  
**TAW**  
Tech African Women



Empowering Tech African Women Founders

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

Powered by :  United Nations  
Economic Commission for Africa

Implemented by :

 **betacube**

## African women presence in the entrepreneurial ecosystem

**15.2%**

Of startups in Africa in 2020 were founded or co-founded by women

**16%**

Of the \$5.2 billion raised on the continent in 2021 were invested in startups founded or co-founded by women

# Shaping the African ecosystem through female entrepreneurship



**Tech African Women (TAW)** : is a Pan-African hybrid entrepreneurship program powered by UNECA, implemented by Betacube that aims to reinforce the capacities of female young entrepreneurs by accelerating the transformation of project ideas into market & investment ready startups.

It builds communities and alliances to aggregate opportunities for women entrepreneurs to maximize continental impact.

# The biggest movement in the region in 3 years...



TAW is the new African platform for women tech leaders to not only reinforce their entrepreneurial capabilities but also to turn their startup ideas into a reality to solve the continent's most pressing issues. By covering more than 50 countries by 2025, TAW will be the biggest problem-solving movement in the region and the biggest community of women-led tech startups.

# UNECA & Betacube are joining forces to help African women create and grow their tech businesses



**UNECA** : The United Nations Economic Commission for Africa's mission is to deliver ideas and actions for an empowered and transformed Africa; informed by the 2030 Agenda and Agenda 2063.

**Betacube** : A regional venture builder that co-creates quality tech startups and secures their growth and funding path. Also, Betacube collaborates closely with corporations as development partners for its startups through corporate innovation programs.



# As part of the strategy of the digital center for excellence of ECA, **TAW** was created !



Endorsing the digital transformation strategy for Africa (2020-2030), the TAW initiative comes as a continuation for the UNECA's support to women through The Connected African Girls program

The Connected African Girls program

Dedicated to Africa's girls and young women aged between 12 yrs to 25 yrs old to provide them with the necessary technology education and skills as a step closer to break the digital divide.

TAW program

Dedicated to young women aged between 18 yrs to 35 yrs old to help them turn their tech ideas into startups.

# Objectives

## 1 Female Founders empowerment

Empower African female founders to leverage their skills to build strong tech startups from scratch

Stimulate more job creation through supporting women founders launch their startups

## 2 Validated Business Models

Accelerate the transformation of project ideas and prototypes into validated business models, ready for market & investment

## 3 Solve the continent's problems

Promote development of tech solution to solve continents problems

## 4 Connecting African Women Founders

Build communities and alliances to aggregate opportunities, resources & regional media attention for women entrepreneurs and maximize impact

Encourage leadership and confidence in female-led startups for foreign investment and growth

## Target

- Female-led startups
- Idea stage tech startups
- Ideally graduate or a full time entrepreneur
- Resident in one of the African program countries
- Idea that is addressing at least one of the SDGs





# TAW 1.0

August 2022-January 2023

## TAW 1.0: Timeline



### 1. July-August

Call for applications through the official website of the program



### 2. August-September

An intensive 3-days training bootcamp & pitching competition took place in Tunisia, Senegal, Ethiopia & Tanzania.



### 3. October-December

A three months online incubation program for the best 8 startups



### 4. January 2023

Exploration days and final pitching ceremony in Ethiopia at the UNECA Conference Center

Winning prize: 7k usd

## Program benefits



A cash grant of 2k \$ for each winning startup per country



A fully funded trip to Addis Ababa to pitch in the final ceremony



Access to a 3-months incubation program



Opportunity to win 7k USD in the final competition

## Incubation Program Components (3 months)



**MVP DEVELOPMENT**



**CULTURAL EXCHANGE WORKSHOPS**



**GRAPHIC CHART &  
UI DESIGN**



**WEBINARS**  
(product management, digital marketing, pitching etc)



**A CLEAR ROADMAP  
WITH TEMPLATES TO  
FILL**



**BUSINESS PLANNING  
SUPPORT**



**ONE TO ONE WITH  
EXPERTS (MARKET  
RESEARCH, BRANDING,  
FINANCE)**



**ACCESS TO INVESTORS**

# A digital environment that facilitates growth

## Tools

Integrated Documentation



Google Drive

- Documentation
- Templates

**cyoia**

- Communication
- Incubation program tracking



Google Meet

- Webinars and calls

Virtual learning

Fast communication

## Digitally Enabled & Remote Friendly incubation program

Fully integrated digital workplace, accessible regardless of location.

