

SUKUMAAFRIKA



MDG: Youth: Entrepreneurship

YOUNG ENTREPRENEURS COMPETITION 2010

AWARDS CEREMONY

September 17th 2010

New York Stock Exchange



Programme

The award ceremony takes place as part of the high level lunch at Africa Investor Index Summit at the NYSE

13.00 - 13.05 Opening Address

by Donald Kaberuka, President, African Development Bank

13.05 – 13.10 Remarks from UN Office for Partnerships

Amir Dossal, Executive Director, UN Office or Partnerships, Importance of Partnerships between businesses and the UN to pursue the MDG's in Africa and link with Sukuma Afrika

13.10 - 13.30 Private Sector panel on the MDG's and Africa

Dr Niels Christiansen, Vice President Public Affairs, Nestlé

William Asiko, President, The Coca-Cola Africa Foundation

Bob Annibale, Head of Community Development and Citi Microfinance

Magali Bongrand, Founder, Instinct

13.30 - 13.45 Awards

Remarks from Charles Abugre Akelyira, UN Millennium Campaign Africa Executive Director
About Stand Up and link with Sukuma Afrika

Category MDG 1 presented by Dr Niels Christiansen, Vice President Public Affairs, Nestlé

Category MDG 2 presented by Diana Taylor, Managing Director, Wolfensohn Fund Management,
L.P. Citi Board Member

Category MDG 3 presented by Charles Akelyira, Director, UN Millennium Campaign Africa

Category MDG 4: 5, 6 presented by Terri Ridle, Managing Director, The Crossland Group

Category MDG 7 presented by William Asiko, President, The Coca-Cola Africa Foundation

Partners



The **UN Millennium Campaign** was set up to empower citizens, governments and the international communities to put in place the right policies and resources to facilitate the attainment of the Millennium Development Goals (MDGs) and promote the rights, needs and aspirations of Africa's citizens. Though they are



United Nations Office for Partnerships

The **UN office for Partnership** The United Nations Office for Partnerships serves as a gateway for partnership opportunities with the United Nations family. It promotes new collaborations and alliances in furtherance of the Millennium Development Goals (MDGs) and promotes the achievement of the Sustainable Development Goals (SDGs).



Creating Shared Value is a fundamental part of **Nestlé's** way of doing business that focuses on specific areas of the Company's core business activities- nutrition, water and rural development - where value can best be created both for society and shareholders. Nestlé has a long and rich history of contributing to the socio-economic development of Africa, with significant investments and long-term business sustainability in the continent. Nestlé has used its



Citi has had a presence in Africa for more than 50 years and currently has over 1,300 employees working in 16 countries - Algeria, Cameroon, Democratic Republic of Congo, Egypt, Gabon, Ghana, Ivory Coast, Kenya, Morocco, Nigeria, Senegal, South Africa, Tanzania, Tunisia, Uganda, and Zambia. We also have operations in another 26 countries across the continent. Emerging markets are core to Citi's strategy, and Africa is pivotal to that effort. Citi's breadth of



www.tccaf.org

The Coca-Cola Africa Foundation's (TCCAF) mission is to enable African communities to improve the quality of their lives and fulfill their potential. It focuses on four key areas of community investment: water, preventive health, education and entrepreneurship as well as disaster relief and emergency assistance.

Recognizing that Entrepreneurship is central to job creation and sustained economic growth in Africa, TCCAF is committed to making meaningful contributions to the quality of talent on the African continent and to preparing the youth for future success



The Crossland Group works with Fortune 500 companies, global development organisations, and country governments to create the right strategy for solving complex problems and pursuing critical business opportunities. We work side by side with our clients to build an integrated implementation plan across teams, partners, systems and projects, with the discipline re-

Ai africainvestor

www.africa-investor.com

Africa investor is a specialist investment communications firm advising governments, international organisations and businesses on communication strategies for capital market and foreign direct investments in Africa. Africa investor publishes Africa investor, the leading international newsstand magazine for Africa's investment decision makers; maintains the Africa investor 40 Investors' Index,



www.sociallyintelligentmarketing.com

INSTINCT is a communication and marketing company that pioneers with the concept of Socially Intelligent Marketing. We develop innovative advertising platforms that provide a free social service and infrastructure to the communities. By using their marketing budget in a more sustainable way, advertisers gain more brand equity out of their advertising and reinforce customer loyalty while

About the Competition

The Sukuma Afrika competition for Young Entrepreneurs' recognises outstanding commercial initiatives and projects that support attain the Millennium Development Goals (MDG) in Africa. Entries act as a means of inspiration for entrepreneurs in and outside the continent and as opportunities for Sukuma Africa's network of investors to support and fund the most impactful business plans.

Competition Categories

There are 5 Categories for The Awards to increase exposure and practical understanding of each goal.

Best business initiative in support of:

1. Eradicating extreme poverty and hunger
2. Achieving universal primary education
3. Promoting gender equality and empower women
4. Reducing child mortality. Improving maternal health. Combating HIV/AIDS. malaria.

