



**Moving from Micro to Small:  
Stimulating Innovation & Business  
Growth**  
***Youth Entrepreneurship Workshop***  
***Dar es Salaam – June 3 & 4, 2014***

***Eng. George Mulamula***  
**Chief Executive Officer**

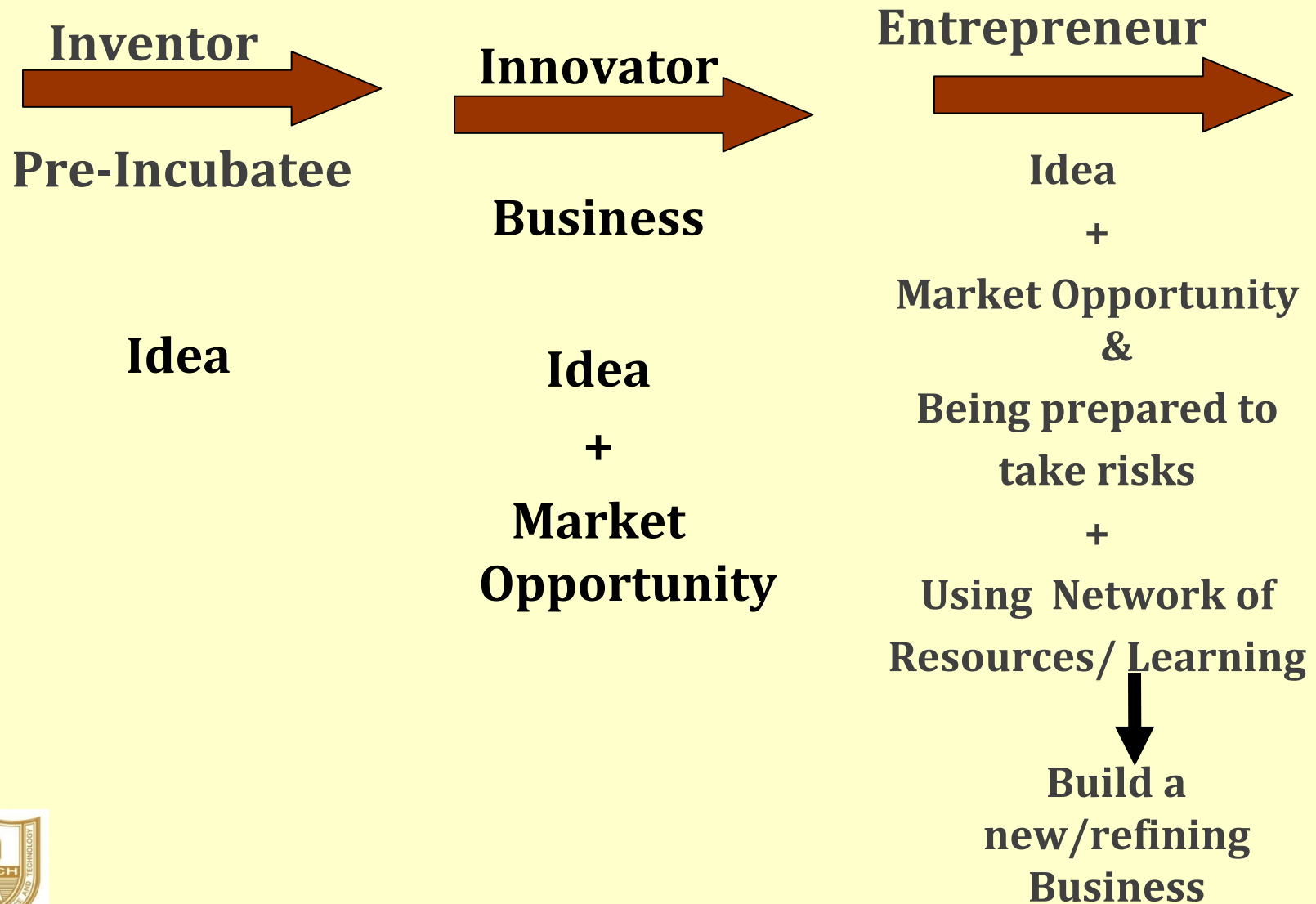


# Presentation

- ❖ **DTBi's Understanding of Entrepreneurship**
- ❖ **Mindset of an Entrepreneur**
- ❖ **What is DTDi/Functions/Purpose/Broad Mission**
- ❖ **DTBi Incubatee Sample Profile**
- ❖ **DTBi Business Model**
- ❖ **ICT in Growth of Businesses**
- ❖ **Lessons from/for Tanzanian ICT Entrepreneurs on VCs/AIs**
- ❖ **Formula for Success**
- ❖ **Conclusion**

