BACKGROUND

COMPANY

Africa's Talking (AT) is an API platform business that connects developers, clients, telecommunication companies, and investors. After 8 years of operation, Africa's Talking created a company builder called AT Labs with the expressed purpose of supporting AT's research and development and creating a more robust ecosystem of developers, and thus, technological solutions in Africa.

PROJECT OBJECTIVES

1. Assess AT Labs' current model in the context of startup studios to identify key value creation factors and differentiators

2. Develop a conceptual framework and playbook for AT Labs, including a process for measuring the future returns of AT Labs.

RECOMMENDATIONS

INVESTMENT THESIS

QUANTITY: 4 PER YEAR

INDUSTRY: RELATED TO AT CORE

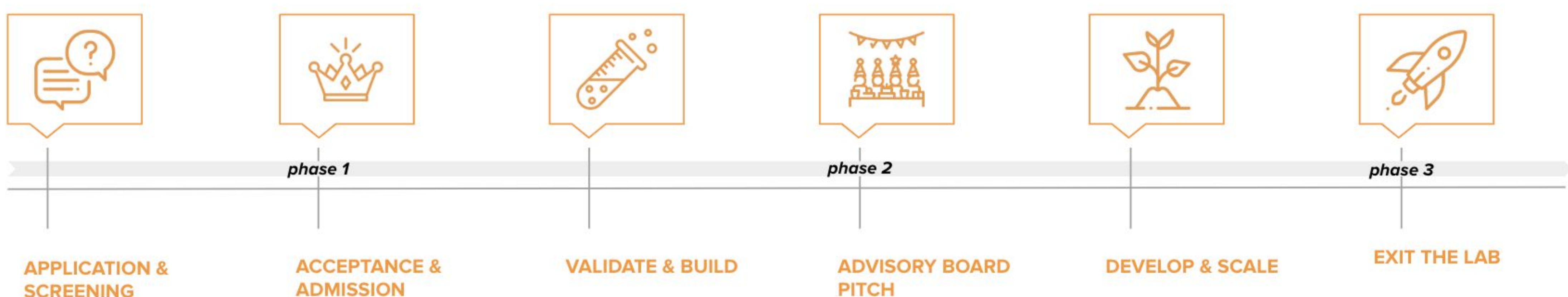GEOGRAPHY: PAN-AFRICAN

STAGE: PRE-SEED/ IDEATION

IDENTITY

MISSION

AT Labs is a COMPANY BUILDER for early-stage startups that use or promote AT's core products. We immerse founders in Africa's Talking's fast paced, resource-rich ecosystem to jumpstart their ventures.

VISION

To SOLVE Africa's most pressing technological challenges through the development and deployment of world-class solutions.

INVESTMENT PROCESS

phase 1   *phase 2*   *phase 3*

APPLICATION & SCREENING

ACCEPTANCE & ADMISSION

VALIDATE & BUILD

ADVISORY BOARD PITCH

DEVELOP & SCALE

EXIT THE LAB

TEAM

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