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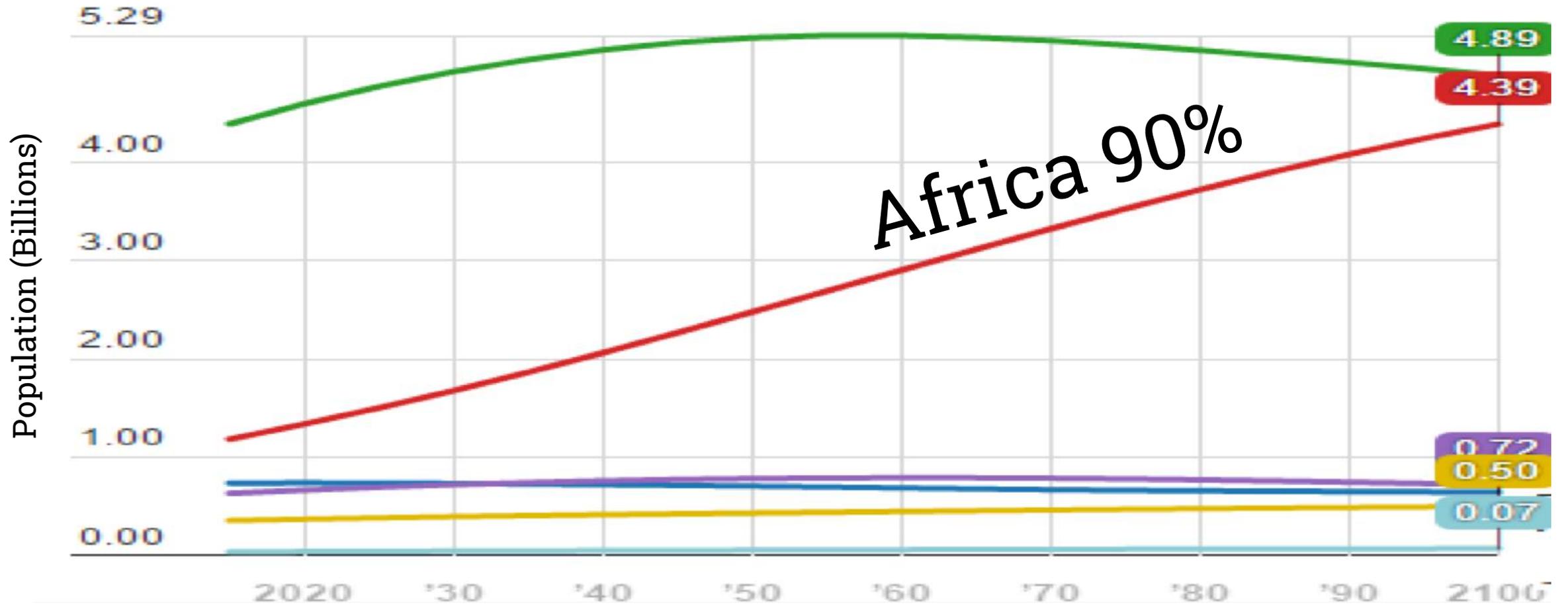
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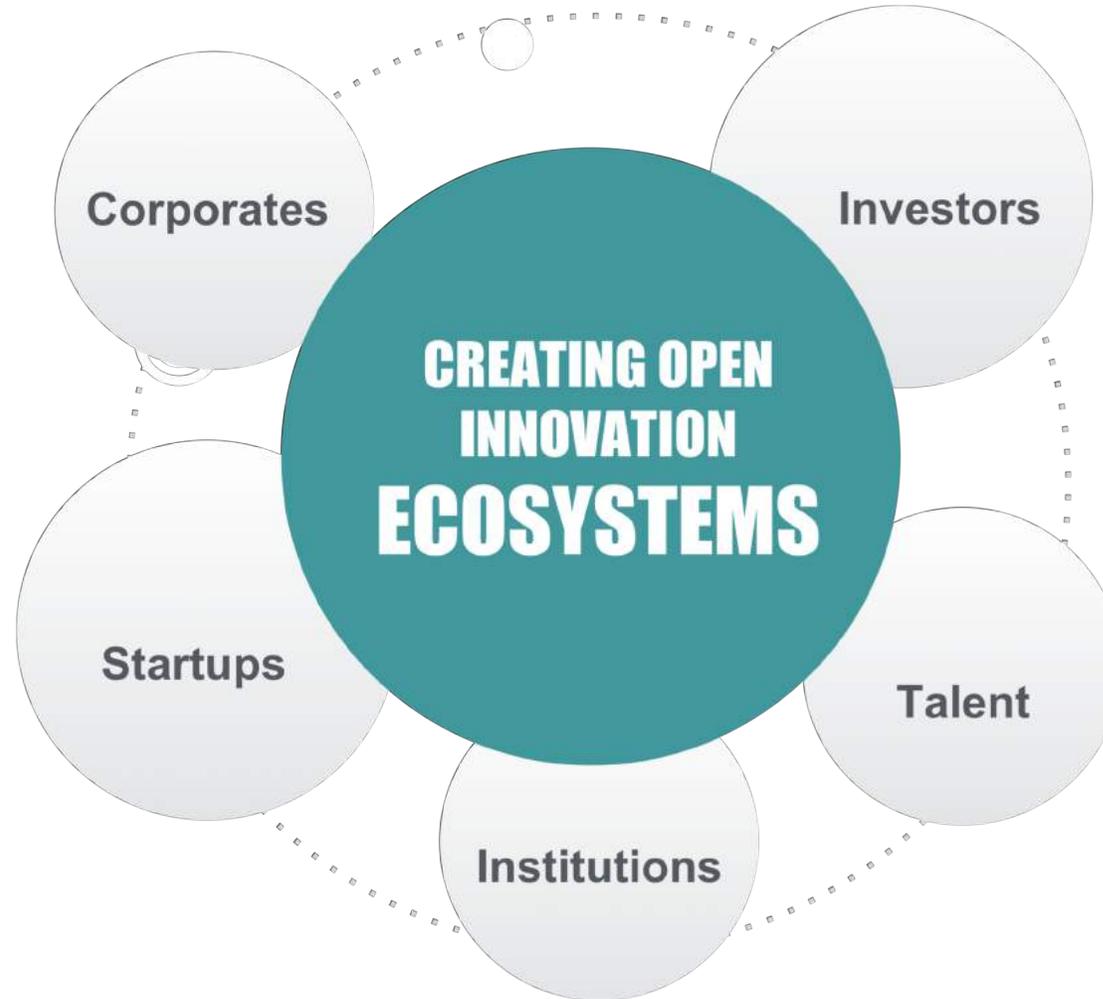
Global Population Growth by Continent



