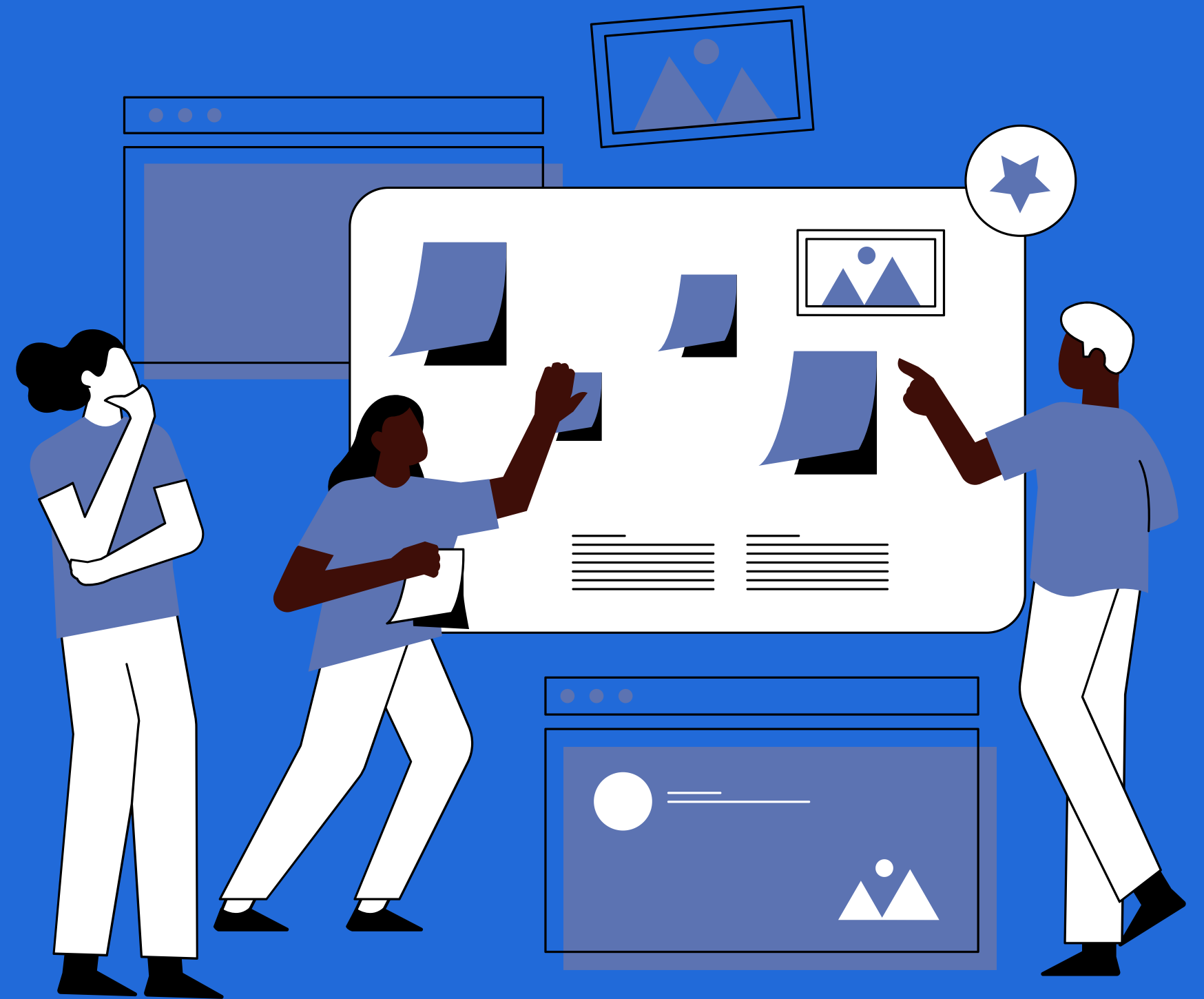# PesaTech Accelerator DIY Toolkit

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What is an Accelerator

A startup accelerator program, also known as a startup accelerator or incubator program, is a structured and intensive initiative designed to help early-stage startups grow and succeed. It is typically a time-limited program that provides selected startups with a range of resources, support, mentorship, and networking opportunities.

