



# AMPION

.ORG  
AMPLIFYING  
PIONEERSHIP

SPONSORSHIP  
OPPORTUNITIES  
2014

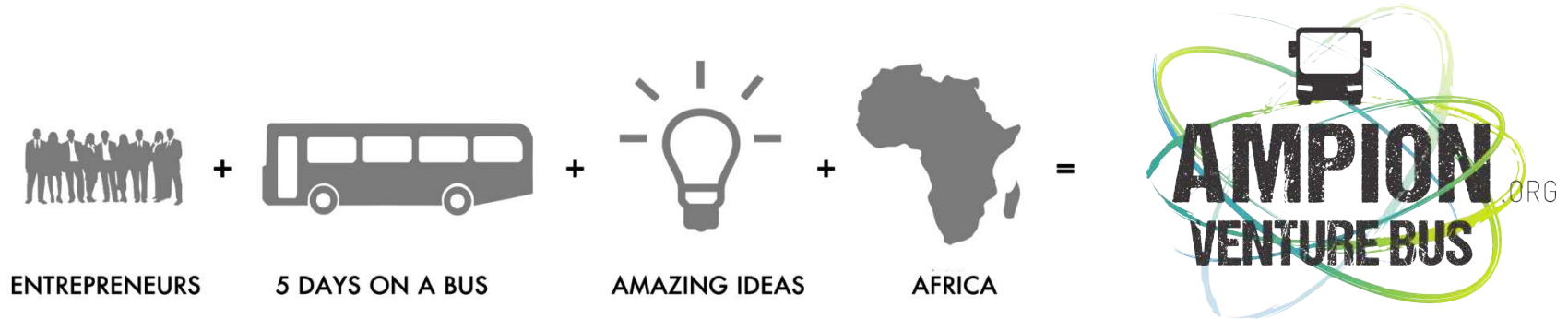
# MISSION



To **catalyze entrepreneurial energy** in emerging markets by supporting innovators with training, mentorship and networking.

**We believe in risk-taking**, social responsibility, entrepreneurship, diversity and sustainability.

# EXECUTIVE SUMMARY



Over 5 days entrepreneurs conceive, build and launch the **next best new African tech companies**. AMPION Venture Bus Africa 2014 runs in Northern, Eastern, Western and Southern Africa.

In 2014 the AMPION teams will – for the first time ever – have the chance to **launch their ventures through our fellowship programme and partner incubators** after the trip.



“AMPION **Venture Bus** made me understand the true spirit of entrepreneurship; creativity, tenacity and focus.

I have met amazing people – normally way out of reach – and we now work together to make a difference.”

Francis Chiwunda, 25,  
Co-Organizer & Buspreneur - Zimbabwe

# WHAT IS AMPION VENTURE BUS?



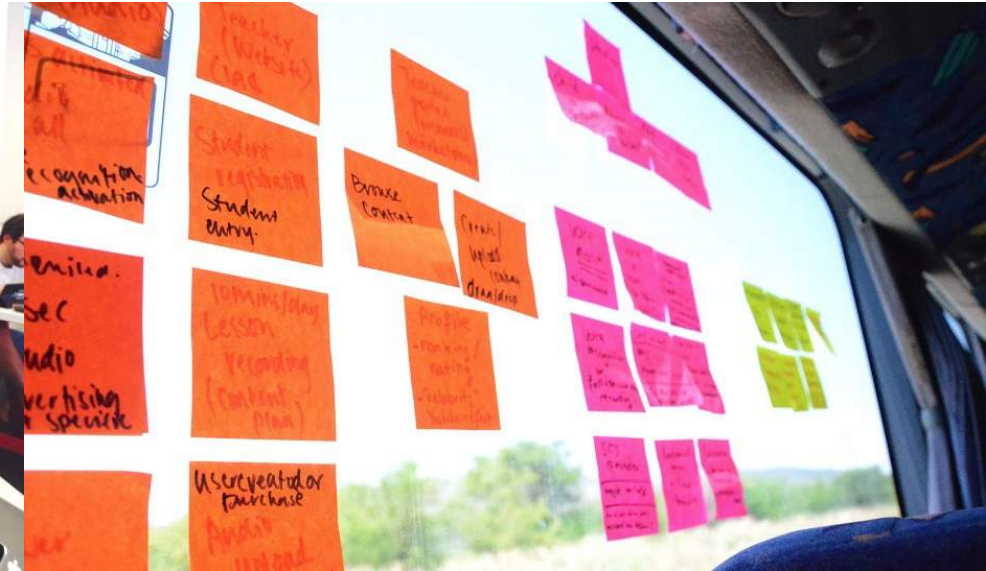
Forty people from all over the world meet in Africa to build ten startups – on a bus, within five days.

