

Startup 101

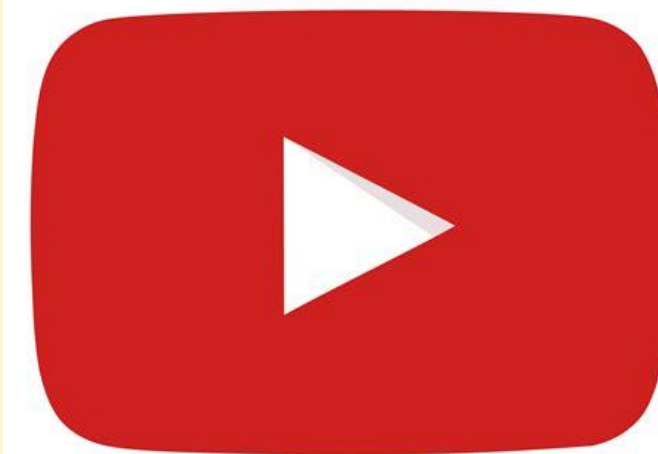
Session 1



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...

It started in April 2017 with



Matthias



Shtefi



Kilian

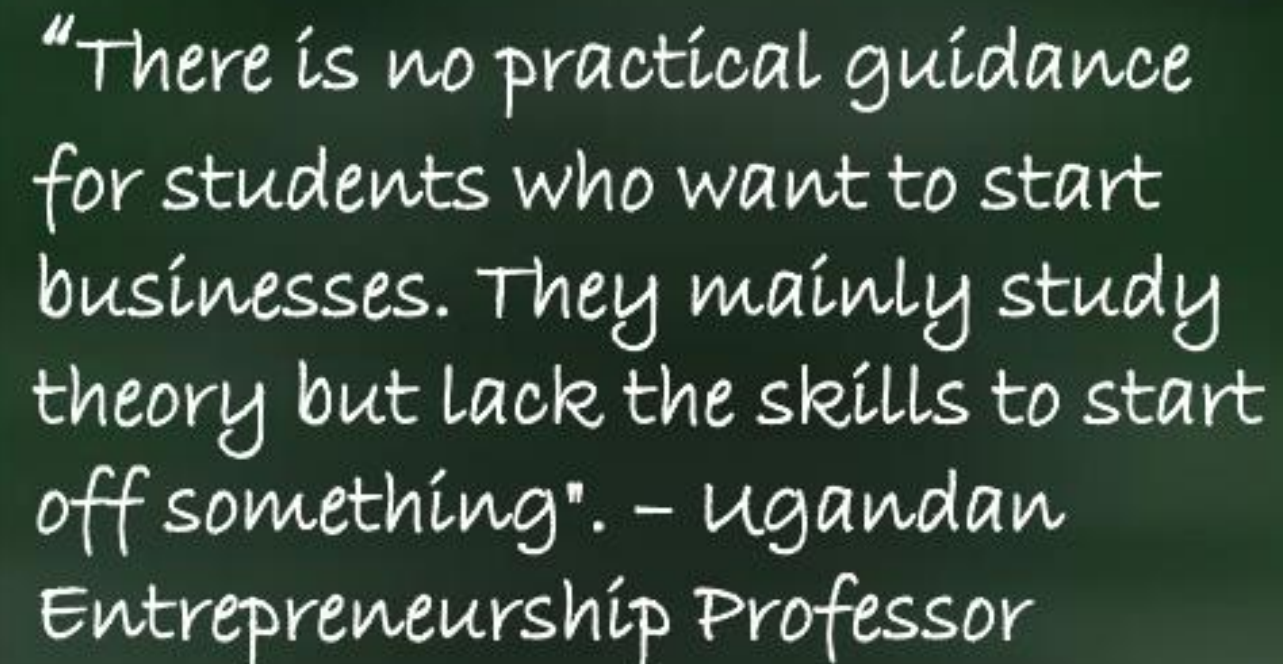


Andrej



Jakob

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

A green chalkboard with a wooden frame, containing handwritten text in white chalk.

"There is no practical guidance for students who want to start businesses. They mainly study theory but lack the skills to start off something". – Ugandan Entrepreneurship Professor



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



€13,235
Funding amount

129
Supporters

Website



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

A promotional graphic for StartHub Tanzania. It features a woman, Shakila Mshana, with her arms crossed, wearing a white blazer over a black top. The background is a light blue and white chevron pattern. Overlaid on the image is a yellow and dark blue text box. The text box contains the StartHub logo, the text "We're Expanding", "NOW IN TANZANIA", "Meet our Co-founder & Managing Director", and "SHAKILA MSHANA" next to a small flag of Tanzania. At the bottom of the graphic is a dark blue bar with the website address "www.starhubafrica.org".


StartHub

We're Expanding

**NOW IN
TANZANIA**

Meet our
Co-founder &
Managing Director

**SHAKILA
MSHANA**



www.starhubafrica.org

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:**

Bolt

A good problem

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

The Bolt logo is the word "Bolt" in a bold, green, sans-serif font. The letter 'o' is stylized with a dot below it, resembling a lowercase 'a'.

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:**

The Bolt logo is the word "Bolt" in a bold, green, sans-serif font. The letter "o" is stylized with a dot below it, resembling a lowercase "a" or a drop.

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:**

The Bolt logo, featuring the word "Bolt" in a bold, green, sans-serif font. The letter "o" is stylized with a dot above it, resembling a bolt head.

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:**

The Bolt logo is the word "Bolt" in a bold, green, sans-serif font. The letter "o" is stylized with a dot above it, resembling a lowercase "a" or a specific character.

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

The Bolt logo is the word "Bolt" in a bold, green, sans-serif font. The letter 'o' is stylized with a white dot in the center, and the letter 'l' has a small white dot at its base.

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.