



GreenTec Capital

AFRICA FOUNDATION

mAkE talk

Venture Building Handbook

MAKE



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101016858.

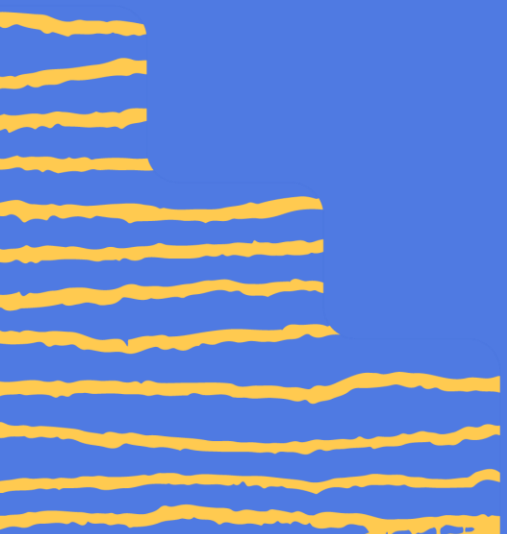
Outline

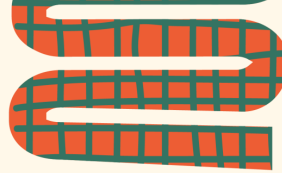
- 1** A look at Startup Failure
 - 2** Venture Building (VB): Addressing the African Startup Gap
 - 3** Introducing the VB Handbook
 - 4** Core Elements
 - 5** Looking ahead for EU mAkE
-

MAKE



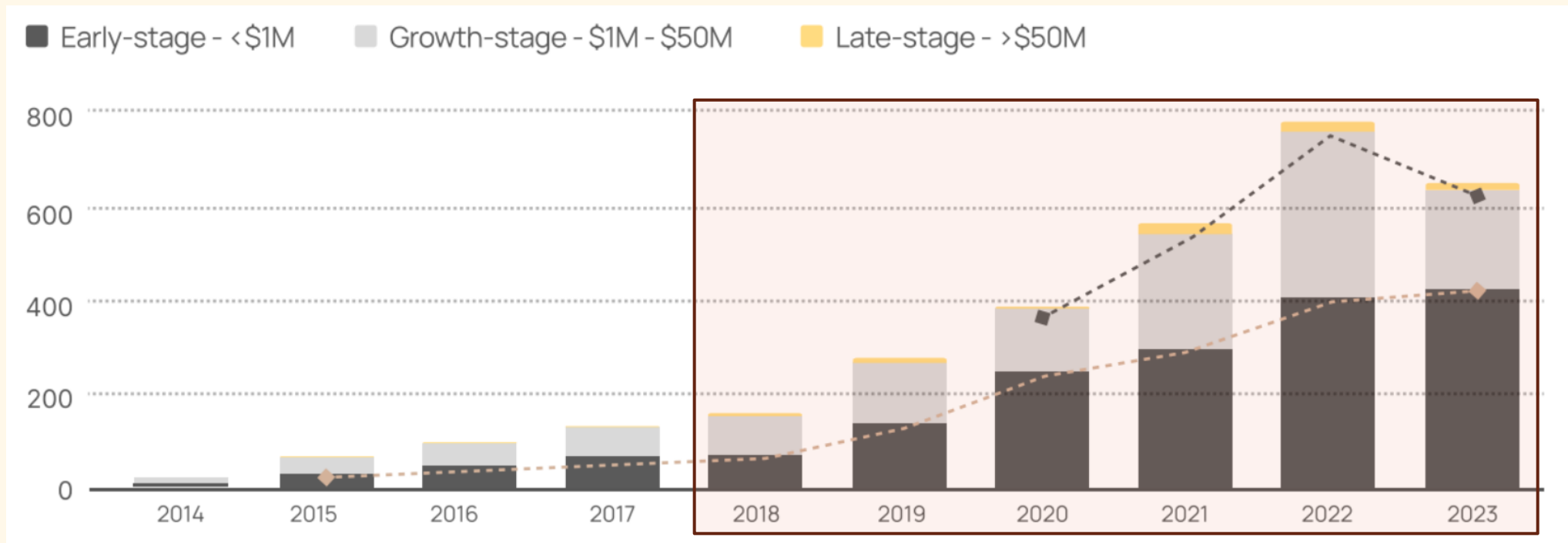
Why do startups fail?

