

Rwanda's first televised start-up contest, Tangira, has opened submissions, giving entrepreneurs a chance to win mentorship, visibility and more than Rwf 10 million in prizes.

The pre-recorded show, produced by RG-Consult Inc., will air in November on Igihe TV. Organizers say the contest is designed to give start-up founders a platform to showcase their ideas while connecting with mentors, customers and potential investors.

"This is an opportunity for all Rwandan start-up entrepreneurs to compete for business mentorship, access capital and reach wider markets," said Remmygius Lubega, executive producer of Tangira and CEO of RG-Consult Inc. "Applications are open until September 8 through tangira.rw, where participants can submit a 90-second video pitch."

From all entries, 50 applicants will be shortlisted for public voting. The top 12 will advance to a mentorship program in Kigali and pitch before a panel of judges. Six winners will receive cash prizes and other support.

Alex Ntare, president of the ICT Chamber at the Private Sector Federation (PSF), one of the contest's sponsors, said the project is a timely boost for Rwanda's start-up ecosystem. "We believe Tangira will support the next generation of entrepreneurs by offering critical resources in a format that is accessible to young people," he said.

Igihe Media House, which will broadcast the program, said the contest aligns with its mission to promote homegrown ideas. "We are excited to provide content that educates our audience on creating jobs and building businesses," said Ines, a representative of Igihe.

The competition is open to all sectors, including technology, health, agribusiness, education, logistics, fashion and creative industries. Participation is free, and while businesses are encouraged to register with the Rwanda Development Board, individuals with start-up ideas are also eligible.

Tangira is supported by partners including the Development Bank of Rwanda (BRD), 250 Startups, ICT Chamber, The Kigali Universe AND Itara Production among others.

Submissions close at 11:59 p.m. on September 8, 2025.