



Title: VODACOM DIGITAL ACCELERATOR SEASON 2

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EXECUTIVE SUMMARY

VDA Season 2 proved to be an unforgettable journey for me. Not only did I make new friends, but I also gained valuable insights from mentors on topics such as business operations, team building, financial management, leadership, regulatory compliance, and much more. As such, I am writing this article to serve as a source of inspiration for other startups who may be considering joining VDA. The program offered an unparalleled learning experience and invaluable exposure to the Tanzanian business ecosystem.

This article aims to enlighten individuals who aspire to run successful and impactful businesses within the Tanzanian context. The program covered a wide range of topics, and while some may seem basic, the sheer number of intricacies involved in running a successful business can be staggering. Thanks to the VDA program, I was able to gain a better understanding of what it takes to succeed in the business world. I encourage other budding entrepreneurs to take advantage of this opportunity and join the VDA program.

CHAPTER 1: THE BEGINNING OF A NEW JOURNEY

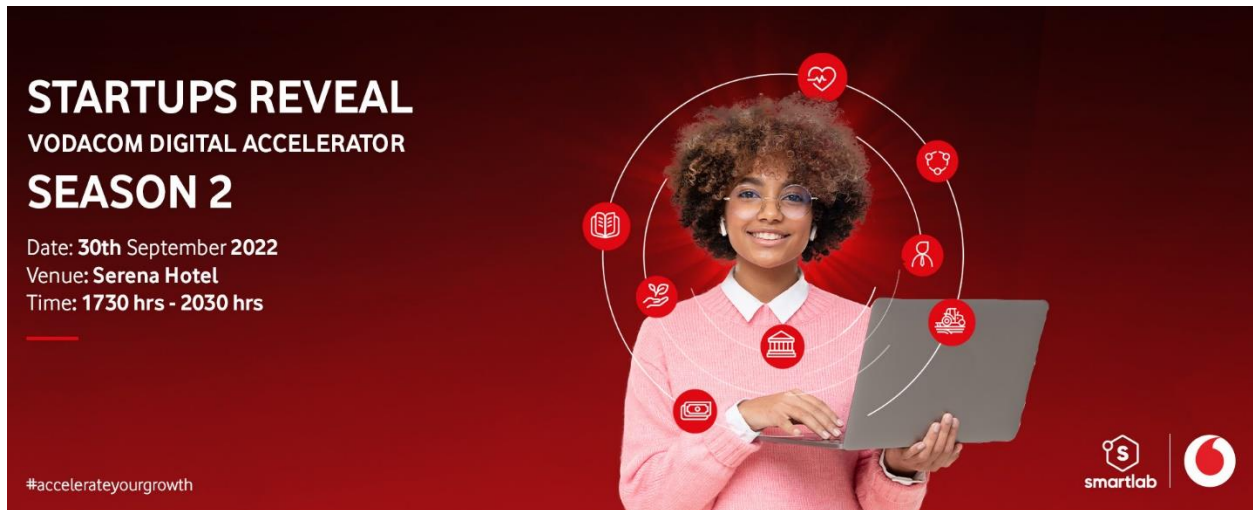
Joining a digital accelerator program can be a life-changing experience. It is an opportunity to challenge yourself, learn new skills, and be part of a community of like-minded individuals who are all striving to achieve their goals. I recently joined the Vodacom Digital Accelerator program, and in this article, I'll be sharing my personal experience and insights. Whether you are considering joining an Accelerator program like this one or simply curious about what it's like, this article will provide you with an inside look of the journey of being part of an Accelerator program like this one, and everything in between. So, if you are ready to embark on a journey of personal growth and discovery, let us dive in.

On the 9th of August 2022, I received my first contact from Smart Labs, informing me that I had been selected as one of the successful startups to join the Vodacom Digital Accelerator program Season 2. The Smart Labs team requested an online interview with me via Zoom to gain a deeper understanding of my startup's ins and outs. During the interview, I was asked several questions about my business, and I provided detailed information to satisfy their curiosity.

After the initial interview, I received a call to attend a second interview at Smart Labs' headquarters in Mikocheni, Dar es Salaam, Tanzania. This was my first physical meetup with the Smart Labs team, and it was great to finally meet Laurian, Larry, Brian, and Sharon in person. They were all very friendly, and we had further discussions about my business.

I must say that it was an extremely refreshing experience to be in the company of such smart, chill, and easy-going people. The Smart Labs team created a comfortable and welcoming environment for me, which made the entire process much less nerve-wracking. Overall, I am thrilled to have been selected for the program and grateful for the opportunity to work alongside such talented individuals.

On the 29th of that month, I received an official email inviting me to attend the startup reveal for the Vodacom Digital Accelerator (VDA) Season 2, which was held at Serena Hotel. I was thrilled to receive this invitation because it gave me something to look forward to. The following day, my COO, Ms. Huzla Rashid, and I attended the startup reveal, which was a huge success.



During the startup reveal event, each startup was called on stage one by one to receive a small prize as a congratulation for being selected for the VDA Season 2 program. It was an exciting moment for all of us, and we felt a great sense of pride and accomplishment.



As part of the congratulatory package given to each startup, we received a bag containing two t-shirts, assuming that each startup had a founder and co-founder. Additionally, there was a wireless speaker included in the bag, which I haven't used yet because I've placed it in my trophy cabinet as a memento of this VDA season. It's something that I will always remember fondly.