We deliver training before setting off on a five day mobile boot camp. Designers, developers and business experts form interdisciplinary teams to collaborate on the road.

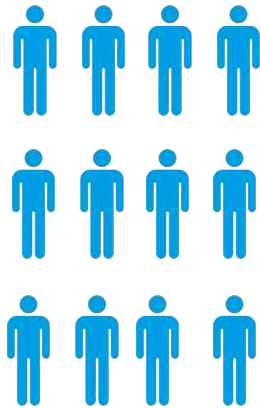
Every day, the teams pitch at different innovation centres to experts, gathering feedback. The final event sees candidates pitching to an international jury of high level investors.

# WHY USE A BUS?

- Dynamic: travelling from point to point allows us to meet a much **greater variety** of challenges, customers and experts
- Unique: We **connect different startup ecosystems** in Africa
- Innovative: The bus allows buspreneurs to collaborate and bond all day, every day
- Engaging: Using a bus allows us to create **a travelling roadshow** that provokes interest from larger amount of media groups in many different countries than a static innovation camp would



# DIVERSITY IS A KEY INGREDIENT



50%  
MALE



50%  
FEMALE



50%  
AFRICAN



50%  
GLOBAL

# EMPOWERING FEMALE ENTREPRENEURS



We empower women to play a prominent role in the continent's technological and startup environment.

- at least **50% women buspreneurs** on each bus
- **partners** with women associations and initiatives (e.g. Akirachix)
- successful women entrepreneurs and experts as **role models and mentors**
- results by gender in our **ongoing impact study**



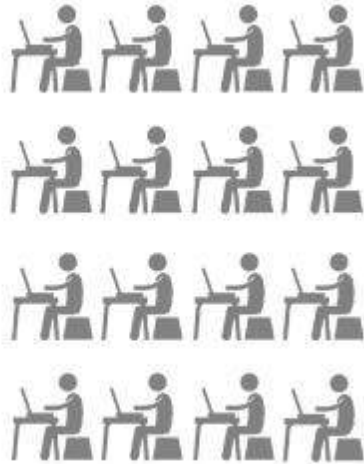
# GLOBAL KNOWLEDGE EXCHANGE

We select entrepreneurs from all over the world. All our teams are both interdisciplinary and multi-national.

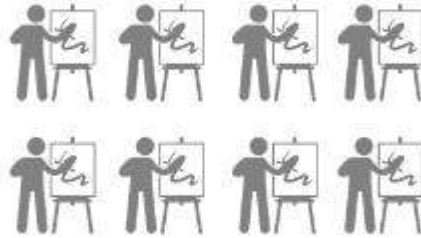
- at **least 50% African participants** on each bus
- participants have **all levels of experience**: from aspiring entrepreneurs to experienced professionals
- participants have the opportunity to team up with their future **mentors, business partners** and investors



