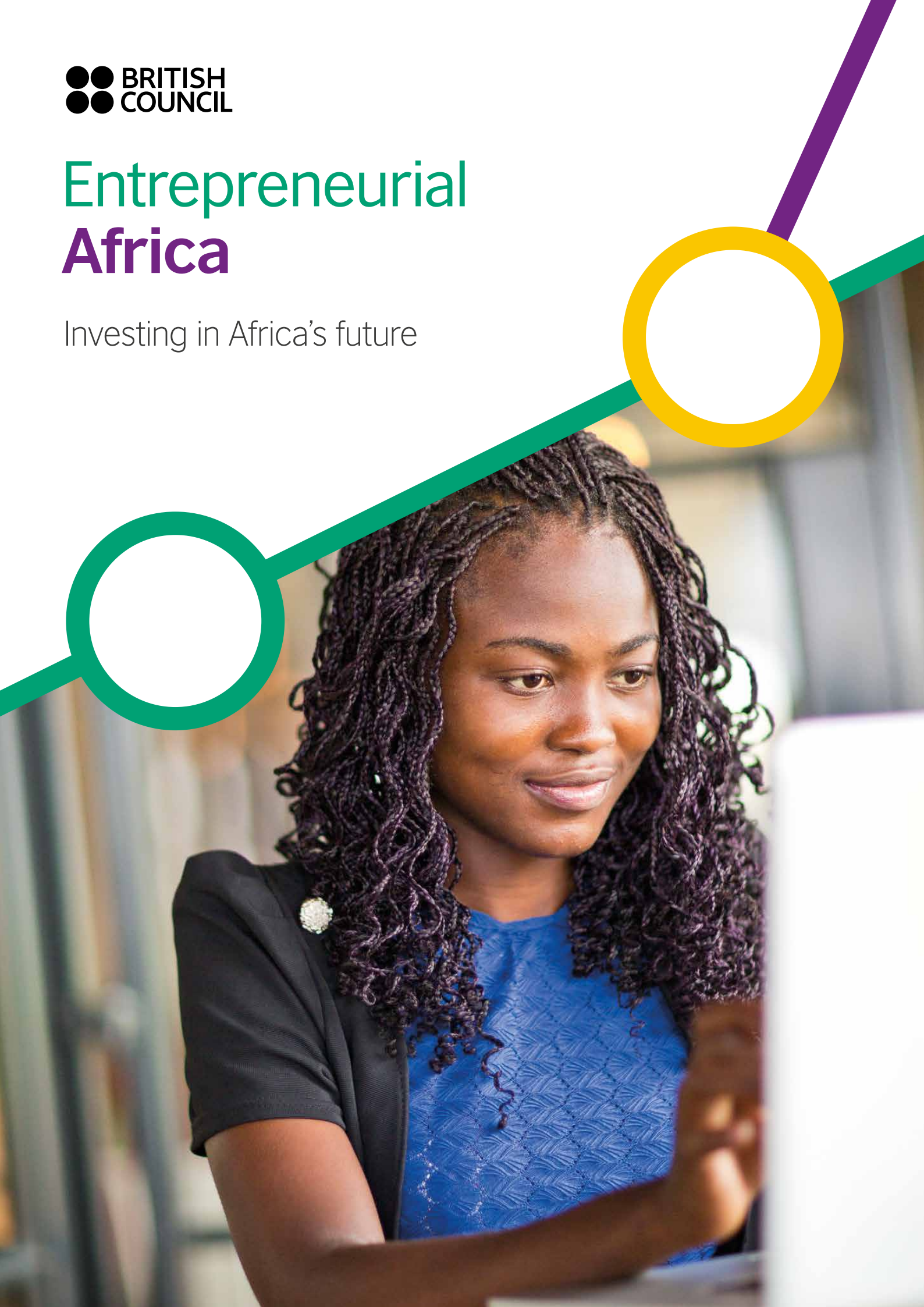


# Entrepreneurial Africa

Investing in Africa's future



# Entrepreneurial Africa

Investing in Africa's future

Working with young Africans to develop a culture of entrepreneurship, innovation and creativity can help to address some of the continent's key development challenges. The British Council's Entrepreneurial Africa programme provides support and opportunities to emerging entrepreneurs, to foster the development of new skills and unlock their potential to contribute to a new Africa.



## Encouraging entrepreneurship

Promoting innovation and social impact



## Supporting emerging entrepreneurs

Providing opportunities for entrepreneurs to become investment ready



## Connecting Africa to the UK and the world

Connecting African entrepreneurs to the UK and with each other

## Entrepreneurship: a new future for young Africans

A quarter of young Africans are out of work and not in education, while over the next decade more than a billion young people will enter the job market. The slow rate of economic transformation in many developing countries means the number of jobs will not meet demand. Youth entrepreneurship is high on the agenda across Africa as a way of boosting competitiveness and employment. Entrepreneurship can offer alternative pathways for young people, improving their skills, employability and life chances, while supporting wider economic and social development.