The eventful day drew to a close with the founders taking a group photo, not realizing at the time that in the coming days, we would form a tight-knit family. It was a memorable moment, and looking back now, it's amazing to see how much we've grown and achieved together.



CHAPTER 2: THE JOURNEY TO SUCCESS

The easy part was officially over, and the real work began. During the first week, we were given a comprehensive overview of the entire VDA Season 2 program. This included information on what we should expect, what our obligations were, as well as Smart Lab's obligations to us. The program was broken down for us, so we had a clear understanding of what was expected of us from the start till the demo day.

To ensure we were well-prepared, we were given a detailed schedule outlining our weekly activities, including the time we were expected to arrive at Smart Lab and the time we were to leave. The schedule was clear, concise, and left no room for confusion. It was evident that the Smart Lab team was committed to making our experience as smooth and successful as possible.

Week schedule:

DAY	ACTIVITY
Monday	
Tuesday	Mentorship Sessions
Wednesday	
Thursday	Mentorship Sessions
Friday	
Saturday	Free
Sunday	Free

Mentorship Session Schedule: 10:00AM - 12:00PM

TIME	ACTIVITY
09:00 - 10:00	Calendar Reminder(10 Mins)
10:00 - 10:05	Housekeeping
10:05 - 11:30	Main session
11:30 - 11:40	Q&A/breakout sessions
11:40 - 11:50	Activities/tasks carried & Closing
16:00 - 17:00	Team Shares Recordings

During the initial session, we were also introduced to our mentors, who were all highly experienced individuals in their respective fields. It was great to meet them, and I must express my appreciation to them for taking the time out of their busy schedules to spend time with us and share their expertise with us startup founders. Their insights and guidance proved to be invaluable throughout.



Beatrice Nyamari
Managing Director, Smart Codes.



Paul Mandele
Product Specialist, Smart Foundry



Albany James
CEO & Founder, Food Sasa



Goodluck Moshi
Head of Digital Services, Vodacom Tanzania



Warda Kimaro
Head of Brand & Communications, Vodacom Tanzania



James Mumbo
Strategy Director, Smart Codes



Herman Mkamba
Media Planner & Buyer, Smart Codes



Carolyn Lyimo
Country Manager Infobip



Anastasia Popov
Head of Marketing & Communications, Cube Zanzibar



Sarayya Shareef
Head of Organizational Effectiveness, Vodacom Tanzania



Johannes Lutainulwa
Head of Business & Product Manager



Emmanuel Kawedi
COO, Smart Codes



Cleopatra Mukaranga
Planning & Project Management, Vodacom Tanzania



Jacqueline Kalaze
Head of Legal Affairs, Vodacom Tanzania Plc



Francis Omorojie
CEO & Founder Ennovate Venture



Joel Kazoba
Head of Cyber Security, Vodacom Tanzania



Jelinda Wera
Manager - Training & Incentives, Vodacom Tanzania



Diana Mbogo
Managing Director, Millennium Engineers



Jawwadali Mundwawala
Investor Hindsight Venture



Jagruti Bista
Founding Partner, Hindsight Venrutes



Melissa Tickle
Investment Associate, FINCA Ventures



Simon Mtabazi
Social Innovations Advisor, HDIF



Nguvu Kamando
Director of Digital & VAS, Vodacom Tanzania

Mentors



We were also provided with a comprehensive course program, which gave us a clear understanding of what we were going to learn during the 13 weeks of the VDA Season 2 program. This was important because it allowed us to prepare ourselves mentally and also plan ahead for what was to come. Having access to the course program was an essential tool that helped us to stay on track and ensure that we were getting the most out of the program.

The first few weeks I got to learn about the other startups and what their business were about. The sessions were very well organized and well thought of.



During the course program, we followed a structured flow of topics that were designed to help us develop our startup ideas. Initially, there were differing opinions on which topics should be taught first, with some suggesting pitching or fundraising. However, we eventually stuck to the provided schedule, beginning with the design and validation of a product. This involved identifying a problem in the market, creating a story around it, and understanding your market segment and customer persona. It was emphasized that testing your idea with a sample group apart from friends and family was crucial to determining its feasibility.

In weeks 3 and 4, we delved into branding and marketing, which was particularly interesting for me as I realized how green I was in this area. We learned about market segmentation, which covered concepts such as Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM). We also explored the importance of branding and the impact it can have on your product and yourself.

The mentor suggested googling our names to see what results come up, as this is essentially our brand. It was stressed that whatever we post online can have a long-term effect on our brand. The bootcamp helped me to understand the business world and what adjustments I needed to make for my startup. Overall, the 4-week program was very comprehensive, and I learned a lot about segmentation, branding, competitor analysis, product market fit, and go-to-market strategies.

We grew close as founders, with a relaxed and fun atmosphere during the sessions which made the weeks fly by very fast.



CHAPTER 3: THE BOND AMONGST STRANGERS

On September 31st, an email was sent to all the founders announcing our first Bootcamp which was set to take place at the prestigious White Sands Hotel. As expected, all the founders showed up on November 2nd, ready to get down to business. The bootcamp was structured to give us hands-on experience and practical instruction on everything we had learned in previous sessions, almost like a military drill camp with clear instructions to follow.



