



## IMPACT REPORT 2022

Empowering Entrepreneurs

  
WESTERWELLE  
FOUNDATION  
INTERNATIONAL UNDERSTANDING





WELCOMING WORDS

„Meeting the team and entrepreneurs in person in Tanzania, as well as in Berlin during the Young Founders Conference, makes you see their impact and energy on another level. They are committed to building businesses that solve real challenges.“

Michael Mronz, Chairman of the Board



On the ground we have an exceptional group of young people with entrepreneurial drive, on a mission to create positive change in their countries. This results in taking action in a lean way, using resources to build effective solutions that empower young entrepreneurs around them.

The work of this team is visible in the results. This year alone we have:

- Opened a new startup haus in Arusha, Tanzania.
- Doubled the number of programmes we operate globally.
- Worked directly with 500+ entrepreneurs.

We are happy to have a strong network of partners with us, enabling our hubs and programmes to become central sources of support for entrepreneurs.

This is the start of a new wave of action-driven entrepreneurs, creating jobs, increasing education, and bringing new products and services to underserved markets. We are excited to have started this and look forward to accelerating the pace and bringing in more countries, entrepreneurs and supporters with us in the upcoming years.

This report summarizes the quantitative and qualitative impact results of 2022 so you can be part of it too.

**MICHAEL MRONZ**  
Chairman of the Board





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We see problems as opportunities for solutions.

Naom Monari, Founder of BenaCare,  
Westerwelle Founder of the Year 2022





## STARTUP HUBS AND PROGRAMMES

Supporting entrepreneurs through a network of startup hubs and support programmes.



## Startup Hubs

We are building a pan-African network of startup hubs - central locations that bring together entrepreneurs, supporters, and stakeholders.

These hubs offer co-working spaces, trainings, as well as local and international networking opportunities.



## Programmes

Our portfolio of programmes provides targeted support to accelerate the growth of startups, all the way from ideation to international acceleration.

Our flagship programme is the international Young Founders Programme, supporting 50 founders from Africa, Asia & Latin America every year.



## Programme Overview

Each location has its own programmes but we work across locations to share learnings and connect members

	IDEA STAGE	PROOF OF CONCEPT STAGE	GROWTH STAGE
BERLIN			YOUNG FOUNDERS PROGRAMME
TUNIS	BACK2GROWTH	IMPACT'HER SHIELD WESTERWELLE ENTREPRENEURSHIP PROGRAMME: TUNIS	
KIGALI	IDEATE RWANDA SHEIGNITES GREENPRENEUR PROGRAMME	TECH MEETS FARMING WESTERWELLE ENTREPRENEURSHIP PROGRAMME: KIGALI WESTERWELLE ENTREPRENEURSHIP PROGRAMME: EAST AFRICA	
ARUSHA	DIGITRADE AGRICULTURE & TOURISM DRILL ACCELERATOR DIGITALENTS	AFROGREEN CLIMACCELERATOR	



Some programmes focus on industry specific target groups:

- Female entrepreneurs
- Climate solutions
- Tech startups



## Impact in 2022

**5,114**

Applications for our projects in Berlin, Tunis, Kigali & Arusha

**729**

Entrepreneurs participated in our programmes

**361**

Jobs created

**9**

New startups created

### RESULTS FROM OUR STARTUPS:

Funding raised:

**4.8 MILLION USD**

Revenue generated:

**14.6 MILLION USD**



### Stepping Up

This year we increased our impact on all metrics, stepping up to a new level.

### How we Measure Impact

In order to get the most accurate measure of impact, we gather data directly from the entrepreneurs before, during and after taking part in our programmes. Condensing „impact“ into single numbers is challenging,

which is why we have a broad range of both quantitative, as well as qualitative impact measures.