OPPORTUNITY



CREATING AN 'OPEN' INNOVATION STRATEGY



5 KEY COMPONENTS OF A THRIVING STARTUP ECOSYSTEM

1. Talented, tech savvy entrepreneurs - developers, designers and digital marketers from top tier technical and business schools opting to pursue an entrepreneurial path by working with startup founders.
2. A growing pool of risk capital from high net worth individuals, families and venture capital groups that are gradually becoming aware of early stage venture capital instruments as an alternative asset class.
3. Corporations looking beyond traditional 'internal' innovation and product development programs by venturing into the realm of expedited external innovation through partnerships with startups disrupting 'business-as-usual'.
4. The emergence of accelerators, incubators and high growth entrepreneurial support organisations that provide the ideal channel and means for corporates to administer proof-of-concept pilots with startups
5. An active, willing and 'red-tape light' government (at the national, provincial and municipal level) that seeks to promote greater economic development by providing incentives to small/medium sized businesses through incentives like tax subsidies, R&D grants, etc.

B2B vs B2C and B2B2C

**5 Major Industries –
Developed vs
Developing Market**

5 Ways to Exit

**PoCs and Commercial
Partnerships vs M&A**



**Collaboration with Startups
& Scaleups is a vital part
of modern innovation
management & digital
transformation**

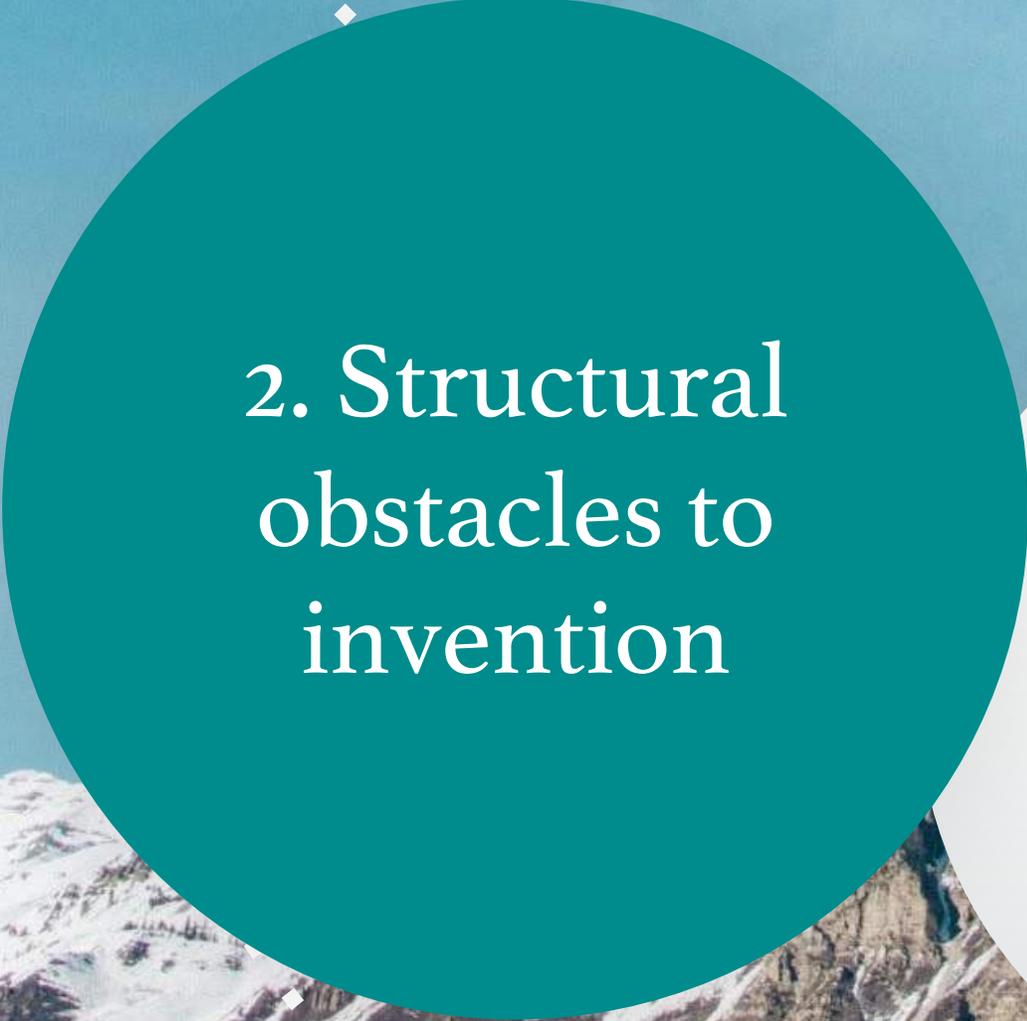




**Corporates face five major
obstacles in attempting to
become more innovative**



I. Fear of Cannibalization



2. Structural obstacles to invention



The traditional model in large companies is failing for structural reasons.



