A Healthy and Joyful Internet for Sustainable Livelihoods

Africa Mradi Innovation Week (April 1st-June 20: challenge) and (26-27 June 2023 innovation week), Nairobi, Kenya

A Project of Mozilla Africa Mradi and the the Kenya Ministry of Information, Communications and Digital Economy

Background

Technology startups and the venture capital ecosystem, which transform ideas and fledgling companies into disruptive businesses, are growing in Kenya. Entrepreneurs and the government is increasingly recasting Kenya as a site of local innovation rather than merely market waiting to be saturated by foreign companies and innovators. There is a growing business and technical community finding ways to adapt to the globalised internet economy while still retaining agency & relevance in the local context. The new administration, has initiated policy processes, projects, e.g hustler fund, aimed at boosting local tech enterprises.

Kenya enjoys a vibrant and enabling environment for tech entrepreneurs due to the continent's youthful and growing population, rising internet penetration, and the application of emerging technologies that have the potential to improve access to healthcare, financial services, education, and other essential services.

To harness this potential, Mozilla seeks to convene an Africa Mradi innovation week in June 26-27th 2023 at the African Advanced Level Telecommunications Institute (AFRALTI) in Nairobi. The innovation week will identify and support Kenyan developers, entrepreneurs, and startups that can innovate on our current open source products to serve real life needs, or develop new product/product ideas that address real life issues, empower Kenyans and put them back in control of their online lives. This is in line with Mozilla's commitment to an internet that promotes civil discourse, human dignity, and individual expression and one that catalyzes collaboration among diverse communities working together for the common good. *"Technology that centers human agency means investing in an ecosystem that recognises people don't need one tech company savior. Instead they need enough really good options to actually have a choice. Mozilla is working alongside*

other partners to lead this new era and usher in a human-centered internet built to respect people's agency over their data, their time, and their preferences".

This innovation week will focus on supporting entrepreneurs/startups/developers build solutions and present them during the Innovation Week. Innovation week activities will include: innovation challenges that will see developers/entrepreneurs/startups who will be shortlisted to pitch their innovations to a jury in Nairobi on 26th and 27th June 2023. The innovators will be required to build solutions that tackle challenges around the following key themes: *Health-tech, E-government, Edu-tech, Fintech, Agri-tech, gaming/creative and cybersecurity, etc.*

The event shall have 250-300 participants and will consist of plenary and panel sessions discussing topics of interest to the tech entrepreneurs, startups, venture firms, investors, and other tech innovation stakeholders in Kenya. Selected panelists and jury will be drawn from various relevant sectors.

The selected innovations will then be supported through grants, investment, technical support, incubation, etc. This shall involve capital injection and venture building services from professionals to guide the innovators to transition their ideas into viable businesses.

Our Objectives and Approach

Our objective is to identify entrepreneurs, developers and/or startups whose product and innovation is aligned with Mozilla's mission to empower rather than extract, to put people back in control of their online lives and most importantly, identify solutions that speak to the real life challenges that the people and the Government of Kenya are grappling with.

These include: food security, access to education, democratizing health services, access to government services through e-government, addressing language diversity, digital illiteracy, among others.

Mozilla's long term approach goes beyond injecting investments or grants but also offering technical support or business model de-risking for entrepreneurs, startups to get commercialized.

Cognisant that over 50% of Kenya's startup innovators are first time founders, Mozilla, through the *Mradi Africa Entrepreneur Technical Support Program*, whose objective is to design, develop and deliver practical and experiential training to MSE owners as well as startups, e.g training on Lean Data Practice, mentorship, incubation by Mozilla innovation studio, Africa Mradi will also partner with other venture firms including mozilla ventures to support some of the more promising tech ideas.

This initiative shall be executed in partnership with the following stakeholders;

1. Nairobi City County Government
2. Ministry of Information Communcation Technologies and Digital Economy
3. African Advanced Level Telecommunications Institute (AFRALTI)
4. Uasin Gishu County Government
5. Moringa School (private tech school)
6. Jomo Kenyatta University of Technology (public university)

What will success look like?

- Increase users of our current products (FX mobile, Pocket, Hubs)
- New technologies developed by, with, and for entrepreneurs/developers/startups that solve real problems for users in Kenya/African region.
- New use cases for Mozilla's current product (Hubs, Pocket, FX mobile, Common Voice, Hubs, etc.) that serve real-life Kenyan needs.
- Build Mozilla Open source community (at universities and innovation ecosystem)
- Increase brand awareness and thought leadership
- For the partners, PR, Internship opportunities, Technical assistance

Target Audience

Audience	Why?	What is in it for them?	What is in it for Mozilla?
Entrepreneurs	They are the key drivers of Kenya's economy. They are a big consumer of technology based products. They have potential to invest in startups.	The innovation week will provide much insights on how they can leverage technology to cut cost, improve efficiency and even grow revenue.	-Discovery of new use cases for Mozilla products. -Adoption of Mozilla products by various stakeholders. eg B2B partnerships. -Awareness of Mozilla products by corporates in attendance. -Potential for increased users for various Mozilla products from Mozilla activation booth -Discovery of new tech products that address real life issues

