

# STARTUP WORLD CUP BOTSWANA REGIONAL 2026



# DREAM BOLD, BUILD BEYOND BORDERS



Date: 16 July 2026 – Regional  
Time : 0800 - 1700  
Venue : Hotel 430 Square, Plot 54350, Gaborone  
CBD(Tentative)



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# INTRODUCTION

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# INTRODUCTION

Startup World Cup Botswana Regional 2026 is more than a competition -- it is a nationally anchored gateway to global markets, capital, and opportunity. Under the theme "Dream Bold. Build Beyond Borders.", the initiative reflects Botswana's decisive shift toward a digitally enabled, innovation-driven, private sector-led economy, aligned with Vision 2036, NDP12, and the 2026 Budget's emphasis on productivity, competitiveness, and enterprise growth Convened by THRIVE Development Initiative (TDI) in official partnership with Startup World Cup and Pegasus Tech Ventures, Botswana now forms part of the official Startup World Cup global tournament ecosystem.

This structured international platform enables the Regional Winner to advance to the Grand Finale in San Francisco to compete on the world stage before leading venture capitalists and global investors.

The Botswana Regional positions high-growth founders at the intersection of capital, digital transformation, and innovation ecosystems. It creates a deal-flow-ready environment where startups are not only showcased, but rigorously investment-prepared - equipped to move from prototype to product, from local validation to international scale

Delivered through strategic collaborations, the Regional forms part of a broader national innovation week convening government, investors, corporates, academia, and development partners ensuring that startup pitches are embedded within real policy dialogue, investment pipelines, and market access conversations.

Startup World Cup Botswana Regional 2026 affirms a bold national mindset: Botswana startups are not limited by geography they are defined by ambition, scalability, and resilience. Botswana's digital and innovation economy is ready for the world.

Botswana and the wider region Startup World Cup, powered by Pegasus Tech Ventures, is a global series of startup conferences and pitch competitions spanning 100+ regional events across 60+ countries, culminating in the 2026 Grand Finale in San Francisco, where regional winners compete for a US\$1 million prize.



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## ABOUT US

### THRIVE Development Initiative (TDI)

THRIVE Development Initiative (TDI) is a women-led, Botswana-based, CIPA-registered charity operating under a structured **social enterprise model**. Born out of the Botswana Tech Summit & Expo 2025, TDI was established to serve as a permanent ecosystem platform connecting policy, innovation, capital, and community participation. TDI functions as an innovation infrastructure builder. It designs and operates multi-stakeholder platforms that accelerate digital and green transformation, entrepreneurship, green innovation, and inclusive economic growth. The organization bridges government ambition, private sector investment, development finance, and grassroots talent.

## SWC BOTSWANA PARTNERS

### Startup World Cup(SWC)

The Startup World Cup is a series of global startup conferences and pitch competitions powered by Pegasus Tech Ventures, featuring 100+ regional events across 60+ countries. These events lead to our 2026 Startup World Cup Grand Finale, where winning startups from each regional event will compete for a \$1M prize! The Grand Finale is being held in San Francisco (USA) on November 20th, 2026.

### Pegasus Tech Ventures

Pegasus Tech Ventures is a global venture capital firm headquartered in Silicon Valley (USA), managing over \$2B in assets. Pegasus provides intellectual and financial capital to emerging technology companies worldwide and supports their expansion in North America, Asia, and Europe through their unique Venture Capital-as-a-Service (VCaaS) model, partnering with global corporations to invest in cutting-edge startups. Corporate partners include SEGA, ASUS, AISIN, Niterra, and Sojitz, with access to an extensive portfolio of 270+ companies, including SpaceX, Airbnb, SoFi, Robinhood, and many more.



# THE ECONOMIC CASE FOR ACTION

Botswana stands at a decisive economic inflection point. While long-term macroeconomic stability has been anchored by diamond revenues, structural vulnerabilities remain most notably youth unemployment, estimated at approximately 38.2%, which poses a significant risk to inclusive growth productivity expansion, and long-term social stability,

As underscored in the 2025/2026 Budget Speech public sector expenditure alone cannot sustainably absorb labour market entrants, nor can traditional sectors generate employment at the scale required.

The national challenge is no longer education in isolation, but the systematic conversion of skills, ideas, digital capability, and innovation into enterprises, competitive markets, and sustainable livelihoods.

