



IMPACT REPORT 2025
Empowering Entrepreneurs


WESTERWELLE
FOUNDATION
INTERNATIONAL UNDERSTANDING



A YEAR OF FOCUS IN TURBULENT TIMES

The world is undergoing rapid transformation. Geopolitical tensions, shifting global alliances, economic uncertainty, and accelerating technologies such as artificial intelligence are re-shaping how societies function and how regions relate to one another. These developments influence where capital flows, who benefits from innovation, and which regions receive long-term support. In this environment, many international partners increasingly prioritise commercial returns, leaving fewer actors focused on value-driven collaboration that builds sustainable futures.

This global shift matters profoundly for Africa. The continent's rapidly growing and increasingly connected youth population represents one of the world's greatest sources of talent and innovation. Formal employment opportunities cannot keep pace with demographic growth, while technological change reshapes the nature of work across every sector. These dynamics create both challenges and opportunities, and the relevance of entrepreneurship increases. Young people across Africa are already driving new ideas, building businesses, and applying technology to solve local and regional problems. With supportive ecosystems and strong networks, their potential to shape resilient and future-oriented economies becomes even stronger.

This is where our mission becomes essential. Our core belief has always been that young people can shape the future of their societies when they have access to knowledge, resources, and collaborative networks. Entrepreneurship provides a powerful pathway for them to create jobs, develop solutions to local challenges, and contribute to equitable and sustainable development. Our work focuses on equipping young founders with the tools and connections they need to grow their businesses and expand their impact.

Throughout 2025, this mission guided our efforts across our hubs in Tunisia, Rwanda, Tanzania, and Kenya. We strengthened our in-person programmes, deepened ties to Germany through initiatives such as the Africa Investment Bridge, and supported founders as they pursued new markets and new opportunities.

We saw meaningful outcomes across the continent. In Tunisia, the STRIDE Programme helped entrepreneurs expand into East African markets. In Rwanda, we worked closely with agritech entrepreneurs developing innovative and climate-resilient approaches to agriculture. In Tanzania, the Wezesha Binti Programme supported close to one hundred women and youth in rural communities as they brought sustainable solutions to life. In Kenya, the Wavemakers initiative strengthened collaboration among startups and civil society organisations.

Each of these achievements reflects what becomes possible when young entrepreneurs are supported by partners who believe in their potential. This trust and support allow us to remain agile in a complex global environment and to invest in promising ideas that advance local innovation and economic resilience. We are deeply grateful for our partners' and supporters' continued collaboration, which makes this work possible.

As we look ahead, we remain committed to ensuring that young innovators have the tools, networks, and opportunities they need to build a more equitable and sustainable future. Thank you for sharing our belief in value-driven collaboration and the power of African entrepreneurship.

MICHAEL MRONZ
Chairman of the Board



OUR FOCUS

We support entrepreneurs in Africa through startup hubs and support programmes.

Since 2016, we've opened 4 startup hubs and implemented 80 programme cohorts, which in total have supported more than 2,400 entrepreneurs to date.

2013-2016 Establishment & Vision

50+ ENTREPRENEURS SUPPORTED

- Grounded in the belief that young people can drive meaningful change, Guido Westerwelle and Ralph Dommermuth set up the foundation.
- The Young Founders Programme was the first initiative, supporting young talent from emerging markets around the world.
- The groundwork was laid for opening the first Westerwelle Startup Haus in Tunisia.

2016-2020 Refining the Model

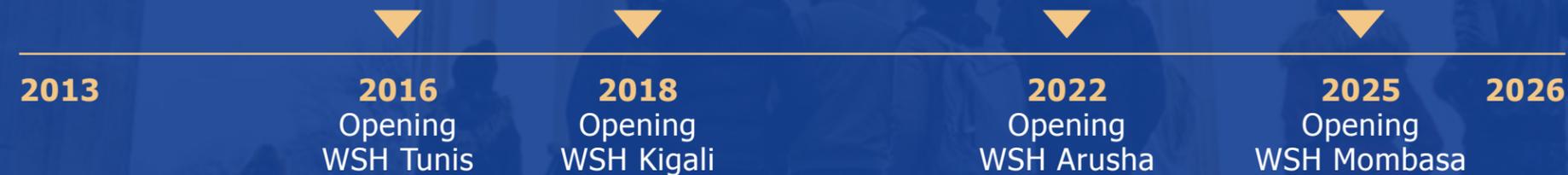
480+ ENTREPRENEURS SUPPORTED

- Westerwelle Startup Hubs were opened in Tunis (Tunisia) and Kigali (Rwanda), establishing a strong on-the-ground presence.
- A more structured framework for programmes, mentorship, and community-building was created based on early learnings.
- First in-person programmes were launched in Tunis and Kigali.

2020- Expanding the Impact

2,400+ ENTREPRENEURS SUPPORTED

- New hubs were opened in Arusha (Tanzania) and Mombasa (Kenya).
- 60 new programmes were implemented with a stronger sector and stage focus (e.g. climate entrepreneurship or financial inclusion)
- The first cross-country programmes were launched to support startups with international growth by leveraging the Westerwelle Foundation hubs network.



IMPACT NUMBERS

2,400+
Entrepreneurs Supported

80+
Programmes Implemented

1,200+
Jobs Created by Startups

150+
New Businesses Registered

180+
New Products / Services Launched by Startups





TABLE OF CONTENTS

A Year of Focus in turbulent Times	3
Our Focus	4
Table of Contents	7
Africa is the Continent of Opportunities	8
Our Activities	10
How do we Create positive Change?	12
Impact Numbers 2025	14
Our Programme Curriculum	16
Westerwelle Startup Haus Tunis	18 – 21
Westerwelle Startup Haus Kigali	22 – 25
Westerwelle Startup Haus Arusha	26 – 29
Westerwelle Startup Haus Mombasa	30 – 33
Africa Investment Bridge	34
Programmes at Westerwelle Startup Hubs	36 – 63
Partners Enable our Work	64
Team behind the Scenes	66
Imprint	67

AFRICA IS THE CONTINENT OF OPPORTUNITIES

Africa is the fastest-growing region in the world, both economically and demographically. The continent's GDP is projected to grow by four percent annually, far outpacing Europe, and the African Continental Free Trade Area is bringing together 1.3 billion people into the world's largest free trade area. By 2030, one in five people on the planet will be African. This momentum creates vast opportunities, yet the systems needed to help young people benefit from this growth are not expanding at the same speed.

Formal employment cannot keep up with the millions of talented young people entering the workforce each year. Even highly educated graduates often face limited opportunities, while climate change threatens livelihoods across agriculture and other key sectors. Political transitions can add instability. These pressures highlight the need for pathways that are resilient and adaptable, and that allow young people to meaningfully participate in shaping their futures.

Entrepreneurship has become an increasingly important way for young people to respond to these realities. Many choose to build solutions when traditional systems fall short. Young founders across the continent are developing climate innovations, digital tools, agritech solutions, and new forms of social impact.

As one Kenyan entrepreneur put it, "Problems are opportunities for solutions". Africa's youth bring a remarkable combination of creativity, ambition, and resourcefulness, and with the right support, their ideas can become even stronger engines of economic and social progress.

This belief in the potential of young people is a core driver of the Westerwelle Foundation. Guido Westerwelle, former German Foreign Minister and Vice-Chancellor, saw Africa as the continent of opportunities and youth as a strong driver of development. Together with serial entrepreneur Ralph Dommermuth, he established the Foundation to give young people access to the networks and skills needed to build their own economic futures.

Today, as demographic and economic shifts accelerate, this mission is more relevant than ever. Young entrepreneurs are already driving solutions that strengthen their communities, but many still lack the early support required to scale. By investing in them now, we help build more resilient economies, support climate adaptation, and open pathways for millions of young people to create a more equitable and sustainable future.



4.1%

GDP Growth Rate
(2025, African Development Bank)

1.5B

Population
(2025, World Bank Open Data)

19.3

Average Age (2025, World Visualized)

\$3.2B

Total Funding raised by African Startups,
USD (Africa: The Big Deal) in 2025

80%

Percentage of Jobs Created by
Startups and SMEs in Africa (2025,
African Union Development Agency)