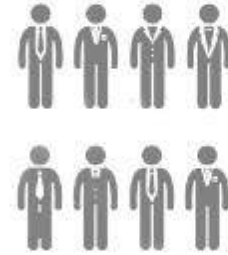
# INTERDISCIPLINARY TEAMS



50%  
DEVELOPERS

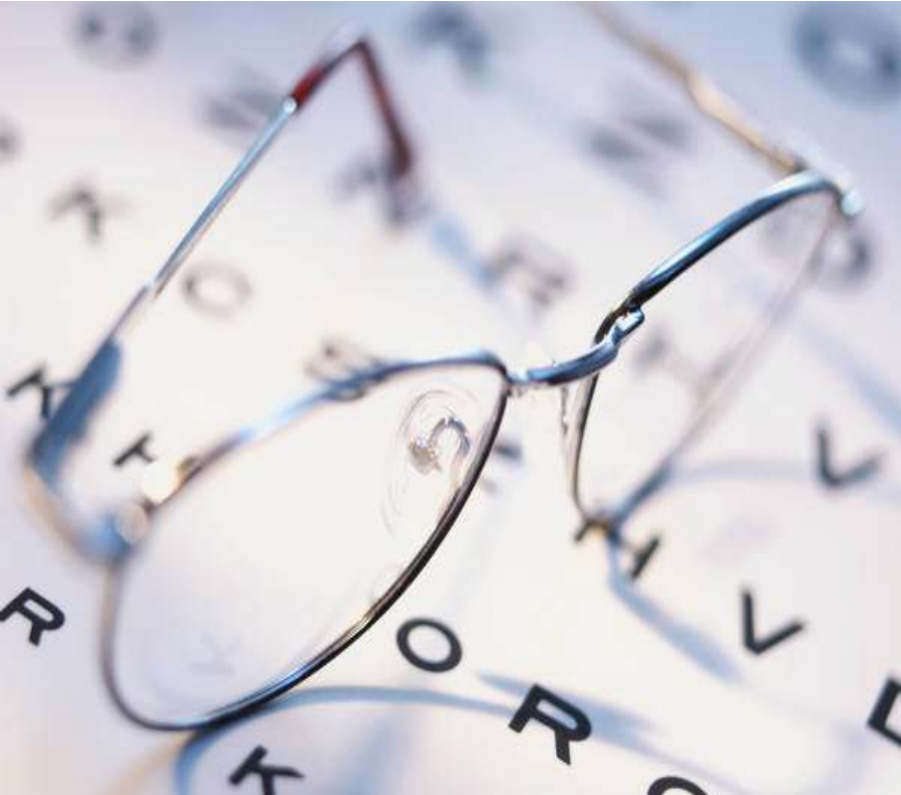


25%  
DESIGNERS



25%  
BUSINESS EXPERTS

# AMPION RESEARCH



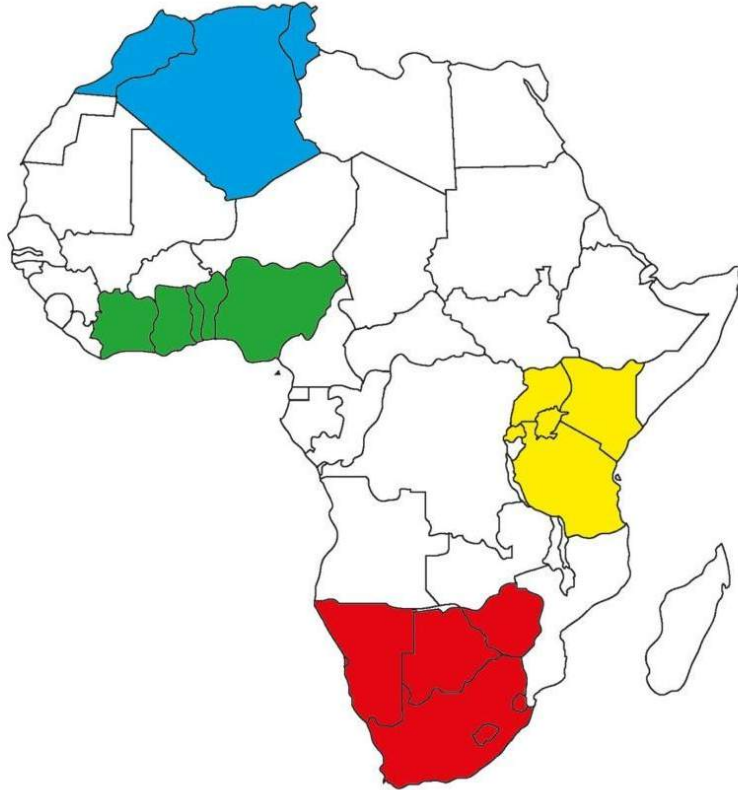
**We care about creating real, sustainable impact.**

Together with leading partner universities RWTH Aachen and ESCP Europe, AMPION is pursuing two main areas of research:

- **Impact analyses** based on detailed surveys of our buspreneurs
- **Strategic advise and knowledge creation** to help guide the new start ups formed on our buses

Particular focus will be given to the long-term effects of our programme on **female entrepreneurship**.

