

## B2B Partner Lounges

22nd Nov 2023 | 3pm - 5pm

### Session Overview

In today's dynamic business landscape, collaboration between established public & private sector organizations and ambitious entrepreneurs has become an essential driver of innovation and growth. The B2B Partner lounges during UIW 2023 aim to foster these collaborations, with these partners inviting entrepreneurs to explore a wealth of opportunities within their organizations. These opportunities range from funding support to potential client relationships and project collaborations, creating a win-win scenario for both parties. Entrepreneurs, often armed with fresh perspectives and innovative ideas, can be invaluable assets to established corporations. By bridging the gap between startups and established firms, partners can leverage the entrepreneurial spirit to their advantage.

### Possible Collaboration Scenarios

Some of the ways we envision these collaborations include:

- **Funding Opportunities:** Partners may offer investment or grant opportunities to startups that align with their strategic goals. This financial support can be a game-changer for entrepreneurs seeking to scale their businesses.
- **Client Acquisition:** Established companies can become clients of these entrepreneurial ventures. This not only provides startups with a steady stream of revenue but also enhances their credibility and market presence.
- **Collaborative Projects:** Entrepreneurs can partner with these organizations to develop and implement specific projects. Such collaborations can drive innovation, enhance product offerings, and expand market reach.
- **Access to Expertise:** Entrepreneurs gain access to the vast expertise and resources of established firms, accelerating their growth and learning curves.

### Methodology & Format

- Presentation of opportunities by partner representatives followed by Q&A session from audience (15 - 20 mins each)
- Each partner will have a branded high table that entrepreneurs can visit to follow-up on the opportunities presented.

## Partners

- DFCU (Ronald Kwilingira Sebuhinja, Head - Product Development and Innovation)
- Stanbic Business Incubator
- Housing Finance Bank
- Response Innovation Lab (Grace Nakibaala, Lab Manager)
- PSFU
- The Innovation Village (Edward Kandole, Community Manager)
- Enabel