CONCEPT NOTE

GITEX

ROADSHOW

North West (Kano)

Table of Contents ↘

1. Executive Summary ↘

The **GITEX Nigeria 2025 Regional Roadshow North-West** Edition is a high-impact innovation engagement program hosted by the **National Information Technology Development Agency (NITDA)**, in collaboration with **BigTech Agency Ltd** as the official implementation partner for the North West. Scheduled to take place on **Tuesday, July 29, 2025**, at the prestigious Coronation Hall, Kano Government House, this regional activation is a strategic build-up to the national GITEX Nigeria 2025 event, set for **September 1–4, 2025, in Abuja.**

With the theme **"Bridging Nigeria's Innovation with Global Opportunities,"** the Kano roadshow is designed to **identify and showcase high-potential tech startups, amplify the visibility of the North West innovation ecosystem**, and **foster regional collaboration with national and global stakeholders.**

The Roadshow reflects a powerful alignment of national policy, regional execution, and organisation. While **NITDA** leads national digital innovation efforts, **KAOUN** (organisers of GITEX Africa and GITEX Global) connects the initiative to the Throughl platform. throit ugh this roadshow, executes its inaugural strategic project to position Kano as a leading digital hub in Northern Nigeria.

Key expected outcomes include:
- Selecting top startups from the North West region for national visibility and GITEX exhibition slots.
- Strengthening Kano's leadership in the tech ecosystem through strategic partnerships, stakeholder alignment, and platform-based collaboration.
- Driving stakeholder synergy across innovation hubs, academia, government, and media.
- Inspiring youth, investors, and policymakers to actively participate in building Nigeria's digital future.

This roadshow is not just a regional event; it is a **gateway to global opportunity** for the North West innovation ecosystem.

2. Background & Context ↘

As Nigeria accelerates its journey toward a knowledge-based economy, technology, innovation, and entrepreneurship have become central pillars of national development. In this context, **GITEX Nigeria 2025**, a national extension of the globally renowned GITEX Global and GITEX Africa exhibitions, is a critical platform for aligning Nigeria's tech talent, digital policies, and innovation output with global markets and opportunities.

To ensure inclusive representation across all six geopolitical zones, the **GITEX Nigeria 2025 Regional Roadshow** was designed as a pre-event activation series. These roadshows aim to identify and spotlight high-potential startups from each region, engage local innovation ecosystems, and promote regional excellence in technology. Through these events, Nigeria's innovation pipeline was centralised, decentralised, and amplified, creating equitable access to international exposure, partnerships, and funding for emerging founders.

Why the North West Matters

The **North West region** is home to a growing network of innovation hubs, universities, digital entrepreneurs, and government institutions working to solve regional challenges with decentralised technology. Decentralised population, young talent pool, and strategic proximity to the regional West, the North West contributes to Nigeria's digital economy. Yet, the region remains underrepresented in national and international tech showcases. This roadshow provides a platform to bridge that gap elevating local stories, startups, and stakeholders onto a national and global stage.

Why Kano?

- As the commercial and innovation capital of Northern Nigeria, Kano State is the most strategically positioned host for the North West edition. Kano boasts:
- A vibrant tech community with over 10 active innovation hubs and startup incubators.
- A dynamic academic ecosystem is led by institutions like Bayero University Kano (BUK), MAAUN, and KUST Wudil.
- Strong government interest in digital transformation, including the recent establishment of the Kano State Information and Communication Technologies Development Agency (KASITDA).
- Historical and infrastructural advantages as a central trade and logistics hub in Wethe Mobiliseowosting thMobiliseow in Kano not only leverages these catalyses but also catalyses a regional momentum that will uplift neighbouring states, including Kaduna, Katsina, Sokoto, Zamfara, Jigawa, and Kebbi.

Through this convergence of talent, policy, and opportunity, the **GITEX Nigeria 2025 North West Roadshow** in Kano will serve as a powerful accelerator for inclusive digital growth in Nigeria.

3. About the Host & Partners ↘

Organised by: KAOUN International

KAOUN International is the global management company behind GITEX Global (Dubai) and GITEX Africa (Morocco), two of the world's largest tech and startup exhibitions. As the official organiser of GITEX Nigeria 2025, KAOUN brings international expertise, global exposure, and a network of investors, government delegations, and industry leaders to elevate Nigeria's digital innovation landscape.

Supported By: Federal Ministry of Communications, Innovation and Digital Economy

As Nigeria's supervising ministry for digital transformation, the Federal Ministry provides strategic oversight and coordination for GITEX Nigeria. Through its agencies and departments, it drives the national agenda for innovation, startup development, and digital inclusion.