# DTBi's Understanding of Entrepreneurship?

*Business & Entrepreneurship are not similar*





# *Entrepreneurship needs 3 things...*



**Idea &  
Mind-Set**



**Great  
Team**



**Money/Customers**

# Mindset of an Entrepreneur

*Entrepreneurs don't do it just for the money  
(mostly)...*

They are *PASSIONATE* about their:

- ❖ Technology/Invention/Innovation/Idea
- ❖ Business
- ❖ Customers
- ❖ Products/services



# What is DTBi

- ❖ A Tech Incubator (*One & Only in the region*)
- ❖ A Public-Private Partnership between the Government of Tanzania (through COSTECH), World Bank *InfoDev* and originally Vodacom TZ Ltd now TIGO & TCRA.
- ❖ An Autonomous Entity of COSTECH with its own Advisory Board.
- ❖ Run as a Not for Profit entity, **BUT** as a business that generates revenue for sustainability...proceeds earned recycled to help entrepreneurs grow.

# DTBi Functions

- ❖ DTDi is a business incubator/accelerator providing infrastructure support, strategic planning, coaching and business development services to early-stage information technology companies.
- ❖ Our mission is to catalyse an eco-system for growing and monetizing/growing creative startups/SMEs – StartupTZ



# DTBi Purpose

- ❖ Tanzanian businesses, NGOs and Government require innovative ICT solutions designed for their specific needs!...*Hackerthons, competitions, etc*
- ❖ Support creative technology entrepreneurs build companies to address above & other concerns!...*Analysis for solving problems*
- ❖ Financial inclusions using mobile connectivity & understanding IP is an asset!...*R&D with Banks, Telcoms & MFIs*



# Our broad Mission for Entrepreneurship (the INCUBATOR)

I	Innovation & Creativity
N	Networking
C	Collaboration for synergy
U	Understanding the Roles: PPP
B	Broad focus & holistic approach
A	Access to resources
T	Technologies for growth
O	Outreach to community
R	Review: Monitoring and Evaluation



# DTBi Incubatee Sample Profile:

## ❖ Supporting 42 entities (including virtual) solutions in:

- Mobile payments & Mobile University Registration System
- Petrol station monitoring
- Bus Ticketing
- Electronic voting & mobile Parliament citizenry system
- Data Security
- Data Recovery and Backup
- Social Media monitoring and advertising
- SACCOS management/accounting software in Swahili & English)
- Mobile agriculture
- Secondary school management and reporting
- Cloud computing Hospital Health Systems
- BPO (only women in the country)
- Financial Inclusion

# DTBi Business Model:

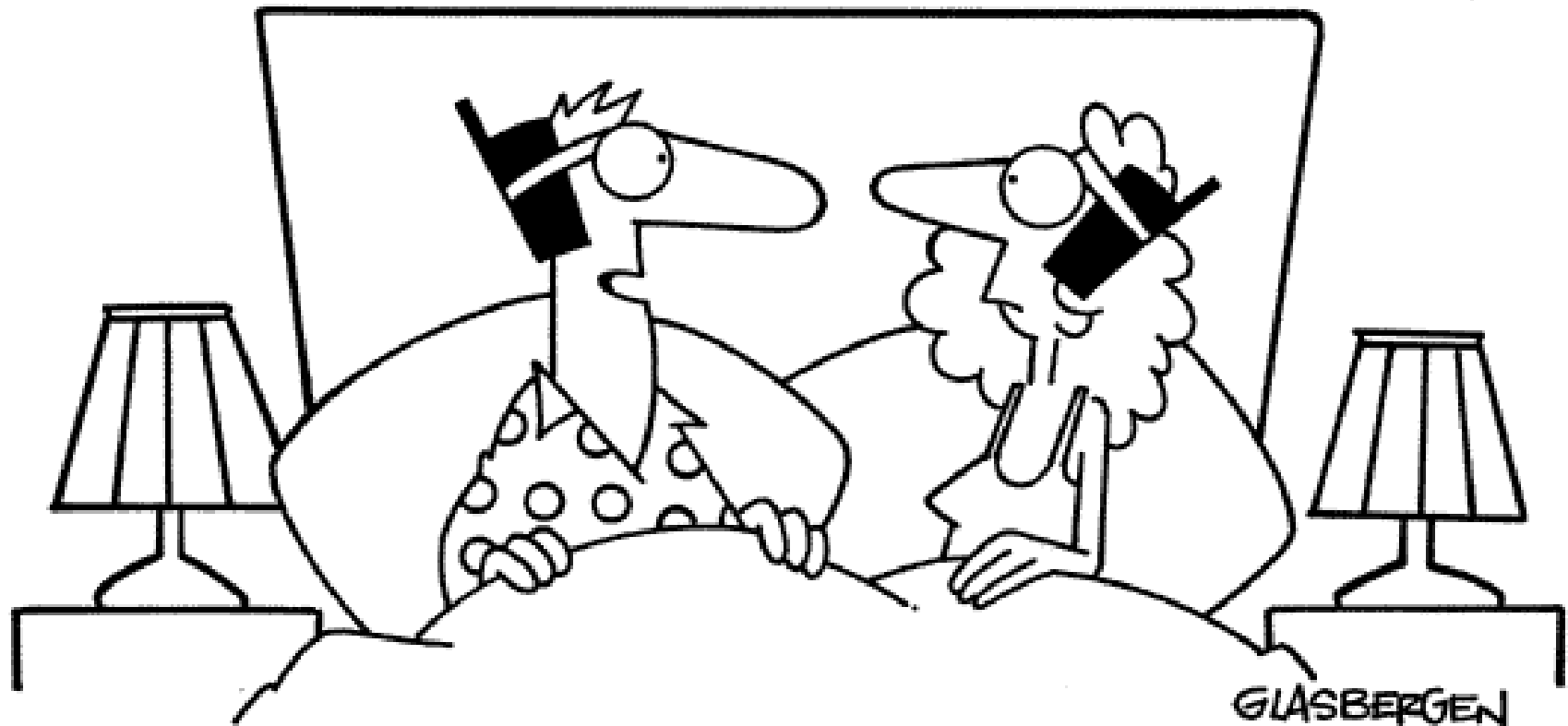
- ❖ Staffing has Finance, Business Development Services & Support personnel, International Network of Mentors/Coaches & our Entrepreneur Coach in Residence from the US.
- ❖ Three streams, namely:
  - Pre-Incubation: Complete prototype, validate their business model, 12 month forecast with financial plan.
  - Startup: Register a Company Name, market the product/service and start to generate revenue
  - Company: Generating over TShs 30M per annum, having growth impact (e.g. job creation, Exports, FDI, etc).
- ❖ All make a royalty payment on any growth of annual revenue and exit graduation is after 4 yrs, so as to support others, but remain in Alumni to give back!