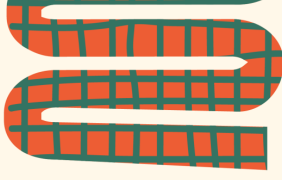




Funding Deals in Africa have tripled from less than 200 to 600+ between 2018 and 2023, while the share of later stage funding dips from 50% to 33%

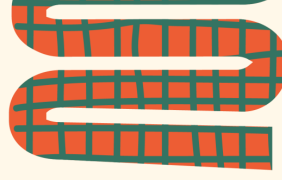
Number of African Funding Deals by Stage, 2014–2023



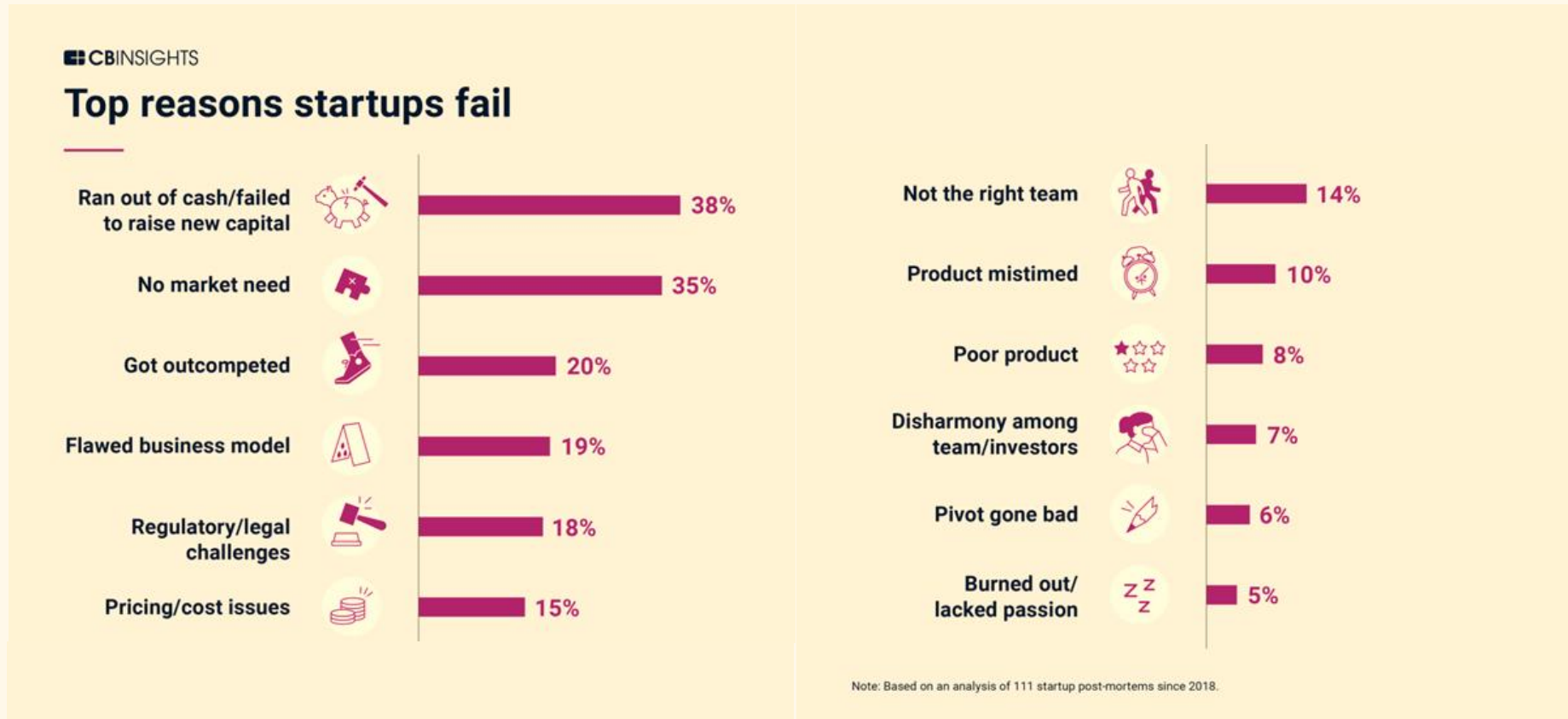


75 per cent of venture-backed startups do not succeed because they never return cash to their investors.

...30 to 40% of those 75% liquidate assets with their investors losing all their money.



Insights into startup failure show that internal factors outweigh external ones



The Top 12 Reasons Startups Fail (CBInsights, 2021)

MAKE



How can it be tackled?

