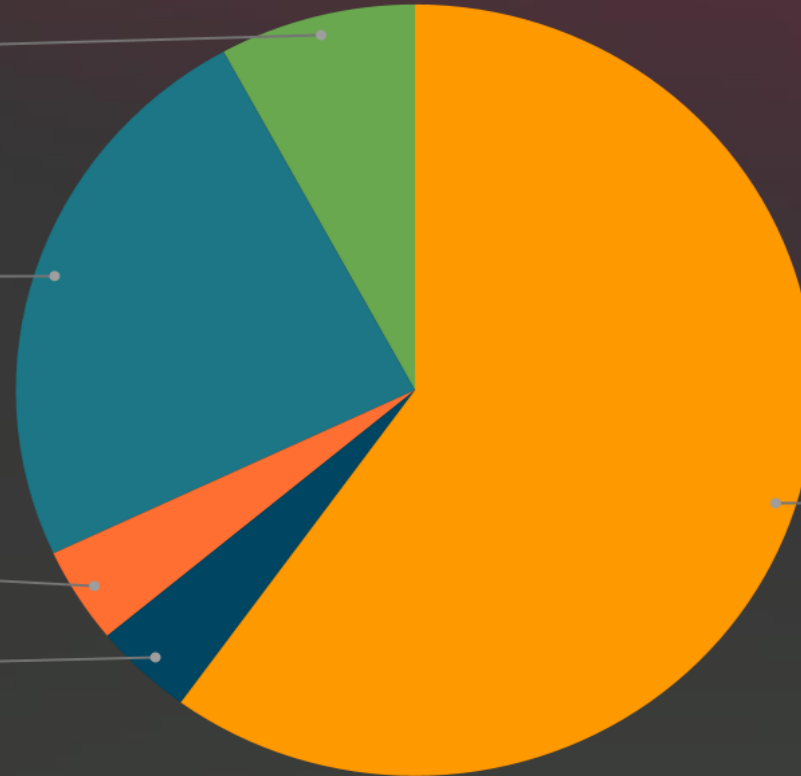
Our team

Bemhreth Gezahegn

CEO

Diborah Terefe

Lawyer & Legal Advisor
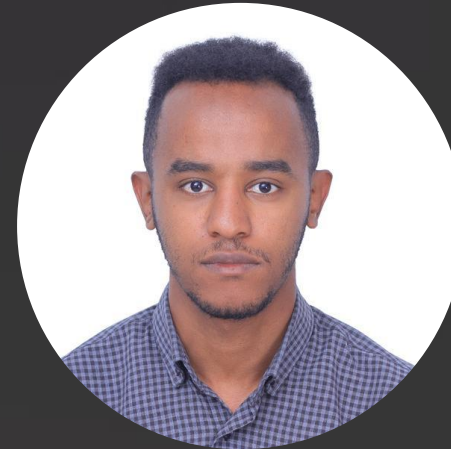
Abenezer Seifu

CTO

Benayas Teshome

COO

2023

Contact Us
info@gebeta.app
+251 91 262 9132
maps.gebeta.app

Revolutionizing The Mapping and Logistic Sector

Guzo Technologies PLC

Product name: Guzomap XR Studio

Sector: Extended Reality（XR）

Established in: 2019

Number of Employees: 10⁺

GUZO TECHNOLOGIES
Innovate Better

Description: Guzo Technologies Plc (Guzotech) is an Internet of Things and XR (Extended Reality) products prototyping startup headquartered in Addis Ababa. Guzotech builds interactive and immersive experiences for enterprises and government institutions.

Website: guzo.tech

Daniel Getachew

Guzo Technologies PLC

GUZO TECHNOLOGIES
Innovate Better

Social issue

- Extended Reality (XR) services and Internet of Things (IoT) product prototyping do not exist much in Ethiopia.

Solution

- A leading IoT and XR product prototyping company in Ethiopia.
- Turning Ethiopia's cultural heritage into games and designing exhibitions.

Storm Online Technologies/Shemach

Product name: Shemach

Established in: 2022

Sector: B2B E-commerce

Number of Employees: 28

Description: Shemach is a one-stop digital marketplace that connects retailers and FMCG manufacturers.

SHEMACH

Dawit Nigusu

Website: shemach.co

Storm Online Technologies Shemach

SHEMACH

Social issue

- Lack of product availability, Market hustles
- High restocking cost and time
- Missed product promotions

Solution

- B2B e-commerce platform for FMCG manufacture and retailers
- Unlocking efficiency in the retail supply chain in Ethiopia

Unlocking efficiency in the retail supply chain in Ethiopia.

