



POST-EVENT PROJECT REPORT

DIRA Tech Fest 2026

Dare to Dream: From Ideas to Products

March 27–29, 2026 · Bamenda, Northwest Region, Cameroon. Organised by DIRA (Digital Era)

1,000+

Attendees

108

Youth Trained

45

Businesses Supported

3

Days

Submitted to: North-West Regional Administration · CRTV · Media Partners · Institutional Stakeholders · Development Partners

NOTE TO THE RECIPIENT

This document is the official post-event report for DIRA Tech Fest 2026. It is submitted to enable full accountability to our stakeholders, to provide a transparent record of activities, outcomes, and expenditure, and to demonstrate the measurable impact of this initiative on the youth and business community of the Northwest Region. All data presented is accurate to the best of the organising team's records. Supporting financial documentation and receipts are available as attachments and upon formal request.

TABLE OF CONTENTS

- 1. Executive Summary
- 2. About DIRA and the Organising Team
- 3. Event Overview: Key Facts and Data
- 4. Day 1, Training and Orientation (March 27, 2026)
- 5. Day 2, Build Sprint and Product Development (March 28, 2026)
- 6. Day 3, Public Festival and Tech Summit (March 29, 2026)
- 7. Startup Pitch Competition: Results and Awards
- 8. Tech Summit: Panel Discussion
- 9. Business Development and Exhibition Initiative
- 10. Impact and Attendance Analysis
- 11. Budget and Financial Report
- 12. Media Coverage and Documentation
- 13. Testimonials and Community Response
- 14. Challenges and Lessons Learned
- 15. Vision for Future Editions
- 16. Acknowledgements
- 17. Appendices

Executive Summary

DIRA Tech Fest 2026, held from 27 to 29 March 2026 in Bamenda, Northwest Region of Cameroon, was the first edition of what is designed to become the region's defining annual innovation and digital entrepreneurship event. Organised entirely by DIRA (Digital Era), the philanthropic arm of a legally registered SAS, and executed by a team of eight young people with no external institutional funding, the event delivered outcomes that exceeded projections across every measurable dimension.

Across three days, DIRA Tech Fest 2026 delivered a structured digital skills training programme for 108 young people, a public technology festival and government summit attended by over one thousand participants, and a business development exhibition that provided 45 enterprises with a free, structured platform to promote their products and services to the largest curated audience of institutional leaders, investors, and members of the public assembled in the Northwest Region in recent memory.

The training programme produced ten cross-functional team projects in forty-eight hours, with five advancing to a public pitch competition judged in front of 750 or more attendees inside Cathedral Hall. The first-place prize was awarded to SWMS (Smart Waste Management System) a digital platform designed to coordinate intelligent waste collection and recycling in Bamenda. Cash prizes totalling 70,000 XAF were distributed to the four highest-placed teams.

The Tech Summit, moderated by Mr. Reinhard Nebassi, brought together six of the most senior institutional voices in the Northwest Region on a single stage (including representatives of three government ministries, the Regional Manager of NFC Bank, and digital entrepreneur Camilus Doblin) for a substantive public discussion on the future of the digital economy in the Northwest Region. This panel was, to the knowledge of the organising team, without precedent in the region for its composition and the directness of its conversation.

The event was further distinguished by the official public launch of DIRA's flagship product, DHUB, a mobile housing marketplace designed to eliminate the fraud, opacity, and inefficiency that characterises the rental housing market in Bamenda. DHUB is the first digital product built, deployed, and publicly launched by a Bamenda-based technology company for the Northwest Region.

This report provides a comprehensive and fully transparent account of the event's design, execution, outcomes, and financial record. It is submitted to institutional stakeholders, government bodies, development partners, and media organisations as the definitive record of DIRA Tech Fest 2026.

KEY OUTCOMES

- ◆ 1,000+ total participants across three days
- ◆ 108 young people trained across 10 digital skills tracks
- ◆ 10 cross-functional team projects built in 48 hours
- ◆ 5 teams advanced to the public pitch competition
- ◆ SWMS (Smart Waste Management System): Grand Prize
- ◆ 70,000 XAF in cash prizes awarded across 4 teams
- ◆ 45 businesses supported through the exhibition initiative
- ◆ MTN Cameroon and established brands present at the exhibition
- ◆ 6-person government and industry Tech Summit panel
- ◆ DIRA and DHUB publicly launched before a live audience
- ◆ Bamenda Tech Startup Coalition: officially seeded
- ◆ Full photo, video, and media documentation produced

About DIRA and the Organising Team

DIRA (Digital Era) is a youth-led technology company based in Bamenda, operating as a legally registered SASU, headquartered at the AWICCUL Building, Commercial Avenue, Bamenda, Northwest Region. DIRA Tech Fest (non-profit) serves as the technology, digital economy & Social impact arm of DIRA, building digital products and organising programmes that address real, locally grounded challenges in the Northwest Region of Cameroon.

DIRA's flagship product is DHUB, a mobile housing marketplace that connects tenants directly with verified landlords in Bamenda, eliminating the fraudulent agency practices, weeks-long search processes, and lack of price transparency that affect tens of thousands of students and young workers in the city each year. DHUB was publicly launched at DIRA Tech Fest 2026, representing the first digital product built and deployed by a Bamenda-based technology company for the Northwest Region market.

DIRA Tech Fest was conceived, planned, and executed by a core team of eight individuals. The event was organised without institutional funding, a decision made deliberately, both to demonstrate DIRA's operational independence and to establish proof of concept for an event that would subsequently attract the institutional partnerships required for scale.