During the bootcamp, we had the pleasure of hosting guests from Code Like a Girl, a social enterprise led by Sarayya Shareef. The program provides girls and women with the necessary tools, knowledge, and support to enter and excel in the world of coding. The young ladies were invited to the bootcamp to learn about running a business and to gain insights into the businesses of the founders. They introduced themselves by sharing their aspirations and what they do. It was a great opportunity for everyone to learn and connect with each other.

During the bootcamp, after the girls from Code Like a Girl had introduced themselves, it was our turn to reintroduce ourselves and our businesses. We took the opportunity to explain what we do, who we are, and the social impact we aimed to make in the country. The goal was to create a comfortable and inclusive environment for the girls and ensure they did not feel like outsiders.



we began with various tasks and assignments, and each table was assigned two girls from Code Like a Girl to collaborate with us in completing the assigned tasks. The mentors had designed the tasks to require different skill sets, so we had to work together, share our ideas, and combine our strengths to come up with the best solutions. It was a great learning experience, and we also got to learn from the girls, who brought their unique perspective to the table. The collaboration also helped us to appreciate the importance of diversity and inclusivity in the workplace.

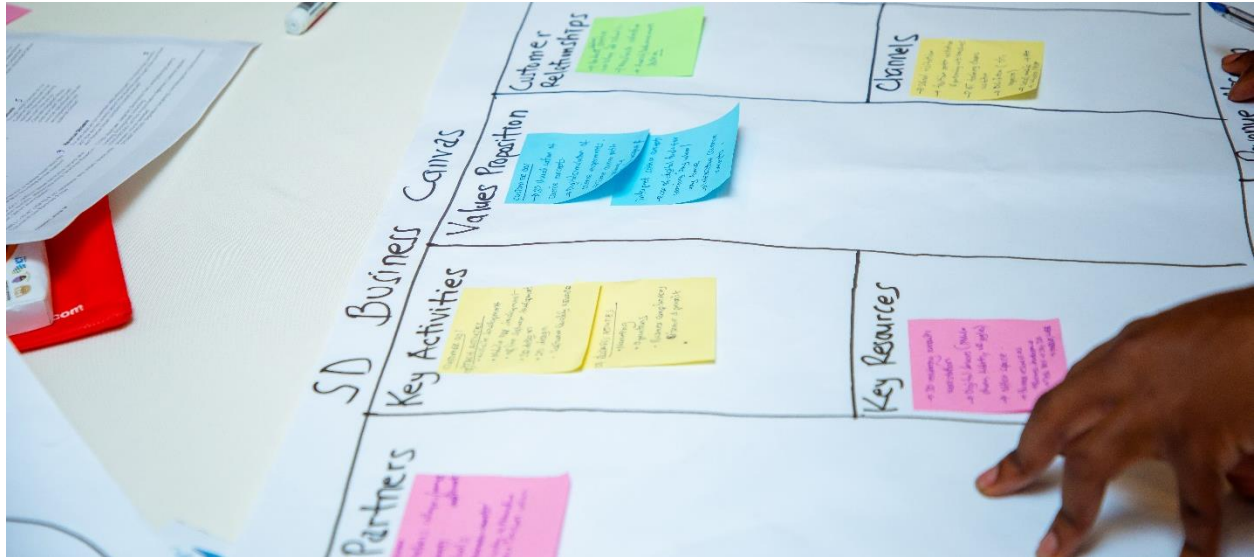


During the bootcamp, one of the tasks assigned to us was centered around the importance of understanding the customer's needs before developing a product or solution. This is commonly known in the business world as creating a value proposition for your customer segment. Our instructor used Tesla as an example, where they first created a value proposition before launching their electric car. We were then given the opportunity to create our own value proposition Canva for our respective businesses. Working collaboratively with the girls from Code Like a Girl, we were able to apply what we learned and create value propositions that could benefit our future business endeavors.



After that task was completed, we went on further to create a business model for our business. In simple terms a business model is basically a plan for how a company makes money. It is like a recipe for a cake, but instead of listing ingredients and steps, it lists how a company is going to make and sell its product or service to customers. The business model helps the company figure out things like who their customers are, how much they should charge for their product or service, and how they are going to make a profit.

We were provided with a large paper to write down all the important information about how our business is going to work. This information included things like who we will work with as partners, what we will do to make our business successful, what resources we will need, what makes our product or service unique, how we will get our product or service to customers, how we will interact with customers, and who our customers will be. This exercise helped us to think through all the different aspects of running a business and make sure we had a solid plan in place.



During the session, Larry and Laurian were going around checking the progress of everyone and aiding where clarity was needed.



This was a much-needed break in the day as everyone had been working hard on their projects. All of the founders and invited guests took a break to grab some lunch and recharge before tackling the remaining tasks.



After lunch, we resumed the bootcamp and tackled the remaining topics on our agenda. We made sure to cover everything that needed to be addressed before concluding the session. As is tradition, we took a group photo with all the attendees of the bootcamp, and the atmosphere was filled with vibrant smiles. In my humble opinion, this is where a strong bond among the founders was built.



CHAPTER 4: BACK TO BUSINESS

After the energizing and productive bootcamp, it was time to get back to business. We resumed our regular sessions and picked up right where we left off last time.



In weeks 5 and 6 of the program, our focus shifted to the topic of hiring and teams. Our mentor emphasized the importance of having the right people on board, stating that even with a great product, without the right team, success is unlikely.



