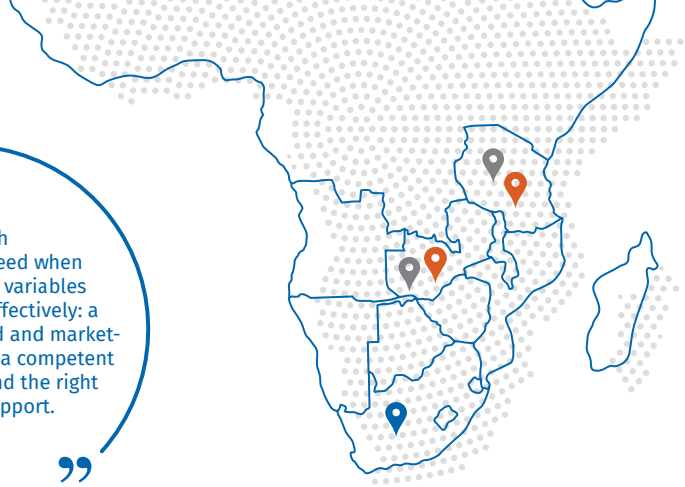




“ Biotech start-ups succeed when three essential variables work together effectively: a scientifically sound and market-oriented product, a competent entrepreneur, and the right financial support. ”



TESTING C4G ECOSYSTEM ANALYTICS PLATFORM IN SADC

ABOUT THE PROJECT

The project validates the functional and business viability of the C4G Business Support Ecosystem Analytics Platform, a shared cloud-based resource currently deployed in South Africa. The business support ecosystem analytics platform is a mechanism to drive collaboration and evidence-based planning and decision-making so that resources are directed towards innovation support interventions that work. The collective nature of the business support ecosystem analytics platform counters ecosystem fragmentation, while independent benchmarking guards against market distortion by low-quality or ill-conceived interventions. The ecosystem-building effects of C4G respond to national and regional SMME growth agendas and related goals to create decent jobs, foster competitive industrialisation, and reduce poverty. Entrepreneurship based on technology is also key to solving pressing challenges, including water scarcity, clean energy, food security and the development of smart cities. The overall objective of the project is to develop a business and market entry plan for launching the C4G Business Support Ecosystem Analytics Platform in SADC markets through testing in two countries, Tanzania and Zambia.

PROJECT PARTNERS

Social and Economic Development Initiatives of Tanzania (SEDIT)

BongoHive, Zambia

Dalberg Impremment-D, Tanzania



Dalberg

PROJECT COORDINATOR

Catalyst for Growth NPC, South Africa



IMPLEMENTING COUNTRIES

Tanzania, Zambia

KEY OBJECTIVES

- Test and research the SADC market and to determine the market size and readiness for the C4G Business Support Ecosystem Analytics Platform and related business support ecosystem reports.
- Develop a business and market entry plan for growing in Tanzania and Zambia, as well as to launch the C4G Business Support Ecosystem Analytics Platform and reports in the remaining SADC countries.
- Recruit 15 innovation support organisations or business development service providers working with SMMEs in Tanzania and Zambia and train them to effectively use and collaborate around the C4G Business Support Ecosystem Analytics Platform.