### Diversity

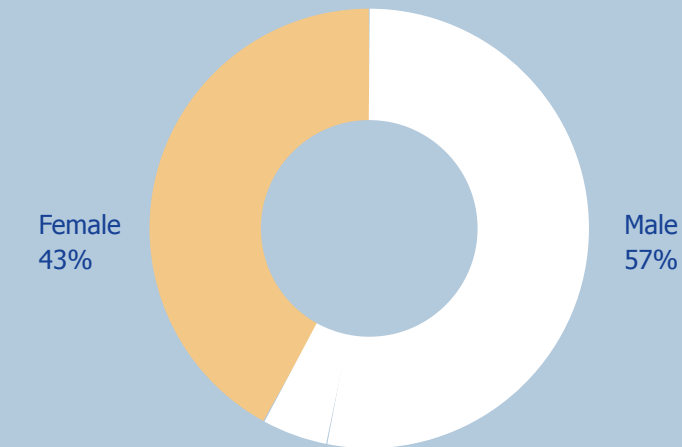
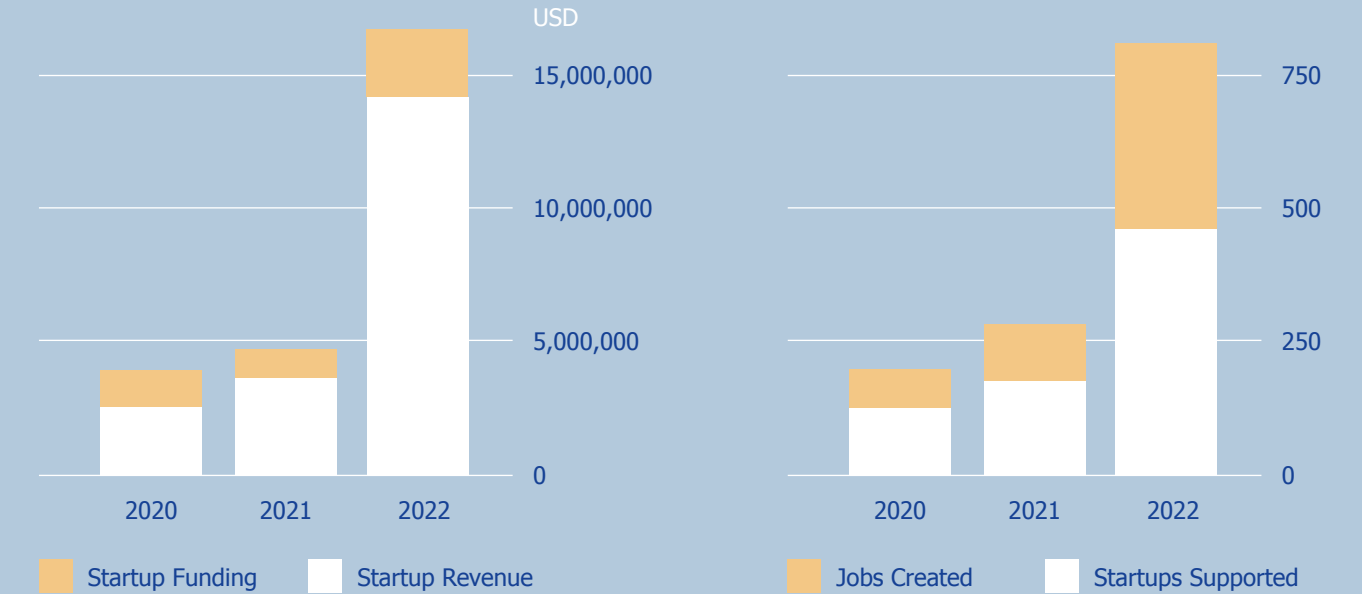
Supporting gender equity in entrepreneurship is important for us, which is why during 2022 we had three different programmes focusing on female entrepreneurs.

## Letting the Numbers Speak

The below graphs show the evolution of our programmes from the past three years.

The number of startups we support has increased by 200% and the startups in our portfolio are generating 9x more revenue than they were in 2020. We have also added new early-stage programmes focused on ideation, resulting in 74 new business ideas having been created within our programmes in 2022.

