

A woman wearing a grey hijab and glasses is focused on working on a grey robotic device. She is seated at a wooden desk in a laboratory or workshop setting. The background is slightly blurred, showing shelves with various equipment and a blue storage unit. The overall lighting is bright and natural.

**DAUST**

DAKAR AMERICAN UNIVERSITY  
OF SCIENCE AND TECHNOLOGY

# DEEP TECH INCUBATION PROGRAM

## Deep Tech Incubation Program

We support early-stage entrepreneurs who are committed to developing innovative engineering and technology based on scientific breakthroughs and engineering innovation, with the potential to have a significant and disruptive impact across industries. These technologies are usually based on cutting-edge research in fields such as artificial intelligence, machine learning, biotechnology, nanotechnology, robotics, quantum computing, and so on. We incubate deep technology projects that address Africa's pressing issues while creating wealth and jobs.



## Some examples of Deep Tech projects



**Robotics:** Developing machines that can perform tasks autonomously or in collaboration with humans. Companies such as Boston Dynamics, Softbank Robotics, and Blue River Technology are leading the way in this field.



**Genomics:** Studying the genetic makeup of living organisms to better understand and treat diseases. Companies such as Illumina, Twist Bioscience, and Grail are at the forefront of this technology.



**Bioprinting:** Using 3D printing technology to create living tissues and organs for medical applications. Companies such as Organovo and Prellis Biologics are developing this technology.



**Blockchain:** Developing secure and decentralized digital ledgers that can be used to manage and verify transactions. Companies such as Ethereum, Chain, and R3 are leading the way in this field.



**Augmented reality:** Developing technologies that overlay digital information onto the real world, enhancing our perception and understanding of our environment. Companies such as Magic Leap and Meta are developing this technology.



**Nanotechnology:** Developing materials and devices at the nanoscale to create new functionalities and applications. Companies such as Nanosys, Nano Dimension, and Zyvex Labs are at the forefront of this technology.



**Autonomous vehicles:** Self-driving cars and trucks that use artificial intelligence and machine learning algorithms to navigate roads and highways. Companies such as Waymo, Tesla, and Uber are investing heavily in this technology.



**Quantum computing:** Developing computer systems that use the principles of quantum mechanics to perform complex calculations that would be impossible for traditional computers. Companies such as IBM, Google, and Microsoft are leading the way in this field.



**Neurotechnology:** Developing technologies that interface with the brain and nervous system to diagnose and treat neurological disorders. Companies such as Neuralink, Kernel, and BrainCo are developing this technology.

# *Pre-incubation phase*



ENGINEERS



# PRE-INCUBATION

This phase is dedicated to identifying and selecting promising ideas, as well as providing mentorship and training on business development. Students with innovative ideas will present their concepts to a panel of experts, and those with the most potential will be selected to enter the incubation phase.



**Call for Innovative Start-ups / Ideas**



**Pre-selection and Pitch**



**Final Selection**

# SELECTION CRITERIA

- **Market potential:** The startup or project should have a significant market potential, which includes a large and growing target market, a clear value proposition, and a competitive advantage over existing solutions.
- **Scalability:** The startup or project should have the potential to scale rapidly and achieve significant growth, which may involve expanding into new markets, developing new products or services, or leveraging new technologies.
- **Team capability:** The startup or project should have a strong and capable team with relevant skills and experience, a clear vision and mission, and a culture of innovation and collaboration.
- **Business model viability:** The startup or project should have a viable and sustainable business model that can generate revenue and profits, which may involve multiple revenue streams, strategic partnerships, or innovative pricing strategies.
- **Innovation:** The startup or project should involve innovative and cutting-edge technology, engineering that can drive new breakthroughs and disrupt existing markets or industries.
- **Funding potential:** The startup or project should have the potential to attract funding from investors, which may involve preparing a strong pitch deck, developing relationships with investors, or participating in accelerator or incubator programs.
- **Social impact:** The startup or project should have a positive social impact, which may involve addressing a pressing social or environmental problem, creating jobs, or empowering underserved communities.
- **Feasibility:** The startup or project should have a realistic and feasible plan for incubation, which may involve identifying the necessary resources, defining the timeline and milestones, and addressing potential risks and challenges.

# *Incubation phase*



# INCUBATION

Throughout the program, participants will have access to a range of resources and support, including office space, technical infrastructure, funding, and mentorship from a network of experts in deep tech, business development, and investment. The program is designed to provide entrepreneurs with the resources and support they need to turn their deep tech ideas into successful and impactful businesses.



**6 months program**



**Business Development**



**Product Development**



# PROGRAM OVERVIEW

## 1

### IDEATION AND VALIDATION

- Workshops on ideation, problem identification, and market research
- Mentorship and coaching sessions with experts in the field
- Pitch sessions to refine ideas and receive feedback
- Finalization of business plan and MVP development

## 2

### PRODUCT DEVELOPMENT

- Focus on MVP development and product validation
- Workshops on design thinking, prototyping, and user testing
- Mentorship and coaching sessions with experts in product development
- Collaboration with technical experts and researchers to fine-tune product development

## 3

### BUSINESS DEVELOPMENT AND LEGAL CONSIDERATIONS

- Focus on business development, legal considerations, and intellectual property
- Workshops on business model development, customer acquisition, and fundraising
- Mentorship and coaching sessions with experts in business development and legal affairs
- Collaboration with legal and intellectual property experts to ensure proper protection of intellectual property

# PROGRAM OVERVIEW

## 4

### **CUSTOMER ACQUISITION AND GROWTH**

- Focus on customer acquisition and growth strategies
- Workshops on sales and marketing, branding, and customer acquisition
- Mentorship and coaching sessions with experts in sales and marketing
- Collaboration with marketing experts to refine customer acquisition strategies

## 5

### **INVESTMENT READINESS AND PITCHING**

- Focus on preparing for fundraising and pitching to investors
- Workshops on fundraising strategies, investor relations, and due diligence
- Mentorship and coaching sessions with experts in fundraising and pitching
- Collaboration with investors and fundraising experts to refine pitching strategy

## 6

### **DEMO DAY AND GRADUATION**

- Focus on preparing for Demo Day and program graduation
- Final pitching and feedback sessions with investors and experts
- Preparation for Demo Day presentation and pitching
- Graduation ceremony and networking opportunities with investors, mentors, and fellow entrepreneurs.



# DEMO DAY

At the end of the incubation phase, the startups will have the opportunity to pitch their businesses to a panel of investors and industry experts during a demo day event. This will be an opportunity for the startups to showcase their progress and potentially secure funding to take their business to the next level.

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**THANK YOU**