



## **PWANI INNOVATION WEEK CALL FOR STARTUPS NOW OPEN**

*Awards and event scheduled for December 3 - 7, 2018 in Mombasa, Pwani Innovation Week is aimed at stimulating the Innovation ecosystem in Kenya's coastal region*

FOR IMMEDIATE RELEASE

Mombasa, Kenya (September 20, 2018) -- Swahilipot Hub in partnership with 1000 Alternatives is happy to announce a call for startups and early-stage companies to apply to the **PIW Pitch** - Pwani Innovation Weeks' Startup competition. PIW Pitch highlights the regions' most innovative young companies who are competing for a prize, investment funding and incubation with Swahilipot Hub.

"We are very excited about this partnership with Swahilipot Hub. We invest in companies that guarantee sustainable social outcomes by becoming commercially viable and self-sustaining through profit. PIW Pitch allows us to create an innovation pipeline of profitable social enterprises to invest in, and it gives us the opportunity to do so in a region that is close to our hearts." said Athman Ali, the CEO 1000 Alternatives.

The 2018 prize will be awarded to a winning social enterprise working in the areas of improving education outcomes, health outcomes or job creation in Kenya's coastal counties and is open to applicants and companies from or operating in the Republic of Kenya.

"We are excited to provide a platform for startups to generate awareness of their technology, and to find new sources of funding through PIW Pitch," said Mr. Simeon Oriko, Chairman of Pwani Innovation Week Steering Committee and Advisory Board member at Swahilipot Hub.

"EarlyBird is excited to see the decentralization of innovation to cities like Mombasa. The partnership between 1000 Alternatives and SwahiliPot Hub with the support of EarlyBird recognizes that innovators need to be nurtured and supported no matter where they are," said Peter Ngunyi, CEO of EarlyBird Ventures.

In return for equity, 1000 Alternatives will provide PIW Pitch winners access to its global advisors, a 4-month incubation programme with the support of EarlyBird and Swahilipot Hub, monetary investment and a host of other in-kind investments towards taking the social enterprise to profit and scale.

Startups are invited to apply for PIW Pitch by filling out the application form on the website: [www.pwaniinnovationweek.co.ke/startups/](http://www.pwaniinnovationweek.co.ke/startups/). Applications will remain open till October 26th, 2018.

### **About Swahilipot Hub**

Swahilipot Hub is an innovation hub for arts and technology designed to help community members develop themselves through training, mentorship and coworking facilities. Please see [www.swahilipohub.co.ke](http://www.swahilipohub.co.ke) for more information.

### **About 1000 Alternatives**



1000 Alternatives is a social enterprise that invests in lock-step ventures in Africa and Asia focusing on innovations that solve societal problems in education, health, job creation and housing. 1000 Alternatives provides incubation and investment services and helps social enterprises to scale up for profit in order to guarantee the social impact achieved. Please see [www.alternatives.world](http://www.alternatives.world) for further information.

### **About EarlyBird**

EarlyBird is research based, offering interventions that bring startups to investment quality. EarlyBird occupies the space between Venture Capital and Entrepreneurs at the very early stage of company formation providing the necessary ingredients that create opportunity for investment. Early Bird has partnered with 100 Alternatives to invest resources, human capital, funds and a variety of technical assistance to the Pwani Innovation Week winners selected. Please see [www.earlybird.co.ke](http://www.earlybird.co.ke) for further information.

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