

# Go Global Africa 2019

## The International Tech Hub Network

The UK Government's Department for Digital, Culture, Media & Sport is launching a new International Tech Hub Network 2019, in partnership with the British High Commission in Kenya, Nigeria and South Africa. The hubs are one pillar of a broader Digital Access Programme which aims to catalyse digital inclusion across Africa.

## Why apply?

This is a unique opportunity to collaborate with the UK to take your start-up to the next level. Go Global has been designed to prepare post Minimum Viable Product (MVP) start-ups for the next stage with a focus on enhancing business skills; experiential learning through peer to peer engagements with other start-ups in the UK ecosystem; and key learnings around how to think about and tackle a future global expansion.

## Eligibility criteria

We are currently accepting applications from companies based in Kenya, Nigeria and South Africa who meet the following criteria:

- Post MVP stage with a live product in the market
- Demonstrable evidence of some customer traction
- Have not raised more than £2m of investment
- Active in fields aimed to create a better future for Africa, with a specific focus on Digital Health, Fintech and Agritech.
- Led by a founder/s who have a strong sense of commitment and drive to strengthen the local ecosystem for other start-ups to grow and thrive by passing on the learning from this opportunity to their communities and acting as future champions of the Tech Hub's work.
- Ambitions to expand regionally and internationally in the future.

## What we cover?

Travel costs, accommodations and most meals.

## Curriculum

The programme will run from Monday to Friday from 9:00 – 17:00 (including 2 evening engagements weekly).

The programme will be delivered by UK based experts, professionals and business executives and will be divided into four main parts, as below:

### 1) Workshops:

Each workshop is intended to be highly practical in nature, meaning participants can act on what they have learned immediately.

Focus will be on skills and capabilities in areas where the UK has a strong competitive advantage including:

- Introductory session on UK's Tech Ecosystem: An overview session on UK's tech ecosystem, opportunities, incentives and schemes for startups to grow and expand
- Consultative sales: This one-day workshop on finding your first 100 customers brings together consultative sales fundamentals and design thinking. In three steps participants will learn how to build relationships with potential customers using intelligent insight, driving conversations through empathy and advanced questioning before closing with consensus
- How to build an impactful start-up presentation deck: A practical session.
- Session on cyber/online security
- Negotiation: This one-day workshop demystifies negotiation fundamentals. Start-ups will practise applying negotiation frameworks, strategies and tactics to relevant consumer and business case studies. You will leave with a structured approach to tackle negotiations, however transactional or complex
- Selling to corporates and enterprise in the UK: An overview of how British corporates typically work with SMEs
- Building a strong user experience (UX): Know how to validate your product assumptions, practice efficient UX design techniques, grow your product, and optimise designs
- Storytelling and Pitching: This one-day workshop introduces you to the principles of storytelling and the fundamentals of public speaking.
- Raising investment: How to be investment ready and raise from Angels and VCs; how to write a business plan an investor will read; cashflows and forecast; fundraising and crowdfunding
- AI and automation for start-ups: Learn how to use AI and big data to deliver better services and customer experience
- Start-ups legal Mechanics: Recap on legal mechanics for start-ups, in addition to common mistakes and problems, including IP, corporate finance, commercial
- PR and marketing Lab: How to think about your brand and build a public profile for your start-up
- Data responsibility as the new competitive advantage: This session will provide the tools to start-ups to better leverage their data, strengthen their commercial models and evaluate growth opportunities
- Social responsibility and building a thriving local tech ecosystem: The role of entrepreneurs to build a strong and diverse tech ecosystem, as well as improve public services.

## 2) Innovation sessions with corporate incubators and accelerators

The Go Global delegates will participate in 3-4 innovation sessions with leading UK based corporate accelerators and incubators. The goal of these sessions is to highlight opportunities and models to partner with corporates for acceleration, piloting, investment and joint venturing with corporates in their home country and in the UK.

## 3) Meet-ups and Networking opportunities

Each start-up will attend two meet ups a week, engaging with London's buzzing start-up community.

## 4) Demo day/ Showcase event

On the last day of the programme, Go Global participants will showcase their start-ups and what they have achieved over the 2 weeks to an invited audience, followed by networking.

### What happens next?

Go Global doesn't really end after 2 weeks. It's only the beginning.

Participants will receive one mentoring session a month for three months following the UK trip. This will be used to follow-up on progress, as well as advise on general matters which the start-up is dealing with. Each of the participants will be expected to act as a champion for the Tech hub and pass on their expertise to their communities, as well as future cohorts of Go Global and other projects led by the hub. They will also be part of an International Tech Hub alumni network that supports members to collaborate and innovate, and matchmakes companies to opportunities for collaboration with the UK.

### **Application Process:**

1. Create a basic 60 second video pitch explaining your product and value proposition (camera facing, not narrated) and how you will use this opportunity to benefit your startup and community
2. Upload your video pitch to YouTube. Please note that the person who features in the video pitch must be the representative who will travel to the UK should your application be successful- This video assesses your presentation skills.
3. Fill out the [form](https://docs.google.com/forms/d/1RCysimvetp77xwWwj1WnnbOglBJLuwQXm_XvEyophZo/edit?ts=5c2cd0eb)  
([https://docs.google.com/forms/d/1RCysimvetp77xwWwj1WnnbOglBJLuwQXm\\_XvEyophZo/edit?ts=5c2cd0eb](https://docs.google.com/forms/d/1RCysimvetp77xwWwj1WnnbOglBJLuwQXm_XvEyophZo/edit?ts=5c2cd0eb))