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Kampala, Uganda

MIIC LAUNCHES STARTUP HATCH 1.0 BOOTCAMP TO ACCELERATE

UGANDA'S NEXT GENERATION OF MARKET-READY VENTURES

20 Early-Stage Startups Embark on an Intensive 3-Day Sprint to Refine Products, Validate Markets, and Build Investor-Ready Business Models

The Makerere Innovation and Incubation Center (MIIC), operating under the Ministry of Finance, Planning and Economic Development, has officially launched the **Startup Hatch 1.0 Bootcamp** the inaugural activity of its Venture Building Program (VBP). The Bootcamp brings together 20 carefully selected early-stage startups for an intensive, hands-on program designed to transform functional prototypes into validated Minimum Viable Products (MVPs) and market-ready ventures aligned to Uganda's National Development Plan IV (NDP IV).

ABOUT THE STARTUP HATCH 1.0 PROGRAM

Startup Hatch 1.0 is MIIC's structured 8-week incubation sprint targeting ventures emerging from the Graduate Innovation Program (GIP), Technology and Enterprise Support (TES), and other early-stage innovation pipelines. The program provides a structured pathway for startups to strengthen their solutions, validate their business models, and prepare for early market entry equipping them with the tools, coaching, and resources needed to compete and grow.

The 3-Day Bootcamp serves as the official kickoff activity for this incubation sprint, establishing clear deliverables, milestones, and execution frameworks for each participating venture. Sessions are facilitated by experienced trainers, coaches, and Business Development Service (BDS) consultants drawn from Uganda's entrepreneurship and innovation ecosystem.

3-DAY PROGRAM AGENDA

The Bootcamp is structured around three thematic days, each designed to address critical aspects of venture development:

Day 1 – MVP Development & Team Foundation: Startups will engage in hands-on sessions covering agile sprint planning, feature prioritization, and establishing team operating

agreements. Participants will develop MVP roadmaps and technical architecture baselines to guide their product development.

Day 2 – Customer Development & Product-Market Fit: Ventures will learn early adopter identification techniques, customer interview frameworks, and the Jobs-to-be-Done methodology. The day culminates in the development of customer validation plans, refined interview guides, and go-to-market strategies.

Day 3 – Business Modelling & Operational Readiness: The final day focuses on Business Model Canvas development, revenue model testing, unit economics, and operational workflow documentation. Startups will leave with validated business models, pricing strategies, and distribution channel plans.

PROGRAM OBJECTIVES

1. Equip startups with practical skills and tools for MVP refinement, business model validation, and customer acquisition.
2. Strengthen startup operational readiness, team structure, and execution planning.
3. Provide access to expert facilitators, coaches, and BDS consultants for tailored venture support.
4. Align startups with program deliverables, milestones, and performance expectations for the full incubation sprint.
5. Enhance startup visibility through branding, communications, and innovation ecosystem engagement.

TARGET INNOVATION SECTORS

The Startup Hatch 1.0 program targets ventures operating across high-impact sectors that are innovative, scalable, and aligned to national development priorities:

Fintech	Agritech & Food Systems	Health Tech
EdTech	E-Commerce	Consumer Tech
Artificial Intelligence	Mobility & Transport	Creatives & Green Economy

“The Startup Hatch 1.0 Bootcamp marks a significant milestone in MIIC’s commitment to building a vibrant, innovation-led economy in Uganda. By equipping early-stage ventures with the right frameworks, mentorship, and business development support, we are laying the foundation for the next generation of market-ready startups that will drive inclusive growth and contribute to our national development agenda.”

— **GILBERT JUNIOR BUREGYEYA- Programs Lead, Makerere Innovation and Incubation Center**

EXPECTED OUTPUTS

6. 20 startups fully onboarded into the 8-week incubation sprint with validated venture diagnostics.
7. MVP development roadmaps, feature prioritization matrices, and sprint plans developed per venture.

8. Business Model Canvases, customer validation plans, and go-to-market strategies prepared.
9. Coaches, BDS consultants, and startups aligned on incubation deliverables and milestones.
10. Increased ecosystem visibility and awareness of the Startup Hatch 1.0 program.

EXPERT FACILITATION AND BUSINESS DEVELOPMENT SUPPORT

The Bootcamp features a distinguished lineup of facilitators, including lead trainers, Business Development Service (BDS) consultants, and guest entrepreneurs who will share firsthand insights from their startup journeys. A dedicated "BDS Corner" will provide participants with access to specialized expertise in product development, legal compliance, branding, financial management, and regulatory readiness.

PROGRAM BENEFITS AND EXPECTED OUTCOMES

Selected ventures will receive comprehensive support throughout the 8-week incubation sprint, including:

11. Structured coaching and mentorship from experienced entrepreneurs and industry experts
12. Targeted Business Development Services in product development, legal compliance, branding, and financial management
13. Access to co-working spaces, prototyping labs, and digital tools
14. Customer validation and field execution support for user testing and pilot deployments
15. Market access guidance and strategic ecosystem connections
16. A culminating Demo Day offering exposure to investors, partners, and ecosystem stakeholders

The program aims to deliver tangible outcomes, including 20 functional MVPs developed and iterated with real users, 400+ early adopters engaged, validated Business Model Canvases, and at least 18–20 ventures formally registered with TINs, bank accounts, and operating licences. Long-term, MIIC targets at least 30% of graduates achieving sustained market traction and securing follow-on funding.

COMMITMENT TO UGANDA'S INNOVATION ECOSYSTEM

MIIC remains steadfast in its mission to bridge the gap between academic research and entrepreneurship. Backed by the Ministry of Finance, Planning and Economic Development, the Center plays a pivotal role in supporting tech-enabled solutions that create impact and contribute to Uganda's Tenfold Growth strategy and broader economic development objectives.

The Startup Hatch 1.0 program reflects MIIC's continued commitment to nurturing the next generation of Ugandan entrepreneurs and positioning the Center as a leading structured venture-building hub in East Africa.

ABOUT MIIC

The Makerere Innovation and Incubation Center (MIIC), under the Ministry of Finance, Planning and Economic Development, is Uganda's premier government-supported innovation hub dedicated to nurturing technology-driven startups and supporting the growth of Uganda's innovation ecosystem. Through structured programs including the Graduate Innovation Program (GIP), Venture Building Program (VBP), and Technology and Enterprise Support (TES), MIIC continues to accelerate early-stage ventures that drive economic transformation, job creation, and alignment with Uganda's Tenfold Growth Strategy and NDP IV.

For Media Inquiries and Further Information

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