



# The ScaleUp Lab

## DEG Project Presentation

October 4, 2017



# Background



**City of Lagos**  
Main urban areas, lagoon, harbour and port

10 km N



## Demography

- Lagos (/ˈlɑːɡoʊs/ /ˈleɪɡɒs/ lay-gos)
- Commercial Center of Nigeria (former Capita)
- Most populous city in Nigeria; the 2nd fastest-growing city in Africa; and the 7<sup>th</sup> in the world.
- Population between 16m – 18m. Over 50% between 15-64 years.
- 16 Local Government Areas
- 1,381 mi<sup>2</sup> made up of Lagos Island and Lagos Mainland.
- 25% covered by water

## Economy

- Africa's 5<sup>th</sup> Largest Economy
- GDP: \$91million (Dec 2016)
- Home to 65% of Nigeria's Businesses
- Major ICT Hub
- Potential entrepreneurship clusters e.g. Yaba

# Key Challenges

- **Unavailable/Poor data** on Entrepreneurship, Startup or ScaleUp Measurement Index.
- High and recognised startup scene but **low ScaleUp focus/activity**
  - High level of entrepreneurial activity
  - Yaba Technology cluster which has attracted Founders of Facebook and Google with hubs that have funding from local and international funders e.g. Omidyar Network
  - Largely focused on technology
- **Ecosystem Deficit**
  - Multiple private, public and development sector entrepreneurship focused interventions but huge gaps in **policy, infrastructure, support**. Typically short term focused.
- **Weak linkage between academia linkage and industry.**
  - Significant presence of key Tertiary institutions (University of Lagos, Pan Africa University, Lagos State University, Yaba College of Technology, National Technical College, Yaba Trade Center, Lagos State Polytechnic, Administrative Staff College)
  - **High prevalence of low level skills**

# Goal & Objectives

**Goal:** Transform Lagos into a high-growth, high-impact entrepreneurial region by catalysing the growth of high potential businesses within select urban regions of the state.

**Objective:** Provide targeted scaleup support for **50 high-potential** business ventures within **Lagos** that will generate revenues of over **\$1billion** by **2028** with identifiable socio-economic impact on the Lagos region and environs with indicators including:

- ✓ **>20%** revenue growth rate for the entrepreneurs
- ✓ Wealth Creation
- ✓ Skilled Job Growth
- ✓ Widen Tax Base & Impact State and National GDP particularly in key sectors
- ✓ Move across MSME levels



# 6 Month Activity Timeline

Plan & Design



Stakeholder  
Engagement



Launch Pilot



Report & Review



# 6 Month Timeline

S/N	Key Activities	Responsibility	Timeline
1	<p><b>Plan &amp; Design</b></p> <ul style="list-style-type: none"> <li>Define and agree key baseline input and outcome indicators</li> <li>Define the Theory of Change.</li> <li>Narrow down SMART objectives and agree quick wins</li> <li>Define key stakeholder Engagement Plan (Identify, assign, expectation, engagement strategy)</li> <li>Develop plan and budget requirements</li> <li>Agree 6 – 24 month plan</li> <li>Agree focus area (e.g. Yaba) and priority sectors</li> </ul> <p><b>Develop Growth Plan</b></p> <ul style="list-style-type: none"> <li>Identify baseline indicators/selection criteria for the entrepreneurs</li> <li>Define growth plan and support system with timelines (learning, advisory, mentoring etc)</li> <li>Select 3-5 business as pilot/prototype ventures</li> </ul>	*FATE Foundation	Month 1
2	<p><b>Stakeholder Engagement</b></p> <ul style="list-style-type: none"> <li>Implement stakeholder engagement strategy</li> </ul>	FATE Foundation *TBA	Month 2
3	<p><b>Launch/Pilot</b></p> <ul style="list-style-type: none"> <li>Launch ScaleUp Intervention Support components</li> <li>Monitor Venture Performance</li> </ul>	*TBA	Month 2-3
4	<p><b>Review &amp; Report</b> on impact to date and quick wins</p>	FATE Foundation	Month 5-6