Organisation	DIRA (Digital Era):
Legal Registration	DIRA SAS, registered company in Northwest Region, Cameroon
Registered Address	AWICCUL Building, Commercial Avenue, Bamenda, Northwest Region, Cameroon
Project Lead / Founder	Fru Allen-Brian Njimbong: Founder and CEO, DIRA
Website	diratech fest.netlify.app · diracmr.com
Contact	info@diracmr.com · +237 682 366 472
Social Media	@digital_era_dira (Instagram, TikTok) · DIRA Digital Era (Facebook, LinkedIn) · @DIRA_DIGITAL_ERA (YouTube)

The Organising Committee

Fru Allen-Brian Njimbong	Planning Committee Chair: Project Lead, Founder & CEO
---------------------------------	---

Azinyuy Perryvance Marvelous	Secretary
Miki Lideroy Che	Treasurer
Bih Jasmine Njimbong	Logistics Coordinator
Fortune Isaac	Publicity Officer
Samjeh Lourdes	Publicity Officer
Ngwani Favour Beri	Community Ambassador and Publicity Officer
John Mike Tebit	Videography Coordinator

Event Overview: Key Facts and Data

Event Name	DIRA Tech Fest 2026
Theme	Dare to Dream: From Ideas to Products
Sub-Theme	From Ideas to Products
Dates	March 27, 28, and 29, 2026
Days 1 and 2 Venue	LTC Hall, Bamenda, Two-Day Training Programme (closed to registered participants only)
Day 3 Venue	Cathedral Hall, Bamenda, Public Festival, Tech Summit, Pitch Competition, and Exhibition
Organising Body	DIRA (Digital Era)
Document Reference	DIRA-TF-2026-RPT-001
Report Submission Date	13/06/2026

Attendance Summary

Training Programme (Days 1–2)	108 registered trainees, plus 10 specialist trainers and DIRA organising staff
Day 3: Main Hall (Tech Summit)	750+ registered attendees: government delegates, institutional representatives, business leaders, media professionals, students, and the general public
Day 3: Outdoor Exhibition	Approximately 300 attendees simultaneously at the outdoor exhibition during peak morning hours, growing steadily as the summit programme progressed
Day 3: Full Convergence	1,000+ total participants as the indoor and outdoor environments merged in the afternoon for the full festival
Registered Vendors (Exhibition)	45 businesses
Distinguished Guests	Representatives of three government ministries, NFC Bank regional management, established business and digital economy leaders

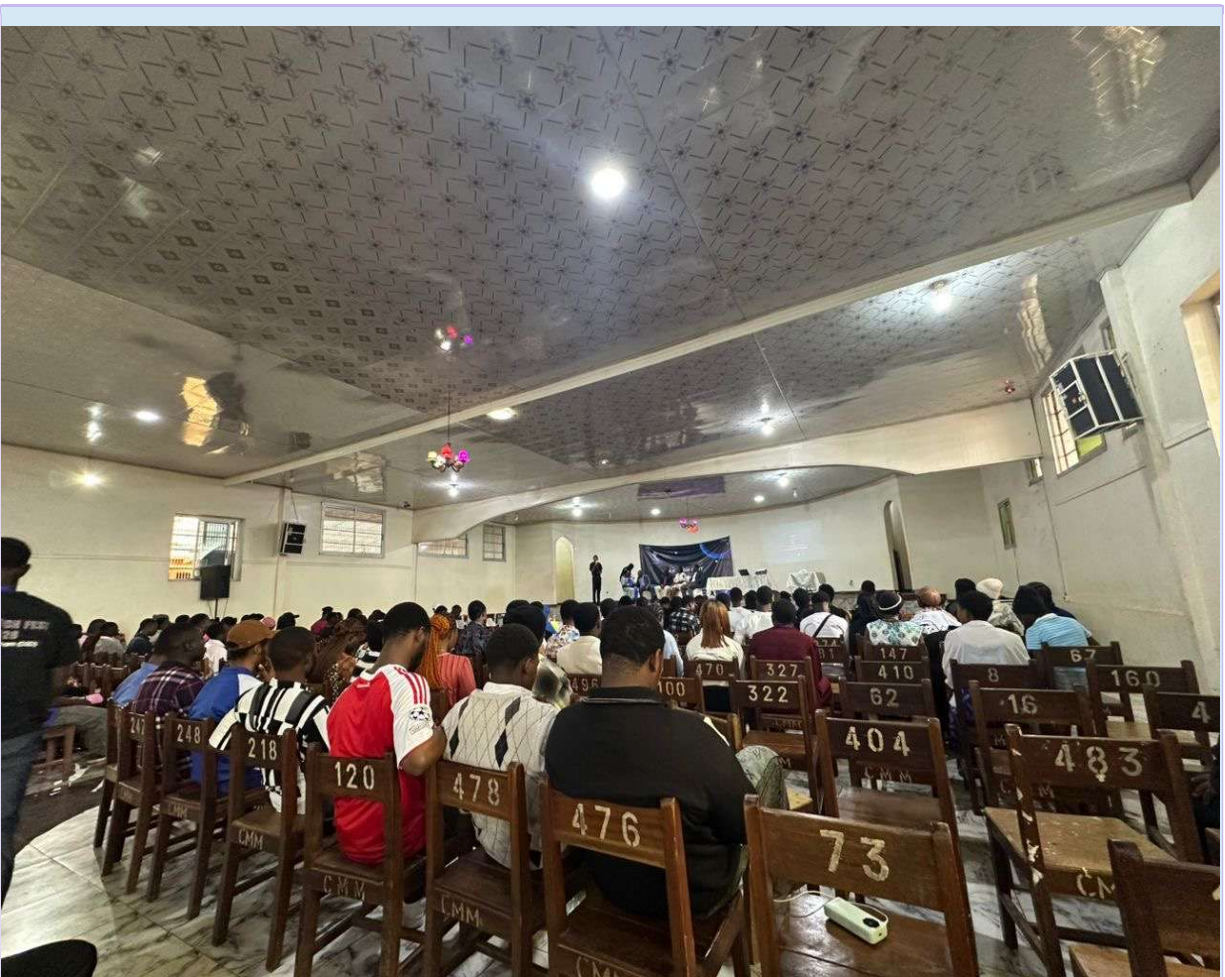


Figure: Aerial or wide-angle view of Cathedral Hall on Day 3, full attendance inside and outside the venue.

Day 1: Training and Orientation

March 27, 2026 · LTC Hall, Bamenda · 9:00 AM – 3:00 PM

Overview

The first day of DIRA Tech Fest 2026 launched what would prove to be one of the most energetic and impactful structured training experiences delivered to youth in the Northwest Region. One hundred and eight young people, spanning secondary school students, university students, and recent graduates drawn from across Bamenda and the wider region, convened at LTC Hall for the opening day of an intensive two-day digital skills and product development programme.

The DIRA team had designed the programme with deliberate attention to atmosphere and engagement. From the moment participants arrived, it was clear that this was not a conventional workshop or seminar. Ice-breaker activities and group games opened the day, establishing a culture of energy, openness, and collaborative engagement that would carry through both training days and into the festival itself. Participants consistently described the atmosphere as unlike anything they had previously experienced in a structured learning environment.