3. Desire for predictable, consistent results.

Investors expect predictable
financial results

4. Lack of Training

Employees are trained to manage existing business rather than to create new business.



5. Personal Risk/Reward Profile.

Failure is often not well received.

Career advancement often
results from careful management
of successes.

DILEMMA:

The innovation that is necessary for growth is inhibited by the nature of the enterprise.

CORPORATES NEED AN INNOVATION STRATEGY

- *Android for phones (not tech, but business model)*
- *Video on Demand (Streaming) from DVD rental houses*
- *Ride sharing service for taxi companies*

- *Uber*
- *Internet search for newspapers*
- *Digital imaging for Kodak, Polaroid*

Requires NEW
business model

Disruptive

Architectural

- *New, more powerful microprocessors from Intel*
- *New generation 3 series from BMW*
- *New 3D animated movie from Pixar*

- *Fiber optic cables fro telecom companies*
- *BMW i3 Electric car series*
- *Biotechnology for pharmaceutical companies*

Leverages EXISTING
business model

Routine

Radical

Leverages EXISTING
technical competencies

Requires NEW
technical competencies



Our first eight ideas failed.

Innovators



Unacceptable

Managers



Totally brand new product!

Innovators



We don't have precedence for that.
Might get sued.

Lawyers



We want to use external services and new vendors!

Innovators



Oh, no, no. Those are not approved.

Procurement



Can we have some money?

Innovators



What's your 5 year proforma?

Finance

ACCELERATOR PROGRAMS

Accelerators grew from **Incubators** that began back in 1950s

- Incubators generally were more of a shared working space and **did not invest in companies**
- The first accelerator that invested in teams, provided workspace, mentoring etc. in a structured program was **YCombinator in 2005**
- Since then accelerators have spread covering different geographies, industries and models

Different models include:

- **Government funded accelerators** to promote economic growth in their area
- **Corporate accelerators** where big brands look for innovation or the next big thing. These can either be run in-house or “powered by” an existing accelerator
- **Multi-program accelerators** using their broad network to benefit startups



Founded in 2010, Startupbootcamp (“SBC”) is a global network of world class industry focused accelerator programs.

We are ranked as the No.1 multi-corporate backed startup accelerator program outside of the U.S. and one of the top-rated programs globally by Forbes (March 2018)

SBC currently runs 21 programs in 19 cities across the globe including Amsterdam, Barcelona, Berlin, Cape Town, Chengdu, Istanbul, London, Melbourne, Mexico City, Miami, Dubai, Mumbai, New York, Rome, Singapore and others.

SBC operates in different industry verticals, including FinTech, Insurtech, CyberSecurity, Commerce, Smart City & Living, Smart Transportation & Energy, IoT, Food-Tech and Digital Health. As of YE 2018, we accelerate 200+ startups per year.



We are

Startupbootcamp

**FOR AMBITIOUS ENTREPRENEURS
BY SUCCESSFUL ENTREPRENEURS:**

A MEMBERSHIP FOR LIFE

We provide startups with a lifetime guidance to grow their business, an international network of world-class mentors, access to capital and more, from early days to IPO and beyond.

727

**Alumni around
the world**

70%

**Of SBC alumni
are active**

**3-month
acceleration**

**Industry-focused
programs**

Average funding

€1.2m

64% graduated
funded

**Global
Applications 15K+**

**In 19
Countries**

Startupbootcamp develops industry-focused startup and scale-up accelerator programs with a focus on industries



**Commerce &
RetailTech**



HealthTech



InsurTech



FoodTech



Media



**FinTech &
Cybersecurity**



**SmartEnergy
Tech**



**Internet of
Things**



**Smart City
Tech**



**Artificial
Intelligence**



FashionTech



SportsTech

Our Global Innovation Offices



Amsterdam



Qatar



Cairo



Melbourne



London



Barcelona



Mumbai



Singapore



Copenhagen



Chengdu



Berlin



San Francisco



Miami



Rome



Milan



Mexico City



Istanbul



New York



Cape Town



Paris



Frankfurt

Yearly Startup & Scale-up scouting activities

395

Scouting events
around the globe

20K

Startups & scale-
ups engagements

6K

Scouting calls &
meetings

100K

Startups
analysed

10-12 high potential startups and scale-ups receive hands-on mentorship, business development and fundraising support in a 3 months program and pitch to 400+ investors and corporate innovators on Demo Day.

In 3 months we help them do what would usually take the startups and scale-ups 18+ months

Our Proven Acceleration Program



Startupbootcamp



FUNDING

€15K Initial cash to iterate on the product and get traction



MENTORSHIP

Mentorship from proven experts and industry insiders



INTRODUCTIONS

Access to the most relevant investors, clients and partners



COMMUNITY

Learning from peers as part of a global community



SERVICES

€450k in partner deals + 3+3 months of co-working space



FOLLOW ON FUNDING

Exposure to 200+ venture capitalists and angels



I: Validation

(Weeks 1-4)

Validate the concept/product
Mentor & Client meetings
Set up pilots with customers

2: Building

(Weeks 4 - 12)

Develop business model
Build minimal viable product
Launch experiments



(Weeks 8 - 12)

3: Investor Ready

Run pilots
Develop metrics
Prepare pitch for Demo Day
Investor Pack including financial forecasts

(3 months)

4: After Demo Day, Fade Out

Get funded
Scale up
Fade out to Alumni Support (12 - 18 months)



We work with large companies that have a need to change culture and find new ways to innovate.



