

East Africa, Tunisia & Europe 2018

Startup Mentoring Programme

in cooperation with



Federal Republic of Germany
Foreign Office

a project by

enpact

startup mentoring programme

The startup mentoring programme helps entrepreneurs develop their startups and grow personally, through a change of mind-set allowing them to be able to tackle business and innovation challenges with a new and better approach. The entrepreneurs that are going through the programme often become role models and multipliers helping others, and ultimately this results in job creation, a growing startup ecosystem and social impact.

The East Africa, Tunisia and Europe Startup Mentoring programme is a 8-month long journey which in 2018 - 2019 brought together 29 entrepreneurs from 9 different countries.

This book presents the participants, their work, their achievements, success stories and highlights throughout the programme.

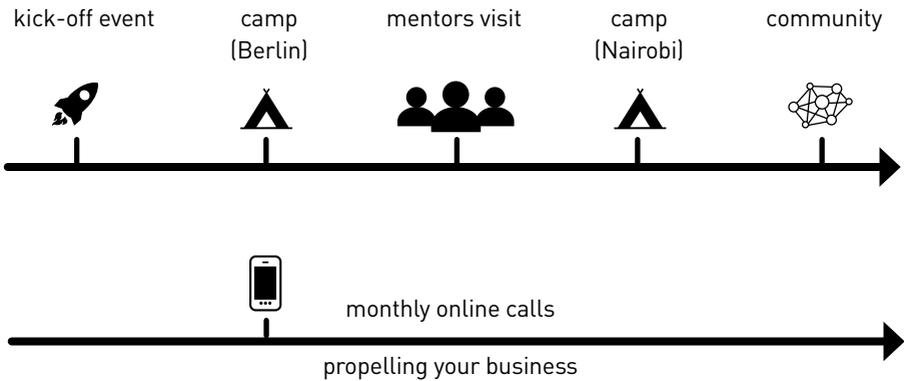
mentoring approach

All entrepreneurs taking part in the enpact mentoring programme benefit from enpact's pool of mentors, which comprises a wide range of expertise across numerous sectors.

The mentees receive personalised feedback and encouragement from experienced business people, the opportunity to learn directly from their mentor's expertise, constructive advice, as well as access to valuable networks.

The mentors gain new insights and perspectives by helping their mentee develop both professionally and personally. In addition, they experience the realities of young start-ups in different environments.

8-month mentoring programme



programme components

programme activities

kick-off event

In Kenya the fellows take part in a kick-off day which includes activities to get to know each other and introduction of their startups to the group. Startups from other countries are onboarded online. The Startup Mentoring team provides the fellows with resources and information about the mentoring approach and the programme's structure, and help them get ready for the first phases of the programme.

one-on-one mentoring

All fellows are matched with a mentor based on a number of criteria, hereunder main challenges, startup vertical, personality and experience. The one-on-one mentoring is a central element of the programme, it happens on a monthly basis through calls, emails and other online communication, as well as at least 3 times face to face during the camps and the mentor visit.

As enacts approach to mentoring is very holistic the content of the one-on-one mentoring sessions can be anything from business tools, strategic planning, roadmaps to personal obstructions, HR issues, personal development, and much more.

startup camps

Camps are an integral part of the Startup Mentoring programme. During the 8 months of the programme, two camps take place: the first one in Germany and the second one in Kenya. These camps give all participants, fellows and mentors, the opportunity to meet and interact during five days and connect at the personal level. It provides optimal conditions for a successful mentoring process.

Both camps include different sets of activities, from experience sharing and networking to in-depth training: one-on-one mentoring sessions, specialized workshops given by experts and attended in small groups, mentor speed dating, fireside chat with one or several guest speakers, facilitated discussions around specific challenges, local excursions and discovery of the local startup ecosystem, etc.

mentors visit

The mentor visit occurs between the two camps. Mentors travel to project countries to meet with fellows and their teams to better understand the daily operations on the ground. This gives a unique opportunity for impactful mentoring sessions during the visit. Besides this, mentors support the local startup ecosystem by offering workshops for entrepreneurs within enpact's local partner communities.

entrepreneurial community

The Startup Mentoring programme doesn't really end after 8 months! The programme is designed so entrepreneurs can connect at a deep level, and are thus able to stay in touch and support each other even after the end of the official programme. The entrepreneurial community is a very important aspect in enpact's mission to empower entrepreneurs sustainably.

resources

enpact

[facebook.com/enpact](https://www.facebook.com/enpact)

<https://www.flickr.com/photos/enpact/albums>

twitter.com/enpact_startup

[instagram.com/enpact_startups](https://www.instagram.com/enpact_startups)

Fellows

Kenya



Caleb Wasilwa Wafula

Home Biogas Kenya builds professional, high quality, reliable and affordable biogas systems.

Home Biogas Kenya is a Kenyan company that builds professional, high quality, reliable and affordable biogas systems and human waste processing plants for homes, farms, informal settlements and industries. We turn organic waste into biogas for cooking, lighting, heating and powering engines.

Kenya

Home Biogas Kenya

www.homebiogaskenya.com



Christian Onyando

Microdrone Africa specializes in the use of unmanned aviation technology for solutions for creative, enterprise, industrial & public safety projects.

Robotics & automation recently became more efficient, reliable and accessible. This is largely due to recent technological advancements has democratized the availability of this technology. They base our business model around the use of emerging technologies to offer better way of tackling already existing projects as well as developing totally new ways of achieving good results in various industries such as film and photography

production, survey, enterprise and precision agricultural sectors.

Kenya

MicroDrone Africa

www.microdrone.co.ke



Dancan Onyango Ogendo

Jiwo Paro pursues financial inclusion among underserved women and youth through asset-backed micro credit and vocational training.

Jiwo Paro is a social enterprise based in Kisumu county, Kenya, with a mission to enable rural Kenyan youth and women to achieve economic independence. They are attached to established artisans, salonists, tailors, from whom they learn entrepreneurship and financial management skills. Successful students receive job placements through their host organizations. Additionally, 30% of successful students are issued tools of the trade or start-up capital to begin their own businesses.