Types of Accelerators

Startup accelerators come in various types, including general vertical accelerators, industry-specific accelerators, corporate-sponsored accelerators, social impact accelerators, government-supported accelerators, university-based accelerators, virtual or remote accelerators, and nonprofit or incubator-style accelerators.

01 Corporate-Sponsored

An accelerator program that is initiated and supported by a corporate organization.   They are directly affiliated with and funded by a specific corporation.

02 Venture-Backed

An accelerator program financially supported by venture capital firms or investment funds. The offer startups access to funding opportunities and potential investment.
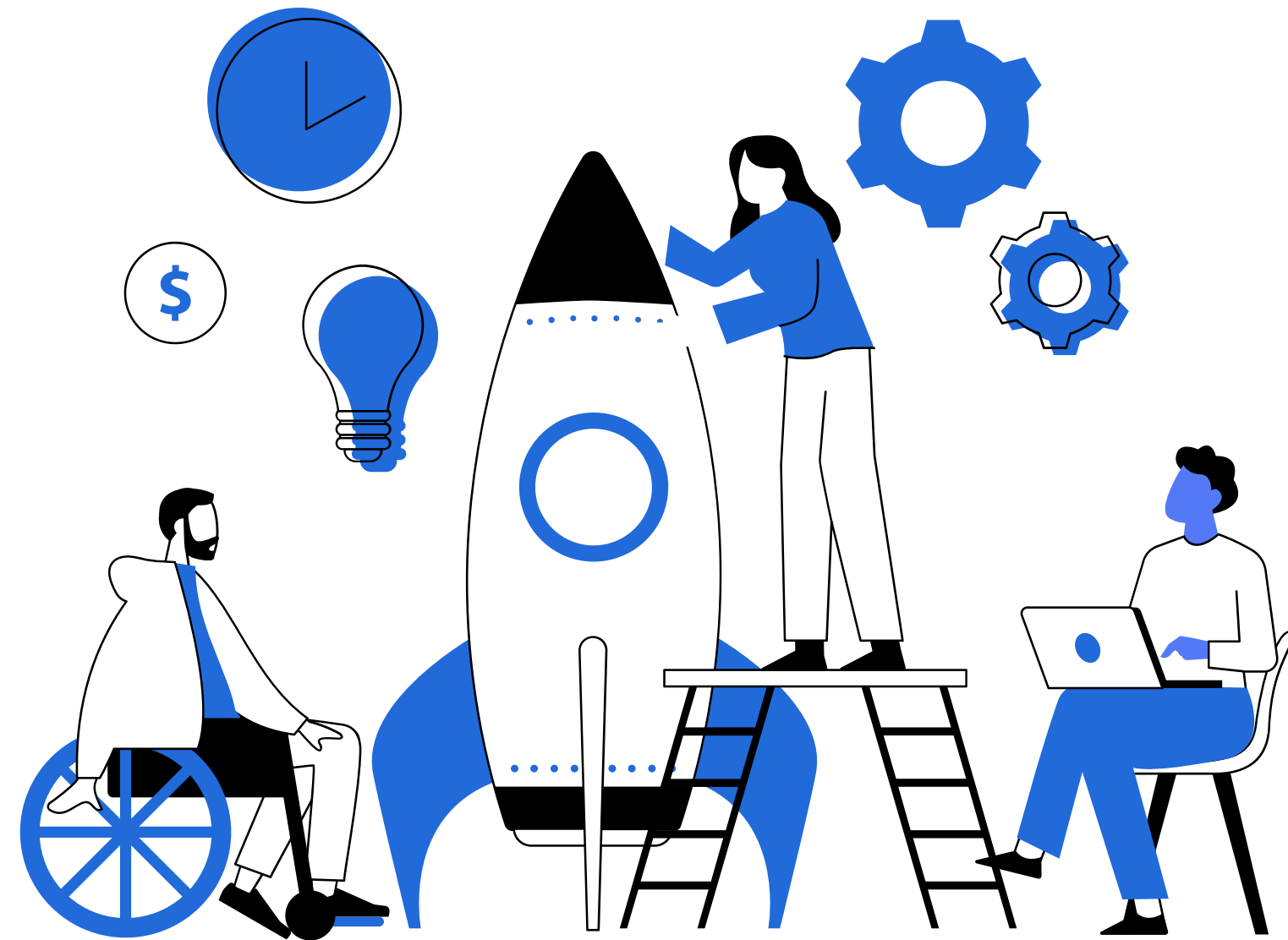
03 Impoct-Centered

An accelerator program that supports explicitly and nurtures startups and entrepreneurs who are focused on creating a positive social or environmental impact.