SHEMACH
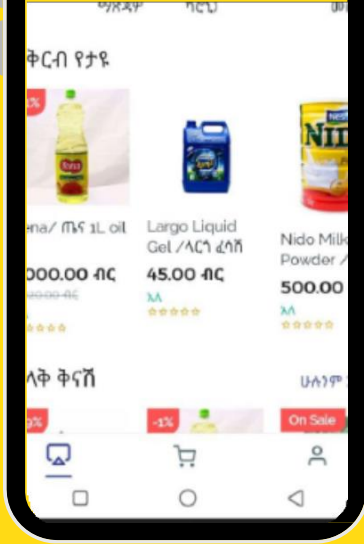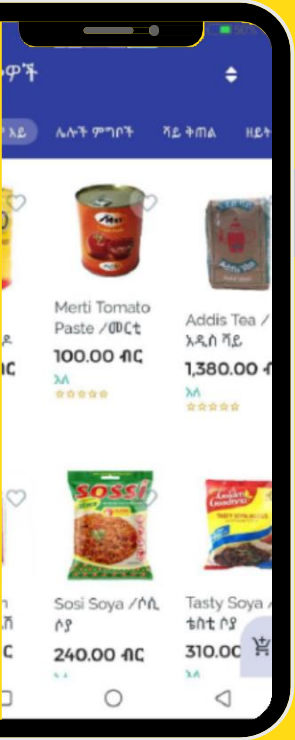
There are hundreds of thousands of retailers like Rahel who face challenges :

High restocking cost and time

Market hustles

Lack of product availability

Miss product promotions

Small Profit Margin

Shut down their businesses

A digital marketplace that helps retailers order products conveniently

SHEMACH

FMCG Brands
Market visibility and access to Real time market data.

SHEMACH

End Customers
Better access to essential goods.

Rahel & other Retailers
Convenient re-stocking, including **wide product assortment and Credit buy.**
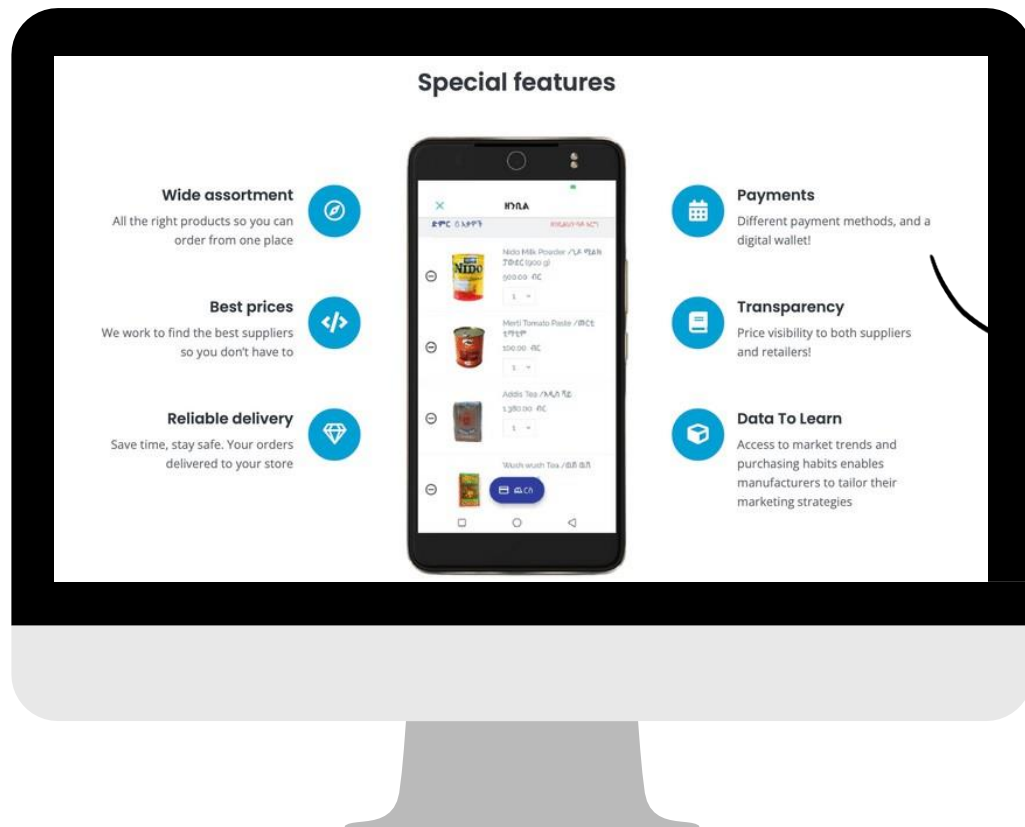
Current

