



MakeIT – The BMZ's Tech Entrepreneurship Initiative

A joint initiative between German development cooperation and the digital sector with the aim of strengthening tech entrepreneurship in developing countries

The Tech Entrepreneurship Initiative

The BMZ is seeking to foster IT start-ups in partner countries. This is important because start-ups create jobs, generate turnover and find solutions for pressing needs. We believe in

- the important contribution that start-ups can make towards sustainable economic growth in developing countries
- the creative, marketable solutions that start-ups can offer for the most pressing needs and development problems

MakeIT partners on the ground

MakeIT comes to life on the ground: international and local experts ensure that MakeIT can provide precisely tailored inputs to meet the specific needs of each cooperation project on the ground – starting in Kenya and Nigeria. This includes

- Design-thinking specialists, with the BMZ in the role of honest broker
- Financing partners: institutional risk capital investors from Germany all the way up to private venture capital investors
- University partnerships, local accelerators and start-up centres
- Mentors: experienced staff from German companies
- Training and seminar partners for entrepreneurs

We are looking for

The best start-ups in developing countries that

- have already given proof of a certain degree of marketability (late A or early B phase)
- already have a small core team of employees
- have already shown that there is a demand for the idea they have come up with want to grow and therefore need contacts to customers, good staff, business know-how, capital, mentoring, etc.

Strong partners from the German and the international tech sector that

- want to invest in and establish themselves in developing countries
- want to work with creative techies from developing countries
- see Africa and other developing countries as an important market for the future
- need local tech know-how in order to develop their products further
- are looking for creative solutions and for add-ons for their products from Africa and other developing countries
- can contribute real business cases for which creative start-ups can develop solutions on the ground

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Our contribution

We are offering

- Local expertise: we know the hotspots and the right contacts from the local start-up scene.
- Honest brokering: we can make matches between local and international cooperation partners – to facilitate cooperation with investors, global players or other businesses.
- We can provide training courses, contacts to good graduates, etc.
- We can offer help filling the gaps in the local “ecosystem”, thus giving sustainable support for the development of start-ups.

What’s in it for Tech Start-Ups?

MakeIT is an opportunity for companies to take the next steps in developing their business in collaboration with reputable companies from Germany and Europe, to solidify their core business and to make a name for themselves as innovative business partners:

- Testing start-up products in the market and acquiring reputable customers as references
- Getting access to follow-up financing
- Enhancing management skills and finding qualified personnel
- Designing a strategy for developing the business

What’s in it for Global Players?

Every business case dealt with in cooperation with start-ups is different. MakeIT can help find competent, reliable tech entrepreneurs and their innovations more quickly. Cooperation agreements are a chance for German and European companies to participate in specific projects. A MakeIT cooperation agreement is an opportunity for a company to lower its investment risks as regards

- Overcoming cultural and local hurdles for tapping into the market in the developing country
- Identifying local innovations
- Recruiting qualified personnel in the developing country



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