



This project is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development



# Tajik Start-ups Development of Entrepreneurship Start-ups in Tajikistan Achievements and Outlook



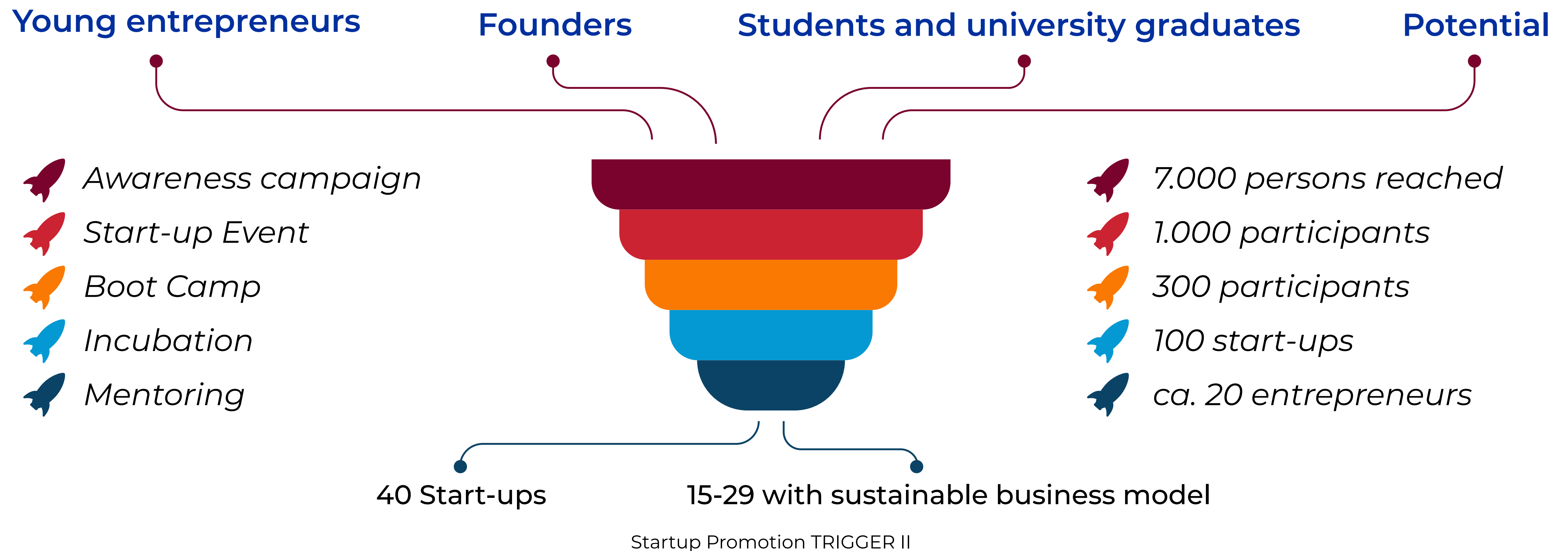
# Main goals of Tajik Start-ups

- ✈ Establishing of a dynamic and active Start-up scene in Tajikistan
- ✈ Increasing start-up activities more new founded companies with sustainable business
- ✈ Stable income and more jobs through new founded companies
- ✈ Increasing rates of start-ups running by women and young people
- ✈ Developing more technology oriented start-ups



# Project objective

40 newly founded companies, 30 % of which are run by women (=12 companies), whose business ideas were supported by the project, continue to exist 6 months after the start of business.



# Implementing partner



## PEM GmbH (Lead)

*Düsseldorf based independent private consultancy company since 1977. Scope of Services:*

- ✈ SME and start-up consultancy / private sector development
- ✈ Vocational education and training and labour market
- ✈ Environmental management and infrastructure



## ICON-INSTITUT GmbH (Partner)

- ✈ Almost 45 years of experience in implementing projects in the development cooperation in the fields of Economic Development & Employment, Education, Governance, Statistics & Evaluation and Infrastructure.
- ✈ 850+ projects completed in over 100 countries over the world



## CEFE International GmbH (Partner)

- ✈ Competency Based Economies through Formation of Entrepreneurs (CEFE) is a successful method for Business Development of start-ups and entrepreneurs
- ✈ Addresses the challenges of economic, rural and preventive peacebuilding, vocational training and private sector development



