



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 country. 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're 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.



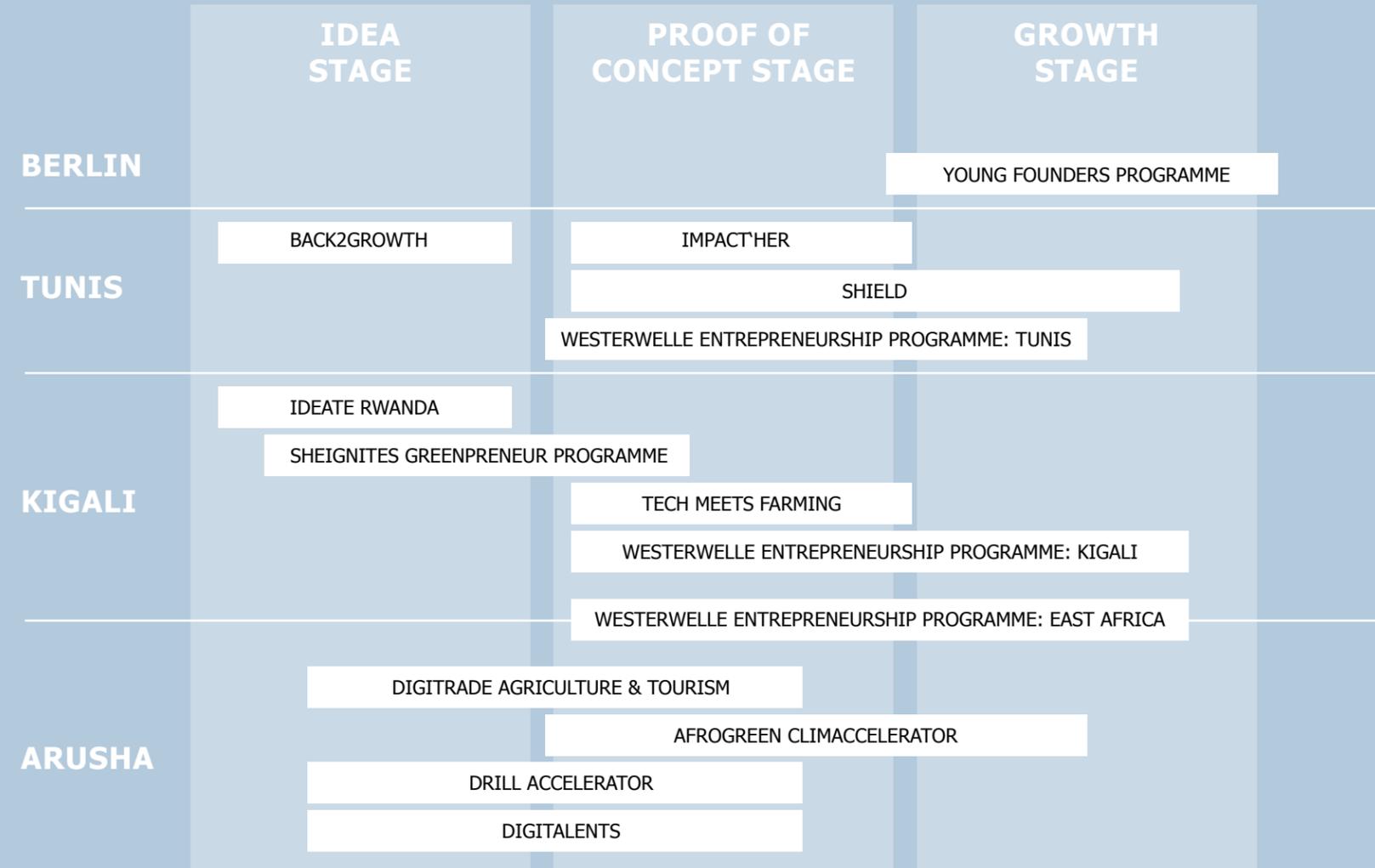
Programmes

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



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

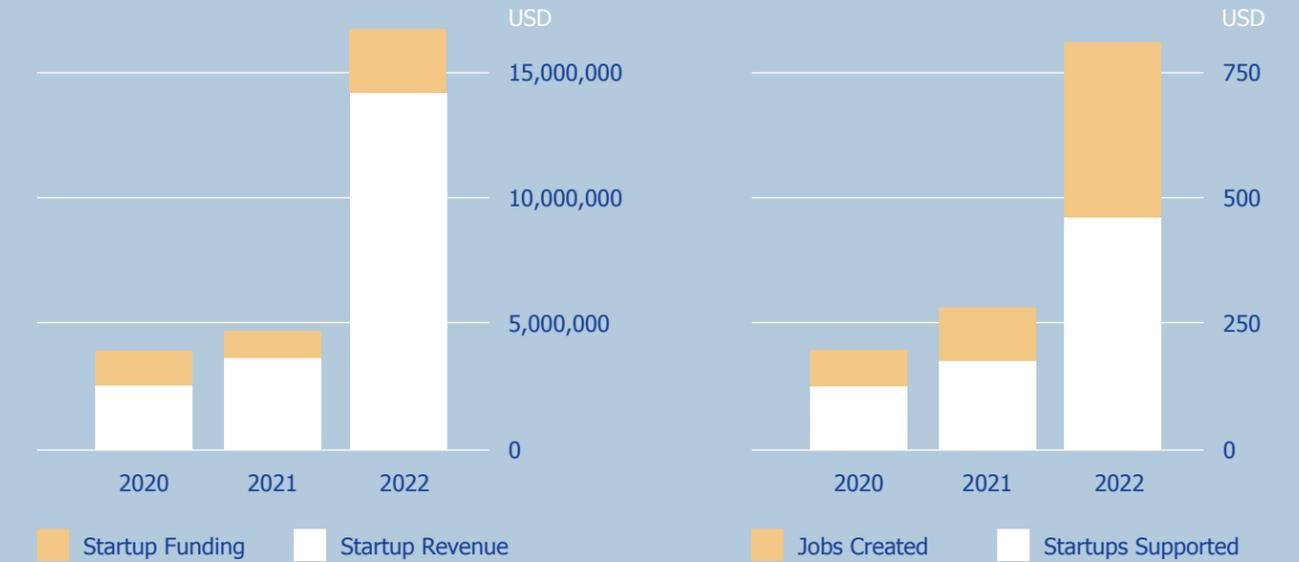
Supporting gender equity in entrepreneurship is important for us, which is why during 2022 we had three different programmes focusing on female entrepreneurs.

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 that have 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.

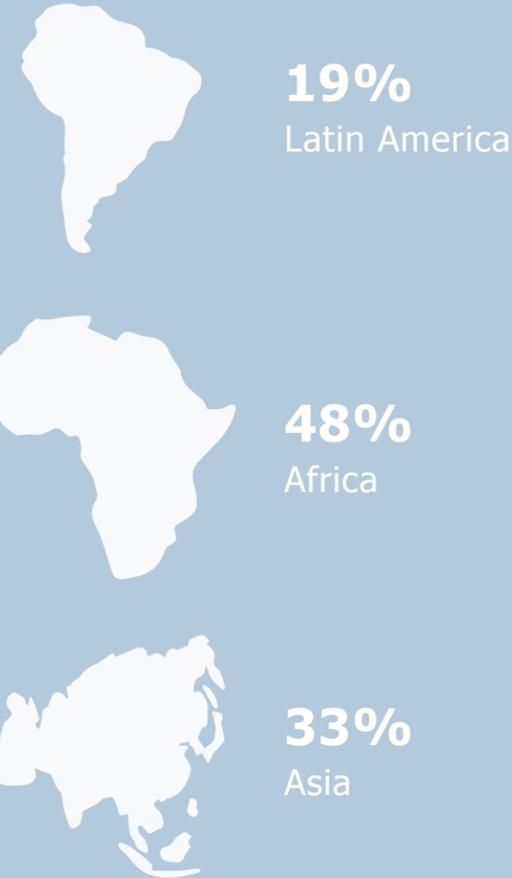


We strive towards gender equity. 43% of our programme participants in 2022 were female entrepreneurs.





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, Global Programme Manager



Westerwelle Founder of the Year Award

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

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, General Manager, WSH Kigali



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: Unverscience

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 m²
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, General Manager, WSH Tunis



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 m²
Co-working area

55
Programme participants

54
Jobs created

RESULTS FROM OUR STARTUPS:

Funding raised:
132K USD

Revenue generated:
31K USD



WSH ARUSHA

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, General Manager, WSH Arusha



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 m²
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

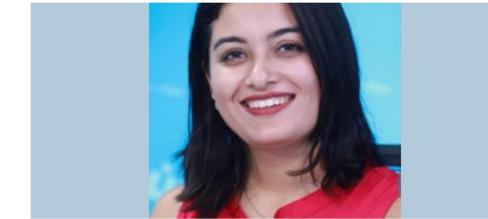
Access to the co-working spaces and networking activities of a Westerwelle Startup Haus.



MAKERSPACE

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

Success Stories from Around the World



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.



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.



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.



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.



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 \$7,500.

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 supporters.

Thank you for your trust. We promise to be worthy of your trust 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 in during 2022.



Imprint

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

www.westerwelle-foundation.com