

Start-ups Name	SetRise
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The **Incubation and Innovation Management System (IIMS)** is a platform designed to streamline and manage the entire incubation journey for startups. It handles user registration, startup applications, mentorship scheduling, milestone tracking, collaboration between teams, alumni support, and investor engagement — all in one place. IIMS also includes admin controls, analytics, and role-based access, making it easier for incubation centres to support startups from the idea stage to incubation growth.

**Why do you want to do this business?**

- We are building this business because we have identified significant gaps in managing startups, tracking their milestones, and supporting incubation centres that struggle with improper startup management, lack of centralized data, and insufficient impact records. Additionally, startups often face challenges with limited investor engagement and inconsistent support throughout their journey.

**What is the problem you are trying to solve or the need you are trying to address?**

- The problem we are addressing is the lack of an organized, centralized system for managing startups within incubation centres. Many centres struggle with tracking startup progress, maintaining consistent support, recording impact, and facilitating strong investor engagement. As a result, startups experience disorganized management, missed growth opportunities, and limited access to investment and mentorship.

**How are you planning to solve the problem or address the need you identified?**

- The Incubation and Innovation Management System (IIMS) addresses the core challenges faced by both incubation centres and startups by creating an all-in-one, structured platform. It begins by centralizing data — allowing incubation centres to easily manage startup profiles, applications, store documents, and maintain organized records of each startup’s journey. This eliminates the scattered and manual management that leads to lost information and inefficiencies.

- IIMS also introduces a milestone tracking system that helps startups set, monitor, and achieve their growth goals with regular updates. Incubation centres can now easily measure the impact and progress of each startup over time, creating a clear picture of success stories and areas needing support.
- To tackle the problem of inconsistent support and weak investor engagement, IIMS integrates mentorship management and investor networking features. Startups can find and schedule sessions with mentors, while investors can view curated startup portfolios and track startup performance based on real-time data. This ensures that startups not only receive consistent guidance but also become more attractive and visible to potential investors.
- In short, **IIMS transforms incubation management from a manual, disconnected process into a dynamic, data-driven system**, building a stronger bridge between startups, incubation centres, mentors, and investors.

# Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
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Project Title

[Write your project title]

Your Name: (if you work in group,  
include them all)

Submission Date:

<p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities</p>	<p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES: Production, Problem Solving, Platform/Network</p>	<p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability</p>	<p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<p>For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform?</p>
	<p><b>Key Resources</b> What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial</p>		<p><b>Channels</b> Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	

<p><b>Cost Structure</b></p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope</p>	<p><b>Revenue Streams</b></p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising</p> <p>FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market</p>
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Startup name: SetRise

**Problem Statement**

Incubation centres and startups struggle with disorganized management, poor milestone tracking, lack of centralized data, inconsistent support, and limited investor engagement, leading to missed growth opportunities and inefficient incubation processes.

**Mission Statement**

Our mission is to empower incubation centers and startups with a centralized, data-driven platform that streamlines management, tracks progress, fosters stronger mentorship and investor connections, and drives consistent, measurable startup growth.

**Key Partners**

- Government parties that work with startups (MOLS, MOI)
- NGOs that work with startups
- VC
- Bitech

**Key Activities**

- Developing the system
- Promotion
- Customer Consulting
- Maintenance

**Key Resources**

- Development tools
- Internet
- Development Team
- Brand name
- Sales team
- Maintenance Team
- Servers and Technical tools

**Value Proposition**

- Localization
- Affordability
- Security and Safety
- Economic Growth (for Ethiopia)

**Customer Relationships**

Free Features for dedicated users

Virtual hackathons or competitions

Investors or mentor recommendations

**Channels**

- Web-based platform
- Mobile based platform (in the future)

**Customer Segments**

Incubation Acceleration and Innovation Centres in Ethiopia

Startups that want to be involved with centres

Investors (Venture Capitalist)

Mentors & Coaches that work with incubation centres and startups

<b>Cost Structure</b> <ul style="list-style-type: none"> <li>• Development Cost (Fixed)</li> <li>• Maintenance Cost (Variable)</li> <li>• Server and Technical Tool Cost (Operational)</li> <li>• Internet and Utility Cost (Operational)</li> </ul>	<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>• Direct sell (Currently) ) (Primely)</li> <li>• Subscription Model (Primely)</li> <li>• Advertising Model</li> <li>• Freemium Model</li> </ul>
<b>Intended Impact statement</b> We aim to create a more efficient, transparent, and supportive incubation ecosystem where startups can achieve higher success rates, investors can discover and support promising ventures more easily, and incubation centres can demonstrate clear, measurable impact on entrepreneurial development.	

