



C4D Lab has officially been selected to join forces with the Embassy of Israel in Kenya to run a two-month campaign targeting tech startups to participate in this year's 'Start Tel Aviv' competition.

With the registration window closing on June 29, the innovation in ICT challenge registration drive was launched on May 11 this year, and is to culminate in the five-day '[DLD Tel Aviv Innovation Festival](#)' this September.

"The DLD Tel Aviv Innovation Festival is a global gathering of innovators, venture capitalists, angel investors, leading multinationals and entrepreneurs from around the world," reads part of the section on the competition from the the [Embassy of Israel in Kenya](#) website.

The festival will be held in Tel Aviv, the business capital of Israel, between September 25 and 29 this year, and is to comprise a varied long list of activities including conferences, meet-ups, mingles and gatherings, all focusing on different sides of digital, social, and urban innovations.

Meanwhile, the 'Start Tel Aviv' is a competition organised by the Israeli Ministry of Foreign Affairs and [Tel Aviv Global](#) that brings together startups from 30 different countries to compete for the opportunity to take part in an "intense" five-day startup challenge in Tel Aviv.

With a special focus on women, this year's competition is looking to also recognise the top female startup founder or director.

"Requirements for startups: the founders / Directors / senior managers of the startup must be women; the startup must be in the field of ICT— mobile applications, web technologies, cybersecurity etc.," continues the page on registration.

Thirdly, the startup must have at least a prototype of their product, as well as be independent but the shareholders "should not be other big and established companies".

Further, says the [website](#), with the Embassy of Israel in Kenya running the competition in Nairobi for the first time, participating companies will compete for the prize which is:

“An all-expenses paid trip to Israel where the winners from 30 countries, joined by local Israeli entrepreneurs, will participate in lectures, workshops and meetings with leading Israeli investors and professionals.”