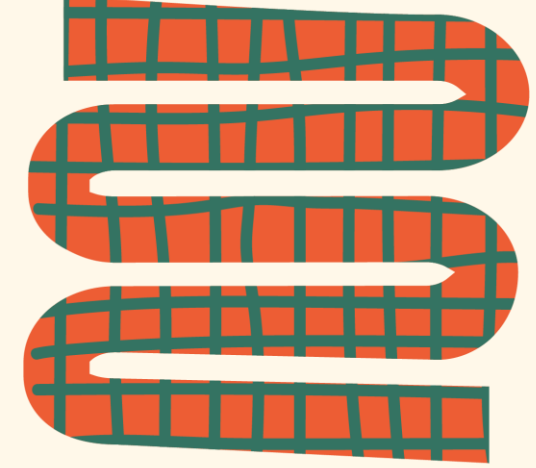


What are the major forms of entrepreneurial startup support?

- 
- 
- Capacity Building** → Developing and strengthening the skills, abilities, processes, and resources that organizations and communities need to survive, adapt, and thrive **mostly through training and development**
- 
- Management Consultancy** → Providing expert advice to organizations on how to improve their performance. It tackles **one or more areas** such as business strategy, marketing, financial and management controls, human resources, operations, and supply-chain management.
- 
- Venture Studio** → An organization that **builds companies** using **its own ideas and resources**, then assigns **management**. Unlike a venture capital firm, a venture studio **does not typically invest in external startups** e.g Naspers (core investor in Delivery Hero, etc.).
- 
- Venture Building** → Venture builders provide **more than just capital**; they also offer **operational support, mentorship, and resources** to help startups scale and succeed. The ultimate goals are to help **create a mindset shift** and **co-create** a system where all elements are working synergistically.
- 

MAKE

About Venture Building

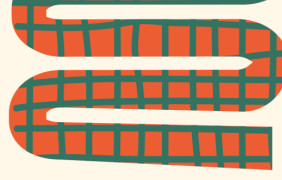


Venture Building is “the activity of purposefully and methodically creating a new business initiative.”

It is “...about starting with an idea, transforming it into a fast-growing product, and most importantly, business.

[Desifer](#)





The Venture Building Advantage

Startups coming out of venture studios are **44% more likely to reach Series A**

higher start-up survival rate

faster market entry and exits

better capital efficiency for investors

Pillars of Venture Building

Brainstorming
and Ideation

Scalability and
Replicability

Ecosystem
Development

Hands-On
Involvement

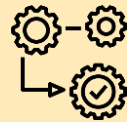
Resource Allocation
and Support

Long-Term
Orientation

Risk and Equity

Venture building is about **actively participating in** and **nurturing** the **entire lifecycle of new business ventures**, from **conception** (idea) to **maturity** (sustainable profit).

Introducing the VB Handbook

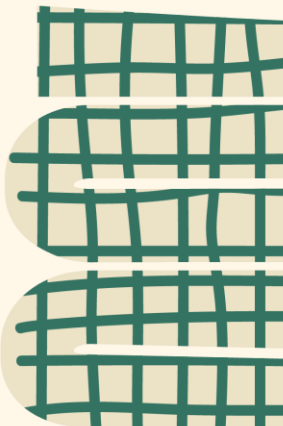


a toolkit for ...