Programme: Day 1

9:00 AM	Arrival and registration; ice-breaker games and team-building exercises
9:30 AM	Official opening and event orientation: vision, structure, and participant expectations
10:00 AM	General session: business fundamentals, the concept of a Minimum Viable Product, and the team model
10:30 AM	Track split, trainees assigned to specialised training rooms by chosen area of focus
10:30 – 11:30 AM	Track training sessions, foundational curriculum delivered in all ten tracks simultaneously
11:30 AM	Team formation exercise, cross-functional teams assembled in the main hall (plenary session)
12:00 PM	Lunch break, free meals provided to all trainees and staff
12:30 PM	Teams meet assigned mentors; project scope and direction established
1:30 PM	Tools orientation, free digital platforms and the DIRA deployment environment

2:00 – 2:45 PM

Team working session, tasks assigned, Day 2 schedule confirmed with each team

3:00 PM

Close of Day 1

Training Tracks

Participants selected one specialised training track at the point of registration. All ten tracks were structured at an accessible, beginner-appropriate level. No prior technical knowledge was required in any track, the minimum prerequisite was a commitment to active participation. Each track was designed to represent one functional department within a technology company, such that when cross-functional teams were formed, each team collectively comprised all the capabilities of a functional startup.

- ◆ Track 01: Front-End Web Development
- ◆ Track 02: Back-End Development
- ◆ Track 03: Graphic Design and UI/UX
- ◆ Track 04: Content Creation and Video Editing
- ◆ Track 05: Digital Marketing and Social Media Strategy

- ◆ Track 06: Artificial Intelligence and Cloud Computing
- ◆ Track 07: Cryptocurrency and Blockchain Fundamentals
- ◆ Track 08: Cybersecurity Fundamentals
- ◆ Track 09: Strategic Branding and Communication
- ◆ Track 10: Public Speaking, Pitching, and Storytelling

Team Formation: The Architectural Core of the Training

The team formation exercise at 11:30 AM was the most consequential operational moment of the two-day training programme. Following the completion of individual track orientations, all 108 trainees were organised into ten cross-functional teams, each designed to contain participants from each of the major track areas. Each team was, from the moment of formation, a fully constituted product development unit: it contained a developer, a designer, a marketer, a content creator, a brand strategist, and a pitcher. Teams were immediately given their project brief and began scoping their product. By the end of Day 1, every team had a project direction, an assigned mentor, and a working schedule for the Day 2 build sprint.





Team formation exercise,

Figure: Team formation exercise: 108 participants organising into cross-functional teams.

DAY 1: MEDIA AND DOCUMENTATION

Day 1 Recap Video <https://youtu.be/yWGXl4cDmWQ>
(YouTube)

Day 1 Photo Gallery <https://drive.google.com/drive/folders/1HtZ22rdSWXx5miqE1328i4m2xFxvpauY>
(Google Drive)

Day 2: Build Sprint and Product Development

Overview

Day 2 represented the culmination of the training experience. All 108 trainees, now constituted as ten product development teams, returned to LTC Hall for an intensive build sprint in which everything acquired on Day 1 was applied to the development of a working product or high-fidelity prototype. The transition from individual learner to contributing team member was one of the most significant transformations observed across the event, participants who had entered the programme as individuals left as members of teams with a shared stake in something they had collectively built.

The day opened with a structured two-minute stand-up from each team, setting a tone of accountability and forward momentum. Track trainers transitioned from instructors to mentors, circulating between teams to unblock technical challenges, provide creative direction, and raise the quality of every submission. A hard submission deadline of 2:00 PM was maintained with discipline.

Programme: Day 2

9:00 AM	Team stand-up: each team reports progress in two minutes, plenary
9:20 AM	Applied track sessions: Day 2 training content, directly in service of each team's product
10:45 AM	Cross-track integration: tracks converge; trainers become floating mentors
11:15 AM	Mentor review: each team presents the in-progress product to their assigned mentor
12:00 PM	Lunch break, free meals provided to all trainees and staff
12:30 PM	Final build period: all available trainers and mentors on the floor for support
2:00 PM	Submission deadline: all teams submit product and two-paragraph pitch brief
2:15 PM	Pitch coaching: Public Speaking and Branding track trainers conduct voluntary coaching sessions
2:45 PM	Close of Day 2; organising committee begins finalist review
9:00 PM	Five finalist teams notified by WhatsApp

Products Submitted

By the 2:00 PM submission deadline, all ten teams had submitted working products or prototypes accompanied by pitch briefs. The projects addressed a wide range of sectors and social challenges, demonstrating a breadth of ambition that substantially exceeded the expectations of the organising committee given the forty-eight-hour timeline. The five projects that performed most strongly under the evaluation criteria (which assessed product quality, originality, technical execution, social relevance, and pitch clarity) advanced to the public pitch competition on Day 3.



ns presenting in-progress pro



DAY 2: MEDIA AND DOCUMENTATION

Day 2 Recap Video (YouTube)	https://youtu.be/5fCn9TX293s
Day 2 Photo Gallery (Google Drive)	https://drive.google.com/drive/folders/18WA-ArxVXS3CRRHvCNJpXE00L3CjQnZ1

Day 3: Public Festival and Tech Summit

March 29, 2026 · Cathedral Hall, Bamenda · 11:00 AM onwards

Overview

March 29, 2026 marked the realisation of the event's central ambition: to bring together, in a single venue in Bamenda, a gathering of sufficient scale, diversity, and institutional weight to serve as the visible founding moment of the Northwest Region's digital economy. Cathedral Hall and its surrounding outdoor spaces were filled over the course of the day with more than one thousand participants, a convergence of government, business, civil society, academic institutions, youth, media, and the general public that the region had not previously witnessed at a technology-focused event.

The day operated simultaneously across two interconnected environments. Inside the main hall, a formal Tech Summit accommodated over 750 registered attendees for the government panel discussion, the startup pitch competition, and the official launch of DIRA. Outside, a business exhibition and open marketplace ran throughout the day, drawing an initial crowd of approximately 300 that grew continuously as the formal programme inside progressed. When the indoor summit concluded at 3:30 PM, both environments merged into a full public festival, music, networking, celebration, and spontaneous commercial activity among vendors, founders, government guests, and members of the public. This unscripted convergence was one of the defining moments of the event.

