



MAKING AN IMPACT
Empowering Founders to Grow


WESTERWELLE
FOUNDATION
INTERNATIONAL UNDERSTANDING



„It is important for us to not only talk about making impact but also to track and share the results.“

Michael Mronz, Chairman of the Board



WELCOMING WORDS

Uplifting emerging markets through empowered entrepreneurship.

2021 saw a record amount of investment in African startups, accompanied by a rise in highly valued tech startups. After a challenging 2020, this is good news for all young entrepreneurs on the continent, for us at the Westerwelle Foundation and for everyone else interested in supporting economic development via new business creation.

We are steaming ahead with our startup hubs and programmes, supporting and actively shaping the settlement of African founders and startups into what is now “the new normal”. Our activities focus on guiding entrepreneurs through all stages from ideation and incubation to international acceleration.

This year, we once again received an impressive number of applications for our flagship Young Founders Programme and were happy to welcome 50 young founders from Asia, Africa and Latin America as participants. Our Westerwelle Startup Hubs in Rwanda and Tunisia are fully accessible again, after slower periods of closure due to local health measures.

In our Impact Report, we are looking back on a year of challenges but also a year used to create social impact on a local and global level. By offering young entrepreneurs opportunities to expand, we aim to enable change and growth in these ecosystems.



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STARTUP HUBS AND PROGRAMMES

„By combining our programmes and startup hubs, we are creating a strong, global network of entrepreneurs and supporters.“

At the Westerwelle Foundation, we aim to uplift emerging markets through empowered entrepreneurship.

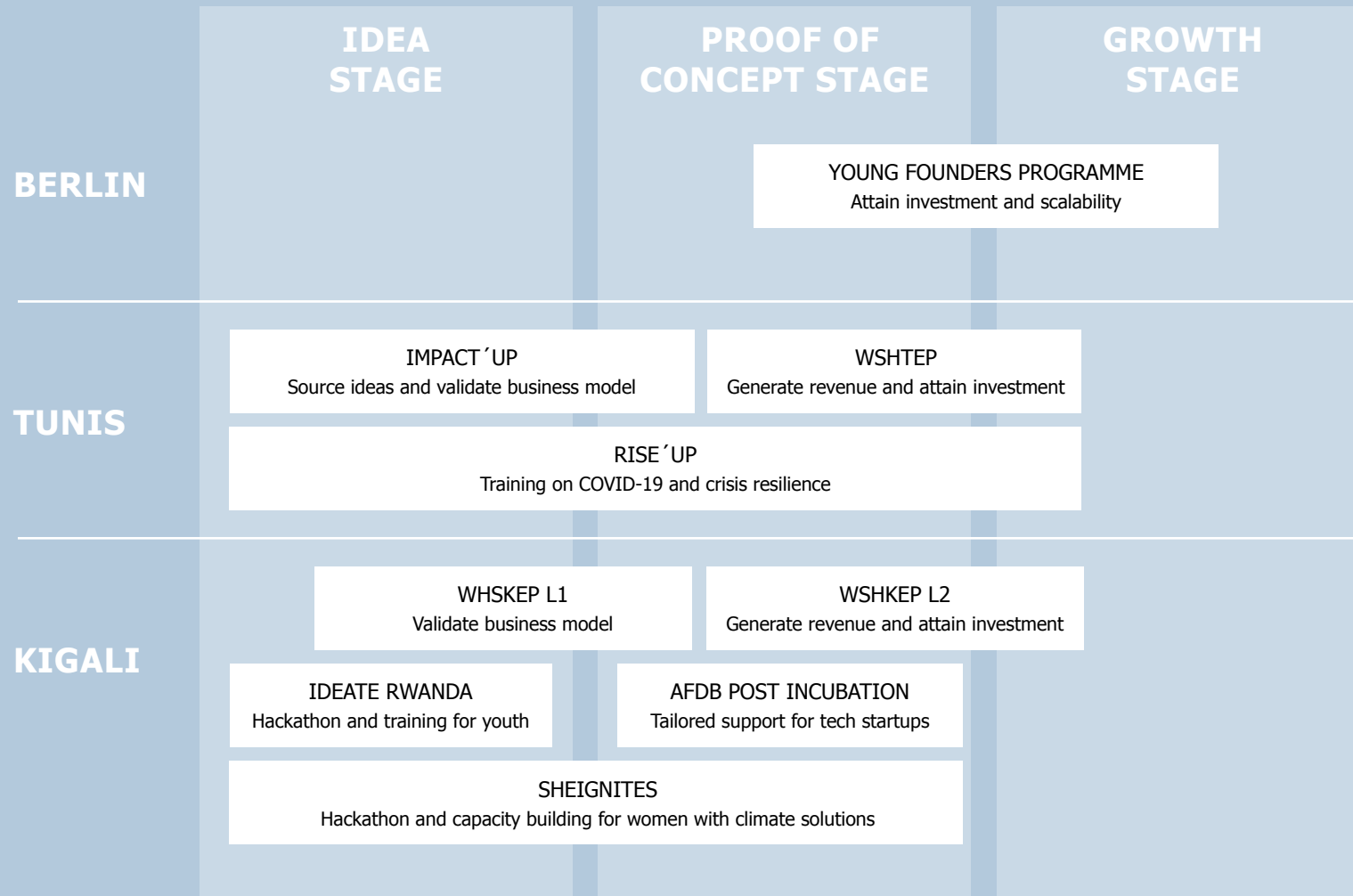
HOW DO WE DO THIS?

