

## 2018 NIW ATTRACTS 100 STARTUPS

The 2018 Nairobi innovation week took place between 5<sup>th</sup> to 9<sup>th</sup> March 2018. The theme for this year's event was 'innovating for a better tomorrow, with startups being the key focus for the event.

The week-long event saw 100 Kenyan startups pitch at the event. This startup platform allows the most promising startups in the region to showcase their innovations. Of the 100 startups, 15 of the most promising were feted with one lucky winner walking away with one million Kenyan shillings.

The event also attracted various exhibitors who showcased various innovations at the tent at the Great Court.

The Nairobi innovation week is an annual event which started four years ago in August 2015 with the aim of bringing innovators from different parts of the world to showcase innovations that offer solutions to the society.