Kenya

Jiwo Paro CBO

www.jiwoparo.org



Dennis Ochieng Otieno

E-kodi provides a platform that automates transactions in real estate making it simple to rent list and manage property.

E-kodi leverages new technology to make property owners and managers automate repetitive tasks, it helps the property owners and managers keep track of transactions as well as help them make better decisions through predictive analytics. We improve service delivery in real estate through simple tools that aid communication and reporting.

Kenya

e-kodi

www.e-kodi.com



Ebby Weyime

The Grace Cup seeks to provide menstrual sanitation that is good for your pocket, health and the environment.

Many women and girls in low and middle income countries (LMIC) lack access to affordable and safe methods and materials necessary for proper management of menstrual health. In addition, they lack proper information and knowledge about menstrual health and hygiene. Introducing The Grace Cup. It provides a one time solution for all this. Cups have been in existence since the 1930's and used all over the world but it is only now that it is being introduced into the Kenyan market. Lasts 10 years.

Kenya

The Grace Cup

www.thegracecup.co.ke



Esther Mukami Wachira

Discover the unknown as you boost your immune system, elegant touch wellness clinic.

We are committed to offer alternative therapy using “Qi” form of energy used in Chinese Medicine. This function leads to improved blood circulation, normalize body function & bring the endocrine function into balance. This is a preventive way of managing one’s health.

Kenya

Elegant Touch Wellness Clinic
www.elegant-touch.co.ke



Frida Owinga

Passionprofit provides entrepreneurs mentoring, networking and access to capital to build thriving enterprises and create jobs to reduce poverty.

In Kenya, most people start business without the prerequisite capacity and cash to grow a business and PassionProfit exists to bridge this gap by providing mentoring (skills and knowledge for identified gaps), Networking (community to leverage capacity of other entrepreneurs and get bigger bids as well as access large corporations and access to capital through its catalyst fund and partners).

Kenya

PassionProfit Ltd.

www.passiontoprofit.co



Jairo Omondi

We are bridging the gap between quality meat producers and consumers living in gated communities in the city.

The rise gated communities and the busy middle class (largest meat consumers) has brought rise to new shopping trends as those living in the gated communities cannot find most products nearby. As this demand keeps on rising, low quality products have found their way in the market, and coupled with poor customer service, shopping for quality meat has been a horrible. We have set out to solve this mess and bridge that gap between producers of quality meat products and this growing consumer base.

Kenya

Leano Home Butcheries



Mwaniki Gichuru

Better church management and engagement. We provide an easier way for Churches to manage their own internal administration tasks and engage their members better.

EasyChurch comes in two parts:

1 - The Church leadership get an easy to use dashboard/ CRM where they can enter information like word/lesson of the day, church news, upcoming sermons and events. They can also maintain a register of church members.

2 - The Church Members get their very own church branded App, which is downloaded from the Playstore/AppStore. On the App, they can be updated on what's happening in the church, get a word/prayer of the day directly from the pastor increasing engagement. They can also give donations/tithes and thanksgivings directly from the APP to the church.

Kenya

EasyChurch

www.realpesa.com



Njoki Mwangi

They trade in medical equipment and consumables, surgical instruments, hospital supplies and health products.

She is passionate about social development and I established Kijani Medical Limited in an effort to make social impact through providing quality affordable healthcare products. The scope for growth is immense, my Company aspires to engineer a transformation in the health sector through the development of an indigenous medical manufacturing industry.

Kenya

Kijani medical Ltd
www.kijanimed.com



Patricia Mbatia

Game Changer Marketing designs and creates really effective and differentiated marketing campaigns that achieve business objectives for our clients.

Game Changer Marketing Agency creates live brand experiences that deliver a positive impact on our clients businesses. We design really effective and differentiated marketing campaigns that not only win awards but also achieve business objectives and a better bottom line for our clients. We are proud of our strategic approach to experiential marketing. And that's why we celebrate the thinking and the execution in equal measure. Our great ideas and great executions result in great outcomes.

Kenya

Game Changer Company Ltd
www.gamechangermarketing.co.ke



Tracey Shiundu

Funke Science makes science fun for kids.

FunKe Science is a platform that seeks to make learning science fun and enjoyable to school children. We make science fun through fun activities and experiments that will definitely make kids curious and smarter.

Kenya

FunKe Science

www.funke-science.co.ke



Wacu Mureithi

Good quality, affordable hair care and skin care products formulated for the african woman.

Mosara was founded on the need for good quality, non-toxic, skin care and hair care products that are effective in managing natural African hair and alleviating skin conditions like eczema, acne and the resulting scarring. The few brands available in Kenya offering natural products are often exports which are expensive and hard to find. We aim to provide 'all natural' locally manufactured products that will meet these needs.

Kenya

Mosara (K) Ltd

www.mosara.co.ke



Wanjugu Wambugu

A one stop shop for textiles and accessories as well as apparel production.

The Textile Loft Kenya is a retail shop in Nairobi that imports quality fabrics and accessories such as zippers, buttons for resale. The store also adds value to the fabrics by proposing samples of styled garments to retail shops and boutiques for subsequent manufacturing. We offer services in garment production such as producing sketches, pattern making, sample making and garment branding (clothing labels, care labels and size labels)

We are all about quality well made garments that are timeless and last.

Kenya

The Textile Loft Kenya



Yvonne Otieno

Miyonga fresh greens seeks to empower small holder farmers in kenya reduce post harvest losses to improve their families socio economic situation.

Miyonga provides market facilitation training to small holder farmers. Through uses innovative agro processing technology , we o create value added products for export and local market demand.

Kenya

Miyonga Fresh Greens ENT

www.miyongafreshgreens.co.ke

Tanzania



Doreen Mushi

TusomeInnovations provides locally produced digital educational resources for young learners with hearing and visual impairment.

TusomeInnovations is a startup project that deals with production of audio visual learning materials for young learners with visual and hearing disabilities. This includes videos, animations and quizzes. The key aim is to produce digital educational content in Tanzanian local context for enhanced engagement and applicability. Tusome is a Swahili word for Let's Learn and when combined with innovation, it carries the focal motto of the entity which is supporting technology led education delivery.