Day 3 Programme

11:00 AM	Doors open: music, exhibition booths operating, networking begins
12:30 AM	Opening Ceremony, MC welcome, official remarks, audience energy warm-up
12:40 AM	Welcome from the DIRA Organising Team, vision of Tech Fest 2026 presented to the full audience
12:50 AM	Keynote Address, The Future of Youth Innovation in Africa
1:10 PM	Government Remarks, Representatives of MINRESI, MINPROMALO, and MINPMESSA (five minutes each)
1:35 PM	Tech Summit Panel Discussion ('Building a Digital Economy in the Northwest Region') 30 minutes
2:05 PM	Pitch competition introduction, rules, judging criteria, and team presentations explained
2:10 PM	Startup Pitch Competition, five finalist teams (3-minute pitch + 2-minute Q&A per team)
3:00 PM	Intermission, outdoor exhibition, marketplace, networking, and DIRA merchandise sales; judges deliberate
3:30 PM	Entertainment segment: music performance and audience engagement

3:45 PM	DIRA Official Launch and DHUB Live Demonstration, 15 minutes
4:00 PM	Pitch Competition Results, top four teams announced and prizes distributed
4:15 PM	Sponsor and Partner Recognition
4:25 PM	Call to Action, community engagement, Bamenda Tech Startup Coalition, future editions
4:30 PM	Formal close of the Tech Summit; festival continues
4:30 PM onward	Full public festival, indoor and outdoor crowds merge; music, networking, and celebration

The Convergence of Summit and Festival

The afternoon convergence of the Tech Summit audience and the outdoor exhibition crowd was one of the most significant unscripted outcomes of the event. When the formal programme inside the hall concluded, the government delegates, institutional leaders, bank management, investors, and business leaders who had been seated inside moved into the outdoor exhibition area, which had throughout the day been animated by vendors, content creators, music, and the general public. The two environments merged into a single, continuous festival of commerce, networking, innovation, and community celebration. Business conversations that no formal agenda could have structured occurred naturally. Government representatives engaged directly with vendors. Investors spoke with young founders informally. The energy carried well into the late afternoon.

DIRA Official Launch and DHUB Demonstration

At 2:45 PM, the DIRA founding team took the stage for the most historically significant moment of the event: the official public introduction of DIRA as an organisation and the live demonstration of DHUB before an audience of more than 750 people. Attendees heard the founding story of DIRA for the first time, the problem identified, the decision to build, the team assembled, and the product produced. The DHUB demonstration showed the platform's core functionality to an audience that included the very landlords, tenants, and institutional stakeholders the product is designed to serve. The launch generated sustained audience engagement and drew immediate follow-up interest from investors, landlords, and student groups present in the hall.



Panelists and moderator on stage.



Panelist on stage presenting.

DAY 3: MEDIA AND DOCUMENTATION

Day 3 Full Recap Video, approximately 2 hours (YouTube)	Youtube.com/@DIRA_DIGITAL_ERA
Day 3 Photo Gallery (Google Drive)	https://drive.google.com/drive/folders/1fRuRj2mzjZ38wagDW7MHxZXDpaH14viZRverVmgMsLLw7hKgCYZNXAO2PX6HmxMjX2ivKpZb?usp=sharing
DIRA Official Launch and DHUB Demonstration (YouTube)	Youtube.com/@DIRA_DIGITAL_ERA

Startup Pitch Competition: Results and Awards

The startup pitch competition commenced at 1:10 PM on Day 3. Five finalist teams, selected by the organising committee from ten total submissions on the basis of product quality, technical execution, originality, and pitch potential, took the stage in sequence before an audience exceeding 750 inside Cathedral Hall. Each team delivered a three-minute pitch followed by a two-minute question-and-answer session with the panel of judges.

The standard of presentation was, by the assessment of the judges, government delegates, and business leaders present, exceptional for a cohort that had entered the programme without prior product development experience forty-eight hours earlier. The competition served not only to identify and reward excellence but to provide public visibility to the work produced by the 108 young people who had participated in the training programme.

Judging Criteria

Projects were evaluated against a structured set of criteria encompassing: the clarity and relevance of the problem being addressed; the quality and originality of the proposed solution; the degree of technical or creative execution achieved within the forty-eight-hour timeframe; the commercial or social viability of the product concept; the quality of the team's pitch delivery; and the team's ability to respond cogently to judges' questions.

Results

1ST PLACE: GRAND PRIZE

SWMS: Smart Waste Management System

A digital platform designed to coordinate intelligent waste collection, tracking, and recycling in Bamenda. SWMS connects households and businesses with waste collection services, provides real-time data on collection schedules, and creates a structured incentive framework for recycling participation. Judges cited the product's direct relevance to a documented urban infrastructure challenge, the clarity of the team's solution architecture, and the quality of the live demonstration as the principal factors in the award of the first-place prize.

Prize Awarded: 25,000 XAF

2ND PLACE

EduSync

An educational content platform designed to connect learners with structured, locally relevant digital learning materials and qualified mentors. EduSync addresses the gap between formal education and practical skill acquisition in the Northwest Region.

Prize Awarded: 20,000 XAF

🏆 3RD PLACE

Vendly

A digital marketplace platform enabling local vendors and small businesses to list, promote, and transact with a verified local customer base, addressing the informality and visibility barriers that limit the growth of micro-enterprises in Bamenda.

Prize Awarded: 15,000 XAF

4TH PLACE: PRIZE: 10,000 XAF

BoloConnect; a platform connecting informal job seekers to those who need their services.

TOTAL PRIZES DISTRIBUTED: 70,000 XAF

First Place: 25,000 XAF · Second Place: 20,000 XAF · Third Place: 15,000 XAF · Fourth Place: 10,000 XAF

PITCH COMPETITION: MEDIA DOCUMENTATION

Full Pitch Competition Recording (YouTube) [Youtube.com/@DIRA_DIGITAL_ERA](https://www.youtube.com/@DIRA_DIGITAL_ERA)

Competition and Prize Ceremony Photos (Google Drive) [click here](#) (same link as DIRA Tech fest Media Day 3)

Tech Summit: Panel Discussion

"Building a Digital Economy in the Northwest Region"

The Tech Summit panel discussion, held from 12:35 PM on Day 3 and moderated by Mr. Reinhard Nebassi, was the most institutionally significant segment of DIRA Tech Fest 2026. The thirty-minute panel brought together six figures representing the senior leadership of government, finance, and the digital economy in the Northwest Region, convened in an open, structured discussion on the current state of and future prospects for the region's digital economy.