<1%

Percentage of Global VC Funding
Going to African Startups



WSH TUNIS

WSH KIGALI
WSH MOMBASA
WSH ARUSHA

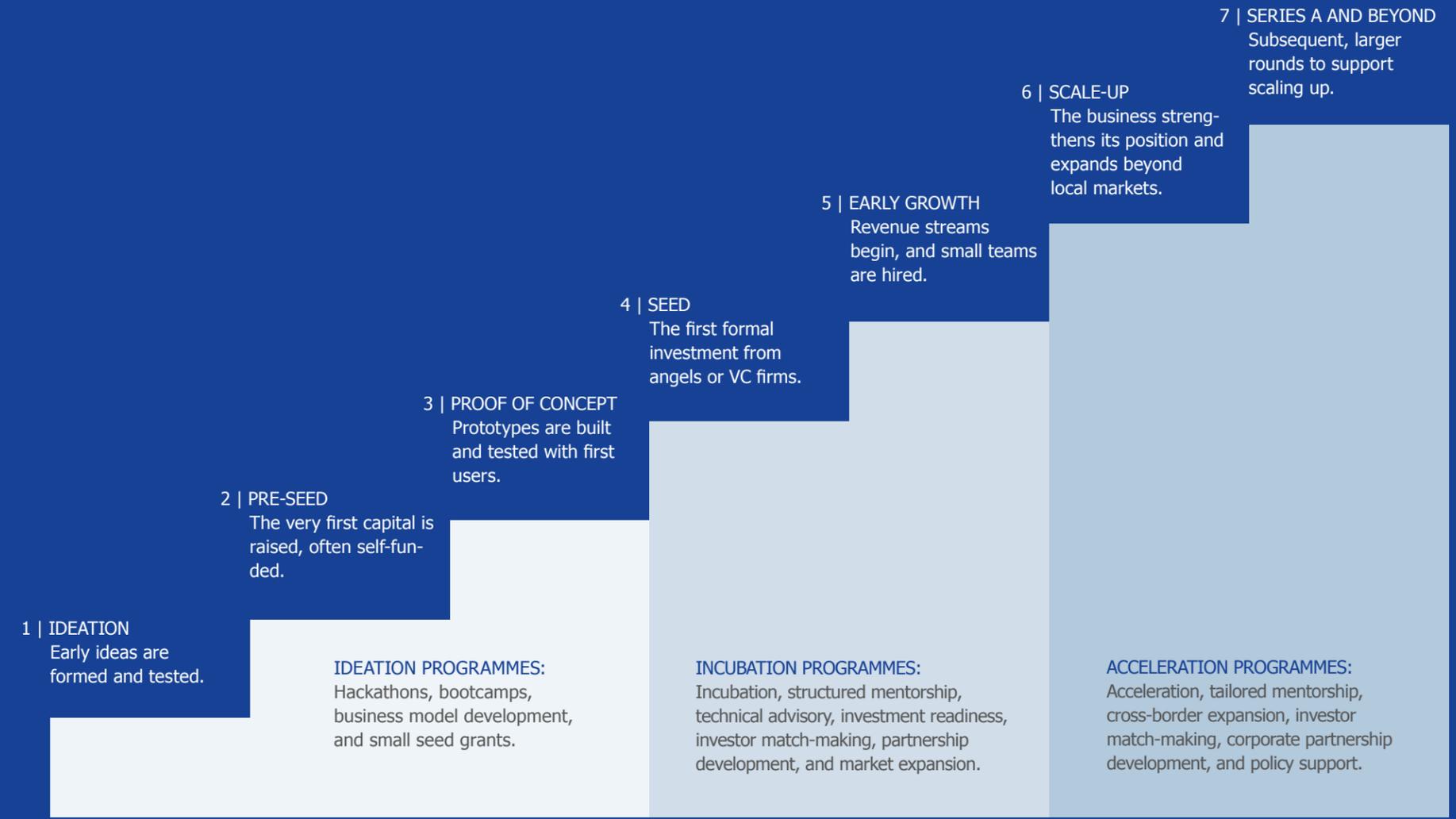
OUR ACTIVITIES

We equip entrepreneurs with the knowledge, connections, and resources they need to grow.

STARTUP HUBS
Our hubs provide innovators with productive work spaces, internet connectivity, and a supportive community to grow their ideas and businesses. The 500-1,200 sqm spaces consist of open coworking areas, private offices, and event spaces. They are the homes of our community and regularly host key players of the local, regional and international startup ecosystem.

SUPPORT PROGRAMMES
Our programmes range from hackathons and bootcamps for early stage entrepreneurs, to skills development and incubation for seed stage founders, and all the way to international acceleration, where founders are ready to expand across borders and raise funding from international investors. Each programme is tailored to support founders with key challenges often faced in that phase.

SUPPORT PROGRAMMES – FROM IDEATION TO INTERNATIONAL GROWTH



HOW DO WE CREATE POSITIVE CHANGE?

Africa's young innovators have the ambition and talent to drive meaningful change. Our role is to ensure they have access to the support that helps them take the first steps.

SUPPORTING FOUNDERS

At the founder level, we focus on building practical skills, confidence, and leadership capacity. Through hands-on workshops, mentorship, and peer learning, founders learn how to test ideas, make informed decisions, and navigate the early challenges of entrepreneurship. These foundational skills are often what enable young people to move from an initial idea to a viable plan.

BOOSTING BUSINESS RESULTS

At the business level, we help early-stage startups turn promising concepts into sustainable companies. Founders receive targeted guidance to refine their business models, understand customer needs, and prepare for investment. Our hubs in Tunisia, Rwanda, Tanzania, and Kenya provide the workspaces, structure, and networks they rely on. This practical support helps startups gain early traction, generate revenue, and hire team members. The results are visible: founders in our programmes have expanded into new markets, raised capital, and created jobs, proving the value of early, well-structured support.

STRENGTHENING ECOSYSTEMS

At the ecosystem level, we strengthen the networks and conditions that allow entrepreneurship to thrive. This includes connecting founders to investors, corporates, and public institutions, and supporting regional market linkages. With a presence across four countries and strong partnerships in Germany, we are uniquely positioned to bridge ecosystems and open doors that individual startups cannot access alone. These connections accelerate growth, improve resilience, and create wider economic benefits. Every founder we support contributes to broader change through job creation and improved services in their communities.

Together, these three layers form our Theory of Change: by investing first in people, then in their businesses, and finally in the ecosystems around them, we unlock a multiplier effect that leads to stronger communities and more resilient economies. The progress made by founders in our programmes proves that this model works. With additional support from our donors and partners, we can extend these opportunities to many more young innovators who are ready to build solutions for their communities and shape a more equitable and sustainable future.



THEORY OF CHANGE

How do our activities contribute towards positive change?



IMPACT NUMBERS

2025

At the heart of our impact measurement is a simple question: do founders feel that our programmes actually helped them? Their experience, feedback, and progress are the most important indicators of whether our support is relevant and effective.

To capture this, we use the Net Promoter Score (NPS) as a key measure of founder satisfaction. NPS asks participants how likely they are to recommend the programme to others, on a scale from 0 to 10. Scores above 50 are generally considered very strong. In 2025, our programmes achieved an NPS of 63, indicating high satisfaction and strong alignment between founder needs and the support provided. Listening to founders and adapting programmes based on their feedback remains central to how we work.

Beyond satisfaction, we track both the outputs of our activities and the outcomes they enable. This means measuring not only what we deliver (such as trainings or mentoring), but also what changes for founders and ecosystems as a result. We do this across the three levels at which our programmes operate: personal, business, and ecosystem growth.

PERSONAL GROWTH

At the personal level, we focus on the development of the entrepreneur behind the business.

We track participation in trainings and mentoring, as well as the resulting changes in founders' perceived feeling of confidence and capability.

BUSINESS GROWTH

At the business level, we track concrete milestones that signal progress and viability. This includes jobs created by startups, new markets entered, new products or services launched, and funding raised. These indicators help us understand whether programme support is translating into stronger businesses with real market traction.

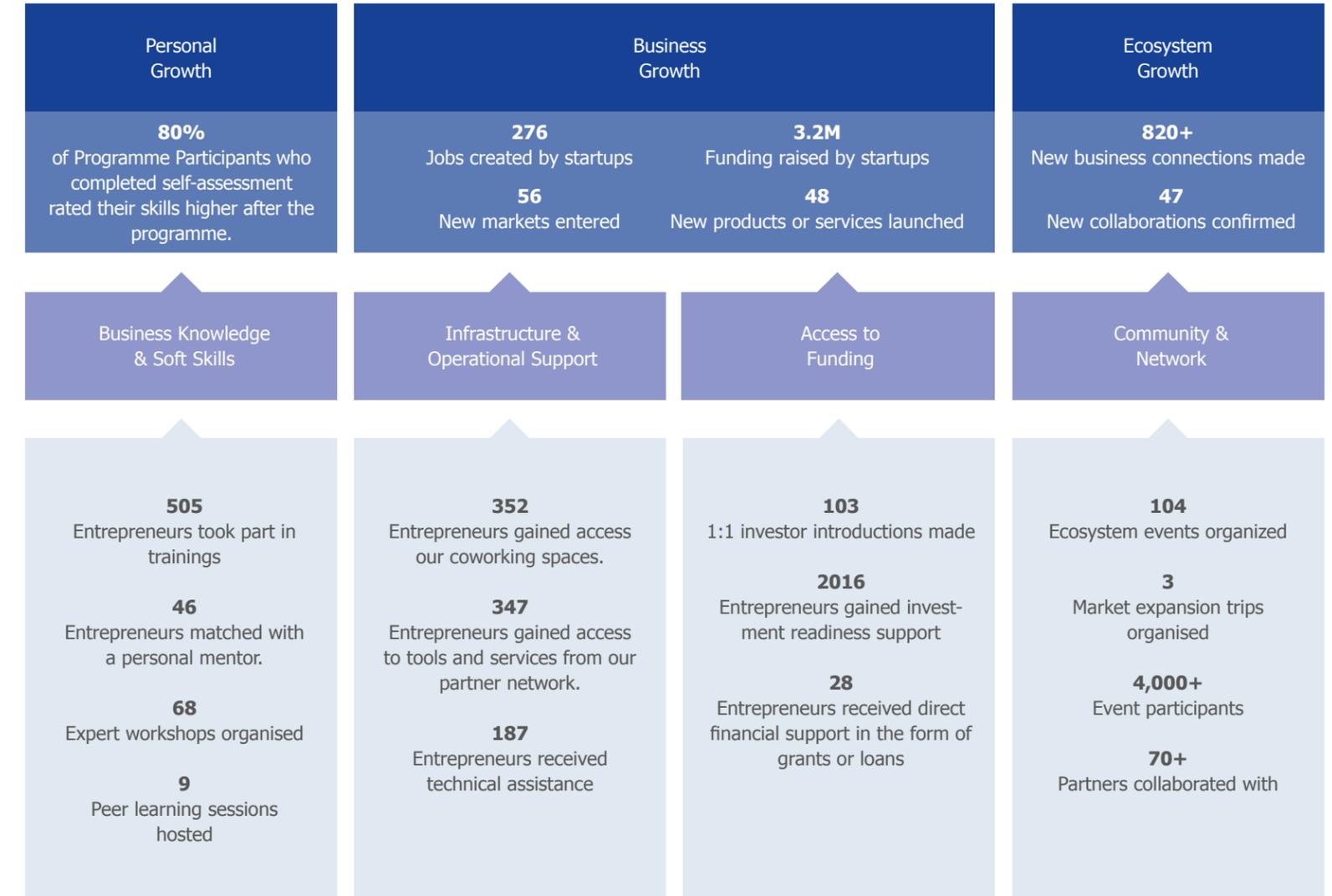
ECOSYSTEM GROWTH

Entrepreneurial success does not happen in isolation. At the ecosystem level, we track how our work strengthens connections and collaboration. This includes business connections made, partnerships formed, events organised, and market expansion trips facilitated - all contributing to more connected, functional, and opportunity-rich ecosystems.

By tracking founder satisfaction alongside outputs and outcomes, we are able to measure impact in a way that is both practical and meaningful. This approach helps us learn continuously, improve programme design, and ensure that our work leads to lasting progress.



Our work supports the personal development of entrepreneurs, the growth of their businesses, and the evolution of the broader startup ecosystem.



OUR PROGRAMME CURRICULUM

Across our programmes, one pattern shows up again and again. Early-stage founders don't struggle because they lack ideas or motivation. They struggle because they lack a few very practical things: clear business skills, access to the right people, and guidance at the moment it matters. This is consistent with findings from organisations such as the Aspen Network of Development Entrepreneurs, the Global Entrepreneurship Monitor, and the World Bank, which show that these factors are among the strongest predictors of startup survival and investment readiness.