Tanzania

TusomeInnovations

www.tusometech.co.tz

Rwanda



Fiacre Mutabazi

Mystory seeks to empower young people through storytelling

MyStory is a social organization that uses stories to inspire, connect and enable young people to bring their dreams to life through telling motivating stories and bringing people together. The organization aims to contribute to a society where everyone is able to share experiences and learn from each other by inspiring young people to follow their passions and become confident, productive, and creative through storytelling.

Rwanda

MyStory

www.mystoryafrica.org



Leon Nduwazeyu

Agroplast Ltd aim to produce agriculture packaging using plastic waste recycling.

Agroplast's aim is to become the leading plastic waste treatment company in Rwanda, with assets worth more than RWF 527.3 million. AGROPLAST Ltd will start by making net bags for potato & other fruits packaging. It is now working out its Business Strategy so as to be able to facilitate the marketing of the steadily growing potato production in Rwanda.

Rwanda

Agroplast Ltd

www.agroplast.rw/home



Olivia Zank

Benefactors provides factoring and purchase order finance, allowing smes to leverage their buyers' creditworthiness to access finance.

BeneFactors is a Rwandan non-bank financial institution established August 2017. We specialize in providing unsecured working capital for SMEs in the 'missing middle'. We fill a gap in the formal market currently filled by informal loan sharks which are predatory. We have factored more than 150 invoices since August 2017. Having completed pilots, we are looking to scale, reaching especially rural areas and agribusinesses.

Rwanda

BeneFactors Ltd

www.benefactorsltd.com

Uganda



Jonathan Mukiibi

Seyeya allows journalists, ngos, csos, small media organisations and other small companies put their content in public view.

Uganda has many small enterprises with under 5 employees. These would like to grow by increasing their customer base and market visibility, their current markets are very local – even at neighbourhood level and they cannot afford the large expenditures associated with newspaper, network TV and radio advertising. Seyeya through its advertXpo service allows them to compose and upload adverts to local public TV screens where their current and potential customers congregate at a cheaper rate.

Uganda

seyeya

www.seyeya.com

Zimbabwe



Tafadzwa Antony Munyaradzi

Taffiecomms (pvt) ltd is a dynamic cyber technology company which provides telemetry and multimedia products & services among other innovations.

We help our customers to monitor their assets remotely from anywhere in the world via any smart device so they can curb abuse, loss or any form of pilferage so as to optimize efficiency. Our customer acquisition initiatives include online marketing, demos, referral discounts, sales incentives and strategic partnerships.

Zimbabwe

Taffiecomms (Private) Ltd
www.taffiecomms.com

Europe



Benjamin Glatte

Creative hub for social and cultural growth.

coculture e.V. – founded by Khaled Barakeh and Benjamin Glatte – is a Berlin-based non-profit organization. We implement different creative strategies of combining art with political and cultural hacking – aiming to improve the situation of artists in exile, while at the same time contributing to the local cultural scene. In pursuit of devising solutions to specific challenges that artists with a forced migration background face today, coculture has started several projects and initiatives.

Germany

coculture e.V.

www.coculture.de



Chris Kaiser

You book a bed, we plant a tree. At no cost to you.

B'n'Tree is the simplest form to fight climate change. Whenever you book a bed, we plant a tree – no cost or effort for you involved.

Trees are financed by referral commissions received from hotel booking platforms, and are planted to offset carbon emissions, restore water cycles and create employment for local communities as well as habitat for endangered animal species. We have planted over 30,000+ trees to date, with the next 2,500 trees due in July. By 2022, one million trees will be planted.

Germany

B'n'Tree

www.bedandtree.com



Matt Rider

Your time is now: We work with you to deliver entertainment.

Content first: We believe original content is key to your success.

Our Mission: We worship the authentic, outstanding and brave.

Global ReaCH: We leverage global networks and brands.

UK

Play Context

www.twitter.com/PlayContext



Michael Bain

language training-app for professionals who regularly use english as a second language and want to elevate their level.

Lingoset uses data and diagnosis techniques to help advanced-level learners focus on just the language areas where they need support. The in-app training includes interactive exercises combined with immediate feedback so that learning is engaging and efficient. A perfect solution for busy professionals looking to reach top-level English.

Germany

Lingoset

www.lingoset.com



Sing-Hong Stefan Chang

Refresherboxx – cleaning shoes/sports equipment/textile with physical techniques.

We are the hygenator. We are a team consisting of a natural scientist, a mechanical engineer and 2 lawyers with different specialisations. We have made it our business to make the cleaning of footwear, sports equipment and textiles environmentally friendly. To this end, we use the knowledge we have acquired during our studies and our high degree of resilience to relieve and protect the environment in order to achieve our major goal.

Germany

Hygenator

www.Hygenator.com

Tunisia



Mohamed Gnichi

M2M is a energy saving company that produces energy metering devices for industrial market.

M2M is a world leader in advanced technology solutions and a pioneer in data processing technology. It contributes to global sustainability by experimenting with technologies that improve the quality of life of people and take care of the planet. According to M2M, our common future lies in more energy-efficient behavior. Therefore, now and in the future, M2M Group will continue to innovate in the subject of sustainability in all its forms between its company and its customers.

Tunisia

M2M SA

www.m2m-groupe.com



Mohamed Mehdi Tabbakh

Mind engineering: we develop smile.

Based on our values: trust, rigor and security, we offer services and value-added products. We support our partners in the development of their activities by taking advantage of the opportunities offered by the evolution of the web.

Tunisia

Mind Engineering

www.mind.engineering



Sonia Elkara

Pharmaceutical knowledge services and strategic consulting start-up.

HATCH is a pharmaceutical knowledge start-up. We aim to set-up and strengthen generics pharmaceutical industry tissue in some African countries (Senegal, Ghana), to improve the local manufacturing of generics medicines so as to obtain an affordable access to medicines. Our target is SME generic pharmaceutical industries to rise the local medicines manufacturing from 15% to 50% over 2 decades.