With an audience exceeding 750 inside Cathedral Hall (many of them young people hearing senior government officials address the subject of technology, investment, and youth entrepreneurship in this setting for the first time) the panel carried both practical and symbolic weight. The discussion was structured around four substantive themes: the diagnosis of barriers facing digital entrepreneurs in the region; the specific roles and obligations of government, financial institutions, and the private sector; DIRA Tech Fest itself as a case study in youth-led ecosystem building; and concrete commitments from each panelist.

Panel Composition

Moderator	Mr. Reinhard Nebassi	Panel Moderator
Panelist	Camilus Doblin	Digital Entrepreneur; FOREX Trader and Financial Technology Specialist, Cami Forex
Panelist	Dr. Bame Irene	Representative of the Regional Delegation, Ministry of Scientific Research and Innovation (MINRESI)
Panelist	Mr. Evans N.	Representative: Mission de Promotion des Matériaux Locaux (MINPROMALO)
Panelist	Mr. Ngenoje Gilbert	Representative of the Regional Delegation (Ministry of Small and Medium-Sized Enterprises, Social Economy, and Handicrafts (MINPMESSA)) attending as delegate representative on behalf of the Regional Delegate
Panelist	Mme Ndime Claris	Regional Manager, Northwest Region: NFC Bank

Themes Discussed

- ◆ The structural barriers facing digital and technology entrepreneurs in the Northwest Region, including access to capital, infrastructure, and policy support
- ◆ The specific obligations of financial institutions in supporting early-stage startups, with direct engagement from NFC Bank's regional leadership

- ◆ Government policy mechanisms at the regional and national level that could accelerate the growth of the digital economy
- ◆ The role of research institutions and universities in producing talent and fostering innovation in partnership with the private sector
- ◆ DIRA Tech Fest as a model of youth-led enterprise development and ecosystem building, and the conditions required to sustain and scale it
- ◆ Concrete commitments from each panelist to take specific actions in support of the region's digital economy following the event



PANEL DISCUSSION: MEDIA DOCUMENTATION

Tech Summit Panel
Discussion: Full Recording
(YouTube)

[Youtube.com/@DIRA_DIGITAL_ERA](https://www.youtube.com/@DIRA_DIGITAL_ERA)

Business Development and Exhibition Initiative

Empowering 45 Enterprises: Free Platforms, Real Outcomes

Programme Design and Rationale

The business exhibition at DIRA Tech Fest 2026 was conceived not as a peripheral market or adjunct to the main programme, but as a fully integrated, structured business development initiative. The organising team's objective was to create a free, professionally administered platform through which enterprises of all sizes (from individual micro-businesses to established regional companies) could present their products and services to the largest curated audience of institutional leaders, commercial decision-makers, and consumers assembled in the Northwest Region in recent memory.

Every aspect of the exhibition was designed to maximise the commercial and developmental value of participation. Exhibition space was allocated at no cost to any participating business. DIRA absorbed the full cost of providing the platform, including venue allocation, branded materials, event credentials, and integration into the event's marketing and media coverage. Participating businesses received structured inclusion in the pre-event publicity campaign, access to an audience that included government delegates and senior institutional figures, and video documentation through a structured series of vendor interviews, extending each business's visibility well beyond the event day itself.

Participation and Reach



What the Initiative Provided to Participating Businesses

- ◆ Free, professionally allocated exhibition space in a structured, branded environment at Cathedral Hall
- ◆ Inclusion in DIRA Tech Fest 2026's pre-event marketing campaign across digital and physical channels
- ◆ Official event identification credentials and vendor recognition

- ◆ Direct access to an audience including Regional Delegates of three government ministries, NFC Bank regional management, company directors, investors, and 1,000+ members of the public
- ◆ Professional video documentation through structured vendor interviews, amplifying each business's story to online audiences beyond the event
- ◆ Active institutional endorsement, the Regional Delegation for the Ministry of Small and Medium-Sized Enterprises, Social Economy, and Handicrafts committed publicly to supporting and promoting all businesses present at the event
- ◆ Networking access to qualified institutional guests who transitioned from the indoor summit to the outdoor exhibition in the afternoon

Outcomes

The commercial and developmental outcomes of the exhibition exceeded projections. A significant number of the forty-five participating businesses reported generating direct revenue during the event day, with several vendors confirming figures in the hundreds of thousands of XAF. Beyond immediate revenue, participating businesses gained institutional visibility, new customer relationships, and in several cases, direct engagement with government representatives and institutional leaders who committed to follow-up support.

The participation of MTN Cameroon alongside emerging local startups and micro-enterprises created a multi-scale exhibition environment of a kind rarely available to small businesses in the region, a single venue in which a market trader, a tech startup, and a national telecommunications company occupied adjacent spaces, shared the same audience, and engaged the same institutional guests. This configuration is itself an expression of DIRA Tech Fest's model: bringing together every scale of enterprise within a shared platform built on inclusion.

The creation of 10 startup ideas, with four of them now under DIRA's mentorship for legal registration, growth, and integration into the Bamenda Tech Coalition positions DIRA as a youth-led startup incubator.

Sectors Represented

- | | |
|--|---|
| ◆ Technology startups and digital services | ◆ Financial and business services |
| ◆ Food and catering enterprises | ◆ Education and skills development |
| ◆ Fashion and apparel | ◆ Transport and logistics |
| ◆ Beauty, personal care, and wellness | ◆ Events and hospitality |
| ◆ Creative arts and media production | ◆ MTN Cameroon and other established regional companies |

EXHIBITION: MEDIA DOCUMENTATION	
Vendor Interview Series (YouTube)	https://youtube.com/shorts/bHHxnyprHfg?feature=share
Exhibition Photo Gallery (Google Drive)	click here (same link as DIRA Tech fest Media Day 3)

Impact and Attendance Analysis

108	750+	~300	1,000+
-----	------	------	--------

Training Programme (Days 1–2)	108 registered trainees across 10 specialised tracks; 10 projects submitted; 5 finalist teams; 4 prize recipients
Day 3: Main Hall	750+ registered attendees for the Tech Summit, pitch competition, and DIRA launch. Included government delegates, institutional representatives, business leaders, media professionals, students, and members of the general public.
Day 3: Exhibition (Concurrent)	Approximately 300 simultaneous outdoor attendees at peak morning hours, increasing steadily throughout the day
Day 3: Full Convergence	1,000+ total participants as indoor and outdoor populations merged in the afternoon
Total Unique Participants (3 Days)	1,000+ (accounting for trainee overlap across Days 1–2 and Day 3)
Registered Exhibiting Businesses	45 enterprises
Government Representation	Representatives of MINRESI, MINPROMALO, and MINPMESSA; attendance by NFC Bank regional management
Online and Social Media Reach	Active on Instagram, TikTok, Facebook, LinkedIn and YouTube at @dira_digital_era