Competition Judging Panel:

Chair: Hubert Danso, Vice Chairman, Africa investor

Mr. Charles Akelyira- Director - UN Millennium Campaign Africa

Mrs Mtoba - Chairman, Deloitte South Africa

Dr. Pauline Jansen - President, Africa Youth Foundation

Mr. Ato Afful - Managing Director - Dialog

Mr. Iqbal Survé - Chairman - Sekunjalo Capital

Mr. Desi Lopez Fafie - Managing Director - Oracle Africa, Chairman - Junior Achievement Africa

Mr. Acha Leke - Partner - MC Kinsey & Co

Mr. William Asiko, Director- The Coca-Cola Africa Foundation

Mrs. Diana Taylor- Managing Director- Wolfensohn Fund Management, L.P

About Sukuma Afrika

Sukuma Afrika (Zulu for "Stand Up") is a forum to facilitate networking, dialogue, information, mentoring and access to finance for entrepreneurs with projects in Africa that impact the millennium development goals – the 8 UN goals to half poverty worldwide by 2015.

Sukuma Afrika, was established in support of the UN Stand Up Campaign in recognition of the critical role young entrepreneurs and the Diaspora will play in the fight against poverty as the generation that will be responsible for reaching the Millennium Development Goals in 2015.

Sukuma Afrika works with young entrepreneurs interested in Africa's development and achieves this through partnerships with the United Nations' Millennium Campaign, corporate partners and investors committed to supporting the implementation of the Millennium Development Goals in Africa.

About The millennium development goals

End poverty by 2015. This is the historic promise 189 world's leaders made at the United Nations Millennium Summit in 2000 when they signed onto the Millennium Declaration and agreed to meet the Millennium Development Goals (MDGs). The MDGs are an eight-point road map with measurable targets and clear deadlines for improving the lives of the world's poorest people. World leaders have agreed to achieve the MDGs by 2015.

It's up to us to make sure leaders follow through on these commitments. The United Nations Millen-

Why 'entrepreneurship' is the key to meeting the MDGs

To meet the MDG's African economies need to grow at a rate of 7% per annum. Current rates of growth are just over 5%. NEPAD, the UN, business and government leaders across Africa now recognise that the additional jobs, sustainable livelihoods and economic growth can only be created and driven by young and dynamic African entrepreneurs.

YOUNG ENTREPRENEURS COMPETITION 2010

FINALISTS PROFILES

FINALIST MDG1
Elorm Goh

Food Transactions Limited

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Project description:

A lot is said of increase in production or yield as the remedy for the continent's bad fortunes in agriculture. Although that may seem the most prudent way of aiding the case of insufficient food and poverty on the continent, one key element of the value chain that needs to be promoted more effectively and efficiently is marketing of agriculture produce.

Food Transactions recognizes the need to promote marketing in agric by its establishment of the AGRIMARKET Project. This project seeks to create walk-in shops in various urban markets, stimulate intra regional trade, contract supplies with processing industries. The project would ensure collection of produce from farmgates, store and facilitate trade. We plan on working and living within farm communities to help us better appreciate their challenges hence forge towards a common goal. The Project would build model farms and also encourage contract production and extend expertise services. In 5years of operation 5% of profit after tax would be allocated towards a fund aimed at providing these communities with basic and essential amenities'

Our main mission and objective is to be a trail blazer in the marketing of at least 50,000MT annually of produce such as maize, millet, rice, soya beans, sesame seeds, cowpea, Shea nuts and cashew.

Our activities would be categorized in the following; Buying from production zones and distributing to urban markets. Serving as intermediary for farmers and processing industries. Purchasing during

FINALIST MDG1
Rachel Zedeck

Backpack Farm Agriculture Program

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Kenya



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Project description:

www.backpackfarm.org

With more than 80-100 million rural smallholder farmers in East Africa, the Backpack Farm Agriculture Program (BPF) is an all-in-one canvas backpack packed with all the essential and eco-friendly agri-tech needed by a smallholder farmer to triple both the quality and quantity of agriculture production during an annual growing season. Each BPF includes commercial grade irrigation and a crop specific package of "fusion farming" blending biologicals with reduced toxicity pesticides; more than 85% certified organic. Precise packaging facilitates technical training, the planting process and technical monitoring of farmers on as small as 1/8 an acre of land converting their efforts into sustainable semi-commercial production models supporting local, regional and export value chains.

More than technology, Africa's smallholder farmers need access to comprehensive training

FINALIST MDG2
Ntombenhle Khathwane

Bhala Africa Stationery & Publishing

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South Africa



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Project description:

www.bhala-africa.co.za

Bhala Africa – Write Your Destiny! Bhala is a nguni word meaning to write.

Education is a sector that is always growing, evolving and is recession-proof; more so in South Africa where government and communities demand more resources and attention toward the provision of qualitative education. Bhala Africa has identified a niche in the paper stationery and publishing market, and seeks to explore it through the provision and sales of exciting and contextual educational materials; readers; workbooks and novels with an African flavour to make it easier for scholars to learn, especially in African languages.

