



# **Lake Basin Innovation and Investments Week (LBIIW), 2019**

**Theme:**

**Promoting Innovation and Investment for  
Sustainable Development in the Lake Basin  
Region**

**Concept Note**

**November 18-22, 2019**

**KISUMU, KENYA**



## About the Event

LBIIW is an annual entrepreneurship and innovation gathering that convenes entrepreneurs, innovators, investors, policymakers, government, development agencies and other ecosystem players; to spur economic growth of the Lake Victoria Basin, through innovative business models, digitization, SME financing and local manufacturing.

The future of trade in Africa's emerging urban cities is dependent on the aforementioned, and an integrated and collaborative approach with all relevant stakeholders. The existing Lake Region economic bloc blueprint presents the socio-economic opportunities of all the 14 counties of the Region that can be harnessed to shape the region's economic destiny. LBIIW, therefore, seeks to provide a platform to advance a call for convergence in strategic partnerships for sustainable development.

The Innovation Week entails five days of learning and networking, workshops, hackathons, pitching, and deal-making. During the week, innovators and entrepreneurs will showcase their ideas and products, build partnerships, secure funding, and find their target customers while creating new products that will transform societies and solve certain pressing social challenges. The main and side events are designed to give utmost value to all categories of participants.

## About the Ecosystem

The entrepreneurship ecosystem and innovation space in the Lake region is nascent with little support to innovators and entrepreneurs. The meaningful impact is yet to be witnessed especially in incubation, alternative funding, youth entrepreneurship, value chain development and enhancement of healthy competition.

It is this gap that Lakehub, Winam Capital and Fablab Winam are striving to fill by providing a platform where innovators, entrepreneurs, investors, and various stakeholders meet with the aim of forging strategic relationships to support the growth and development of the ecosystem. With the ongoing development of the three billion Kisumu Port to connect and revamp trade between four East African economies, construction of 1.5 billion shillings oil jetty and is the entry point to the Lake Basin region, Kisumu's emerging economy is becoming highly attractive. The existence of investible businesses and other ventures of the region cannot be overemphasized.



## About the Conveners

**Winam Capital:** Winam Capital is an entrepreneurship ecosystem enabler based in Kisumu, Kenya working towards growing successful enterprises in the Lake Victoria Region; through business acceleration, strategic advice and access to investment capital. Our mission is to work with investors, exceptional entrepreneurs and strategic partners in the Lake Region to design and execute innovative business models that can profitably serve East Africa's aspiring mass market. Our focus is on the Lake Victoria region economic bloc spanning 14 counties which represent over one-third of Kenya's population.

**Fablab Winam:** Winam Fablab offers a hub for sharing ideas, tools and other resources by makers, Artisans (Jua Kali), professionals, educators, students, entrepreneurs, learning institutions, hobbyists, kids, etc. It taps into gaps between classroom-learned skills and market needs experiences to build products that address challenges and emphasizes on local manufacturing using emerging tech-based trends like IoT. Based in Western Kenya region in Kisumu where there are just a few industries, the Fablab Winam will be keen on using people-centred design approaches for socio-economic challenges and incubation.

**LakeHub:** LakeHub is a technology and social innovation hub based in Kisumu, Kenya with the aim of decentralizing access to technology, growing entrepreneurship and social innovation. Over the five years, LakeHub has created an open and supportive space where young and talented developers, creative, entrepreneurs and social innovators in Western Kenya meet to network, learn from each other, brainstorm and find solutions to societal challenges.

## The theme of LBIIW

The Lake Basin Innovations & Investments Week (LBIIW) is planned for November 18th – 22nd, 2019 with the theme: ***Promoting Innovation and Investments for Sustainable Development in the Lake Basin Region.***

### Sub-Themes:

- a) **Innovative Value Chains in Agriculture:** We are seeking to discover, showcase and promote innovative value chains in the agriculture and other locally developed solutions to promote mechanization and use of ICT based solutions to promote efficiency farming;
- b) **Youth Economic Empowerment & Future of Work:** The week places emphasis on the challenge of youth employment and will provide opportunities to discuss and promote conversations on creating alternative jobs for the unemployed youth through entrepreneurship. The future of work in the will also be assessed critically;



- c) **Strategic Partnerships and Governance:** LBIIW takes note of much needed synergies for the development of the regional ecosystem. As such the week will provide and facilitate formation of strategic relations and initiate partnerships for the development of the region. Additionally, participants in the week will have an opportunity to develop, from scratch, a Youth and Entrepreneurship policy for consideration by the county governments for the sector to thrive;
- d) **Harnessing Maritime Transport for Youth Employment:** In the advent of the revival of the Kisumu port, LBIIW seeks to assess and provide linkages and showcase opportunities in the maritime transport and blue economy to create jobs for the youth in the region;
- e) **Deepening Financial Access through Innovation:** LBIIW is looking to discover and facilitate innovation in SME Financing to deepen financial access among women and youth entrepreneurs;
- f) **Citizen-Centric Service Delivery:** LBIIW also provides a rare opportunity to evaluate government performance and suggest solutions geared towards improving service delivery to the citizen and providing equal opportunities in planning for development
- g) **Sustainable Local Solution for Regional Development:** LBIIW will embrace and promote home grown solutions towards sustainable development and growth of the region;

### The Key Objectives

The Lake Basin Investment and Innovation Week (LBIW) is convened with the following objectives:

- a) To provide opportunities for entrepreneurs and innovators to exhibit and pitch their ideas to potential investors to raise capital;
- b) To map out the region's entrepreneurial ecosystem to identify the gaps and challenges inhibiting SME development and innovation in the region;
- c) To foster collaboration between the county governments, the private sector and the youth to enhance trade in the region;
- d) Consolidate Efforts and Networks to support start-ups/SMEs and Innovators in the Lake Region of Kenya.

