StartHub Africa

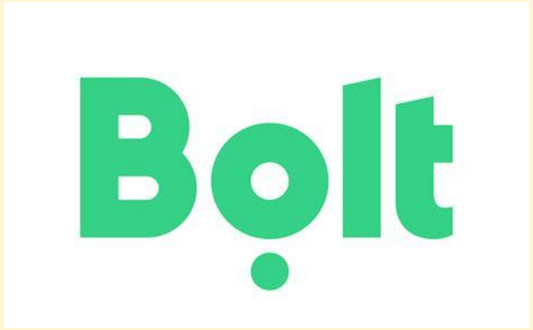
# Startup 101

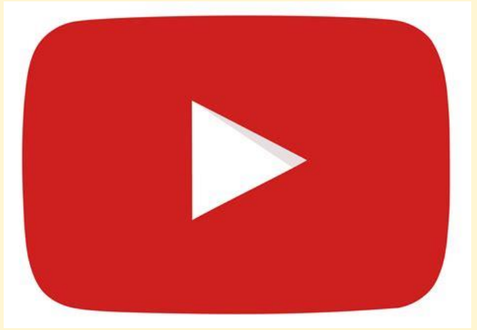
## Session 1

# Why are you here?

# Which companies do you admire and why?

# We are here to build startups like





# We are not here to build

Small (student) side hustles or small side business

# How this program is going to run

**Phase 1:** Idea generation & understanding opportunities

**Phase 2:** Incubation of **viable ideas** + a **strong team**

**If you want to get into incubation:** find min. 1 awesome co-founder + explore different ideas to eventually end up with a good one

# Tools and Tasks

- Every week you get a simple homework to do
- Every week we will ask you about new ideas you came up with (if we send you a form, we request you fill it)
- Have a journal and write down all ideas that come to your mind through the week

# Let’s get to know each-other more

# Find another person and discuss...

# If you have 1 Million USD, how would you spend it?

# Find another person and discuss...

# Which entrepreneur / company do you admire and why?

# Find another person and discuss...

# What was one really exciting thing you did in 2022?

# Find another person and discuss...

# What do you want to achieve in 2023?

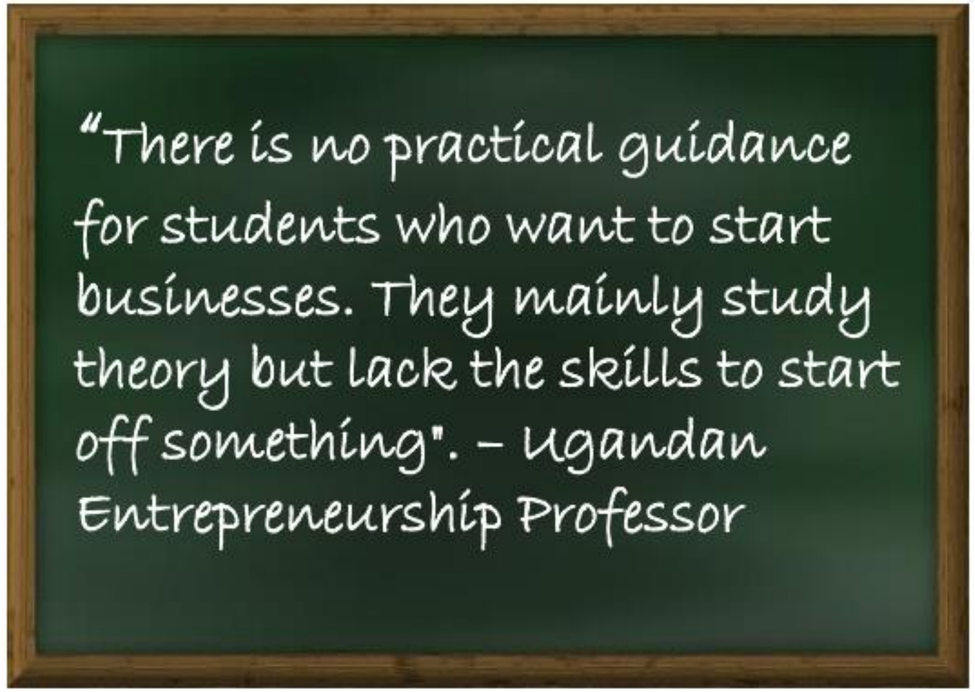
# Find another person and discuss...