The Startup World Cup Botswana Regional responds directly to this structural gap by reframing entrepreneurship as a national economic instrument rather than a one-off event. The platform: Shifts the national narrative from job-seeking to job creation

Unlocks market access, global mentorship, and investment readiness - beyond traditional training models

Positions digital and innovation-led enterprises as drivers of productivity, export diversification, and private growth sector

# THE GAP WE'RE SOLVING

Across Botswana and the broader African region, many high-potential innovators face structural barriers that limit their ability to scale:

- Limited exposure to global investors and commercial markets
- Few credible, internationally benchmarked pitch platforms

Weak pathways from idea -> prototype -> market -> scale This is not a talent deficit. It is an access, visibility, and deal-flow constraint

Too often, promising enterprises stall between validation and growth due to fragmented ecosystem support, limited investor connectivity, and insufficient global positioning.

World Cup Botswana Regional exists to close this gap by providing a trusted, globally recognised pathway from local innovation to international opportunity, linking founders directly into a structured global capital and competition ecosystem.

The Startup



# WHAT MAKES STARTUP WORLD CUP UNIQUE



100+ regional competition



60+ countries (expanding annually)



100+ regional competition



USD 1 million prize global level

For Botswana and African startups, this provides: International benchmarking and judging standards

Direct exposure to global venture capital and corporate partners recognised pathways into global acceleration, partnerships, and capital

Powered by Pegasus Tech Ventures, a Silicon Valley-based venture capital firm managing over USD 2 billion in assets, the platform integrates startups into a global investor and corporate innovation network.

For Botswana and African startups, this provides: International benchmarking and judging standards

Direct exposure to global venture capital and corporate partners recognised pathways into global acceleration, partnerships, and capital



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# STRATEGIC ALIGNMENT




The Startup World Cup Botswana Regional aligns directly with:

- Vision 2036- Sustainable Economic Development & Human Capital
- Botswana Economic Transformation Programme (BETP)
- National youth, entrepreneurship, Trade, MSME, and skills strategies
- 2025/2026 Budget priorities on startup investment, market access, mentorship and private-sector growth competition is sector-agnostic, reflecting

Government's recognition that enterprise growth must cut across all productive sectors - not technology alone - to drive inclusive and diversified economic expansion. Critically, the

# SECTOR SCOPE

The Open Call welcome startups and innovators across all BETP priority sectors, including:

 ICT, digital platforms, AI and data-driven solutions	 Health and HealthTech	 Climate action, green economy and circular economy	 Climate action, green economy and circular economy	 Manufacturing and industrial innovation
 Mining, minerals beneficiation, and downstream value chains	 Financial services and fintech	 Tourism and hospitality innovation	 Creative industries and cultural enterprises	 Education, skills and human capital development
 Sports Technology and Innovation	 Social enterprise and inclusive business models			

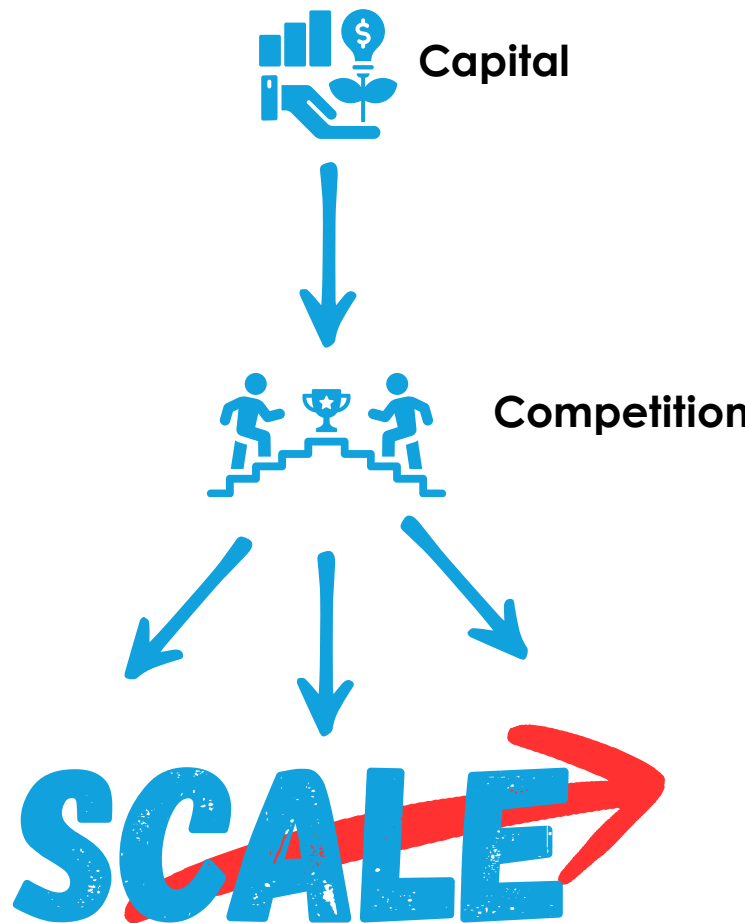
This breadth ensures that Botswana's innovation pipeline reflects the full diversity of its economic transformation agenda.