We support young entrepreneurs in two different ways: programmes and startup hubs. While the startup hubs are rooted in emerging African startup ecosystems, our Young Founders Programme is open for applications from founders in Asia, Africa and Latin America.



Programme Overview

Each location has its own programmes but we work across locations to share learnings and connect members



Impact in 2021

3,644

Applications for our projects in Berlin, Tunis and Kigali

154

Startups participated in our Programmes

110

Jobs created

Funding raised:

1.1 MILLION USD

Revenue generated:

2.8 MILLION USD

*Numbers apply to 2021

MAKING A DIFFERENCE

Enabling founders to grow

What does it mean to have an impact? For us it is not only about offering financial support. Our aim is to enable founders and startups to accelerate change, push their ideas forward and raise funding from relevant stakeholders. We are creating opportunities for growth.

We do this through our programmes and startup hubs: We offer a professional and creative work environment and provide entrepreneurs with skills training, mentoring, relevant contacts from our international network, and possibilities to learn from other successful founders.

PROVIDING OPPORTUNITIES

This approach works: Feedback from participants is overwhelmingly positive and alone in 2021 we received around 3.300 applications from entrepreneurs from all over the world for our Young Founders Programme. Since autumn 2019, more than 10.270 founders have applied. Our startup hubs in Tunis and Kigali currently have around 190 members.

Our programmes play a key role in enabling positive impact: They often lead to the establishment of new

partnerships for startups or expansion to new markets. Through our global network, we connect founders with donors and investors, open new perspectives through participation in various events and create visibility for the young companies.

DIVERSITY IS KEY


We are happy to see a diverse community of businesses in our startup hubs. We are hosting startups from various backgrounds such as RetailTech, EdTech, Health Solutions, FinTech, AgriTech, DeepTech and Transport. Our founders often receive awards for their outstanding achievements after being a part of our ecosystem, which proves that we have built a community of successful visionaries.

Speaking of diversity, we are very happy that at least two of our programmes this year had a share of more than 50 % of female participants. We also have a constant share of female founders applying and participating in the Young Founders Programme and are looking at ways to increase this further.



„Our programs play a key role in enabling positive impact: They often lead to the establishment of new partnerships for startups or expansion to new markets. Through our global network, we connect founders with donors and investors, open new perspectives and create visibility for the young companies.“





WSH KIGALI

Ideate Rwanda: Idea Validation for Young Entrepreneurs

WESTERWELLE STARTUP HAUS KIGALI

Starting with a hackathon for 80+ aspiring entrepreneurs and continuing with a 4-month capacity building programme for the top 10 teams, the goal of Ideate Rwanda is to support students and other young innovators in transitioning from an idea to a validated business. The programme is implemented in partnership with the US Embassy in Rwanda and focuses on solving social challenges.

SHEignites: Accelerating Women Climate Entrepreneurs

WESTERWELLE STARTUP HAUS KIGALI

The SHEignites programme focuses on increasing awareness of and empowering women working on green solutions. This is done via a hackathon with 100+ women participating and the top 15 teams being invited to join an 11-month incubation programme to launch their businesses. The programme is supported by the Aspen Network of Development Entrepreneurs and Global Affairs Canada.

PROGRAMMES: ACCELERATING GROWTH

We support entrepreneurs all the way from ideation to incubation and international acceleration with a mix of local and online programmes.

