



Promoting Startups  
and Tech Ecosystem

# REPORT OF STARTUP ABUJA CONFERENCE

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# INTRODUCTION



Mr. Chigozie Ezugwu  
Convenor, Startup Abuja Conference  
Executive Director, Startup Abuja

This report is based on the conference organised by Startup Abuja, a leading organization promoting startups and the tech ecosystem in Nigeria, successfully hosted the groundbreaking "Startup Abuja Conference 2024" on May 18th at the prestigious Merit House in Maitama, Abuja. Convened by Mr. Chigozie Ezugwu, opened the event with a welcome address, the conference brought together tech founders, industry leaders, investors, entrepreneurs, and stakeholders from across Nigeria under the theme;

***"Learn. Build. Collaborate: The Influence of Startups and Digital Skills on Nigeria's Economy."*** This highly anticipated annual event provided opportunity for speakers to share ideas and experience with Small and Medium Scale entrepreneurs and tech founders with participants from neighbouring states like Lagos, Plateau and Kaduna, the conference provided a dynamic platform for insightful discussions, practical workshops, and invaluable networking opportunities

The Startup Abuja Conference 2024, was an overwhelming success, having 1,484 online registrations, the event saw an impressive turnout of 487 attendees. The conference commenced at 10:00am and closed at 5:09 pm, featuring a remarkable lineup of speakers. Among the 10 scheduled speakers, 8 were present in person, while one delivered a virtual session via Zoom, and one was unable to attend due to unforeseen circumstances.

## SPEAKERS HIGHLIGHTS



Mr. Charles Usie  
Country Director Plan  
International, Nigeria.

Speakers Highlights included thought-provoking sessions from esteemed speakers like the Mr Charles Usie, Country Director Plan International Nigeria, addressed "Social Enterprise: Building for Impact and Not for Profit Alone." He shared five principles for successful ventures, including "Once it is daybreak, you must be running – the value of time,".

Erin Nardo, Product Management of Google USA, who delivered an engaging virtual session on "Beyond National Borders: The Challenges and Triumphs of Taking Your Product Globally." Erin discussed the complexities of scaling products internationally, the importance of understanding diverse markets, and the strategies for overcoming cultural and regulatory challenges. She opined that "To succeed globally, startups must embrace cultural differences, adapt to local markets, and stay agile in the face of ever-changing global dynamics."



Erin Nardo  
Director Of Product Management -  
Google



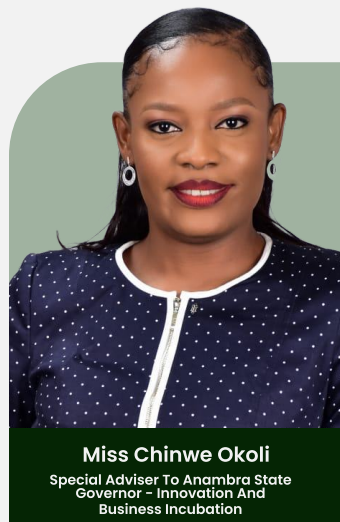
**Mr Bosah Chukwuogo**  
Managing Director/CEO, Hasob  
Integrates Services LTD.

Bosah Chukwuogo, CEO of Hasob Integrated Services Limited, tackled "Product Market Fit: Challenges and Opportunities in Building Tech Companies in Nigeria." Bosah discussed the challenges of achieving product-market fit, the importance of understanding customer needs, and adapting to market changes.



**Arc. Dr Barka Umaru Mshelia**  
Managing Director/CEO Mshel  
Homes Limited

ARC.DR. Barka Mshelia GMD/CEO of Mshel Homes Limited, explored the "Multiplier Effect: How Startups Can Catalyze Investment and Unleash Nigeria's Economic Potential." He underscored the significance of customer feedback, strategic foresight, and aligning ideas with customer demands.



**Miss Chinwe Okoli**  
Special Adviser To Anambra State  
Governor - Innovation And  
Business Incubation

Ms Chinwe Okoli Special Adviser to Anambra State Governor on Innovation and Business Incubation, discussed "Digital Skills/Innovation Hub Development: Key Government Policies and Initiatives in Providing an Enabling Environment for Startups and SMEs." She highlighted government initiatives aimed at fostering innovation and digital skills.



**Prof. Mohammed Aliyu  
Paiko**  
Vice Chancellor Abdulkadir Kure  
University

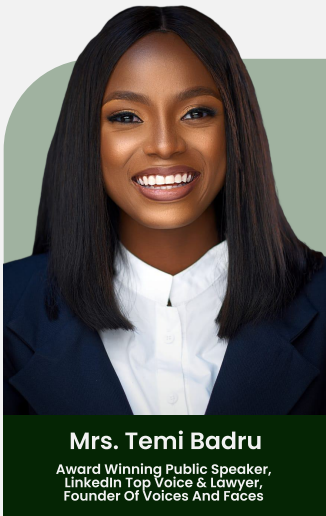
Prof. Mohammed Aliyu Paiko Vice Chancellor Abdulkadir Kure University, who shared insights on the "Green Revolution: How Abdulkadir Kure University is modelling the future of Start-ups.



