

The background is a dimly lit office space. On the left, there's a glass-walled room with several office chairs inside. On the right, a white wall features the 'IncubMe' logo in blue. A large window is visible in the upper right corner. The overall scene is dark, with the text overlaid in bright white and blue.

# AFRICA

by **IncubMe**

2021



# A unique incubator for a program of magnitude

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**IncubMe**, first pan-African private incubator, launched on March 2018 in Algiers, is the fruit of an initiative undertaken by Algerians coming from the economic world, established in Algeria and abroad, aiming to grow and hatch ideas of companies in the country.

The will of its founders to open the doors of the incubator to all African project holders, wishing to undertake projects in Algeria, was marked by a strong desire to reposition the country in the continent. Along this line, **IncubMe** rapidly joined the **Afrilabs**, and **Afric'Innov** networks as a first step.



# AFRICA by IncubMe: Program presentation

# AFRICA by IncubMe: Program Presentation

The success achieved by IncubMe comes from the work and the thorough monitoring by a multidisciplinary team for each of the incubated projects; a team that is today concerned to go further in the pan-African approach and spirit of the incubator.

”

The young entrepreneurs will be tomorrow's business leaders on the African continent.

”





# A year 2021 in african colors and under the sign of entrepreneurship



## A year 2021 in african colors and under the sign of entrepreneurship

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The program will start in January 2021.  
It is composed of two “incubation cycles” for a period  
of six months each.

And so this incubation cycle will start in the first  
quarter 2021 and will close at the end of summer.

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## THE ANNUAL PROGRAM IN FIGURES!

**+1000**

REGISTRATIONS

**400**

PRESELECTIONS

**20**

INCUBATED  
PROJECTS





A complete program aiming to  
accompany **20 young**  
**african entrepreneurs**

## A complete program aiming to accompany 20 young african entrepreneurs:

To achieve the goal of creating sustainable businesses, **IncubMe** offers to entrepreneurs:



1

Entrepreneurial training, support for the business development, masterclasses, an access to networks and to finance.

An area of activities for the incubation program and a workplace for the 40 entrepreneurs.



2



3

The organization of additional activities such as workshops, as well as events in order familiarize young entrepreneurs with networking practices.


## A complete program aiming to accompany 40 young African entrepreneurs

### What we offer ?

The incubation program Africa By **IncubMe** offers young African entrepreneurs a dynamic installation, where they will have the possibility to collaborate with young people sharing the same ideas. The program implies the reinforcement of capacities through training, master classes, events, coaching and mentorship, and access to potential customers, markets, and funding.

Thanks to a collaboration between the private and public sectors, **Africa By IncubMe** joins its forces to contribute to Africa's economic growth.





Why...



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The program **Africa by IncubMe** is in the service of the entrepreneurial ecosystem in Africa and belongs to the original pan-African approach of **IncubMe**.

The vision of the program:




**“Algeria, the crossroad of African Startups”**

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The largest country in Africa, Algeria, and its economic operators are more than ever committed to strengthen the intercontinental cooperation.



Along this line, **IncubMe** wishes to contribute in enriching the African entrepreneurial ecosystem, by offering economic opportunities, skills and economic empowerment for its young people. Entrepreneurship is the most powerful response to the socio-economic challenges and unemployment affecting the young population.

Moreover, to respond to the crucial issue of female entrepreneurship, and to overcome the under-representation of women, sharing the experience through the network of women entrepreneurs partners of **IncubMe** will without a doubt be an asset.





A program of magnitude to  
**respond** to the **challenges** of  
**the continent**

# The program themes

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HEALTH

RENEWABLE  
ENERGIES

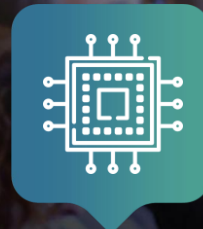


FIN-TECH

CONNECTED  
OBJECTS



ICT



AGRICULTURE





# Program Agenda

## Steps of the program:

**Step 1 :** Launching the large communication plan in Africa via the network Afrilabs, Afric'Innov, JA Gabon.

**Step 2 :** Starting the call for applications, preselection and final selection by a joint committee.

### **Step 3:**

Annoncing and launching the promotion on the occasion of a big event organized in Algiers.