A key challenge that makes it difficult for scholars to learn is context, "tell me and I'll forget. Show me, and I may not remember. Involve me, and I'll understand."

Native American Saying. This saying sums up the Bhala Africa approach toward developing our products, they are developed in a context that learners understand, whether it's the stories, the

FINALIST MDG2
Taty Baolimo

Country of residence:

Democratic Republic of Congo

SOS infonet



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Project description:

Sos infonet is a small scale educational and community supportive project for both primary and secondary schools students through a comprehensive basic and advanced computer courses ran in our Ngo owned computer lab and cyber Café Business facilities.

For your information, the vast majority of Congolese both primary and secondary students complete their education without ever used a computer.

In order to solve this growing educational inadequacy and computer illiteracy issue in Congo so as to make young children coming out of these schools system more marketable and competitive in this current digital age we had launched Sos Infonet project a year ago by making contracts with low income families schools so as to provide an extremely low cost comprehensive computer courses for all students.

FINALIST MDG3
Mourad Hamida

Cooperative Tazgamout

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Morocco



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Project description:

Our vision is to create a women's cooperative producing top quality of argan oil. Empower women involved in the cooperative by giving them access to opportunities to export their livelihood is our aim.

FINALIST MDG3
Rita Uchenna Ugwuagbo

IT for Amazonians Business centre

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Project description:

Our mission are two-folds: 1)To provide quality, affordable and cutting-edge I.T skills and consulting services to our clients in all income brackets especially women. 2)To empower women with marketable skills that would improve their self-worth to become independent and able to support their households. To achieve our objectives, we are seeking start-up financing to be repaid from the cash flow to be generated from the business, which is first of its kind around the proposed locations Okpoko (Anambra) & Abakpa (Enugu).

We are inspired by our local experiences of the plight of women in most part of Africa who are ironically hardworking, productive and creative but yet are worst economically deprived. They lack marketable skills to make them readily employable to support their households and creating wealth to improve the society. Women therefore, have greater role to play in advancing and nurturing sustainable development in Africa. Our belief and commitment is that empowering women economically would translate to empowering the larger society. Our business model is diverse but complementary one that would move women from informal and exploitative economy to formal economy where they can have access to certain benefits like finance, securities and mainstream markets.

FINALIST MDG4, 5, 6
Ernest Jura

Collabmed Solutions Limited

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Project description:

Collabmed an acronym for Collaborative Medicine aims to improve patient care by creating integrated solutions that efficiently and effectively manage healthcare information.

The realization that to achieve this we have to involve doctors, as they are central to the entire healthcare network has led us to target our premiere solution iClinic towards private practices, group clinics and medium sized and small hospitals.

iClinic is our solution for private practices; it's a secure online medical practice management software that ensures Doctors in private practice are efficient and effective. It offers:-

- An Appointment manager – Manages and efficiently schedules their appointments.
- A secure EMR – Securely store patient records, making these records easy to access.
- A Financial Manager – Efficiently tracks revenue the practice generates.
- Comprehensive reports – Gives them a clear picture of their patients' health as well as their

FINALIST MDG4, 5, 6
Bright Simons

mPedigree

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Project description:

If you had 1 in 3 chances of dying when you take your medicine, would you take a chance?

For many in the Developing World, this is not some thought exercise but the stark choice they face every day when they receive medicines. According to a 2009 United Nations Office on Drugs & Crime (UNODC) report, 45 million courses of fake antimalarials, valued at \$438 million. No wonder then that WHO data suggests that between 10% and 30% of the medicines sold across the developing world are inauthentic copies containing little or no active ingredients. Such medication, beyond their economic cost, induces drug resistance in disease-causing microorganisms, and has been known to cause considerable fatalities (A recent study by an international think tank – IPN – indicates that more than 2000 people die daily in the affected regions). Counterfeit medicines thus totally undermine the public health systems of the developing world and lead to new strains of disease that are much more expensive to treat.

Existing solutions to the counterfeiting problem, such as holograms, have become obsolete because

FINALIST MDG7
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EcoPost

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Project Description:

Nairobi generates over 2,400 metric tonnes of waste everyday, 20% of which is plastic. Over 70% of the total waste is disposed of by crude dumping, ending up littering streets, opening fields and clogging sewers.

Our business recycles post consumer waste plastic into aesthetic, durable and environmentally friendly fencing posts. The opportunity was born out of the fact that there is huge demand for environmentally friendly and sustainable fencing posts and waste plastic is hugely abundant and readily available. We are strong proposers of the 4 Rs (Reduction, Reuse, Recycle, Recover) and our aim is to find ways of unlocking and utilising the latent value of waste.

Our efforts contribute to conservation of our forests and water catchment areas such as the Mau and Aberdare forests. In particular we save the Red Cedar Tree, an endangered species protected through a 2007 Presidential Directive, from destruction due to production of cedar posts. We also

FINALIST MDG7
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Project description:

Eco Moto offers a renewable source of domestic energy by turning biomass into environmentally safe charcoal briquettes through a process of carbonization. This will substitute wood charcoal thereby saving endangered forests and reducing emission of harmful gases into the atmosphere.



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