AfDB Tech Post-Incubation Programme: Tailored Support for Tech Entrepreneurs

WESTERWELLE STARTUP HAUS KIGALI

To maximize impact and relevance, the tech post-incubation programme offers targeted support for a small, curated group of tech startups as a continuation of the AfDB Tech Incubation Programme of 2020. The programme is supported by the African Development Bank and offers mentorship, engagement with the private sector, support in securing funding and access to WSH Kigali, including community networking.

WSH Kigali Entrepreneurship Programme: Preparing for Acceleration

WESTERWELLE STARTUP HAUS KIGALI

The Entrepreneurship Programmes of both Kigali and Tunis focus on startups that have already developed their idea and team, and are now looking to transition into a scalable business model and start preparing for growth. During the 9-month in-house acceleration programme, 20 startups benefit from a workspace at the hub, training in the Makerspace, access to the community, advisory services, corporate partnerships, and investment support. The programme is a joint initiative with Make-IT in Africa.



INFRASTRUCTURE

Access to the desks at the Westerwelle Startup Haus Kigali and full access to the Markerspace



CORPORATE PARTNERSHIPS

Development of a clear strategy for corporate partnerships and facilitation of networking opportunities



EXPERT SESSIONS

In-depth sessions on relevant topics with high-class experts



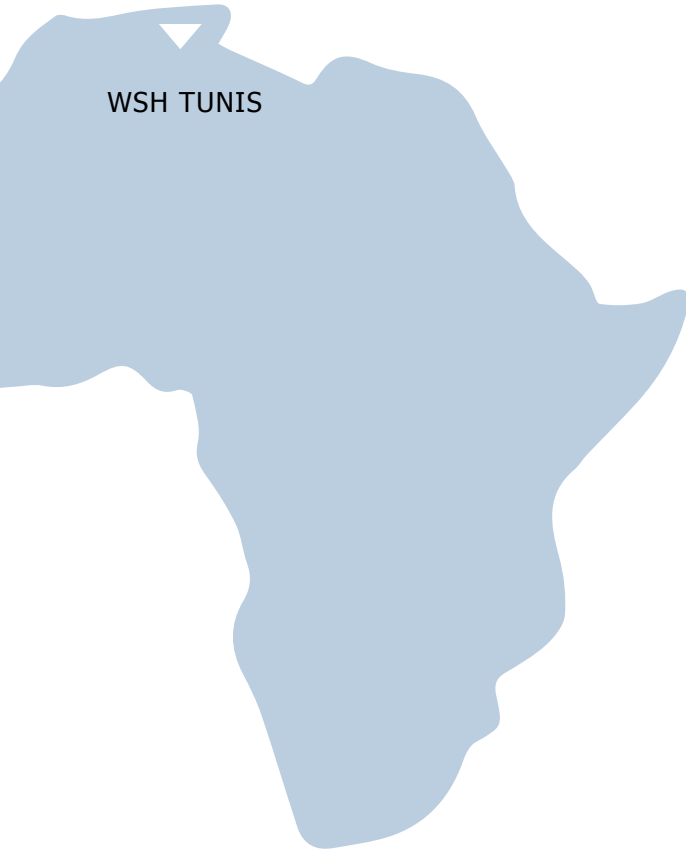
INVESTMENT SUPPORT

Focus on investment readiness, investment identification and investment networking opportunities



NETWORKING

Meetups with important players in the local ecosystem and access to the global Westerwelle Foundation network



WSH TUNIS

ImpACT'UP: Enabling Social Entrepreneurship

WESTERWELLE STARTUP HAUS TUNIS

ImpACT'UP was developed specifically for early-stage social-digital entrepreneurs, providing them support with launching their impact-driven startups. The programme enables students in Tunisia to unleash their potential to provide digital solutions to local communities. To accelerate the progress, our three-day bootcamp provides skills and best practices to reach the go-to-market stage. After the bootcamp, 10 early-stage startups are incubated in the comfort of other entrepreneurs at our startup hub. ImpACT'UP is a joint initiative between Westerwelle Startup Haus Tunis and Friedrich Naumann Foundation.

WSH Tunis Entrepreneurship Programme: Preparing for Acceleration

WESTERWELLE STARTUP HAUS TUNIS

Similar to the Kigali Entrepreneurship Programme, the goal of the Tunis programme is to support validated startups to grow their businesses through tailor-made support for scalable business models, market validation and expansion. The 6-month in-house programme offers 15 startups a workspace at the Westerwelle Startup Haus Tunis, access to the community, expert sessions and international stakeholder networking. This initiative was launched in collaboration with GIZ Tunisie.