# **STRATEGIC MULTI-STAKEHOLDER COLLABORATION FRAMEWORK**

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# STRATEGIC MULTI-STAKEHOLDER COLLABORATION FRAMEWORK



The initiative will be anchored on a **Capital -> Competition -> Scale** strategic collaboration model that mobilises multi-stakeholder partnerships across the public, private, and development sectors. In the Capital phase, partners contribute blended resources including cash sponsorships, in-kind support (venues, technology, media, mentorship, and professional services), and structured technical assistance to de-risk early innovation and widen participation. A key milestone within this phase is the Golf Day and targeted executive engagement meetings, which mobilise private sector capital, strengthen corporate commitment, and convert interest into structured sponsorship and partnership agreements.



The Competition phase provides a transparent, merit-based platform that validates high-potential ventures through independent judging, structured criteria, and documented decision-making processes. The Scale phase then connects top-performing enterprises to follow-on capital, procurement pathways, policy linkages, and regional/global networks.

Across all phases, the initiative upholds the highest standards of integrity, transparency, and accountability, ensuring lean governance structures open communication with stakeholders, conflict-of-interest safeguards, and responsible financial management. This integrated approach ensures collaboration moves beyond transactions to catalytic ecosystem-building--aligning financial, intellectual, and institutional capital to accelerate sustainable enterprise growth and inclusive economic transformation

### 16 July 2026 | Startup World Cup Botswana Regional

Translates this strategic context into live execution - through competitive pitches, investor engagement, curated deal flow, mentorship activation, and direct capital exposure. Startups move from conversation to validation, from visibility to opportunity.

Exhibitors, speakers, venture capital representatives, corporate partners, and ecosystem enablers intentionally span both days - ensuring continuity from dialogue to deployment, and from policy ambition to private-sector participation. This sequencing reinforces that startup growth is not isolated from national systems reform; it is a practical outcome of it.



# DELIVERY MODEL

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STAGE	TIMELINE	FOCUS	KEY ACTIVITIES	OUTCOMES
<b>Stage 1: Planning, Partnerships &amp; Market Activation</b>	15 Feb – 1 Mar 2026 Milestone : 2 March Applications open Application Orientation Webinars	Delivery readiness & ecosystem mobilisation	<ul style="list-style-type: none"> <li>Finalisation of governance and delivery roles</li> <li>Sponsor, ecosystem &amp; institutional partner engagement</li> <li>Resource mobilisation &amp; in-kind partnerships</li> <li>Marketing, communications &amp; outreach activation</li> <li>Launch of Botswana Regional webpage on global platform</li> </ul>	<ul style="list-style-type: none"> <li>Delivery-ready programme</li> <li>Confirmed partners &amp; sponsors</li> <li>Strong pre-launch visibility</li> </ul>
<b>Stage 2: Open Call for Applications</b>	2 Mar – 30 Apr 2026 Milestone: 30 April Applications close Application Orientation Webinars	Inclusive access & pipeline development	<p><b>Eligibility:</b></p> <ul style="list-style-type: none"> <li>Botswana-based startups (primary focus)</li> <li>Selected African regional innovators</li> </ul> <p><b>Targeted Outreach:</b></p> <ul style="list-style-type: none"> <li>Youth innovators</li> <li>Women founders</li> <li>Rural &amp; underrepresented communities</li> <li>All BETP-aligned sectors</li> <li>Diverse, high-quality applicant pool</li> <li>Strengthened regional innovation</li> </ul>	<ul style="list-style-type: none"> <li>Diverse, high-quality applicant pool</li> <li>Strengthened regional innovation collaboration</li> </ul>
<b>Stage 3: Shortlisting, Changemakers Elevators &amp; Pre-Startup Education</b>	May – 15 Jul 2026 Milestone: <b>Early May</b> Application review underway <b>Mid June</b> - Top 10 finalists announced June–July Finalist coaching & readiness	Readiness & skills-to-enterprise conversion	<ul style="list-style-type: none"> <li>Application review using global judging criteria</li> <li>Announcement of Top 10 finalists (Mid-June 2026)</li> <li>Virtual mentor pairing &amp; pitch refinement <ul style="list-style-type: none"> <li>Business model &amp; investment-readiness strengthening</li> </ul> </li> <li>Pre-startup education sessions</li> </ul>	<ul style="list-style-type: none"> <li>Investment-ready finalists</li> <li>Expanded ecosystem knowledge beyond finalists</li> </ul>
<b>Stage 4: Live Regional Finale</b>	16 Jul 2026 Milestone:	Investor-facing execution & deal flow	<p><b>08:00–12:00:</b> Closed pitch refinement &amp; investor briefings</p> <p><b>15:00–17:00:</b> Public Live Competition (4-min pitch + 2-min Q&amp;A)</p> <p><b>17:00–22:00:</b> Networking &amp; investor engagement</p>	<ul style="list-style-type: none"> <li>Regional Winner selected</li> <li>Direct exposure to investors, corporates &amp; media</li> </ul>
<b>Stage 5: Global Progression &amp; International Exposure</b>	Jul – Nov 2026 <b>16 July Startup World Cup</b> Botswana Regional Finale	Global market access & positioning	<ul style="list-style-type: none"> <li>Winner integrated into global programme</li> <li>Continued mentorship &amp; investor engagement</li> <li>Participation in Global Grand Finale (San Francisco – 20 Nov 2026)</li> </ul>	<ul style="list-style-type: none"> <li>Botswana represented on global innovation stage</li> </ul>