What is PesaTech Accelerator?

Pesatech Accelerator is a corporate-sponsored program to support post-MVP and growth-stage fintech startups in Tanzania. The accelerator aims to build fintech's capacity to raise investment through an Investor-Readiness Program (IRP) and act as a marketplace between startups, strategic partners, and investors.

PesaTech Framework

The PesaTech framework has four pillars: desirability, feasibility, accountability, and viability. It targets the areas impacting the success of fintech startups, including consumer needs, technology requirements, business models, and legal compliance. The framework emphasizes understanding and addressing consumer needs, evaluating the feasibility of the technology, adhering to legal and regulatory requirements, and ensuring long-term sustainability and profitability. By incorporating these pillars, PesaTech aims to provide a comprehensive approach to supporting and nurturing fintech startups.

VIABILITY

PesaTech Accelerator supports startups in developing viable and scalable business models.

FEASIBILITY

PesaTech Accelerator supports startups in developing technically feasible products.

V

F

A

D

ACCOUNTABILITY

PesTech Accelerator supports startups in developing legally compliant business models.

DESIRABILITY

PesTech Accelerator supports startups in developing strong value propositions for consumers.
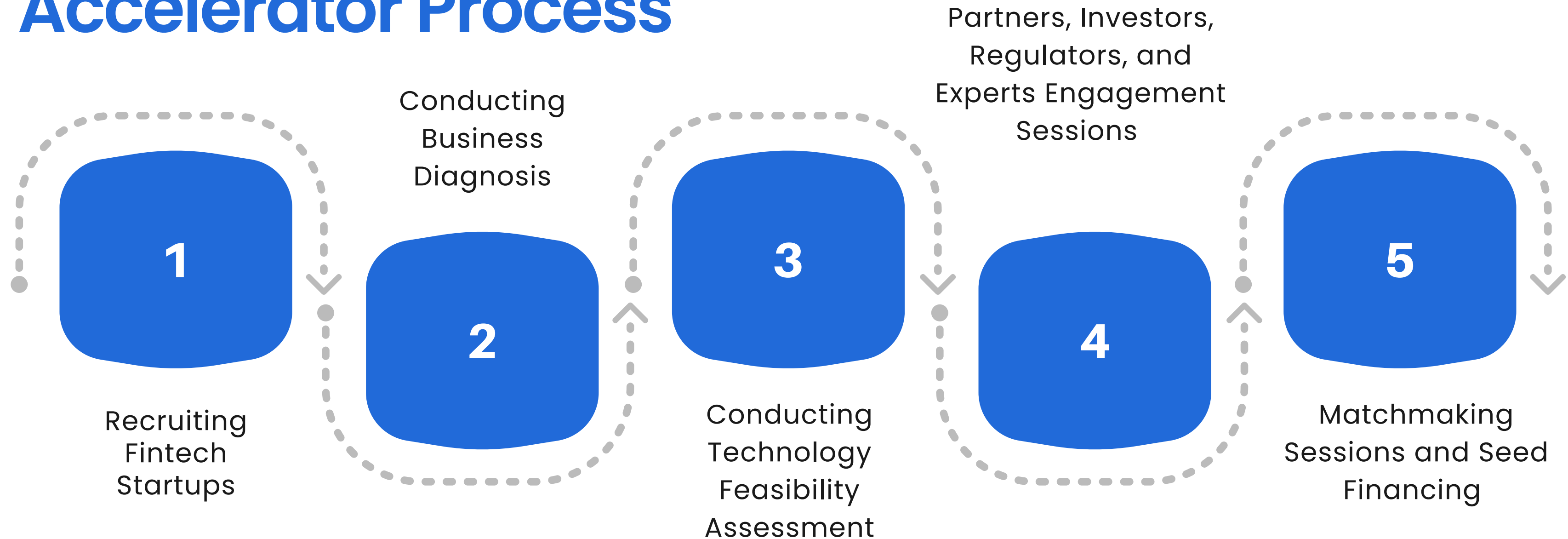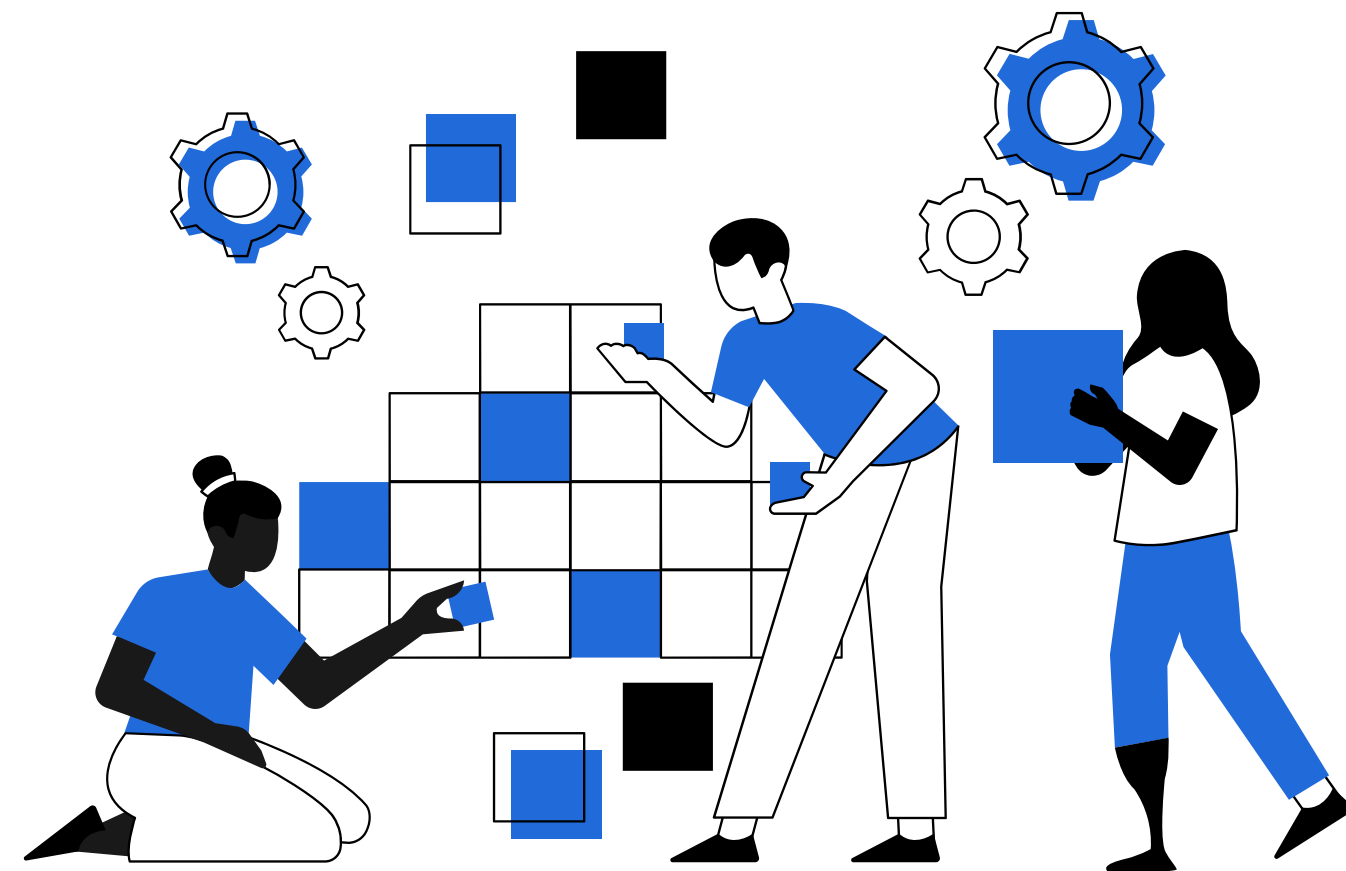
PESATECH ACCELERATOR DIY TOOLKIT

PesaTech Process

The PesaTech accelerator process consists of five key steps. Firstly, it involves the recruitment of fintech startups that align with the accelerator's objectives. Secondly, a business diagnosis assessment is conducted to evaluate and understand the startups' business models, market potential, and growth prospects. Thirdly, a technical feasibility assessment is carried out to assess the technological capabilities and scalability of the startups' solutions. Fourthly, the PesaTech accelerator links startups to experts, partners, and investors who can provide mentorship, guidance, and potential collaboration opportunities. Lastly, the accelerator offers seed financing and matchmaking opportunities, facilitating access to funding and investment for startups.