Tunisia
HATCH

Mentors



Alexander Ribin

Leading teams at day, exploring new technologies at night.

Alex is a serial entrepreneur, having founded several tech startups across Europe and Israel, above all always looking to have fun with what he does.

He believes in continuous development, the beauty of technology and expanding own boundaries, is likely to give you honest feedback and challenge you to aim for your own and your startup's full potential – even when the process is uncomfortable. He speaks and consults about tech leadership, product management, growth hacking and entrepreneurship.

Israel / Russia

Shopbox

www.shopbox.com



Ali Hussein Kassim

Ali is the Principal, AHK & Associates, a Digital Transformation Consultancy focused on enabling clients leverage Digital Technologies to achieve Transformational Change in their organizations. He is also an investor and mentor to Fintech startups.

He is a Founding Member of Demo Ventures. He also serves as an advisory board member of DEMO Africa, the premier Africa Tech Startup launch pad and the flagship initiative of LIONS@Africa Partnership which include Microsoft, Nokia, Intel & USAID and is a mentor to several Tech Startups in Africa.



Erik Kristiansen

Erik Kristiansen founded BRAINS 2015 on September 1st in central Copenhagen, Denmark. Their main delivery is Accelerated Innovation and Learning. Erik has operated more than 25 international learning programs in the years 2012-2017 and has executed innovation tasks for public and private companies. All programs apply design thinking, business modelling and lean startup principles. Finally, they deliver leadership programs university management, and are engaged in research projects documenting skill gains. Erik wants to connect to young startups in Africa and do on-the-spot and distance counselling for value creation and growth strategy.

Denmark



Gabriela Schweinberger

Gabriela worked many years as a divisional director in a tourism company, where she was responsible for strategy, projects and quality management in customer service, as well as for staff and executive development. Thus she has a wide experience in leadership and team dynamics. Her advice to leaders: treat people with respect, involve them and put full confidence in them instead of taking your own role too seriously. A collaborative agile approach has been natural to her management style long before it became trendy. She quit corporate life six years ago to found her own company. Today she works as a coach, trainer and consultant for companies and business professionals world-wide. Her core topics are leadership, team development, service-excellence, cross-cultural and inter-personal communication. As a successful business woman she loves to empower women to build up their own business. Gabriela wants to have fun at work, that's why she makes sure there's always a great deal of fun included!

Germany

<https://www.gabrielaschweinberger.com/en/>



Katzi & Hermann

“Everybody can be a dream developer!” That’s what Katzi (Harald Katzenschläger) and Hermann (Hermann Gams) deeply believe after the rich experience from founding DreamAcademia in 2007. They are driven by their passion to inspire and support people in reflecting and realising their dreams. In their daily life, they love to “Dream Big” and discuss how the “Impossible” can be made possible.

Austria

DreamAcademia

www.dreamacademia.com



Joram Mwinamo

Joram is a management consultant, coach and Motivational Speaker, who is passionate about Africa and seeing its people achieve the greatness that is inherent in them while enabling them to have global influence in business, education & life. He has top skills in organisation structuring, strategy development, coaching, workshop facilitation, leadership training and Entrepreneurship. At WYLDE International, Joram, aside from being the company CEO and Founder, is a leading strategy and entrepreneurship consultant across Africa, with experience in carrying out organisation change programs from the design stage to implementation.

Kenya

WYLDE international

www.wyldeinternational.com



Malte Prien

Malte has been a coach and trainer since 2012 focusing on enabling others in getting out of their comfort zone. He enables by creating a trustful environment for innovative thinking and inspiration. Others say about Malte that he is both, empathic and resolute. And as a very analytical listener he enables to organize and structure someone's thoughts into an executable plan. Others also say about Malte that he is an entrepreneur. And that is true. He started his first company during his studies in the mid 1990ies. In 2010 he obtained his diploma in economics. He is fluent in German and English. Today he is working as coach, moderator and consultant.

Germany

Malteprien

www.malteprien.com



Michael Swoboda

Michael has spent more than twenty years building an international marketing management career on both client and agency side in various industries (digital services, media, telecommunications, information technology). He quit corporate life four years ago to found his own company. Since then he has been focusing on mentorship of startups with sustainable business models and also acts as a Business Angel, investing in startups.

He loves to share his experience and knowledge and that's why he is doing that not only with startups and entrepreneurs, but also with students as a teacher at different universities, holding a master's degree in business administration.

Michael has roots in both Austria and Finland and his enthusiasm and passion for the outdoors since his youth has provided him with the stimulus to discover new countries, meet people, enjoying different cultures and sharing special travel experiences.

Austria

Wunderman

www.primebloomventures.com



Moses Acquah

Moses Acquah has over 15 years of professional experience in the tech industry and the African startup ecosystem. He is very analytical and solution-oriented, and has great entrepreneurial and business spirit. A versatile and agile individual, who has worked with different international organizations in North America, Asia, Europe and Africa. Moses has great passion for impact innovation, technology, entrepreneurship and sustainability. He is the founder of Afrolynk and a technology specialist working on technology strategy and development with startups, investors and global technology partners for GreenTec Capital Partners.

Ghana

Afrolynk

www.afrolynk.com



Paul Blazek

Paul is a passionate entrepreneur that is driven by the curiosity to research and understand how user needs change the way products and services are developed and sold online. He is founder and CEO of cyLEDGE Media, Europe's leading customization experience agency, with offices in Austria, Switzerland and Germany.

In co-founding and scaling-up eight startups Paul learned many lessons on success and failure drivers and built up a strong network in the entrepreneurial scene.

Paul is mentor of AustrianStartups, teaches customer experience management and business model innovation at the Lucerne University of Applied Sciences and Arts, is affiliated researcher at the RWTH Aachen University and founding member of the International Institute on Mass Customization and Personalization (IIMCP), and is associated to the MIT's Smart Customization Group.