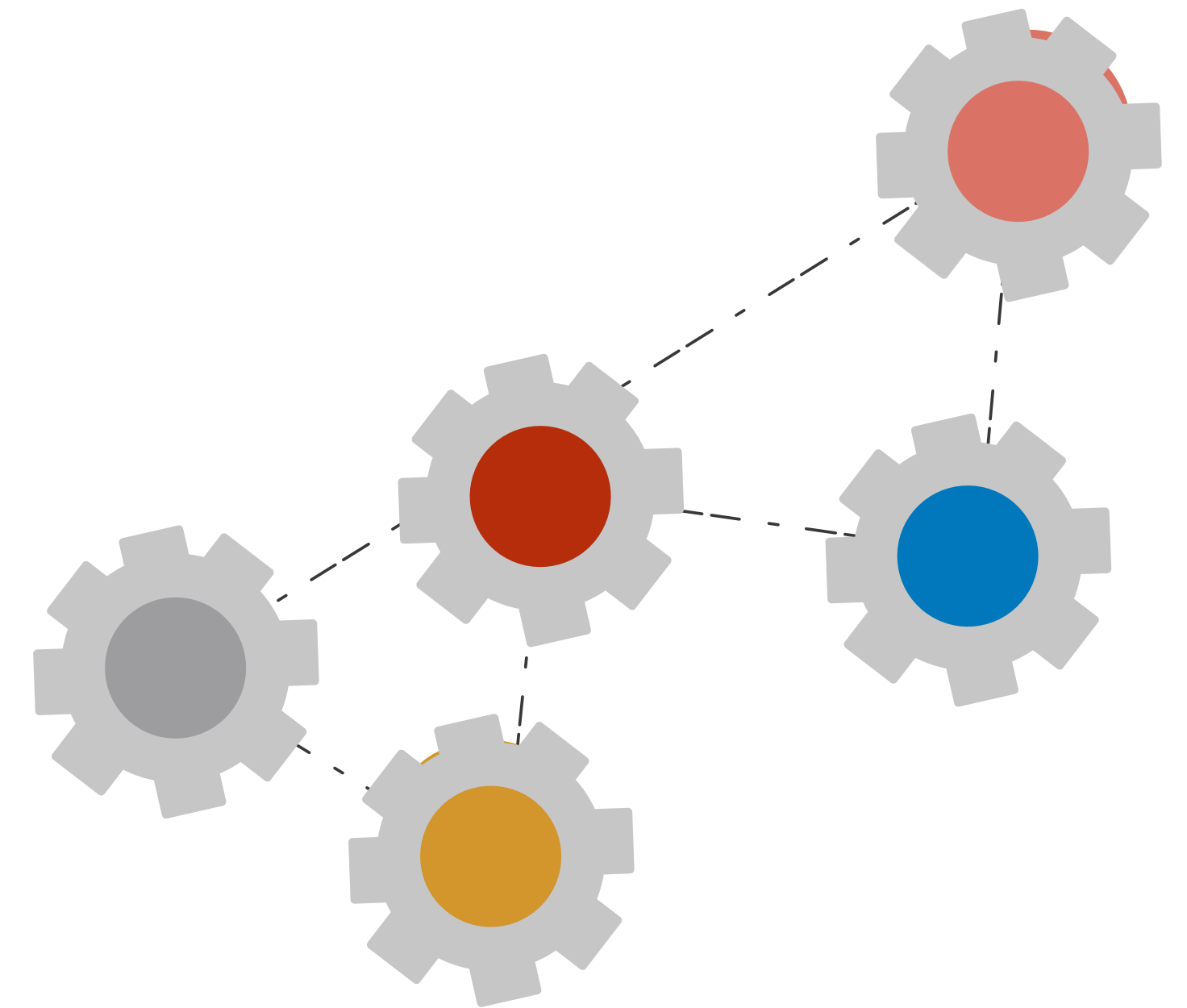


# Approach and Achievements

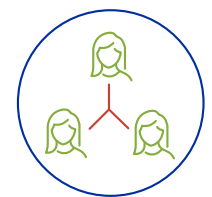
## *Cooperation with local partner organizations*

### Our partner local partner organisations:

- ✈ Are experienced in education and training
- ✈ Are supporting Women in entrepreneurship
- ✈ Have good access to younger people
- ✈ Are supporting also technology oriented Business ideas



**Currently Tajik Start-ups is working with more than 20 local partner organizations!**



*NGOs and networks for Women entrepreneurship in Tajikistan*



*NGO «Zamonat»*



*Business School*



*NGO "Furugh"*



*Technology Park at the TSULBP University in Khujand*

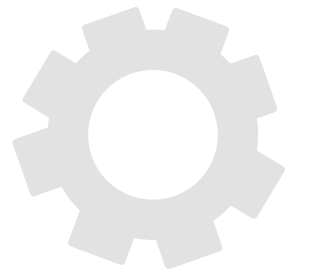


*Tajik Agrarian University*

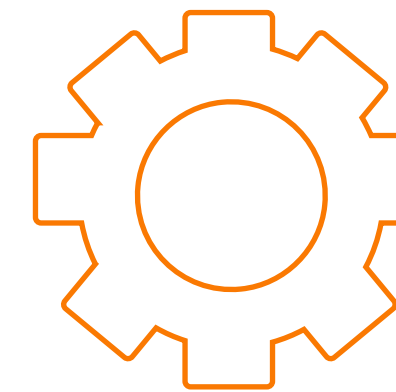


# Approach and Achievements

## *Awareness rising campaign -Start-up Events*



- 🚀 Awareness rising by conducting information events
- 🚀 Focus group young people up to 35 years
- 🚀 Main Message: to be self-employed is an alternative then to be employed
- 🚀 Self-determination
- 🚀 Personnel development and freedom