PesaTech Accelerator Process

The critical steps in conducting Pesatech Accelerator to support a fintech startup company's growth process. They can be implemented in strategic partnerships among different partners.

1 Recruiting Fintech Startups

Conducting Business Diagnosis **2**

3 Conducting Technology Feasibility Assessment

Partners, Investors, Regulators, and Experts Engagement Sessions **4**
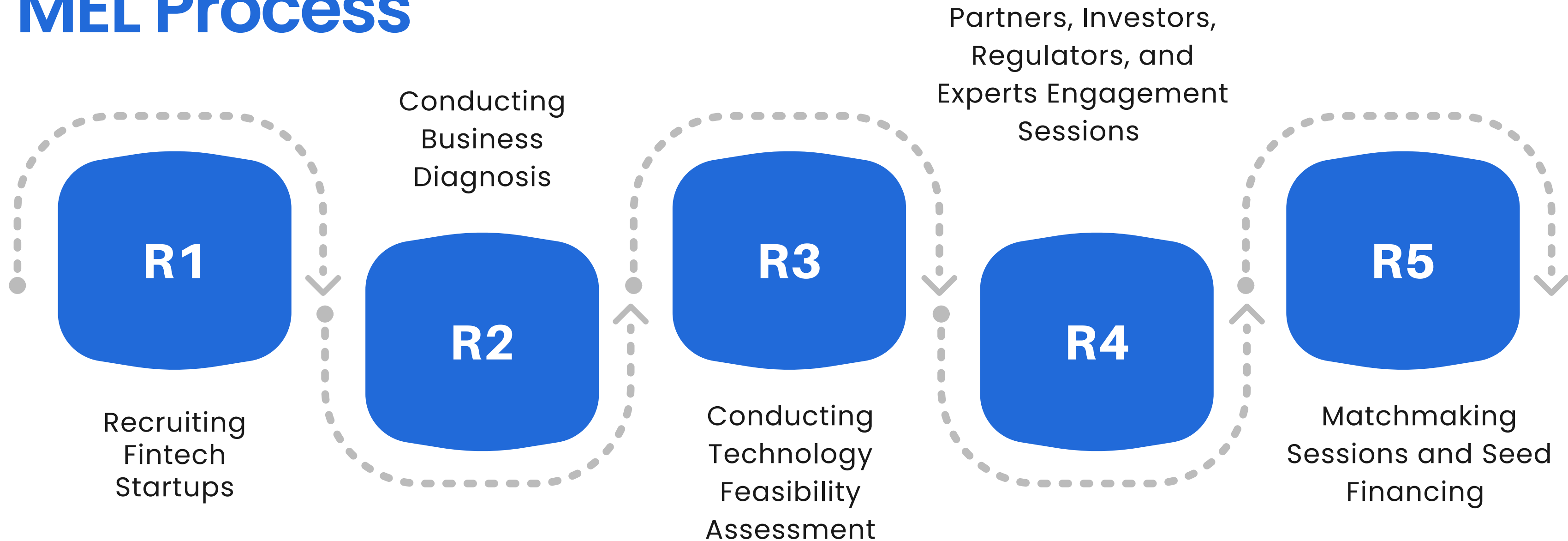
5 Matchmaking Sessions and Seed Financing