Rabobank



JACOBS DOUWE EGBERTS



nourishing by nature



The Startupbootcamp Process

We follow a rigorous scouting and selection process to find the best startups globally for our programs

FastTrack Roadshow:
19 cities across Africa, Europe, Middle East

Best 20 companies brought to Selection Days in Cape Town

The top 10-12 startups are chosen by a Selection Committee (comprising of program partners, investors and SBC)

Scouting for quality startups

Quantity meets Quality

- Scouting efforts for our programs involve building a wide funnel, through pitch events at FastTrack Days, as well as actively reaching out to early stage and more advanced companies via databases and our ecosystem
- This pipeline is then reviewed further, with between 400-600 applications actively pursued for Skype interviews, and partner feedback collected, finally leading to our list of top 20-25 teams, who are invited to Selection Days

Selection Criteria

- Ideas are assessed using a mixture of quantitative and qualitative methods. Quantitative assessments make it possible to sort a large number of ideas quickly according to established criteria (maturity, speed to market, intellectual property etc.) followed by qualitative assessments, focusing on team vision, partner fit etc.

Corporate Engagement/PoCs

Selection Days and FastTrack Events

- Presence of up to 3 executives at each FastTrack or Mentoring event (12-14 per events per year), where our team meet the best talent in Innovation and Entrepreneurship and connects them with hand-picked expert mentors
- These are great opportunities to meet with entrepreneurs, discuss industry trends and give feedback to promising startups
- Seat on the Selection Committee, determine which startups are accepted into the program

Explore Pilot opportunities and experiment

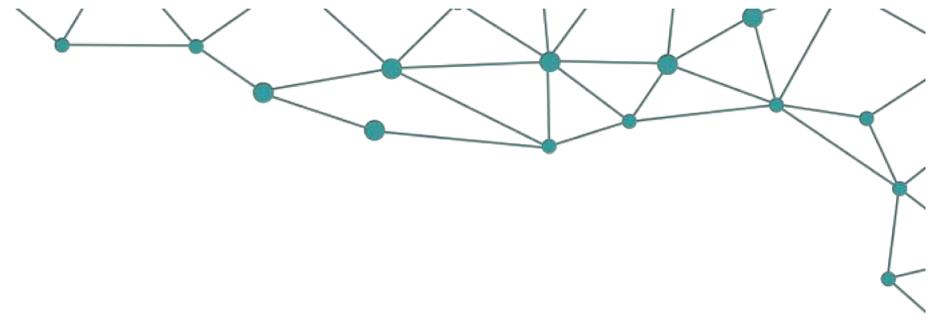
- Corporate partners work with selected startups to set up pilot projects, co-create new innovation and learn how to better run the process in a highly structured, guided format
- In 2017 and 2018 , the AfriTech accelerator program facilitated over 52 pilots and PoCs between cohort teams and program partners, as well as other institutions



**We Built Africa's First Multi-
Corporate Backed Accelerator**

Startupbootcamp

AfriTech



GLOBALLY SUPPORTED BY:



OUR PARTNERS

Startupbootcamp

AfriTech

Launched in Cape Town 2017

Results

Applications



520

1,004

Countries



44

77

Mentors



150+

150+

Corporate Partners



9

9

Commercial Agreements



32

20



DusuPay

FINTECH | Uganda/U.K.

DusuPay is a payment infrastructure provider that enables businesses to accept and make payments to mobile wallets across Africa. DusuPay powers global payments with Africa and provides the most secure, efficient, simple and fast infrastructure to process payments globally with our continent.



MobiCure

HEALTH TECH | Nigeria

MOBicure is a mobile health company solving Africa's biggest health problems. They launched the OMOMi app, which is providing 37,000 mothers with access to life-saving maternal and child health information and connecting them with doctors via mobile.



Fo-Sho

INSURE-TECH | South Africa

FoSho is a digital peer-to-peer insurer enabling users to congregate into groups to reduce their short-term insurance costs. They are taking the hassle out of insurance issuance and fulfillment by using AI and machine learning to tailor the user experience and making it easier for customers to manage all their insurance needs.



Brave

INSURE-TECH | South Africa

Brave provides employers with the ability to better manage key health risks that may affect their employees' productivity, absenteeism and morale. They enable businesses to access the best private healthcare at a low cost whilst rewarding healthy employees with a range of value-added benefits.



Spoon Money

FINTECH | South Africa

Spoon Money is an impact-driven enterprise that tracks the financial behavior of group savings and credit schemes (stokvels). Spoon Money capitalizes creditworthy groups in order to support their financial growth, thereby bolstering economic activity in townships.



GotBot

ARTIFICIAL INTELLIGENCE | South Africa

GotBot is a multi-channel AI solution, focused on increasing and improving retail and customer experience for businesses through always-on AI, real-time training. Created out of a need to build innovative, adaptable and solutions-driven Artificial Intelligence for the retail and communications sector.



JustNow

RETAIL TECH | South Africa/U.S.

JustNow is a system that helps both large and small food businesses save money while increasing revenue and client engagement. This is achieved by reducing fresh food waste through the use of a smart advertising mobile application.



Khoyn

ARTIFICIAL INTELLIGENCE | Zimbabwe

Khoyn is an AI-powered shopping assistant that allows users to discover and shop fashion from thousands of retailers in Facebook Messenger. It provides the user with a personalized shopping experience by curating products to the users' specific style, size, and budget.



Brownie Points

MARKETPLACE | South Africa

Brownie Points is a platform that connects volunteers and companies with nonprofit organizations to achieve meaningful impact. They simplify volunteering and donations and reward good deeds with brownie points, a social currency that accumulates over a lifetime of giving.



Virtual Drive

MARKETPLACE | South Africa

Virtual Drive is a virtual portal, connecting private buyers and sellers (P2P) securely. Virtual Drive's mission is to provide a revolutionary digital platform that allows vehicle buyers and sellers to connect safely and enjoy the benefits of dealership support within a private sale environment.