**Mr. Peter Jirgba**  
Banker-Head Value Chain &  
Strategy - The Alternative Bank

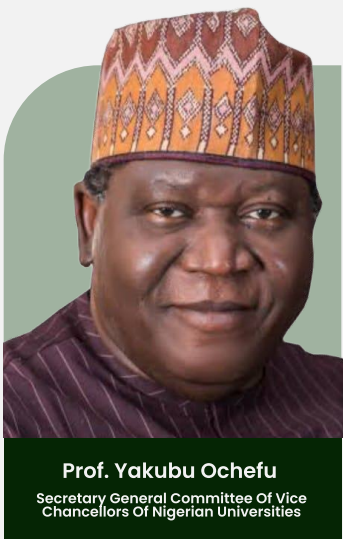
Peter Jigba Head Value Chain of The Alternative Bank, delved into "Financing the Future: How Startups Can Build Effective Relationships with Banks." He emphasized the importance of research, preparation, transparency, and communication.





Mrs Temi Badru Award Winning Public Speaker, Lawyer and Founder Voices and Faces, who spoke on “Unleaching the Potential of Startup: How Social Media Empowers Startups to Forge Global Influence and Drive Growth”, as many attendees could not hold back how satisfied they were with her presentation.

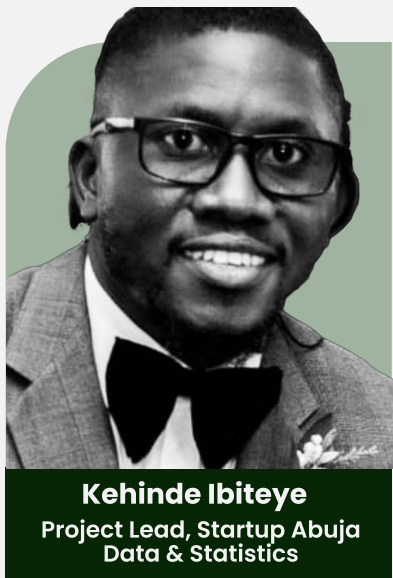
Chief Dr. Samuel Maduka Onyishi, MON, who shared invaluable insights on topics ranging from global expansion to social entrepreneurship and cultivating an entrepreneurial mindset.



Prof. Yakubu Ochefu, Secretary General Committee of Vice Chancellors of Nigerian Universities who could not make the event due unforeseen circumstances.

## PANEL OF DISCUSSION HIGHLIGHTS





Another compelling highlight of the conference was the high-level panel discussion moderated by Mr. Femi D. Amele, Country Director of Dataphyte. The distinguished panelists included Miss Lillian Okonkwo, Partnership & Program Manager at Raadaa Partners International, Kelechi Azunna-Benny, CEO of Tribesquare, Ola Stephen Onuh, CEO of Server Zero Technologies and a NITDA VEG Member, and Wisdom John, Senior Partner at Lawgic Africa. The session, titled "Challenges of Running a Successful Startup in Nigeria," fostered an insightful exchange of perspectives on the obstacles faced by entrepreneurs and explored strategies to overcome them.

## KEYNOTE SPEECHES FROM SOME OF OUR PARTNERS



Mr. Omobolaji Kareem from SEMDAN delivered a speech at the conference. Mr. David Aruleba Coordinator, FCT MSME One-Stop Shop representing Abuja Enterprise Agency also gave a speech on how Start-ups can leverage his Agencies platform to thrive. Mr. Wumi Oghoetuoma Program Director of the IGovernment cloud SAAS from Galaxy backbone also spoke at the conference about digitalization of Federal and State Ministry Department Agencies in Nigeria and Mr Timothy Havens Program officer of The Wealth Creation Conference who sheared lights on their upcoming conference taking place in Abuja.

Startup Abuja's conference aimed to explore catalysts for accelerating startup growth and examine the transformative influence of startups and digital skills on Nigeria's economic development. It provided a platform for insightful discussions, practical workshops, and networking opportunities. The event benefited from the support of few sponsors and partners, where 5 of them made speeches at the event while others came with their promotional materials and booths. Attendees feedback was overwhelmingly positive, praising the conference for its eye-opening and transformative nature.

