

Get your seat for the

AFRICA MARKET DISCOVERY CAMP

Bring your Swiss based science startup to the next level!
Maximise the potential of your booming startup with a
fast-track Afro-Swiss acceleration program



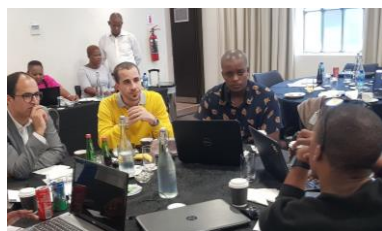
**4-days Market Discovery Camp to Addis Ababa
October 27th – 30th, 2019**

(Including the participation at the AfriLabs Annual Gathering 2019)



The **Africa Market Discovery Camp** aims to boost the entrepreneurial know-how and exposure of 10 Swiss *Sciencepreneurs* seeking growth opportunities with and in Africa.

Offered free of charge to ambitious young entrepreneurs, this highly competitive program guarantees access to African innovation hotspots at a key event for entrepreneurs and investors, the AfriLabs Annual Gathering. Industry meetings with selected experts and stakeholders from different fields, information sessions on “How to do business in Africa”, interaction with African startups and entrepreneurs will lead to relevant connections for potential cooperation.



The **Africa Market Discovery Camp** provides a unique, high-quality learning opportunity for graduate student - entrepreneurs.

"The program really exceeded my expectations, and was definitely worth the time out from my business. It is really important to work 'on' one's business and not just 'in' one's business, and the program forced me to do exactly this. In addition it provided a number of very useful tools and insights in support"

Moses Kebalepile, Founder and CEO of KTI - the Asthma Grid

Why join?

Selected young entrepreneurs receive a unique opportunity for exposure to top African entrepreneurial expertise and markets. A half-day workshop in Switzerland will introduce to market specificities. During this program, participants will

- **Develop** a better understanding of the market and how to deliver a concrete offer to customers.
- **Access** a wide network of peers, mentors and industry experts.
- **Acquire** tools and skills to analyse the application of the science-based technology.
- **Boost** the recognition of their innovation and market access.
- **Connect** to high-level entrepreneurs from African countries.
- **Engage** with entrepreneurs of similar background and learn about successful business practices.
- **Improve** market application by validating their ideas with peers, experts and potential customers.
- **Become** pioneers of the Swiss – Africa entrepreneurs' community.

Eligibility

Open to high-level and carefully selected researchers in the fields of mobile health, pharmacometrics, innovative financing and digital humanities/knowledge transfer: Master, PhD, Postdoctoral researchers at Universities, Universities of Applied Science and research institutes or centres of technological excellence in Switzerland with research track record working on a non-profit basis and seeking to explore the successful market application of their high-level applied research in African markets.

Deadlines

Deadline for application: August 16th 2019

Selection of participants: August 30th 2019

Business discovery program in Addis Ababa : October 27th – 30th 2019

Program

4-days Market Discovery Camp

The program revolves around the participation at the AfriLabs Annual Gathering event in Addis Ababa and will be completed by additional business meetings, peer group mentorings and general exchange with African entrepreneurs. A Swiss exhibition booth will be available for individual showcasing.

Conditions

The program is free of charge. Travel and accommodation expenses are covered by the program.

See detailed conditions of participation on www.venturelab.ch/sabii-market-discovery

Information & contact

Questions? Please contact us at office@venturelab.ch

University of Basel | National – International Cooperation operates within the Swiss government funded Leading House Program for joint research and innovation activities in Sub-Saharan Africa. www.sareco.org

Venturelab designs and operates programs to support the best startup talents in training, financing and global business development. www.venturelab.ch

Switzerland – Global Enterprise provides target country expertise. www.s-ge.com

AfriLabs is the largest network of technology hubs and innovation centers in Africa. It supports economic and social growth and raises high potential entrepreneurs in Africa, across several sectors. Founded in 2011, it creates physical nexus points for developers, entrepreneurs, and investors. www.afrilabs.com