

# DEEPSEA EAST AFRICA 2020

## “CONNECTING TO GROW THE EAST AFRICAN ECOSYSTEM”

Target regions: Kenya, Uganda and Rwanda

Project Partners: Swisscontact, European Startup Initiative

DEEPSEA is an established format to help entrepreneurial ecosystem builders, no matter if experienced or new to the field, to learn about the core concepts of the entrepreneurship world, explore the latest trends in ecosystem building and initiate their own projects.

We take participants on a journey from mapping your ecosystem, diving deep into the most relevant topics (like impact startups, sustainability, tech for climate) and starting your own impactful projects on challenges you identify as a team.

Throughout the process our regionally connected and international experienced mentors support the participants to reach weekly milestones and make sure the final project presentation becomes a great success. We emphasize the international community among ecosystem builders globally and connect you to our international group to exchange and learn from each other.

### Objectives

By the conclusion of this program, participants will be able to:

- Determine the dynamics in their ecosystem;
- Learn different models on how to view, manage and lead complex systems;
- Find the right purpose for their ecosystem;
- Identify the stakeholders to support the purpose;
- Derive strategies for implementing the project and execute it;
- Drive internationalization of their ecosystem;
- Connect with like-minded people, build meaningful deep relationships with peer ecosystem builders and extend the global network.

## Program Structure

4 week program with 7 online events and an estimated 3h / week time commitment.

Elements:

Skill Building	Project Work	International Community
Access Knowledge Hub & complete online course work on own time	2-day collaborative Bootcamp with expert facilitators (total of 9h)	1:1 meeting between all participants
Attend live expert sessions or re-watch at own time	Collaborative ideation process to create new transnational projects	Weekly mentoring sessions & direct access to our experts
	3 advanced expert workshops (total of 6h)	Invitation of international ecosystem builder community to final presentation to give feedback and offer collaboration opportunities
	Final presentation workshop	

## Target Audience

This program is specifically designed for ecosystem builders and those who are interested in how to design, measure and grow entrepreneurial ecosystems.

The covered topics are relevant to anyone interested in innovation and partnering between different stakeholders to create startups communities, build partnerships, and an environment, where innovation can thrive.

The program is primarily community based and allows for substantial interaction with other participants.

The participants will also have many opportunities to learn from and with peers and build a deep network with fellow ecosystem builders.

## Knowledge Hub

Online modules are released before the sessions start and can be watched on participant's own schedule. Each track is organized in short sessions.

- Module I: Ecosystem Thinking
  - o How to think about ecosystems?
  - o Are startup ecosystems “manageable”?
- Module II: The Startup Phenomenon
  - o The Startup Life Cycle
  - o Venture Capital & the hunt for Unicorns
  - o Beyond Venture Capital: Alternatives to Venture Capital in the context of East Africa
- Module III: Startup Ecosystem Design
  - o The art of the start: The Minimal Viable Startup Ecosystem - MVSE
  - o Build for the exception
  - o How to think about diversity in an ecosystem
  - o Why founders start companies?
  - o The role and anatomy of startup communities
  - o Don't mess up with verticals
  - o Typical mistakes in ecosystem building
- Module IV: Ecosystem Canvas by Startup Heatmap Europe
  - o Map challenges and opportunities of your ecosystem
  - o Plan new projects and partnerships
- Module V: Measuring Ecosystems - Introduction to Ecosystem Data
  - o Building a Data Strategy
  - o Basics of Data Analysis
  - o Methods of Data Collection in the Startup World
  - o Data Quality & Cleaning
  - o Developing Ecosystem Metrics
  - o Data Interpretation & Visualization
  - o Presenting Data Narratives
- Module VI: 10 Essential Ecosystem Builder Tools
  - o Evaluating Startup Ideas
  - o Understanding Investments & Calculating Equity
  - o Storytelling
  - o City Branding
  - o Talking to Press
  - o Setting up an Accelerator
  - o Networking on Events
  - o Stakeholder Analysis
  - o Negotiation Skills
  - o Growth Hacking
- Module VII: Social Entrepreneurship
  - o Introduction to Social Impact through Business

- o What makes a social business social?
- o Overview of business models and success stories

## Program Schedule

### Preparation Week

**Participant Survey:** Get an idea of the challenges perceived by the participants, identify their individual interests and networking goals especially in regards to cross-regional collaboration in East Africa.