# ICT in Growth of Businesses

- ❖ ICT is a Tool and an Enabler
- ❖ Some Implementations by ICT Entrepreneurs:
  - Farmers finding the ***best price*** for their produce using mobile technology;
  - Through **cloud services**, a health entrepreneur providing affordable health services information system to rural/urban medical centres;
  - Establishment of ***ICT-intensive businesses*** such as business process outsourcing (BPO);
  - **Financial borrowing** for the bottom of the rung through mobile technology algorithm.

# BUT...

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**“With wireless sleep technology, the people  
in my dreams can send e-mail and faxes  
to the people in your dreams!”**



# Best Practices for Tanzanian ICT Entrepreneurs

- ❖ The importance of having a knowledge of basic Accounts, Business Plan writing, Office Management, People, Employees.
- ❖ Initial bootstrapping & acknowledging that entrepreneurial businesses can fail and we learn from that to do better.
- ❖ The Mindset - remaining passionate, enthusiastic and to keep looking for opportunities/customers, putting 100%+ in everything
- ❖ Client Centric Oriented -Understand the client business & offer them solutions that assure them of a good return on investment.

# Lessons from/for Tanzanian ICT Entrepreneurs on VCs/AIs...

Understand how the Venture Capitalist /Angel Investor thinks. The True Investor:

- ❖ does not believe your projections, he/she just wants to know whether you know what you are talking about;
- ❖ believes in the 'YOU' factor;
- ❖ looks for your commitment and passion.

**This Means:** *Doing one's homework & having the proper "elevator pitch" is important*

# *What is the formula for guaranteed success?*



**.....there isn't one  
& most new  
businesses don't  
succeed**

*What is needed...*

The right skills and support



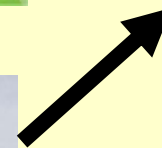
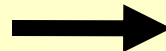
and

- ◊ **Dedication**
- ◊ **Staying power**
- ◊ **Discipline**



**Freedom,  
Satisfaction  
and  
eventually  
MONEY!!!**

*Resulting in*





# CONCLUSION

- ❖ Mind set change...  
“push” /”pull”
- ❖ Get Involved...  
Opportunities
- ❖ No Copy Cat  
Syndrome...Innovate

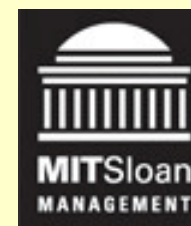


# Thank You

## Some Partners & Collaborators



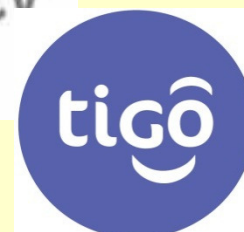
SILICON VALLEY  
BLACK CHAMBER  
OF COMMERCE



sibesonke



**TECHNO BRAIN**  
inspiring solutions...





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