

Pesatech Startup Sessions

17/04/2023



PesaTech
Accelerator
Creating NextGen African Fintech

Prepared For : UNCDF
Angel Adam

SESSION	DESCRIPTION	EXPERT/PARTNER
CORPORATE ARM-TWISTING TRICKS	Understanding the legal aspects of doing business with corporates and telecoms, with a special focus on the legal and arm-twisting tricks to watch out for while dealing with corporations.	Collin Gumbu
LEGAL ISSUES TO CONSIDER WHILE SEEKING INVESTMENT	What startups should pay attention to while seeking investment, especially from venture capitalists.	Salim Bharwani
PESATECH X VODACOM M-PESA SUPER APP	To explore the potential of a partnership through integration with M-Pesa as a payment gateway or via joining the M-Pesa super app as one of the mini-apps.	Vodacom M-pesa Representatives
PESATECH X MFS AFRICA	To facilitate a partnership that would allow the startups to scale with ease.	MFS AFRICA Representatives
BUSINESS MODELING	The aim of this session was to review business models and get expert advice on ways that startups may improve their communication with customers, partners, and investors for business growth.	Francis Omorojie
PITCHING	This session focused on the art of preparing and presenting investor pitch decks. A pitch can break or make a relationship between investors and startups. Pesatech aims to ensure that the startups in the program get their pitch right.	Adam Mbyallu

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MARKETING AND BRANDING	The session aimed at stipulating the necessity of a solid marketing and branding strategy and how such a strategy can increase the user base and assure investors' potential returns.	Albany James
FINANCIAL MODELING	This session aimed to share how financial modelling can help attract investment, value companies, and determine whether a company should raise capital to grow the business. Startups went through the essentials of creating their financial models and got expert feedback on the existing ones.	George Ndaki
INVESTOR-READINESS CHECKLIST AND DUE DILIGENCE	This session aimed for investors to share what they look for while analyzing startups' pre-investment. A platform for investors to share their understanding of the nature of deals, the risks involved, and how they decide whether the agreement fits with what they are looking for.	Rodrique Msechu
INVESTMENT INSTRUMENTS	The aim of the session was for startups to understand investment instruments like equities (stocks/shares), bonds, and mutual funds.	George Ndaki
PROJECT UPDATE	Startups being informed about the upcoming technical assessment & other updates	Angel Adam & Grayson Julius

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PROJECT UPDATE & ALIGNMENT	Startups needed clarity about what to expect in the program going forward. The session was to provide explanations and updates on the way forward	Angel Adam & Tabea Mbughuni
PESATECH X STANDARD CHARTERED VENTURES	The aim of the session was to facilitate partnerships with, and access to opportunities offered by, SC Ventures	SC Ventures representatives
MEETING AMON MUNYANEZA	Amon is an impact-investor from Rwanda. He met startups to share his knowledge and listen to their pitches.	Amon Munyaneza
DevOps FUNDAMENTALS	The developers learned the DevOps essential characteristics including culture, behavior, practices, tools, methodologies and technologies.	iPF Software
UI/UX FOR DEVELOPERS	Developers were taught how to design their own products, at least well enough to get by until a designer can be hired.	iPF Software
SOFTWARE DEVELOPMENT LIFE CYCLE & TERMINOLOGIES	Non-tech founders learned the core 7 steps of the software development lifecycle to understand the fundamentals of software development.	iPF Software
INTRODUCTION TO AGILE DEVELOPMENT AND SCRUM	Non-tech founders learned about agile project management and product development.	iPF Software

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THE ROLE OF PRODUCT OWNER IN AGILE DEVELOPMENT TEAMS	Non-tech founders learned about product owners and how they can improve the overall product delivery.	iPF Software
KNOWING THE TOOLS OF THE TRADE	Non-tech founders got an overall understanding of the tools used by developers and how they are maintained.	iPF Software
HIRING & FIRING DEVELOPERS	Non tech funders learned the key elements to help them with their decision to hire a developer and create a checklist (handover) process when they decide to part ways with the developer.	iPF Software
GOODWELL INVESTMENTS	Goodwell reps interacted with startups to explore businesses they can invest in.	SV & GoodWell Investments Representatives
FAMILIARIZATION SESSION WITH HINDSIGHT VENTURES	Startups spoke to Hindsight Ventures to understand what services they can offer and what resources are available to them.	Ajay & Jagruti
VC INTERACTION: FINCA VENTURES	Finca Ventures interacted with the startups to explore potential areas of collaboration.	HSV & FINCA Ventures Representative
SELLING & PARTNERING WITH ENTERPRISES	Knowledge sharing from expert to startups on selling and partnering with enterprises	HSV & Aditya Bhagat

SESSION	DESCRIPTION	EXPERT/PARTNER
UI & UX FOR FINTECHS	Expert shared best practice in UI/UX designs for Fintechs.	HSV & R Prabhakaran
PRODUCTIVITY TOOLS FOR STARTUPS	Expert shared tools that startups can utilize to improve their productivity and efficiency.	HSV & Shubin Mohamed
TECHSTARS TORONTO	Techstars shared the opportunity they can offer startups via their program and \$100,000 ticket size.	Techstars Toronto representative
GLOBAL ACCELERATOR CONNECT	Information about the Global accelerator program	HSV & Alisha Golden, Techstars
BEEM STARTUP PROGRAM	More information about Beem Africa startup program and how the startups can benefit	HSV & Beem Africa representatives
VC CONNECT: GET EQUITY	Interaction between the investors and startups to explore potential investment.	HSV & Get Equity representatives
VC CONNECT: ZERI CAPITAL	Startups pitching to investors	SV & ZERI Capital representatives

SESSION	DESCRIPTION	EXPERT/PARTNER
FEEDBACK SESSION WITH UNCDF	A feedback session between the startups and UNCDF about overall performance of the program	SV & UNCDF
FEEDBACK WITH HINDSIGHT VENTURES	Startups interacted with Hindsight Ventures giving feedback on the online sessions and other engagements between them.	Ajay & Jagruti
UNDERSTANDING STARTUP NEEDS	One-on-One sessions discussing overall wellbeing of the startups and priorities going forward	Angel Adam
PESATECH X SAHARA SPARKS: DIGITAL & FINANCIAL INCLUSION	Showcasing the Pesatech accelerator program, how it contributes to digital and financial inclusion, and the lessons learned in implementing it on the Sahara Sparks platform	SAHARA SPARKS & UNCDF
PESATECH X FINTECH HAPPY HOUR: FACILITATING DIALOGUE BETWEEN FINTECH STARTUPS & GOVERNMENT (REGULATORS & POLICY MAKERS), BANKERS, INVESTORS, & OTHER STAKEHOLDERS	Startups could have a 5 minutes conversation with a stakeholder of their choice, asking questions relevant to their business. A group dialogue on raising regulatory and partnership matters, and pitching from the startups.	UNCDF & SV
PESATECH X FINTECH HAPPY HOUR: FACILITATING STRATEGIC PARTNERSHIPS	Dialogue on opportunities for building successful partnerships between start-ups and established financial institutions	UNCDF, SV, & NMB

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BUSINESS ASSESSMENT	Individual physical business diagnosis conducted by ENEA Advisors.	ENEA Advisors
TECHNICAL ASSESSMENT	Individual software audit of the startups' products conducted by iPF Software	iPF Software
BUSINESS COACHING	A series of 2-3 sessions per startup getting business development and investor readiness support from ENEA Advisors	ENEA Advisors
PITCHING PRACTICE FOR FMO	An online session where selected startups practiced their pitch and received feedback in preparation for a pitch session with FMO	Angel Adam & Tian Zhang

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