I took notes on the importance of hiring the right people for my team, as discussed in the session. Finding talented individuals can be a difficult task, but it is crucial for the success of a startup. The mentor emphasized that as a founder, it is important to avoid hiring the wrong person, and to be prepared to let someone go if they are not a good fit for the company culture. Failing to do so could harm the company in the long run.



CHAPTER 5: THE TRANSFORMATION

At this juncture, a considerable number of startups had already begun implementing substantial changes on how they operate their organizations and from a business perspective. The lessons we learned up to this point were very significant and game changing.

On November 21st, an email was sent out regarding the second boot camp, which included a schedule of events. This allowed us to plan and prepare for the upcoming program. The boot camp covered various topics such as Hiring & Culture, Marketing Techniques & Go To Market Strategy, Marketing Competition & Competitor Analysis, and finally, Pitching Practices & Pitch Deck.

On the 23rd, we arrived at White Sands on time and began the session with introductions. This gave the mentors a chance to learn more about the founders and their businesses. Our first mentor for the second boot camp was Carolyn Lyimo, a highly experienced marketing expert. Her passion for her work was evident in the way she meticulously analyzed our business issues and provided practical solutions to address them.



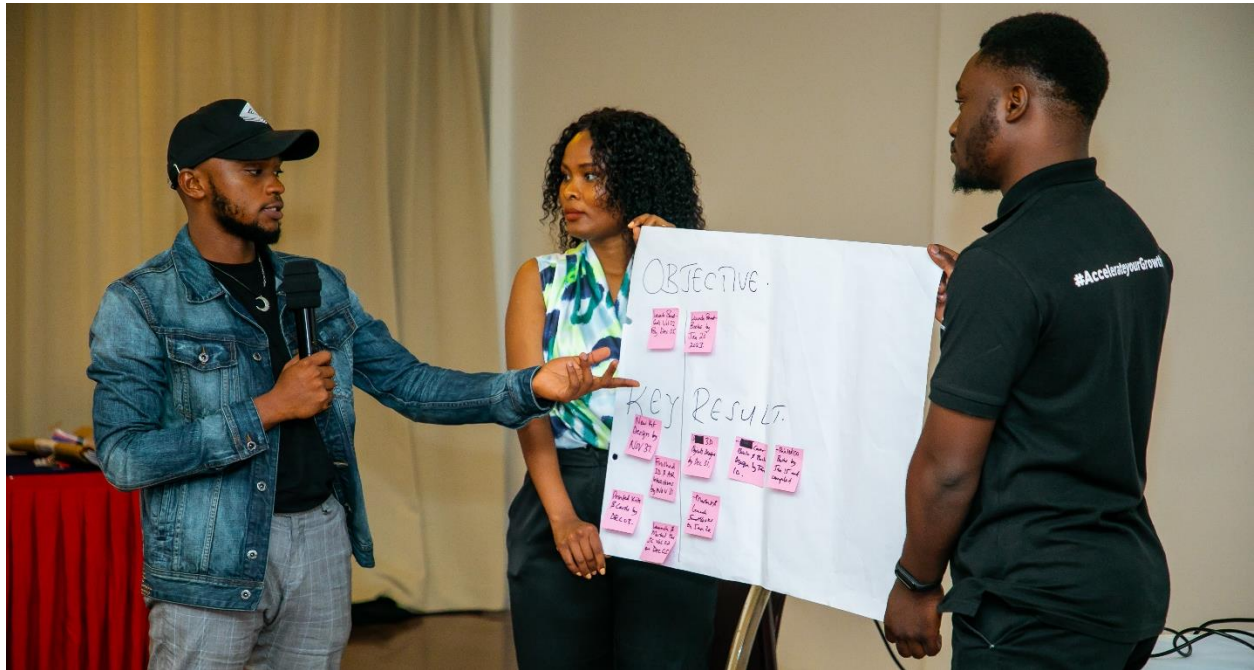
A lot of questions were raised during the session as founders were keen on tapping into Carolyn's wealth of knowledge to address their various challenges.



Once again, we are grateful to Larry and Laurian who aided the founders by visiting each group to check on our progress and address any issues we encountered during the session.



At the conclusion of Carolyn's session, each group was required to present their findings in order to assess their comprehension of the assignment.



During his session, James Mumbo shared his extensive knowledge on marketing techniques, including how to develop a go-to market strategy and effective marketing tools. The insights he shared were invaluable, giving us a clear perspective on the dos and don'ts of marketing.



We concluded the bootcamp with a session on hiring and culture, led by our instructor Faraji Hussein. He emphasized the importance of a strong team culture, highlighting the potential negative consequences if the culture is not well-defined. The session was engaging due to Faraji's use of real-life stories and his experience. The group activities were particularly enjoyable, as Faraji presented scenarios and asked us to consider what actions we would take. Through these scenarios, we gained insight into the importance of fostering a positive culture in an organization.



We concluded the bootcamp on a high note, capturing a beautiful picture of all the attendees. It was a great way to end the session, with everyone feeling energized and ready to put their newly acquired knowledge into practice.



CHAPTER 6: THE BUILD UP

The next session was about managing our revenue. He taught us how to create a cash flow statement, how to forecast our cash flows and how to monitor our expenses to ensure that we do not exceed our budget.