Austria

Cyledge

www.cyledge.com



Sabine Suorsa

Sabine is a project manager of an int. entrepreneurship project and entrepreneur, she also is one of the founding members of Patteri Entrepreneurship Society (a student run organisation to promote entrepreneurship among students) in the university she is working. She is a passionate entrepreneur and loves challenges. As a mentor/coach in several entrepreneurial programmes, she loves to see the growth and success that participants achieve. She can be seen as brutal honest, but always means it good and very seldom you don't see her smile. She is passionate about customer development, and marketing and has a good design eye.



Songya Kesler

Songya is a three-time entrepreneur with 8 years of business and management experience spanning Asia, North America, and Europe. She currently lives in Berlin and acts as managing director of a leadership consultancy, working with startups and corporations alike. Songya most enjoys working with innovators and disruptors that strive towards a calmer, more equal, and more beautiful world. A few of her clients include Hardware.co, the University of Cambridge, Focal Systems, Crowdcaster, & Xynteo. Her expertise sits at the intersection of personal development (mindfulness, self awareness), leadership (teamwork, motivation), and business strategy to help teams reach their next big milestone. Songya received her bachelor's and master's degree in Engineering & Architecture from Stanford University and her MBA from the University of Cambridge.

USA / China

www.songyakesler.com

Team



Stefan Godskesen

Stefan is a people person with a curious professional mindset. This has taken him on a career journey from architecture, via business & entrepreneurship and filmmaking to teaching, coaching and consulting. He holds a Master in Architecture from Aarhus School of Architecture and a Master in Business & Entrepreneurship from ITT in Dublin. Since his involvement in three startups from 2010-2014, Stefan has continued his passion for the entrepreneurial scene by mentoring and consulting startups. As head of Startup-Mentoring, Stefan is responsible for creating a program and environment where ambitious entrepreneurs with help from mentors can take their startups to the next level.

Denmark

enpact

www.enpact.org



Nathalie Roy

Nathalie has worked 12 years as a consultant, project manager, trainer and facilitator on a wide range of projects related to sustainable development, environmental responsibility, corporate social responsibility and social entrepreneurship. She has a background in Environmental Engineering completed by a Post-Graduate Certificate in Social Innovation Management.

Nathalie loves connecting people, facilitating the sharing of experiences, designing learning and capacity building programmes in order to help people make the most of their changemaking potential!

With life experiences on all continents she has a passion for bridging worlds and especially loves Africa.

France

enpact

www.nathalie-roy.strikingly.com



Quentin Merelle

Since 2014, Quentin has managed various projects in the entrepreneurship field, from startup incubator to NGOs. He empowered +280 entrepreneurs from Europe, Middle East, Asia and Africa through diverse programmes and organisations.

By working in different environments and sometimes challenging circumstances, he quickly developed agile and creative working methods and mindset.

He holds a Master in International Management from France and a MSc in Entrepreneurship from The Netherlands but he would always consider myself as a student as he believes that “we learn everyday”

France
enpact
www.enpact.org



Brandi Zavala

Brandi loves people, fun and the world. After High School in the US she lived a couple of years in Madrid, London and Berlin. She supported the team with her marketing skills and good energy at the camp and beyond. Brandi left enpact in autumn 2018 but she keeps up supporting entrepreneurs at Techstars Dubai.

USA
enpact
www.enpact.org



Wail Daoud

Wail is a person who always seeks new challenges and loves working with a diverse group of people and learning from them. Since his time as a manager of an international school in England, he believes that learning & education are an ongoing process and at their most effective and enriching when they are experienced and shared collectively. His educational experience includes a BA in Law from Lyon and UC Berkeley and a Master in Media Management (Bauhaus Weimar) and Intercultural Communication (Lyon). His passion for Film and Media led him to work in Marketing and Product Management for Studiocanal in Berlin. Now at enpact, he feels very fortunate and inspired to be working on various projects that provide striving entrepreneurs and ecosystem enablers with the tools and learning environments to unlock their fullest potential in order to reach their goals.

Germany

enpact

www.enpact.org



Anika Wiest

Anika holds a M.A. in International Relations and worked with different social stakeholders e.g. Greenpeace Germany, Self Employed Women's Association in Delhi and the Mission of Germany to the UN in New York. Also in her free-time she likes to engage for society as a volunteer especially when it comes to international understanding. This is why she loves to support the enriching intercultural exchange of entrepreneurs in her role as the regional manager for Europe.

Germany
enpact
www.enpact.org



Hany Zuhudi

Hany Zuhudi is a Business Technologist with a demonstrated history of working with Pan-African startups. She found her passion in entrepreneurship when she joined the DEMO Africa team in 2016.

Her experience interacting with the tech-startups from across the continent and organizing various pitching competition allowed her to gain first-hand insight into the startup ecosystem in Kenya.

She has a background in digital marketing and has forged her way around the digital landscape, helping small companies build their brands and engage with their clients.

Kenya

enpact

www.enpact.org



Amr Sobhi

Amr holds a Bachelor of Economics from Cairo University, working as a Strategic Consultant has given him a great experience in business management and the opportunity to carry out good quality and innovative business solutions. He also volunteers as a financial advisor supporting and helping potential entrepreneurs and start-ups to create and implement sustainable business models. Amr believes that entrepreneurship is the pathway to economic prosperity and free will.

Egypt
enpact
www.enpact.org



Nourhan Alaaeldin

Nourhan has always known that she can't live without making lists and schedules for everything in her life. This is the reason why she dropped out of her pharmacy studies and chose to major in Operations Management at the German University in Cairo (GUC). There, she found another passion in Events Management which was complemented by being a part of TEDxGUC for two years. As a firm believer in the universal right to the accessibility of knowledge, Nourhan lead a team of TEDxGUC coaches responsible for bridging the gap between a speaker's idea and the audience; thus, ensuring the delivery of ideas that are worth spreading to literally everyone. Beside that, Nourhan got her second major in Innovation, at the GUC, where she developed an interest in Entrepreneurship and got a better understanding of the Egyptian Ecosystem and Startups in general. If you did not find Nourhan working on a new list or schedule, she will probably be listening to music or writing!