# How does a perfect day look like for you?

# How StartHub started...

# Once upon a time...

# With the vision to solve a problem Andrej had discovered during his stay in Uganda:



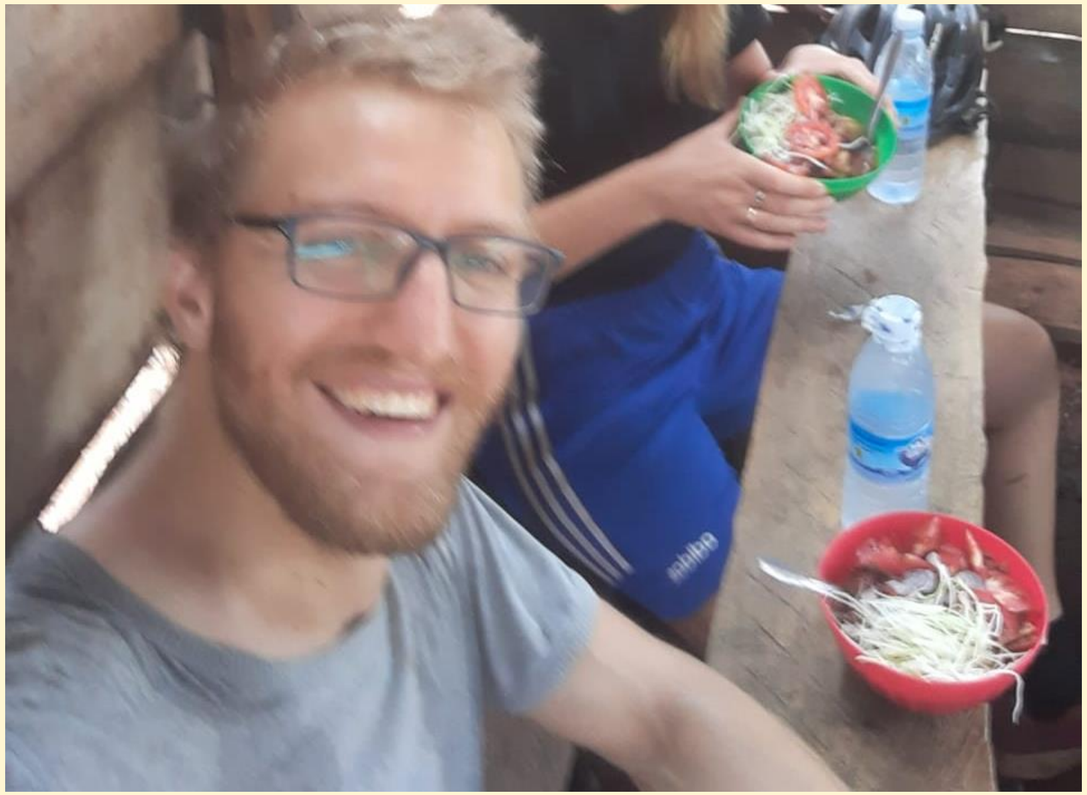
# The first steps

- Developing a first curriculum
- Contacting 5 universities in Uganda
- Running first training

# Hosting the first Pitch-Event

# Our daily Food

# Only Matthias + Laura remained



# Crowdfunding Campaign

Website

€13,235
Funding amount

129
Supporters

Michael Schmidt
Project Consulting
"Excellent crowd financing round, I'm excited to see how this project will continue."

# Going all in January 2019

... again a lot of Rolex and Kikomando.

# 2019: Hustling through

# Building something great in UG

# Shakila joins and we start StartHub Tanzania

# What makes a business idea?

Share your thoughts.

# The basics of a business idea

1. There is a problem / need / want
2. You solve it
3. Someone pays it for it

# What is a good business idea?

Watch y-combinator video: How to Get Startup Ideas - YouTube

# 4 Criteria for a good idea

1. There is a Problem
2. The idea can grow big
3. You have a founder – market fit
4. You have a unique insight

# What types of problems are good?

# What kind of problems?

- It’s specific (ending poverty is not specific)
- A lot of people have the problem / will have the problem
- It’s urgent!
- The problem costs people / companies a lot of money
- Ideally a frequent problem

You don't have to score on all, but the more the better.

# A good problem

- **It’s specific:**
- **Size:**
- **Urgency:**
- **Cost per individual:**
- **Frequency**:

# A good problem

- **It’s specific:** Bargaining with riders/drivers sucks!
- **Size:**
- **Urgency:**
- **Cost per individual:**
- **Frequency**:

# A good problem

- **It’s specific:** Bargaining with riders/drivers sucks!
- **Size:** 1,000,000+ people in Dar es Salaam
- **Urgency:**
- **Cost per individual:**
- **Frequency**:

# A good problem

- **It’s specific:** Bargaining with riders/drivers sucks!
- **Size:** 1,000,000+ people in Dar es Salaam
- **Urgency:** urgent
- **Cost per individual:**
- **Frequency**:

# A good problem

- **It's specific:** Bargaining with riders/drivers sucks!
- **Size:** 1,000,000+ people in Dar es Salaam
- **Urgency:** urgent
- **Cost per individual:** low (however, total cost high due to frequency and size)
- **Frequency**:

# A good problem

- **It’s specific:** Bargaining with riders/drivers sucks!
- **Size:** 1,000,000+ people in Dar es Salaam
- **Urgency:** urgent
- **Cost per individual:** low (however, total cost high due to frequency and size)
- **Frequency**: yes, daily / hourly problem

# How to find an idea...

https://www.youtube.com/watch?v=mtn31hh6kU4&list=PLSM1GjdfV-D3Hsk7BGn14VLbUA3L2v-kH

# Your assignment

1. Find a specific problem which could be turned into a business idea; Consider the 5 criteria

- **It’s specific**
- **Size of the problem**
- **Urgency of the problem**
- **Cost per individual of the problem**
- **Frequency of the problem**

2. You have to submit the problem before the next session.