



The one-stop eHub

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Uplift4Banking

Concept Note

Our Idea

- **Uplift4Banking** is initiated to bridge the gap between the banking and the entrepreneurial sector.
- **Uplift4Banking** will ease the connection between both industries by finding a common language and building awareness about how banks are now emerging into the startup scene.
- Startups from the **Uplift4Banking** program can also provide support to the banking sector through their tech-solutions.



Our Edge

Uplift4Banking aims to bridge the gap between entrepreneurs and banks through the following:

- Building awareness of the banking sector and its activities
- Highlighting the entrepreneurial mentality and struggles to the banking sector
- Clarifying the banking sector expectations from the startups
- Unifying the language between both industries



Our Goals

Uplift4Banking will:

1. Offer banking financial and nonfinancial services to startups
2. Digitally transform the banking sector by tech-solutions offered from startups
3. Support the positioning of banks within the entrepreneurial ecosystem
4. Pave the road for future facility programs to support startups
5. Establish a standard for the cooperation between startups and the banking sector

Our Target Audience

Group:

Startups & SMEs

Age & Gender:

Males and females aged between 18 and 45 years

Industry:

Bank readiness (uplifting the SMEs to be bank ready)

Geo:

Phase 1 – Egypt



Our Means

- Call for application to startups that have tech-enabled products/services and can add value to the banking sector
- Hold a competition for relevant selected startups to offer a service that can facilitate banking solutions
- Alongside the competition we will be building on an awareness campaign for the startups and banks to share both sides of the story – to establish the common language

Our Reach

- **Uplift4Banking** will be launched online during 2021, through a dedicated website.
- Multiple marketing activities will be done to ensure we reach our target audience starting from a digital media campaign to sending out newsletters to our network of entrepreneurs and startups.

Finally...

After the conclusion of this program, we want to have a clear vision on how both startups and banks perceive each other.

Moreover, we want to ensure we inject more startups into the banking system and to facilitate the process of reaching out for non-financial and financial support (facilities).



Contact Gemini Africa

Visit us!

<https://uplift.gemini africa.com/>

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<https://www.facebook.com/africagemini/>

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Thank You!