Monitoring and Evaluation

The Monitoring and Evaluation process of PesaTech Accelerator adopts an agile approach, incorporating a series of retrospectives throughout the implementation of the accelerator. These retrospective meetings are conducted at each program phase, engaging with the participating startups to capture critical lessons and data. These meetings aim to assess the program's effectiveness, identify areas for improvement, and make necessary adjustments as the accelerator progresses. By continuously gathering feedback and insights from the startups, the accelerator can enhance its offerings and ensure it remains responsive to their needs and the evolving fintech landscape.
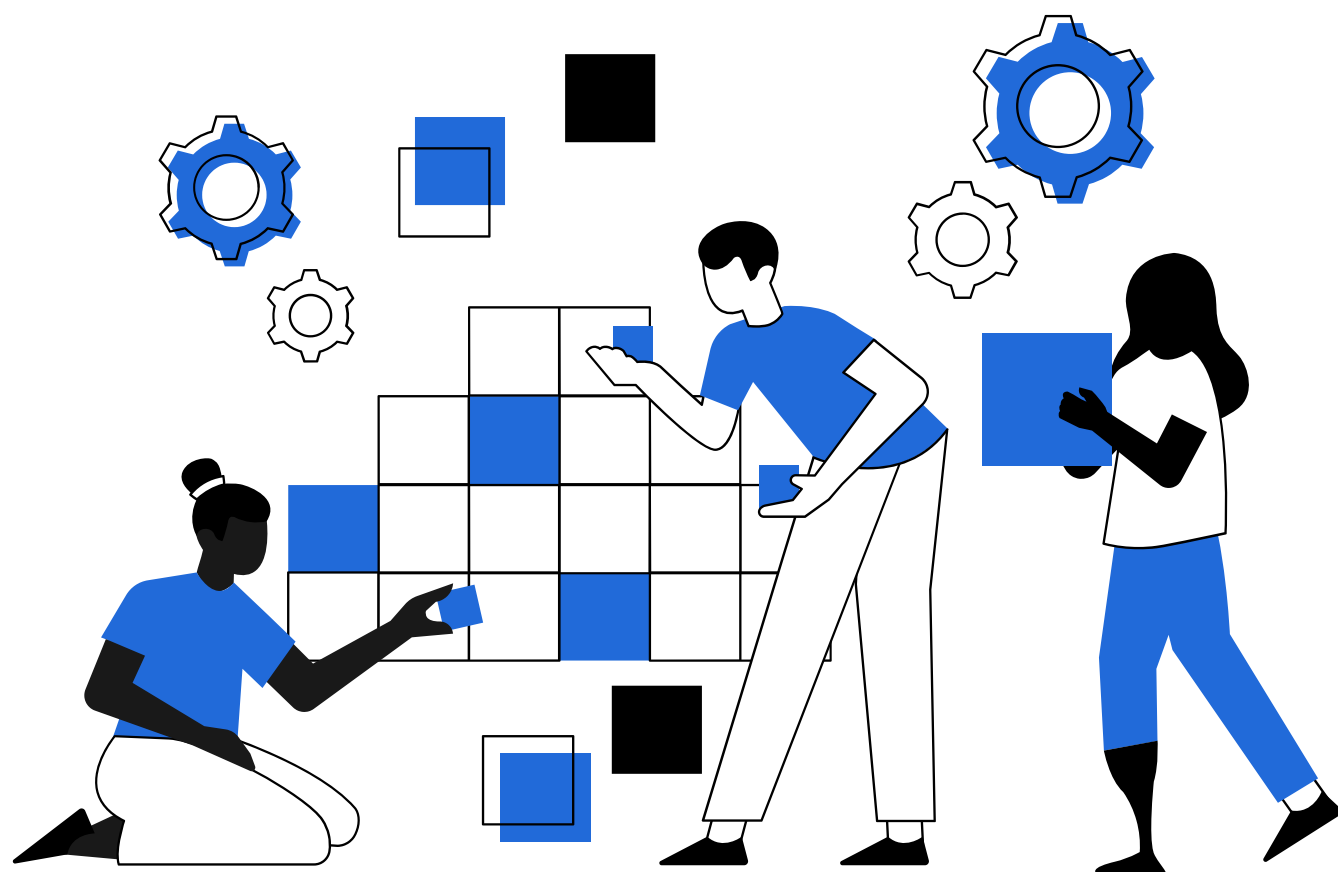
PesaTech
MEL Process

The agile MEL approach requires a retrospective (R) meeting to be conducted at each stage of the implementation of the accelerator programme to capture critical data and insights.