Hosting & Strategic Partner: Office for Nigerian Digital Innovation (ONDI), NITDA

The Office for Nigerian Digital Innovation (ONDI) is a special-purpose vehicle under the National Information Technology Development Agency (NITDA) focused on accelerating innovation, supporting digital startups, and expanding Nigeria's participation in the global tech ecosystem.

NITDA, Nigeria's apex digital policy and implementation body, champions inclusive innovation across all sectors. Through ONDI, it facilitates the GITEX Nigeria 2025 Regional Roadshow to decentralise innovation, discover high-potential startups across the six geopolitical zones, and ensure national representation at the GITEX main event in Abuja.

Implementation Partner (North West): BigTech Agency Ltd

BigTech Agency is a fast-growing digital innovation and social impact company focused on building scalable, inclusive technology for African communities. Its mission is to bridge the digital divide by empowering youth, enabling digital governance, and driving socio-economic progress through innovation.

As the official implementation partner for the North West Roadshow in Kano State, BigTech Agency leads:
- Strategic planning and regional mobilisation
- Stakeholder engagement across seven North West states
- Media, publicity, and event logistics
- Execution of the startup pitch showcase and launch of its flagship product, Tavestack

4. Roadshow Objectives ↘

The GITEX Nigeria 2025 Regional Roadshow – North West Edition is designed as a multi-stakeholder activation to achieve measurable impact across startups, government, academia, and the broader innovation ecosystem.

This initiative is not a standalone event; it forms part of Nigeria's broader national strategy to decentralise innovation, promote inclusive tech participation, and position the country competitively on the global innovation stage through the **Gulf Information Technology Exhibition (GITEX).**

Core Objectives:

1. **Identify and Spotlight High-Potential Startups in the North West**
   - Discover startups solving real problems with scalable tech solutions.
   - Provide a structured platform for these startups to pitch, network, and qualify for free exhibition slots at GITEX Nigeria 2025 in Abuja.
2. **Strengthen Federal-State Collaboration in Innovation**
   - Deepen alignment between national digital economy goals and state-level tech development efforts.
   - Engage ministries, agencies, hubs, and universities across Kano, Kaduna, Sokoto, Zamfara, Jigawa, Katsina, and Kebbi.
3. **Showcase the North West Ecosystem to a National Audience**
   - Amplify visibility for hubs, institutions, and ecosystem leaders in Northern Nigeria.
   - Attract attention from investors, development partners, and media to opportunities in the region.
4. **Foster Regional Unity Through Tech and Youth Mobilisation**
   - Mobilise startup founders, students, policymakers, and enablers from all seven North West states.
   - Encourage cross-border collaboration and idea exchange across local innovation communities.
5. **Inspire Participation in the National Digital Economy**
   - Encourage more youth, institutions, and SMEs to align with NITDA's innovation policies and explore tech-driven career paths.
   - Reinforce the role of digital innovation in driving employment, governance efficiency, and income growth.
6. **Launch of SAAS Suite**
   - Officially unveil the SAAS Suite, BigTech Agency's cloud-based software solution designed to streamline operations across various industries, including healthcare, education, finance, and more. The suite integrates multiple management systems into a unified platform, offering scalability, security, and efficiency.

5. Event Details ↘

Event Name: GITEX Nigeria 2025 Regional Roadshow – North West Edition (Kano State)
Theme: "Bridging Nigeria's Innovation with Global Opportunities"
Date: Tuesday, 29 July 2025
Time: 8:00AM - 4:00PM (WAT)
Venue: Coronation Hall, Kano Government House, Kano State

Expected Audience:
- Startup founders and tech entrepreneurs
- Innovation hubs and ecosystem enablers
- Government officials and policymakers
- Academic institutions and student innovators
- Development partners and investors
- Media professionals and creative industry players
- Security agencies and civic stakeholders

Expected Dignitaries & Guests:
- Governor of Kano State
- Deputy Governor of Kano State
- Head of Zonal Office, NITDA (Kano)
- Head of Zonal Office, NCC (Kano)
- Head of Zonal Office, Galaxy Backbone (Kano)
- Representative, ONDI
- Hon. Commissioner, Kano State Ministry of Science, Tech & Innovation
- Senior Special Assistant to the Executive Governor of Kano State on ICT
- Newly appointed CEO, BigTech Agency Ltd
- Director-General, KASITDA
- Director-General, KanInvest
- Founder, Startup Kano
- Vice Chancellors/President and representatives from BUK, KUST, MAAUN, and others