The credits for these incredible numbers go to the ambitious entrepreneurs we work with, as well as our committed team and partners.

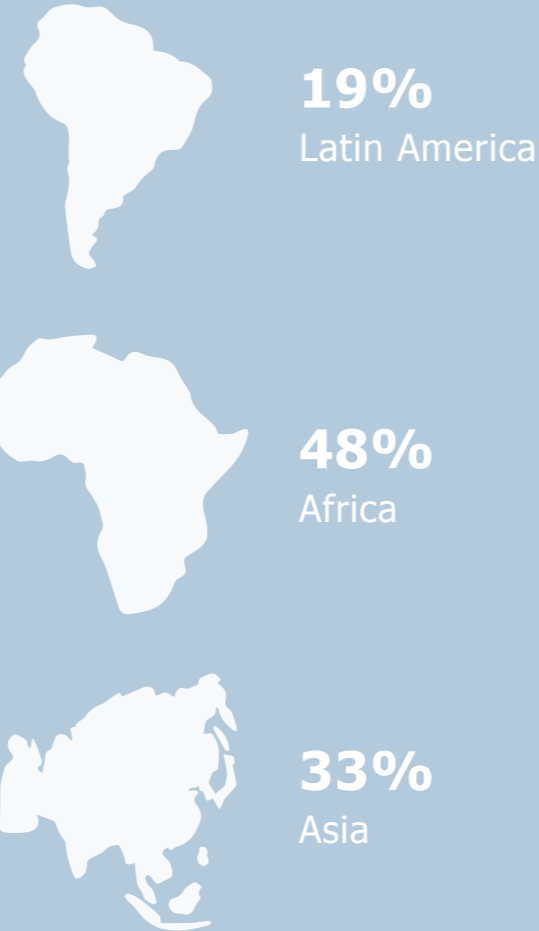


We strive towards gender equity. 43% of our programme participants in 2022 were female entrepreneurs.





Westerwelle  
Young Founders Programme  
Regional Representation



1:1  
Mentorship



Expert  
workshops



Conference  
in Berlin



Networking on  
a global scale

Impact in 2022

**4,155**  
Applications for our Young  
Founders Programme

**75**  
Programme participants

**176**  
Jobs created

RESULTS FROM OUR STARTUPS:

Funding raised:  
**3.9 MILLION USD**

Revenue generated:  
**9.6 MILLION USD**



Although we are sector agnostic and spread across 3 continents, our startups have commonality in creating positive impact through disruption, innovation, and job creation.

These success stories play a vital role in supporting ecosystem development, especially in areas such as social entrepreneurship and female leadership.

Judith Li, Director of Programmes



### Westerwelle Founder of the Year Award

We wanted to recognize founders that demonstrate the positive potential of entrepreneurship by combining personal leadership, financial sustainability and positive impact.

Naom Monari, founder of Kenyan healthcare startup BenaCare, was the first one to receive the award during the Young Founders Conference in May 2021. She

used the award of €5,000 to arrange free screening and health education to 15,000 people on non-communicable diseases.

Naom's BenaCare provides tailored and affordable homebased nursing services to low income families, to alleviate the economic and emotional burden of long-term hospital stays.





# WESTERWELLE STARTUP HAUS **KIGALI**

powered by Evonik Stiftung

Country of a thousand hills.  
Home of the gorillas.  
East Africa's emerging tech  
hub, Rwanda.

WSH Kigali is one of the oldest  
startup hubs in the country,  
strongly embedded into the local  
ecosystem of stakeholders.



#### COUNTRY FACTS:

- Population: 13.3M
- GDP per Capita: \$830
- Top Industries: energy, agriculture, trade and hospitality, and financial services

\*World Bank, 2021, USD

#### STARTUP ECOSYSTEM STATS:

- Startup Funding Raised: \$20M
- Top startup sectors: Agritech, Fintech, Software and Data, E-Commerce and Retail

\*2021, USD

Rwanda is often seen as a developing and small country. But the reality has drastically changed in the past few years. Rwanda has become a hub of conferences and events, where it's easy to do business. These opportunities are attracting a lot of investors, government leaders, and different international stakeholders.