<p><b>Stage 6: Post-Regional Ecosystem Linkages &amp; Enterprise Strengthening</b></p>	<p>Aug – Dec 2026 Milestone Grand Finale : NOVEMBER 20, 2026 (9:00AM-6:00PM) San Francisco <b>Botswana Tech Summit &amp; Expo (29–30 July 2026)</b> Programme Development</p>	<p>Sustainability &amp; long-term ecosystem value</p>	<ul style="list-style-type: none"> <li>• TDI Startup Programme development</li> <li>• Accelerator &amp; incubator referrals             <ul style="list-style-type: none"> <li>• Corporate pilot &amp; procurement linkages</li> </ul> </li> <li>• Investment &amp; grant matchmaking</li> <li>• Impact assessment &amp; reporting: STARTUP WORLD CUP GRAND FINALE 2 0 2 6</li> </ul>	<ul style="list-style-type: none"> <li>• Sustained support beyond competition</li> <li>• Stronger national &amp; regional ecosystem             <ul style="list-style-type: none"> <li>• Evidence-based learning for 2028 cycle</li> </ul> </li> </ul>
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# TENTATIVE PROGRAMME

16TH JULY 2026- SWC BOTSWANA REGIONAL

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SEGMENT	THEME	SHORT DESCRIPTION	POTENTIAL SPEAKERS/MODERATORS
<p>Morning (08:00-12:00)</p> 	<p><b>Preparation(Lab)</b> Potential partners: (MCI/BIDH), BIHL foundations</p>	<p>Closed-door pitch rehearsal and investor-readiness clinic ensuring finalists are technically polished, financially clear, and globally competitive before stepping onto the public stage.</p>	<ul style="list-style-type: none"> <li>• Lead Mentor / Investment Advisor</li> <li>• TDI -TDI Founder-</li> <li>• Representative from Startup World Cup (virtual welcome)</li> <li>• Corporate Innovation Lead (Strategic Anchor Partner)</li> </ul>
<p>Afternoon (14:00 – 17:00)</p> 	<p><b>Performance (Grand Finale)</b></p>	<p>Live, investor-facing pitch competition where the Top 10 startups present to a global-standard judging panel, demonstrating market potential, scalability, and innovation readiness.</p>	<p>MC: Senior Media Personality or Business Journalist Welcome Remarks - Minister of Trade &amp; Investment Opening Remarks - TDI Founder- Programme</p> <p>Director Strategic Remarks: Business Botswana Strategic Remarks: : Financier Strategic Address: Anchor Partner Executive Strategic Address: Institutional act BDIH BITC,</p> <p>BURS, Strategic Address : Economic Impact - The World Bank; BETP Remarks from Development partner- The United Nations Industrial Development Organization (UNIDO);</p> <p>SADC / AfCFTA Trade Competitiveness Programme; AGOA Remarks : Diplomacy, in sustainable Industriaé Development Key Note - Vice President/ President of Botswana Judging Panel: • Venture Capital Representative • Corporate Innovation Executive</p> <p>Government Economic Representative Regional Ecosystem Leader Closing Remarks - Minister of Youth and Gender Affairs</p>
<p>Evening (17:00 – 22:00)</p> 	<p><b>Transactions</b></p>	<p>Structured networking reception designed to convert visibility into partnerships, pilot discussions, investment conversations, and procurement linkages.</p>	<ul style="list-style-type: none"> <li>• Master of Ceremonies (light facilitation)</li> <li>• Anchor Partner Executive Host Investor Roundtable Leads</li> <li>• Government Representative for media engagement</li> </ul>