Additional Highlights:
- **Live Media Coverage** by Media Houses
- **Exhibition booths** by key tech hubs, sponsors and vendors
- **Stakeholder recognition**
- **Official Launch of SAAS Suite** by BigTech Agency

Stakeholder Engagement		
Pre-event visits to innovation hubs, government offices (KASITDA, KanInvest), academic institutions (BUK, KUST), and media houses to secure buy-in and mobilize participation.		
Objective	• Build partnerships and align stakeholders with event goals. • Ensure robust attendance and media coverage.	
Expected Outcome	• 100% of targeted hubs/MDAs/academia engaged. • 5+ media partnerships secured.	
Participants	ONDI/NITDA Officials, BigTech Agency Officials, Kano State Government Officials.	
Duration	3 days	**Timeline** 21st–23rd July 2025

Keynote Speeches	
High-level addresses by the Kano State Governor, NITDA DG, and tech leaders on Nigeria's digital economy and innovation opportunities.	
Objective	• Set the event's strategic tone. • Inspire startups and policymakers.
Expected Outcome	• Clear articulation of government support for startups. • 80% attendee satisfaction (post-event survey).
Participants	Kano State Government Officials, ONDI/NITDA Officials, Industry Leaders
Duration	20 mins each

Industry Panel Sessions
Expert discussions ("Bridging Nigeria's Innovation with Global Opportunities") with industry leaders

Objective	• Share actionable insights for startups. • Foster public-private collaboration.
Expected Outcome	• 5+ actionable takeaways documented. • 50+ investor-startup connections initiated.
Participants	Panelists (4–5), moderator, audience.
Duration	50 mins per session

Startup Pitch Showcase
20 pre-selected startups pitch to investors/judges for funding, visibility, and mentorship.

Objective	• Spotlight high-potential startups. • Facilitate investment opportunities.
Expected Outcome	• 3–5 startups shortlisted for GITEX Nigeria 2025. • 30% of pitchers secure investor follow-ups.
Participants	Startups, investors, judges (VCs, NITDA).
Duration	90 mins each

Exhibitions		
10 booths for partners (e.g., KASITDA, KanInvest) and tech vendors to showcase products/services.		
Objective	• Enable networking and business development. • Highlight Kano's innovation ecosystem.	
Expected Outcome	• 200+ visitor engagements. • 2–3 partnership deals signed.	
Participants	Corporates, Hubs, Government agencies, Vendors	
Duration	All-day	**Timeline**	9:00 AM–5:00 PM

Summary Table

Activity	Duration	Key Participants	Success Metrics
Stakeholder Engagement	21st–23rd July	ONDI, Kano State, Hubs	100% visits completed, 10+ media partners
Keynote Speeches	20 mins each	Governor, NITDA DG	80% attendee satisfaction
Panel Sessions	50 mins x 2	NCC, NITDA, Investors	50+ connections
Startup Pitches	90 mins x 2	20 startups, judges	3–5 GITEX finalists
Exhibitions	All-day	Corporates, sponsors	200+ engagements

6. Pre-Event Stakeholder Engagement ↘

As part of the build-up to the GITEX Nigeria 2025 Regional Roadshow (North West), a strategic Pre-Event Stakeholder Engagement will be conducted with key ecosystem players in Kano State. The engagement will span **three days**, from **July 20 to July 22, 2025**.

This engagement serves a key purpose of mobilising active participation, support, and collaboration for the upcoming regional roadshow from the stakeholders across government MDAs, academia and Innovation Hubs.

Courtesy Visit Details

Leads of Delegation	CEO, BigTech Agency Ltd and DG, KASITDA
Format	Physical visits with formal letters of introduction
Stakeholder Engagement Letters	Each stakeholder will receive: • A formal letter of courtesy • A brief concept note on the GITEX Roadshow • An invitation to participate or nominate representatives • A request for specific partnership/support

Stakeholders to Be Visited		
Category	No. of Visits	Date
Innovation Hubs	6	July 20th 2025
Government Offices	9	July 21st 2025
Academia	8	July 22nd 2025

7. Mobilisation Plan (North-West) ↘

To amplify regional participation and deepen inter-state collaboration, the **National Information Technology Development Agency (NITDA)** requested **BigTech Agency Ltd** to launch a **multi-channel mobilisation strategy** across all the states in the North West region of the country.

This mobilisation effort supports NITDA and ONDI's goal of democratizing access to national innovation platforms and ensuring the inclusion of every state in the digital economy.

