



ECOWAS COMMISSION
COMMISSION DE LA CEDEAO
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Programme Announcement

Bulletin

2nd ECOWAS STARTUP AWARDS



Theme:

Scaling West African Startups for Digital Transformation,
Regional Integration and Sustainable Value Chain Ecosystem
Development to Drive Market Access.



Virtual Master Class

21st - 25th September, 2026.

TIME: 9:00am Prompt



Physical Event:

28th - 30th September, 2026.

TIME: 9:00am Prompt



VENUE:

New ECOWAS Commission,
Abuja, Nigeria.

Submission opens on the 3rd of August and closes on the 31st of August.

EdTech and Skills Development

FinTech

HealthTech

AgriTech and Food Systems

CleanTech, Climate and Green Innovation

Tourism, Hospitality and TravelTech.



www.ecowasstartupawards.ipawas.org



ecowas.startup@ipawas.org

In partnership with:



Implemented by





THEMATIC AREAS



EdTech & Skills Development



FinTech



HealthTech



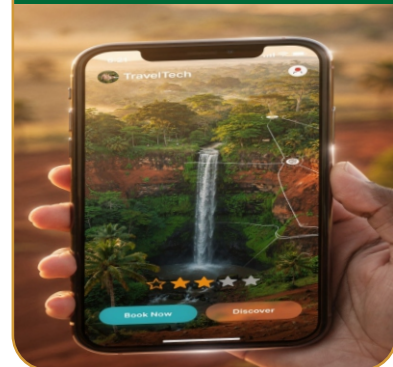
AgriTech & Food System



CleanTech, Climate & Green Innovation



Tourism, Hospitality & TravelTech.



FEATURES OF THE 2ND ECOWAS STARTUP AWARDS

The ECOWAS Startup Awards is a statutory regional programme established to identify, celebrate and scale high-impact startups while advancing innovation, digital entrepreneurship and economic integration across West Africa. Following its inaugural edition in Niamey, Niger Republic, from 18 to 19 November 2021, the Awards has become a platform connecting startups with investors, policymakers and development partners.

The 2nd edition is expected to bring together 60 startups from ECOWAS Member States and will feature masterclasses, startup clinics, pitch competitions, exhibitions, investor deal rooms,

policy dialogues and post-award acceleration. It will focus on six priority sectors: EdTech and Skills Development; FinTech; HealthTech; AgriTech and Food Systems; CleanTech, Climate and Green Innovation; and Tourism, Hospitality and TravelTech.

This edition is convened by the Directorate of Private Sector and Industry of the ECOWAS Commission, hosted in Abuja, and jointly implemented by the Pan African Alliance of Small and Medium Industries (PAOSMI) and Investment Promotion Agencies of West African States (IPAWAS).



SPONSORSHIP FORM



Title: ☐ Prof. ☐ Dr. ☐ Ms. ☐ Mr. – Job Role (i.e.: Manager, Managing Director): _____

Name: _____

Organization: _____

Department: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Country: _____ ☐ Send ECOWAS STARTUP AWARDS information to my email

Phone: _____ Fax: _____ Email: _____

● Visibility

Official event branding and sponsor recognition across eligible award touchpoints.

● Access

B2B networking with startups, investors, accelerators, policymakers, and ecosystem leaders.

● Participation

Reserved access for sponsor delegates across technical sessions, forums, and award activities.

Next Step: Confirm sponsor category with the Secretariat, then complete registration and payment through the official channel.

Implementing Agencies:

Pan African Alliance of Small and Medium Industries (PAOSMI) in collaboration with Investment Promotion Agencies of West African States (IPAWAS).

Payment Method

- Online Registration and Payment: – www.ecowasstartupsawards.ipawas.org
- By Transfer: Payment and Sponsorship can be made in any of the currencies below:
Branch Name: Ecobank ECOWAS Branch
Account Name: IPAWAS 2ND ECOWAS STARTUP AWARD
Account Number: **Naira - 1040053305** **Dollar - 1040053264** **Euro - 1040053192** **CFA - 1040053329**
- By check (cheque), international money order, or bank draft (please check money order or bank draft payable to IPAWAS 2ND ECOWAS STARTUP AWARDS, Abuja, Nigeria).

ECOWAS STARTUP AWARDS SECRETARIAT

Directorate of Private Sector and Industry,

ECOWAS Commission

New ECOWAS Headquarters, Airport Road, Abuja, Nigeria.

www.ecowasstartupawards.ipawas.org

ecowas.startupawards.ipawas.org

Tel.: +234 803 437 0473, +234 809 223 3488, +234 708 271 4272.

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SPONSORSHIP OPPORTUNITY



FOR THE ECOWAS STARTUP AWARDS

ECOWAS STARTUP AWARDS

— INNOVATE. INTEGRATE. IMPACT. —

Join us as a strategic partner in unlocking Africa's industrial potential, gain unmatched visibility, industry leadership, and premium networking with global decision-makers at the ECOWAS Startup Awards



DIAMOND SPONSORSHIP

\$100,000

- **Premium Branding:** Logo on all event materials (website, banners, signage, and promotional materials).
- **Keynote Speaker Slot:** Opportunity to present at the Award opening session.
- **Exhibition Space:** Prime location for a custom exhibition booth.
- **Exclusive Networking:** Access to VIP networking sessions with speakers and industry leaders.
- **Conference Passes:** Unlimited complimentary conference passes
- **Recognition:** Special mention in all event press releases and during keynote sessions.
- **Naming Rights Opportunity:** Category naming rights (e.g., "Diamond Sponsor - Innovation Award")
- **VVIP Dinner & Roundtable Access:** Exclusive access to VVIP dinner & roundtable with key decision makers.