Mr Emmanuel Kawedi also shared with us his personal experiences in managing finances, and how he had overcome challenges in his own business. He encouraged us to always have a plan for our finances, and to regularly review our financial statements to ensure that we are on track.

The session was very informative and eye-opening for many of us. We learned a lot about financial management, and how important it is to keep a close eye on our expenses and cash flows. Overall, the session was a great success, and we left feeling more confident in our ability to manage our finances effectively.



The valuable lessons on financial literacy that we obtained from Mr. Emmanuel Kawedi were of utmost importance to the founders. He shared an incidence where many startups lack financial discipline, which ultimately leads to the downfall of their own startup.

Thus, the lessons on managing finances effectively were a wake-up call for the founders to ensure that they maintain financial discipline and keep their expenses below 20%



Our Next session was on leadership, we had the privilege of being instructed on team leadership by Mr. Edwin Bruno. Mr. Bruno's approach to delivering the session was exceptional and engaging. He provided us with a comprehensive list of recommended books that covered various topics, including leadership, finance, and management, to name a few. Additionally, he stressed that every situation has a corresponding book that can offer valuable insights, provided we take the initiative to seek them out.

Mr. Bruno shared inspiring stories about his journey and organization, as well as the effective strategies he employed in managing his team. It was evident that he is a man of vision, and many of us founders now regard him as a role model. The lessons and insights we gained from Mr. Bruno's instruction were invaluable, and we shall forever cherish them.



During our subsequent session, we had the pleasure of hosting Ian Usiri as our guest speaker. Being relatively new to the startup ecosystem, I had not previously been acquainted with him. Nonetheless, we had an informative and stimulating session that centered on investments, pitching, and investors, among other topics. Ian candidly shared his own experience of getting his startup off the ground, and his story was both inspiring and sobering.

Ian recounted the various struggles he had encountered, and I could not help but be struck by the resilience he had demonstrated. It was sobering to learn that he had lost his own money multiple times in his pursuit of entrepreneurial success, and it drove home the fact that entrepreneurship is not a journey for the faint-hearted.

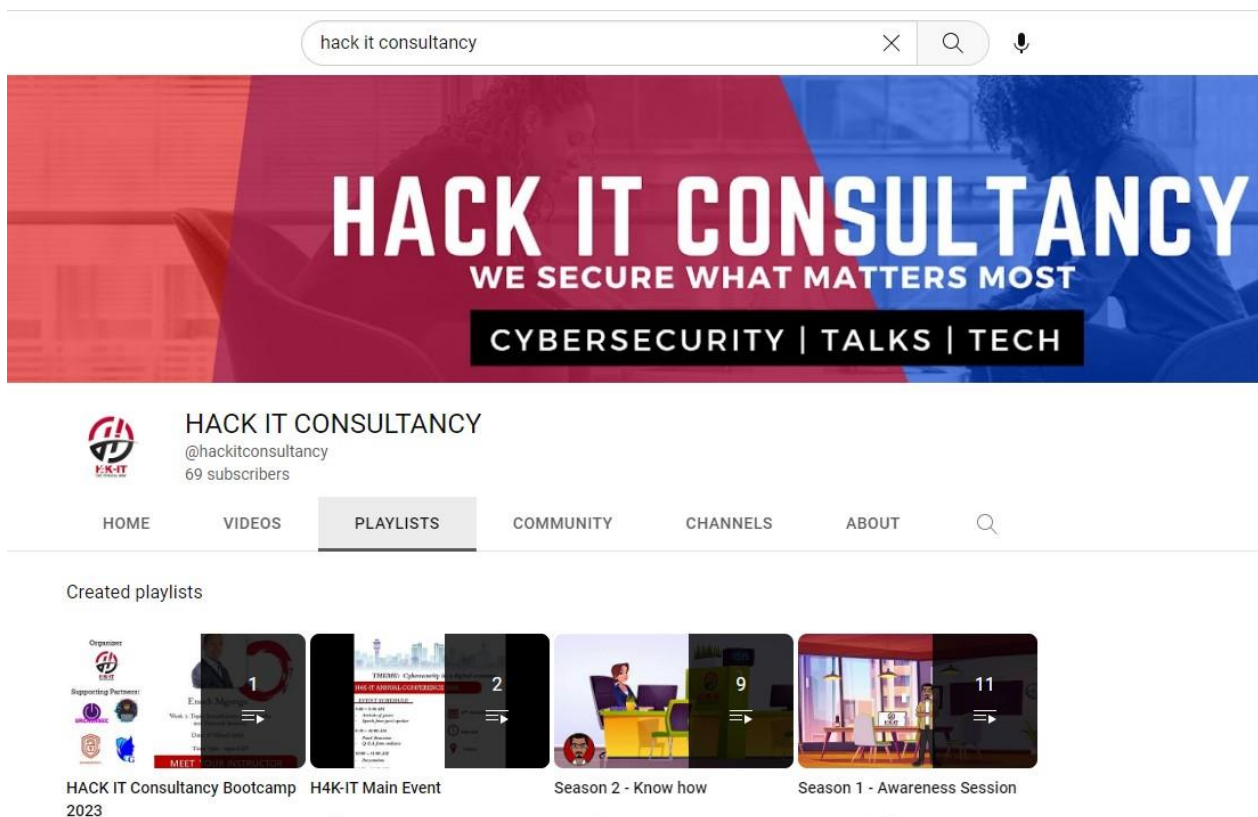
I appreciated the candor and clarity with which Ian delivered his message. It was a wakeup call to the realities of the entrepreneurial journey, and I found myself taking away invaluable lessons. Above all, Ian emphasized the importance of unwavering belief in one's vision, persistence, continuous learning, and the ability to be flexible in adapting one's business idea to foster growth.