Rise'UP: Overcoming the Effects of the Pandemic

WESTERWELLE STARTUP HAUS TUNIS

In an effort to continue supporting startups during the pandemic after the Tunis Entrepreneurship Programme, the Rise'UP programme was quickly developed and launched to focus on Covid-19 resilience. The programme offers workshops, expert learning materials, peer support and networking opportunities for all Tunisian members of our community.



INFRASTRUCTURE

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CORPORATE PARTNERSHIPS

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Young Founders Programme: Accelerating International Growth

ONLINE

The Young Founders Programme is a 6-month fellowship for startups poised for growth. The founders that join have been successful in building businesses with notable revenues and scalable business models, and are therefore ready for VC investment and international scaling.

In 2021, we hosted two cohorts of 25 founders each for the Young Founders Programme. The first cohort of 25 started in spring, the second one, also hosting 25 founders, kicked off in autumn. During the 6-month fellowship, we brought together leaders from Asia, Latin America and Africa, all united in the pursuit of entrepreneurial greatness.

Most of the programme is conducted remotely but the top 10 participants from each cohort get the chance to meet each other and network during a 5-day conference in Berlin. The conference is fully funded by Westerwelle Foundation and offers participants the chance to dive into the Berlin startup ecosystem. Content pillars of the programme are mentoring, peer learning, expert sessions, international networking, as well as investor and corporate introductions.



MENTORING

A unique experience with a successful entrepreneur or investor, who becomes your sparring partner



BUDDY PROGRAMME

Access to new business opportunities by being connected to alumni of the programme



PEER LEARNING

Exchanges with other successful young founders of the cohort to share knowledge and support each other



BERLIN CONFERENCE

Exposure to the Berlin Startup Ecosystem through a fully funded one-week conference together with the other founders for the 10 participants



EXPERT SESSIONS

In-depth sessions on relevant topics with high-class experts

Westerwelle Young Founders Programme

AUTUMN 2021

Regional Representation



16%
South America



48%
Africa



36%
Asia

Gender



40%



60%

Sectors



Travel & Tourism



Education



Financial Services



Transportation & Supply Chain



Agriculture



Health

STARTUP HUBS

Spaces to Grow: Westerwelle Startup Hubs

Our Startup Hubs in Africa support local founders and strengthen local startup ecosystems. In 2016 we opened the first hub in Tunis and in 2018 the second one in Kigali. The hubs offer coworking space, events, networking opportunities as well as incubation and acceleration programmes.

Our goal is to develop and create a pan-African Westerwelle Startup Haus network. We are planning to open two new hubs in Tanzania and Morocco soon and three more during the next years.



DESK

Your own desk for a day, week, or month. With all the benefits of a shared workspace, access to all our perks, a vibrant community and work experience



PRIVATE OFFICE

A dedicated space for you & your team. Give your co-workers their own beautiful space and enjoy all the perks that our co-working environment has to offer



ROOM

Book a room for a meeting, class, or meetup. Create an exceptional meeting with our equipment and give your participants the experience they deserve



EVENTS

Host your event in style. Trainings, workshops or whatever you like: our spaces are designed to host small & big events, perfectly tailored to your needs

Local Programmes

Westerwelle Startup Haus Tunis Entrepreneurship Programme

ImpACT'UP: Incubator for early stage social-digital startups

Fit-For-Work: Workshops on „employability for students“

Rise'UP: Focused on covid resilience to provide much needed support to Tunisian startups to overcome the impact of the pandemic.

Services offered



DESK



PRIVATE
OFFICE



ROOM



EVENTS

WESTERWELLE STARTUP HAUS TUNIS

Tunis: A Strong Foundation for Growth

The Tunisian ecosystem is the second largest in North Africa. With more local support and increasing interest from international investors, Tunis is ready for growth. The Westerwelle Startup Haus in Tunis was the first one to be opened by the foundation in 2016. It is Tunis' first downtown coworking space and houses fast growing startups. Today, we are happy to be the home of 60 members who are building their businesses.

Our local Entrepreneurship Programme prepares late-stage entrepreneurs with tailor-made support for expanding operations and attaining investment. The ImpACT'UP programme on the other hand was developed for idea stage entrepreneurs to support them with business model validation.

