



Afrolynk 2019 Cohort Program & Grand Conference: Overview

Mentoring and Exposure Program

Preparation Phase: May

The call for startups will be opened while simultaneously reaching out to the Afrolynk networks, partners and investors to find potential mentors. Afrolynk will cumulate available support for startups, tools, technologies, mentors, experts and potential investors to set up a wide pool of resources from different institutions, cultural backgrounds and sectors.

Need-Resource Assessment for Matchmaking: June - August

Following the preparation phase, or upon acceptance of a startup to the program, the selected startups will be screened thoroughly and guided by experienced mentors to expose their needs and wants related to technology, financial capital, educational needs, and aspirations.

Similarly, selected organizations will undergo a Needs and Opportunity assessment, in order to identify the internal gap, and most pressing needs, and further determine which startup has the right skill set to support resolve them.

During this process, Afrolynk will be in regular exchange with the startups and use this need assessment to select the right partners and also to approach investors for potential matchmaking to prepare the startups for their time in Germany, and to ensure as much progress as possible.

Afrolynk will also use the needs assessment to plan and adjust the workshop series in September, plan the ecosystem tour and also to approach potential partners and impactful organizations, investors and partners who will be helpful to startups and invite them to the conference and startup-night.

Afrolynk Week: Startup Workshops, Ecosystem Tour, Conference & Startup-Night: September 16th-20th

Out of the accepted startups, approximately 20 will be selected and invited to Berlin for a full week of workshops, networking and pitching. This week will conclude in the Afrolynk Conference 2019, which is planned for the 20th of September. The startups will be expected to arrive on Sunday evening, so that the group is complete for the workshop series on Monday and Tuesday.



The workshops will be adjusted to the needs of the startups. Topics in past workshops have included design thinking, investor readiness, time management, and other business acumen. Ideally, the workshops will not only cover these topics, but, by using the right facilitators based on the startups' assessment, go in-depth on specific, previously-exposed needs.

On Wednesday, the startups will take a tour through the Berlin startup ecosystem where they meet key players from the field of investing, corporates, and policy-makers. In addition to this more general tour, Afrolynk will in best efforts organize 1-on-1s with the respective mentors, and partners.

After the workshop series and tour, all startups will get together again on Thursday for a recap meeting to share their learnings and prepare for the coming days of pitching and networking with investors. In the evening, a closed get-together ceremony will be organized, where the startups and selected high-level representatives of corporate businesses, investors and policy-makers can use the more intimate setting to network and exchange. This will allow a first round of networking and pitching, while also ensuring a high-level discourse with and between policy-makers, corporates and investors.

The next day, Friday, the Afrolynk Grand Conference will take place from morning to afternoon, followed by the startup-night in the evening. During the conference an array of Africa- and tech-focused topics ranging from sustainable entrepreneurship, corporate engagement, investment and the wider issues facing the startup ecosystem together with speakers of different backgrounds representing the entrepreneurs, corporate bodies, investors and policy makers. There will also be plenty of time to network during the conference and the startup-night.

With the aim of having a successful program, the startups have used the whole week to prepare for these pitches and networking, allowing for maximal success and impact, while also meetings have been arranged with matching investors. Startups will have the chance to pitch to the audience, mingle with attendees and have talks with key investors. With a break to refresh and change venues in between, the startup-night will take place after the conference.