That's why our programme topics focus on the basics founders need to get right early on. We work on customer understanding, financial planning, idea validation, business model development, and leadership. These are not abstract concepts. They are the questions founders face every day as they try to move from an idea to their first customers, revenue, and team.

The results show that this focus works. Founders who go through our programmes launch new products, enter new markets, grow revenue, create jobs, and form lasting partnerships. These outcomes highlight the value of targeted, early-stage support that helps entrepreneurs make better decisions faster and avoid common early mistakes.

What further strengthens this model is the partners who help design the programmes and the experienced practitioners who contribute as mentors and workshop facilitators. They bring real market experience into the room, challenge founders on concrete decisions, and connect them to relevant networks. This collaboration allows us to deliver practical, high-quality support and reach more early-stage entrepreneurs building viable businesses.



CORE PROGRAMME COMPONENTS

BUSINESS PLANNING

- Crafting sustainable business models and actionable business plans
- Setting and tracking key performance indicators

INVESTMENT READINESS

- Financial modeling, profitability analysis, and due diligence preparation
- Valuation techniques and data room setup

FUNDRAISING READINESS

- Understanding funding types, creating pitch decks, and managing investor relations
- Developing justifiable funding asks and negotiating with confidence

EXPANSION & GROWTH

- Market entry strategies, regulatory navigation, and scaling operations internationally
- Expansion trips to target markets to conduct research, validate assumptions, and forge partnerships.

SECONDARY PROGRAMME COMPONENTS

IMPACT & PURPOSE

- Designing impactful solutions and managing measurable outcomes
- Communicating impact effectively to stakeholders

SALES & MARKETING

- Target market identification, customer engagement, and branding
- Developing pricing strategies and strengthening customer acquisition

TEAM & COLLABORATION

- Building effective teams, talent acquisition, and creating a strong company culture
- Leadership development and co-founder alignment

COMPLIANCE

- Navigating legal structures, business registration, and governance
- Ensuring tax, data, and financial compliance

WESTERWELLE STARTUP HAUS TUNIS

Since 2016, WSH Tunis has been a launchpad for Tunisia's innovation scene, helping entrepreneurs grow from early ideas to international companies.

IMPACT SINCE 2016

500+ | Entrepreneurs supported
18 | Programmes implemented
168 | Jobs created by startups supported

WHAT WE DO

CO-WORKING

500 sqm of high-quality private offices and open co-working spaces hosting up to 60 members. A flexible, modern base for SMEs, freelancers, remote workers, and entrepreneurs to build and innovate.

SUPPORT PROGRAMMES

Strengthening entrepreneurship in Tunisia by equipping diverse founders to become investment-ready, connect with skilled talent, and pursue international expansion through targeted learning and ecosystem support.

COMMUNITY

A culturally rich community connecting innovators and creative and digital entrepreneurs within Tunisia's diverse ecosystem, with a strong focus on equipping youth to drive innovation and future job creation.



WHAT ARE WE FOCUSING ON TO FUEL TUNISIA'S ENTREPRENEURIAL GROWTH?

Tunisia's next chapter depends on helping founders think and act beyond their immediate market. That's why we are doubling down on international growth and expansion, giving startups the structure, networks, and on-the-ground support they need to connect with the right markets, especially across Africa and Europe.

We also want this growth to be inclusive. By embedding diversity and inclusion into every stage of our programs, we are strengthening teams, widening opportunities for women and underrepresented founders, and building healthier startup cultures that can scale with confidence.

Finally, we are addressing two fundamentals for any thriving ecosystem: talent acquisition & job creation and investment readiness. By linking startups with skilled youth, strengthening managerial capacity, and preparing founders to meet investors with strong models and data, we are laying the foundations for long-term, sustainable entrepreneurial success.



ALAA ARIDHI, COUNTRY DIRECTOR
Westerwelle Startup Haus Tunis



INTERNATIONALIZATION

Example Programmes: STRIDE Cohorts 1-2
Programme Partners: GIZ
Entrepreneurs Supported: 300+

Tunisian startups need to look beyond local markets to gain access to larger customer bases, diversified revenue, and global competitiveness. Strengthening cross-border knowledge and networks, through both mentorship and immersion, is key to unlocking more growth for the Tunisian ecosystem.



INVESTMENT READINESS

Example Programmes: Entrepreneurship Programme Cohorts 3-5
Programme Partners: GIZ
Entrepreneurs Supported: 45

Building investment readiness helps founders refine business models, improve financial management, and meet investor expectations. This increases their ability to secure funding and drive long-term growth within Tunisia's evolving entrepreneurial landscape.



TALENT MATCHING AND EMPLOYABILITY

Example Programmes: STRIDE Internships & Slush'D Volunteers
Programme Partners: GIZ
Entrepreneurs Supported: 45

With SMEs employing 70% of Tunisia's private-sector workforce and contributing 40% of GDP, connecting skilled talent to growing startups is essential. Stronger talent-matching reduces skills gaps, boosts employability, and strengthens Tunis's innovation ecosystem.



DIVERSITY AND INCLUSION

Example Programmes: ImpactHER Cohorts 1-2
Programme Partners: Friedrich Naumann Foundation
Entrepreneurs Supported: 30

An inclusive ecosystem is not optional; it is a competitive advantage. When women, youth, and underrepresented founders participate fully, Tunisia gains stronger teams, broader ideas, and solutions that scale. Designing programmes that address challenges faced by women directly fuels equitable, long-term economic growth.



TUNISIA'S STARTUP LANDSCAPE:

- Total startup funding raised in 2025: 37M USD
- Top sectors: E-commerce & Software services, EdTech, AI, Health, Telecom, Utilities
- Success Stories: GoMyCode (EdTech), Expensya (Fintech), Enda Tamweel (Microfinance), Imaginario AI (AI), Instadeep (Deeptech AI)
- Ecosystem Strengths: Government Support & Favorable Policy, Operational Ease, Financial Aid, and Strong Technical Talent

ECOSYSTEM AREAS FOR GROWTH:

- Investor Access: Limited exposure to relevant investors restricts founders' ability to secure capital and strategic guidance for growth.
- Growth Talent Access: Startups struggle to find and retain qualified, scale-ready talent aligned with their stage and ambition.
- Ecosystem Pathways: Fragmented support systems make it harder for ambitious founders to move smoothly from idea to scale.

HOW ARE WE ADDRESSING ECOSYSTEM NEEDS?

Working closely with founders in Tunisia has shown me one thing clearly: talent is not what we lack, it's the pathways that help that talent grow.

At WSH Tunis, we focus on building those pathways by addressing the biggest gaps we see every day: access to investors, access to qualified talent, and access to international markets.



Whether it's STRIDE helping founders validate new markets across Africa or our talent-matching efforts connecting startups to the skills they need to scale, we are strengthening the infrastructure around entrepreneurship. Our goal is to ensure that ambitious founders don't just dream of growth but have the ecosystem that makes it possible.

HAYTHEM BCHIR, PROGRAMME MANAGER
 Westerwelle Startup Haus Tunis

POWERED BY THE
EVONIK STIFTUNG

WESTERWELLE STARTUP HAUS KIGALI

WSH Kigali is one of Rwanda's leading innovation spaces connecting founders, investors, and partners to scale impactful solutions from Kigali to the world.

IMPACT SINCE 2018

- 680+** | Entrepreneurs supported
- 16** | Programmes implemented
- 310** | Jobs created by startups supported
- 64** | New products or services launched

WHAT WE DO

CO-WORKING

1,200+ sqm of modern offices and coworking spaces hosting up to 130 SMEs, freelancers, remote workers, and entrepreneurs. A collaborative space built for working, connecting, and growing.

SUPPORT PROGRAMMES

Designed with local and global partners to help founders build market-tested, investment-ready ventures by strengthening validation, financial skills, and inclusive pathways for agribusinesses, SMEs, youth, and women in Rwanda and beyond.

COMMUNITY

A fast-growing network at the heart of Rwanda's innovation ecosystem, bringing together founders, talent, and industry enablers.



Supported by:



WHAT ARE WE FOCUSING ON TO FUEL RWANDA'S ENTREPRENEURIAL GROWTH?

In Rwanda, we are focusing on helping founders build what the market genuinely needs and become confident, investment-ready entrepreneurs. This means strengthening the capabilities that matter most: proving customer demand, understanding the numbers behind the business, and engaging investors with clarity. Our goal is to help founders build ventures that hold up in real markets, not just on paper.

Agribusinesses and SMEs sit at the center of this work. These businesses form the backbone of Rwanda's economy, yet many still lack support to validate products, strengthen business models, or prepare for financing. By expanding access to mentors, technical guidance, and sector-aligned partners, we are helping founders demonstrate traction and position themselves for grants, debt, and early-stage investment.

We also want Rwanda's startup landscape to reflect the talent of its youth and women, who continue to face the steepest barriers to capital. We are widening pathways for young innovators and women-led ventures to connect with investors, build confidence in fundraising conversations, and grow across the region. By expanding who gets access and who gets funded, we are shaping a more inclusive and resilient generation of Rwandan entrepreneurs.



ALEXANDRA GATARE, COUNTRY DIRECTOR
Westerwelle Startup Haus Kigali



INVESTMENT READINESS & ACCESS TO CAPITAL

Example Programmes: Entrepreneurship Programme Cohorts 1-5
Programme Partners: GIZ, RISA
Entrepreneurs Supported: 43

Strengthening investment readiness helps Rwanda's founders turn traction into credible financial plans and meet investor expectations with clarity. Better access to capital unlocks the scale needed for SMEs and startups to grow sustainably.



MARKET ORIENTED SOLUTIONS

Example Programmes: ZEP-RE InsurTech Hub, Cohorts 1-2
Programme Partners: ZEP-RE (PTA Reinsurance Company)
Entrepreneurs Supported: 30

A market-oriented approach pushes founders to validate real customer demand, not assumptions. A key part of this approach is early collaboration with potential customers and partners, including corporates. These connections and feedback loops enable founders to pivot toward commercially viable solutions.



AGRIBUSINESSES & SMEs

Example Programmes: MARKUP
Programme Partners: ITC
Entrepreneurs Supported: 51

Agribusiness drives more than 20% of Rwanda's GDP and employs more than 60% of the population. Empowering SMEs in the sector accelerates productivity, value addition, and export potential. Targeted support strengthens rural livelihoods and fuels more inclusive national growth.



