# Dalila Project

Green Businesses Skills Lab | Supporting Students With Industry Skills



This document and its contents have a Creative Commons license: <u>CC BY SA</u>. Anyone is free to use or share the content for any legal purpose, no for commercial purposes, as long as any derivative work is shared under the same license and gives proper credit to: "Sahara Consulting, part of Sahara Ventures". Discover more about Creative Commons licenses <u>here</u>.

## Sahara Ventures

Sahara Ventures mission is to build Africa's Innovation Ecosystem one block at a time. Sahara Ventures own a startup accelerator, Sahara Accelerator, a marketplace for technology entrepreneurs and innovators, Sahara Sparks and a consulting agency, Sahara Consult.

# Sahara Ventures. Our Support Process.



#### **Identify • Recruit**

Identifying and Recruiting Startups and SMEs from the local ecosystem by Working With Ecosystem Players and Actors. Organizing events, meetups and demo sessions.

#### **Mentor + Accelerate**

Running Investor Readiness Program to Help With Technical Support of The Business; Company Governance Structures, Revisiting Business Models, Preparing Investor Decks, Systems Improvement, etc.

#### Invest + Network

Finally Investing on The Companies Supporting Their Growth, Matchmaking Them With Potential Strategic Partners, Clients and Investors.

## Sahara Accelerator.

Impact accelerator supporting early-stage businesses, solving Africa's biggest challenges. Sahara Ventures is both corporate-sponsored and venture-backed accelerator aiming at bringing early stage businesses (SMEs and Startups) to investor-readiness stage.

## Sahara Accelerator Our Focus.

#### **Startups Proof of Concept Development** Scale Up Commercial Startup With Untested Startup With a Minimum Startup With an Existing Startup Already in The Market Product (They Haven't Viable Product and Some Product in The Market With Looking For Later Stage Reached The MVP Stage). Market Traction Looking to Good Traction Looking to Investment Heading to Exit. Further Develop and Scale. Scale. **SMEs**

#### **Infant Stage**

SMEs Runs By Individuals (No System and Structures) Without Market Interactions.

#### **Early Stage**

There is an Initial Market Interaction, Recorded Sales and Existing Corporate Governance (Not Necessarily Perfect).

#### **Growth Stage**

There is a Proven Existing Market, Scalable Business Model, Recorded Sales and **Existing Strategic** Partnerships.

**Later Stage Growth** 

Established Businesses With The Potential To Raise Fund From Alternative Funding Schemes.

\*Our Focus is The Startups and SMEs in The Stage Highlighted in Orange. Sahara Capital is bridging the gap in the early missing middle capital needs.

# Sahara Accelerator. Our Training Process in Dalila.



#### Identifying

Working With The University to Identify Students With Ideas or Projects or Scientific Results.

#### Screening

Selecting 30 Outstanding Ideas, Project or Researches to Take Part in The Launchpad Program.

### Ideation and Team Building.

The Ideation Stage Will
Mainly Involve Design
Thinking, Rapid
Prototyping and Team
Building.

### Business Model Generation

The Business Model Generation Will Involve Customer Discovery and Product Market Fit.

#### Go-To-Market Strategy

Branding, Legal Requirements, Accounting, Management, and Marketing.

#### Networking

Linking The Early Stage
Business or Projects That
Emerged From The
Program to Local
Innovation Ecosystem.

## **Sahara** Ventures Risks and Mitigation.

Potential Risks	Risk Level (L,M,H)	Mitigation
Getting students commitment to The launchpad program from beginning to the end.	Medium.	Working strategically with the university to setup and environment where we can ensure students commitments throughout the program.
Some ideas and Projects Might Need More Resources to Move From Ideas to Minimum Viable Product (or Prototype)	Low.	For the 14 weeks we might end up with paper prototypes or at least draft designs. The university might need to support the students further after the launchpad.
Linking students to the local innovation and entrepreneurial ecosystems.	Medium	There is innovation hubs and co-working spaces across Tanzania now. We can explore how to strategically work with them and nurture communities within the campus.
Alignment of Tools and Resources to be adopted in the program.	Medium	Good coordination within the project to leverage the tools and ensure we complement each other.



# Thanks!

Any questions?

You can find me at | ceo@saharaventures.com