Profile

Opened:
2016

Members:
60



The Startup Ecosystem

The Tunisian startup ecosystem has been growing steadily since the Jasmin revolution in 2011. With the introduction of Tunisia's Startup Act in 2018 the government actively implemented measures to make it easier for young entrepreneurs to establish and fund their own businesses. Public sector and administrative support for startups have improved. With the state covering the salaries of up to three founders in the first year of operations, tax reliefs and flexible solutions to fund your business while taking a break from your regular job, a founder-friendly atmosphere has been created in this relatively small ecosystem.

Tunisia has built a strong foundation for creating successful startups. Our teams see this at the Westerwelle Startup Haus in Tunis where an amazing spirit can be experienced: Skilled founders with detailed know-how are actively mentoring early-stage entrepreneurs. This creates a strong ecosystem community. At the same time, there is need for more local support and visibility for the startups. The majority of local corporates and communities do not have enough knowledge about startups or how to establish mutually beneficial relationships. At the Westerwelle Startup Haus Tunis, we are trying to bridge this gap through outreach and raising awareness.

FUNDING

The majority of Tunisian startup deals are early-stage seed rounds for tech startups, with a median investment value of \$70k. The total investment in Tunisia has been increasing consistently from less than \$1M

to more than \$20M in 2021. The market remains challenging for social startups since they are not covered by the government's Startup Act. They therefore often start as NGOs, which easily results in missing a sustainable business model.

The sector getting the most startup investment is the education sector.

INDUSTRIES

Economy

Tourism | Agriculture | Oil and Mining

Popular Startup Sectors

EdTech | AI | Health

DEALS

2021 saw the largest investment in a Tunisian startup with the "software as a service" provider Expensya securing a \$20M series B round.

In general, deal stages are shifting to include more late-stage rounds as startups mature.

DEAL SIZE GROWTH

2021 has seen a record investment amount both in terms of total and single deal value for northern African tech startups. Aligned with similar trends in the region, ticket sizes are growing.

Tunisian Community

We are proud of our impact-driven community of founders in Tunis.



Med Ali Abid

Med Ali's startup Kumulus produces drinking water using solar power and the humidity in the air as the only sources. Their machines are designed for the North African desert and are the size of a mini fridge.

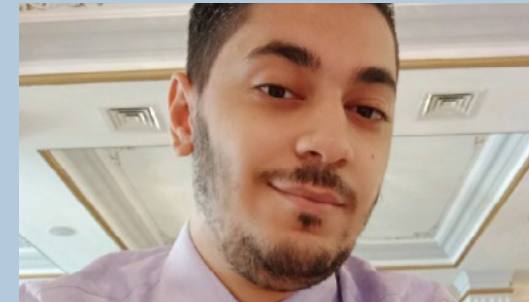
The WSH Impact'UP programme helped France-based Kumulus launch in Tunisia through positive visibility and networking opportunities for the Tunisian-French founder.



Saoussen Ayari

Saoussen's healthcare startup leverages artificial intelligence to perform precise and immediate pathological diagnosis based on dental X-rays, as well as constructing 3D models from 2D X-rays.

She was part of the WSH Tunis Entrepreneurship Programme, which helped her gain visibility and expand her international network, including introductions to the Berlin Institute of Health at Charite and a professor working on a startup in a similar field. Quoting her words: "The Westerwelle Foundation programme was an incredible experience."



Hassen Saadi

Hassen is on a mission to preserve, modernize and re-imagine the Tunisian oral folkloric heritage with his company Dulasha. Combining his software expertise with growing up in the historic area of Tunis, Hassen is leveraging virtual reality to bring folklore back to life.

Dulasha hired its first team members through the WSH Tunis Talent Acquisition Day while taking part in the ImpACT'UP programme. Hassen will be continuing to work at the Tunis Startup Haus and expanding his international network as one of the global Westerwelle Foundation ambassadors.

Local Programmes

Westerwelle Startup Haus Kigali Entrepreneurship Programme

Ideate Rwanda: Hackathon and capacity building programme, focused on training young people from university on entrepreneurship

SHEignites: Hackathon and incubation programme with a purpose of attracting and supporting more women to work on green solutions in the startup ecosystem

AfDB Post Incubation: Incubation programme, supported by the African Development Bank, for a curated group of tech startups

Services offered



DESK



PRIVATE
OFFICE



ROOM



EVENTS

WESTERWELLE STARTUP HAUS KIGALI
POWERED BY EVONIK STIFTUNG

Kigali: Startup Hotspot in Eastern Africa

In Rwanda you can register your business in 24 hours. This is part of the entrepreneur-friendly mindset of the capital city. Kigali Innovation City is a regional project that aims to attract young talents from all over the continent and become the next technology innovation hub. Conferences like Africa Tech Summit and Transform Africa are being held in the small city with a relatively young population.