YOUTH & GENDER INCLUSIVE ENTREPRENEURSHIP

Example Programmes: SHEignites
Programme Partners: Global Affairs Canada, ANDE
Entrepreneurs Supported: 101

With Rwanda's youth and women entrepreneurs still facing barriers to capital and visibility, inclusive entrepreneurship opens real pathways into the economy. Empowering these founders expands innovation and drives more equitable development across the country.



RWANDA'S STARTUP LANDSCAPE:

- Total startup funding raised in 2025: 25M USD
- Top sectors: Agritech, Fintech, Software and Data, E-commerce, and Retail
- Success Stories: Ampersand (E-mobility), Agrotag Ltd (Agritech), and Hence Technologies (Software & Data)
- Ecosystem Strengths: Ecosystem Partnerships, Government Support, Impact Orientation, and Data Transparency

ECOSYSTEM AREAS FOR GROWTH:

- Scaling Capital: A funding gap at growth stage limits startups' ability to scale.
- Market Size: A small domestic market requires founders to think regionally early, adding complexity to growth strategies.
- Commercialization: Many startups struggle to translate innovation into large-scale, revenue-generating businesses.

HOW ARE WE ADDRESSING ECOSYSTEM NEEDS?

Through our programmes at WSH Kigali, I see firsthand how startups face real challenges, whether it's refining their business model, accessing funding, or connecting with the right partners.



Our approach is hands-on: we provide tailored mentorship, practical workshops, and curated networks that help these entrepreneurs tackle those gaps head-on.

It's rewarding to witness them grow stronger and investment-ready, knowing that our support is shaping a more robust ecosystem in Rwanda.

NADEGE UMUTESI, PROGRAMME COORDINATOR
Westerwelle Startup Haus Kigali

WESTERWELLE STARTUP HAUS ARUSHA

“WSHA” is a hub at the centre of Tanzania’s startup scene, powering impactful entrepreneurs in Arusha and other regions across the country.

IMPACT SINCE 2022

- 700+** | Entrepreneurs supported
- 18** | Programmes implemented
- 153** | Jobs created
- 35** | New products or services launched

WHAT WE DO

CO-WORKING

430sqm of modern offices and coworking spaces hosting up to 80 SMEs, freelancers, remote workers, and entrepreneurs.

SUPPORT PROGRAMMES

Supporting entrepreneurs in Arusha and other regions, such as Kigoma, Mwanza, and Pemba across stages: from ideation and incubation all the way to international expansion.

COMMUNITY

A warm network with key players of the Tanzanian entrepreneurship scene, offering peer-support, business opportunities, and access to resources to its members.



WHAT ARE WE FOCUSING ON TO FUEL TANZANIA’S ENTREPRENEURIAL GROWTH?

In Tanzania, our focus is on strengthening youth entrepreneurship by providing practical support to founders who often start their journeys far from established startup hubs. Much of our work links multiple regions in the country and, crucially, areas where access to training, mentors, and networks remains limited. By broadening who receives support, we aim to give young founders the tools and confidence to build solutions for their communities.

We are also helping entrepreneurs identify and pursue opportunities outside their immediate markets. Cross-border expansion is becoming increasingly important for Tanzanian ventures, especially given Tanzania’s strategic position as a regional trade hub intersecting eight countries, many of which are landlocked. These include Kenya and Uganda in the north, Rwanda, Burundi and the DRC to the west, and Zambia, Malawi, and Mozambique in the south. Our current programmes already support founders exploring growth in northern and western corridors, offering guidance to test products in new markets, build early customer relationships, and prepare for phased and well-informed regional expansion.

A growing share of the entrepreneurs we support are working on challenges connected to the environment, food systems, and land use. Climate entrepreneurship is becoming



a central area of focus, with many founders building meaningful innovations that directly improve resilience. By supporting youth-led ventures, climate-focused businesses, and those operating in multiple cities, we aim to strengthen a more accessible and resilient entrepreneurial landscape across Tanzania.

ISAACK SHAYO, COUNTRY DIRECTOR
Westerwelle Startup Haus Arusha



YOUTH ENTREPRENEURSHIP

Example Programmes: #YouthIgnite, Cohorts 1-2
Programme Partners: UNDP, Funguo, European Union, UK International Development, Embassy of Finland
Entrepreneurs Supported: 60

Youth make up a large proportion of Tanzania's population, with 64% Tanzanians being under 24 years old. Collaboration with universities to offer entrepreneurship training encourages students to partake in building impactful solutions for their communities, while enabling alternative career and income options in a limited job market.



CROSS-BORDER EXPANSION

Example Programmes: Milango
Programme Partners: Canadian Embassy
Entrepreneurs Supported: 5

Tanzania's strategic positioning between East, Central, and Southern Africa offers strong cross-border growth opportunities for Tanzania's startups and SMEs. With targeted market-expansion training and regional network support, previously inaccessible opportunities become attainable and boost local businesses.



CLIMATE ENTREPRENEURSHIP

Example Programmes: AfroGreen ClimAccelerator, Imarisha
Programme Partners: Swiss Embassy, Climate-KIC, Netherlands Embassy, YY Ventures, Australian Aid
Entrepreneurs Supported: 60

As climate impacts intensify, climate entrepreneurship provides solutions in sectors such as clean energy, sustainable agriculture, and circular economy. Combining climate innovation with entrepreneurship training enables the agile growth of locally relevant, financially sustainable solutions.



NATION-WIDE LINKAGE

Example Programmes: Wezesha Binti, Youth Ignite
Programme Partners: Enabel, UNDP
Entrepreneurs Supported: 106

Tanzania's entrepreneurial potential spans major cities like Dar es Salaam, strong second tier cities, as well as remote regions. A collaborative approach covering different regions equips talent across the country with the skills to bring businesses to life, develop innovative solutions, and create local sources of income and employment.



TANZANIA'S STARTUP LANDSCAPE:

- Total startup funding projected in 2025: 47M USD
- Top sectors: Agritech, Fintech, Healthtech, E-commerce and Logistics, and Clean Energy
- Success Stories: Nala (Fintech), Ramani (Software & Data), Dawa Mkononi (Healthtech), and East Africa Fruits (Agritech)
- Ecosystem Strengths: Innovative Talent, Large Domestic Market, Mature Fintech Sector, and Active Local Support Network

ECOSYSTEM AREAS FOR GROWTH:

- Limited scaling capital: Funding remains concentrated in early stages with less access to growth-stage and larger venture investment.
- Infrastructure cost barriers: Connectivity and logistics costs can be high, particularly outside major cities.
- Regulatory friction: Complex administrative processes and structural hurdles can slow operations and investor engagement.

HOW ARE WE ADDRESSING ECOSYSTEM NEEDS?

Across all our programmes, one lesson keeps coming back: entrepreneurship talent is widespread, but access to capital and the systems around it remain the biggest constraints.

Across programmes like Wezesha Binti, Milango and #YouthIgnite we engage founders, young women, institutions, and ecosystem actors directly to understand real barriers.



By responding with locally grounded solutions that strengthen skills, market linkages, and investment readiness we help entrepreneurs move from participation to sustainable growth.

EMMANUEL WAISAI, PROGRAMME MANAGER
 Westerwelle Startup Haus Arusha

SUPPORTED BY THE
GERMAN FEDERAL FOREIGN OFFICE

WESTERWELLE STARTUP HAUS MOMBASA

Opened in 2025, WSH Mombasa is shaping Kenya's coastal innovation ecosystem from the Blue Economy to creative entrepreneurship.

IMPACT SINCE 2025

- 240+** | Entrepreneurs supported
- 5** | Programmes implemented
- 20** | Jobs created
- 30** | New products or services launched

WHAT WE DO

CO-WORKING

480 sqm of high-quality workspace hosting up to 80 members. A coastal hub where SMEs, founders, freelancers, and remote teams come together to connect, create, and scale.

SUPPORT PROGRAMMES

Driving entrepreneurship in Mombasa and East Africa by equipping founders with digital skills, expert mentorship, facilitating civil society collaboration and cross-border expansion.

COMMUNITY

The coastal community provides a space for shared learning, collaboration, and opportunities that leverage Mombasa's unique position as a trade and maritime gateway.



Supported by:



WHAT ARE WE FOCUSING ON TO FUEL KENYA'S ENTREPRENEURIAL GROWTH?

In Kenya, we're placing our bets on the markets that are too often overlooked: the secondary cities and towns, the founders building far from the predictable buzz of the capital. Working outside Nairobi has shown us that entrepreneurial talent is everywhere. What's missing is visibility, investment, and the kind of support that understands local realities instead of forcing founders to fit into someone else's template.

Our focus is on unlocking this potential by strengthening access to knowledge, networks, and real exposure. We're helping founders step beyond their immediate circles, connecting them to regional mentors, investors, and peers who challenge them to stretch their ambition and refine their craft. When entrepreneurs feel seen, they build differently.

Most importantly, we're creating an environment where business owners from underserved markets don't just participate in Kenya's startup story, they shape it. By amplifying their voices and widening their horizons, we're fueling growth that is inclusive, locally rooted, and nationally relevant.



MERCY MUKULU, COUNTRY DIRECTOR
Westerwelle Startup Haus Mombasa



BLUE AND GREEN ECONOMY

Example Programmes: Blue & Green Innovation Forum
Programme Partners: German Federal Foreign Office
Entrepreneurs Supported: 89

Kenya's Blue and Green Economy holds untapped potential in coastal resources, clean energy, regenerative agriculture, and circular systems. As climate pressures rise, these sectors offer some of the most resilient and future-shaping opportunities for founders operating outside Nairobi.



DIGITAL SKILLS DEVELOPMENT

Example Programmes: DigiTalents
Programme Partners: Friedrich Naumann Foundation
Entrepreneurs Supported: 30

Digital skills are increasingly non-negotiable for youth across the world, whether you are employed, freelancing, running a micro-business, or scaling a startup. Boosting digital literacy and tech capability equips young talent with the skills to create sources of income in a rapidly shifting economy.



CROSS-BORDER EXPANSION

Example Programmes: ENEA
Programme Partners: Friedrich Naumann Foundation
Entrepreneurs Supported: 23

Today's digital, interconnected world provides easier opportunities to build regional and international businesses from day one. Stepping up to play on this larger market level requires a shift in mindset, cross-border insight, and access to the right networks, but when done right offers strong growth and impact potential.



