Public voting has opened for Tangira StartUp TV, Rwanda's first-ever televised startup competition, with 50 entrepreneurs competing for a place in the next round.

Organized by RG-Consult, the contest aims to promote innovation and entrepreneurship by showcasing promising business ideas from across the country. Fifty projects were selected in the first stage through an online process involving investors nationwide.

Phiona Ingabire, one of the judges, said the chosen startups demonstrated creativity and strong potential to contribute to Rwanda's economic growth.

"These projects stand out for their innovation and value in transforming key sectors such as technology, agriculture, health, and commerce," Ingabire said. "The level of creativity and ambition shows how competitive this contest will be."

She added that public participation will play a big role in determining which projects advance, creating "healthy competition that reflects Rwanda's growing startup spirit."

The public voting phase runs from October 7 to 18, 2025, allowing Rwandans to support their favorite entrepreneurs through the Tangira website (**www.tangira.rw**) or the official X account (@tangirastartup).

Remmygious Lubega, CEO of RG-Consult and director of the competition, said the process gives citizens a voice in shaping the future of local business.

"When people vote for a startup, they're helping to build something that belongs to them," Lubega said. "It's a great honor to see businesses grow with the backing of their own communities."

The 12 contestants with the highest votes, combined with judges' scores, will move to the next stage. They will receive mentorship and training before presenting their projects on live television.

The Tangira StartUp TV Contest will air weekly on Igihe TV in six episodes, featuring eliminations leading up to the finale.

Finalists will compete for cash prizes worth more than Rwf 10 million and other business support opportunities.