#### Participants' Directory

All participants' will be asked to fill in a profile on the participants' directory which will be made available to everyone.

#### 1:1 Speed networking

There is an automated networking tool built in the online collaboration tool, which will motivate participants to speak 1:1 throughout the program to get to know each other.

#### Online Learning

Opening of the Knowledge Hub to watch (voluntarily) on own time. Accompanying email with emphasis on the modules relevant during the program and their timeline.

### **Week 1:**

#### ***Kick-off Collaborative Bootcamp***

2-day workshop with each day 4.5h

**21-22 October 2020, 14:00 - 18:30 PM EAT**

#### Day 1:

- Introduction to the 4 week program
- Keynote by International expert on Ecosystem Building in Africa: East Africa's entrepreneurial Ecosystem and its potential
- Presentation of Kampala Ecosystem Project by Swisscontact
- Interactive Task:
  - Map current state of the ecosystem in East Africa
  - Identify & classify the challenges in the innovation system
  - Formulate hypotheses for possible interventions

#### Day 2:

- Introduction to the Ecosystem Canvas
- Map current stakeholders and entrepreneurial journeys in East Africa
- Develop new project ideas & form teams
- Define own role & activities

Facilitators:



### **Serghei Glinca**

Head of DEEPSEA and founder of BioTech startup CrystalsFirst

Serghei is leading DEEPSEA and an entrepreneur himself - he co-founded the German Biotech company CrystalFirst.



### **Sebastián Díaz Mesa**

Startup Heatmap Europe Team member and former CEO Start-up Chile

As CEO of Start-Up Chile, the largest and most diverse startup accelerator in the globe, Sebastián worked with more than 1,000 tech-based startups and founders from many industries and countries. Thanks to the networks he build, he w is a world-wide respected consultant to governments and industry on ecosystem development.

## **Week 2 & 3**

### **Workshops led by Experts**

To develop further the project ideas created during the 2-day bootcamp, we bring the participants together in three topically focused workshops that last 2h each and offer the chance to explore how the interventions identified during the bootcamp could be turned into reality. Each workshop features an expert introduction, an accompanying online learning material and interactive group work elements.

#### **Workshop 1: Ecosystem Thinking & the Minimum Viable Ecosystem**

**28 October 2020, 14:00 - 16:00 PM EAT**

A system is more than the sum of its parts – participants discuss the leading theories of ecosystem building and look to define what their “Minimum Viable Ecosystem” could be. In the interactive sessions participants focus on analyzing the current journey of entrepreneurs in their ecosystem and sketch a stakeholder engagement plan for their own intervention.

Expert Session: Serghei Glinca, Head of DEEPSEA

Interactive project session: Entrepreneurial journey and stakeholder engagement plan

#### **Workshop 2: Ecosystem Narratives & Branding**

**29 October 2020, 14:00 - 16:00 PM EAT**

Having a strong narrative in the ecosystem is of utmost importance both internally and externally. On the inside a joint vision motivates stakeholders work for a common goal, while externally the

brand creates visibility and attracts outside resources. In this interactive session we explore how narratives can be found and amplified.

Expert Session: Sebastián Díaz Mesa, Startup Heatmap Europe Team member

Interactive project session: Develop an Ecosystem Narrative

### **Workshop 3: Measuring Ecosystems**

**4 November 2020, 14:00 - 16:00 PM EAT**

Tracking the development of ecosystems is difficult, as clear KPIs for the success of interventions are lacking. Especially in small ecosystems funding numbers are low and volatile, employment statistics hard to come by and founders' opinions difficult to assess. In this session we dive into the question on how to measure ecosystems and what are obtainable, yet reliable indicators for the success of our work as ecosystem builders?

Expert Session: Erica Santini, Head of research of European Startup Initiative

Interactive project session: Develop Ecosystem Measurements

### ***Week 4***

#### ***Pitch Training***

Each participating team will receive a 1:1 mentoring session on pitching and receive advice on how to best present their idea.

#### ***Final Presentation***

**12 November 2020, 15:30 - 17:30 PM EAT**

During a 2h (public) event all projects developed during the program will be presented. We invite the international DEEPSEA ecosystem builder community to attend, give feedback and offer collaboration opportunities.

- A keynote speaker
- Final presentations of team projects