At the conclusion of Ian's session, we commemorated the occasion with a wonderful group photograph that included all the attendees of the session.



Subsequent to all the sessions, our organization made several adjustments to its operations. We gained valuable insights that enabled us to explore additional activities, such as offering awareness sessions, which led to the creation of our own YouTube channel.



The concluding session of our program was both thrilling and energetic, thanks to the dynamic and charismatic personality of our mentor, Mr. Nguvu Kamando. The focus of this session was centered around the concept of partnership.

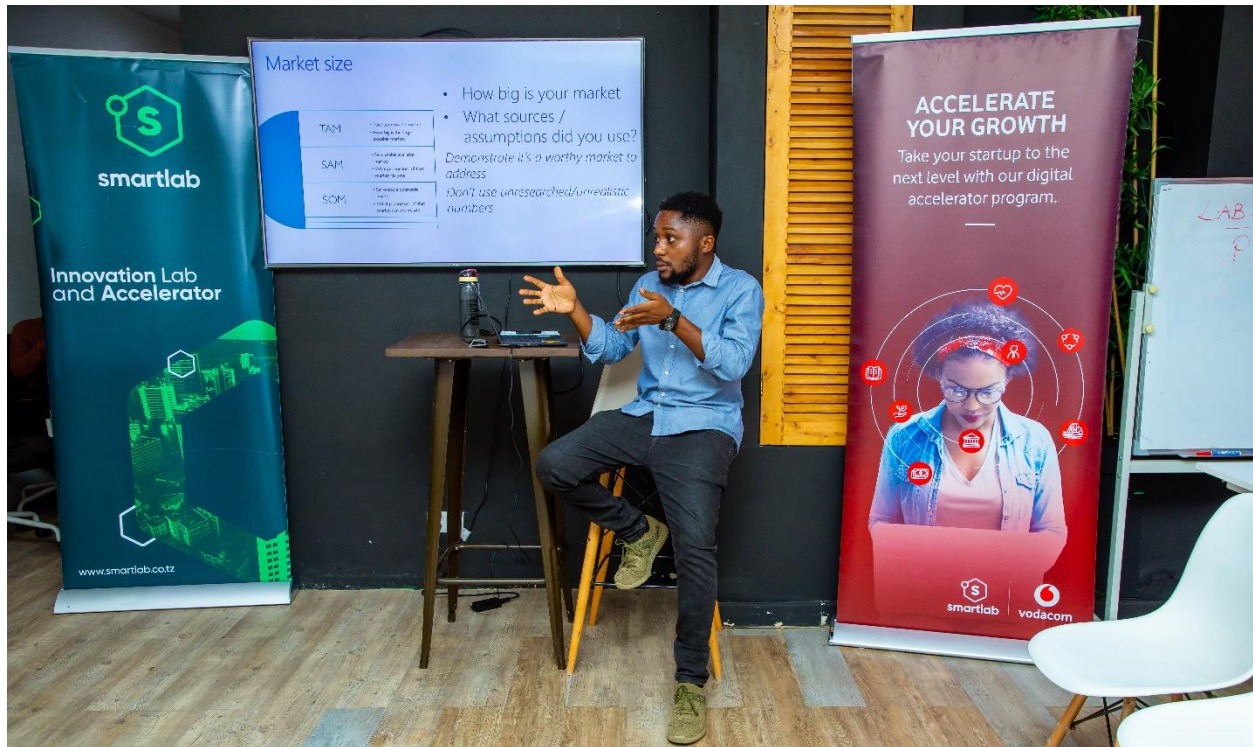


The session with Mr. Nguvu Kamando was highly engaging, with ample moments of laughter resulting from his use of humorous examples to illustrate his points. His teaching style was highly effective in communicating the key ideas. As the session ended, Mr. Nguvu wished all the founders the best of luck as we prepared to move on to the Demo Day.



CHAPTER 7: INTO THE DEN

As we approached the conclusion of VDA Season 2, we conducted a pre-demo session to enable us founders to build our confidence before the main pitching day. Prior to the start of the demo, Simon Mtabazi provided a brief introduction on the topic of investors and what we should expect. His depth of knowledge in this domain was readily apparent and highly valued.



Following Simon's informative presentation, we proceeded to conduct the pitching session, during which several founders presented their startups in an impressive manner. When it was my turn, I began by introducing my startup, outlining our mission and the problem we aimed to solve. I went on to explain our solutions and how they addressed the problem, before delving into our specific asks and value proposition. I concluded my pitch by discussing the makeup of our team and offering a brief closing statement.



Following the pitch, the judges posed several questions to each founder, which were answered with a high degree of professionalism and confidence



CHAPTER 8: ENTERING THE SHARK TANK

The demonstration day concluded on a positive note, receiving favorable feedback from the judges. In light of the judges' comments, we made the necessary adjustments. In addition, a public vote was conducted, as it held a weightage of 10% in the overall assessment.

