



Lake Basin Innovation
&
Investments Week (LBIIW)
Conference 2021

Theme:

Achieving Dynamic, Innovative, and
Entrepreneurial Ecosystems During
the COVID-19 Pandemic in the Lake
Basin Region.

Concept Note

November 16th - 19th, 2021

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ABOUT THE EVENT

LBIW is an annual entrepreneurship and innovation gathering that convenes entrepreneurs, innovators, investors, policymakers, government, development agencies and other ecosystem players; to spur economic growth of the Lake Victoria Basin, through innovative business models, digitization, SME financing and local manufacturing.

The future of trade in Africa's emerging urban cities is dependent on the aforementioned, and an integrated and collaborative approach with all relevant stakeholders. This forum targets to address issues along the entrepreneurial value chain of the 14 Lake Region Economic Bloc counties in Kenya.

This Hybrid Conference will entail Five (5) days of learning and networking, workshops, hackathons, pitching, and deal-making. During the week, innovators and entrepreneurs will showcase their ideas and products, build partnerships, secure funding, and find their target customers while creating new products that will transform societies and solve certain pressing social challenges. The main and side events are designed to give utmost value to all categories of participants.





ABOUT THE ECOSYSTEM

The entrepreneurship ecosystem and innovation space in the Lake region is nascent with little support to innovators and entrepreneurs. The meaningful impact is yet to be witnessed especially in incubation, alternative funding, youth entrepreneurship, value chain development and enhancement of healthy competition.

The current COVID 19 global pandemic has greatly impacted on the major sectors of economies including Health, Food Security, Labour market and disrupted supply chains among others. The Lake region is no exception to this reality.

It is this gap that Lakehub, Winam Capital and Fablab Winam are striving to fill by providing a platform where innovators, entrepreneurs, investors, and various stakeholders meet with the aim of forging strategic relationships to facilitate long term economic recovery and resilience of the Lake region. According to Kenya Association of Manufacturers Kenya's Micro, Small and Medium Enterprises (MSMEs) contribute approximately 40% of the GDP with the majority falling in the informal sector.





ABOUT CONVENERS

WINAM CAPITAL:



Winam Capital is an entrepreneurship ecosystem enabler based in Kisumu, Kenya working towards growing successful enterprises in the Lake Victoria Region; through business acceleration, strategic advice and access to investment capital. Our mission is to work with investors, exceptional entrepreneurs and strategic partners in the Lake Region to design and execute innovative business models that can profitably serve East Africa's aspiring mass market.

FABLAB WINAM:



Winam Fablab offers a hub for sharing ideas, tools and other resources by makers, Artisans (Jua Kali), professionals, educators, students, entrepreneurs, learning institutions, hobbyists, kids, etc. It taps into gaps between classroom-learned skills and market needs experiences to build products that address challenges and emphasizes local manufacturing using emerging tech-based trends like IoT.

Based in Western Kenya region in Kisumu where there are just a few industries, Fablab Winam will be keen on using people-centered design approaches for socio-economic challenges and incubation.

LAKEHUB:



LakeHub is a technology and social innovation hub based in Kisumu, Kenya with the aim of decentralizing access to technology, growing entrepreneurship and social innovation. Over the five years, LakeHub has created an open and supportive space where young and talented developers, creative, entrepreneurs and social innovators in Western Kenya meet to network, learn from each other, brainstorm and find solutions to societal challenges.



THE THEME OF LBIIW 2021

The Lake Basin Innovations & Investments Week (LBIIW) is planned for **November 16th – 19th, 2021** with the theme:

Achieving Dynamic, Innovative and Entrepreneurial Ecosystems During the Covid-19 Pandemic in the Lake Basin Region.

SUB-THEMES:

1. What strategies can be harnessed by stakeholders and actors to buffer entrepreneurs and innovation as the most vulnerable economic actors, especially in the face of shocks or economic downturn during Covid.
2. What new impact-oriented business models and digital technologies employed currently in the region hold the potential to change the ways in which MSMEs and innovators are supported.
3. Are entrepreneurship and innovation support programs key in promoting sustainable development in the Lake basin region by creating decent employment?
4. Are the available and future infrastructure projects targeted towards supporting the entrepreneurial and innovative ecosystem effective?

THE KEY OBJECTIVES

The Lake Basin Investment and Innovation Week (LBIIW) is convened with the following objectives:

1. To come up with long term innovative strategies for economic response and recovery for SMEs during and after emergencies.
2. To provide opportunities for innovators, startups and existing businesses addressing or adapting to the COVID19 pandemic to pitch their ideas to potential investors and partners.
3. To foster collaboration between the public and the private sector to enhance trade, build economic resilience and growth of the region;
4. To foster global efforts and networks to support start-ups/SMEs and Innovators in the lake basin region.



EXPECTED OUTCOMES:

At the end of **LBIW** 2021, the following outcomes are expected:

1. Practical recommendations on strategies that can be harnessed to buffer entrepreneurs and innovators as the most vulnerable economic actors.
2. Adoption of new impact-oriented business models and digital technologies hold the potential to change the ways in which MSMEs and local innovators are supported.
3. Highlight and showcase efficient innovation and entrepreneurial support programs in the region such as networking events, investor tours and education, acceleration and incubation programs offered by locals ESOs and Innovators.

DELIVERY

WHERE AND WHEN?

The **LBIW** 2021 hybrid of virtual and physical plenary sessions, workshops, physical side events and exhibitions will be held on **16th - 19th November 2021**.

WEBINARS

There will be one hour online webinars with an average of three panelists addressing various subthemes.

