



# **NINJA University Startup Development Program in Ethiopia 2023 -CHALLENGE and CREATION Competition-**

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SEPTEMBER , 2023

JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
MINISTRY OF INNOVATION TECHNOLOGY (MINT), ETHIOPIA



# NINJA University Startup Development Program in Ethiopia 2023

**CHALLENGE and CREATION Competition**



**ENKOPA  
SUMMIT**

October 12  
October 13

ADDIS ABABA, ETHIOPIA

**Deadline: 20th September 12am  
For Students**



Contact number :  
0987377763, 0934824675



Register Here





# Benefits

## 4 Benefits the selected startups can receive!

### 7 Startups Pitch opportunity

Pitch in Enkopa as selected Ethiopian startups and matching with investors and companies



### 50 startups Business Development

Getting an opportunity of 4 days Mini-MBA training and learn how to develop business and how to pitch your business by professionals



### 7 Startups Marketing opportunity

Creating marketing opportunities in the worldwide event  
Advertising your business in a startup-pod of Enkopa



### 50 startups Connecting important stakeholders

-Getting a free-ticket to Enkopa and expand connection to important stakeholders ( Abroad investors and big companies etc.)  
-Being entitled to utilize the Hub provided by MInT



# What is Enkopa



**MIiT and JICA will invite 50 Students to Enkopa (Addis Ababa, October 12nd -13rd October, 2023)** **Website: <http://www.enkopasummit.com/>**

- Enkopa will launch Ethiopia Largest all-inclusive event on enter innovation, do-ers, tec experts, policy makers, startups, coders, investors to transform Ethiopia Tech Landscape
- It is where thought leaders, creators, innovators and makers gather to discuss and challenge new ideas, showcase new products and identify future opportunities.
- 7 students will get to join Enkopa to pitch their start up and a startup pod. And all 50 students will join Enkopa and boost networking among startups, global investors, inventors & corporations round the world

**Enkopa 2023 website:**

**Enkopa Summit**







— About Enkopa

# Innovate, collaborate, and create at Enkopa Summit.

Welcome to Enkopa Summit, Ethiopia's largest and most exciting entrepreneurship, innovation, and tech event! Our summit brings together dreamers, thinkers, innovators, doers, tech experts, policy makers, start-ups, coders, investors, and academia, all focused on transforming Ethiopia's tech landscape. With exciting panel discussions, expert presentations, startup corners, and hacking sessions, Enkopa Summit is the perfect platform to boost networking among startups, global investors, inventors, and corporations, while promoting entrepreneurship, technology, and innovation. Join us and be a part of the limitless opportunities that await in the world of tech!

[Buy Ticket Now →](#)

[Why Enkopa - Enkopa Summit](#)

# Marketing opportunities



**7 Selected students will get a dedicated publicity space at n Enkopa named "Startup Pod" where you can advertise your business on the spot to companies and investors!**



**Referral Picture For "Startup Pod"**

# Mini-MBA Training



**50 Selected students will get an opportunity of 4 days Mini-MBA Training in Addis Ababa.**

- ① **Mini-MBA only for AASTU students(4days, Place: AASTU) between 26th, 27th, 28th and 29th Sep.**
- ② **Mini-MBA for other all students (4days, Place: MInT) 24th, 25th 30th Sept and 1st Oct**



## Business development

Process between the design of business idea, a test of the market, refining the product/ services and demonstration of business idea, Product Market Fit (PMF), how to make a strong team, leadership, marketing, advertisement etc.



## Financial knowledge

Startups and the tax system, startup finance (private equity, loans from banks, fundraising, and negotiating etc.), how to pitch effectively to investors, process of incorporation etc.



