



- **Are you a startup entrepreneur eager to learn how to better pitch your business and become more investable?**
- **Does your startup use technology to make a societal impact in Southern Africa?**
- **Is your startup based in Botswana, Namibia, South Africa, Tanzania, or Zambia?**

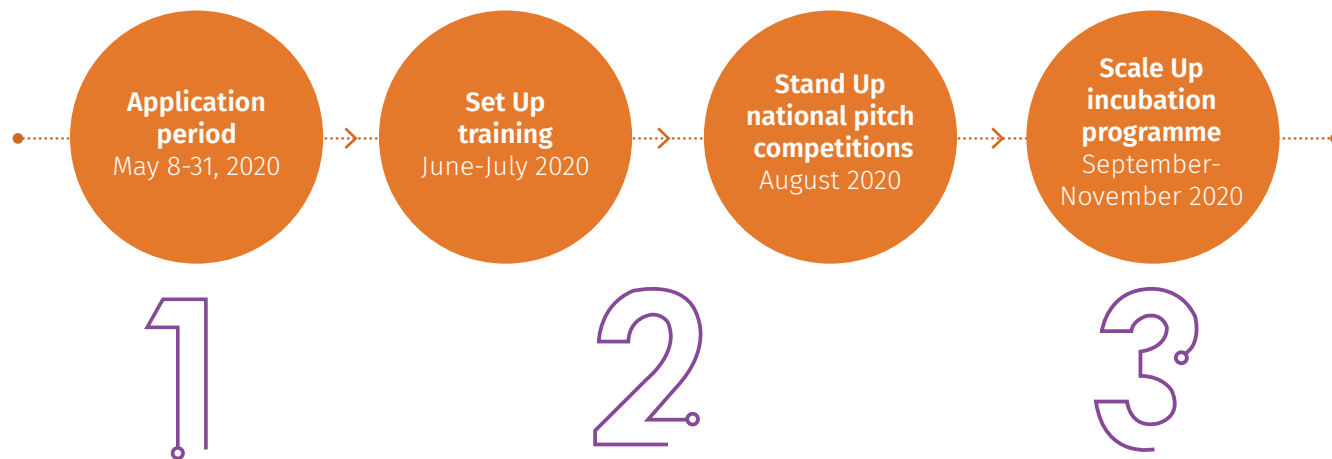
If you answered yes to all of the above, we would like to invite you to apply for **BOOST UP 2020**.

CALL OPENS: 8 MAY, 2020

CALL CLOSES: 31 MAY 2020

ABOUT **BOOSTUP** 2020

BOOST UP is a three-part startup support programme organised by the Connected Hubs network and the Southern Africa Innovation Support Programme (SAIS 2) in Botswana, Namibia, South Africa, Tanzania, and Zambia. BOOST UP targets startups that use technology to solve a societal challenge and are looking for skills that could help them articulate their business. The BOOST UP series comprises Set Up training events, Stand Up pitching competitions, and the Scale Up incubation programme.



1 **Set Up Online Training** June–July 2020

BOOST UP Set Up provides entrepreneurs with practical tools to package their business idea and develop a pitch to attract their target market. The Set Up training is organised separately in each of the BOOST UP countries: Botswana, Namibia, South Africa, Tanzania, and Zambia.

2 **Stand Up Pitch Competitions** August 2020

At BOOST UP Stand Up, committed startups who are eager to make an impact, have a scalable business model, and want to become more investable will compete in national pitching competitions in their countries. Connected Hubs representatives will select about 10 startups per country from the Set Up participants that completed the training and invite them to pitch at Stand Up. At the pitching competitions, panels of expert judges will select the top startups to advance to interviews. After the interviews, one to two promising startups per country will be selected to take part in the BOOST UP Scale Up incubator.

3 **Scale Up Incubation Programme** September–November 2020

BOOST UP Scale Up is an incubation programme for impact-driven startups eager to become more investable. Scale Up includes an online incubation programme (September–November) and on-site Bootcamp in Helsinki, Finland, in November¹.

¹ In the event that the Covid-19 crisis prevents travelling and/or organising the Bootcamp, an alternative plan will be considered



Apply here (one application per startup team):
<https://www.saisprogramme.org/connectedhubs/boostup>

BOOSTUP

WE ENCOURAGE YOU TO APPLY FOR THE BOOST UP SET UP TRAINING IF:

- Your startup is located in Botswana, Namibia, South Africa, Tanzania, or Zambia.
- You use technology to solve a societal challenge in Southern Africa.
- You are eager to scale up your business and have a scalable business model.
- You are developing or finalising a prototype, or have a prototype ready.
- Your startup has a minimum of two team members interested in participating.
- You are authorised to submit the application on behalf of the team.
- You/your startup have not won a SAIS 2-associated national pitch competition and participated in the BOOST UP Bootcamp 2019, Slush Global Impact Accelerator 2018, or been sponsored by SAIS 2 to participate in Slush 2017.

Note: applications from female-led startups are particularly encouraged.



HOW TO PARTICIPATE IN THE BOOST UP STAND UP NATIONAL PITCH COMPETITIONS

The Connected Hubs network will select the Stand Up pitch competition participants from the startups that participated in the Set Up training.



TO BE SELECTED TO PITCH, YOUR STARTUP WILL BE REQUIRED TO:

- Have participated in the Set Up training
- Be a registered business located in Botswana, Namibia, South Africa, Tanzania, or Zambia
- Have a prototype ready

In addition, you must be 18 years or above. Alternatively, if you are under 18 and selected to the Scale Up incubator and the Bootcamp, you must be accompanied by your guardian. The guardian will be responsible for her/his own travel costs.



A LIMITED NUMBER OF STARTUPS PER COUNTRY WILL BE SELECTED TO PARTICIPATE IN THE SET UP TRAINING AND THE STAND UP PITCH COMPETITION. THIS IS HOW WE WILL MAKE THE SELECTION:

- Does the solution make a societal impact?
- Is the solution novel in the market?
- Does the solution have the potential to scale up?
- Does the solution have growth potential and commercial viability?
- Does the team show commitment and ability?
- What is the stage of prototype development?



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