### Expected Outcomes

At the end of LBIW 2019, the following outcomes are expected:



- a) Practical recommendations on how to improve the Lake Basin Entrepreneurship Ecosystem and partner with the Youth for region's transformation;
- b) Challenges impeding Innovation and Investments in the region are identified and sustainable solutions proposed;
- c) Recognize and award best and emerging entrepreneurs and enterprises impacting employment, growth and development of the region;
- d) Adoption and use of Innovation as an enabler for improved enterprise growth and scaling;
- e) Opportunities for networking among the regional and international entrepreneurs, investors, enablers, government and other stakeholders;

### Where and When?

The LBIIW 2019 plenary, workshops and exhibitions will be held on 18-22 November 2019, at the Acacia Premier hotel Kisumu, Kenya, and the Awards/Gala Dinner will be held on the 22nd of November in the evening at the same venue.

### Participants

The 2nd LBIIW 2019 will be attended by approximately 1,000 participants drawn from the 14 counties of the Lake Region, regional and international enablers, county governments, and investors from across the globe, the private sector, Media and other ecosystem players.

### Methods for Evaluation

The convenors of LBIIW are keen on impact and specific positive outcomes of the event:

- a) **Winam Capital** will specifically be facilitating deal-making relationships and processes and ensuring that ingenious businesses/entrepreneurs get funding for their enterprises. In particular, we will focus on match-making, brain dates and document the number of investments made, total sales volume during the summit, number of orders placed for local products, the scope of business growth and scaling post the summit.
- b) **Fablab Winam** will keep track of all new technical products exhibited in the event and endeavor to provide advanced support and facilitate their growth through development of improved prototypes, and refining of existing products in the Fablab Winam Workshop post the event



- c) **Lakehub** will be biased towards discovering more ingenious software developers and tech-innovators, provide incubation space, equipment, and mentorship for their growth and get them to launch.

The week will also have a dedicated team of rapporteurs to document the event. Part of their key responsibilities will be administering a pre-event survey and exit questionnaires. Our evaluation will focus on generating key facts and figures on outcomes from the process encompassing:

- Report/s on event outcomes for distribution to stakeholders
- Report to the media on outcomes and achievements
- Key resolutions and follow for the local ecosystem development
- Recommendations for refinements and improvements to be carried forward to next event

### **Marketing Plan**

The week has a dedicated website and social media handles on which the activities are listed and advertised. The team has also adopted local media (radio and TV) channels which will run spot advertisements, talk shows among others. There will also be billboards strategically within the Kisumu CBD, social media campaigns, ongoing pitching at relevant events among other marketing strategies.

We are also partnering with a professional events company to help in popularizing, marketing and final execution of the week.

### **Budget and Benefits**

We propose;

- a) **Partnerships:** We are harnessing partnerships with development agencies, network organizations, venture funds, government and other ecosystem support organizations with an interest in developing the local ecosystem. They should have a particular focus in entrepreneurship and innovation as a means of providing solutions to recurrent social problems by supporting sustainable enterprises and the ecosystem in the region.
- b) **Sponsorship:** We would like to work with corporate and development partners to realize the rest of the week's budget. Available categories include Platinum KES 1,500,000, Gold for KES 1,000,000 and Silver for KES 500,000. These sponsors would be financial institutions, government agencies, non-government agencies, ecosystem support organizations, venture capital funds, impact funds, network



organizations among others with an interest in entrepreneurship and innovation as contributors to sustainable development goals.

- c) **Side Events:** We welcome organizations/firms that would want to organize side events within the week, this must be in tandem with the week's sub themes. A fee of 20% of the overall side event budget will be charged for administrative purposes.

The benefits for organizing a side event will include; free publicity, free mobilization of participants, a seat at the panel sessions, an opportunity for a keynote address/Lightening talks/pitch presentation and a chance to present awards during the Business Leaders Awards closing ceremony of the week.

### Benefits to Partners and Sponsors

Our partners in the Innovation week will have unique opportunities with the following foreseeable benefits:

- a) **Market Intelligence:** We are preparing to launch the first Lake Region Economic Outlook Paper which will give access to the market intelligence and insight latest emerging trends in the local space;
- b) **Venture Opportunities:** The LBIIW will help discover at least 50 early-stage businesses in the region and conduct detailed due diligence to select at least 20 ingenious enterprises to invest in;
- c) **Investment-readiness:** We will further train selected enterprises with a unique customized curriculum to prepare ventures to absorb investments channelled to them;
- d) **Public recognition and Visibility:** Winam Capital & Fablab Winam will highlight our partners' support at public events pre and post the event and on embed their logos LBIIW materials. Additionally, we will provide speaking opportunities at 3 strategic events during the week provide booths for exhibitions, corporate tables for up to 10 and recognition during the award ceremony;
- e) **Industry leadership and network:** The week provides a unique chance to our partners and sponsors with a platform to engage with other like-minded entities and advance their interest in addressing pertinent issues in the region.

### Conclusion

With the support of the right partners, we will convene and run the best innovation and investments week with the shared vision of solving Kisumu's and the lake region's most pressing challenges through entrepreneurship and innovation. Ultimately, we will create a thriving ecosystem in the Lake Region with job opportunities, where communities can



access innovations to improve their incomes, livelihoods, health, and wellness, and where local solutions are supported to unleash their absolute impact.

#### **Contact Details of the Coordinating Team:**

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