



S H E G A

# Commercial Deck

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# About Shega

Shega Media and Technology PLC is an Addis Ababa based digital media and research company that focuses on the innovation, technology, and startup space in Ethiopia.

We produce high-value articles, analysis, reports, visuals, and a weekly newsletter. We also organize engaging events, support brands, and provide research and advisory service.

Since launching in 2019, our content has been consumed more than 200,000 times. The main demographic of our content and initiatives are young Ethiopians who are university students and graduates, professionals, developers, entrepreneurs as well as startups, tech companies, investors, support organizations, and regulators.

We capitalize on our understanding of the ecosystem, the community we have built, and the data we have collected and curated, to partner with various organizations and companies to support specific projects.



# About Shega

## The Vision

To be a go to platform and company for Ethiopian Innovation, Technology and Startup ecosystem.

## The Mission

To enable and catalyze the ecosystem through data, research and high value content.



# About Shega

## Core Values



**Excellence**



**Community**



**Long Term Thinking**



**Credibility**



# Services

## Research and Advisory

### **Custom Research**

Specialized and targeted research on behalf of startups, regulators, investors, tech companies and development organizations. Some of our services here include market intelligence, market research, and insights to help clients understand the Ethiopian market, build products, and launch new services.

### **Consulting**

Advisory and consultancy for clients who want to tap into our expertise and network.

### **Reports, Whitepapers and Infographics**

We work with various clients to produce custom/sponsored reports, whitepapers and infographics.



# Services

## Innovation Service

Shega supports individuals, startups, and organizations to apply innovation and technology to solve commercial and social problems.

# For Startups

### **Partnership**

We connect startups with partners from our extensive network to help them secure strategic support and business relationships.

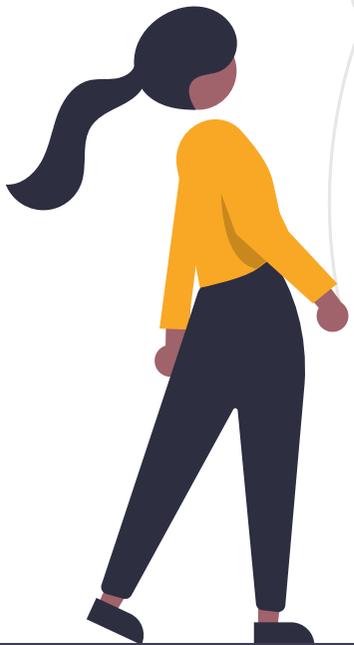
### **Technical Support**

We provide startups with high-quality services that include regulatory support, talent hunt, International online payment, website development, and bespoke services addressing specific needs.



# Services

## For Corporates, Investors and Development Organizations



### **Sourcing**

Startup sourcing for corporates, development organizations, and investors according to their preferences for a potential investment, pilot project, collaboration, or acquisition.

### **Program**

We work with corporate and development organizations to design, launch and run startup and tech-focused programs and competitions.



