



## Market Entry & Proof of Concept

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The Rwandan economy is booming. Africa is not the poor continent it is often mistakenly thought to be. It is an attractive market for investors. Rwanda, in particular, stands out here with steady economic growth, low-bureaucracy administration, agility, security and much more. However, due to the excessive supply of IT services in the national market, it is challenging for local IT companies in Rwanda to stay busy, hence cooperation with German IT companies would be an opportunity for Rwandan IT companies to penetrate the European market, using Germany as an entry point. We support you to successfully place your product/services on the Rwandan & Germany market.

Rwanda offers a variety of advantages for innovators providing them with the right regulatory framework and infrastructures allowing them to “develop-test-learn-adapt-scale” their innovative concepts and business models. Once a company has “proven their concepts” on the Rwandan market, they can then easily expand their activities regionally and on the entire continent. A number of companies have successfully benefited from this initiative, expanded in Africa and are now worth millions of dollars. Zipline, Positivo, Volkswagen Mobility Solutions and Babyl being some of them. What do all these companies have in common? They have chosen Rwanda as the first place to launch operations. For a “test-and-learn” phase and a proof-of-concept of business models where Rwanda offers remarkable advantages:

- As an African country “leapfrogging” from a rural to a digital society, Rwanda offers something like a greenfield for discovering real customer value of modern services.

- Compared to Europe, much less regulations and vested interests are hindering the launch of new business models.
- Rwanda has a stable government which is committed to the private sector. It is not only advertising foreign direct investments, “aftercare services” also support investors along their journey towards new products and business models.

In Project Phase I, Cyntheract, a German start-up providing health solutions, was invited for a study tour in Rwanda in the proof of concept context and will continue the process.