On March 2nd, an email was received detailing the information for the upcoming demonstration day at the Hyatt Regency Hotel. Notably, the email included a section emphasizing the importance of dressing to impress, with a promise of an explanation to follow.

Reminder: Demo Day Event at Hyatt Regency, Kibo Hall  Inbox x

B

Brian

Dear Startups,

The big day is finally upon us!

As you prepare for this important event, we want to remind you of a few essential details. Firstly, please ensure everyone watching from home. Remember that this is your chance to showcase your innovative ideas and solutions.

Secondly, we encourage you to dress to impress. Please come dressed in branded t-shirts or attire representing your startup, as this can significantly influence how people perceive your startup, so put your best foot forward.

On March 3rd, I arrived at the event and was pleased to find that the scene was as expected. As the first startup to arrive, I took note of the initial atmosphere and surroundings.



A few minutes later, a significant number of attendees began to arrive at the event hall. It was at this juncture that I had the pleasure of encountering my brother, Mr. Rusha Jones, who happened to be one of the esteemed judges for the day's event.



Subsequently, Ms. Ivana arrived at the event after Mr. Jones, whom I hold in high regard as a close friend. It was a delight to see her in attendance, and much to my surprise, she was also amongst the distinguished panel of judges.



Several hours had passed, and the majority of the guests, including other startup companies, had arrived at the event. A request was made for us all to take individual photographs, and I duly obliged. As per the instructions in the email communication, I had dressed to impress, which was evident in the vibrant smile captured in my photograph.



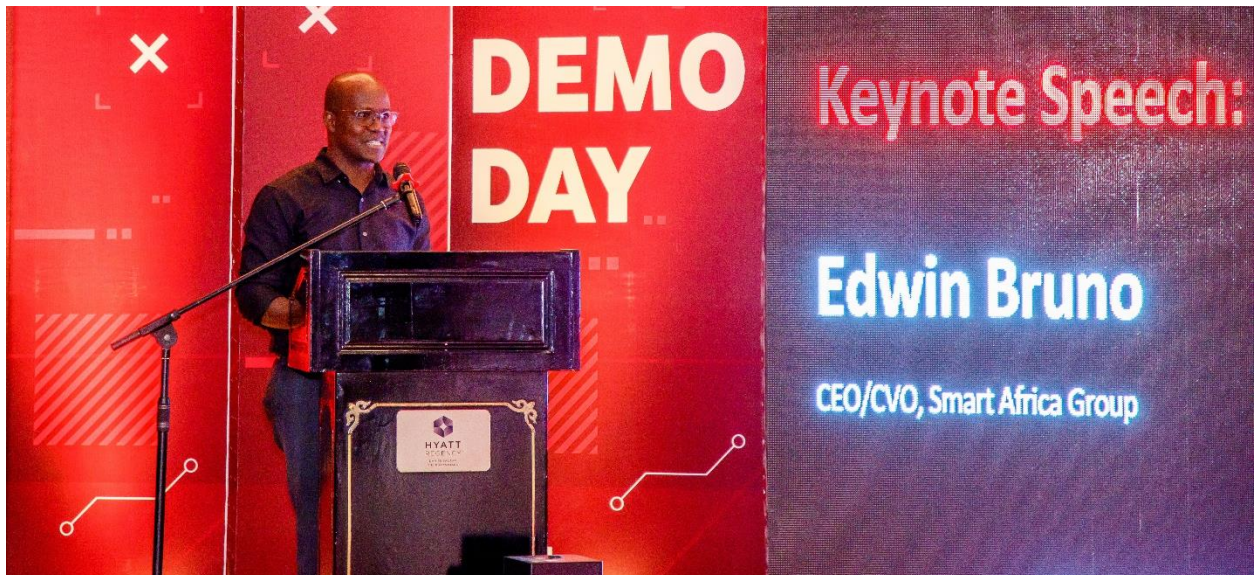
After the photography session, we proceeded into the event hall where we were instructed to network and enjoy breakfast prior to the commencement of the main event. I proceeded to grab a cup of tea and sat down at a table to engage in a discussion with Mr. Nguvu and Ms. Yvonne.



Eventually, the event commenced, and Larry, the appointed moderator for the day, assumed his role. He began his introductory speech by warmly welcoming all attendees and extending gratitude for the presence of the esteemed guests in attendance.



Following Larry's brief opening remarks, Mr. Edwin was invited to deliver the keynote speech, signifying the commencement of the main event.



The initial startup to present their pitch was Smart Darasa, followed by my own. Although I was quite nervous, I endeavored to maintain my composure throughout the presentation. My pre-recorded pitch was played, and immediately thereafter, I commenced with my opening speech.

“HI! My name is Kharim Mchatta, I am the CEO and Cybersecurity expert at HACK IT Consultancy, as you all know that Tanzania is heading into the digital economy and we can not throw a blind eye on the effects that comes a long with it which is the cybercrime, cyberthreats and many other more and that’s why HACK IT Consultancy is here to secure what matters the most to you”

While delivering the opening speech, I attempted to infuse an element of humor, but to my delight, it was well-received by the audience. The presentation then proceeded to the question-and-answer segment where the judges posed their inquiries



The first judge to address me was Mr. Edwin, who posed a series of three questions.