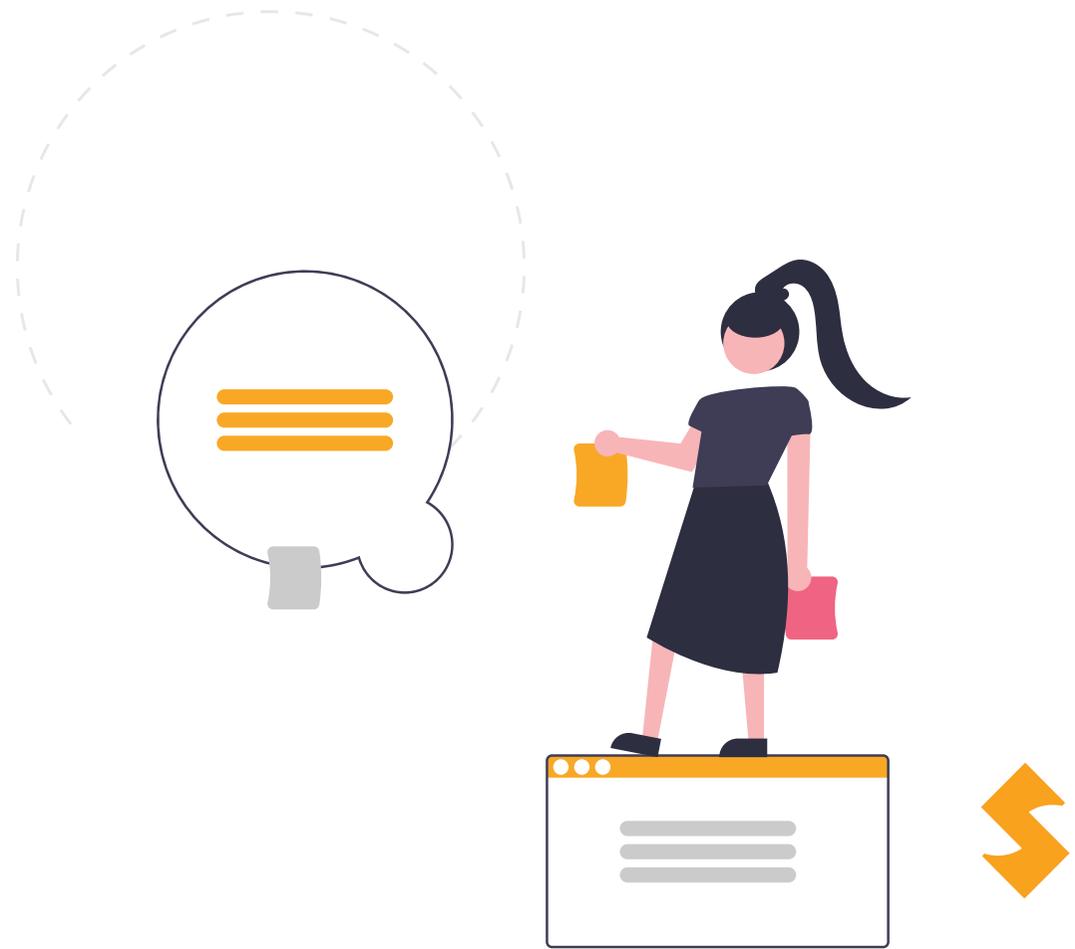
# Services

## Brand Studio

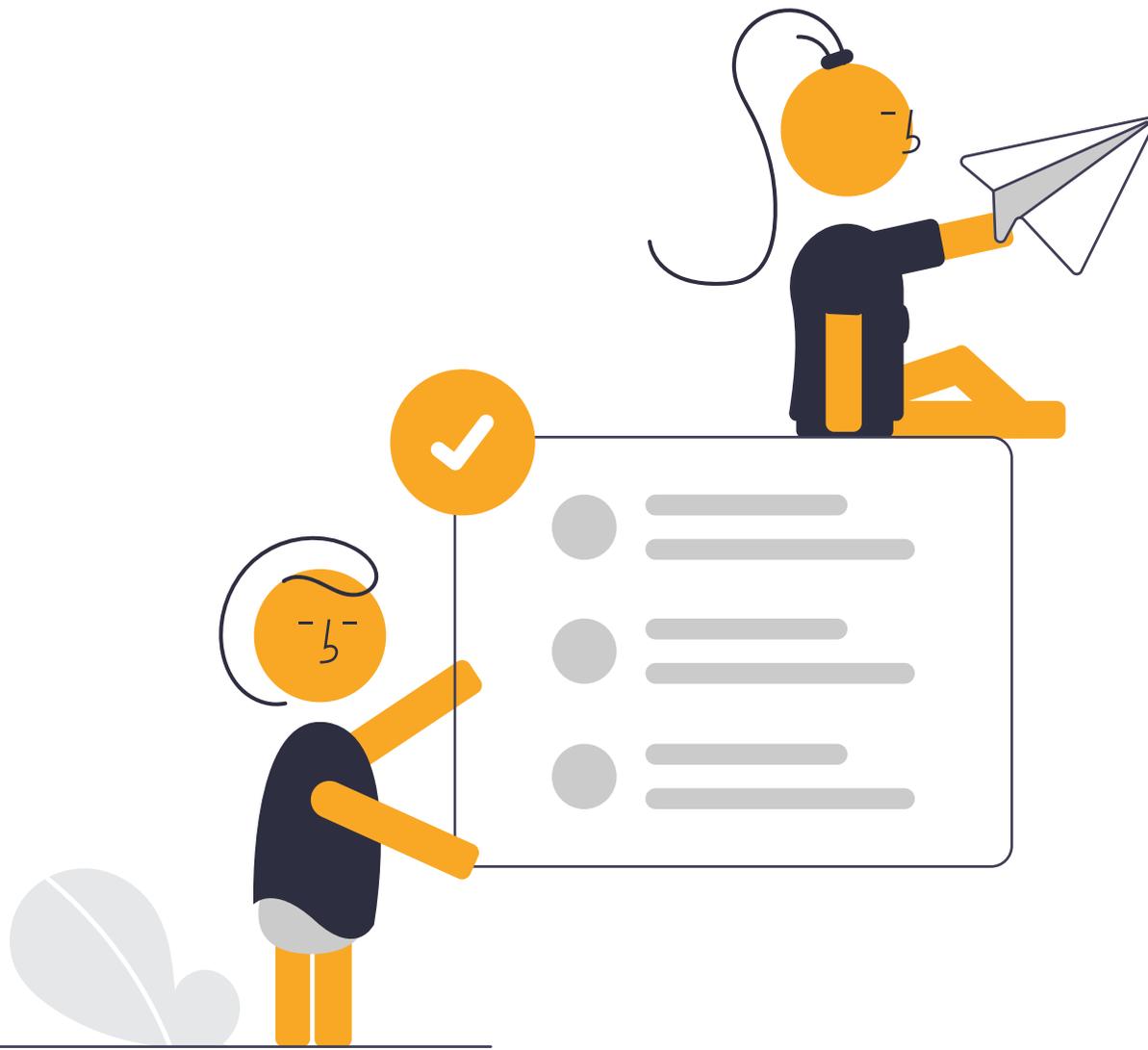
Brand Studio leverages Shega's understanding of the ecosystem, extensive data and insights, and an in-house creative team to connect brands to target audiences. We produce integrated media, content, and events that help startups and technology companies effectively reach their target audience to meet their marketing and communication goals.

### **Creative**

We create sensible and relevant brand strategies, identity system designs, and brand guidelines. We help startups, tech companies, and support organizations to communicate and share their story with well structured editorial designs targeting to their niche market. Our creative service also supports your campaigns, product launches, and activations.



# Services



## **Digital Campaign and Media Buy**

Whether you want to increase your brand image, increase the flow of users to your platform or you are introducing a new product, we design and deliver 360 digital marketing campaigns.

We analyze, plan, and buy media on behalf of our clients both local and global platforms like blogs, top visited websites, Facebook, Instagram, Twitter, Google, and Youtube.

Social Media Management, Search Engine Marketing, and Email Marketing services are also provided as part of holistic campaigns or stand-alone services.

## **Events**

If you have a need to organize and host hackathons, ecosystem visits, boot camps, conferences, meetups, and brand launches, we take care of the whole process from end to end.



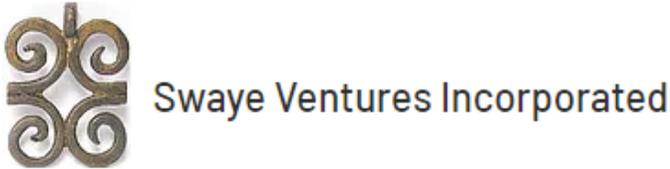
# Our Partners

*STARTUP  
GUIDE*

crunchbase



# Our Clients



## Contact Information

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