CIVIL SOCIETY COLLABORATION

Example Programmes: Wavemakers
Programme Partners: German Federal Foreign Office
Entrepreneurs Supported: 139

Kenya's strong network of NGOs, community groups, and local institutions plays a crucial role in shaping social and economic progress. Collaboration between civil society and entrepreneurs fosters shared learning, breaks down silos, and enables co-created solutions that address real community challenges.



KENYA'S STARTUP LANDSCAPE:

- Total startup funding raised in 2025: 984M USD
- Top sectors: Energy, Fintech, Agritech, AI and Data, and Healthtech
- Success Stories: d.light and Sun King (Energy), M-KOPA (Fintech), Wasoko (E-commerce), and Cellulant (Fintech), BasiGo (E-mobility)
- Ecosystem Strengths: Growing Early Stage Funding, Large Tech Community, Large Domestic Market, and Supportive Policies

ECOSYSTEM AREAS FOR GROWTH:

- Funding Gaps: Shortage of growth stage funding
- Infrastructure & Mentorship: Inadequate infrastructure and a shortage of quality mentorship programs remain challenges.
- Concentrated Funding: Most funding stays in Nairobi (95%+) and foreign founders dominate high-value deals

HOW ARE WE ADDRESSING ECOSYSTEM NEEDS?

We are addressing Kenya's ecosystem needs in a holistic and demand driven way by being very intentional about where and how we work.

Being based at the Coast allows us to decentralize opportunity and through programs like ENEA we go beyond training to actually connect growth stage founders to markets outside Kenya. This is now complemented at a higher level by initiatives like Africa Investment Bridge, which aims to bring European investors into direct conversations with Kenyan startups and moves founders from readiness into real capital engagement.



Mentorship and ecosystem building are a big part of how we work. By exposing founders to the right networks and entrepreneurship skills from the Coast, we are showing that strong, investable businesses can be built anywhere.

SAMUEL KAGENI,
 COMMUNITY AND MARKETING COORDINATOR
 Westerwelle Startup Haus Mombasa

AFRICA INVESTMENT Bridge

CATALYSING CROSS-CONTINENTAL INVESTMENT FLOWS BETWEEN GERMAN INVESTORS AND HIGH-POTENTIAL AFRICAN STARTUPS.

Africa is the fastest-growing continent with the world's youngest population. Investment demand is rising, yet in 2024 only 0.6% of global venture capital went to African startups.

The Africa Investment Bridge (AIB) offers German investors direct access to exclusive insights, curated networks, and vetted startups — opening doors to investment opportunities in unsaturated markets, while strengthening gender-inclusive and climate-smart investment flows to African startups.

#1 NETWORK BUILDING IN GERMANY

- A private meetup to bring relevant actors together and capture investor sentiment on Africa-focused startup investing.
- Collaboration with existing organisations focused on investment bridges between Germany and Africa.

#2 REPORT ON GERMANY – AFRICA STARTUP INVESTMENT

- Germany - Africa Investor Landscape: Overview of active investors and most common sectors, ticket sizes, and types of instruments.
- African Venture Funding (2020–2025): Overview of ecosystem stage, including top sectors and regions, areas with potential, and perceived challenges from investors.
- Unlocking more Funding: Practical pathways to more funding and ecosystem collaboration (e.g. new partnerships, entry models, and investment vehicles).

#3 INVESTOR ECOSYSTEM TRIP TO KENYA

- A curated immersion trip to Nairobi, tailored to investor interests.
- Participation in Africa Tech Summit, targeted networking, and meetings with Kenyan investors, founders, and key ecosystem players.



ANDREA BÖHMERT
CO-FOUNDER, KNF VENTURES

Generalisation doesn't work. There is no „one size fits all“ investment strategy when it comes to Africa. Pick your focus area and execute in partnership with local partners on the ground.



FLORENCE BAVANANDAN
HEAD OF PLATFORM & OPERATIONS,
LAUNCH AFRICA VENTURES

We are coming to the point where there have been high levels of investment into the ecosystem and we are seeing incredible growth in those investment portfolios. Now is the most opportune time to come in and buy secondaries of those funds. You would get in at a great valuation and it's already de-risked.



DR. MATTHIAS VON BISMARCK-OSTEN
SENIOR ADVISOR, TECH IMPACT
INVESTING / DEVELOPMENT POLICY

For new investors, I'd strongly recommend looking beyond the usual markets. Countries like Zambia, Rwanda, Côte d'Ivoire, Zimbabwe, and Namibia present some of the largest opportunity gaps today. That said, the Big Four still matter, especially for fund risk diversification.



Supported by:





STRIDE

EXPANSION FROM TUNISIA TO EAST AFRICA

Tunisia is a small market, which means startups aiming for scale must look outward from day one. Reaching regional African markets opens access to larger customer bases, diversified revenue streams, and stronger competitiveness.

But expanding across borders is complex: it requires the right knowledge, networks, and on-the-ground exposure to build realistic, actionable pathways for growth.

Through STRIDE II, 60 startups began building their expansion mindset during the initial bootcamp, 15 received tailored support to shape concrete market-entry strategies, and 3 finalists traveled to Nairobi to validate assumptions, meet potential partners, and test their market fit in real time.

- 78** | Startups took part in expansion bootcamps
- 15** | Startups took part in workshops during Slush'D
- 8** | Startups received tailored expansion support
- 18** | Investor introductions made
- 22** | Internships and part-time jobs sponsored
- 3** | Startups took part in an expansion trip to Kenya
- 3** | Partnerships confirmed with Kenyan organisations

Supported by:



WILDYNESS

Through expert guidance, a powerful Pan-African network, and hands-on market exposure in Kenya, the programme enabled us to sharpen our business model, launch our first automation workflow, establish a strategic partnership with Purple Elephant Ventures, and kick off our fundraising journey. We strengthened our operational readiness, validated our approach in a new market, and built the foundations for international expansion – equipping us with the strategic clarity and momentum needed to scale.

ACHRAF AOUADI
Co-Founder, WildyNess
Expansion Market: Kenya

Milestones reached:

- Launched our first automation workflow.
- Signed an MoU with Purple Elephant Ventures
- Initiated our first fundraising effort



DEEPCOUNTING

Through deep exposure to Kenya's innovation ecosystem and direct engagement with key stakeholders, we gained critical market insights and made tangible progress on both our fundraising and product integration efforts—advancing our readiness to scale across Africa.

SELIM KEBAIER
Founder, DeepScouting
Expansion Market: Kenya

Milestones reached:

- Reached due diligence stage with a Nairobi-based sports investor.
- Launched a technical pilot with a scouting network active in 12 African countries.
- Began integrating our technology into real-world talent identification workflows.

DOCTOGYN

The programme strengthened our operational efficiency, sharpened our market approach in Kenya, and equipped us with a VC-ready fundraising strategy—providing the clarity and momentum needed for our next growth phase.

SADOK DEROUICH
Founder, DoctoGyn
Expansion Market: Kenya

Milestones reached:

- Refined our sales pitch based on direct feedback from Kenyan distributors.
- Automated key internal workflows using AI agents and n8n.
- Rebuilt our fundraising strategy to meet VC standards and expectations.



DJERBA SLUSH'D

AFRICA UNCHARTED: FROM LOCAL SPARK TO ACROSS THE CONTINENT

Tunisian startups are developing strong, globally relevant solutions, supported by solid technical talent and proven concepts in their home market. What is often missing is the support needed to scale internationally and access growth capital.

Platforms such as Slush'D help close this gap by increasing international visibility, raising ambition for pan-African and global expansion, and connecting startups directly with investors and partners.

Djerba Slush'D 2025 convened 315 participants from 17 countries, including over 20 active investors, creating high-value connections for startups in fintech, green tech, health tech, SaaS, and digital services. These interactions are translating into investment opportunities, partnerships, and international traction.

Slush is an international non-profit organisation dedicated to supporting founders with global ambitions. Through Slush'D events worldwide, startups, investors, corporates, and institutional actors come together to unlock the potential of entrepreneurship.

3 | Days

300+ | Participants

40+ | Speakers

20+ | Investors

15+ | Ecosystem Partners



LOTFI CHERIF
BUSINESS DEVELOPMENT
PARTNER, VEYN

"At Veyn, we are glad to have connected with several promising leads during Djerba SLUSH'D. And we're hopeful that some of these conversations will turn into meaningful collaborations."



YAHYA BOUHLEL
FOUNDER, GOMYCODE

"A highlight of the event was the announcement of our partnership with GIZ Tunisie, aimed at providing tech scholarships to youth in underserved regions of Tunisia, an important step toward our mission of training 10,000 talents in the next two years."



SELIM KEBAIER
FOUNDER, DEEPCOUTING

"A key outcome of Slush'D Djerba for us was securing active follow-up with Digital Africa, which is currently reviewing our data room for potential investment, alongside investor interest from Launch Africa and concrete partnership discussions with Orange that have progressed into a formal proposal for regional expansion."



Supported by:





MAGHROUM'IN

Economic inclusion, cultural vibrancy, and youth-led transformation.

Tunisian youth drive much of the country's creative, cultural, and sporting energy, yet many lack the resources to turn that passion into livelihoods. When cultural expression meets entrepreneurship, young people are able to generate income, strengthen community identity, and activate local spaces through the arts, sports, and creative industries.

Maghroum'IN supports young Tunisians building businesses rooted in creativity and community life: from cultural events, artisan crafts, and media production to sports academies, coaching initiatives, and creative workshops that engage neighborhoods and expand access to cultural participation.

It incubates 15–20 idea-stage youth ventures and accelerates another 15–20 growth-stage businesses helping young people transform cultural and sporting talent into sustainable economic opportunity that enriches community life across Tunisia.

650k EUR | Grants given to 22 businesses

31 | Entrepreneurs received tailored business plan development support

72 | Advisory sessions given to entrepreneurs

11 | New businesses registered

16 | Investor introductions made

Supported by:



MARSAM MARIEM

"Through the programme, I received valuable mentorship from Souha and Youssef, which helped refine my project and clarify the business model behind Marsam Mariem. I strengthened my business planning and financial management skills, gained a deeper understanding of the local market and target audience, and received essential legal guidance for launching the activity. The programme also provided clear insight into post-funding expectations, strengthening my ability to lead the project."