Maximized automation for optimal entrepreneur experience.





## TAW 1.0 Bootcamps key numbers

Total number of applications:



331

Total number of participants:



74

Number of judges:



16

Number of trainers:



23

Funds distributed:

8k usd

## TAW 1.0 Winning teams

### Govinda

An application dedicated to the breeders of cows to optimize the quality of milk and Beef through improving the nutrition and health status of cows.

### Hydro Tech Services

An application specialized in the construction/rehabilitation of hydraulic structures to facilitate access to drinking water and relaunch off-season agriculture.

### Apple of my Eye

A platform capable of grouping all data related to mothers and children and offering recommendation based on web analysis.

### UJANA

An e-commerce platform for Sexual-Reproductive health supplies where youth can purchase products and receive SRH information without fear of judgment, stigma and discrimination.

## TAW 1.0 Winning teams

### TenaSeb - ጤና ሠብ

An application that provides education about (Sexual and Reproductive Health through consultations for women.

### Makoyamoms

A platform that help mothers easily get a caregiver at their disposal while offering young girls who just graduated a job.

### Noppal Tech

An application linked to an air purifier made fully in Senegal.

### PlateAI Company

PlateAI leverages the power of AI to plan healthy food options that align with the health goals of individuals at risk of getting dietary ailments, as well as deliver them to their clients to their doorsteps affordably.



## TAW 1.0 Partners



AFRICAWORKS



# TAW is also about building fruitful collaborations...





# Next step: TAW 2.0

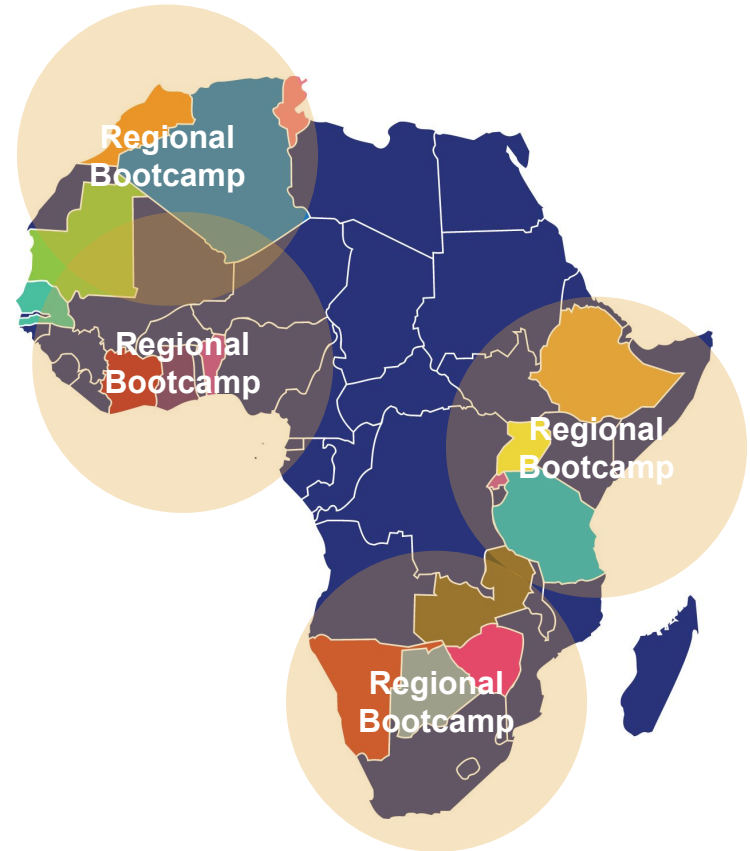
March 2023-December 2023

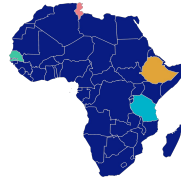
## TAW 2.0: What is new?