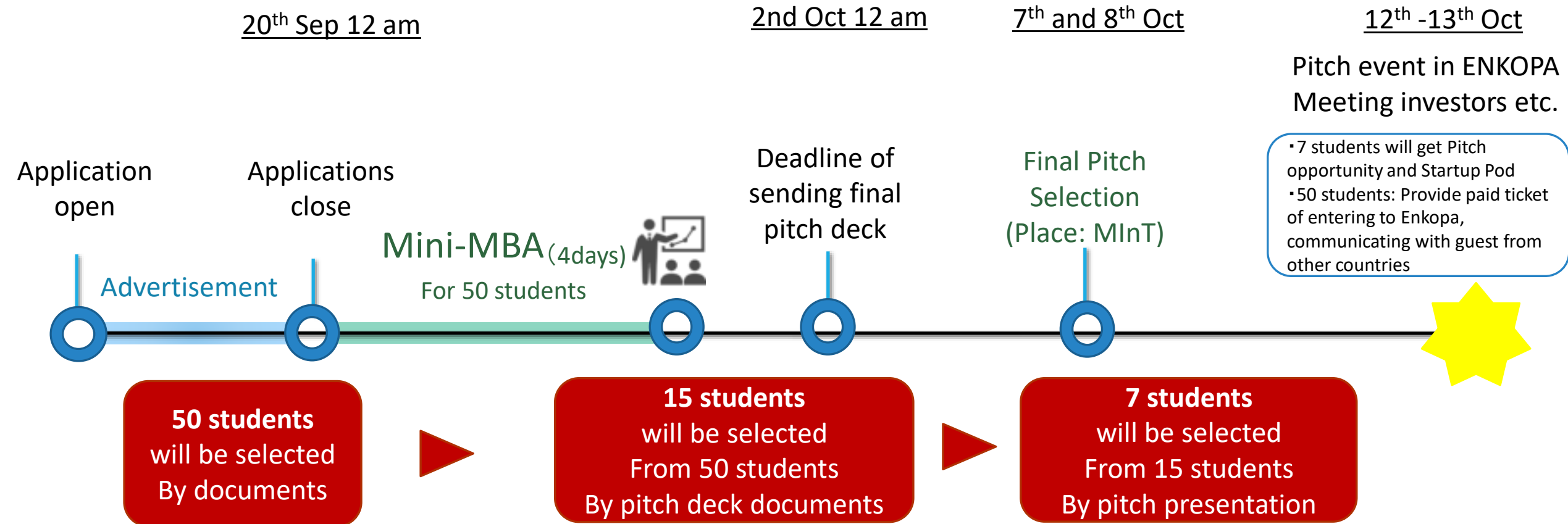
## Pitch Skills

Improving pitch skills for final selection and participating at Enkopa

# Selection Process



Applicants will be selected as follows, and finally 7 students will be chosen.





# Schedule



Close of application

20th September

12:00 am

Mini-MBA (4days) for 50 Startups

- 1) For AASTU students: 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup> and 29<sup>th</sup> Sep (Place: AASTU)
- 2) For Other all students: 24<sup>th</sup>, 25<sup>th</sup>, 30<sup>th</sup> Sep and 1<sup>st</sup> Oct (Place: Ministry of Innovation and Technology)

Deadline of sending final pitch deck (Choosing 15 startups from 50 startups)

2nd Oct 2023

12:00 am

Final Pitch Selection  
(Choosing 7 startups from 15 startups)

7th and 8th Oct 2023

Place: Ministry of Innovation and Technology office

ENKOPA

12nd and 13rd 2023

(Place: Addis Ababa, Ethiopia)

# Document Criteria



50 Startups: Startups who receive 4 days of mini-MBA training must meet the following criteria.

- The applicant must have agreed to the content of the training and submitted the application.
- Innovative idea should be technology-based
- Be willing to disclose their name, affiliation, their business, etc.
- 1 person per startup
- Already have a business plan or are in the process of preparing to start one.
- Must be a student including bachelor, master, or PhD student. (excluding a high school student) \*government and private universities, Technical college.

# Targeted sector



Preference would be given to startups' innovative solutions which are in line with the sectors prioritized in the national development plan of Ethiopia, such as:

- Agri-Tech: Smart Agriculture, Smart Irrigation etc.
- Digitalization in ICT: Digitization of analogized payment, data storage systems, e-commerce, Health-tech and other IT products/services etc.
- Tourism-Tech: e-Tourism, VR-Tourism, Hotel etc.
- Manufacturing-Tech: Productivity by using robotic, textiles technology, processing etc.
- Mining-Tech: Mining supports areas of innovation

# How to apply



Please do three things to apply the program!

- 1) Fill questions up in [this application form](#).
- 2) Upload the following two documents in the application form
  - Student ID (Picture)
  - Pitch deck document of your business (The pitch document will be used for the interview selection stage too) →If you do not know "Pitch Deck", please check [this website](#) and create it. Please submit as PDF or PowerPoint file.

**Application will be closed at 12:00am on 20th September 2023**



# Notes 1



Allowance and accommodation :

(1) For students who live in outside of Addis Ababa:

-We can provide the transportation fee for flight or public transportation fee for 4 days of Mini-MBA and 2 days of ENKOPA only if you provide us a receipt. (Only you live in out of Addis Ababa at the present and need to commute to Addis Ababa because of this training). But we can only cover one round trip amount and you must stay in Addis Ababa till the training is finished.