## By 2020, Entrepreneurial Africa aims to:

- promote entrepreneurship amongst 70 million young Africans
- equip 60,000 young entrepreneurs with the skills to scale their businesses
- support entrepreneurs to secure equity financing
- stimulate collaboration between entrepreneurs and start-ups in Africa and the UK
- facilitate policy dialogue and new approaches to entrepreneurship in Africa and collaboration between the UK and African ecosystems.

# How it works

The British Council's Entrepreneurial Africa programme works across four key areas of activity.



## Training and business clinics

### > Developing entrepreneurial skills and supporting businesses

Targeted training provides entrepreneurs with the core skills and know-how to develop successful businesses. Business clinics offer entrepreneurs direct, practical feedback on how to overcome bottlenecks and scale their enterprises.

## Mentoring

### > Helping emerging entrepreneurs reach their full potential

We facilitate connections between entrepreneurs and mentors across Africa and the UK. Our partnership with the Mara Mentor platform connects entrepreneurs with top business leaders online and via mobile. Face-to-face mentoring opportunities are offered through expert panels and our partner networks in-country.



## Competitions

### > Promoting entrepreneurship and providing new opportunities

The Enterprise Challenge series is a set of national televised competitions where passionate entrepreneurs pitch their business plans to expert investor panels with the aim of securing technical and financial support to make their dreams a reality. The most innovative and sustainable ideas secure financing, mentoring and partnership opportunities. In Ghana the competition is known as **The Challenge**, in Nigeria **Enterprise Challenge**, in Senegal **Great Entrepreneur**, in Sudan **Mashrouy**, and in South Africa **Dreamtrepreneur**.



## Conferences, showcases and forums

### > Facilitating national and international collaboration and influencing policy

National and international events give entrepreneurs the opportunity to connect and network with industry experts and experienced entrepreneurs, while stakeholders from the UK and African ecosystems get the chance to share experiences and create partnership opportunities.





# The story so far in six countries

After three years...

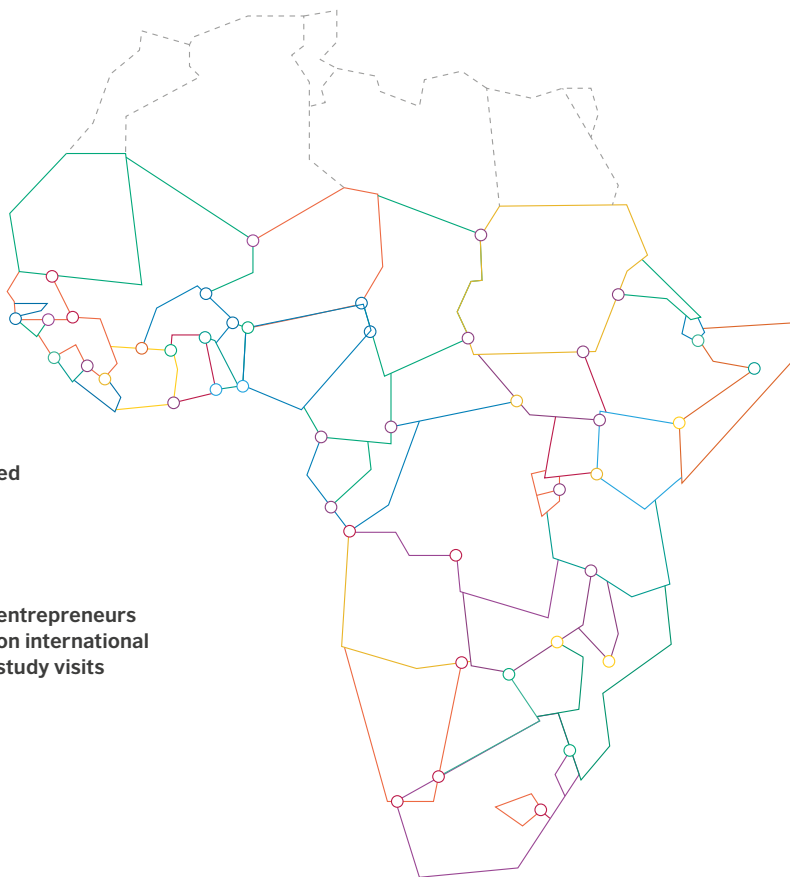
Over  
**34,000** young  
people  
trained

More than  
**33 million** people reached  
on television  
and online

More than  
**230** entrepreneurs  
mentored

**30** entrepreneurs  
on international  
study visits

Over  
**28,500** applications  
received



## Ghana Skills hub

The British Council Ghana has launched a new hub, aimed at boosting the employability and professional skills of young people. A physical and virtual space offering short-term skills development courses, business incubation and networking opportunities.