The Westerwelle Startup Haus in Kigali is a space that empowers Rwandan entrepreneurs to work on their ideas. It is perfectly located to accommodate events and conferences. It was officially opened in 2018 with the support of Evonik Stiftung and has around 130 members. In 2019 the Makerspace within the hub opened its doors. It is one of Rwanda's top fabrication and collaboration labs where innovators and

entrepreneurs create industrial standard prototypes with high tech tools such as CNC laser cutters, PCB milling CNC, vinyl cutters, embroidery machines and many more.

Profile

Opened:

2018

Members:

130



The Startup Ecosystem

Rwanda's young population of 13 million people (median age 19 years) and strong government pushing for economic development have rapidly built the country into a favorable, well-known home of startups.

The country offers incentives for investors and has invented the Smart Rwanda Master Plan that aims to develop business and innovation, including digital literacy for all. While agriculture remains the largest industry, Rwanda has established itself as a hub for technology and startups. Setting up and growing a business is easy, positioning the country as a stable testing ground for African startups with high potential growth.

By supporting founders with our network, events and special programmes, we are excited to accompany this journey.

FUNDING

Rwandan startups attracted \$20M in funding during 2021, making Rwanda one of the top countries in East Africa. Total investment in the region reached \$433M, which is higher than the total in 2020 but below the record amounts of 2017 to 2019.

Similar to neighboring ecosystems, funding is focused on seed-stage startups. The median startup investment size in East Africa increased during 2021, while the number of deals slightly dropped. This might indicate a shift in focus towards more mature startups.

We have also noticed that there is growing interest in social entrepreneurship in Rwanda but finding sufficient resources and funding remains a challenge.

INDUSTRIES

Economy
Agriculture | ICT and Services

Popular Startup Sectors
Agritech | Fintech | Software and Data | E-Commerce and Retail

GOVERNMENT SUPPORT

The government remains committed to supporting entrepreneurship and has a number of new supportive policies in the pipeline, including more favorable legislation, tax cuts and financial industry reforms.

Rwandan Community

Our Kigali hub is a vibrant community of warm and ambitious founders.



Joseph Noyomukiza

Joseph, founder of Greenrev Gr and participant in our Entrepreneurship Programme was awarded for being the Outstanding Entrepreneur of the Year 2021 by Youth Connekt Africa.

Greenrev, who took part in the WSH Kigali Entrepreneurship Programme, is fighting against malnutrition by reducing horticulture harvest losses. So far they have worked with more than 8.5 million people, including customers, smallholder farmers, and cooperatives, and project to reach over 100 million people by 2025.



Abdul Niyonizeye

The mission of Abdul's startup SmartClass is to facilitate equal access to quality education for all. Their platform connects students with e-classrooms, an e-library, and mentorship, has been recognized and officially recommended by the Rwandan Ministry of Education.

Abdul took part in the WSH Kigali Entrepreneurship Programme, which helped him gain visibility and prepare the business for growth.



Credia Umuhire Ruzigana

Imanzi Creations is an example of a company leveraging the Kigali Makerspace for its activities. The creative studio uses the 3D printers of the space to create puzzles that explain traditional Rwandan stories to children. Other activities of the company include creating books, animated stories, and other creative products, adding an artistic flair to the WSH Kigali spaces.



„Our Startup Hubs in Africa support local founders and strengthen local startup ecosystems. Our goal is to develop and create a pan-African Westerwelle Startup Haus network.“





WESTERWELLE STARTUP HAUS ARUSHA

Arusha: Partnering to thrive innovation

The Arusha entrepreneurship scene has a history of cultural diversity and success, through which it has built a strong local ecosystem. Soon it will be home to our third African startup hub, Westerwelle Startup Haus Arusha. Our goal is to build up the local ecosystem together with a strong local partner, combining our international networks and know-how with locally grounded expertise.

We are happy to share our partnership with the Ubuntu Hub, Arusha's first youth innovation hub, to launch Westerwelle Startup Haus Arusha. The Ubuntu Hub team is aligned with our values and has a strong existing community of entrepreneurs and innovators.