6% TAKE RATE

Margin on each Transaction

Future

TAKE RATE FROM CREDIT PURCHASE

2% interest rate from Digital financial transactions

MONETIZE OUR DATA

We will start selling data for market insight and research purpose

SHEMACH

$170,500
Gross revenue

6652
Retailers

92
SKUs

18303
orders delivered

$2.13 M +
Transacted

- orders
- Retailers

| | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 |
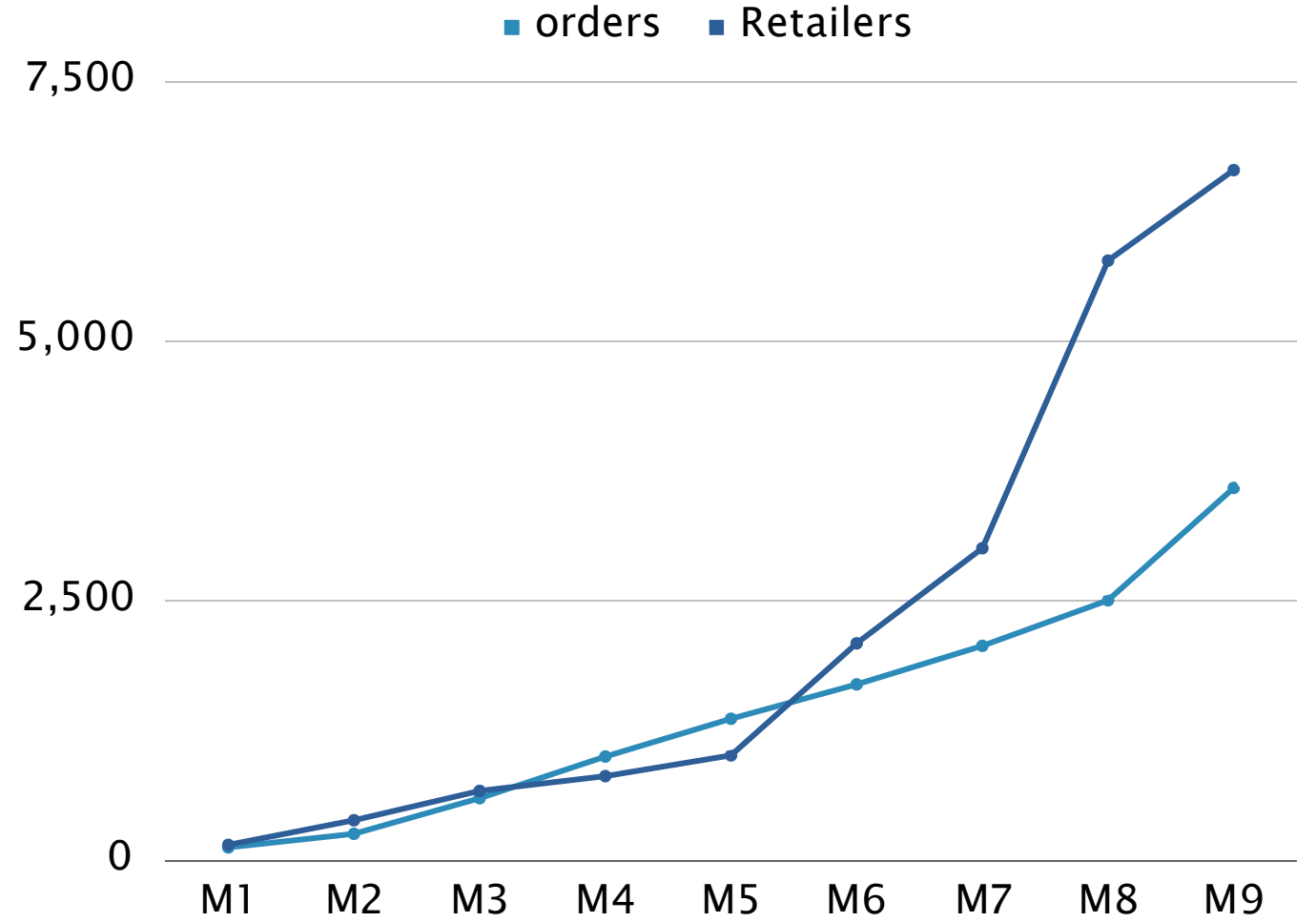
Meet the founding team

Dawit Nigusu

CEO

Yihunsew Getahun

COO

SHEMACH

Unlocking efficiency in the retail supply chain in Ethiopia.

📞 +251-911 26 22 73

🌐 www.shemach.co

✉ dawit@shemach.co

The Ask

SHEMACH

$500,000

Expansion to
2nd tier cities
$150,000
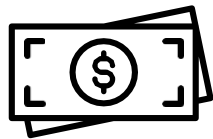
retailer & supplier
acquisition
$150,000

Marketing
$80,000
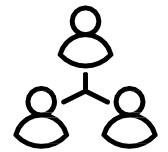
New Hires
$70,000

Commerce 360/ Taywan

Product name: Taywan

Sector: Retail—Tech

Established in: 2020

Number of Employees: 20+

Description: Taywan is a retail technology and fintech embedded platform that empowers informal trade and restocking for merchants, retailers, and kiosk across Ethiopia.

