



## “DMM.Africa Presents: Africa Business Idea Cup 2016”

DMM.Africa Presents: Africa Business Idea Cup 2016 is a business idea competition organized by a Japanese company operating in Tanzania and supported by several Japanese and Tanzanian or other African companies such as DMM.Africa (JAPAN), JKUATNISSIN FOODS LTD(KENYA) Citycom(TANZANIA) Computer connections(TANZANIA), and Office Depot(TANZANIA).

The competition will be organized in 5 countries, Tanzania as the 2016 host country, Kenya, Rwanda, Zambia, and Zimbabwe.

The winner of the competition will have the incentive to travel to Japan to explore the business scene and opportunity in Japan.

The Africa Business Idea Cup 2016 aim to dig up new business idea from Africa and to connect idea to the real market. The other mission of the Business Idea Competition is to be the new startup platform in Africa and to develop entrepreneurship in the continent.

### **Overview of the Business Idea Competition**

Organized by TRICKSTER.,LTD and powered by DMM.africa.

<b>Name of the competition</b>	Business Idea Cup 2016
<b>Event Organizer</b>	Trickster ltd(Tanzania, Japan)
<b>Main sponsor</b>	DMM.com (Japan)
<b>Sub Sponsors</b>	JKUAT NISSION FOODS, Citycom, Office depot, Computer connections
<b>Objective of the event</b>	To dig up new business idea and to connect idea to the real market. To be the new startup platform.
<b>Target countries</b>	Kenya, Tanzania, Rwanda, Zambia, Zimbabwe
<b>Final phase host country (End July 2016)</b>	Tanzania

<b>Semi-final phase host country (Mid June 2016)</b>	<p>Kenya, Tanzania, Rwanda, Zambia, Zimbabwe VENUES</p> <p>KENYA : The Foundry <a href="http://thefoundry.biz/">http://thefoundry.biz/</a></p> <p>TANZANIA : coming soon</p> <p>RWANDA : KIGALI PUBLIC LIBRARY ROOFTOP <a href="http://www.kplonline.org/">http://www.kplonline.org/</a></p> <p>ZAMBIA : BETA SPACE <a href="http://workbeta.com/">http://workbeta.com/</a></p> <p>ZIMBABWE: RAINBOW TOWER HOTEL</p>
<b>Number of phases and numbers of selections</b>	<p>3phases:</p> <p>1<sup>st</sup> phase is the online application &gt;Minimum 50 applicants to be selected for the Semi-final.</p> <p>2<sup>nd</sup> phase is the semi-final presentation event in each country &gt;2teams from each countries to be selected to the Final.</p> <p>3<sup>rd</sup> phase is the final presentation event in Tanzania &gt;1winner to be selected.</p>
<b>Applicant conditions</b>	<ol style="list-style-type: none"> <li>1, Anyone able to apply online</li> <li>2, 18 years old and above</li> <li>3, Individual, group/team or registered company</li> <li>4, 6 months valid passport holder</li> <li>4, English speaker</li> </ol>
<b>Mentorship Program</b>	<p>A mentorship program of two weeks is scheduled between the 1<sup>st</sup> phase and the 2<sup>nd</sup> phase.</p>
<b>Mentors</b>	<p>Business executives from Japan</p>
<b>Object of the mentorship program</b>	<p>To develop the applicants business idea and to support the preparation of the 2<sup>nd</sup> phase presentation in front of the judge.</p>
<b>Judges of the Semi-final</b>	<p>KENYA: Consultant(Japanese) Professor of Kenyatta University</p> <p>TANZANIA: Professor of Dar es Salaam university, Dr.Aloyce Masanja</p>