Rwanda has been punching above its weight as a small country, attracting \$10-20M of equity investments in startups every year for the past 5+ years.

Sarah Rukundo, Country Director





Most entrepreneurs I come across use their expertise to solve real issues in their communities in innovative ways.

I have seen solutions providing equal access to education, improving mobility through tech, and solutions in waste recycling, to name a few examples.

Blaise Dusi, Programme Manager, WSH Kigali



## WSH Kigali Programmes

Our programmes in Kigali focus on supporting early-stage tech and sustainability startups by providing an all-in-one package of support.

### SHEignites Greenpreneur Program

Focus: Female Climate Entrepreneurs  
 Cohort size: 15 startups  
 Duration: 11 months  
 Supporters: Aspen Network of Development Entrepreneurs (ANDE) and Global Affairs Canada

### Ideate Rwanda

Focus: Young Social Entrepreneurs  
 Cohort size: 10 startups  
 Duration: 4 months  
 Supporters: U.S. Embassy Kigali

### WSH Kigali Entrepreneurship Programme

Focus: Early & Growth Stage Tech Entrepreneurs  
 Cohort size: 20 startups  
 Duration: 9 months  
 Supporters: Make-IT in Africa and GIZ

### Tech Meets Farming

Focus: Rwanda's Agriculture Startups  
 Cohort size: 10 startups  
 Duration: 4 months  
 Supporters: Universcience

### Westerwelle Entrepreneurship Programme: East Africa

Focus: Early & Growth Stage Tech Startups in Kigali and Arusha  
 Cohort Size: 30 startups  
 Duration: 6 months  
 Supporters: Make-IT in Africa and GIZ



Impact in 2022

**118**  
Co-working members

**1,200 m<sup>2</sup>**  
Co-working area

**293**  
Programme participants

**93**  
Jobs created

RESULTS FROM OUR STARTUPS:

Funding raised:

**813K USD**

Revenue generated:

**4.9 MILLION USD**





# WESTERWELLE STARTUP HAUS TUNIS

Mixed between the Mediterranean, the Arab world & Africa. The culture's dynamic flavours have created a vibrant startup scene in Tunisia.

Our North African startup hub is channelling tech, retail & energy startups to international success.



#### COUNTRY FACTS:

- Population: 12M
- GDP per Capita: \$3,924
- Top Industries: Tourism, Agriculture, Oil and Mining

\*World Bank, 2021, USD

#### STARTUP ECOSYSTEM STATS:

- Startup Funding Raised: \$22.1M
- Top startup sectors: E-commerce & Software services, EdTech, AI, Health

\*2021, USD

Since the Jasmine revolution in 2011, Tunisia has been investing in building infrastructure to support entrepreneurship. An important part of this is our strong education system and engineering schools, nurturing talent and an advanced tech ecosystem. This is not always visible on an international level, which is why our work together with other startup support organisations is so important.

We are creating visibility and opportunities for our ecosystem to mature, as well as providing attractive investment opportunities for impact-oriented international investors.

Yahya Marzouk, Country Director





One of my favourite moments is seeing founders make revenue on their first sale while being with us – priceless. We're empowering a new generation of change-makers.

Alaa Aridhi, Programme Manager WSH Tunis



## WSH Tunis Programmes

More international growth startups are starting to emerge from the Tunisian ecosystem. Our programmes support these tech companies, as well as niche target groups such as female founders and young social entrepreneurs.

