StartHub Africa 

Startup 101

**Welcome to Session 2**

**Welcome to Week 1**

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**Energizer**

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**Objectives of today**

• Recap from last session + analysing a few ideas • Business Models

• Diving into B2B business ideas

• Productivity

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**Recap assignment 1**

**Specific Problem**: Difficulties in getting or purchasing local foods/products

**Who has the Problem:** Foreigners

**How big is it:** Big number of foreigners face this problem

**How urgent is it;** Very Urgent

**How frequent is it:** Occurs oftenly

**How costly is it:** It can cost....

**How did you find out about it:** been seeing some of my friends struggling to buy local staffs ,in most cases they buy in high price than the actual amount just because they are foreigners and they find hard to trace places with varieties of products they want since they are new around here

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**Recap assignment 1**

**Specific Problem**: Lack of experience and Professional guidance **Who has the Problem:**

**How big is it:** Large about 100M+ youths and businesses in Africa **How urgent is it:** Urgent

**How frequent is it:**

**How costly is it:** High Cost

**How did you find out about it:** Frequent news on personal losses and business falls.

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**Specific Problem**: Not having a constant time days for garbage trucks to pick out garbage from households

**Who has the Problem:**

**How big is it:** Very large

**How urgent is it:** It is likely very urgent

**How frequent is it:** Very Frequent

**How costly is it:** Not very costful but depends with the number of people needing the service

**How did you find out about it:** It has been almost a week now, and we have a pile of garbage that we don't know how to damp cause we don't know when the garbage truck will pass near our home so I wished I would had a mean to connect with the garbage damping service and that's when I came up with the idea

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**Specific Problem**: The problem falls in the communication arena regarding the misuse of media especially for youngsters which has become rampant in the modern era.

**Who has the Problem:** Almost all except a few. Generally, Youngsters are leading this. **How big is it:** Large. Most of the people nowadays have phones.

**How urgent is it:** The problem is urgent. There is a need to manage, control and technically the mechanism use of m

**How frequent is it:** The problem is frequent as communication devices are used everyday. **How costly is it:** The problem costs immensely as large sums of money are wasted in purchasing internet bundles which are then utilized in nonsensical, unimportant things. Moreover a lot of time is also wasted which in turns reduces manpower for the progress of our country both socially and economically.

**How did you find out about it:** Interacting with different people from different parts of the country have depicted that, a lot of phone users misuse their devices. It follows that, there is a need to rectify the problem so as to harverst fabulous benefits from these devices rather than wasting our time in speculating whatever pop-ups in our screen displays.

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**The Basics of an idea**

1. There is a problem / need / want 2. You solve it

3. Someone pays it for it

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**5 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

5. You have a unique value proposition

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**Unique value proposition**

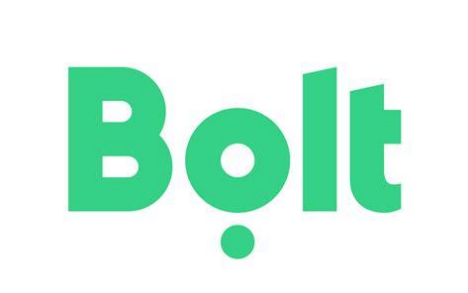
• Your solution dramatically reduces costs or time

• It is significantly (10 x) better than existing solutions

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**What's the UVP of Bolt?**

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**Unique Value Propositions** Riders / drivers = get more consistent demand of customers

Users = Get a safe ride at a fixed rate wherever you are, anytime

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**What's the UVP of Piki?**

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**Unique Value Propositions** Restaurants = get access to more customers

Consumer = get access to a variety of food choices from the comfort of their home

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**What is a business model?** Share your ideas

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**Business Model** A business model entails

1. How your business operates 2. How the business makes money

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**How can a business make money?**

**We sell to someone** (= customer / market)

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**What different customers are there?**

**B2B vs. B2C vs. B2G**

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**Focus Today: B2B**

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**Twiga Foods**

https://www.youtube.com/watc h?v=iqQVAOZlFzQ

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**Sokowatch**

https://www.youtube.com/watch?v=ggNHuhsETQc

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**Group work (20 min.)**

1. Rewatch the video if you want

2. Map out the problem with the 5 criteria

3. Map out the process: how exactly does the business work? 4. What's the unique value proposition?

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**Presentations (30 min.)**

Group 1: Present problem Sokowatch

Group 2: Present process Sokowatch

Group 3: Present UVP Sokowatch

Group 4: Present

Group 5: Present problem Twiga

Group 6: Present process Twiga

Group 7: Present UVP Twiga

Group 8: Present

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**How can you develop a B2B idea?**

1. Think through past jobs / internships / work experience you had => where were problems? 2. Talk to small business owners and find out their challenges

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**Assignment until next week**

• Identify a B2B problem in a group

• Interview businesses

• Create a presentation for presenting next session (powerpoint template in the drive)

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**Assignment (5 – 10)**

**Health**

• Dispensaries

• Labs

• Pharmacies

**Agriculture**

• Small market vendors of fruit and vegetables • Supermarket vendors of fruit and vegetables • Permanent street vendors of fruit and vegetables **Hospitality**

• Restaurants Mamantilie (food around TZ 3000) • Restaurants Migahawa

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**Interview questions**

1. What problems do you face currently which affect your business badly? 2. When was the last time you faced the problem?

3. How often do you have the problem?

4. What have you tried so far to solve it? What don't you like about the solutions? 5. Do others face the same problem?

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**Productivity (30 min.)**

How do you rate your productivity level?

Who wants to improve their productivity?

Where do you face the biggest challenges?

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**Productivity**

https://www.youtube.com/watch?v=4un\_qKTHqqU

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**Create timeblocks for next week**www.starthubafrica.org

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**Step 1**

• Write down all the goals and tasks you have and want to do until Friday next week 

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**Step 2**

• Create a schedule for the week and timebox exactly when what will be done + timebox when you will work on the StartHub Assignment



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