[What we can cover]

- accommodation (we will book)
- lunch (only for 4 days of Mini-MBA, not for Enkopa)
- transportation fee (necessary of submitting receipt)
- a little fixed amount of allowance for breakfast and dinner

(2) For students who live in Addis Ababa :

[What we can cover]

- a little fixed amount of allowance for transportation
- lunch (only for 4 days of Mini-MBA, not for Enkopa)

(3) For students belonging to AATSU:

-AATSU will provide the accommodation and food when you will take a 4 days of Mini-MBA.

\*Students who live in outside of Addis Ababa will be provided a transportation fee (necessary of submitting receipt), Students who live in Addis Ababa will be provided a little fixed amount of allowance for transportation.

# Notes 2



## -Notification of Results

- (1) Document screening: We will notify by e-mail by 22<sup>th</sup> September (tentative).
- (2) Pitch deck selection: We will notify by e-mail by 6<sup>th</sup> October (tentative)
- (3) Interview screening: We will notify by e-mail by 9<sup>th</sup> October (tentative).

-The system will automatically close at 12:00am (Ethiopia time) on 20th September 2023. Inquiries regarding overdue entries will not be responded to. Therefore, please be sure to check the entry items in advance and register well in advance.

- Only those that complete this application form and submit the two specified documents (Student ID and Pitch deck document of your business) by the deadline will be considered. Submissions received after the deadline will not be accepted.
- Never make false applications in your application or submissions. If a false application is discovered during or after program selection or participation, you will not only be disqualified from this selection process, but you may also be barred from applying for future JICA-related programs.

# Contact information

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Ministry of Innovation Technology of Ethiopia (MInT)  
JICA, Project NINJA

Contact number :  
0987377763,0934824675



# ENKOPA SUMMIT

October 12  
October 13

ADDIS ABABA, ETHIOPIA

OCT 12-13  
**2023**

**ENKOPA SUMMIT**

SCIENCE MUSEUM  
Addis Ababa, Ethiopia



# “ETHIOPIA’S LARGEST ALL INCLUSIVE INDUSTRY EVENT ON ENTREPRENEURSHIP, INNOVATION AND TECH”

Establishing connections between: dreamers, thinkers, innovators, do-ers, tech experts, policy makers, start-ups, coders, investors, and academia, to make, accelerate, build, pivot, rethink, remake and collaborate on ventures transforming Ethiopia.

UNDER THE AUTHORITY OF



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Ministry of Labor and Skills

ORGANIZED BY



PIONEERED BY

LAURENDEAU &  
ASSOCIATES

# SUMMIT OBJECTIVES



# FEATURING 60+ OF THE MOST INNOVATIVE, INVESTABLE STARTUPS



# INFLUENTIAL THOUGHT LEADERS' SESSIONS WILL INSPIRE INVENTORS

Establishing connections between: dreamers, thinkers, innovators, do-ers, tech experts, policy makers, start-ups, coders, investors, and academia, to make, accelerate, build, pivot, rethink, remake and collaborate on ventures transforming Ethiopia.







# STARTUP CORNER SUPERPITCH CHALLENGE

- Shed light on the most innovative, investable opportunities
- Advance market-creating innovations
- Developers present their latest breakthrough
- Blitzscale ventures
- Present latest breakthrough from developers



# **LOUNGE CONVERSATIONS SPEED DATING COCKTAIL PARTY**

- Spaces where startups learn from innovative businesses
- Collaboration areas for all ecosystem stakeholders
- Intimate settings for investors meeting venture builders

# WHO WILL BE THERE?

Get inspired by tech leaders, cutting-edge global tech trends, and insights transforming the tech startup landscape

Startups

Angel Investors

VC Firms

Global Corporations

Policy Makers

Tech Minds

Thought Leaders

Change Makers

Academia

# EVENT STATISTICS

Join the most exciting tech event in Ethiopia – Enkopa Summit!

Connect with dreamers, doers, investors, and experts to transform the tech landscape of Ethiopia. Explore exciting panel discussions, expert presentations, startup corners, and hacking sessions. Don't miss out on limitless opportunities for entrepreneurship, technology, and innovation!



**50+**

Investors  
(Angel, VC/PE/CVC)

**100+**

Speakers

**60+**

Startups

**400+**

Participants



# WHY ENKOPA?



Investors meet market creating startups



Partners gain visibility at the biggest technology investment conference in Ethiopia, and influence trends



Startups get connected to a network of global investors.

