



TEEXPO:

Technology Exhibition
2018

Executive Summary

TEXPO is a technology exhibition that aims to give stakeholders in the Nigerian technology ecosystem an opportunity to interact and showcase their products. It features industry influencers, exhibitors and potential investors. TEXPO presents an opportunity for technology entrepreneurs to find investors and mentors for them and their products. It also gives Investors a bird's eye view of the technology ecosystem, its trends and general direction.

TEXPO is powered by [PurpleChip](#); a tech start up that aims to change the face of the African technology market with its products and by helping other tech entrepreneurs promote and develop their products. TEXPO is organised as an annual event in order to encourage young and innovative technology entrepreneurs and ultimately position Nigeria and Africa at large as a force to reckon with in the world's technology market.

Objectives

- To provide a platform for start-ups to exhibit their products
- To create an avenue for start-ups to get funding
- To provide an avenue for entrepreneurs to interact
- To help start-ups receive feedback on their products before it hits the market
- To sensitize the youth and recalibrate their thought process
- To motivate and inspire young technology entrepreneurs and tech enthusiasts.

Description

TEXPO aims to be different from all tech exhibitions and conferences seen so far in Nigeria. We not only have great, experienced, and passionate keynote speakers, but TEXPO also aims to create a platform where stakeholders in different aspects of Technology such as Hardware, Software, A.I technologies etc. can exhibit their products, get feedback and advice from industry experts and also find potential investors.

TEXPO aims to fill the gap between tech entrepreneurs and potential investors in tech. It is also a platform for tech entrepreneurs to show Nigeria and Africa what they are capable of.

This year TEXPO is scheduled to hold on the [14 th of July 2018](#).

Audience Analysis

Our target audience is made up of potential investors, tech entrepreneurs and other tech enthusiasts in Lagos, Nigeria. This group would consist of tech enthusiasts and business people of all age grades.

Admission to the event is free for members of the public although they would be required to register online to keep track of and adequately prepare for them.

Exhibitors

The event will feature two categories of exhibitors; Hardware and Software. Hardware will cover aspects such as Robotics, Power, Transport, etc. while Software exhibition will include categories such as Fintech, Games, Artificial intelligence, Machine Learning, Social applications, Management systems etc.

Exhibitors will go through various levels of screening so as to select the best 10 participants for the exhibition. These screenings will be based on the following criteria:

- Product viability
- Execution
- Sustainability
- Ease of Use



Product viability



Execution



Sustainability



Ease of Use

Advertising & Promotion

Advertisement for TEXPO will be done through both traditional and digital methods with major emphasis on digital marketing with the aim to connect with the ever growing tech community. The following advertisement channels will be adopted:

- Social media marketing eg Facebook, Twitter etc.
- Blog posts.
- Targeted ads.
- Flyers and posters



Photos from Last edition



Cross section of Guests



Mr Abdulahmed Mustapha, Lagos state permanent secretary for Investment & Overseas Affairs



Mrs Yetunde Johnson, CEO Slingshot Technologies



A robotic arm by one of the exhibitors



One of the exhibitors from Fint.ng



Innocent Amadi, Senior Developer at Andela and Facebook lead

Previous Partners/Sponsors



Who are we ?

TEXPO is organised by PurpleChip (RC: BN2487852)
PurpleChip is an IT solutions company based in Lagos, Nigeria.

It is made up of young, determined and dedicated individuals who strive to use technology to improve lives. PurpleChip develops efficient and easy-to-use IT solutions for small and medium businesses (SMEs).

Our vision is to change the face of the African technology market with world class solutions.



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Social Media

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