MARIEM DEY

Founder, Marsam Mariem

Milestones reached:

- Deepened understanding of the local market and target audience.
- Received essential legal guidance for setting up and launching the business.
- Clarified post-funding expectations including expense tracking and transparent communication.



VITA SPORT

"Through the programme, Vita Sport received invaluable support from Westerwelle Startup Haus, which helped us establish and refine a clear, actionable business plan. Their guidance enabled us to identify key growth opportunities, strengthen our financial planning, and improve the sustainability and scalability of our business model. We also secured strategic partnerships and enhanced our investment readiness, positioning Vita Sport with a stronger foundation for future growth and fundraising."

SAYMA CHERIF

Founder, Vita Sport

Milestones reached:

- Completed a comprehensive business plan with clear goals, market focus, and financial projections.
- Secured strategic partnerships to support expansion and operational growth.
- Achieved financial readiness, improving our planning and investor preparedness.





ENTREPRENEURSHIP PROGRAMME:

CATALYST COHORT

Tailored growth support for Rwandan Tech Startups

Tech entrepreneurship is a key driver of Rwanda's innovation-led growth, creating solutions that expand access to healthcare, education, mobility, digital services and more. Since 2020, EP Catalyse has been supporting Rwanda's tech entrepreneurs to build scalable, impact-driven startups across sectors. Now in its fourth cohort, the programme continues to strengthen the ecosystem by equipping founders with practical skills, refined business models, and investor-ready pitches.

This year's upgraded curriculum went a step further by training the WSH Kigali team ahead of the cohort launch, ensuring founders received tailored, high-quality support throughout the programme. EP Catalyse proves that when founders and ecosystem builders grow together, the entire startup ecosystem becomes stronger and more resilient.

20 | Entrepreneurs took part in trainings

84K USD | Revenue generated by startups

246K USD | Funding raised by startups

180 | New connections made

3 | New products or services launched

4 | New markets entered successfully

6 | New collaborations confirmed

Supported by:



INGABO HOPECORE

The Westerwelle EP Catalyst Program significantly strengthened our strategic clarity, refined our revenue model, and sharpened our operational discipline across both product and service delivery. Through expert mentorship and repeated pitch iterations, we validated our corporate safeguarding model, improved our financial readiness, and strengthened the technical and market direction of the HopeCore Hub app. The structured guidance gave us the confidence, systems, and frameworks needed to scale an inclusive GBV-prevention ecosystem across East Africa.

JEHOVANIS MANIRAKOMEYE

Founder, Ingabo HopeCore

Milestones reached:

- Refined and validated our hybrid model approach (scalable social impact).
- Clarified our unit economics, refined our financial planning, pricing strategy, and investor readiness.
- Completed app deployment on iOS, Android, and Web with 1,500+ monthly users.
- Secured 5+ key government and corporate partnerships to accelerate market entry.



KABEHO DESIGNS

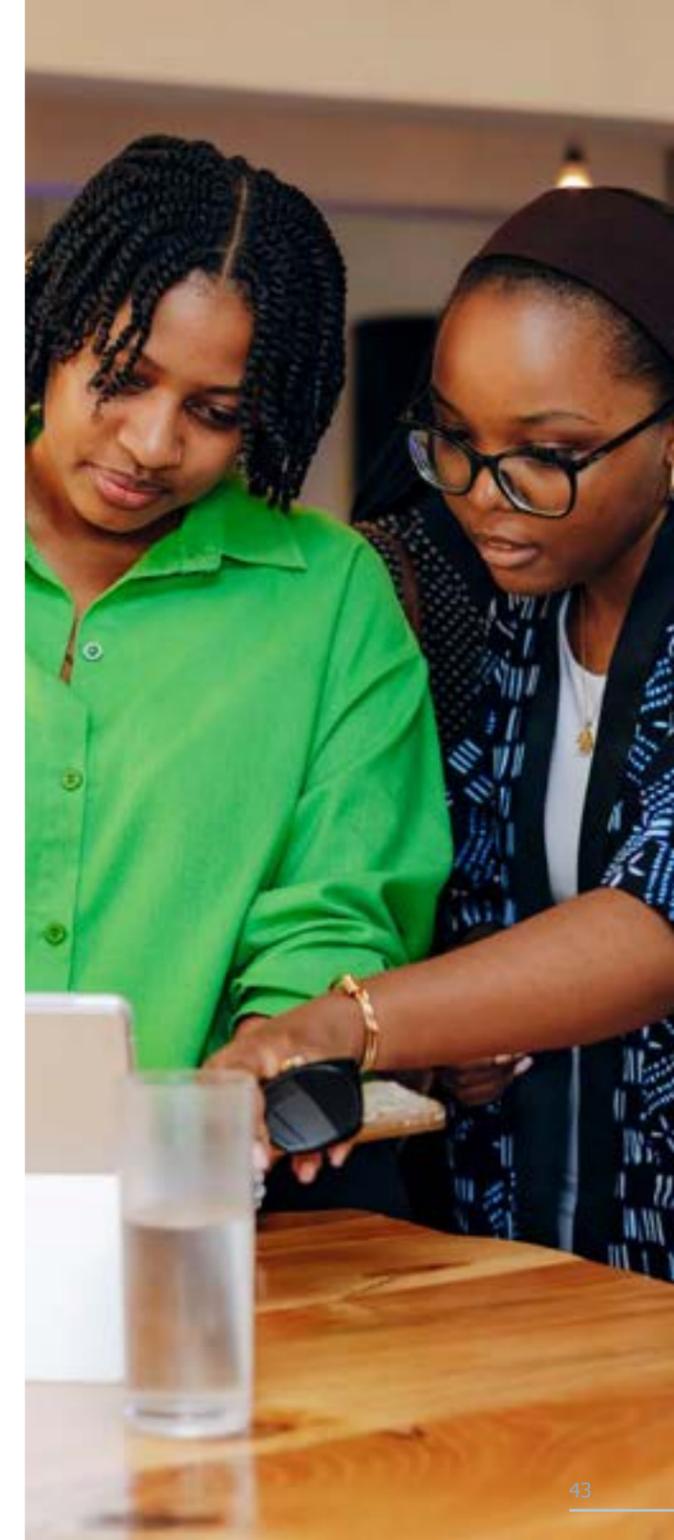
The EP Catalyst program was a fundamental shift in how we approached scale and strategic planning. Before joining, we were navigating growth with limited structure. The program provided the necessary clarity, discipline, and perspective that allowed us to move from hustle mode to strategic execution. The mentors challenged our assumptions and provided actionable, context-specific advice that helped us to build a clear business model.

KABEHO ANNE ELYSE

Founder, Kabeho Designs

Milestones reached:

- We refined a clear, focused business model with measurable goals and strong financial projections.
- We strengthened our investor pitch and built a professional data room to support fundraising.
- We shifted from ad-hoc marketing to a structured, scalable growth plan.





MARKUP AGRIBUSINESS ACCELERATOR

Accelerating the Next Generation
of Agripreneurs

Agribusiness contributes over 20% of Rwanda's GDP and employs the majority of the population. Strengthening SMEs in this sector boosts productivity, increases value addition, and expands export potential – directly improving rural livelihoods and driving more inclusive national growth.

Empowering agripreneurs creates ripple effects across entire communities. Through MARKUP II, young founders in priority value chains receive practical masterclasses, expert mentoring, and market-focused training to help them scale beyond local markets. Stronger agribusiness SMEs mean a stronger, more resilient Rwanda.

- 30** | Entrepreneurs took part in trainings
- 92** | Jobs created by startups
- 97** | New connections made
- 5** | New products or services launched
- 4** | New markets entered successfully
- 5** | New collaborations confirmed

Supported by:  

TRAPRO

The MARKUP Agribusiness Accelerator deepened our understanding of farmer-first agribusiness models and how they drive income growth and job creation in Rwanda. The programme sharpened our pitching and connected us to a strong peer network—equipping us to communicate our impact clearly and collaborate more effectively across the value chain.

JEAN PIERRE NIYIGENA
Founder, Trapro

- Milestones reached:
- Improved pitch structure and delivery for investor and partner engagements
 - Applied agribusiness principles to strengthen Trapro's farmer-first and job-creation model
 - Established connections with regional agribusiness entrepreneurs for collaboration and growth



HORTCARE ORGANICS LTD

Through the Markup Agribusiness Accelerator Program, expert guidance, and practical modules enabled me to refine HORTCARE ORGANICS Ltd's business model, strengthen operational capacity, and gain strategic clarity for sustainable growth. The program also enhanced my leadership skills and investment readiness, equipping me to confidently scale our agribusiness.

PHIONA MUTUYIMANA
Founder, Hortcare Organics Ltd

- Milestones reached:
- Refined our business model and value proposition for greater market impact
 - Strengthened financial planning and investment readiness
 - Adopted effective customer acquisition and retention strategies
 - Gained insights on risk management, compliance, and scalable operations





#YOUTHIGNITE

From Ideas to Youth-Led Ventures

With thousands of students graduating each year into a competitive job market, Tanzania's universities hold an untapped reservoir of entrepreneurial potential. #YouthIgnite turns that potential into action by equipping students with the mindset and skills to build ventures that create employment rather than chase it.

In 2025, Youth Ignite II advanced university-based entrepreneurship by strengthening both student founders and the innovation hubs that support them. Building on the foundations laid in Youth Ignite I, the programme deepened early-stage venture readiness while reinforcing campus innovation ecosystems as long-term enablers of youth entrepreneurship.

Through the Student Founders Track, 30 university student founders completed an intensive entrepreneurship bootcamp delivered by StartHub, strengthening their ability to translate ideas into investable ventures. At the ecosystem level, Westervelle Startup Haus Arusha (WSHA) strengthened the institutional capacity of innovation hubs through a three-day Hub Manager capacity-building workshop, equipping hub leaders with advanced skills in grant writing, revenue model design, partnership development, impact storytelling, and founder coaching.

Together, these interventions contributed to a more structured, mentor-led pathway from idea stage to investor readiness, while embedding sustainable support systems within universities.