Startups	They have the biggest potential of adopting Mozilla products. They are agile and creative and can be good Mozilla product ambassadors.	Investment opportunities Peer to peer learning from other startups in attendance. Discovery of Mozilla products beyond Firefox Networking with relevant stakeholders in the investment space.	They are best placed technically to leverage Mozilla's products. User growth - Through startup products integrated to Mozilla products. Revenue potential through partnership with startup based products/innovation
Students	Most tech innovation stems from academic institutions. It is therefore important to involve the student community.	Mentorship potential from startups or participants of the event. They learn more about the innovation, investment and startup ecosystem. Network with participants with investment potential for their ideas.	They are the next generation of developers/engineers hence a great opportunity to expose them to Mozilla products. Contribution to Mozilla products e.g. voice sample in campuses
Government regulators	A good partner for Mozilla from a policy perspective as well as execution. Government as a partner enhances credibility and trust of other stakeholders.	Government has a mandate to provide an environment that fosters technology innovation. Mozilla's initiatives around the startup and technology sector support and catalyze growth of the sector hence ticking government's boxes.	Mozilla is involved in a lot of innovation activities. Engagement with regulators is therefore important to influence policy through research initiatives e.g. The Start Situation Analysis in Kenya can go a long way to inform the start up bill.
Policy makers	Policy informs a lot	It guides the organization's	Mozilla has an opportunity to

	of implementation of innovation framework. A Policy also provides much needed guidance in any execution.	beliefs and helps to bring the team together and fosters better cohesion. It is under the financial policy of the country.	influence policy on certain key sectors in ICT. As such the initiative opens doors to engage policy makers at senior government and non government levels. Mozilla's policy team can also collect feedback and provide awareness of existing policy initiatives within Mozilla.
County governments: Uasin Gishu and Nairobi	Uasin Gishu is one of the counties that is bustling with startup activity and innovators. For a pilot its cost effective and easy to mobilize for startups.	With most government functions devolved, counties are keen to forge partnerships that can support them in areas where they have low capacity especially ICT.	Goodwill from county government increases the success of any initiatives taking place within the counties. Mozilla's products will be activated across the country therefore needing county support/alignment. Communities trust and embrace initiatives that are fronted by local governments

Partners

Entity	Role
Nairobi County Government	As the host of Innovation Week, Nairobi County Government is a strategic partner. Mozilla will also work with the Startups and Digital Economy Ministry in Nairobi to support innovation around key use cases aligned with the Nairobi County (County Integrated Development Plan) CIDP. *In partnership with Nairobi County, Africa Mradi will produce a startup situation analysis on Nairobi County. The Africa Mradi is currently conducting situation analysis of the MSME and Startup ecosystem in Africa. We will conduct a deep dive in Nairobi*

Ministry of Information, Communications and The Digital Economy

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African Advanced Level Telecommunications Institute (AFRALTI)	-AFRALTI will host the Innovation Week at their premises in Nairobi. in addition -AFRALTI in partnership with the Africa Mradi/Legal/Policy team will conduct lean data practice course for member states, data protection authorities, private sector -Introduce open telecom data standards in partnership with World Bank and ITU to regional regulatory commissions
Ministry of ICTDE	In partnership with the Ministry of ICTDE, Mozilla Africa Mradi proposes: ● To help 'discovery' of entrepreneurs, innovators, startups outside Nairobi and other urban areas. This is in a bid to "level the tech entrepreneur/startup field" for innovators in frontier counties to match up to their Nairobi peers. ● In partnership with the Ministry of ICT, Africa Mradi will develop and share the tech startup and innovation situation analysis for Kenya (In progress). ● Catalyzing the Digital Economy through technical support of Kenyan startups and Small and Medium Enterprise.
Uasin Gishu County	Uasin Gishu county will be our pilot frontier county for the above mentioned initiative. We shall support innovators from the county to develop their ideas and pitch them at the innovation challenge during the "Innovation Week"
Moringa & JKUAT	We are cognisant of the role of colleges and universities in innovation and shall therefore work with Moringa and JKUAT as anchor academic institutions for the Innovation Week. Our hackathon shall have a special category for student innovators.

Challenge Participants

The challenge participants shall be categorised in three as follows ;

1. Student innovators – student innovators drawn from universities in Kenya. They should not have received more than $10,000 in grants in previous innovation challenges.

2. Uasin Gishu entrepreneurs/innovators/developers, startups drawn from Uasin Gishu. They should not have received more than $20,000 in grants in previous innovation challenges.

3. Entrepreneurs, developers and early stage startups that have an MVP (Minimum Viable Product) that has achieved market and product fitness. They should not have received more than $20,000 in grants in previous innovation challenges.

Challenge Schedule April 2nd to June 2nd 2023

Challenges shall be held in between plenary and panel sessions with the innovators each given 10 minutes to present and demo their innovation to a jury. Presentation by the two categories of innovators shall be done into two days as follows;

Day 1: Student innovators

Day 2: Startups, software engineers

The challenges will be hosted at Afralti on the 26th and 27th.

Awards

Category	Student Award	Start Up Innovators award/grant	Award/grants
Winner	$5000 Milestone based Grant + technical support for a year (with investment potential based on performance)	Winner 1	$ 40,000 Milestone based Grant + technical support for a year (with investment potential based on performance)
Runners up	$3000 Milestone based Grant + technical support for six months (with investment potential based on performance)	Winner 2	$ 40,000 Milestone based Grant + technical support for a year (with investment potential based on performance)
Second Runners up	$2000 Milestone based Grant + technical support for 3 months. (with investment potential based on performance)	Winner 3	$40,000 Milestone based Grant + technical support for a year (with investment potential based on performance)