- 16 countries (12 new countries targeted)
- 4 physical regional bootcamps gathering 80 Startups
- 4 incubation programs going simultaneously
- Final prize of 50k usd
- Incubation duration: 4 months



ECA





## 1 Online Bootcamps in 16 countries

After selecting 20 projects per country, a series of online bootcamps will be organized to choose the best 5 startups from each country

## 2. Regional bootcamps

An intensive 5-7 days regional bootcamp to be held physically in 4 regional locations: North, West, East & South of Africa

20 startups per regional

60 startups overall

## 3. Incubation programs

4 simultaneous incubation programs for a total of 24 startups

(6 startups per incubation program)

## 4. Demo day

Exploration days and final pitching ceremony in Addis Ababa or Kigali for the best two startups per incubation program (8 startups in total)

# Program Timeline

March 2023



1 Simultaneous  
Call for  
applications in 16  
countries

April-May  
2023



2. Country Online  
Bootcamps

June - July  
2023



3. 4 Regional Bootcamps  
in 4 African countries

August - November  
2023



4. Simultaneous Launch  
of the 4 regional  
Incubation programs

December  
2023



5. Final ceremony  
Selection of the  
startup of the year

## Program benefits



A cash grant of 5k \$ divided between the winning startups of each regional bootcamp



A fully funded trip to Addis Ababa or Kigali to pitch in the final ceremony



Access to a 4-months incubation program



Opportunity to win 50k usd in the final ceremony.

## Incubation Program Components (4 months)



MVP DEVELOPMENT



CULTURAL EXCHANGE WORKSHOPS



GRAPHIC CHART & UI  
DESIGN



WEBINARS  
(product management, digital marketing,  
pitching etc)



A CLEAR ROADMAP WITH  
TEMPLATES TO FILL



BUSINESS PLANNING  
SUPPORT



ONE TO ONE WITH EXPERTS  
(MARKET RESEARCH,  
BRANDING, FINANCE)



ACCESS TO INVESTORS



# TAW 2.0 in numbers

## Number of startups impacted in each phase

■ Startups

16 Online  
Bootcamps

320

4 Regional  
Bootcamps

80

4 Incubation  
Programs

24

Demo Day

8

# The road to 50 countries by 2025...

**2022**  
4 African countries  
on board



**2024**  
32 African countries  
on board



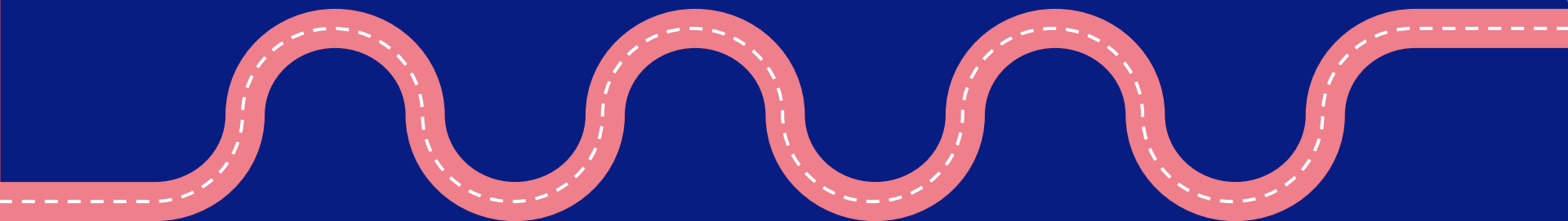
**2023**  
16 African countries  
on board



**2024**  
Launch of an  
acceleration  
program



**2025**  
50 African countries  
on board



# An acceleration program starting from 2024...

For more impact, an African Acceleration program will be offered to the **BEST STARTUPS OF each edition !**