Application Data - By Region
Startupbootcamp

Africa

1,004 Total Applications

North America
1%

Europe
3%

Asia
7%

North Africa
& Middle East
4%

West Africa
31%

Francophone
7%

East Africa
20%

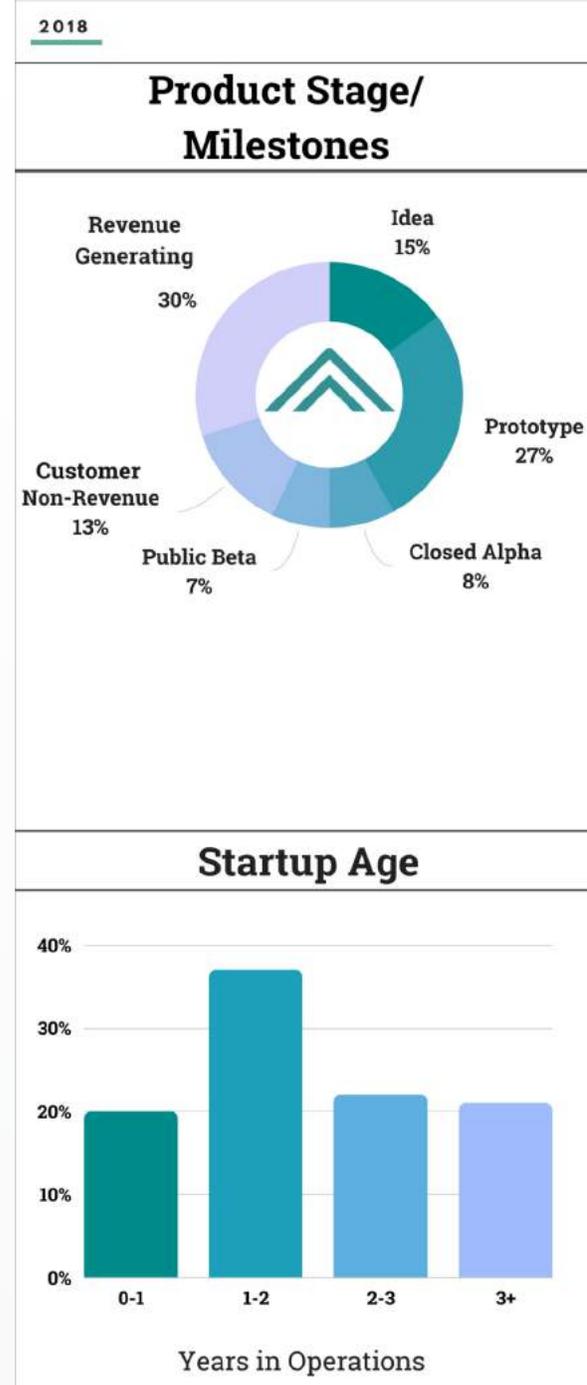
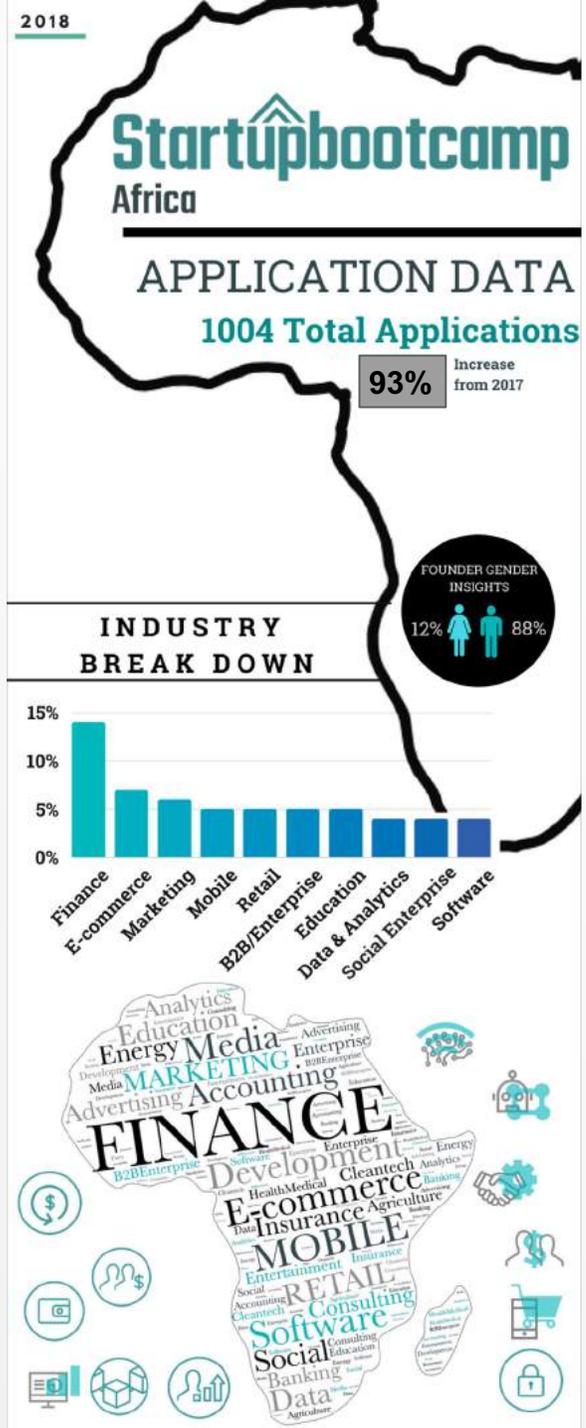
South America
1%

Southern
Africa
26%

2018 saw considerable growth in both application diversity and numbers

These are incorporated in their respective areas

93% growth in applications for the SBC AfriTech programme in 2018





Akiba

FINTECH | South Africa

Akiba is a mobile app that makes it easier and more rewarding to set, manage & meet your savings goals.