Objectives
- Mobilise and transport ecosystem stakeholders to the roadshow in Kano.
- Promote regional visibility and representation at the national innovation stage.
- Strengthen the collaborative fabric among North West stakeholders.
- Ensure a diverse mix of startups, enablers, students, and policymakers attend.

Our outreach will involve:
- Direct phone calls
- State-specific WhatsApp groups
- Mailchimp-powered email campaigns

Communication will be tailored to provide clarity on pickup logistics, safety, and return arrangements.

Travel dates are:
- Departure: 28th July 2025
- Return: 30th July 2025

Startups will not be provided accommodation or feeding. However, light refreshments (water/snacks) will be offered on the buses.

States Involved and Estimated Number of Participants to be Mobilised

We estimate that 60% of each state's applicants will participate. Buses will be arranged in each state based on the number of valid applications received on the official application portal powered by ONDI/NITDA :

- Kaduna State - 21
- Jigawa State - 12
- Katsina State - 13
- Kebbi State - 7
- Zamfara State - 10
- Sokoto State - 7

8. Startup Opportunity & Benefits ⬊

At the heart of the GITEX Nigeria 2025 Regional Roadshow is a powerful opportunity for startups from the North West to access one of the continent's most prestigious technology platforms.

This roadshow is not just a pitch event, it is a launchpad for high-potential founders solving real problems with technology. Startups selected from the Kano regional showcase will be granted exclusive exhibition slots at **GITEX Nigeria 2025**, scheduled for **September 1–4, 2025 in Abuja.**

What Startups Stand to Gain

Startups chosen through this process will receive:

Benefit	Description
Free Exhibition Booth	Professionally branded booth in the GITEX Nigeria 2025 Startup Pavilion.
National & International Visibility	Exposure to over 5,000 participants, including investors, policymakers & media.
Investor & Partner Access	Direct engagement with potential funders, corporate partners & accelerators.
Media Coverage	Featured mentions across print, TV, and online channels covering GITEX Nigeria.
Mentorship & Post-Event Opportunities	Visibility can lead to further support, funding, or incubation opportunities.

Startup Application & Evaluation Process

Applications will be screened and reviewed by a designated Evaluation Committee composed of representatives from ONDI, NITDA, and experienced ecosystem stakeholders.

Evaluation criteria include:
- Innovation & originality
- Scalability and market potential
- Business model & execution strategy
- Problem-solution alignment
- Team strength and presentation

9. Roles and Responsibilities ⬊

To ensure seamless execution of the GITEX Nigeria 2025 North West Roadshow in Kano, responsibilities have been clearly distributed among the involved stakeholders. Each organization and partner plays a crucial role in delivering an impactful, inclusive, and nationally representative event.

Partners interested in collaborating for this program will sign a Memorandum of Understanding (MoU) outlining each party's roles and responsibilities, as stipulated by the National Information Technology Development Agency (NITDA).

Role Distribution Table

Stakeholder	Primary Responsibilities
NITDA / ONDI	- National coordination and oversight - Evaluation committee and speaker approvals- Branding & media kit guidance - Providing strategic direction and event validation
ONDI/NITDA Startup Evaluation Committee	- Review and score submitted startup applications - Shortlist qualified participants for live pitch- Provide feedback and ratings to ONDI
BigTech Agency Ltd	- Implementation partner and lead executor for North West - Planning, logistics, marketing, and execution - Stakeholder engagement across Kano & other NW states - Startup outreach, coordination, and curation - Content development and publicity assets - Venue branding, stage management - Monitoring, evaluation, and reporting (MER)
Kano State Government (Partnered MDAs)	- Provision of venue (Coronation Hall) - Transport support (buses for stakeholder visits) - Security support - Hosting dignitaries and local ecosystem visibility - Official Endorsment - Support for Implimentation Partner - Sponsorship - Joint courtesy visits with BigTech Agency - Coordination of state -level tech stakeholders- Local government liaison

10. Branding & Publicity Strategy ↘

A strong and sustained marketing effort is central to the success of the GITEX Nigeria 2025 Regional Roadshow in Kano. BigTech Agency is committed to delivering a highly visible, well-branded campaign that builds anticipation, drives participation, and amplifies the impact of the event.

The publicity strategy spans pre-event mobilization, airtime with media houses, live event amplification, and post-event storytelling, with a focus on reaching startups, youth, ecosystem stakeholders, investors, media, and the general public.