Innovators get inspired, collaborate and network

PAID

BY INVITE ONLY

FOCUSED

VENUE

9:00 9:30 10:00 10:30 11:00 11:30 12:00 12:30 13:00 13:30 14:00 14:30 15:00 15:30 16:00 16:30 17:00 17:30 19:00

EXHIBITION HALL

EXHIBITION  
OPENING  
CEREMONY

MAIN STAGE

INAUGURATION  
SPEECHES

HIGH LEVEL PANEL

CxO FORUM

\_BUILD STAGE

METaverse/  
GAMING

FINTECH

AI/ BIG DATA

HEALTHTECH

X-TECH

\_INVEST STAGE

X-TECH

METaverse/  
GAMING

FINTECH

AI/ BIG DATA

HEALTHTECH

\_MAKE STAGE

HEALTHTECH

X-TECH

METaverse/  
GAMING

FINTECH

AI/ BIG DATA

\_TRAILBLAZE STAGE

AI/ BIG DATA

HEALTHTECH

X-TECH

METaverse/  
GAMING

FINTECH

\_ESPRESSO STAGE

CHAT 1

CHAT 2

CHAT 3

CHAT 4

CHAT 5

CHAT 6

CHAT 7

CHAT 8

\_enkopaX STAGE

PROGRAM LAUNCH 1

PROGRAM LAUNCH 2

WORKSHOP ROOM 1

CODING WORKSHOP 1

CODING WORKSHO P 2

WORKSHOP ROOM 2

CERTIFIED CLASS 1

CERTIFIED CLASS 2

WORKSHOP ROOM 3

MANAGEMENT TRAINING 1

MANAGEMENT TRAINING 2

MEETING ROOM 1

SPONSOR SESSION 1

SPONSOR SESSION 2

MEETING ROOM 2

SPONSOR SESSION 3

SPONSOR SESSION 4

MEETING ROOM 3

SPONSOR SESSION 5

SPONSOR SESSION 6

EXHIBITION ROOMS

DEMO1

TALK1

DEMO 2

TALK 2

OFFSITE (TBD)

WELCOME RECEPTION

PAID

BY INVITE ONLY

FOCUSED

COMPLIMENTARY

VENUE

9:00 9:30 10:00 10:30 11:00 11:30 12:00 12:30 13:00 13:30 14:00 14:30 15:00 15:30 16:00 16:30 17:00 17:30 19:00

EXHIBITION HALL

EXHIBITION HALL

MAIN STAGE

\_BUILD STAGE

\_INVEST STAGE

\_MAKE STAGE

\_TRAILBLAZE STAGE

\_ESPRESSO STAGE

\_enkopaX STAGE

WORKSHOP ROOM 1

WORKSHOP ROOM 2

WORKSHOP ROOM 3

MEETING ROOM 1

MEETING ROOM 2

MEETING ROOM 3

EXHIBITION ROOMS

OFFSITE (TBD)

BREAKFAST + GOLF (since 8am)

OPEN TO PUBLIC

INVESTOR FORUM

POLICY FORUM

METaverse/  
GAMING

FINTECH

AI/ BIG DATA

HEALTHTECH

X-TECH

X-TECH

METaverse/  
GAMING

FINTECH

AI/ BIG DATA

HEALTHTECH

HEALTHTECH

X-TECH

METaverse/  
GAMING

FINTECH

AI/ BIG DATA

AI/ BIG DATA

HEALTHTECH

X-TECH

METaverse/  
GAMING

FINTECH

CHAT 9

CHAT 10

CHAT 11

CHAT 12

CHAT 13

CHAT 14

CHAT 15

CHAT 16

PROGRAM LAUNCH 3

PROGRAM LAUNCH 4

CODING WORKSHOP 3

CODING WORKSHOP 4

CERTIFIED CLASS 3

CERTIFIED CLASS 4

MANAGEMENT TRAINING 3

MANAGEMENT TRAINING 4

SPONSOR SESSION 7

SPONSOR SESSION 8

SPONSOR SESSION 9

SPONSOR SESSION 10

SPONSOR SESSION 11

SPONSOR SESSION 11

DEMO 3

TALK 3

DEMO 4

TALK 4

CLOSING PARTY

# OUR SPEAKERS

## EARLY CONFIRMED SPEAKERS



**Mark Schoeman**  
Partner  
**Genesis**



**Bilen Mamo**  
ex Deputy CEO  
**EIH**



**Helen Yosef Hailu**  
Public Policy Manager  
**Meta**



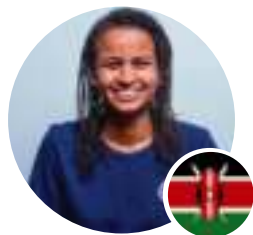
**Grimt Habtemariam**  
Director  
**Cisco**