Prospera

FINTECH | South Africa

Prospera is a micro-savings solution for low-income earning South Africans. It allows savers to use their cash to purchase savings vouchers at traders.



Brandbook

FINTECH | South Africa

A mobile application aimed at providing users with free gift card coupons for completed purchases. Users simply upload receipts of selected purchase completed at brick and mortar stores or online to earn points. No purchases are completed over the application as with traditional ecommerce services.



Pago Payments

FINTECH | South Africa

Pago is an online payments system that supports carrier and airtime driven online payments as a financially inclusive alternative to traditional electronic debit and credit card payments.



Digitech Group

INSURE-TECH | Ivory Coast

We provide to Incumbent Insurance Companies an omni-channel and cloud based digital platform to sell their Insurance products through mobile and web.



Inclusive Innovations

FINTECH | Ghana

Inclusive's API helps digital financial services reach the remotest customers across Africa by enabling them to onboard, verify and monitor them via digital channels (USSD, web and mobile).



KudiMoney Bank

FINTECH | Nigeria.

A no charge full service online only bank making banking services more affordable and more accessible. We offer customers an interest earning spending account that has zero charges, a savings account with above average interest rates, and access to low interest instant loans.



LÜLA

SMART CITY | South Africa

LULA is a Mobility-as-a-Service (MaaS) platform that focuses on the convergence of public and private transport. Through our platform, we ensure mobility is convenient, safe, reliable and accessible for rural and urban areas.



MPost

LOGISTICS | Kenya

A patented trans-formative and elegant Addressing solution. Works on both smart phones as well as older generation phones that are ubiquitous throughout Africa and in other developing regions.

INVESTMENT PORTFOLIO

through Cactus Capital



Flutterwave

FINTECH | Nigeria/USA | Valuation \$50m

Flutterwave drives growth for banks and businesses across Africa through digital payment technology by providing the underlying technology platform that allows businesses to make and accept payments anywhere in Africa.



Bettr

FINTECH | South Africa | Valuation \$5m

Bettr is a digital banking platform for the next generation that financially empowers those who know their worth by providing tech and tools that improve the way people bank, save, borrow, insure and invest their money.



Xente

FINTECH | Uganda | Valuation \$2m

Xente is an e-commerce and digital payment app with a wallet application providing many ways for customers to buy airtime, data bundles across all networks, pay bills, buy event tickets and more using the Xente app. Customers can use mobile money, bank cards, buy on credit and Installments.



FOMO Travel

TRAVEL-TECH | South Africa | Valuation \$2m

FOMO Travel is an online lay-buy travel platform which utilises the traditional method of lay-buy to pay towards a holiday or experience. However, everything is automated, interest-free and what you pay for, is what you get. FOMO Travel also allows one to crowdfund their holiday by sharing their travel package with friends and family.



eFactor

FINTECH | South Africa | Valuation \$2m

e-factor is a factoring platform, where companies can sell their receivable invoices at the auction to investors with the highest bid. By investing in these invoices investors will obtain via e-factor new short-term investment instruments with a low risk and good return.



HouseME

MARKETPLACE | South Africa | Valuation \$4m

HouseME is a digital platform that connects prospective tenants to landlords with full automation of the letting agency process and fair and transparent rental pricing - all for a fraction of traditional fees.



EduOne

ED-TECH | South Africa | Valuation \$4m

EduOne is a digital tool that enables stakeholders in the world of learning to connect for meaningful interactions, transactions, conversations and opportunities. Products take the form of websites, SaaS platforms, apps and other digital tools, and segments range from bursary search-and-apply, talent acquisition and career guidance



RecoMed

HEALTH TECH | South Africa | Valuation \$3m

South Africa's largest and fastest growing online and mobile-friendly healthcare booking platform that helps patients quickly find and make appointments with quality healthcare providers, 24/7, without any phone calls or paperwork.



Aura

INTERNET-OF-THINGS | South Africa | Valuation \$2.5m

AURA provides a technology platform to localized security and armed response providers in South Africa that aggregates the armed response industry nationally, into one dynamic response organism, providing clients direct access to a rapid response network.



Lohocla Global

RETAIL COMMERCE | South Africa | Valuation \$1m

Lohocla™ (alcohol spelt backwards) is the world's first premium anti-hangover shooter. It is a product that helps alleviate the symptoms of a hangover in a classy way at the scene of crime. It is a product that was birthed and aimed at responsible people who sometimes look to play but can't afford a hangover the following day because they have work to do.



