

# **Binary Garage Executive Summary**

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# Binary Garage

Learn, Design & Build

Binary Garage is an initiative by Soltech Digital Solutions leveraging the GDG & Cloud Kampala network with the aim of supporting technologists through skill development with more focus on Startups.

@BinaryGarage

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# Background:

2015: Uganda was ranked the World's most entrepreneurial country by Global Entrepreneurship Monitor (GEM) with 28% (adults) owning/co-founding a business.

More than half fail to make it to their 5th birthday.

# Problem:

- Inadequate entrepreneurial and technical Skills coupled with high cost of hiring developers.
- Others include; funding gaps, team dynamics, etc.

Inadequate skill among developers and tech innovators accounts for 63% startup failure (Smallbiz Genius).

Building a product that is ready for the market requires a clear understanding of the right technology. Need for an experienced developers.

# Solution:

The Binary Garage supports **developers** and entrepreneurs/**startups** by providing a **learning platform**, to enable them **design** and **build** the right product for the right market.

Programming  
Clinics &  
Workshops

**Learn**

Hackathons &  
Design Sprints

**Design**

Mentorship;  
Prototyping

**Build**



# Programming Clinics:

**Practical Programming** – For current and aspiring entrepreneurs.

The aim is to get current and aspiring entrepreneurs to prototype their ideas in the software they can use to do market research and engage customers.

**Software Problem Solving** – Startups/students and other project groups.

The aim is to provide expert help for members and other serious project groups who are prototyping their solutions or developing MVPs.



# Design Sprints & Hackathons:

Validating ideas and solve big challenges through:

**Prototyping + Testing Ideas with Customers + Coding**





# Mentorship:

Use of both internal and external mentors to constantly guide the teams.





# Target Market

## Audience

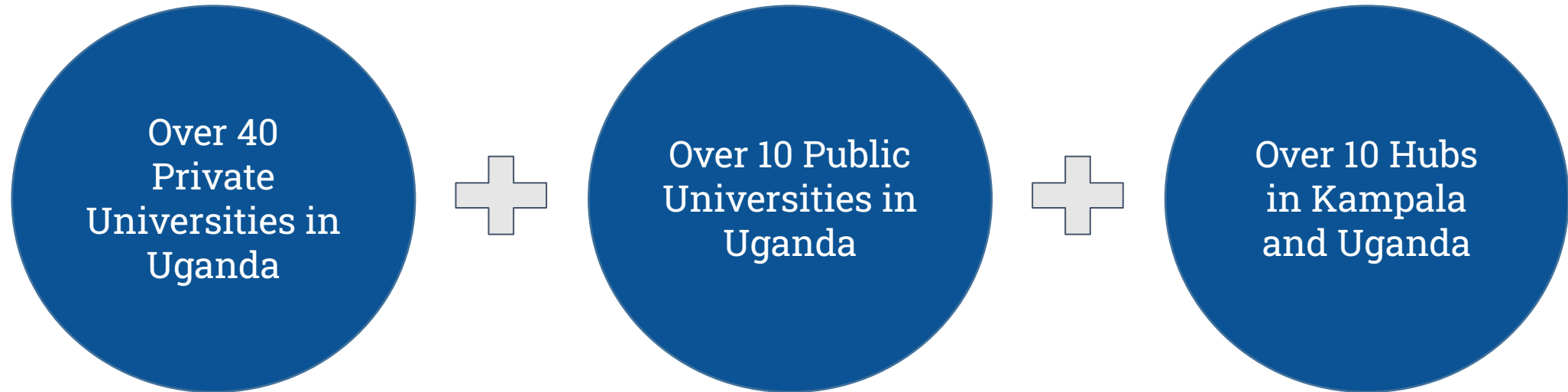
- Students interested in starting business.
- Startup groups interested in taking their product to the market
- Software developers interested in improving their skills.
- Staff members.

## Value Proposition

- Technology Business Advisory Support.
- Skills building through programming clinics.
- Access to a network of global mentors in the relevant fields.
- Innovation competition facilitation.



# Addressable Market:



# Current Operations:

University/Hub	Established
● Makerere University (MIIC Hub).	❖ 2018
● Makerere University Business School.	❖ 2019
● Uganda Martyrs University.	❖ 2019
● Uganda Christian University.	❖ 2020



# Revenue Model:

Channel	Description
● Charges on participants.	❖ With no external support, participants pay a fee (usually UGX 5,000 - 20,000) for specific session.
● Financial contributions from the University and Hub.	❖ The University or hub makes a contribution to take care operational costs.
● Partner funding.	❖ Partners may offer financial support for operation.



# Case Study I: DSC Solution Challenge 2019

## What is it?

A global competition where Developer Student Clubs (DSC) invites students to develop solutions for local community problems using one or more Google products or platforms.

## 2019 Results

DSC MUNI University emerged the overall winners after being supported through an intense Design Sprint with the Binary Garage.

Story on Google Developers Blog: *A Walk that Changed Healthcare.*



# Case Study II: Startup Africa Roadtrip 2019

## What is it?

An initiative born in 2017, **hosted by the Binary Garage**, with the mission to discover and support technological innovation and early-stage startups in developing countries.

## 2019 Results

**21** startups accelerated in Uganda,  
**55** entrepreneurs trained,  
**1** demo day with **120+** participants,  
**4** startups awarded, with a roadshow to Italy (fully paid).





# Team:



**Solomon Opio**  
Program Lead  
Software Engineer.



**Maxensia Navuma**  
Administrator  
Computer Scientist.



**Janet Namutebi**  
WTM Lead  
Software Engineer.



# Partners:



Thank you!