# COMPETITION DAY PROGRAMME

16TH JULY 2026- SWC BOTSWANA REGIONAL

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# Morning Session

Morning Session			
<b>08:00 – 08:15</b>	<b>Arrival &amp; Technical Setup</b>	<b>AV checks, slide uploads, timing confirmation</b>	<b>Technical readiness</b>
<b>08:15 – 08:30</b>	<b>Competition Briefing</b>	<b>Final review of pitch format (4 min pitch + 2 min Q&amp;A), judging criteria, stage protocol</b>	<b>Alignment on standards</b>
<b>08:30 – 10:30</b>	<b>Structured Pitch Rehearsals</b>	<b>Full pitch simulation per finalist with mock Q&amp;A and real-time feedback</b>	<b>Refined delivery &amp; investor clarity</b>
<b>10:30 – 10:45</b>	<b>Break</b>	<b>—</b>	<b>--</b>
<b>10:45 – 11:45</b>	<b>Investor Readiness Clinics</b>	<b>Financial storytelling, valuation positioning, traction articulation, handling investor questions</b>	<b>Investment-ready founders</b>
<b>11:45 – 12:00</b>	<b>Final Adjustments &amp; Close</b>	<b>Slide lock-in, confidence alignment, logistics confirmation</b>	<b>Polished finalists</b>



# Afternoon Session

Afternoon Session			
<b>14:00 – 14:30</b>	<b>Arrival &amp; Seating</b>	<b>VIP, investors, media readiness</b>	<b>Audience prepared</b>
<b>14:30 – 15:20</b>	<b>Opening &amp; Context Setting</b>	<b>MC welcome, judging explanation, host remarks</b>	<b>Formal launch</b>
<b>15:20 – 16:30</b>	<b>Top 10 Live Startup Pitches</b>	<b>Each startup: 4-minute pitch + 2-minute Q&amp;A</b>	<b>Public investor engagement</b>
<b>16:30 – 16:40</b>	<b>Judges' Deliberation</b>	<b>Closed scoring session</b>	<b>Winner determined</b>
<b>16:40 – 16:50</b>	<b>Strategic Address</b>	<b>Government/ Anchor Partner/strategic Partner/ Investor/Financial Remarks</b>	<b>Ecosystem positioning</b>
<b>16:50 – 17:00</b>	<b>Winner Announcement &amp; Awards</b>	<b>Top 3 recognition, Regional Winner revealed</b>	<b>Advancement to Global Finale</b>



# Evening Session

17:00 – 22:00	<b>High-Level Networking Reception</b>	<b>Investor– founder matchmaking, corporate discussions, media engagement</b>	<b>Relationship building &amp; deal flow</b>



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# **SPONSORSHIP PACKAGES**

**6**

In partnership with



## **DREAM BOLD. BUILD BEYOND BORDERS.**

Delivered by THRIVE Development Initiative (TDI)

### **1. Executive Overview**

Startup World Cup Botswana Regional 2026 is Botswana's official gateway into one of the world's most prestigious startup competitions, culminating in the Global Grand Finale in San Francisco has more than a pitch event, it is a national innovation platform aligned with Botswana's economic transformation agenda designed to convert entrepreneurship into structured enterprise growth investment readiness, and global market access. Our organisation is invited to partner at the forefront of this transformation.

### **2. The Strategic Opportunity**

Botswana stands at a pivotal moment. Youth unemployment, enterprise fragility and economic concentration require deliberate investment in scalable, private-sector-led growth. Startup World Cup Botswana Regional provides: curated pipeline of high-potential enterprises

### **3. Structured investment readiness**

Direct access to emerging innovators across priority sectors visibility within a globally recognised competition ecosystem

# CORPORATE SPONSORSHIP DELIVERS VALUE ACROSS FOUR STRATEGIC DIMENSIONS:

## 1. Enterprise Pipeline Access

Early access to vetted startups aligned with BETP priority sectors including fintech, mining innovation, climate solutions, agriculture, health, and manufacturing.