We are starting to connect our new Tanzanian members to our community and Westerwelle Startup Haus Arusha will officially open its doors during 2022 to better support Tanzanian entrepreneurship.



The Startup Ecosystem

Tanzania is home to 56 million people and its economy relies on agriculture. During the past years the country's former capital, Dar es Salaam, has grown a small but vibrant startup ecosystem, characterized by educated founders and a constant growth rate of new startups per year. The city of Arusha is now following track. This city is often referred to as the "Geneva of Africa" and is home to innovations and organizations fostering the growth of startups.

Just as Dar es Salaam, Arusha is a nascent ecosystem, preparing for development. With a diverse variety of startups that show potential and a growing number of accelerators and coworking spaces setting up operations, it is now an interesting time to be active in Tanzania. Different industries and cultures are blending in together in Arusha's economy. This versatility accompanied with the players' will to collaborate for more collective progress lays a great foundation for entrepreneurship and strong growth in the near future. We are excited to be a part of it together with our partner Ubuntu Hub.

We are planning to open a Westerwelle Startup Haus in Tangier, Morocco. We have developed strong relationships with local partners and are working in close coordination to open the space as soon as everything is settled.

Success Stories from Around the World

The quality, ambition and strong values of our startups on different continents continue to impress us.

In addition to quantitative results, such as new funding rounds and revenue generated, we track qualitative progress, such as new collaborative partnerships, successful mentoring relationships and international visibility and recognition through awards. We believe this gradual qualitative progress translates into strong financial results in the long term.

On the next pages you can find a collection of stories from our members, including from our new Ambassadors who will be uniting our different programmes and locations as a global team that spreads across networks.



Mehdi Bouzouita

VIVENTIS, TUNISIA

In 2021 Mehdi's startup Viventis healthcare launched the first Oxygen concentrator 100% made in Tunisia. The prototype Conox supported Tunisia in the fight against COVID-19. Mehdi was part of the WSH Tunis Entrepreneurship Programme, which helped him gain visibility and start expanding his business network in Europe.



Tesh Mbaabu

MARKETFORCE, KENYA

Tesh's startup secured a new \$2M funding round for expansion in Nigeria and new cities in East Africa. The Westerwelle Young Founders Programme alumnus Marketforce connects Africa's informal retail outlets and consumers directly to suppliers by digitizing orders, delivery, and payments with the aim of solving the last mile distribution challenge.



Ozaal Zesha

CLASSNOTES, PAKISTAN

Ozaal was selected as the first Pakistani member of the Youth Sounding Board for International Partnerships at the European Commission. He will be collaborating with EU officials on the union's global policy for youth empowerment and participation in 126 countries globally. Ozaal took part in the Westerwelle Young Founders Programme in 2020 with his startup ClassNotes that has helped more than half a million students prepare for their academic exams.



Abdelhalim Zaibi

UNIFY, TUNISIA

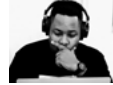
Abdelhim's startup Unify secured new partnerships and obtained the Tunisian startup act label during the WSH Tunis ImpACT'UP incubation programme. Unify aims to support the creative digital industry by monetizing content creation. Abdelhalim has been listed among the 30 most inspiring young leaders of Africa and continues to expand his influence and international network as one of the new Westerwelle Foundation global ambassadors.



Maria Garces

GO4US, VENEZUELA

Maria states that being part of the Westerwelle community and Young Founders Programme has had an “amazing impact on my company and personal life”. An example of this is her long-standing relationship with her mentor who became an advisor for her food court digitalization startup Go4us. Maria has been in the digital transformation industry for 7+ years and is now motivated to support new young founders in Latin America by being a part of the Westerwelle Foundation ambassador team.



Remy Muhire

MOZILLA, RWANDA

Remy, one of the first coworking members at WSH Kigali, combines a unique set of skills (software development and community management) to lead partnership development for voice data collection, open datasets and sustainable development goals at Mozilla. Having worked in 15 countries and speaking 4 languages, Remy is an international community builder and will continue as one of the global Westerwelle Foundation ambassadors.



Marita Walther

EBIKES4AFRICA, NAMIBIA

Marita’s startup Ebikes4Africa is an award-winning social enterprise providing access to e-mobility, solar recharge and customized container hubs to communities across Africa. Marita took part in the Westerwelle Young Founders Programme in 2020 and her work has received international visibility on different media outlets. She will be supporting more southern African entrepreneurs as part of the Westerwelle Foundation ambassador team.