Amein Eskinder

Website: taywan.store

Commerce 360/ Taywan

Social issue

- Lack of digitization
- Lack of fintech/ finance tools
- Lack of convenience

Solution

- A retail technology and embedded fintech platform that empowers informal trade and restocking for merchants, retailers, and kiosks in Ethiopia.
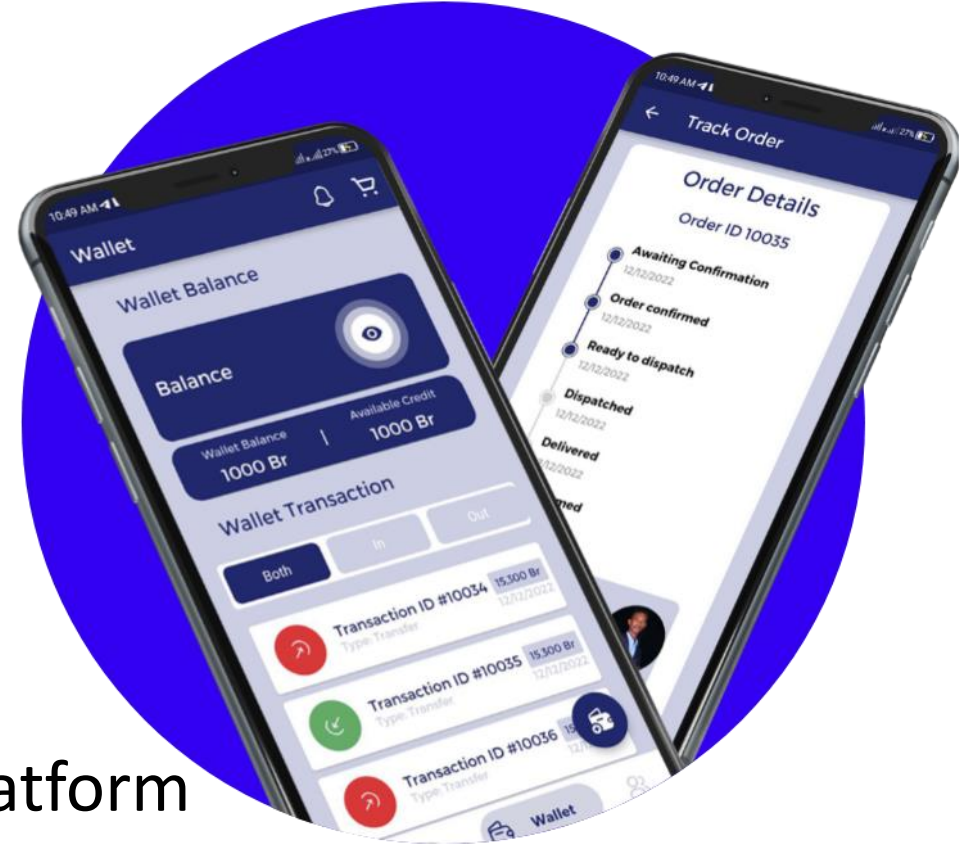
Taywan