Egypt

enpact

www.enpact.org

High-
lights



Going through the program helped me bounce back with a clear vision of the business and confidence to grow the team and free my time to focus on setting systems, forecasting, and diversifying in the coming years. Meeting entrepreneurs who are all about finding solutions was refreshing and created a network of like-minded, energetic and curious people who challenged me to expand my boundaries. It also opened my mind to collaborations and partnerships within the program. Beyond it all, it challenged me to think BIG.

Wanjugu

Joining the program was one of the best decisions I made in 2018 - I was scaling up and fundraising for my business while at the same time introducing a new product line. It was exhausting. Conversations with various mentors gave me key insights on the mindset investors as well as negotiation skills. I learnt so much including identifying and focusing on key priorities that increase revenues.

Achievements: I now have working financial models and a well paced out growth plan for my two business lines. Pivoting my focus i gained access to funding that helped me conduct a pilot on my new product line. I also received a scholarship to from a Development Bank to attend training on value addition. With key business principles learnt I identified a strong business case of fellow mentee Jairo of Leano Butecheries and we are now in JVC undertaking - we are already earning revenues from the partnership. My mindset has changed from just being an entrepreneur to investing in viable business opportunities. The professional relationships and networks built through the program are invaluable and will hopefully last a lifetime.

Yvonne

The Berlin camp was an amazing experience in my entrepreneurial journey. I realized that we had a lot in common and as a result, it made me feel as if we had known one another for the longest time!!

Jairo

My highlight of the Berlin camp was the number of people across all the mentors, organizing team and fellows, that genuinely wanted to add value in a thoughtful, heartfelt way, was amazing, humbling and I am truly thankful for this life changing opportunity and inspiration.

(...). Thank You Enpact. You made me feel truly welcome, thoroughly mentored and generously guided.

Patricia

The startup camp provided an analysis of my startup, challenges in possible solutions. The camp opened my eyes to even more opportunities that I can take advantage of in a new way.

Njoki

About Berlin camp: Fantastic team, interesting workshops, excellent selection of fellows, interesting activities, great location.

Chris



you connected me with the most fantastic group of people I could imagine

Olivia

- I was able to bond more freely with my mentor, received some eye opening insights on how I could optimize my business potential. Thus, realizing the huge potential for business along the textile value chain, I left the camp clear about the direction my Microfinance business will take.

- I made a network of incredible business people in Europe, where I had no previous networks, nor thought about possibilities of relating to before the camp.

- I gained instructions from top notch professionals/ mentors and fellows alike, dispelled some of my business fears. In identifying as a change maker, I realized that

- I am part of an emerging world community, whereby my actions contribute to building good and sustainable community practices.

- I engaged in my first ever discussion with a venture capital. This is huge for me given the stage in which my business is at. I'm hoping this partnership will materialize into a springboard for Jiwo Paro to leapfrog some of our operational shortfalls

More than I ever expected... changed my world-view in many ways and helped me feel more connected to Africa, and to female entrepreneurs! Before I have mostly worked with men or in a male-dominated environment. I was overwhelmed by the intelligence and kindness of the participants from Kenya. The enact team were great. I had to face up to some of my fears and also have a reality-check concerning where I'm currently at. The workshops were all interesting and gave a lot of motivation. The week was a total reset for me on many levels.

Matt



Stories

Mohamed Mehdi TABBAKH, Mind Engineering

“WITHOUT A DOUBT”



Without a doubt, for Mind Engineering, there is the before and the after the Enpact Startup Mentoring Program. Indeed, since the company's foundation in 2016, we have confronted a large number of challenges, which we exposed to our Mentor Moses Acquah during the first camp in Berlin.

My main mentor, but also other mentors such as Paul Blazek and Alex Ribin, gave us some ways to solve these problems. These elements of response emanate not only from their great experience in entrepreneurship, but also from their involvement in the world of web and digital in general. Upon my return to Tunis, we made changes to our operating plan and our short and medium term goals. A huge effort of resources optimization was made to achieve the purposes set.

Fourth months later, our products come into being: facturation.tn is an application that can be in CaaS mode or deployed for invoices, quotes, payments and customers management. Tunisyndic.tn, a platform for real estate agents, offered in CaaS mode. Both products are destined for the Tunisian market. Mind Hosting is a platform for registering domain names and web hosting, it is multi-country and intended

for the international market, and Billing Express, corresponding to facturation.tn but intended for the international market.

On a personal level, as a manager, the Berlin Camp has opened my mind to new managerial experiences from different horizons and cultures, coming from mentors but mostly fellows.

Exchanging with entrepreneurs from different sectors, who sometimes share the same fears, but who have their own challenges, gave me an elasticity of mind that allows the challenges to be tackled in a different way. Such an intercultural exchange is beneficial for someone who has never exceeded the national ecosystem.

Now, "the train is on the rails", but new challenges are already being drawn: focus on the BMC, International Marketing, hunt for international partners, financial optimization ... and so many other challenges that will have to be met in the coming months, including the ethical responsibility to contribute to the Enpact goals as a recognize. I end with this quote of Winston Churchill "Success is not final, but it's not fatal: it's the courage to continue that counts."

Chris Kaiser, B'n'Tree

“DARE TO DREAM BIG”



With B'n'Tree, we plant trees for travelers – for free. Whenever someone makes a booking with one of our partners, and begins this booking on bedandtree.com, we plant a tree – without any cost to the traveler.

Prior to applying for the enact mentoring program in June 2018, B'n'Tree was not much more than a dream. We had planted 3,000 trees after partnering with Booking.com. Our online presence was a subpage on my personal website. That was it.

The enact team saw the potential behind B'n'Tree and accepted me to the program. Back then, my self-proclaimed aim was to plant 12,000 trees before the end of 2018, and a vague hope was to find another booking platform partner, or maybe even two. In order to not look like a complete idiot, I managed to create and launch a dedicated website before heading to Berlin.

During and after the first mentoring week in August things went wild. The entire enact community, mentors and fellows alike, shared, encouraged and inspired one another like no other community I have ever witnessed before. Everyone had open ears for problems and creative ideas how to move forward towards the next, big goal. Within a week we grew together like a family. A family, that not just shares big wins, but also sorrows, drawbacks and heart-felt fears.