*More than 5,000 participants  
in Online Start-up Events!*





# Approach and Achievements

## *Awareness rising campaign -Online / SMM*

Web-page [www.tajik-startups.com](http://www.tajik-startups.com)

Facebook @tajik\_startups

Instagram @tajik\_startups



We reached about 70,000 people through Social Media campaigns

### Instagram

Total page subscribers- 1669

From Dushanbe city: 67. 6%

Khujand-10.65%

Moscow -4,5%

Saint-Petersburg-0,9%

### Gender:

Male-68.3%

Female-31.6%



### Facebook:

Total Page subscribers: 627

Page views -118 pages

Likes -50 pages

Publication coverage -34.9% 9 (2,673 pages)

Publication interactions -1,253 pages

Video clip coverage -2,718 pages

Average number of likes per post -32 likes

Average number of reposts of posts -16

### Audience of Facebook followers:

Women -24%

Men -76%





# Approach and Achievements

## *Start-up Bootcamps*

3-day crash course on the basics of entrepreneurship

ToT for local trainers in Dushanbe and Khujand

Close co-operation with partner organizations



*More than 320 participants  
in Tajik Start-up Bootcamps*



Арзинг  
Ташкилоти ҷамъияти

Women Centre  
in Khujand



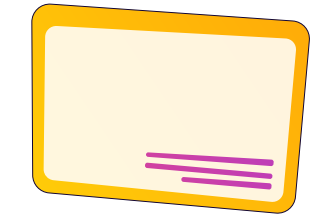
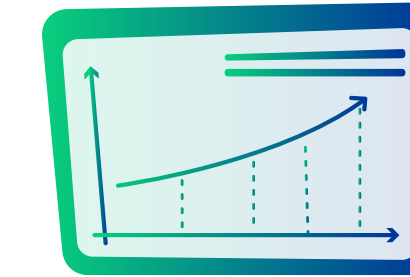


# Approach and Achievements

*3-month Incubation Programs for Start-ups*

- 🚀 ToT for local trainers in Dushanbe and Khujand
- 🚀 Fully equipped workstations for start-ups (co-working space)
- 🚀 Accompanying workshops and trainings for start-ups
- 🚀 Small Business Management Creativity
- 🚀 Defining Business Model
- 🚀 Market analysis
- 🚀 Financing and calculation
- 🚀 Business planning
- 🚀 Communication

*About 100 participants in Tajik Start-up Incubation Program  
Every Start-up has an own developed Business plan*



Technology Park at the TSULBP  
University in Khujand



Business School



Tajik Agrarian University

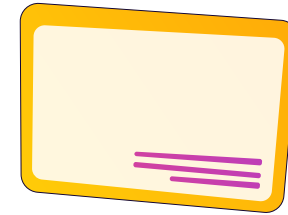
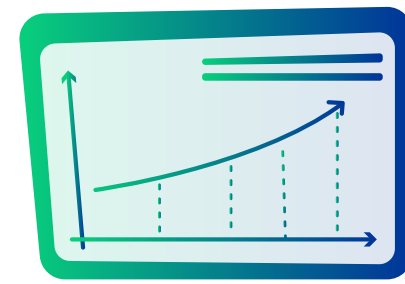


NGO "Furugh"



# Approach and Achievements

## *Mentoring / Coaching Programme*



20 Start-ups with most scalable business get coaching and mentoring in the starting phase (6 month after founding the company)

Mentoring and Coaching for these companies will start in January 2022

Advanced Training for Mentors and Coaches planned for January 2022

*20 start-ups will be coached after founding the company between January and July 2022*





# 1. Tajik Start-up Challenge

*Start-up competition –for participants  
of the Incubation Program*

**9th December at Hyatt Regency Dushanbe**

- ✈ Pitching Event, 10 pre-selected start-ups have the chance to present their Business Modell
- ✈ 5 Min Presentation in front of a jury consists of experts and experienced entrepreneurs
- ✈ The Jury will prime the best 3 start-up ideas
- ✈ Private and public Sponsoring



# Tajik Start-ups Outlook

- 🚀 Continuing the project in the focus regions Dushanbe and Khujand
- 🚀 More focus on technology-oriented start-ups / scalable business models
- 🚀 Integration of further partner organization
- 🚀 Development of Public-Private-Partnership
- 🚀 Extending of the activities to further Regions in Tajikistan, rasht Valley and Zerafshan Valley

## *Focus on local strength:*

- Agribusiness and value chain
- Food processing workshops

## *Planned activities for these reports:*

- Technical support (labelling, branding, packaging)
- Warehousing
- Initiating of co-operations (cooperatives of producers and processors)
- Capacity building (training in economic and technical topics)





# Tajik Start-ups Lessons learnt



- Improving mind-set to be entrepreneur
- Focussing on more scalable business models
- Improving access to finance
- Integration of private initiative and companies



**Tajik**  
**Startups**

Thank you for your attention!