Pitch Deck
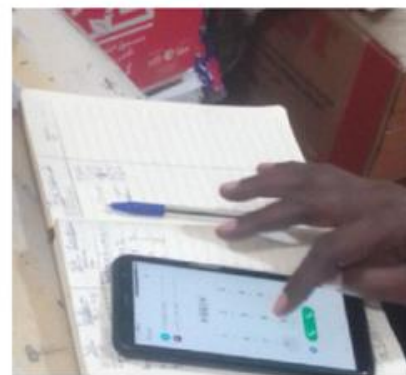
Taywan

Our Solutions

— Instant Restocking
— Financing
— Digital Value Added
— Delivery

Ethiopian Economy

Flotation   Poverty

Inflation   Recession
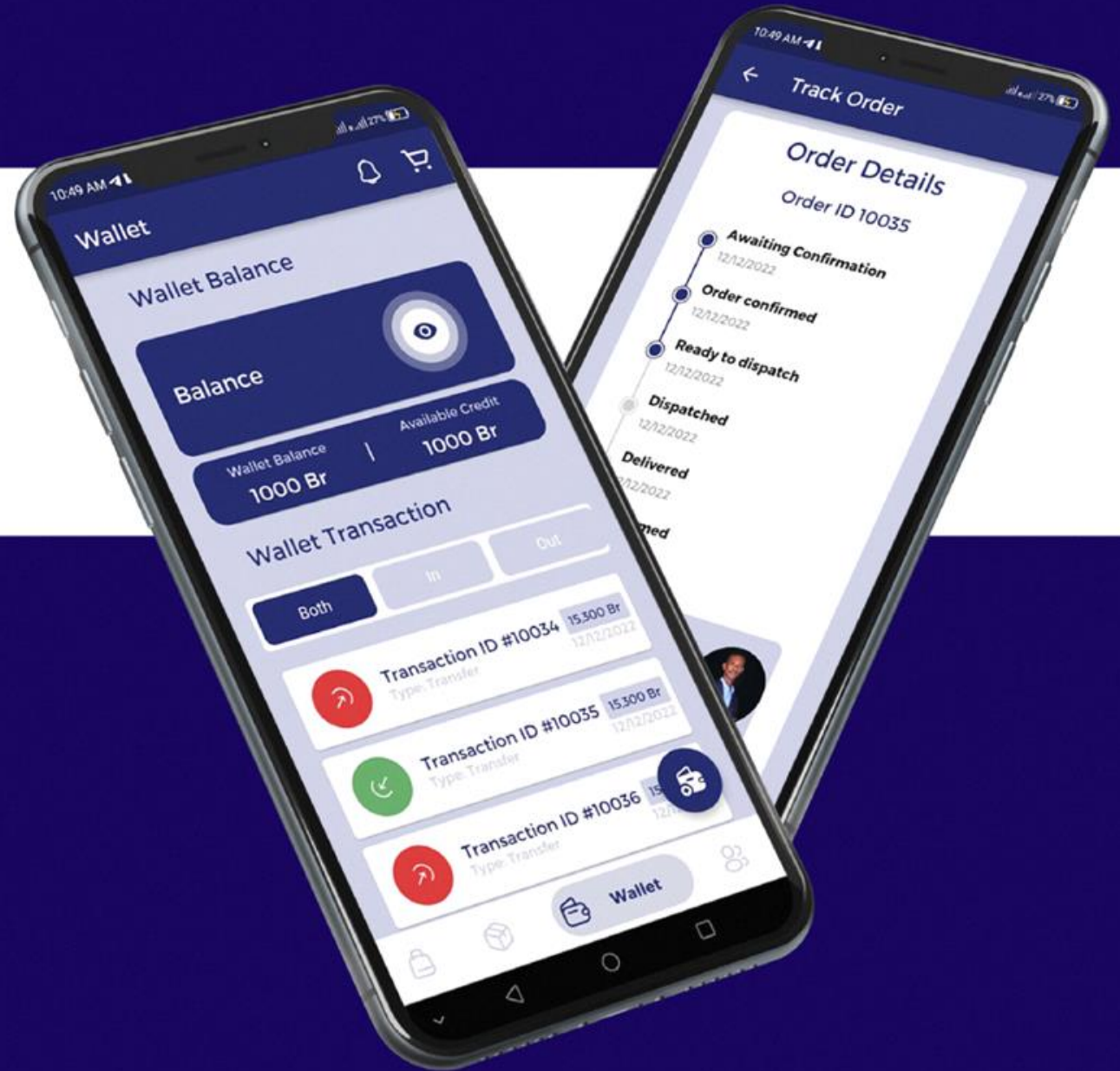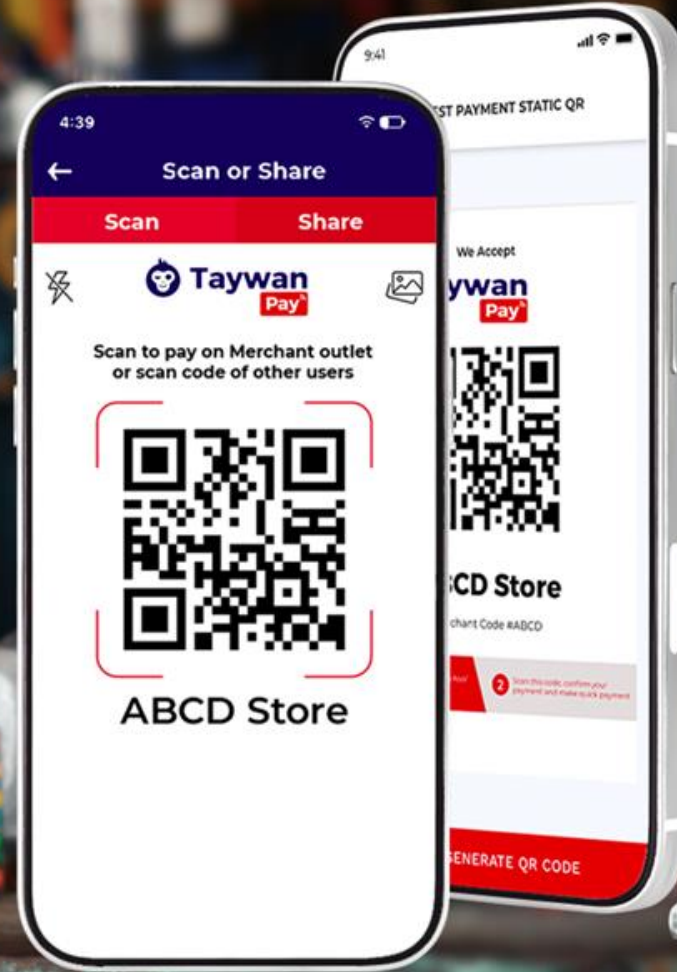
Financing