## FEEDBACK FROM SOME ATTENDEES

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The Startup Abuja Conference 2024 received overwhelmingly positive feedback from the attendees, reflecting the event's success in meeting its objectives and providing valuable insights and networking opportunities. Here are some notable comments from participants:

**Ayanfe Abejide from Facebook:** "I will never forgive myself if I wasn't present. The first speaker's introduction keeps ringing in my head! 'As long as it is morning start running. Don't be the Zebra in the jungle be the Lion. That simply means you should be the one pursuing something and not something pursuing you. I can't recover from this anytime soon. Thank you, Startup Abuja."

**Iyanu Oyewole:** "I learned a lot. I'm so glad I came. The conference was indeed an eye-opener."

Overall, attendees praised the conference for its insightful sessions, practical workshops, and the opportunity to network with industry leaders and peers. The feedback underscores the event's impact on participants, many of whom expressed their enthusiasm and gratitude for the experience and knowledge gained.

## CHALLENGES

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- **Speaker Attendance:** Out of the 10 scheduled speakers, 8 were present. One speaker had to present virtually via Zoom, and another could not attend due to unforeseen circumstances.
- **Logistics and Coordination:** 1,444 registered but only 467 attended due to logistical challenges.
- **Financial Support:** Securing sufficient sponsorships and partnerships to support the conference financially.



## IMPROVEMENTS

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- **Flexibility in Planning:** The necessity of having contingency plans for speakers' attendance and technical setups was underscored. Ensuring backup options for virtual presentations helped maintain the event's flow despite unforeseen absences.
- **Enhanced Coordination:** Effective coordination among staff, volunteers, and partners aids the coordination of large-scale events smoothly.
- **Engaging Content Delivery:** The importance of delivering engaging content, even in virtual formats, was highlighted. Interactive elements and real-time Q&A sessions can help maintain audience engagement during remote presentations.
- **Technical Infrastructure:** Investing in more robust technical infrastructure to support seamless virtual presentations and reduce the risk of technical glitches. This includes ensuring high-quality audio-visual equipment and reliable internet connectivity.
- **Speaker Preparation:** Improving communication with speakers to confirm their attendance and prepare for any potential issues. Providing detailed guidelines for virtual presentations.
- **Feedback Mechanisms:** Establishing more comprehensive feedback mechanisms to gather detailed input from attendees on various aspects of the event.

## CONCLUSION

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The Startup Abuja Conference 2024 was an overwhelming success that solidified its position as a premier platform for catalysing innovation, fostering collaborations, and propelling Nigeria's economic growth through the transformative potential of startups and digital skills. The event brought together 1,444 registered attendees, including influential entrepreneurs, investors, industry leaders, and stakeholders from across Nigeria and neighbouring states.

Key highlights included insightful sessions from renowned speakers like Erin Nardo of Google USA, who shared strategies for global product scaling, and Chief Dr. Samuel Maduka Onyishi, MON, who emphasized the paramount importance of integrity in building a successful business. The high-level panel discussion, moderated by Femi D. Amele, Country Director Dataphyte, fostered a thought-provoking exchange on the challenges faced by Nigerian Startups. Attendee feedback was dumbfoundedly positive, with participants praising the conference for its eye-opening and transformative nature. The event left a lasting impression, solidifying Startup Abuja's vision of promoting and nurturing the startup ecosystem and tech community in Nigeria's Federal Capital Territory and across the nation and the event closed with a vote of thanks from Mr. Vincent Monu, Program Manager.

Overall, the Startup Abuja Conference 2024 achieved its objectives of exploring startup growth catalysts, examining the influence of startups and digital skills on economic development, and facilitating a multi-stakeholder dialogue on nurturing successful startups nationwide. By convening industry leaders, investors, and stakeholders, the conference paved the way for a thriving entrepreneurial landscape that will shape the nation's future.



Mr. Vincent Monu

*Written by Mr. Vincent Monu  
Program Manager*

## STARTUP ABUJA TEAM



**Chigozie Ezugwu**  
Executive Director, Startup  
Abuja



**Kehinde Ibitoye**  
Project Lead, Startup Abuja  
Data & Statistics



**Samuel Olupinyo**  
Senior Partnership Officer



**Favour Ezenduka**  
Communication Officer



**Vincent Monu**  
Project Manager



**Abdulmajeed Yusuf**  
Technology and Innovation  
Specialist





# EVENT PICTURES

Below are few images from the event.