Conducting
Business
Diagnosis

Partners, Investors, Regulators, and Experts Engagement Sessions

R1

R2

R3

R4

R5

Recruiting
Fintech
Startups

Conducting
Technology
Feasibility
Assessment

Matchmaking
Sessions and Seed
Financing

Pesatech Lessons

Organizations looking to run a similar program to the PesaTech accelerator can learn valuable lessons from the programme. The lessons include clearly defining objectives, tailoring support to startups' needs, fostering a collaborative ecosystem, emphasizing impact measurement, continuously adapting and improving, cultivating investor connections, engaging with the legal and regulatory landscape, and measuring and showcasing success. By incorporating these lessons, organizations can create effective accelerator programs that support fintech startups, drive innovation, and contribute to sustainable development in the fintech ecosystem.
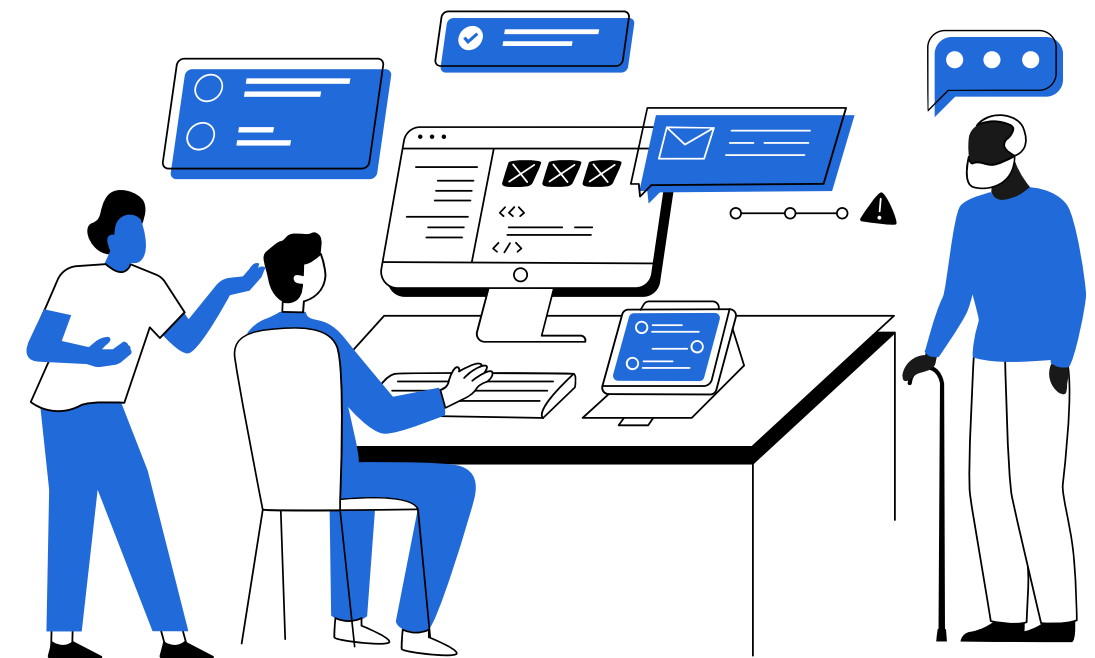
Dos

- Engage More Partners in The Program.
- Encourage Collaboration Between Startups.
- Engage Industry Experts and Strategic Partners.
- Conduct Deep Business and Technical assessments.
- Provide Feedback to The Portfolio Companies.
- Conduct Monitoring and Evaluation of The Program.
- Document The Process and Share The Lessons.
- Engage Regulators and Legal Advisors in The Program.
- Encourage Adaptability and Flexibility.
- Build a Community.

DOS AND DON'TS

Don'ts

- Treat The Founders Like Students.
- Embrace Competition Between The Founders.
- Ignore Partners and Try to Do Everything Alone.
- Manage Time and Resources Poorly.
- Ignore Lessons Learned at Each Implementation Phase.
- Infringe The Privacy and Intellectual Property of The Startups.
- Dismiss Feedback and Inputs From The Startups.
- Abuse The Knowledge and Information Gathered From The Startups.

Get in Touch

Email

contacts@saharaventures.com

Website

www.pesatech.africa