# LAUNCHING NEW REGIONS



We will have a total of four routes for buses in 2014.

**North Africa:** Morocco --> Algeria --> Tunisia

**West Africa:** Ivory Coast --> Ghana --> Togo --> Benin  
--> Nigeria

**East Africa:** Tanzania --> Kenya --> Uganda -->  
Rwanda

**Southern Africa:** Zimbabwe --> Botswana --> Namibia  
--> South Africa

We will hold **an event in each country**. For the final destination, we will partner with **the leading entrepreneurship conference in each region**.

NEW INITIATIVE IN 2014:

# AMPION FELLOWSHIP



In order to ensure long lasting support our best buspreneurs will be offered a global fellowship programme, in collaboration with **Afrilabs**, a pan-African network for innovation and technology hubs and **VC4Africa**, a leading venture capital platform.

The programme includes:

- Mentorship
- Choice of **free office space** in **30+ countries** in Africa
- **Investor roadshows** in the US and Europe
- Seed funding
- Invitation to conferences and pitch competitions

NEW INITIATIVE IN 2014:

# AMPION ON TELEVISION

Canal+ will feature AMPION Venture Bus in West Africa, travelling from Lagos to Abidjan. This will take the form of a **five-part series** filmed on the bus to be aired over the course of one week. Each episode will be 30 minutes long and will include interviews and extended coverage of our buspreneurs.

Canal+ is one of the world's leading broadcasters. It has worked in Africa for over twenty years as Canal+ Afrique, which operates in **26 countries** on the continent.

The logo for Canal+ is displayed in white, bold, sans-serif capital letters against a solid black rectangular background. The word "CANAL" is followed by a plus sign (+).

NEW INITIATIVE IN 2014:

# AMPION @ MYAFRICANSTARTUP

- In November, the African Development Bank celebrates its return to Abidjan
- As part of this celebration, AMPION will co-organise **an entrepreneurship event** to promote startups in Africa in cooperation with HEC Paris, the #1 business school in Europe
- This will be a prestigious event, showcasing a huge number of entrepreneurs and startups



# SUCCESSSES FROM 2013

50% of buspreneurs found supporters and continued their ventures

Participation at major international events



re:publica



mobiles4HD  
Mobiles for Human Development

4  
TECH AFRICA



SOCIAL  
INNOVATION  
SUMMIT 2013



# EXTENSIVE MEDIA COVERAGE

Featured by the **top five international broadcasters**

Covered by **more than 100 media outlets**, including the most influential African tech blogs



# PREVIOUS SPONSORS



# 2014 WILL RESULT IN...

## PHYSICAL IMPACT

Buses visiting **4 regions and 15 countries**

160 participants

More than **5000 young Africans** will be physically reached through initiative

## MEDIA IMPACT

5 Million young Africans will be reached via our social media channels

50 million will be reached via our **PR campaign**

## ECONOMIC IMPACT

**40 startups** will be created

8 startups (top 20%) will be **incubated**

# SPONSORSHIP PACKAGES



## Offline logo

Your brand on bus, t-shirts & banners



## Online logo

Featured on AMPION website



## Social media

Promotion through our accounts



## Blog post

Published on AMPION website



## Mass email

Highlighting your company to our entire network



## Jury members

Select a judge for the final event



## Company presentation

Pitch your company to buspreneurs



## Company representative

Daily access to buspreneurs & partners on the bus



## Global press release mention



## Regional press release mention



## TV coverage

On Canal+



## Branded fellowships

Sponsor a fellow

	SILVER	GOLD	PLATINUM
Offline logo	M	L	XL
Online logo	X	X	X
Social media coverage	X	X	X
Blog post		X	X
Mass e-mail			X
Jury members		3 regions = 1 jury member	1 jury member per region
Company presentation		1 per region	1 per region
Company representatives		1	2
Global press release mention			X
Regional press release mention		X	X
TV coverage			X
Branded fellowships	1	4	8
Per region	€5.000	€10.000	€25.000
Pan-African	€20.000	€40.000	€100.000



# AMPION

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