

# **UD Startup 101**

## **Semester 2**

### **Session 2**

# Energizer

# Objectives of today

- Presentations of 5 people
- Journey of a startup
- Industry-Deep Dive

# The ideal Journey of a startup

## 1. Founder/Market Fit – the basic setup

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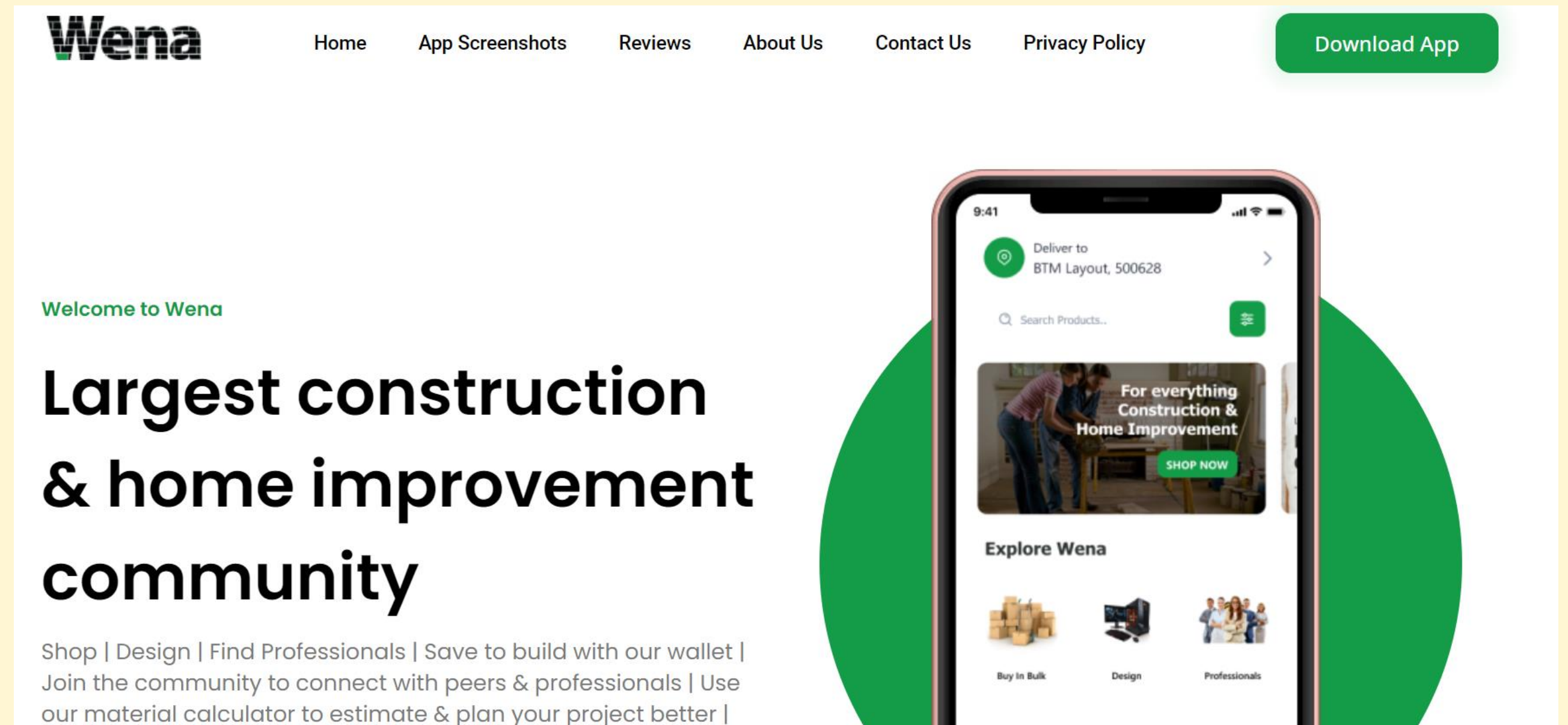
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- 6. Scale & Growth** – Build a team and scale what works

# EAC Case Study: Wena Hardware



[www.wenahardware.com](http://www.wenahardware.com)



The screenshot displays the Wena Hardware website and its mobile application. The website header includes the Wena logo, navigation links (Home, App Screenshots, Reviews, About Us, Contact Us, Privacy Policy), and a green 'Download App' button. The main content area features a 'Welcome to Wena' message, followed by the headline 'Largest construction & home improvement community'. Below this, a list of services is provided: 'Shop | Design | Find Professionals | Save to build with our wallet | Join the community to connect with peers & professionals | Use our material calculator to estimate & plan your project better |'. The mobile app interface, shown on the right, includes a delivery location (BTM Layout, 500628), a search bar, a banner for 'For everything Construction & Home Improvement' with a 'SHOP NOW' button, and a section titled 'Explore Wena' with icons for 'Buy in Bulk', 'Design', and 'Professionals'.