### **Step 4:**

Broadcasting the TV show, of 12 episodes, retracing the journey of the participants and the highlights of the program



# Communication Plan

# Communication plan: I. Program announcement Phase

Channel	PR	Influencers	Digital Campaign
Explanatory	<p>Holding a press conference in Algeria with IncubMe spokespersons, broadcast live for the concerned countries on owned media, and the opportunity offered for foreign media to participate in the launch and ask their questions (written). Thus, the launch will be happen simultaneously in all the countries concerned.</p> <p>The program partners will be mentioned during the press conference, both during the speeches of IncubMe and through branding.</p>	<p>Involvement of various influencers (details on deployment recommendation) to support the announcement of the event, which will be relayed on their social networks, in as many of the concerned 27 countries as possible.</p>	<p>Launching the communication campaign on owned media and Google. It will start simultaneously with the press conference and approximately 10 days before the opening of registrations.</p> <p>The program partners will be visible throughout the digital campaign.</p>



## Communication plan : II.Call for applications Phase

Channel	PR	Influencers	Digital Campaign
Explanatory	The press release will give the Go for the selection phase, inviting the African press to relay the launch of the call for applications.	During this phase, influence will be essential to support the call for applications. Through their social networks, they will disseminate the registration link to reach as many potential participants as possible.	Setting up a call to action for the registration with a redirect link to the registration platform. This call for applications will be communicated on all owned media. During this phase, the registration platform will be central since it is through it that candidates can participate.
	The program partners will be mentioned in the press release.		

## Communication plan : III. Launch event Phase

Channel	PR	Influencers	Digital Campaign
Explanatory	Organization of a press point on the sidelines of the event to answer questions from journalists. IncubMe will be the official spokesperson. We will also invite the authorities, in particular the Minister of Startups.	Solicitation of an influencer to cover the event. This coverage will be done through short and quick interviews with partners, guests, coaches and mentors.	In order to make the event bigger and more alive, we will capitalize on owned media by showing the preparations and backstage of the event, through lives and stories.
	Opportunity offered for the partners to express themselves on the project. They will be able to highlight certain themes such as the importance of startups in the African economy and innovations in their sector of activity.	Program partners are visible during interviews.	Adding to that, and prior to the event, solicitation of some of the 20 selected attendees to live tweet during the event.
	Program partners are visible through interviews.		

## Communication plan : IV.TV Show Phase

During the 6 months of incubation, cameras will follow the participants and film their daily life and their journey.

At the end of the incubation period, a TV program retracing the highlights will be broadcast on the national channel ENTV.

All episodes will be broadcast over a three-month period, one episode per week.

## Communication plan : IV.TV Show Phase

channel	PR	Influencers	Digital Campaign	Poster Campaign
Explanatory	Giving the press of each country the opportunity to highlight the participation of its nationals to promote their ideas, career paths.	Solicit the partners of IncubMe and other incubators of the concerned countries to share content related to participants.	Promote the show through our owned media and Google. They will also be used to rebroadcast episodes of the show on the Youtube channel.	Announce and promote the TV show through urban poster both in Algeria and in the countries concerned.
	Interviews with project holders can be organized.	Work in collaboration with the members of the jury in order to demonstrate their notoriety.	We can also show behind the scenes of the show on our owned media.  In order to alleviate the possible problem of paid broadcasting on the channels of the countries concerned by the incubation program, the visibility of the sponsors will be through the visits of incubates to the corporate sponsors.	

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**WHY** support us in the  
Africa by Incub**Me** program?

# A virtuous program and beneficial to all

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Concretely, the partner companies will:

1. Define their goals and needs (production optimization, cost reduction, development of corporate culture, etc.).
2. Involve startups at the edge of technology, carefully selected and transmit specific issues in order that they develop specific projects for the company and offer relevant solutions.
3. Gain visibility as a responsible citizen corporate, involved in encouraging young entrepreneurs.



## A beneficial participation for the company



## A virtuous program and beneficial to all

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Just like products, solutions are often imported from abroad.

This phenomenon is taking place at the expense of exceptional African developers. Clearly, the lack of confidence in the young African talent is the main cause.

In order to demonstrate the capacities of young entrepreneurs, this program is based on an approach in line with the policy led by the Algerian and African authorities to promote youth entrepreneurship on the continent.


**A beneficial participation  
for the African startups,  
in line with the national  
strategy**

# A virtuous program and beneficial to all

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This continental incubation project, held in Algeria, will contribute to:

1. The influence of Algeria on the continent.
2. The positioning of Algeria as an African hub for technologies and innovation.
3. Promotion of the Algerian destination for investment, research and development.
4. Improving the image of Algeria and its assertion as an open, modern country decidedly turned towards the future.



## A beneficial initiative for Algeria

# Contact us

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