Financial Projection

	2021	2022	2023	2024	2025	2026
Revenue	$93,000	$143,000	$190,000	$270,000	$350,000	$450,000
Merchants	2,300	3,500	4,200	5,040	6,050	7,260
Field Agents	0	0	300	600	1,200	2,400
Manufacturers	0	3	8	30	70	150
Suppliers	5	15	40	100	200	300
FSP	0	1	2	3	5	7

20% YOY Growth

CAC Reduce Our CAC

JOB Create Jobs

Agent Network

Taywan

Thank You!

WeCare Digital Health

Product name: WeCare

Established in: 2021

Sector: Health Tech

Number of Employees: 10+

Description: WeCare Digital Health is a SaaS company with an innovative virtual health consultation service. Their mobile applications, along with their call center, aims to help clients book and consult a healthcare professional of their choice from the comfort of their homes.

Dr Michael Endale

Website: wecare.et

We Care Digital Health

WeCare
Doctors work here

Social issue

- Low accessibility of health care, poor health seeking behavior
- High unemployment rate among health professional
- Outdated health management system

Solution

- Help clients book and consult a healthcare professional of their choice from the comfort of their homes
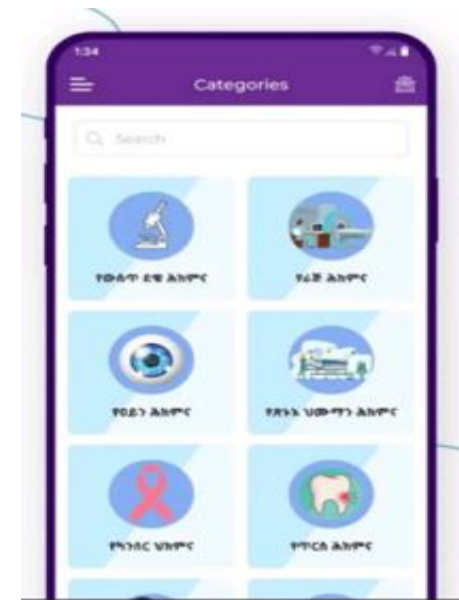
WeCare Digital Health

healthcare in your palm

Reality of Health Care in Ethiopia

5 Million

Deaths/Year in Africa

WeCare
Doctors work here

Why Telemedicine?

WeCare
Doctors work here

PHYSICIAN TO POPULATION RATIO IN ETHIOPIA   **1:10,000**

A 2020 world bank data

LOW ACCESSIBILITY TO HEALTHCARE

HIGH UNEMPLOYMENT RATE AMONG HEALTH PROFESSIONALS

OUTDATED HEALTH MANAGEMENT SYSTEM

POOR HEALTH SEEKING BEHAVIOR
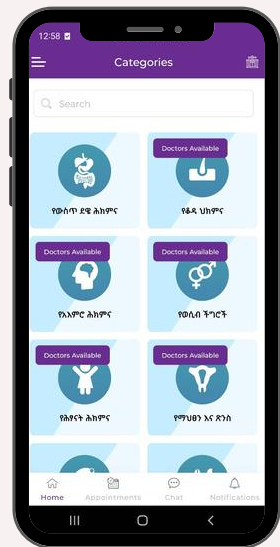
Competition

WeCare Doctors work here
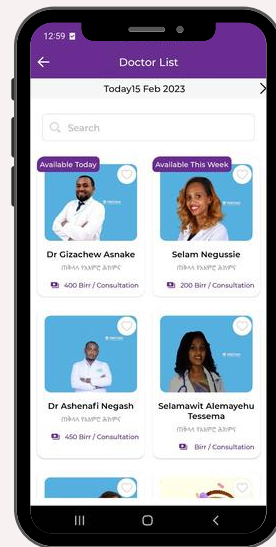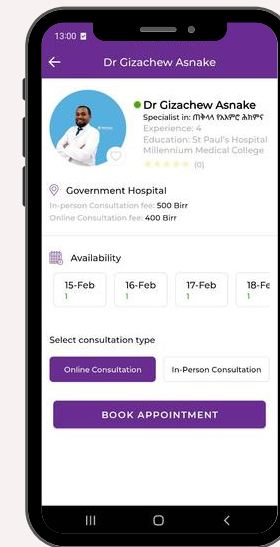
Features

