

Capacity Building in Technology transfer of innovative technologies (IoT, AI, Big data, etc.)

MASTERCLASS: Lessons from European startups

MAIN OBJECTIVE AND EXPECTED LEARNING OUTCOME

Participants will learn key success factors of European startups in order to take the African startup economy to the next level.

CONTENT

By introducing fundamental subjects such as access to talent, finance and public policy aspects (insights for data-driven policy making) that drove Europe into a unified market, African DIHs and startups will acquire insights significant towards the goal of startup growth and development of a common market. European start-ups are indeed being created and growing at an unprecedented pace, attracting the attention of global investors, customers, and corporate partners alike so several lessons could be exploited.

The ultimate goal is to build a community of innovators between Europe and Africa and understand how collaborations could be fostered.

THEMATIC FOCUS

European startups; network; challenges; opportunities; public policy; talent; finance; collaborative platforms

MATERIAL

Powerpoint presentations; polls; additional materials.

PROFILE OF INVITED LECTURER(S)

entrepreneurship experts; startup creation experts; sustainable development experts; business strategy experts; innovation managers