	<p>RWANDA: Professor of Rwanda University, coming soon</p> <p>ZAMBIA: Professor of Zambia university , coming soon</p> <p>ZIMBABWE: Hotel CEO, coming soon</p>
<b>Judges of the final</b>	<p>IFC Banker(Japanese) Business executive(Japan)</p> <p>Business executive(Tanzania)</p>
<b>Prize of the Semi-Finalist</b>	Ticket and trip to Tanzania
<b>Prize of the winner</b>	<p>USD5000 cash</p> <p>USD2500 worth ticket to Japan (Non Cash)</p> <p>USD2000 worth travel package to Japan(Non cash)</p>
<b>Finalist prize</b>	COMING SOON
<b>Media Coverage</b>	<p>Tanzania Broadcasting Corporation</p> <p>Japanese media (not to be mentioned yet)</p>
<b>Partner</b>	<p>University of Dar es Salaam</p> <p>Kenyatta University</p> <p>University of Zambia</p> <p>University of Lusaka</p> <p>University of Rwanda</p> <p>Cavendish University (Zambia)</p> <p>The foundry(Kenya)</p> <p>Kigali Public Library Rooftop(Rwanda)</p> <p>Beta Space(Zambia)</p> <p>Intergrated polytechnic regional Center</p>

### Schedule of 2016 (rough)

1 <sup>st</sup> phase: Application	1 <sup>st</sup> of April – 31 <sup>st</sup> of April
Advisor program & 2 <sup>nd</sup> phase: Semi-Final	<p>15<sup>th</sup> of May -21<sup>st</sup> of May (Kenya)</p> <p>22<sup>nd</sup> of May – 28<sup>th</sup> of May (Rwanda)</p> <p>29<sup>th</sup> of May – 4<sup>th</sup> of June (Zambia)</p> <p>05<sup>th</sup> of June – 11<sup>th</sup> of June (Zimbabwe)</p> <p>12<sup>th</sup> of June – 18<sup>th</sup> of June (Tanzania)</p>
3 <sup>rd</sup> phase: Final	16 <sup>th</sup> of July

## Details of the organizer

**Company name:** Trickster Ltd

**Place of registration:** Tanzania

**Shares:** Japan and Tanzania

**Business:** Advertisement and promotion agency, event planner and organizer, Japanese culture Promotion company, Media content supplier and producer.

**Director:** Atsushi Sonobe (Mr)

**Physical address:** 1124 Chole road, peninsular Msasani, Kinondoni, Dar es Salaam, Tanzania

**P.O.Box:** 3359

**Contact:** email: [info@trickster-africa.com](mailto:info@trickster-africa.com)

**Tel:** +255765954838

## Details of the main sponsor

**Company name:** DMM.com

**Place of registration:** Japan

**Shares:** Japan and Tanzania

**Business:** Entertainment, Movies, digital book, Web production, Web Marketing.

**Director:** Tatsuya Matsue (Mr)

**Physical address:** 14F Ebisu garden place tower 3-20-4Ebisu shibuyaku, Tokyo, Japan

## Details of the sub sponsors

Coming soon

## Detail of the partners

□□ University of Dar es Salaam

<https://www.udsm.ac.tz/>

□□ Kenyatta University

<http://www.ku.ac.ke/>

□□ University of Zambia

<http://www.unza.zm/>

□□ University of Lusaka

<http://www.unilus.ac.zm/Students/Login.aspx>

□□ University of Rwanda

<http://www.ur.ac.rw/>

□□ Cavendish University (Zambia)

<http://www.cavendishza.org/>

□□ Kigali Public Library Roof top (Rwanda)

<http://www.kplonline.org/>

## Detail of venues

☐☐Tanzania (coming soon)

☐☐The foundry (Kenya)

Incubation center event space - making smart software for creative people

☐☐Beta Space (Zambia)

Co-working space and Incubation center – which aims to tackle the growing need for urban workspace by harnessing the power of a shearing economy.

☐☐Kigali Public Library (Rwanda)

Public Library in Kigali with an incubation Center

☐☐Rainbow Tower Hotel (Zimbabwe)

Conference room in a prestigious hotel in Harare.

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