Youth and Gender Impact

YOUTH EMPOWERMENT DIRA Tech Fest 2026's training programme provided 108 young people with structured, practical digital skills training and an introduction to product development, teamwork, and professional presentation, all delivered within a two-day intensive that produced ten tangible outputs. The event also served as a vocational and entrepreneurial orientation for many trainees who reported that the experience substantially changed their	GENDER INCLUSION Female participation in the training programme was actively encouraged through targeted outreach across secondary schools and university campuses. Female youth representation in the training cohort was significant, with female participants present across all ten tracks. Female leadership was further represented at the highest levels of the Tech Summit, with Dr. Bame Irene as a government panelist and Mme Ndimé Claris, NFC Bank's Regional
--	--

understanding of what was achievable in the technology sector without leaving the Northwest Region.	Manager, as one of the most prominent institutional voices of the event.
---	--

Alignment with National and International Development Frameworks

DIRA Tech Fest 2026 generates impact that is directly measurable against the objectives of several United Nations Sustainable Development Goals (in particular SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 10 (Reduced Inequalities)). The training programme's delivery of practical digital skills to a cohort of 108 young people at no cost; the exhibition initiative's provision of a free commercial platform to 45 enterprises; and the institutional engagement generated through the Tech Summit panel) all constitute measurable contributions to these frameworks. DIRA welcomes engagement from any international development partner working on digital economy, youth capacity, or small enterprise development in Sub-Saharan Africa.

Budget and Financial Report

All figures in XAF (Central African Franc) · Full receipts in Appendix A

Financial transparency is a founding commitment of DIRA. This section presents both the approved project budget as submitted to the North-West Regional Administration and the actual expenditure for each category. The total actual expenditure was approximately 2,655,000 XAF below the approved budget, primarily as a result of planned reductions in catering, branding, and the prize award pool. All financial records, receipts, and payment documentation are maintained by the DIRA Treasurer and are available for formal review by any institutional stakeholder upon request.

Expenditure Summary

#	Category	Budgeted (XAF)	Actual (XAF)	Notes
1	Feeding and Refreshments	1,500,000	1,000,000	Reduced from approved budget, feeding scope adjusted to available resources
2	Venue and Logistics	1,355,000	1,000,000	LTC Hall (Days 1–2) + Cathedral Hall (Day 3, incl. caution)
3	Branding and Event Materials	395,000	395,000	Reduced from approved budget: branding scope adjusted
4	Media Coverage	1,225,000	550,000	Photography (3 days), videography, editing, MC, content creators, live streaming
5	Security, Health and Safety	225,000	50,000	Security personnel (3 days), first aid, fire safety, crowd control
6	Volunteers and Administration	420,000	400,000	Volunteer allowances, identification materials, administrative support, Prize Awards
7	Documentation and Reporting	530,000	100,000	Report writing, printing, archiving, etc
8	Publicity and Promotion	270,000	270,000	Social media, radio, street publicity
9	Contingency	650,000	150,000	Approximately 10% of operational costs, spent for transportation, internet connection, communication, etc
	TOTAL	6,570,000	3,915,000	Actual expenditure of 3,915,000 XAF was approximately 2,655,000 XAF below the approved budget of 6,570,000 XAF, reflecting reduced financing and deliberate cost-cutting across most categories.

A full set of receipts and payment records is available in Appendix A and via the secure documentation repository.

Prize Distribution

First Place: SWMS (Smart Waste Management System)	25,000 XAF: distributed
Second Place: EduSync	20,000 XAF: distributed
Third Place: Vendly	15,000 XAF: distributed
Fourth Place: BoloConnect	10,000 XAF: distributed
Total Prizes Distributed	70,000 XAF

Financial Accountability Measures

- ◆ All payments exceeding 50,000 XAF were supported by written quotations and corresponding receipts
- ◆ Financial management was the designated responsibility of the DIRA Treasurer, Miki Lideroy Che
- ◆ A contingency reserve of 150,000 XAF, representing approximately ten percent of the approved operational budget, was maintained and used throughout the planning period for unforeseen costs
- ◆ Projectors were rented, as temporal organisational assets and are retained by DIRA for use across future editions and programmes for a 5 month duration.
- ◆ Full receipts and payment documentation are compiled in Appendix A

FINANCIAL DOCUMENTATION

Budget Spreadsheet and Receipts (Google Drive) Available upon formal request.

Media Coverage and Documentation

DIRA Tech Fest 2026 was comprehensively documented across all three days through professional photography, video production, structured vendor interviews, and social media coverage. The resulting archive constitutes a permanent and publicly accessible record of the event and its impact, and serves as a portfolio for future partnership and fundraising conversations.

Video Documentation

Day 1 Recap Video (YouTube)	https://youtu.be/5fCn9TX293s : Day 1 Recap (short-form)
Day 2 Recap Video (YouTube)	https://youtu.be/5fCn9TX293s : Day 2 Recap (short-form)
Day 3 Full Recap: approximately 2 hours (YouTube)	Youtube.come/@dira_digital_era : Day 3 Full Recap Video
Vendor Interview Series (YouTube Playlist)	Youtube.com/@dira_digital_era : Vendor Interviews
Startup Pitch Competition: Full Recording (YouTube)	Youtube.com/@dira_digital_era : Pitch Competition Video
DIRA Official Launch and DHUB Demonstration (YouTube)	Youtube.com/@dira_digital_era : DIRA Launch Video
Tech Summit Panel Discussion: Full Recording (YouTube)	Youtube.com/@dira_digital_era : Panel Discussion Video

Photographic Documentation

Day 1 Photo Gallery (Google Drive)	https://drive.google.com/drive/folders/1HtZ22rdSWXx5miqE1328i4m2xFxvpauY
Day 2 Photo Gallery (Google Drive)	https://drive.google.com/drive/folders/18WA-ArxVXS3CRRHvCNJpXEO0L3CjQnZ1
Day 3: Festival and Summit Photos (Google Drive)	Instagram.com/@dira_digital_era/ : Day 3 Photos
Exhibition and Vendor Photos (Google Drive)	Instagram.com/@dira_digital_era/ : Exhibition Photos
Panel Discussion and Panelist Photos (Google Drive)	Instagram.com/@dira_digital_era/ : Panel Photos
Prize Ceremony Photos (Google Drive)	Instagram.com/@dira_digital_era/ : Prize Ceremony Photos