And with that we grew our dreams, and our goals, and our businesses. With B'n'Tree, we planted our 12,000th tree the month after Berlin. By the end of 2018 we were up and beyond 30,000 trees – more than 2.5 times what we had hoped for, over 10 times what we had achieved before joining the enact program.

Thanks to the encouragement of mentors and fellows, I dared to dream bigger, reach out to more people, become more self-confident in promoting B'n'Tree. We didn't just sign one new partner or two in the months to come, but six, including global players such as TripAdvisor, Skyscanner and Expedia. Never would I have imagined a tiny business, not much more than a dream, to take off like this.

What's more, besides B'n'Tree taking flight, we created connections. Via our WhatsApp group we're in touch with each other almost daily, have met other enactors in person on numerous occasions, and are all looking forward to hugging one another at our final mentoring week in Nairobi in February 2019.

Besides inspiring one another and growing our businesses to unexpected heights, we have formed friendships that will last a lifetime. And that is the most valuable thing on Earth you can dream of.

Mwaniki Gichuru, EasyChurch



The one thing I quickly realized in entrepreneurship is that things don't go as planned. And that's exactly what happened in our startup. We had built a payments solution that would make it easier (or so we thought) for people in Kenya to donate to churches, charities and NGOs. And after launch we didn't get a lot of users or much traction. We did however get a lot of feedback about what worked/didn't work and what to improve on.

So when I arrived in Berlin in the summer of 2018 for the Enpact camp, I had an idea of what changes, improvements needed to be made to the payments platform which I spoke to my mentor about.

After I landed back home mid -August, I was in constant touch with my mentor, and by October, Version 2 of the product (EasyChurch) was ready. EasyChurch is a Church Management, engagement and donations solution.

My Mentor really helped me with how to position it and how to pitch it to potential clients (churches), from big picture things like pricing and features to smaller things like how a sales PowerPoint presentation should look like.

And because of that we have now signed up a top 10 Kenyan church to the platform. And going forward, we hope to sign up as many churches in East Africa as we can.

I believe this sort of summarizes my Enpact Journey. At the beginning of the programme, our product wasn't quite ready, but at the end of the 8 month journey we have better product, better sales strategy and above all, a better run business.

Patricia Mbatia, Game Changer Company

GAME CHANGER MARKETING KENYA LOVES ENPACT



Enpact has impacted Game Changer Marketing significantly and positively. Initially my expectation was a magic wand that would disappear all my challenges. This did not happen but what did is magical. I have come to appreciate one very valuable lesson – Patience and Persistence is Priceless. The results are slowly coming through and I liken our progress to a shoot that takes a while before it germinates ; but when it does it will surely bear fruit.

I had had the honour of meeting some of the world's leading minds in various business categories. Just that is a huge advantage because the power of one's network is always worth its weight in gold. And the network works in many ways. The pressure of watching my peers achieve results makes me want to double my energies to achieve more of my own. They are also constantly sharing opportunities that exist. I have had the pleasure of finding a like mind to partner with on a product venture that we are progressing. All thanks to Enpact.

I have also had the honour of meeting fellow entrepreneurs with whom I can engage. A sounding board comes in all shapes and sizes and our common thread is our passion for our businesses.

Thanks to Enpact I now have a fountain of knowledge, very honest input, and case studies from like minds; a situation I previously didn't have the opportunity to enjoy. Now when I now have challenges, several like-minds are a call or whatsapp away. I no longer have to try to explain my issues to the employed as I have a board of bonafide employers as my angel network of advisors.

I also have a very clear map of what I ought to focus on. This has been honed in different conversations and examples. I now have a full-time social media staff member and partnerships with the top 5 advertising agencies in Kenya. We even presented for an award with the Marketing Society of Kenya and won an excellence award – Best PR and Community Engagement Campaign. All because a key part of my actions must include an aggressive differentiation campaign for the company.

Thank You Enpact. You have been a God send.

Patricia Mbatia
Game Changer Marketing Company.

Achieve-
ments



- Benjamin and his team were able to successfully apply for two more funds for coculture: one for the Syrian Biennale and one for Support the Supporters. They were able to move into a new space (www.lobe.berlin). Furthermore, Benjamin learned more than he could write here! even if he would have many A4 pages of space.

- Caleb has been able to build strategic partnerships, helped to prepare for investor readiness, increased sales, refined our business model and gained traction from investors

- Since starting the enact mentoring program, Chris and his team have planted over 20,000 trees with B'n'Tree. They signed new partnerships, including with Skyscanner and TripAdvisor, began to reforest further countries such as Kenya, India and California, and created an entire new website with a completely new business model (to be launched in February).

- Dancan changed the legal status of his company, constituted a Board drawing advisors from the US, South Africa, Kenya and added a new member to the team. He also received support from USAID and is exploring other possible investment avenues. He refined Massive Transformative Purpose and communication tools, got a new website. He also got the Babson MBA, and was accepted to The Butler LaunchPad, receiving a shared office space in Wellesley, MA and on-going weekly mentoring. Dancan was featured on an international journal-Poets and

Quants, and shared his story at Women World World Banking Summit in New York.

- Since the start of the program, Dennis and his team have managed to increase their subscribers. They have rolled out a solution for gated communities as well, changed how the brand was packaged to make it resonate better with the customers. With the connections they are also looking to test the solution in Southern Africa through the networks Dennis got through enact.

- The mentorship program has helped Doreen and her team extend their organizational strategy and scope by focusing on improved community and awareness. They have also added a new dimension to the key areas of expertise which is Global Citizenship Education and managed to increase the number of sign language videos series from 15 to 26. Doreen is very grateful to Enact team, mentors and fellows for the invaluable experience.

- Since the program Ebby's sales have now gone up :). She has decided to drop one product from our line and only focus on two. She is now better at KPI's and track my social media marketing better than before.

- Joining Enact enabled Esther to get out of being too reserved & she was able to reach out to more people through Social media ,TV stations and also Physicians.