German Santillan

OAXACANITA CHOCOLATE, MEXICO

Germán supports the development of indigenous communities of the Mixtec Region of Oaxaca through the production local of artisanal chocolate. During the Westerwelle Young Founders Programme he received an invitation from the US government to create community development programmes for Central America and is exploring opportunities to export to Europe with support from new Westerwelle Foundation contacts. Germán’s work has been internationally recognized through awards and he is a part of the Westerwelle Foundation ambassador team.



Vivens Uwizeyimana

UMURAVA WORK, RWANDA

Being part of the Rwandan Westerwelle Foundation community has helped Vivens develop the foundation for his tech startup UmuravaWork, a platform for workforce management solutions such as freelancing, outsourcing and remote work. He is now motivated to give back to the community and grow his network and business internationally by being part of the Westerwelle Foundation international ambassador programme.



Cherrie Atilano

AGREA, PHILIPPINES

Cherrie is an international voice of influence in the area of sustainable agriculture. As the founder and CEO of AGREA, she is alleviating poverty and the effects of climate change through an inclusive business model that leverages circular economy and local agriculture. In addition to being part of the Westerwelle Foundation global ambassador team and Young Founders Programme, Cherrie has won awards from and been an ambassador for the United Nations, World Economic Forum, World Bank and Global Alliance for Improved Nutrition.



Mamoon Sharif

EXAMBITES, PAKISTAN

Mamoon's startup ExamBites is a mobile application that helps students prepare for exams with bite-sized animated videos, assessments, and personalized recommendations using award-winning artificial intelligence algorithms. He states that during the Westerwelle Young Founders Programme he received suggestions that allowed him to accelerate the progress of ExamBites, leading to a 150% increase in sales. Mamoon is an advocate for the strong Pakistani startup ecosystem and one of the global Westerwelle Foundation ambassadors.



Olufemi Samuel Aiki

FOODLOCKER, NIGERIA

Olufemi and his startup Foodlocker support small-holder farmers with access to demand awareness, credit and expertise. They recently won the People's Choice Award at the highly esteemed Forbes THRIVE Future of Food Summit headquartered in Silicon Valley. Commenting on his experience at the Westerwelle Young Founders Programme, Olufemi states "we benefitted from peer advice and a world-class mentor who reviewed our financial model, helping us think through a funding round that we closed during the programme."



Justine Abuga

ECOBORA, KENYA

Justine's company Ecobora provides energy for institutions such as schools, so that they can cook and deliver nutritious, cost-effective meals for their members. The social enterprise focuses on rural areas in Kenya. As part of the Westerwelle Young Founders Programme, Justine was connected to the UNDP Nairobi office, which resulted in participation in conferences and partnerships with government institutions and co-operatives via the increased visibility.



George Akilimali

SMARTCORE ENTERPRISE, TANZANIA

George represents the new Tanzanian community of the Westerwelle Foundation as part of the Arusha Hub and global ambassador team. He is an experienced executive in the education and technology industries and CEO & Founder of Smartcore Enterprise Tanzania and Smartcore Technologies Hong Kong. As an advocate for social entrepreneurship, he is looking forward to supporting Tanzanian entrepreneurs with growth and internationalization.



Chino Atilano

TIMEFREE, PHILIPPINES

Chino found value for his startup TimeFree during the Westerwelle Young Founders Programme in the form of friendship and partnerships. He was matched with another founder from a previous cohort and the two continued frequent interaction after the programme and even created a strategic sales partnership. TimeFree is an enterprise software provider for cloud solutions, productivity applications, and data analytics platforms.



Sebastian Buenaventura

SHALDER, COLUMBIA

Sebastian is innovating the Latin American freelance market with Shalder, a crypto-first banking solution. During his time at the Westerwelle Young Founders Programme he was mentored by the Head of Startup Engagement at software corporate SAP, which led to Shalder becoming a certified partner of SAP. Shortly after the programme during 2021 they closed a pre-seed funding round of \$225K and are looking into expansion.



Imprint

Board:
 Michael Mronz (Chairman)
 Ralph Dommermuth
 Martin Biesel

Contact:
 Gartenstraße 6
 10115 Berlin
 Germany

email: office@westerwelle-foundation.com
 Phone: +49 (0)30 88728160
 Fax: +49 (0)30 887281620

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 Senate Department for Justice and Consumer Protection of the State of Berlin
 Salzburger Str. 21-25
 10825 Berlin

Pictures:
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Thank you to all our partners and community members
for your support during 2021.

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