## Social enterprise research

A study on social enterprise landscape in Ghana, Kenya and Ethiopia provides a foundation for understanding the existing and emerging developments for the social enterprise ecosystem. It will support the promotion of social enterprise through research, policy development and dialogue between government, business and development partners.

## Digify Bytes

An intensive training experience was delivered by young people for young people, aimed at giving thousands of learners and job-seekers a sharp shot of digital skills. It has been delivered by passionate young digital professionals in the early stages of their own careers in South Africa, Kenya and Nigeria in partnership with Google and Livity.

## Going Global Conference

In 2016, two of the programme's entrepreneurs spoke at a ministerial session at the Going Global conference in Cape Town. They reflected on the extent to which their university education prepared them to be successful innovators and shared their thoughts on how higher education can develop the new generation of entrepreneurs.

## Entrepreneurial Africa London Showcase

In 2016, 15 emerging entrepreneurs from the Enterprise Challenge series visited the UK to connect with the London start-up community. Across three days, the entrepreneurs made new contacts, pitched their businesses to experts, and created partnership opportunities to scale up their enterprises.

We work collaboratively with a range of partners from the public and private sectors to improve youth employment in the countries we work in.

# Success stories

Meet our entrepreneurs



## Maisson Hassan

**Winner of Mashrouy, part of the Enterprise Challenge series in Sudan**

Maisson Hassan, a young female entrepreneur from Sudan, started her business, Pandora, with two friends and just US\$50.

She now oversees a team of 30, designing and making Sudanese handcrafts from local recycled materials and organising workshops for women and girls at schools, cultural centres and prisons.

Maisson's business was boosted by a £5,000 grant she received through the British Council's Mashrouy competition, part of the Enterprise Challenge series and run in partnership with the Sudanese Young Businessmen Association. She also attended the Entrepreneurial Africa London Showcase in 2016.

Pandora also delivers capacity building and entrepreneurship projects with the UN Development Programme, local NGOs and women's associations, helping to reintegrate former prisoners and victims of gender-based violence.

Pandora provides much-needed employment opportunities for young women in Sudan, where the unemployment rate is almost 20 per cent. On the back of its success Maisson has become a role model, championing change for Sudanese women and was named the Sudan Country Ambassador for Women's Entrepreneurship Day.

'If you want to change things, start with women. They have potential to change society quickly, because they work in their homes, increasing awareness among their children and relatives. They can make their fortunes through non-traditional avenues, and secure livelihoods for their families and communities.'



## Nasir Yammama

**Winner of the Enterprise Challenge in Nigeria**

Nasir is the founder of Verdant, an award winning start-up that provides support to rural farmers in Nigeria.

The Verdant app is a farmer's perfect companion, providing agricultural information, market intelligence and access to finance to give year-round support, from pre-planting, to harvest and beyond.

In collaboration with Oxfam and GIZ, Verdant is currently conducting a pilot for 25,000 potato and rice farmers in Nigeria. It is also planning nationwide agri-tech campaigns in partnership with Samsung Electronics.

Nasir's business received a kick-start when he won the British Council's Enterprise Challenge competition, run in partnership with Virgin Atlantic and Zenith Bank. As well as receiving a £5,000 grant, he also attended a mentoring session with Sir Richard Branson and was part of Entrepreneurial Africa London Showcase in 2016.

Passionate about technology, design, enterprise, renewable energies, and agriculture, Nasir hopes to use the power of technology and innovation to connect the informal world of rural farmers to the formal agricultural markets.

'The networking opportunities were priceless for me and Verdant as a company. I gained the insight and friendship of amazing people and organisations from the UK and I was also able to hear their views and share mine on exploring innovative approaches to better support entrepreneurship in Africa. I left London with a firm will and renewed confidence to take Verdant to the next level.'



# Entrepreneurial Africa

## Partnership opportunities

Entrepreneurial Africa is seeking new Africa-wide partnership opportunities with private and public sector organisations, to build on its successful national-level partnerships in Ghana, Nigeria, Senegal, South Africa and Sudan.

With new collaborators on board, the programme can extend its reach across the continent, engage with more young people, and provide greater support to future African entrepreneurs.

## The British Council in Sub-Saharan Africa

The British Council works with governments, businesses, training and higher education institutions, international donors and civil society organisations to improve skills, encourage entrepreneurship and promote social enterprise across Sub-Saharan Africa.

If you are interested in exploring partnership opportunities, please contact [genevieve.kebe@britishcouncil.sn](mailto:genevieve.kebe@britishcouncil.sn)

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