Channels & Platforms

Platform	Strategy
InstagramXLinkedInFacebook	Countdown series, live coverage, reels, startup spotlights, Speaker announcements, hashtags, Professional updates, panel announcements, partnership highlights, Regional outreach, community engagement, call-for-startups, startup applicants, delegates, ecosystem mobilizers
Email	Newsletters, stakeholder invites, confirmation letters, follow-ups
TV & Radio	Jingles, interviews, and features on leading stations (Cool FM, Wazobia, Freedom Radio)
YouTube	Full video documentation, behind-the-scenes content
Event Website	Centralized hub for all info, RSVP, media kits, and updates

Hashtag & Branding Consistency

- Primary Hashtag: #GITEXRoadshowKano
- Supporting Hashtags: #BigTechAgency #NITDA #ONDI #GITEXNigeria #GITEX #KASITDA #AbbaIsWorking
- All materials will maintain consistent visual branding across touchpoints.

11. Timeline & Important Dates ↘

The timeline below outlines the critical milestones for the successful planning, execution, and post-event documentation of the GITEX Nigeria 2025 North West Roadshow in Kano. Each activity is aligned to ensure visibility, stakeholder coordination, and top-tier delivery by the event date Tuesday, July 29, 2025.

Activity	Date(s)	Details
Startup Nomination Deadline	July 11, 2025	Final day for startups to apply via ONDI/NITDA portal.
Stakeholder Visits to Innovation Hubs	July 20, 2025	Engage hubs (Startup Kano, etc.) for mobilization & partnerships.
Stakeholder Visits to Government/MDA Offices	July 21, 2025	Meetings with KASITDA, KanInvest, and Kano State ICT Ministry.
Stakeholder Visits to Academic Institutions	July 22, 2025	Engage BUK, KUST, Skyline University for student innovators.
Attendance Registration Deadline	July 24, 2025	Close RSVPs (Luma platform).
Arrival of Out-of-State Startups/Participants	July 28, 2025	Logistics: Accommodation & transport coordination for 70+ attendees.
Venue Setup & Dry-Run	July 28, 2025	Coronation Hall prep: Tech checks, decor, protocol briefing for MC/ushers.
GITEX NW Roadshow Main Event	July 29, 2025	Time: 9:00 AM – 5:00 PM. Includes pitches, panels, and exhibitions.
Team Dinner & Debrief	July 29, 2025	Post-event review with organizers and partners.
Departure of Out-of-State Participants	July 30, 2025	Coordinate return logistics.
Final Report Submission to NITDA	August 8, 2025	Comprehensive report with outcomes, media coverage, and testimonials.

12. Monitoring & Evaluation ↘

To ensure the impact and success of the GITEX Nigeria 2025 Regional Roadshow in Kano can be clearly measured and communicated, we will employ a structured Monitoring & Evaluation (M&E) framework aligned with NITDA and ONDI's core priorities. This will include quantitative and qualitative indicators, real-time tracking, and post-event analytics.

Key Performance Indicator

KPI	Target	Measurement Method
Participation & Engagement		
Startup applications received	150+	ONDI application portal
Startups mobilized (North West)	70+ (60% of apps)	Attendance logs
Physical attendees	500+	Registration system (Luma)
Dignitaries confirmed	15+	Protocol confirmation records
2. Ecosystem Impact		
Startup pitches delivered	2000%	Pitch session records
Partner booths/exhibitions	1000%	Vendor contracts
Media coverage (outlets)	10+	Media monitoring report
Media Impressions	1M+	Across social media impressions, TV/radio features, press articles
Program Quality		
Event start time adherence	100% on schedule	Program timeline tracker
Speaker/panelist satisfaction	4.5/5 avg. rating	Post-event survey
Attendee satisfaction	80% "Excellent" feedback	Feedback forms
SAAS product launch engagement	200+ demos requested	Product team follow-up
Logistics & Operations		
Stakeholder visits completed	100% of planned	Visit reports
Participant logistics resolved	100%	Helpdesk tickets closed
Venue readiness (setup time)	6 AM on 29th July	Venue inspection checklist
5. Post-Event Outcomes		
Report submission timeliness	Aug 8, 2025	NITDA approval confirmation

Monitoring Tools

- RSVP & Registration Data (via Luma + onsite forms)
- Pitch Evaluation Score Sheets (physical + digital Google Form)
- Post-Event Feedback Surveys (sent to attendees and partners)
- Media Tracking Tools (monitoring radio, TV, print, and online coverage)
- Photo & Video Documentation (organized by session and date)
- Attendance Log Sheets (signed during stakeholder visits and main event)

Reporting & Documentation

- Preliminary summary shared within 48 hours after the event (July 31, 2025)
- Full report with annexes submitted to NITDA by August 8, 2025

Includes: participant data, media links, testimonials, pitch outcomes, and stakeholder engagement summary