20 | Student founders received seed capital

3 days | Intensive bootcamp for founders

20 | Hub Manager trained

4 days | Hub manager training of trainers

Supported by:



ALPHONCE ARONE SIKABENA

TENGERU INSTITUTE OF COMMUNITY DEVELOPMENT

Our hub has changed significantly. The grant has helped us improve the workspace, which has greatly enhanced conditions compared to before. It has also increased people's interest in coming here, because previously we struggled with access to the internet, but through the grant it has become easier to acquire internet equipment. While this is a working space, we can also serve students and community members who bring their prototypes and innovative ideas. The grant has made it easier to access materials for teaching entrepreneurship and innovation programs, as the network is now available. We highly appreciate the grant. Previously, we had around 30 startups for which we provided mentorship and incubation, but after these innovations, we now estimate serving at least 150 students, and potentially even more.



AKRAM ALI OMAR

SUZA WASTEX LAB

Through the programme, 30 student-led ventures were successfully incubated at the SUZA Innovation Hub after receiving grants and structured technical support. Before this intervention, students had to seek external placements in private companies to complete their practical and technical training. Currently, from Year 1 through Year 4, students are able to continuously develop, test and refine their own projects, turning academic ideas into working solutions and viable enterprises.





WEZESHA BINTI

Nation-wide Linkage and Inclusive Skills Development

Tanzania's entrepreneurial talent is spread across major cities, growing secondary hubs, and remote regions. Yet access to skills and opportunities remains uneven. Building linkages across regions helps girls and young women in underserved areas gain the knowledge and confidence to create local solutions, livelihoods, and jobs.

In 2025, Wezesha Binti supported young women and youth in Kigoma to move from skills training into enterprise development through hands-on workshops, a Circular Economy Hackathon, and post-training incubation. Following a competitive process, 30 applicants were selected, with 27 entrepreneurs actively participating in the hackathon and subsequent three-week Enabel-supported incubation.

Participants applied SYB/IYB-aligned entrepreneurship methods to transform plastic waste and agricultural residues into viable business ideas, while strengthening product development and market readiness. To address production constraints, the programme established a shared extrusion workspace at SIDO Kigoma, enabling real-world prototyping and testing. Selected ventures will continue into advanced incubation in 2026 to further improve product quality and market entry.

98 | Entrepreneurs took part in workshops

77 % | Women participation

€4,000 | Seed capital awarded to 4 ventures

3 weeks | Enabel incubation completed

10 weeks | Training in software development, digital marketing, and visual content creation

Supported by:



MARTHA LUCAS JUMA: WASTE TO PRODUCT SOLUTION

Martha Lucas Juma, a 25-year-old entrepreneur from Kibondo District, was selected as one of the four winners of the Circular Economy Hackathon Kigoma 2025. She developed "Waste to Product Solution," an initiative that transforms plastic waste into durable sweeping brooms, addressing both environmental pollution and household needs. Her venture was recognised with a €1,000 cash award and access to six months of incubation at SIDO Kigoma, demonstrating inclusive entrepreneurship and practical circular economy innovation.



MKAA MBADALA: SUSTAINABLE ENERGY INNOVATION

Mkaa Mbadala, led by a group of five young entrepreneurs from Kasulu, was recognised for converting agricultural residues into charcoal briquettes as a sustainable alternative to wood-based charcoal. The initiative was already operating at a small scale before the hackathon and used the programme to refine its production model and scaling strategy. The team received €1,000 in seed capital and access to equipment and mentorship through SIDO incubation.



MSHIKAMANO GROUP: TEXTILE WASTE UPCYCLING

Mshikamano Group, composed of six young women from Kigoma Rural and Kasulu, emerged as a winning collective by transforming tailoring fabric offcuts into marketable products such as carpets, ropes, and hair accessories. The group was formed during the hackathon itself, illustrating peer collaboration and collective enterprise formation. The group received a €1,000 startup grant and access to SIDO incubation facilities, supporting the transition from informal tailoring to structured circular production.



INCLU-CITIES: DIGITALENTS PEMBA

Inclusive Digital Skills for Youth

DigiTalents Pemba equips youth in Pemba with practical, job-relevant digital skills to participate in Tanzania's growing digital economy. In 2025, 15 participants completed a 2.5-month programme covering software development, digital marketing, and visual content creation.

The programme emphasized hands-on learning and real outputs, culminating in a Demo Day where participants presented websites, prototypes, marketing strategies, and digital portfolios. With strong completion rates, DigiTalents Pemba demonstrated how targeted digital skilling can unlock opportunity beyond major urban centres.

- 15** | Youth Trained
- 20** | Digital skills sessions
- 13** | Certified graduates
- 6** | Digital projects showcased at Demo Day
- 7+** | Ecosystem partners prepared for FursaPlus
- 1** | National digital learning platform positioned for scale

Supported by:



NEW VISION DECORATION

Through DigiTalents Pemba, I strengthened my ability to apply software development skills to real business needs. I built a functional website for New Vision Decoration, moving from beginner-level digital exposure to creating a business-ready digital tool within a short training period. Presenting my work at Demo Day helped me clearly communicate the value of my solution and the skills I gained through the programme.

NUNFAT

Head of Marketing, New Vision Decoration

Milestones reached:

- Designed and developed a functional website for a local business
- Applied software development skills to address a real market need
- Presented one of six digital solutions showcased at Demo Day



OKOA PRODUCTS

Before joining the programme, my business had no digital marketing strategy in place, limiting its growth potential. Through DigiTalents, I developed hands-on skills in social media advertising, content creation, and visual design, which enabled me to build a strong online presence on Instagram and TikTok. This shift has expanded my customer base, increased my income, and positioned me to use targeted content and paid ads as a sustainable growth tool.

ALI KOMBO OMAR

Founder, OKOA Products

Milestones reached:

- Established a digital marketing presence by launching and actively managing Instagram and TikTok business accounts
- Increased customer reach and income through consistent content creation and paid social media advertising
- Built practical digital marketing capability in video production, poster design, and ad strategy





INCLU-CITIES: FURSAPLUS (VSOMO)

Digital Learning Ecosystems at Scale

While cohort-based training creates deep individual impact, long-term inclusion depends on systems that can scale access to learning across regions and populations. FursaPlus (VSOMO) addresses this challenge by strengthening Tanzania's national digital learning infrastructure.

Content development on Fursa Plus is being carried out in collaboration with a diverse group of ecosystem partners and training institutions. Contributing partners and content creators include DOT Tanzania (digital commerce and mobile marketing), Rikolto (business development services and enterprise growth), SIDO (business management, bookkeeping and MSME support), TRIAS (social media marketing and digital branding), VETA (foundational entrepreneurship and vocational pathways), and Westerwelle Startup Haus Arusha (youth, women and green economy learning modules).

Together, these partners ensure the platform reflects both market demand and inclusive economic priorities.

- 6** | Ecosystem partners contributing content to FursaPlus
- 1** | National digital learning platform positioned for scale

Supported by:



ENTREPRENEURSHIP, BUSINESS, AND TECHNICAL LEARNING OFFERINGS

The platform brings together a broad range of entrepreneurship, business, and vocational courses designed to support both enterprise development and employability.

Entrepreneurship and business courses currently available include mCommerce and digital selling, social media marketing and online branding, business management and bookkeeping, Business Development

Services (BDS), entrepreneurship fundamentals, Wezesha Binti digital and business skills, and green and circular economy basics.

In addition, Fursa Plus already hosts technical and vocational courses that support practical, income-generating pathways. These include welding and metal fabrication, solar power installation, motorcycle repair and servicing, mobile phone maintenance, and construction of sewage and drainage systems.

These courses expand access to skills that respond directly to local employment opportunities and self-employment needs.

- 7** | Entrepreneurship and business course areas available
- 5** | Technical and vocational skill pathways hosted
- 12** | Total learning pathways currently available on the platform
- 163** | Learners using platform so far





MILANGO

Regional Growth and Expansion

Tanzania sits at a powerful regional crossroads, connecting East, Central, and Southern Africa. For ambitious startups, this positioning opens doors to larger markets, stronger networks, and new revenue opportunities. Preparing founders to navigate those opportunities intentionally is key to turning geography into growth.

Cross-border expansion strengthens both businesses and the ecosystems around them. Milango equips growth-stage founders with targeted mentorship, market intelligence, and legal guidance, while connecting them directly to regional partners and investors. The programme culminated in a market immersion trip for five selected founders giving them practical experience and strategic relationships to accelerate expansion across East Africa.

5 | Startups took part in an expansion trip to Kenya

21 | Strategic partner meetings held in Nairobi

2 | Pilot projects confirmed

98K USD | Funding raised by startups

1.3M USD | Revenue generated by startups

34 | Jobs created by startups

45 | New connections made

Supported by:



NANA NATURALS

Expanding beyond our home market felt challenging, but this experience helped us approach growth more strategically. Through the meetings facilitated during the programme, we gained valuable exposure to the Kenyan market—understanding consumer trends, payment systems, and regulatory requirements for setting up or expanding a business.

NANCY JAMES
Founder, NANA Naturals

Milestones reached:

- Exposure to different payment systems and POS
- Market trends on skincare both handmade and industrial
- Requirements on starting a business in Kenya
- Best areas to source raw materials



OJANNA FOODS

We knew that expanding beyond our home market would require more than ambition—it demanded the right partners, clearer financial structures, and a strong understanding of regulatory environments. Through the programme, we connected with partners who supported our growth, particularly in financial advisory and compliance, helping us strengthen our investor readiness and strategic planning.

DAVID OJOK
Co-Founder, Ojanna Foods

Milestones reached:

- Improved financial planning and investor readiness
- Insights on compliance requirements for scaling
- Networking opportunities with potential partners
- Strategic advisory on business growth





AFROGREEN BOOTCAMP

Accelerating early-stage climate innovation in East Africa

Communities across East Africa are already feeling the effects of climate change, making locally designed solutions more urgent than ever. Climate entrepreneurship activates talent in clean energy, sustainable agriculture, circular economy, and the blue economy turning innovation into practical, scalable responses to real environmental challenges.

The AfroGreen Bootcamp equipped early-stage founders in Tanzania and Kenya with the tools to build climate ventures that last. Over five intensive days, participants received climate-focused business training, expert mentorship, and access to networks and co-working spaces that accelerate their progress. Bringing together 30 entrepreneurs from across the region, this cohort strengthens East Africa's capacity to develop and deploy climate solutions where they're needed most.