	Video Consultation	Callcenter Consultation	In-person Appointments	Office Practice	Homebased Care	Health Education	Doctors Network
WeCare Doctors work here	✓	✓	✓	✓	✓	✓	>2000
TENAWO	✗	✓	✓	✗	✗	✗	<200
LIYANA	✓	✓	✓	✗	✓	✗	<150
HABARI DOC	✓	✗	✓	✗	✗	✗	<100

Traction

WeCare
Doctors work here

>2600 IN-APP CONSULTATIONS

Contact us on
9394
Info@wecare.et

>25000 CALLCENTER CONSULTATIONS

Business Model

WeCare
Doctors work here

COMMISSION

10% from each booking
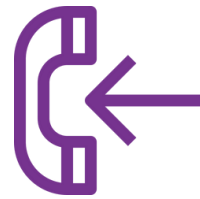
SERVICE FEE

40% from each client

SUBSCRIPTION

Time bound packages

Partners
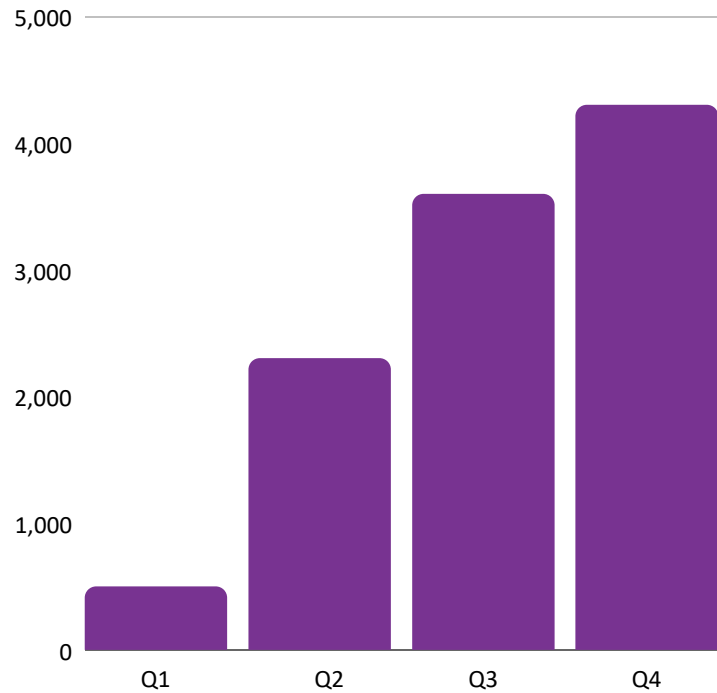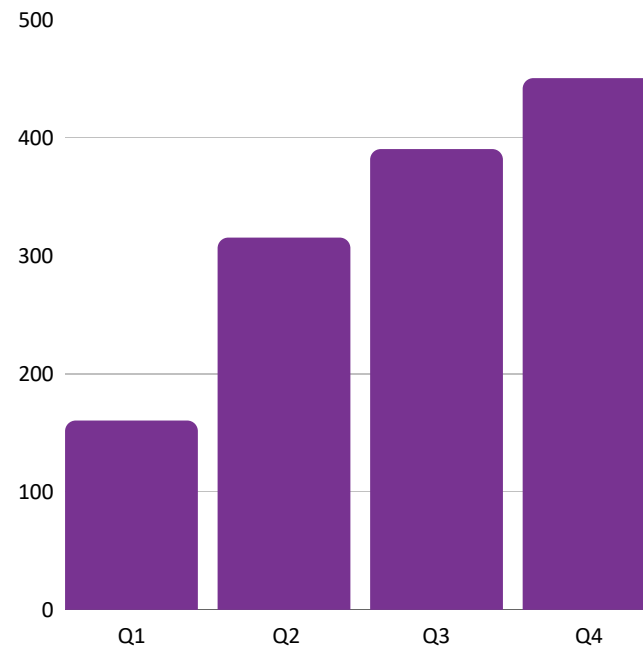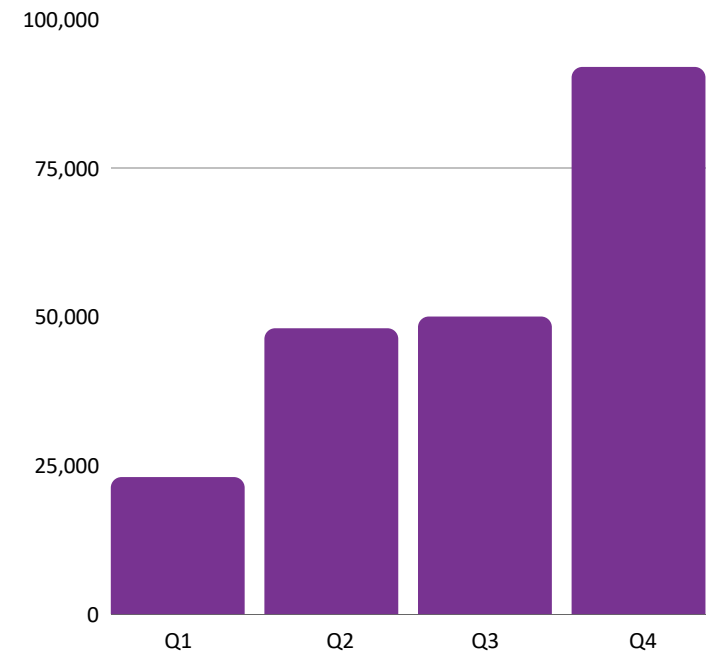
WeCare
Doctors work here