- Joining Enpact really helped Fiacre a lot in terms of thinking beyond the box. At the moment he has a clear strategic plan for his organization and he is now able to focus on a single goal. Since joining Enpact, Fiacre and his team have launched a program to support MyStory activities called realizing dreams together through this program, the plan is to send made in Africa clothes but branded MyStory and at the moment they have tested the market in Berlin, Germany through our mentor Malte (The feedback is really positive), and this February they are also testing the market in Sweden, Poland and the US.

- When Frida joined Enpact, she was in the process changing her business model to leverage technology. Her mentor was great in asking her the right questions that made her make a good decision. Now she and his team have an online mentorship program for small and growing business owners which made Barclays Bank select them as a mentorship partner.

- Well, since joining the program, Jairo has done major rebranding to a new name 'Leano Home Butcheries'. Through the connections he made with his mentor, Malte, he has been able to secure a deal with the German Schoolin Nairobi that significantly boosted up his revenues 5 folds!! He has also gotten better at negotiating. The support and energy he has gotten from mentors and fellows is invaluable. I have managed to form a Joint Venture partnership with, Yvonne Otieno, a fellow. Thank you Enpact!!

- Jonathan improved the marketing strategy, identified new categories of potential customers, established a consistent flow of events, obtained new advertising equipment to improve customer experience, and 60% progress towards creating a new cheaper device.

- Leon's startup started making net bags out of the recycled plastic and entered the last phase of construction of their factory

- Matt he learnt that sometimes his motivation comes out of fear (OMG) and is now changing that; he learnt to stop holding people and circumstances accountable for things, and to take full responsibility for everything in his life. Apart from the personal aspect, Matt and his team have: refined their brand concept (now the Triality Framework), expanded their legal counsel in the United Kingdom and Germany, improved their accounting, legal and CRM processes. Their new motto: love you customers! They are finally getting to a stage where they can zoom in on expenditure & cash flow. They have learnt that play is more productive than work because it is more closely aligned with your values!

- Michael reached the final of the Ebay Startup cup with Lingoset. Michael has also significantly improved his ability to test with users, track key metrics and make progress with new business partners. Overall, Lingoset's product and business model has developed significantly since the beginning of the programme.

- Since he finished the camp, Mohamed's team started a new product line that will allow its customers to get started very quickly without their intervention which meant they could sell more without losing time. They were able to win an innovation prize and a lot of people are getting interested in their product.

- Since the beginning of the programme, Mehdi and his team have developed 4 new products, including two for the international market. They also have put in place a quality policy and an optimized management of human resources

- Mwaniki and his team had launched a product and got very little traction and were about to pivot to version 2 of the product when the programme began. Enpact could not have come a better time as Mwaniki's mentor really helped him with how to position the new product and how to acquire customers. They have now launched Version 2 (EasyChurch) and have signed up two churches already including a top 5 church in Kenya by congregation size.

- Njoki's achievements fall into 2 categories:

- 1) Increased revenue: since the start of the enpact programme, Njoki managed to grow her revenue by 50 percent. She managed to do this by being more efficient in sourcing, reducing our product portfolio to the most profitable and fastest moving products and reducing our cost of doing business. They also improved their accounting and audit systems to reduce risk associated with loss and pilferage.

- 2) Employee recruitment, motivation and retention: employees have always been the hardest nut to crack for Njoki's startup having started out as a single entrepreneur organisation. They had a high employee and low output previously. Since the start of the enpact programme they have attempted to recruit right, been bold in their remuneration and clear in their expectations. We have also had team building and performance review sessions. The net effect of this has been greater output and good retention.

- Olivia's achievements:

- 1) Selected amongst the Top 50 african startups to watch in 2019 by Digest Africa

- 2) Cash flow positive in December

- 3) Doubled staff numbers and closed over subscribed seed round

- 4) Joined Seedstars growth programme: selected 12 out of 1000s applicants

- Stefan and his team have been able to attract various investors from various countries and can successfully launch their market entry in Europe and Asia in 2019.

- Sonia and her team are working on the development of a pharmaceutical IT application to address counterfeit medicines, a major health issue in many African countries

- Tracey is currently working with Dow Chemicals EA and UNESCO to obtain funding for her science sessions and her science videos.

- Wacu shared that when getting into the program she was overwhelmed. Being on the program has helped her interact with other founders going through similar challenges and helped create wonderful friendships and business partnerships in the process. Her mentor has been great with helping her with better communication, understanding her value and her place in the business as well as better organizing herself to get what she needs done in the best way possible.

- Going through the program helped Wanjugu bounce back with a clear vision of the business and confidence to grow the team and free my time to focus on setting systems, forecasting, and diversifying in the coming years. Meeting entrepreneurs who are all about finding solutions was refreshing and created a network of like-minded, energetic, curious, challenging people. It also opened my mind to collaborations and partnerships within the program. Beyond it all, it challenged me to think BIG.

- Joining the program was one of the best decisions Yvonne made in 2018

- she was scaling up and fundraising for my business while at the same time introducing a new product line. It was exhausting. Conversations with various mentors gave me key insights on the mindset of investors as well as negotiation skills. She learnt so much including identifying and focusing on key priorities that increase revenues. Achievements: she now has working financial models and a well-paced growth plan for her two business lines. Pivoting her focus she gained access to funding that helped me conduct a pilot on her new product line. She also received a scholarship from a Development Bank to attend training on value addition. With key business principles learnt she identified a strong business case for fellow mentee Jairo of Leano Butcheries and they are now in a JVC undertaking - they are already earning revenues from the partnership. Yvonne's mindset has changed from just being an entrepreneur to investing in viable business opportunities. The professional relationships and networks built through the program are invaluable and will hopefully last a lifetime.





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by impact



It doesn't end here...

We'd like to thank you for participating in this year's East Africa + Europe mentoring programme and congratulate you on your achievements thus far.

Remember, you are part of a community of inspiring entrepreneurs and mentors, which will continue to grow even once the programme has come to an end.

We would love to stay in touch, so don't become a stranger! Her's to a promising future for you all.

Looking forward to hearing more about your journey soon,

The startup mentoring team.

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