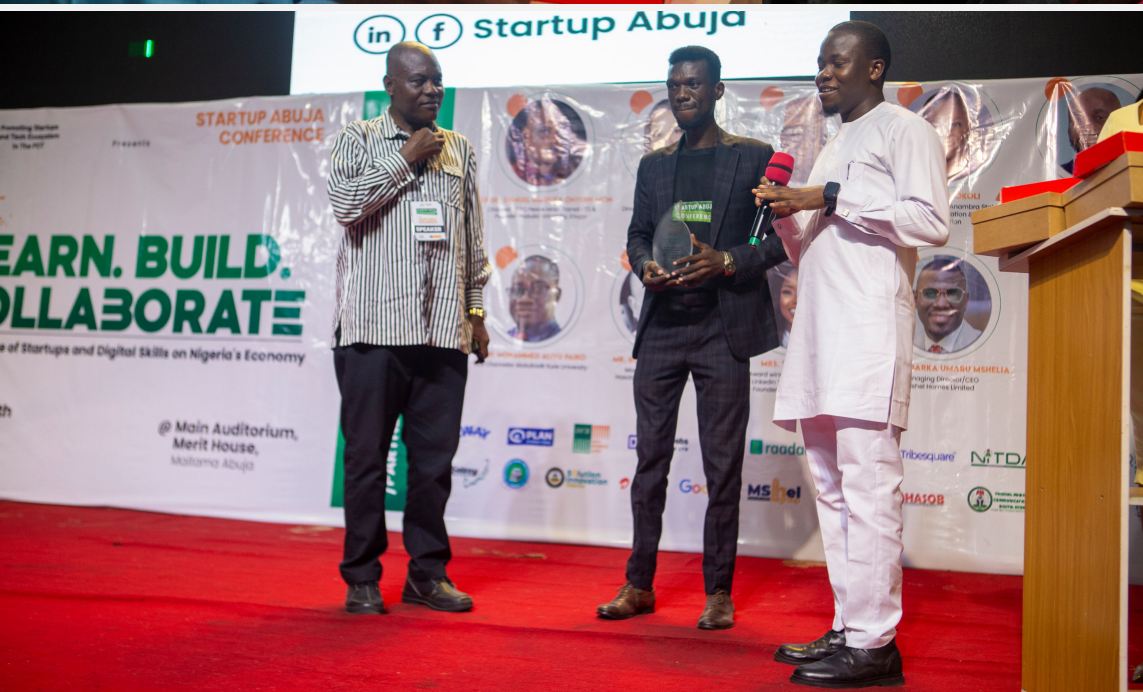






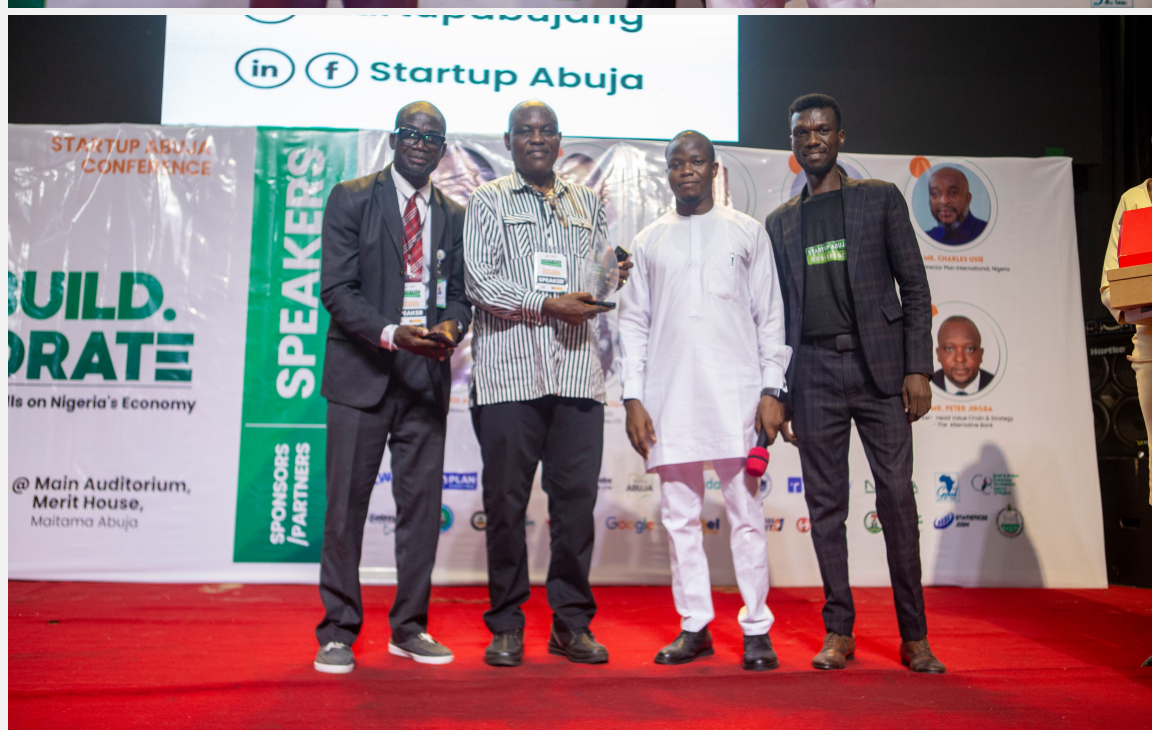


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