Broadcast and Press Coverage

CRTV Coverage	Yours And Mine, 19 th March 2026
Radio Stations	Yours And Mine, 19 th March 2026
Online Publications	https://diratechfest.netlify.app
Social Media Reach	Instagram, TikTok, Facebook, LinkedIn and YouTube at @dira_digital_era

Testimonials and Community Response

TRAINING PARTICIPANT

"I've never been much of a tech person, in fact I thought it was niched. But attending the 2 day training program, not only did I destroy the myth, I actually built something! I and my teammates worked on a project for Smart Waste management which incorporated technology and other aspects of education like the concept of biodegradable materials. Achembom Laura · Web Development · Training Cohort, DIRA Tech Fest 2026

VENDOR / EXHIBITION PARTICIPANT

"For the first time since I started my business I've sold over 120% profit. When I saw the flyers with DIRA advertising exhibition space for free, it seemed too good to be true. But coming here, seeing so many youth gathered in a vibrant environment, I was so enthusiastic. So many of the high profile invites brought to this Fest by the organizers, like Mr. Camilus, greatly patronized my business of selling perfumes by buying in bulk. I am grateful to DIRA for providing me with this opportunity, and I look forward to the next edition of the Fest!"

, Njuen Aryana Lum · Ary's Scented Heaven · Exhibition Participant

GOVERNMENT OR INSTITUTIONAL REPRESENTATIVE

"I am marveled at the magnitude of this event. Many people will tell you, 'Bamenda is backwards', there is no tech in here. But looking at the youths turn up in their numbers and participate willingly is something which I haven't witnessed in Bamenda before. The eagerness with which the projects were pitched, the interactive questions asked and answered during the panel discussions, and so much more reaffirmed my commitment to seeing Bamenda thrive in the Digital Era. My most esteemed congratulations to the DIRA Tech Fest organizers and to the youth of Bamenda for Making this revolutionary event possible"

: Dr. Bame Irene · Regional Delegate, MINRESI

MEMBER OF THE PUBLIC

"I had my doubts about this event from the onset because 1000 people in Bamenda gathered for a "tech event"? That seemed highly ambitious. Witnessing what I have today has completely reformed my mindset. I know that our children are at work and actively building solutions to problems. The housing app which was demoed during this event is a fundamental problem which we have long wanted a solution for. It is only through such programs that we are exposed to all these. So I thank and encourage

DIRA to continue the good work, keep our youth constructively busy, and help pave the road for more innovative ideas.”

, Mr. Kingsley J. · Festival Attendee, March 29, 2026

Challenges and Lessons Learned

A commitment to transparency requires an honest account of what was difficult. The challenges documented here are presented not as failures but as the operational learning that will directly inform the planning and execution of future editions of DIRA Tech Fest.

Challenges

- ◆ **Funding:** DIRA Tech Fest 2026 experienced a significant financial constraint during the planning and execution phase. The initial approved budget was reduced by approximately **3,000,000 XAF** due to insufficient available funds and the absence of institutional sponsorship at the time of execution. As a result, multiple components of the event were **aggressively scaled down or restructured**, including catering, branding, media production scope, and prize allocations. The event was ultimately delivered through a combination of **personal financial contributions from the founding team and support from individual well-wishers**, rather than structured institutional backing. While this demonstrates the team's ability to execute under severe financial constraints, it is not a sustainable model for future editions. Securing **anchor sponsorship and institutional funding commitments prior to execution** is identified as the primary financial priority for DIRA Tech Fest 2027.
- ◆ **Capacity:** The training programme was capped at 108 participants due to the financial constraints in acquiring more accommodation space at the LTC Hall Building (St. Paul's Junction, Mile 3), despite confirmed RSVPs in excess of three hundred and seventy at the time of the formal proposal. A substantially larger training venue is required for the 2027 edition.
- ◆ **Logistics:** Concurrent management of the indoor Tech Summit and outdoor exhibition with a team of eight required intensive coordination. Although we received staffing support from AFRIQ, additional logistics staffing and structured volunteer management protocols will be implemented for future editions.
- ◆ **Registration:** A small number of walk-in attendees arrived on Day 3 without pre-registration, creating brief queue management challenges at the venue entrance. A digital QR-based entry system will be implemented for future editions to streamline gate operations.
- ◆ **Institutional Support Gaps:** Several government and institutional stakeholders who had confirmed participation and support prior to the event did not fully deliver on their expected involvement during execution. This created operational gaps in areas where coordination, presence, or support had been anticipated. As a result, the organising team was required to rapidly restructure elements of the programme and independently assume responsibilities that had initially been expected to be supported externally. While the event was successfully delivered despite these constraints, this experience highlights the need for formalised commitment structures and clearer accountability mechanisms for institutional partners in future editions.

Key Lessons

- ◆ The multi-format event model (combining structured training, a pitch competition, a government panel discussion, a business exhibition, and a public festival) creates a level of aggregate value and attendance that no single-format event can replicate. This architecture is confirmed as the right design for future editions.
- ◆ The business exhibition consistently generates high economic and social impact per unit of investment. The cost to DIRA of providing each vendor with a free platform is relatively low; the return to participating businesses in revenue and institutional exposure is high. This component should be expanded substantially in 2027.

- ◆ The presence of government representatives and senior institutional leaders changes the character and credibility of the event. The relationships established at the Tech Summit panel must be actively maintained between editions.
- ◆ The spontaneous convergence of the indoor summit and outdoor exhibition audiences in the afternoon of Day 3 produced some of the event's most valuable networking and commercial outcomes. Future editions should actively design for this convergence rather than treating the two environments as separate.

Vision for Future Editions

DIRA Tech Fest 2026 was the proof of concept. It demonstrated that the Northwest Region will show up for a well-designed youth technology and entrepreneurship event, that the institutional community will participate when properly invited, and that young people in Bamenda can build real products in forty-eight hours under the right conditions. The task for every subsequent edition is to build on this foundation, expanding the scale, deepening the institutional partnerships, and increasing the measurable impact on the regional economy.

The organising team's five-year vision is to grow DIRA Tech Fest from the 2026 inaugural edition to an event of 100,000 participants by 2031, making it one of the most significant annual youth innovation gatherings on the African continent.