### Impact`HER

Focus: Female Entrepreneurs  
 Cohort size: 15 startups  
 Duration: 3 months  
 Supporters: Friedrich Naumann Foundation

### WSH Tunis Entrepreneurship Programme

Focus: Digital Startups  
 Cohort Size: 15 startups  
 Duration: 6 months  
 Supporters: GIZ

### Back2Growth

Focus: Young Social Entrepreneurs, US Exchange Program Alumni  
 Cohort size: 10 startups  
 Duration: 6 months  
 Supporters: U.S. Embassy Tunis

### SHIELD

Focus: Govtech startups  
 Cohort size: 15 startups  
 Duration: 14 months  
 Supporters: GIZ



Impact in 2022

**59**  
Co-working members

**500 m<sup>2</sup>**  
Co-working area

**55**  
Programme participants

**54**  
Jobs created

RESULTS FROM OUR STARTUPS:

Funding raised:  
**132K USD**

Revenue generated:  
**31K USD**





# WESTERWELLE STARTUP HAUS ARUSHA

powered by Paul Gauselmann

A culture emphasizing community and entrepreneurship. Home of the Lion King safaris. Tanzania is one of the largest countries in East Africa, full of businesses looking to grow.

WSH Arusha is the newest hub in the family, set up and supporting 200+ entrepreneurs in less than one year.



COUNTRY FACTS:

- Population: 61.5M
- GDP per Capita: \$1,135
- Top Industries: Agriculture, Tourism, Mining, Telecommunications & Banking

\*World Bank, 2021, USD

STARTUP ECOSYSTEM STATS:

- Startup Funding Raised: \$42.5M
- Top startup sectors: Agriculture, FinTech, Green Energy & EdTech

\*2021, USD

What makes the Tanzanian ecosystem stand out is its geographically decentralised ecosystem with a strong and collaborative network of startup support organisations. This is visible through initiatives such as Innovation Week, Tanzania Youth Digital Summit, and Global Entrepreneurship Week, where different organisations collaborate for activities, bringing together stakeholders across the country and not just in the capital city.

These initiatives are continuously attracting more multi-stakeholder engagement and investment in the ecosystem. In recent years we've seen an improving business environment for startups, exemplified through free USSD codes, growth in the number and the quality of startups, as well as new records being set for international Series A funding rounds for Tanzanian startups.

Collins Kimaro, Country Director





Programmes bring founders together - people who are at the same level, facing the same challenges. Through these connections we see entrepreneurs grow more confident, discover partnership opportunities, and forge lifelong friendships.

Isaack Shayo, Programme Manager, WSH Arusha



## WSH Arusha Programmes

Our programmes are tailored to fit the needs of each local ecosystem. In Tanzania's case this means focusing on digitalization in the dominant industries of agriculture and tourism, as well as accelerating tech-enabled startups in other sectors.

### AfroGreen Climaccelerator

Focus: Female Climate Entrepreneurs  
 Cohort size: 10 startups  
 Duration: 9 months  
 Supporters: Climate-KIC, Department of Foreign Affairs and Trade of Ireland

### DigiTrade Tourism

Focus: Female Tourism Entrepreneurs  
 Cohort size: 60 startups  
 Duration: 6 months  
 Supporters: U.S. Embassy Dar es Salaam

### DRILL Accelerator

Focus: Microentrepreneurs  
 Cohort size: 30 startups  
 Duration: 6 months  
 Supporters: AFD, AfriLabs, Digital Africa, Disruptive Lab

### DigiTalents

Focus: Digital Entrepreneurs  
 Cohort size: 50 entrepreneurs  
 Duration: 12 months  
 Supporters: Friedrich Naumann Foundation

## Westerwelle Entrepreneurship Programme: East Africa

Focus: Early & Growth Stage Tech Startups in Kigali and Arusha  
 Cohort Size: 30 startups  
 Duration: 6 months  
 Supporters: Make-IT in Africa and GIZ



Impact in 2022

**26**  
Co-working members

**430 m<sup>2</sup>**  
Co-working area

**306**  
Programme participants

**38**  
Jobs created

RESULTS FROM OUR STARTUPS:

Funding raised:

**9K USD**

Revenue generated:

**12K USD**



## CHANNELS OF SUPPORT

Numbers don't capture everything, so here you can see a qualitative overview of tangible ways in which we help founders, as well as success stories from this year.