- 50** | Entrepreneurs took part in bootcamp
- 20** | Jobs created by startups
- 6** | New products or services launched
- 9** | New new markets expanded to
- 148** | New connections made
- 21** | Investor intros made

Supported by: 

GREEN STITCH AFRICA

The Afrogreen Climate Accelerator Programme by Westerwelle Startup Haus Mombasa strengthened my ability to run Green Stitch Africa, a social enterprise transforming textile waste into sustainable lifestyle products and dignified jobs. Through hands-on mentorship and market-access support, I improved pricing, production planning and financial record-keeping, scaled circular practices, and gained the confidence and visibility to grow sustainably.

IMMACULATE MALIACHI
Founder, Green Stitch Africa

- Milestones reached:
- Awarded €1,000 in business support, contributing to operational strengthening and impact-driven activities
 - Diverted 800+ kg of textile waste from landfill and produced 100+ locally approved eco-friendly products
 - Created green jobs and trained young women in upcycling skills, positioning Green Stitch Africa for sustainable scale showcased at Demo Day



MBEGUNZURIBIOTECH FARMS LTD

Through support from AfroGreen 3.0, Crescentia Mushobozi used her grant to scale climate-resilient biotechnology practices by delivering targeted training and mentorship to farmers across the country. This support strengthened farmers' capacity to adopt sustainable agricultural solutions while expanding the reach and impact of her work at a national level.

CRESCENTIA MUSHOBOZI
Founder, MbeguNzuriBiotech Farms Ltd

- Milestones reached:
- Trained 70 farmers nationwide
 - Delivered structured farmer mentorship programmes
 - Promoted climate-resilient biotechnology adoption





DIGITALENTS KENYA

Equipping Young Founders with Digital Skills

Digital skills development is critical to equipping young people for success in the digital economy. The DigiTalents programme in Kenya focused on building job-relevant digital skills through hands-on training, mentorship, and practical exposure tailored to market needs.

The DigiTalents Playbook is a direct outcome of this programme, capturing key insights, lessons learned, and effective approaches developed through implementation. By documenting what worked in practice, the Playbook serves as a scalable resource for institutions and programmes seeking to strengthen youth employability and advance inclusive digital skills development.

- 30** | Entrepreneurs took part in programme
- 14** | New products or services launched
- 6** | New markets expanded to
- 7** | Jobs created by startups
- 10** | New collaborations
- €5,000** | Grant awarded to top startup
- 100K USD** | Revenue generated by startups
- 433** | New connections made

Supported by:



SHE SOCIAL KE

The DigiTalents Programme strengthened my ability to turn digital expertise into a structured, sustainable business. Through hands-on training and mentorship, I gained practical entrepreneurial, operational, and financial skills—enabling me to move from freelance work to a scalable consultancy with clear systems and long-term vision.

JAMILA HASSAN
Founder, She Social Ke

Milestones reached:

- Built strong business management and financial accountability systems
- Developed clear processes to support sustainable growth and operations
- Achieved industry recognition as Start-Up Business of the Year 2025 at the KNCCI Mombasa Business Awards



MWANGAZA CREATIVE STUDIO

In 2025, our focus on greater structure and clearer direction led to key milestones. The 1:1 mentorship during the DigiTalents Programme was especially valuable. It helped us refine our business model, optimise internal processes, and gain practical solutions to challenges we face as a growing startup.

STEPHEN CALOO
Founder, Mwangaza Creative Studio

Milestones reached:

- Received accreditation as a Media House by the Media Council of Kenya
- 30% revenue growth as compared to last year
- Gained 10 new international clients, especially from the United States



REIGN DESIGN

The most valuable part of the programme for me was the blend of practical business training and hands on digital marketing skills. The SIYB business modules helped me tighten my business strategy and operations, while the Digital Marketing track gave me up to date digital skills that I immediately applied in my daily work. Mentorship and the community at Westerwelle Startup Haus Mombasa also provided support, feedback, and accountability that accelerated growth.

LUKE SAMUEL KIBIKU
Founder, Reign Design

Milestones reached:

- Expanded client base across local, regional, and international markets
- Increased project volume and secured recurring revenue through retainer agreements
- Improved operational efficiency using SIYB business frameworks
Mombasa Business Awards



ENEA

Regional Growth and Expansion

In an increasingly digital and connected landscape, ambitious founders can reach regional and international markets far earlier than before. Competing at that level calls for a shift in mindset, clarity on cross-border realities, and strong networks that open doors to new customers and partnerships. When these pieces come together, small businesses gain a pathway to scale beyond their immediate environment.

ENEA equips youth- and women-led ventures with the tools needed to grow beyond local borders. Over seven months, 23 entrepreneurs strengthened their business fundamentals, deepened their understanding of regulatory frameworks, and refined their expansion strategies. At the end of the programme, 5 startups with the most developed expansion plans were selected to join a market expansion trip to Dar es Salaam, Tanzania, for a week of targeted meetings with potential partners and clients and overall learning about the market.

23 | Entrepreneurs took part in trainings

5 | Entrepreneurs took part in an expansion trip to Tanzania

9 | New products or services launched

9 | New markets entered

9 | New collaborations confirmed

146 | New connections made

Supported by:



ZENNIA GROUP TRAVELS

Through the programme, I strengthened how we run the business by introducing clearer structures, improving internal processes, and refining our service offering. This progress helped us attract new clients, deepen trust with existing ones, and open up partnership opportunities. The support also encouraged us to actively explore expansion into the Tanzanian market with greater clarity and confidence.

PAULINE ACHANDO
Founder, Zennia Group Travels

Milestones reached:

- Refined service offerings to better reflect market needs
- Attracted new clients and strengthened relationships with existing ones
- Opened pathways for partnerships and regional expansion into Tanzania



KLENSES IMAGES

Through the programme, we strengthened how Klenses Images operates and positions itself for growth. We professionalised our internal systems, improved planning and coordination, and built the operational discipline needed to deliver larger, more complex brand activations across multiple counties. This shift helped us secure repeat engagements, strengthen client trust, and move toward more scalable, end-to-end solutions.

KELVIN KARIITHI
Founder, Klenses Images

Milestones reached:

- Scaled delivery, executing larger, multi-county brand campaigns and securing repeat clients.
- Strengthened operations, standardising workflows and introducing real-time performance dashboards.
- Prepared for scale, expanding into end-to-end production and setting up a larger print hub for 2026.





WAVEMAKERS

Civil Society Collaboration

Kenya's vibrant civil society ecosystem (NGOs, community groups, and local institutions) plays a central role in advancing social and economic progress. Yet many of these actors operate alongside entrepreneurs without opportunities to exchange insights or co-create solutions. When these groups connect, community challenges are approached with deeper context, stronger partnerships, and more sustainable impact.

Wavemakers bridges this gap by bringing together 300 entrepreneurs and key civil society players for knowledge-sharing, roundtables, and collaboration. The programme strengthens civic spaces by enabling entrepreneurs and CSOs to learn from one another and build initiatives that reflect real community needs. At its core, Wavemakers champions the young people shaping local change and ensures they are backed by a broader network working toward the same goals.

- 20** | Events organised
- 461** | Entrepreneurs and civil society engaged
- 8** | Workshops given
- 139** | Entrepreneurs and civil society leaders took part in trainings
- 18** | New partnerships confirmed

Supported by:



ZIYA

Through the Wavemakers programme, I strengthened how Ziya scales, integrates, and operates within community-based ecosystems. With Westerwelle's support, we refined our model, expanded into new markets, and accelerated capital circulation by embedding our Finance OS into trusted local networks. The programme helped us move faster while staying rooted in community trust.

HASSAN WANJIRU
Founder, Ziya

Milestones reached:

- Scaled from 27 to 42 community-based groups, reaching 1,042 members
- Increased capital velocity from 4x to 7x, with KES 21M circulating from KES 3.6M seeded
- Expanded into the Likoni market, integrating with 4 CBOs through a scalable network-of-networks model



ATHMAN MODERATES

Through the Wavemakers Programme at Westerwelle Startup Haus Mombasa, Mohamed Athman strengthened his entrepreneurial mindset and leadership capacity, moving from community-driven ideas to structured, scalable initiatives. The programme equipped him with practical tools to refine his value proposition, improve pitching and partnership development, and design impact-oriented programmes that create measurable social and economic outcomes for young people in underserved coastal communities.

MOHAMED ATHMAN
Founder & Managing Director, ATHMAN Moderates

Milestones reached:

- Structured community initiatives into scalable, impact-driven programmes
- Strengthened pitching, partnership-building, and stakeholder engagement skills
- Expanded networks and accessed new collaboration and leadership opportunities





PARTNERS ENABLE OUR WORK

IT TAKES A COMMUNITY TO GROW A STARTUP.

Thank you to the organisations, partners, mentors, and individuals who collaborated with us throughout 2025. Your trust, expertise, and commitment made it possible to design relevant programmes, support entrepreneurs at critical moments, and strengthen ecosystems across our regions of work.

We are grateful for the partnerships that challenge us, contribute practical knowledge, and help turn ideas into real progress. As we look ahead, we remain committed to learning, improving, and delivering meaningful results together in the year to come.

» The best partnerships are the ones where someone asks „But does this actually bring results?“ and then you work together to come up with new, better ways of using resources and delivering impact.«

IDA HUISKONEN
Director of Community & Marketing

A warm thank you to the below organizations for enabling and supporting our programmes and startup hubs during 2025.



TEAM BEHIND THE SCENES

What makes our work stand out is the people: genuinely passionate and driven by a real desire to make a difference and support young entrepreneurs. We have people in Berlin, Tunis, Kigali, Arusha, and Mombasa, and even though we are spread out, we are constantly collaborating and learning from each other.

5 | Offices

30+ | Team members

10 | Nationalities

BERLIN HQ

Our work is strongly led by local teams, who know their own ecosystems best. Our team in Berlin acts as consultants, supporting all hubs where possible and streamlining processes across locations.



WSH TUNIS

This five-person team works closely with founders preparing for their next leap, helping them get investor-ready, assemble the right skills, and make sense of cross-border growth through focused learning and ecosystem connections.



WSH KIGALI

Designed with local and global partners, the Kigali team prioritises depth over volume, working closely with founders to strengthen validation, financial discipline, and inclusive growth pathways.



WSH ARUSHA

Serving as a regional anchor rather than a single-city hub, the Arusha team works across multiple regions to support entrepreneurs from first ideas through to growth and expansion.



WSH MOMBASA

These five people manage the space in the coastal city of Mombasa and build programmes focused especially on blue and green economy, digital skills and civil society collaboration.

IMPRINT

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www.westerwelle-foundation.com