Growth Targets

DIRA Tech Fest 2027	500 trainees · 3,000+ festival attendees · 100+ exhibiting businesses · Anchor institutional sponsorship · Dedicated startup funding track
DIRA Tech Fest 2028	10,000+ festival attendees · Permanent DIRA Tech Hub established · 1,000+ Bamenda Tech Startup Coalition members
DIRA Tech Fest 2030	Regional chapters across multiple cities · National broadcast and press coverage · Youth capacity building workshops running year-round
DIRA Tech Fest 2031	100,000 total participants · Recognition as a nationally and continentally significant annual innovation event

Partnership Opportunities for Institutional Stakeholders

The following areas of institutional partnership would directly accelerate the scale and impact of the 2027 edition and the long-term programme:

- ◆ Financial sponsorship, supporting the expanded training programme, prize pool, exhibition infrastructure, and venue costs
- ◆ Policy endorsement, formal government recognition of DIRA Tech Fest as a regional youth development and digital economy initiative
- ◆ Venue and infrastructure partnership, access to facilities suitable for the expanded programme scale of future editions
- ◆ Media partnership, broadcast coverage on national and regional platforms
- ◆ Youth capacity building support, funding for digital skills training workshops that operate on a year-round basis, outside of the annual Tech Fest event
- ◆ International development partnership, engagement from organisations working on digital economy, youth empowerment, small enterprise development, or innovation infrastructure in Sub-Saharan Africa

Acknowledgements

DIRA Tech Fest 2026 was brought to life through the contributions, partnership, and support of many individuals and organisations. The organising team records its gratitude to all who made this event possible.

Logistics Partner

AFRIQ

AFRIQ was one of the main operational partners of DIRA Tech Fest 2026. Beyond their contribution of bottled water provision for the full Day 3 event, AFRIQ provided sustained coordination, supervision, and protocol support throughout the planning and execution of the festival. Their team was present on the ground and integral to the operational management of the event. DIRA records AFRIQ as a significant external partner for this edition and looks forward to continued collaboration on future projects.

Financial Supporters and Well-Wishers

EDGE Construction Company

EDGE Construction Company contributed 50,000 XAF in financial support to DIRA Tech Fest 2026. This contribution is gratefully acknowledged as part of the private sector and community support that enabled the event to be delivered.

Individual Supporters and Well-Wishers

DIRA Tech Fest 2026 received financial and material support from a number of individuals (family members, personal contacts, and community supporters) who believed in the vision of the event and contributed in ways both large and small. Their generosity is acknowledged with equal gratitude. The names of individual supporters who wish to be recognised will be listed in a supplementary acknowledgement document upon their consent.

Institutional Acknowledgements

- ◆ North-West Regional Administration (NWRA), for receipt of the formal event proposal and administrative authorisation
- ◆ Regional Delegation, Ministry of Scientific Research and Innovation (MINRESI), for representation at the Tech Summit by Dr. Bame Irene
- ◆ Mission de Promotion des Matériaux Locaux (MINPROMALO), for representation at the Tech Summit

- ◆ Regional Delegation, Ministry of Small and Medium-Sized Enterprises, Social Economy, and Handicrafts (MINPMESSA), for representation at the Tech Summit through Mr. Ngenoje Gilbert and for the delegation's public pledge of support for all businesses present at the event
- ◆ NFC Bank, Northwest Region, for institutional representation at the Tech Summit by Regional Manager Mme Ndimé Claris
- ◆ MTN Cameroon: for participation in the business exhibition
- ◆ Cathedral Hall, Bamenda, venue management and staff for Day 3
- ◆ LTC Hall, Bamenda, venue management and staff for Days 1 and 2
- ◆ All 45 participating businesses, for their confidence in the DIRA Tech Fest platform
- ◆ All 108 trainees, for their engagement, their effort, and their work
- ◆ All specialist trainers and mentors, for contributing professional expertise to a beginner cohort without charge
- ◆ Mr. Reinhard Nebassi, for the excellence of his moderation of the Tech Summit panel
- ◆ ASWEDO, for the legal and institutional foundation that makes DIRA's operations possible

The Organising Team

This event was conceived, planned, funded in part through personal investment, and executed by a team of eight young people based in Bamenda. Their names are recorded here as the founding team of a programme that will grow in scale and significance with every edition.

Fru Allen-Brian Njimbong	Planning Committee Chair: Project Lead and Founder
Azinyuy Perryvance Marvelous	Secretary
Miki Lideroy Che	Treasurer
Bih Jasmine Njimbong	Logistics Coordinator
Fortune Isaac	Publicity Officer
Samjeh Lourdes	Publicity Officer
Ngwani Favour Beri	Community Ambassador and Publicity Officer
John Mike Tebit	Videography Coordinator

Appendices

Appendix A	Financial Records and Receipts	All payment receipts, expenditure records, and bank documentation. Available as physical attachments to this report or via secure digital repository. Available upon request.
Appendix B	Full Vendor and Exhibitor List	Complete listing of all 45 businesses that participated in the DIRA Tech Fest 2026 Business Development and Exhibition Initiative. click https://docs.google.com/spreadsheets/d/1RYnfiQEYVfFM3OEnC53C6vQdbZNzYOj1F8QUpNWABo/edit
Appendix C	Training Curriculum: All Ten Tracks	Full curriculum documentation for each of the ten training tracks, including objectives, session content, tools, and trainer information. Available as a separate document upon request.
Appendix D	Full Media Archive: Google Drive	All event photography and video content organised by day and category. Day1: https://drive.google.com/drive/folders/1HtZ22rdSWXx5miqE1328i4m2xFxvpauY?usp=drive_link Day2: https://drive.google.com/drive/folders/18WAArxVXS3CRRHvCNJpXEO0L3CjQnZ1?usp=drive_link
Appendix E	YouTube Channel: All Event Videos	All event videos, day recaps, vendor interviews, pitch competition, panel discussion, and DIRA launch. https://youtube.com/@dira_digital_era
Appendix F	Original Project Proposal	Full project proposal submitted to the North-West Regional Administration prior to the event. Available as a separate document upon request.
Appendix G	DIRA Registration & Governance docs	Certificate of registration, articles of association, and related legal documentation. Available upon formal institutional request.

DIRA Tech Fest 2026: Post-Event Report

Dare to Dream: From Ideas to Products

DIRA (Digital Era) · AWICCUL Building, Commercial Avenue, Bamenda, Northwest Region, Cameroon

info@diracmr.com · +237 682 366 472 · diratechfest.netlify.app

Document Reference: DIRA-TF-2026-RPT-001 · Date of Submission: 13/06/2026