InsurTech
Program



SBC is adding InsurTech/IoT programmes in leading cities around the world

AMSTERDAM

DUBAI

HARTFORD

MELBOURNE

ESSEN

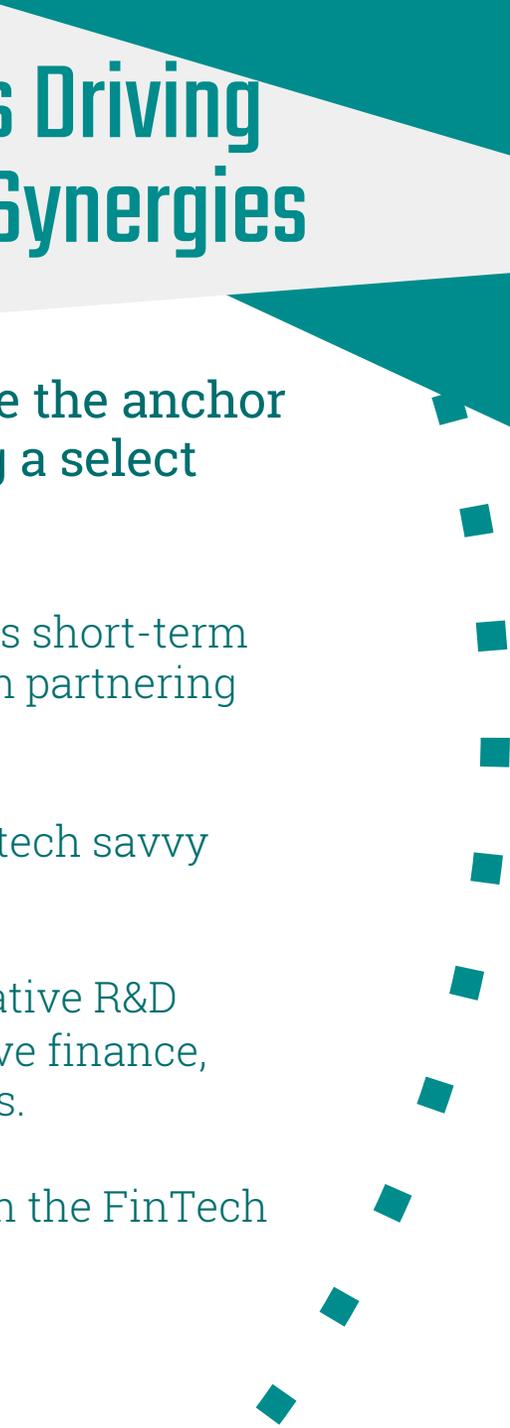
SINGAPORE

LONDON



Key Factors Driving Partnership Synergies

Startupbootcamp together with Hannover Re and its investment arm Lireas are the anchor founding partners for the pan-African SBC InsurTech program. We are inviting a select group of insurance organizations across Africa to be co-sponsors.

- We are looking for insurers with a wide range of products, services and operations across short-term insurance, long-term insurance, investments & financial services that could benefit from partnering with and learning from InsurTech startups.
 - Ideally an insurer with a strong and increasing presence globally into some of the most tech savvy cities in the world.
 - Startupbootcamp focuses on a variety of areas that can benefit insurers from an exploitative R&D perspective. These include and are not limited to big data, predictive analytics, alternative finance, credit scoring, enabling technologies, robotic process automation and payment solutions.
 - Insurers will be exposed to innovation and startup methodologies, both by engaging with the FinTech and InsurTech cohort, and from working with the Startupbootcamp team.
- 

Benefits for Corporate Sponsors



- The opportunity to steer the innovation focus to your needs
- Forming relationships with top-tier African startups beyond the SBC program (opportunity to enter commercial agreements)
- Accelerating innovation within your organization
- Getting a view of innovation trends 'over the horizon' - targeted business intelligence and innovation deal flow from 1,000+ pan African startups per annum in alignment with internal corporate strategy
- Brand exposure to Startupbootcamp international media coverage, social media, events and PR
- Access to Startupbootcamp's 720+ global alumni, and the opportunity to collaborate on innovation transfer with 200+ corporates worldwide that partner with Startupbootcamp globally across 20 programs
- Exposure to Startupbootcamp methodology and skills transfer
- Co-working at Startupbootcamp offices

"As RCS, with the support of BNP Paribas Personal Finance, we have integrated 2 Fintech startups from the 2017 alumni into our business and are currently reviewing POC's with other startups. The program has triggered interest way beyond BNP Paribas Personal Finance, inside and outside the Group, by showing its value."



"A very effective and efficient way to get in touch with startups that gave us a two-year head start"



"A unique possibility to interact with high-quality startups ... enabling us to focus our resources towards the creme de la creme of the startup ecosystem in the individual verticals"





Sponsor Participation



The role of the corporate sponsor throughout the year - including FastTracks, Application period, Selection Days, the 3 month Accelerator, and beyond - is invaluable to the Startups, mentors, investors, and all the stakeholders in the ecosystem.

FastTrack and Application Phase (3 months)

- Help set a mandate and define search criteria to address corporate needs
- Participate in SBC's FastTrack scouting events (in 2018, we held 19 events in 15 countries) and engage with all relevant startups scouted at those events

Selection Phase (3 months)

- Vote on Top 100 and Top 20 invited to Final Selection Days
- Select Top 10 invited into Accelerator cohort
- Engage with startups, starting onboarding at Final Selection Days



Sponsor Participation (contd.)



Accelerator Programme (3 months)

- Engage in pilots, PoC's and full scale commercial agreements with startups in the cohort
- Opportunity to present your insurance innovations at SBC events worldwide.
- End of year trends report (includes learnings from global SBC InsurTech & IoT Programs)

Year Round

- Access to all other startups scouted this year and in the previous year across the continent
- Access to the larger SBC ecosystem of over 720+ alumni globally
- Co-working at SBC offices

Optional Extensions (additional costs apply)

- Innoleaps - corporate innovation training executive bootcamps (how to think like a startup) & 5 week sprints (transform concepts to MVP)
- Talent Institute - talent development for skills relevant to the digital economy

SBC specifically scouts startups that meet the search mandate determined by the program sponsors at the beginning of each year.

Startupbootcamp, Hannover Re and the corporate sponsors would help determine the mandate and select the final cohort.