# Journey of Wena Hardware



# Analyse Wenahardware's story

While listening to Vaola, note down

- Aspects of her journey that inspire you / you would do exactly like her
- Aspects of her journey you would do differently / you think she could have done better / faster etc.

# Getting unique insights from Industry

# What makes a good idea?

# Recap: Signs of 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
5. You have a unique value proposition



# What makes a good problem?



# Recap of a good problem

1. It's specific (ending poverty is not specific)
2. A lot of people have the problem / will have the problem
3. It's urgent!
4. The problem costs people / companies a lot of money
5. Ideally a frequent problem

# How can you get unique insights?

- Do cool internships
- Work with a startup
- Work with a company
- Work on projects
- Talk to knowledgeable people in specific industries

# How to use ChatGPT

- Create an account on Open AI (<https://openai.com/>)
- Use ChatGPT function and start asking questions

# Narrow down: Machinery

We decided to speak to the Country Manager Tanzania of John Deere



# Questions we asked...

1. Can you describe the agriculture ecosystem for us?
2. Where do you see business opportunities in the agriculture sector?
3. Where do you see untapped potentials? Why is no one tapping into it?
4. What would you do personally if you would go into agriculture?
5. Which other companies / startups in TZ or across the continent do you know who are already working on interesting problems?

# Cool Insights


- A lot of production is not automated => rural farmers (80 %) farmers can't afford proper equipment, they could afford them if they have cooperatives; Even when they can use equipment, they only buy the old ones, because they can only afford the old ones; => he thinks going into equipment is hard for a startup to produce on low cost with low units, competition is too big
- Cooperatives / units are missing: Farmers would be more productive if they farm as units
- Seeds: 80 % of seeds are imported from South Africa; a lot of GMO seeds, you can't replant them; hardly anyone is growing seeds (only for flowers)
- Access to finance is a huge problem, because most of the farmers don't meet the criteria to get funding



# More cool insights


- Seasonal farming is not working out well; a lot of time of the year land is not used; could be opportunity
- Extension workers are missing who inform farmers about best practices etc. => Mode farms are missing
- Value addition (e.g. Habanero; in South Africa you sell the seeds and the outer skin separately); very few processing centres => we can dig deeper here and check which products are imported and what it would take to make them locally

# Interesting companies



We're hiring!

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VENDOR SIGN-UP

Manufacturers, both big and small, are using **Soko Solution** to access a modern and efficient supply chain solution that offers speed, reliability, lower warehousing and distribution cost of last mile delivery for their business.



in East Africa

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A sustainable income for farmers and nutritious, affordable food for everyone

Rikolto's mission ->



# Dig Deeper

What can we do to understand more why seeds are all imported?

What can we do to understand issue of productive land use better?

# Group work until next week

1. Final Goal: Identify one good problem and three potential business ideas
2. Use ChatGPT to get an understanding
3. Talk to min. 3 experts (find them through your networks, on LinkedIn etc.)
4. Dig deeper
5. Present 1 good problem (see criteria), who you spoke to, your unique insights, and three potential business ideas how to solve it

# Transport Industry Deep Dive (TEMPLATE)

# The Transport industry landscape in Tanzania

- Ask chatGPT for an overall overview

# Problems & Opportunities in Transport Sector in Tanzania

# Successful transport startups across the region

e.g. Sokowatch for transport and logistics

# Experts we spoke to

Pictures and why they are experts (min. 3)

# Unique insights we got



# The specific problem

- Why does the problem exist
- Break it down to the root cause through additional research (chatGPT, interviews)

# 3 business opportunities we identified

An opportunity includes the **specific product / service, who you sell to and how you make money.**