PLATINUM SPONSORSHIP

\$75,000

- **Premium Branding:** Logo on all event materials (website, banners, signage, and promotional materials).
- **Keynote Speaker Slot:** Opportunity to present at the opening session.
- **Exhibition Space:** Prime location for a custom exhibition booth.
- **Exclusive Networking:** Access to VIP networking sessions with speakers and industry leaders.
- **Conference Passes:** 8 complimentary conference passes
- **Recognition:** Special mention in all event press releases and during keynote sessions.
- **VIP Dinner & Roundtable Access:** Exclusive access to VIP dinner & roundtable with key decision makers.



GOLD SPONSORSHIP

\$50,000

- **Prominent Branding:** Logo displayed on event materials and the website.
- **Panel Participation:** Opportunity to be part of a discussion panel.
- **Exhibition Space:** Exhibition booth with high visibility.
- **Networking:** VIP access to networking events.
- **Conference Passes:** 6 complimentary conference passes.
- **Recognition:** Acknowledgment in event materials and announcements.
- **VIP Dinner & Roundtable Access:** Exclusive access to VIP dinner & roundtable with key decision makers.



SILVER SPONSORSHIP

\$35,000

- **Branding:** Logo featured on event materials and website.
- **Exhibition Space:** Exhibition booth in the general area.
- **Networking:** Access to networking events and sessions.
- **Conference Passes:** 4 complimentary conference passes.
- **Recognition:** Acknowledgment in event materials.
- **VIP Dinner & Roundtable Access:** Exclusive access to VIP dinner & roundtable with key decision makers.



BRONZE SPONSORSHIP

\$20,000

- **Branding:** Logo featured on event materials and website.
- **Networking:** Access to networking events.
- **Conference Passes:** 2 complimentary conference passes.
- **Recognition:** Acknowledgment in event materials.
- **VIP Dinner & Roundtable Access:** Exclusive access to VIP dinner & roundtable with key decision makers.

• WHY PARTNER WITH US? •



UNMATCHED VISIBILITY

Showcase your brand to industry leaders, innovators, and policymakers across West Africa and beyond.



STRATEGIC NETWORKING

Connect with decision-makers, investors, entrepreneurs, and development partners in a high-impact environment.



INDUSTRY LEADERSHIP

Position your organization as a champion of innovation and economic growth in the region.



REGIONAL IMPACT

Support the growth of startups that are solving critical challenges and building sustainable solutions.



TAILORED ENGAGEMENT

Custom partnership packages available to meet your organization's unique goals.



SUBMISSION GUIDELINE



AWARDS & BENEFITS TO PARTICIPANTS

- Cash prize for the top 3 Innovative Startups
 - ✓ Winner - US\$30,000
 - ✓ 1st Runner up - US\$20,000
 - ✓ 2nd Runner up - US\$15,000

Benefits to All Participants

- 6 months acceleration program, capacity building and mentorship support
- Regional visibility
- Access to investors
- Networking opportunities
- Digital tools/computers/accessories



ELIGIBILITY CRITERIA

Applicants must:

- Be a citizen of an ECOWAS Member State
- Operate a startup registered and based within an ECOWAS country
- Have a minimum of two (2) years of operations
- Demonstrate a working product/service
- Show evidence of market traction or scalability
- Submit all required documentation



APPLICATION REQUIREMENTS

- Completed application form
- National Passport or ECOWAS approved Identification documents
- Passport photograph
- Business registration certificate
- 2 years Financial Statement
- Business Plan (Max 10 pages, single spacing Times New Roman font size 12)
- Pitch Deck (Max 5MB and 10 slides)
- 1 min. Pitch Video (Max 10MB)



COMPETITION STRUCTURE

Phase 1: National selection

- Member states submit 50% of allocated slot and 50% is gotten from general public.

Phase 2: Regional Finals.

- Finalists will pitch before an independent regional jury. Winners will be selected based on scoring and consensus.



EXECUTIVE LEADERSHIP



H. E. MONSIEUR BASSIROU DIOMAYE FAYE
Chairman, Authority of Heads of State and Government of ECOWAS



DR. OMAR ALIEU TOURAY
President, ECOWAS Commission



MRS. DAMTIEN L. TCHINTCHIBIDJA
Vice - President, ECOWAS Commission



DR. KALILOU SYLLA
Commissioner for Economic Affairs and Agriculture,
ECOWAS Commission.



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Contact Information

For Partnership & Sponsorships



To explore partnership and sponsorship opportunities, please contact:
ecowas.startup@ipawas.org

For Operations, Travels, Visas, & Exhibition Arrangements.



For all matters related to logistics, travel, visas and exhibition planning, contact:
ecowas.startup@ipawas.org

For Registration



For registration and attendance details, please contact:
ecowas.startup@ipawas.org

or call: +234 803 437 0473, +234 809 223 3488, +234 708 271 4272

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We look forward to welcoming you
to this prestigious global event

Convened by

DIRECTORATE OF PRIVATE SECTOR AND INDUSTRY
ECOWAS COMMISSION.