Scouted InsurTech Startups

Below is a sample selection of a few insurtech ventures we engaged with in 2017 and 2018:

MyInsure (Kenya)

App for insurance processes, from customer acquisition, policy management and premium collection.

www.MyInsure.africa

WazInsure (Kenya)

White-label solution that automates the entire insurance value chain

www.WazInsure.com

Strider Tech (South Africa)

Fully automated on-demand insurance

www.StriderTech.co.za

Click2Sure (South Africa)

Enables the cross-selling of insurance via a range of API's

www.Click2Sure.net

Kakbima (Kenya)

Kakbima is a Customer and industry based platform that impacts the whole insurance value chain

www.Kakbima.com

MoneyPanda (South Africa)

Insurance comparison platform and Aggregator

www.MoneyPanda.co.za

Bimaspace (Kenya)

Bimaspace is a predictive insurance management platform

www.Bimaspace.com

Go Safe Eenda Nawa Africa (Namibia)

Assists African citizens with a 24 hour travel cover

www.gosafe.com.na

OKO weather index insurance (Israel)

Mobile-centric insurance for farmers in emerging markets

www.oko.finance

ifileme (South Africa)

A platform that focuses on the end user. Reduces various document intensive processes.

www.ifileme.com

OPTIMIZ Claims (Germany)

Leverages predictive technology to make cargo claims smarter

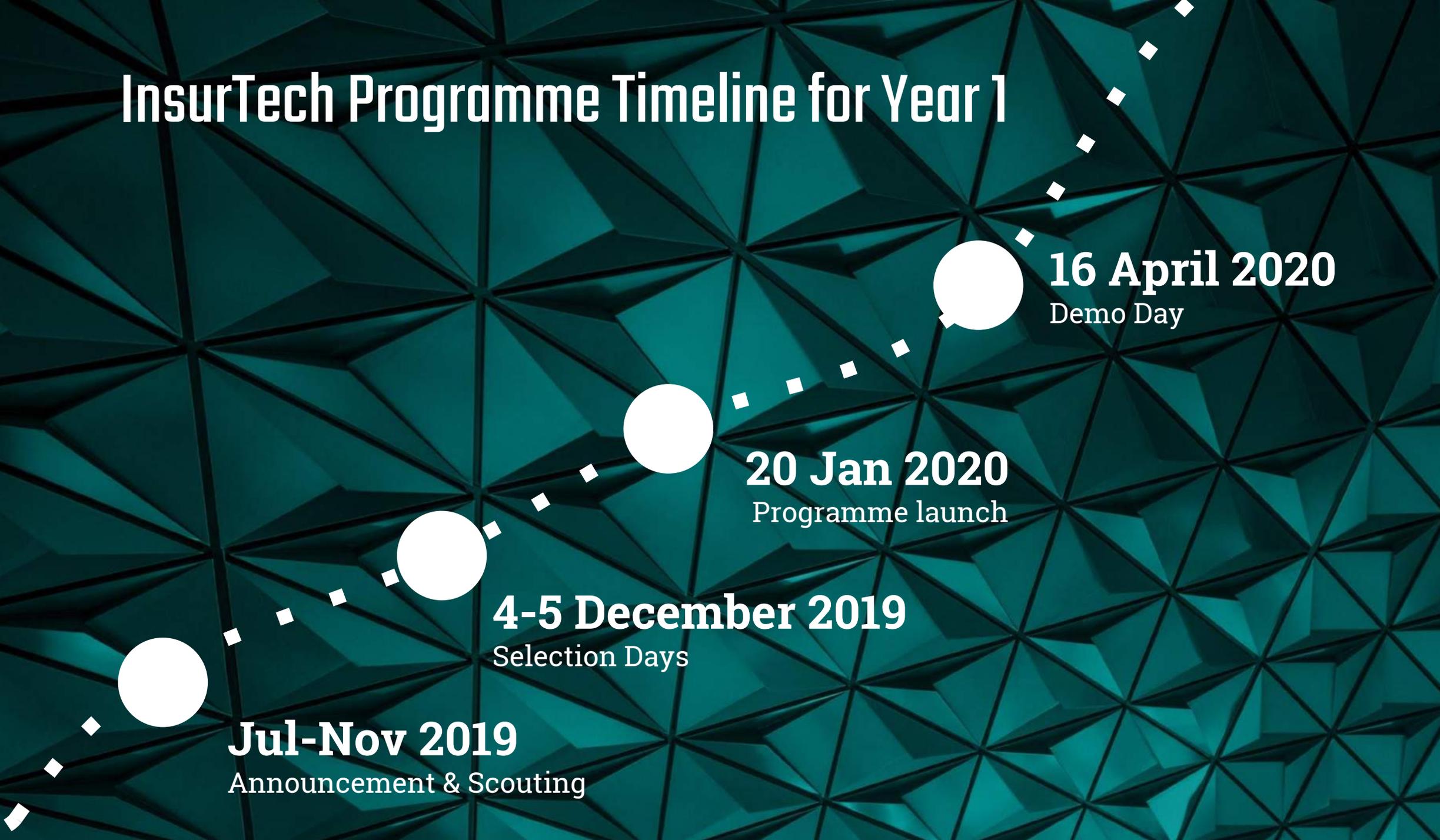
www.optimiz.claims

IMAPP CM (Nigeria)

IMAPP is process automation system for the insurance industry

www.cm.imapp.ng

InsurTech Programme Timeline for Year 1



Jul-Nov 2019
Announcement & Scouting

4-5 December 2019
Selection Days

20 Jan 2020
Programme launch

16 April 2020
Demo Day

FAST COMPANY

South Africa



WORLD-CHANGING
Innovations rocking
the Industry

HASHTAG HIJACK
Safety concerns
plague Twitter

STARTUP BOOTCAMP AFRICA

"Startupbootcamp is here to discover, support, and scale companies so they can compete on a Pan-African and global stage."

PHILLIP KIRACOFFE
Co-Founder and CEO of SBC Africa



“
IT ALWAYS SEEMS
IMPOSSIBLE
UNTIL IT'S DONE.

-NELSON MANDELA

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