1. I have not seen if you have a specific technology which is actually your unique proposition compared to others.
2. What is your business model which you are using because we understand that security is as important as the it is as insurance?
3. I see you have requested xxx amount of TZS in grants, so do you have room for investors to come in and if so, what are your request in terms of what exchange.

To be candid, the second question posed by Mr. Edwin caught me off guard, and I found myself a little flustered. However, I managed to answer the final question first and then proceeded to tackle the other two questions. Eventually, I was able to deliver a swift and creative response to the unexpected question.

The second judge, Ms. Ivana, asked a singular question

1. If you win, there is a potential partnership with Vodacom, are your services also applicable for smart phones? Would you be able to download your....? is it an app or? What kind of services do you provide for individuals

I was able to promptly respond to Ms. Ivana's question with ease. Regrettably, due to time constraints, the other judges were unable to pose their inquiries. For the full interview to hear how I responded to the questions you may go and watch on YouTube at smart lab YouTube channel timeline: **1:22:13 - 1:33:00**



Subsequently, the judges retired to the judges' room to deliberate on the top three winners while the remaining participants, including myself, stayed behind to receive our certificates of participation. The Managing Director of Vodacom, Mr. Philip Besiimire, had the honor of presenting the certificates. A photo capturing the moment depicts a cordial handshake between Mr. Besiimire and myself, both sporting vibrant smiles.



Below is the certificate that was presented to us



After the judges' deliberation, Mr. Nguvu took the podium to announce the top three winners. The atmosphere was tense as we all eagerly awaited the results. Mr. Nguvu began by unveiling the third-place winner, which turned out to be Twanzao, followed by Smart Darasa as the runner-up in second place. The ultimate winner of the competition was Bizzy Tech, a moment of elation for them and their team.



The top three winners, including Bizzy Tech, Twanzao, and Smart Darasa, were invited to take a commemorative photo with the judges to celebrate their outstanding achievement. Although it was a moment of joy for the winners, it was also bittersweet for the rest of us who did not make the cut. Nonetheless, we extended our congratulations to the victorious teams and expressed our gratitude for the opportunity to participate.



Following this remarkable event, the Managing Director of Vodacom was afforded the opportunity to address the audience. Having been quiet for most of the occasion, he delivered a motivating speech to those who did not win, encouraging us to persevere and not give up on our entrepreneurial aspirations.

Furthermore, he emphasized the importance of gender diversity in startups and urged all present to consider it in their businesses



After the remarkable speech of Mr Philip, we had the opportunity to take a group photo and then we were invited out for lunch



CHAPTER 9: THE END OF AN ERA

As this journey of several months comes to an end, I would be remiss not to express my appreciation for those who made it possible. Firstly, I would like to extend my gratitude to the Smart Studio team for their incredible photography skills. Without them, none of the moments would have been as memorable as they were. Their high-quality pictures captured each and every moment with exceptional detail, making us all look even more attractive. A special thanks to Kay and the rest of the team for their outstanding work.



I would like to express my utmost appreciation to Laurian and Sharon for their warm welcome and friendly demeanor throughout the VDA Program. They always had a smile on their faces and made us feel at home, even those of us who were strangers. Their hospitality made our stay very memorable and enjoyable, and for that, I am truly grateful.



I would like to express my deep appreciation to Larry and Brian for the invaluable support they provided us throughout the VDA program. Their guidance and unwavering commitment were instrumental in helping us achieve our goals. In particular, I am grateful for their ideas that inspired the creation of the YouTube channel. Their encouragement and motivation were crucial in turning this project into a reality, and I cannot emphasize enough my gratitude towards them.

I would also like to acknowledge Larry's role in getting me to participate in the demo day. Initially, I was hesitant and did not see the need for a pre-recording. However, Larry opened my eyes to the importance of giving it my all and seizing every opportunity. I vividly remember browsing through YouTube and coming across a video that highlighted the dangers of missing out on opportunities. The video's central message was that one should always give their best, even if they do not immediately see the benefits. This lesson resonated with me deeply, and I am glad that Larry encouraged me to participate in the demo day.

Overall, I am grateful for the support and guidance provided by Larry and Brian throughout the VDA program. Their unwavering commitment and dedication have been crucial in our success, and I appreciate everything they have done for us.



CHAPTER 10: CONCLUSION

In conclusion, I am grateful for the opportunity to have been part of the VDA program as the only cybersecurity startup in its history. It has been a great privilege to make history and contribute to the growth of the Tanzanian tech industry. Although my hopes of being among the top winners were not realized, I remain optimistic that in the future, another cybersecurity startup like HACK IT Consultancy will emerge as a top winner on the VDA program.

Undoubtedly, the journey has not been without its challenges, but it has been a worthwhile experience. I have had the privilege of meeting incredible people and learning invaluable lessons from this program. As for the other founders, they have become like family to me, and I am honored to have shared the struggles and joys of the three-month program with them.

My hope is that the bond we created during the program will last a lifetime. For those of us who did not win in season 2, let us continue to persevere and face the upcoming challenges with our heads held high. We must remain hopeful that five years from now, we will be among the top tech companies in Tanzania.

In conclusion, I leave you with a wise saying that encapsulates the spirit of this program:

1. "Success is not final, failure is not fatal: it is the courage to continue that counts." - unknown
2. “ it doesn’t matter how you start the race, what really matters is how you end the race” – Kharim Mchatta.

Stay safe and be cyber aware.