### MENTORING

1:1 mentorship from a successful entrepreneur, expert, or investor, who often becomes a long-term strategic sparring partner.



### FINANCIAL MANAGEMENT

Access to software for managing accounting and finance, as well as trainings on profitability and unit economics.



### INVESTMENT SUPPORT

Focus on investment readiness, investment identification, and investment networking opportunities.



### PEER LEARNING

Discussions with fellow entrepreneurs, service and knowledge sharing, and access to a global network of startups and supporters.



### NETWORKING & PARTNERSHIPS

Meetups with important players of the local ecosystem and support with establishing partnerships through strategy definition and introductions.



### EXPERT SESSIONS

In-depth sessions on relevant topics with high-class experts.



### INFRASTRUCTURE

Access to the co-working spaces and networking activities of a Westerwelle Startup Haus.



### MAKERSPACE

Equipment and machines for building prototypes – only for entrepreneurs based in Rwanda.

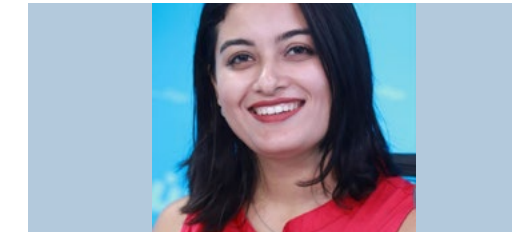
## Success Stories from Around the World



### RICHARD JOHN

KIIJI FURNITURE, TANZANIA

Kijji builds fine furniture using reclaimed wood, pallets, pine, and iron, making high-quality, sustainable furniture available in Arusha. They increased profitability by 60% by applying the learnings from the unit economics session facilitated by one of our trainers. They now run every project they consider through the unit economics template.



### RAOUAA ZAHOUANI

TRADISIA, TUNISIA

Raouaa's Tradisia empowers Tunisian artisans by enabling a stable income through a larger customer base. She was generating sales through a Facebook page when she first joined our programs. Today, thanks to technical advisory in sales and marketing, and the creation of an advanced website, she tripled her revenues and sales.



### LILIAN NAKIGOZI

WOMEN SMILES, UGANDA

Lilian is enhancing food security by providing women and youth with affordable, modern training in vertical farming. During the Young Founders Programme, she took part in extensive pitching training and was introduced to investors. One of these introductions resulted in a grant funding agreement of \$10,000 from Segal Family Foundation and she remains in talks with further investors.



### ABRAHIM SHAH

MOBILITI, PAKISTAN

Abraham's Mobiliti provides state of the art yet affordable prosthetic and assistive devices, enabling differently able to fully participate in society. After the Young Founders Conference, Abraham onboarded one of our mentors, Jean-Marie Arnaud, to his Board of Advisors. Jean-Marie's contacts and experience have helped Abraham become more aggressive in Mobiliti's expansion plans.



### IRENE MASEZERANO

FARMGENIX, RWANDA

During the 11-month SHEignites programme, Irene developed her sustainable farming idea into the startup Farmgenix - a fully automated system that increases agriculture productivity. Mentorship and the WSH Kigali Makerspace supported her with creating her first prototypes and at the end of the programme, she won grant funding worth of \$10,500.



For more information please don't hesitate to contact us about opportunities for collaboration.

Oliver Reisner, Managing Director



### Thank you to all our Supporters.

Run by a small team in Berlin, we couldn't be more humbled and impressed by the work and impact we have witnessed from our programmes, network and founders globally. None of this would be possible without the support from our donors, mentors, partners and other sup-

porters. Thank you for your trust. We promise to be worthy of it and make 2023 another great year of creating impact through empowered entrepreneurship.

A warm thank you to the below organizations for enabling and supporting our programmes and startup hubs during 2022.



### Imprint

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The Westerwelle Foundation for International Understanding is a charitable and judicable foundation under civil law, located in Berlin.

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Thank you to all our partners and community members  
for your support during 2022.

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[www.westerwelle-foundation.com](http://www.westerwelle-foundation.com)