**Gary Bennett**  
Country Manager  
**Tek Experts**



**Gary A. Bolles**  
Chair Future Work  
**Singularity university**



**Delila Kidanu**  
Co-Founder  
**Koa Technology**



**David Gyori**  
CEO  
**Banking Reports**



**Clayton Naidoo**  
Senior Director  
**Cisco**



**Chris Maclay**  
Program Director  
**Jobtech Alliance**



# OUR SPEAKERS

## EARLY CONFIRMED SPEAKERS



**Garikai Nhongo**  
Manager  
Smart Africa



**Zaheer Dindar**  
Founder  
Stealth Ag-Fintech  
Startup



**Solofo  
Rafenombolotiana**  
Founder/CEO  
DizzitUp



**Raymond Asfour**  
CEO  
Expectation State



**Pascal Murasira**  
Managing Director  
Norrsken



**Pascal Meyers**  
Founder  
Nohippo



**Nate Yohannes**  
Group Product Manager  
Meta



**Matteo Rizzi**  
Co-Founder  
FTS Group



**Matina Razafimahefa**  
Co founder/CEO  
SAYNA



**Martin Roe**  
CEO  
CCI Global



# OUR SPEAKERS

## EARLY CONFIRMED SPEAKERS



**Rahel Boon-Dejene**  
Founder  
**R&D Group**



**Rahel Boon-Dejene**  
Co-Founder  
**Araya Venture Lab**



**Markos Lemma**  
Founder  
**Iceaddis**



**Samson Assefa**  
Managing Partner  
**Swaye Ventures**



**Addis Alemayehou**  
Chairman  
**Kazana Group**



**Henok Assefa**  
Managing Partner  
**Precise Consult**



**Robert Karanja**  
Founder  
**R&D Group**



**Amadou Daffe**  
CEO/Co-Founder  
**Gebeya**



**Andy Searle**  
Owner  
**Paladin Consulting**



**Dr Tigist Gebrehiwot**  
IP consultant  
**Alpha Nitrom Ethio**

# MEET IN ADDIS: CAPITAL OF AFRICA

We are excited to invite you to Addis Ababa, Ethiopia for the upcoming Enkopa Summit!

With a lineup of renowned speakers, interactive workshops, and engaging sessions, Enkopa Summit promises to be an unforgettable experience.

Join us in the beautiful city of Addis Ababa, where you will have the opportunity to network with like-minded individuals, learn from industry experts, and discover the latest trends in technology.

**Don't miss out on this incredible opportunity to be a part of the innovation happening in Addis!**

# MEET IN ADDIS ABABA: THE CAPITAL OF AFRICA





# VENUE : SCIENCE MUSEUM

We are excited to share with you the amazing Ethiopian Science Museum!

This national museum located in Addis Ababa is a hub for science, history, culture, and natural heritage.

It showcases Ethiopia's rich heritage and promotes science and technology as an essential element of Ethiopia's development agenda.

The museum is a bridge between science, society, and technology, and it aims to advance understanding, improve lives, and shape the future while being respectful of the environment.

“

Join us at the Ethiopian Science Museum for the Enkopa Sfummit and discover the rich heritage of Ethiopia.

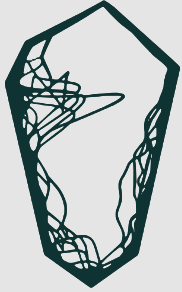
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# VENUE LAYOUT







# ENKOPA SUMMIT

October 12  
October 13

ADDIS ABABA, ETHIOPIA



SCAN ME

 [WWW.ENKOPASUMMIT.COM](http://WWW.ENKOPASUMMIT.COM)

# CONTACT US

## SALES INQUIRY



+251 92 905 4462



[sales@enkopasummit.com](mailto:sales@enkopasummit.com)



Mon - Sat 08:30 - 18:00

## PRESS INQUIRY



+251 92 905 4462



[press@enkopasummit.com](mailto:press@enkopasummit.com)



Mon - Sat 08:30 - 18:00

**\_BUILD  
\_INVEST  
\_MAKE  
\_TRAILBLAZE**



ΕΠΚΟΡΑ