**Venture Owners
and Managers**

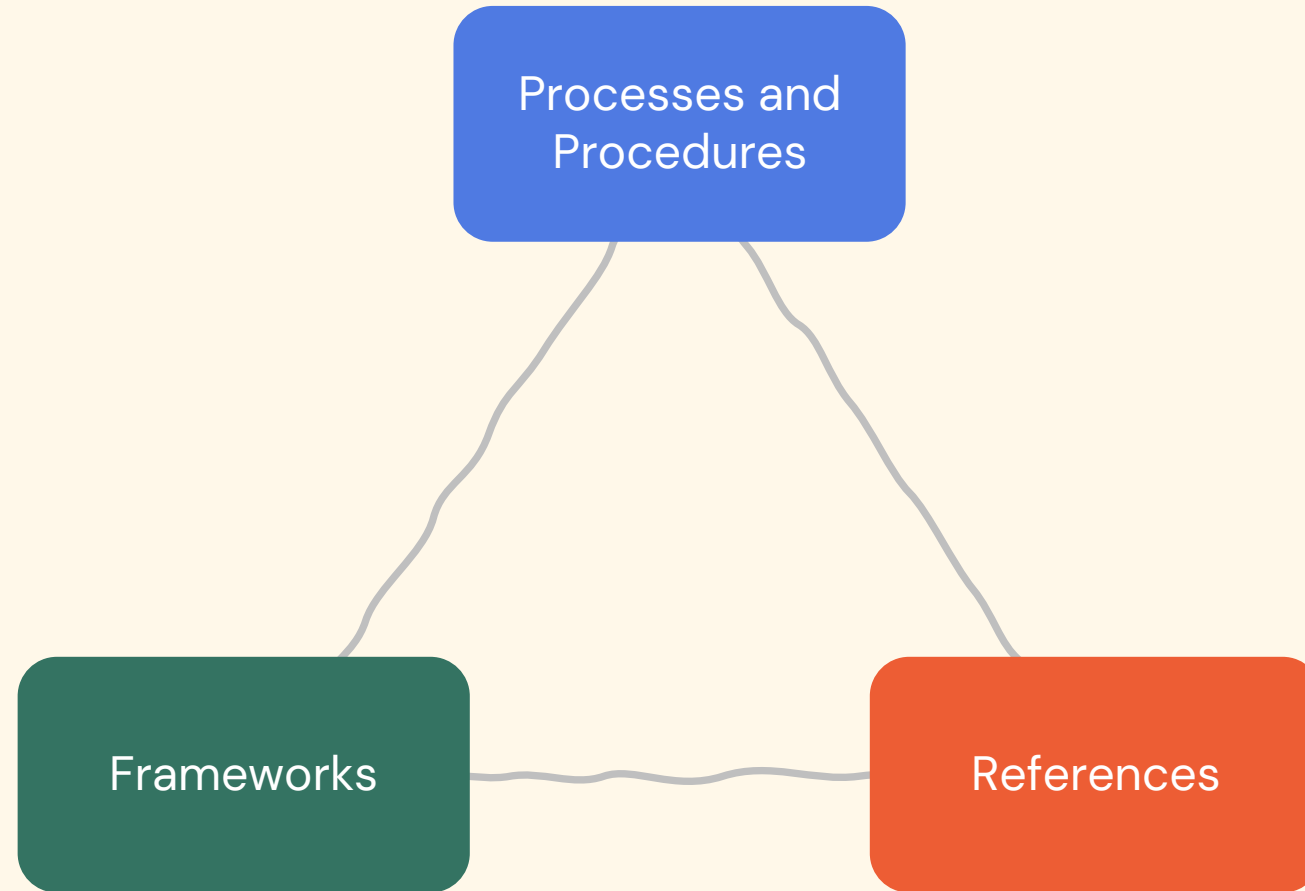
**Venture Builders
(expert venture builders, makerspaces)**

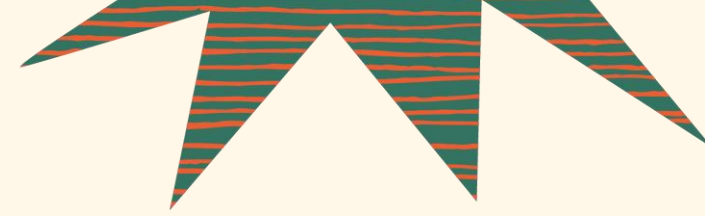
in the process of creating successful, scalable businesses.



MAKE

Core Elements:





Some Frameworks explained and areas tackled in the VB Handbook

Business Model Canvas

Blue Ocean Strategy

SWOT Analysis

Brainstorming
& Idea
Generation

Developing a
Value
Proposition

New Product
Development

Team
Development



MAKE

Processes and Procedures:

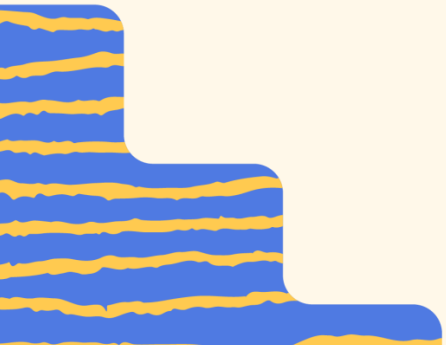
Decision Making

Developing a Minimum Viable Product (MVP)

Targeting and Market Segmentation

Data Gathering & Analysis

Licensing, Trademarks and Intellectual Property Protection



MAKE

References for development

Books, online articles and publications

Entrepreneurial support organizations

Networking opportunities with investors, venture builders, fellow founders

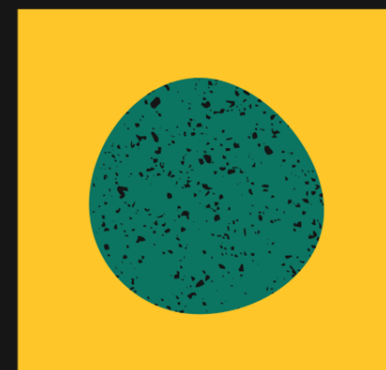


MAKE

Thank you!

MAKE African European Maker
Innovation Ecosystem

makeafricaeu.org



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101016858.