**Objective:** Apply the concepts learned during the training to develop a comprehensive Business Model Canvas for your startup.

1. Discuss with your team.
2. Review the different components of the Business Model Canvas discussed during the training: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure and impact.
3. Fill each component and be concise but specific in your responses.
4. Iterate or refine the BMC as much as you can.
5. Prepare a brief presentation to share your BMC.
6. Be prepared to receive feedback from both the trainer and other participants.
7. Remember, this exercise is about refining and improving your initial ideas.

Details of **Customer Segments**

- **Incubation, Acceleration, and Innovation Centers** in Ethiopia.
- **Startups** that want to be managed, tracked, and connected through centers.
- **Investors (Venture Capitalists)** who are seeking promising startups to fund.
- **Mentors and Coaches** working with startups and incubation programs. They can be outsourced.

Details of **Value Proposition**

- **Localization:** Tailoring the platform for the Ethiopian market.
- **Affordability:** Making it financially accessible for local incubation centers and startups.
- **Security and Safety:** Ensuring users' data is protected and systems are reliable.
- **Economic Growth for Ethiopia:** Helping grow the startup ecosystem and driving economic development by better supporting early-stage businesses.



Details of <b>Distribution Channel</b>
<ul style="list-style-type: none"><li>• <b>Web-based platform:</b> The current primary method for delivering the service.</li><li>• <b>Mobile-based platform (future):</b> Planned expansion to reach more users and make access easier, especially in regions where mobile usage is dominant.</li></ul>

## Details of **Customer Relation**

- Offering **free features** to certain dedicated users (likely incubation centers or early adopters) to build trust and loyalty.
- Running **virtual hackathons or competitions** to engage startups and generate platform visibility.
- Building **investors or mentor recommendation systems** to add extra value and attract engagement.

## Details of **Revenue Streams**

- **Direct Sell (Currently):** Selling the system directly to incubation centers or organizations.
- **Subscription Model:** Charging users periodically (monthly/annually) for access to premium features.
- **Advertising Model:** Future income through ads — potentially showing relevant services to startups, centers, or investors.

Details of <b>Key Resources</b>
<ul style="list-style-type: none"><li>• <b>Development tools:</b> Software and platforms used to build IIMS.</li><li>• <b>Internet:</b> Needed for operations and platform hosting.</li><li>• <b>Development Team:</b> Coders, designers, and product builders.</li><li>• <b>Brand Name:</b> Establishing a trusted brand identity.</li><li>• <b>Sales Team:</b> To reach out to incubation centers and investors.</li><li>• <b>Maintenance Team:</b> Ongoing support and system maintenance team.</li><li>• <b>Servers and Technical Tools:</b> Hosting and infrastructure.</li></ul>

Details of <b>Key Activities</b>
<ul style="list-style-type: none"><li>• <b>Developing the system:</b> Building and updating the IIMS platform (web-based, mobile later).</li><li>• <b>Promotion:</b> Marketing the system to incubation centers, startups, and investors.</li><li>• <b>Customer Consulting:</b> Offering guidance or onboarding support for centers and startups using the platform.</li><li>• <b>Maintenance:</b> Regular updates, bug fixes, and technical support to ensure smooth operation.</li></ul>

## Details of **Key Partnerships**

- **Government parties** like the Ministry of Labor and Skills (MOLS) and Ministry of Innovation (MOI) that work with startups.
- **NGOs** supporting startups and entrepreneurial programs.
- **Venture Capitalists (VCs)** who are looking for promising startups to fund.
- **Bitech** is an ecosystem partner and support center mostly working with the traction and trying out the system.

## Details of **Cost Structure**

- **Development Cost (Fixed):** One-time costs for building the system (software development, UI/UX design, etc.).
- **Maintenance Cost (Variable):** Ongoing expenses depending on how much support or updates are needed.
- **Server and Technical Tool Cost (Operational):** Hosting, domain, cloud services, and any tools used to keep the system running.
- **Internet and Utility Cost (Operational):** Internet services and utility bills needed for office operations and hosting.