The Connected African Girls program

TAW incubation program

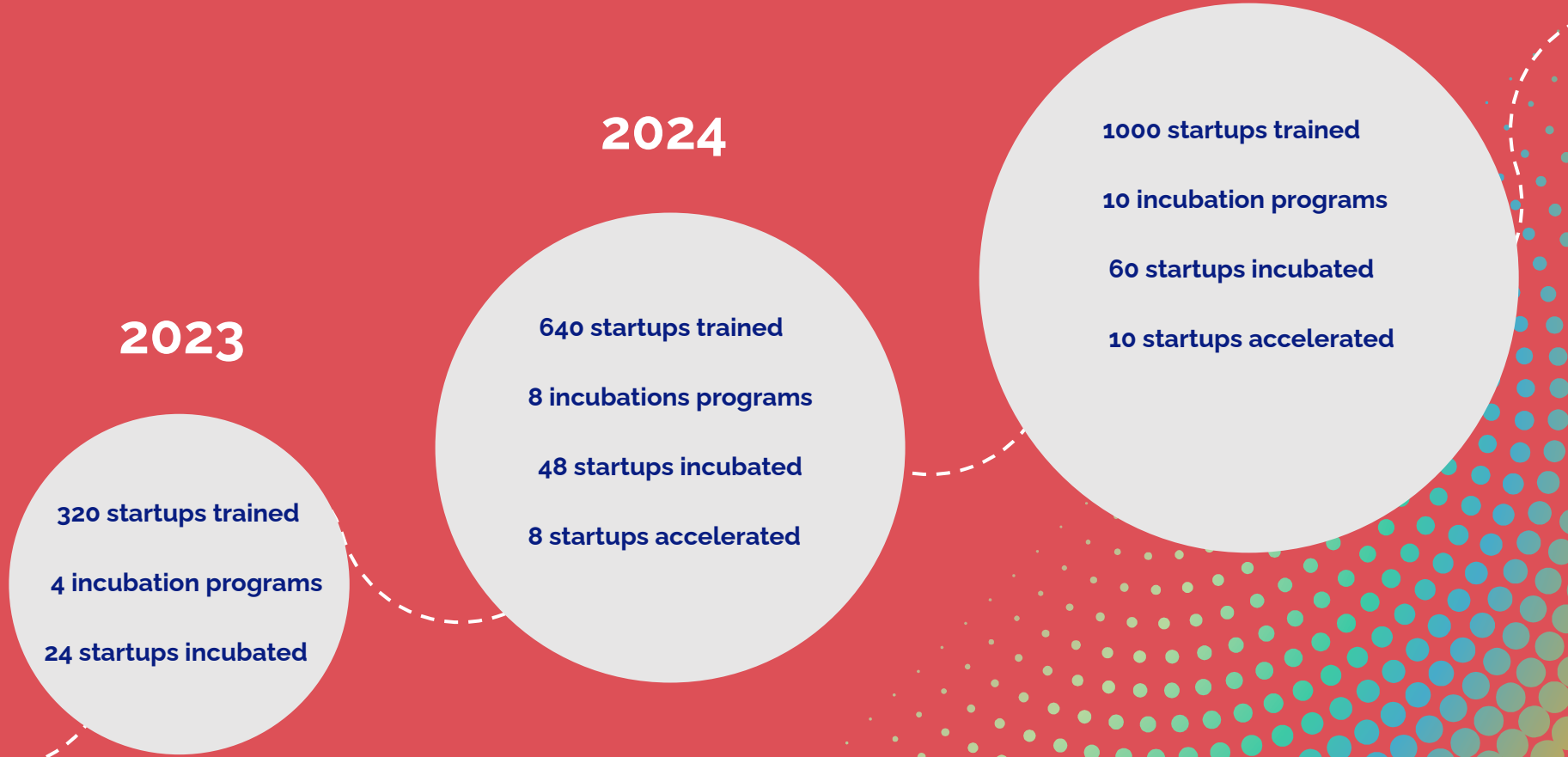
TAW acceleration program

Dedicated to Africa's girls and young women aged between 12 yrs to 25 yrs old to provide them with the necessary technology education and skills as a step closer to break the digital divide.

Dedicated to young women aged between 18 yrs to 35 yrs old to help them turn their tech ideas into startups.

Dedicated to startups who successfully finished the incubation program to help them scale their projects.

# KPIs by 2025...



**2023**

**320 startups trained**  
**4 incubation programs**  
**24 startups incubated**

**2024**

**640 startups trained**  
**8 incubations programs**  
**48 startups incubated**  
**8 startups accelerated**

**2025**

**1000 startups trained**  
**10 incubation programs**  
**60 startups incubated**  
**10 startups accelerated**



Shaping the African continent through venture building, acceleration & building communities



#FemaleEntrepreneurship