## 2. Executive-Level Visibility

Engagement with policymakers, investors, corporates, and media across:

- Startup World Cup Regional Finale (16 July 2026)
- Golf Day Executive Fundraiser (Mid-April – 16 May 2026)
- Botswana Tech Summit & Expo (29-30 July 2026)

## 3. ESG & CSI Alignment

Demonstrable contribution to:

- Youth employment and entrepreneurship
- Women-led enterprise participation
- Inclusive and rural innovation access
- Private-sector economic diversification

## 4. Global Brand Association

Brand visibility linked to the San Francisco Global Grand Finale journey.



# PARTNERS TEIR SYSTEM

## Strategic Anchor / Platinum Partner (Exclusive – 1) BWP 500,000

Principal Private-Sector  
Backer  
Category  
Exclusivity  
National  
Economic  
Leadership

### Phase 1 – National Launch: Co-announcement as Official Strategic Anchor

- Executive speaking role
- Dominant brand positioning

### Phase 2 – Golf Day: Naming rights: “Golf Day presented by [Partner]”

- 3 corporate teams
- CEO address
- Media feature

### Phase 3 – Top 10 Campaign: Co-branded Founder Spotlight Series discussions

### Phase 4 – Regional Finale: Headline stage branding

- Opening  
keynote
- Award naming  
rights
- VIP investor  
roundtable leadership

### Phase 5 – Global Progression: Recognition in Global Grand Finale journey

- Executive  
delegation option
- Structured startup  
procurement access
- Innovation insights report

## Gold Partner BWP 350,000

Principal Private-Sector  
Backer  
Category  
Exclusivity  
National  
Economic  
Leadership

High-impact  
National Visibility  
Phase 1: Prominent logon

**Phase 2: Premium  
Day**  
Branding  
Corporate  
teams  
Executive speaking slot

### Phase 3: Featured finalist storytelling

**Phase 4: Keynote slot  
Stage  
&  
livestream  
branding**  
Award presentation moment

**Phase 5: Recognition in  
global**  
winner communications  
all launch communications  
Speaking opportunity at the  
Golf Day event.

# PARTNERS TIER SYSTEM

## Silver Partner BWP 250,000

Strong Visibility

**Phase 1: Logo on launch communications**

**Phase 2: Hole sponsorship**

- 1 corporate team

**Phase 3: Logo in Top 10 announcements**

**Phase 4: Venue branding**

- VIP access

- Networking participation

**Phase 5: Recognition in global progression updates**

## Bronze Partner BWP 150,000

Event-Based Presence  
Brand

**Phase 1: Website logo inclusion**

**Phase 2: Shared Golf Day branding**

**Phase 3: Mention in campaign materials**

**Phase 4: Event branding presence • VIP invitations**

**Phase 5: Recognition in impact report**

## Global Progression Visibility (All Tiers Recognition Scope)

All tiers receive structured recognition during the Global progression journey of the Botswana Regional Winner, ensuring continued brand visibility beyond the national event cycle and association with Botswana's global innovation representation.

# PARTNERS TEIR SYSTEM

Phase	Visibility Channel
National Launch	Press, digital campaigns, official announcements
Golf Day Fundraiser	Corporate networking, media coverage, branding
Top 10 Campaign	Storytelling, finalist amplification
Regional Finale	Stage branding, livestream presence, media
Global Progression	International exposure, post-event reports

## Measurable Return on Investment

Sponsors receive a post-event impact report detailing:

- Startups engaged
- Youth and women participation metrics
- Media reach & impressions
- Investor engagement outcomes
- Procurement & partnership linkages
- ESG impact indicators

## Long-Term Ecosystem Value

Startup World Cup Botswana Regional is not a once-off activation. It is part of a recurring innovation cycle leading to the 2028 competition, with post-event enterprise strengthening and ecosystem linkages. Sponsors align with a sustained national platform — not a temporary campaign.

## Call to Partnership

By sponsoring Startup World Cup Botswana Regional 2026, your organisation becomes a visible architect of Botswana's digital and innovation-driven economy. You are not sponsoring a competition. You are investing in the enterprises that will define Botswana's next decade.

# CONTACT US



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