

Press Release - 3rd of August, 2016

SEEDSTARS WORLD PARTNERS WITH TRECC TO FIND THE BEST STARTUP IN CÔTE D'IVOIRE

On August 29th, 10 of Côte d'Ivoire's best seed stage startups will compete to represent the country at the Seedstars Summit in Switzerland with a chance to win up to USD 1 million in prizes, with the main prize being a 500.000 USD equity investment prize.

Seedstars Abidjan – 29th of August, 2016

Abidjan, Côte d'Ivoire, August 29th, 2016 - [Seedstars World](#), the global seed-stage startup competition for emerging markets and fast-growing startup scenes, is returning to Côte d'Ivoire on the 29th of August. In line with its mission to place the spotlight on entrepreneurs from emerging markets, Seedstars World is travelling to more than 65 countries this year to identify the best seed-stage entrepreneurs and provide them with an opportunity to win up to USD 1 million, with the main prize being a 500.000 USD equity investment prize, and network with investors and mentors from around the world. Its previous participants have raised over USD 61M collectively, providing employment to more than 360 employees worldwide.

Up to 10 of the best seed stage startups in Côte d'Ivoire will be invited to pitch for the opportunity to compete at the Seedstars Summit, that annually takes place in Switzerland. Côte d'Ivoire was previously represented by Airshop.

The companies selected to pitch at the Seedstars Abidjan event need to be less than 2 years old, have raised less than USD 500,000 in funding and have built a minimum viable product, ideally with existing traction. The Seedstars World team is searching for one additional criterion - the startup's regional and global scalability. With a strong network of international partners such as Inmarsat, INADEM, Standard Bank and Deloitte, Seedstars World is looking for smart startups that solve regional issues and develop profitable products for the global market, to support their regional businesses and growth.

"We see that Abidjan is become more and more vibrant, with a lot of startup activity going on. We have also noticed that more entrepreneurship support organizations are becoming interested in entrepreneurial activity. We are very excited to come back and see how the entrepreneurial ecosystem has grown since our last visit." says Claudia Makadricto, Associate for Seedstars World.

For Seedstars Abidjan 2016, Seedstars World is partnering with TRECC - "Transforming Education in Cocoa Communities", an Abidjan-based coalition of public and private stakeholders focused on improving the quality of education in Côte d'Ivoire. TRECC is sponsoring Seedstars Abidjan as one of its many efforts to support the local education ecosystem through the encouragement of innovative education solutions and social enterprises as drivers of change. TRECC is also the initiator and sponsor of the Transforming Education

Prize, which is a 50.000 USD prize to be awarded through Seedstars World's global competitions to the best startup in the education space with the goal to enhance education for communities in rural areas.

"We are sponsoring Seedstars Abidjan and the Transforming Education Prize to support Cote d'Ivoire in becoming a hub for education enterprises providing affordable market-based solutions that achieve quality education in rural areas throughout West Africa. We are excited to see what the vibrant start-up scene in Abidjan has to offer and are looking forward to building relationships with the local social entrepreneur community." says TRECC Country Director, Sabina Vigani.

In order to provide local entrepreneurs with this opportunity and aiming to deliver the best possible event, Seedstars World is closely working with local ambassador Rites Massamba, CEO and Founder of IFID Solutions, who is representing the initiative throughout the year for the second time.

"I am supporting the initiative because of my personal passion for the youth and entrepreneurship. Together with Seedstars World we are creating an opportunity for entrepreneurs in Côte d'Ivoire to show what talent the country has. I am excited to find the next diamond of the country, but also to shine light on entrepreneurship in general," said Rites.

The event is supported by the Co-labs, [Swiss Embassy](#), [Orange](#), and [Ovillage](#). In addition, Seedstars World and [Intel](#) are collaborating on the "Intel Solutions Challenge" to find the best startups in Hardware, IoT, Cloud and Analytics with the goal of inviting them to a prestigious Demo Day with internal and external partners who will give access to market and funding for the best startups.

The event will be held at Co-Labs Abidjan on the 29th of August. Applications are open now and startups can apply [here](http://www.seedstarsworld.com/event/seedstars-abidjan-2016/): <http://www.seedstarsworld.com/event/seedstars-abidjan-2016/>

About Seedstars

"They tried to bury us, they didn't know we were seeds." - Mexican proverb

Seedstars is a Swiss based group of companies which has the goal of **impacting people's lives in emerging markets through technology and entrepreneurship**. Seedstars connects stakeholders within these ecosystems, builds companies from scratch with public and private partners and invests in the top entrepreneurs. Through different activities of startup scouting, company building and acceleration programs, the team has now access to entrepreneurs, investors, incubators, corporations and government officials. The Seedstars group includes:

- [Seedstars World](#): The worldwide startup competition, on the ground in 65+ countries, with four regional summits and a global summit in Switzerland. Its objective is to identify leading startups from all regions and provide them with value added services such as mentoring, networking and access to funding.

- [Seedstars Growth](#): The four months virtual program to accelerate startups in the Seedstars network.
- [Seedspace](#): The network of coworking spaces, now in 17 countries with local partners. The spaces permit more engaged programs and on-going events.
- [Seedstars Academy](#): The six months program to train aspiring entrepreneurs. Currently running in Lagos and Nigeria and opening in other locations soon.

Press Contact:

High-resolution photos, logos, as well as press information and interview options are available on demand. Feel free to contact media@seedstarsworld.com

Ana Almeida

PR and Communications

ana@seedstarsworld.com