HACKATHON

The hackathon will be a 24hr session to bring together the innovator communities, technology and innovation sector players together in the Lake Basin region to demonstrate the power of partnerships and provide new models for public private sector collaboration to birth the next frontier of innovations to prepare for the post covid-19 future.



AWARDS

The **LBIW** Awards recognizes and celebrates entrepreneurs leading early to growth-stage companies from around the lake Basin region that are pioneering new technologies and innovations. These entrepreneurs are then constantly involved in activities and events, bringing their cutting-edge insight and fresh thinking to critical discussions shaping the region. Effectively they will form a cohort of promising start-ups and scale-ups that are at the forefront of technological and business model innovation in the region.

INVESTOR TOURS

For the very first time, **LBIW** will host a digital and physical exhibition platform where exhibitors will use our online platforms live site visits to showcase and pitch to the world. We will exploit the flexibility and reach of the online space to enable exhibitors to fully showcase their products with rich content formats and allow attendees to access and explore these offerings in the comfort of their devices. The exhibitors will be asked to submit video or pictorial files accompanied with a brief write up of the innovation and these will be uploaded and promoted on our platforms.

SPONSORED PHYSICAL SIDE EVENTS

There will be side events cutting all three sectors within the theme set out in the Innovation Week.

PARTICIPANTS

The third **LBIW** in 2021, will be attended by approximately **2,000** participants drawn globally with an interest in regions of the six riparian countries of the EAC bordering the Lake Basin Region, regional and international enablers, governments, and investors from across the globe, the private sector, Media and other ecosystem players.



METHODS OF REPORTING

The convenors of **LBIW** are keen on impact and specific positive outcomes of the event

1. **Fablab Winam** will keep track of all new technical products exhibited in the event and endeavor to provide advanced support and facilitate their growth through development of improved prototypes, and refining of existing products in the Fablab Winam Workshop post the event.
2. **Lakehub** will be biased towards discovering more ingenious software developers and tech-innovators, provide incubation space, equipment, and mentorship for their growth and get them to launch.
3. **Winam Capital** will specifically be facilitating deal-making relationships and processes and ensuring that ingenious businesses/entrepreneurs get funding for their enterprises. In particular, we will focus on match-making, brain dates and document the number of investments made.

The week will also have a dedicated team of rapporteurs to document the event. Part of their key responsibilities will be administering a pre-event survey and exit questionnaires. Our evaluation will focus on generating key facts and figures on outcomes from the process encompassing:

- Report/s on event outcomes for distribution to stakeholders
- Report to the media on outcomes and achievements
- Key resolutions and follow for the local ecosystem development
- Recommendations for refinements and improvements to be carried forward to the next event



MARKETING PLAN

The week has a dedicated website and social media handles on which the activities are listed and advertised. The team has also adopted local media (radio and TV) channels which will run spot advertisements, talk shows among others. There will be the use of social media campaigns featuring online exhibitions starting July to November, ongoing pitching at relevant events among other marketing strategies.

BUDGET AND BENEFITS

We propose;

PARTNERSHIPS:

We are harnessing partnerships with development agencies, network organizations, venture funds, government and other ecosystem support organizations with an interest in developing the local ecosystem. They should have a particular focus on entrepreneurship and innovation as a means of providing solutions to recurrent social problems by supporting sustainable enterprises and the ecosystem in the region.

SPONSORSHIP:

We would like to work with corporate and development partners to realize the rest of the week's budget. Available categories include Platinum **KES 1,500,000**, Gold for **KES 1,000,000** and Silver for **KES 500,000**. These sponsors would be financial institutions, government agencies, non-government agencies, ecosystem support organizations, venture capital funds, impact funds, network.

SIDE EVENTS:

We welcome organizations/firms that would want to organize side events within the week, this must be in tandem with the week's sub themes. A fee of **KES 250,000** for a one hour virtual side event will be charged for administrative purposes. The benefits for organizing a side event will include; free publicity, free mobilization of participants, a seat at the panel sessions, an opportunity for a keynote address/Lightening talks/pitch.



BENEFITS TO PARTNERS AND SPONSORS

Our partners in the Innovation week will have unique opportunities with the following foreseeable benefits:

1. **Market Intelligence:** We are preparing to launch the first Lake Region Economic Outlook Paper which will give access to the market intelligence and insight latest emerging trends in the local space;
2. **Venture Opportunities:** The LBIW will help discover at least 50 early-stage businesses in the region and conduct detailed due diligence to select at least 20 ingenious enterprises to invest in;
3. **Investment-readiness:** We will further train selected enterprises with a unique customized curriculum to prepare ventures to absorb investments channelled to them;
4. **Public recognition and Visibility:** Winam Capital & Fablab Winam will highlight our partners' support at public events pre and post the event and on embed their logos LBIW materials. Additionally, we will provide speaking opportunities at 3 strategic events during the week provide booths for exhibitions, corporate tables for up to 10 and recognition during the award ceremony;
5. **Industry leadership and network:** The week provides a unique chance to our partners and sponsors with a platform to engage with other like-minded entities and advance their interest in addressing pertinent issues in the region.



CONCLUSION

With the support of the right partners, we will convene and run the best innovation and investments week with the shared vision of solving Kisumu's and the lake region's most pressing challenges through entrepreneurship and innovation. Ultimately, we will create a thriving ecosystem in the Lake Region with job opportunities, where communities can access innovations to improve their incomes, livelihoods, health, and wellness, and where local solutions are supported to unleash their absolute impact.

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