# Scale Up Intervention Support Components



Workshops/  
Seminars



Mentoring



Growth  
Advisory

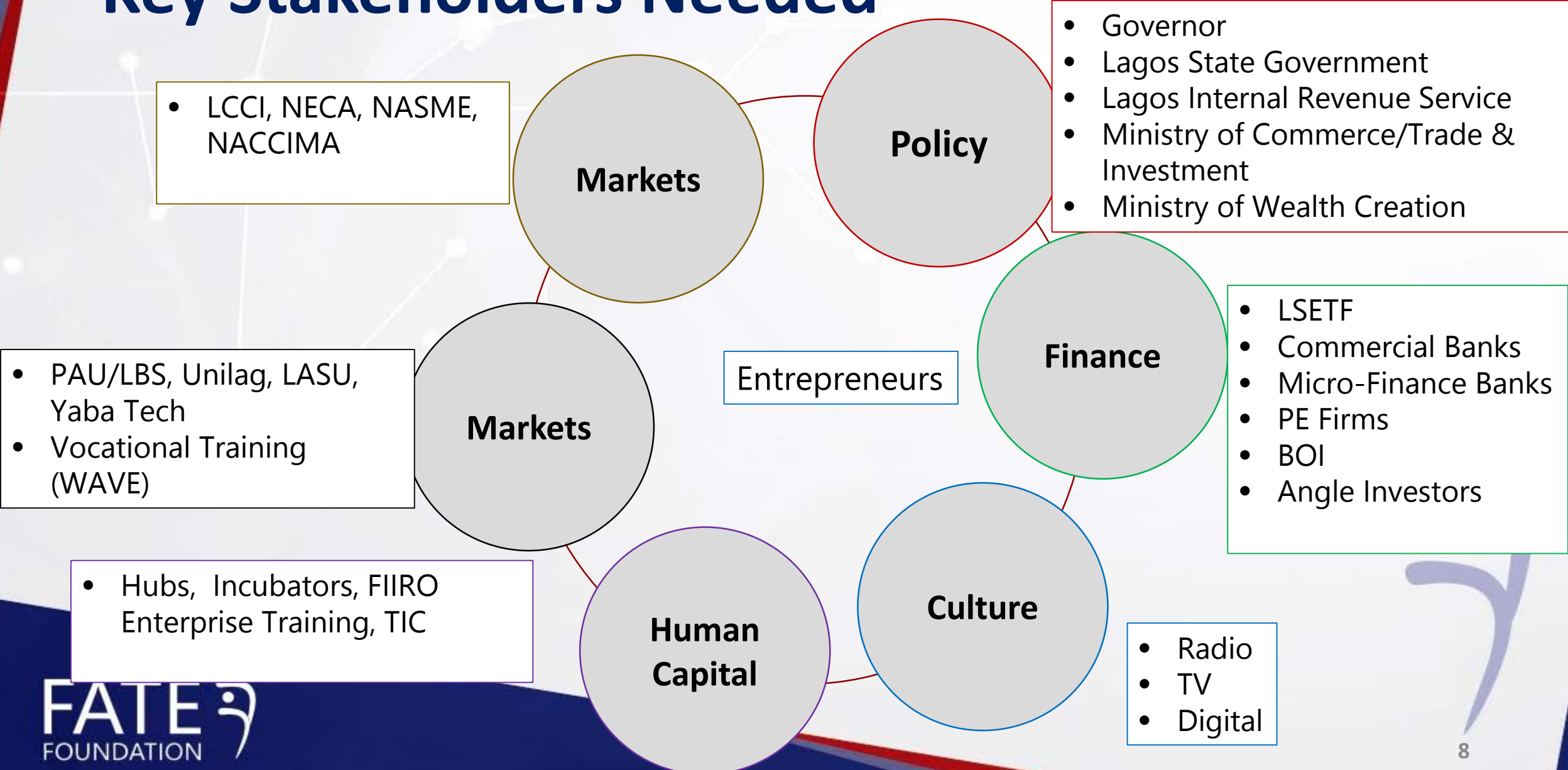


Growth  
Planning



Revenue  
Tracking

# Key Stakeholders Needed





# Communication Strategies

Communication Tools	Audience/Distribution List	Delivery Method	Frequency
<b>Growth Stories</b>	<ul style="list-style-type: none"> <li>• Ecosystem Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Informal Sessions/Meet Ups</li> <li>• Media (Traditional &amp; Digital)</li> </ul>	<ul style="list-style-type: none"> <li>• Once a Quarter</li> <li>• Annual Celebration</li> </ul>
<b>Data Backed Report/Outcomes &amp; Ecosystem Impact</b>	<ul style="list-style-type: none"> <li>• State and National Policy Ecosystem Stakeholders</li> <li>• Public</li> </ul>	<ul style="list-style-type: none"> <li>• Policy Dialogue Series on Entrepreneurship</li> <li>• Nigerian Economic Summit Group (NESG)</li> <li>• Reports via Media (Traditional &amp; Digital)</li> </ul>	<ul style="list-style-type: none"> <li>• Once a year</li> <li>• Once a Quarter</li> </ul>
<b>Policy Engagement Forums</b>	<ul style="list-style-type: none"> <li>• HM, FMITI, Key Ministers/Policy Regulators, NESG</li> </ul>	<ul style="list-style-type: none"> <li>• Formal Engagement Sessions at FMITI</li> </ul>	Once a Quarter

# How do we measure Success in 6 Months?

## Plan & Design



## Stakeholder Engagement



## Launch Pilot



## Report & Review



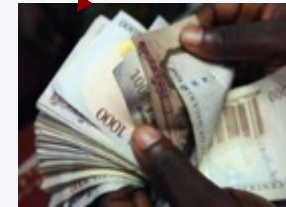
Convening of key Ecosystem Players



Selection of 3-5 high potential companies



Identification of Growth Signals e.g new contracts and hires



Revenue Increment Potentials



Data reporting on Growth outcomes

# Questions?