NOVARTIS

BridgeforBillions
connecting growth

Unilever

すべての人の健康

HEALTH FOR ALL!

WeCare
Doctors work here

Scan to download our app

✉️
partner@wecare.et

📞
+251-964-686464

🌐
wecare.et

🏠
Guniea Conakry St, Addis Ababa

Participants in the venue

会場にいる方は、机の上にあるQRコード、またはURLから投票してください。

For the participants at the venue, please vote via the QR code or URL on the desk.

JICA Ethiopia Startup Pitch in Japan

本日のイベントであなたが一番だと思ったスタートアップ１社に投票してください。Please kindly vote for the one startup you think is the best at today's event.

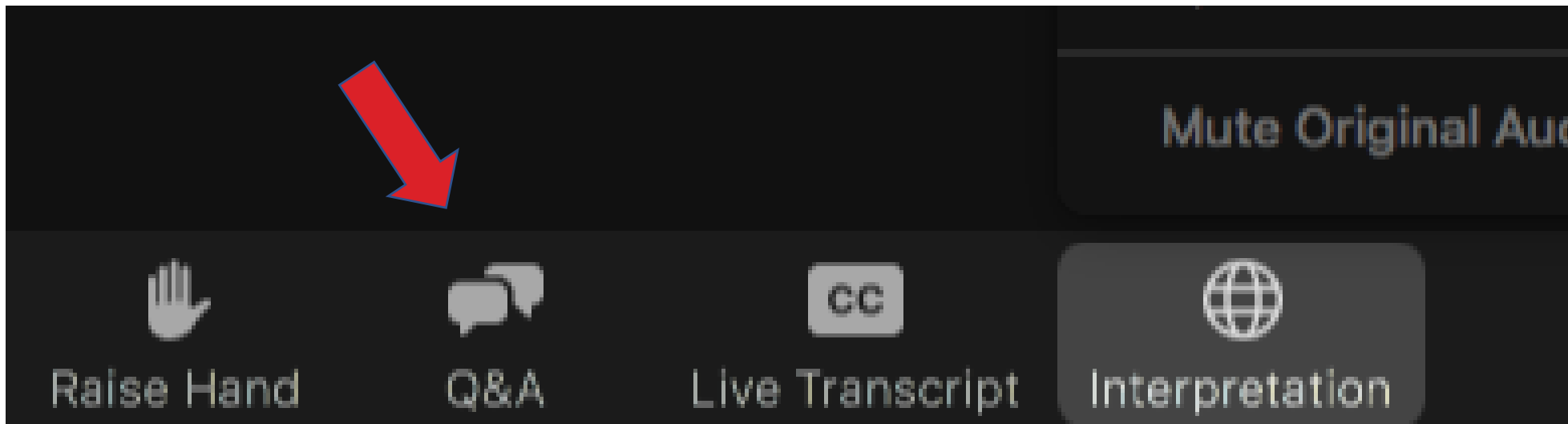|	
1. Fibermart Trading Company	0
2. Gebeta Software PLC.	0
3. Guzo Technologies PLC.	0
4. Storm Online Technologies (Shemach)	0
5. Commerce 360 (Taywan)	0

Voting

結果ページ　　　　　残り1票　　　　　投票する

Q & A to startups

・For people in the venue, Please raise your hand.会場の方は挙手ください。

・For online evaluators, please chat in your questions using "Q&A" icon

・Please state the name of the company of the person you wish to ask a question.

・オンライン視聴者の方はZoomの"Q&A" 機能より質問を記載ください。

・質問したい方の会社名を記載ください。

Announcement of results
結果発表

Closing Speech
閉会のご挨拶

**H.E. Daba Debele
Ambassador
Ethiopian Embassy in Japan**

**在京エチオピア大使館
ダバ デベリ大使**

Survey

Please answer in the questionees for this event
事後アンケートにご協力よろしくお願いいたします。

URL :https://forms.gle/EgiicoCc7bS1Wyvj7

Thanks!

JICA, NINJA

Research!