

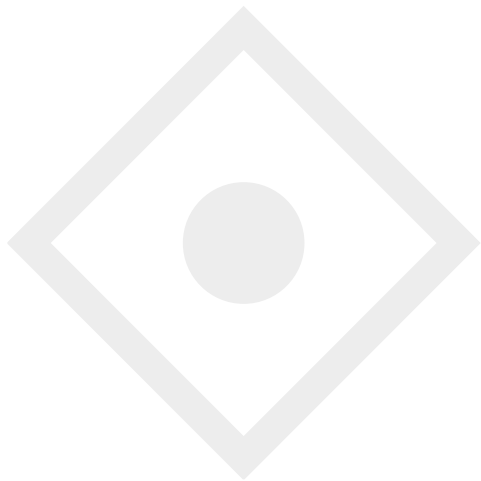


WHITE
PAPER
2022

Supporting Made-in-Africa digital innovations

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| Introduction: Why are African digital innovations crucial for Africa and for the world?



Defining development in 'African' terms

Launched in 2018, Digital Africa is an initiative striving for inclusive growth in Africa. As a pan-African, European and French public-funded organization, our **approach aims at accelerating**

Africa's own capabilities and global economic inclusion by leveraging digital solutions. Our starting point in everything we do is our belief that digital technologies are the main instrument for positive transformation on the continent. All the activities and programs presented in this white paper have been designed to this end.



Even though many economic and human development indicators have been improving over the last decade, development programs are still critical to support African countries overcome the impact of the COVID-19 pandemic and address key challenges such as access to ehealthcare, economic autonomy, financial inclusion, demographic shifts, access to energy, education, mobility or the increasing impact of climate change on communities and cultures. Digital innovation and new technologies have already shown their potential in bringing new solutions to respond to these critical issues and kick-start a new cycle of inclusive growth across the continent.

To have a real impact, however, it is essential **to move away from traditional ‘top-down’ approaches** where donors sometimes superimpose a framework for action on a reality that they cannot fully grasp - using their own references and criteria more than analyses and recommendations coming from the field and local experts. Such approaches have proved to be limited in the past and led us, at Digital Africa, to ask our partners and beneficiaries on the ground **what “inclusive growth” in Africa meant to them and how we could co-create sustainable partnerships to make it happen for the benefit of the populations.**

The achievement of the United Nations Sustainable Development Goals (SDG) is often the framework of reference when dealing with development issues, as they provide clear and measurable objectives, as well as a people-centric approach to development. Even more relevant is the African Union's Agenda 2063 - *“a shared strategic framework for inclusive growth and sustainable development and a global strategy to optimize the use of Africa's resources for the benefit of all Africans”* ^{*}. This agenda sets out the ambitious vision *“to build an integrated, prosperous and peaceful Africa, driven and managed by its own citizens and representing a dynamic force in the international arena”*. There are some important projects and keywords in this framework that we need to pay strong attention to: *“Africa as a major partner in global affairs”*; a region with real economic autonomy, led by Africans and making a contribution that goes *“beyond commodity producing sectors”*. A region with modern agriculture that feeds its people, *“world-class infrastructure”*, *“resilient economies”* and *“well-educated”* populations. A region where no one is *“left behind”*. If Agenda 2063 seems to prevail as a positive and achievable vision today, it is certainly

thanks to major progress over the last few years - such as the continental African Free Trade Area launched in January 2021 - that demonstrates the strong determination of the African people, institutions, and public and private leaders.

As an organization committed to ‘Made-In-Africa’ digital innovation, we need to pay specific attention to the aspirations expressed by Africans themselves - and they have been clearly expressed by Agenda 2063's framing as *«the Africa [Africans] want»*. The primary aspiration of Agenda 2063 is for the African continent to become fully self-sustained.

Digital Africa needs to pay attention because the Africa envisaged by Africans should be the Africa the entire world wants and works towards.

Beyond the idea of “potential” or “future” of the continent, Africa proves incredible creativity, innovation and is positioning itself as a new laboratory and a source of inspiration for the rest of the world which is going through frugal, volatile, uncertain, complex and ambiguous times. Supporting Africa's economic emergence can positively transform the world. Helping Africa build and sustain its own digital innovation ecosystem is, ultimately, helping the rest of the world and **is, therefore, in the common interest of all of us**. Supporting Africans in building the Africa that they want comes down **to creating value, solutions, ideas, and game-changing projects of interest to all regions of the world**. In an interconnected world, everyone may gain from others' experience, and we have evidence that the African experience, knowledge, and expertise in many sectors can be strategic and replicable in other parts of the world.



Echoing the Agenda 2063, we too are convinced that a strong Africa can be an asset in the global economy today and for years to come.

^{*} https://au.int/sites/default/files/documents/33126-doc-01_background_note.pdf



THE ROAD TO A PROSPEROUS AND INCLUSIVE AFRICA REQUIRES DIGITAL INNOVATIONS

Understanding what a prosperous and inclusive Africa looks like is not enough - it is only the first step, the “what”. The key question is the “how?” - how are our activities and programs at Digital Africa contributing to building the path to a global inclusive and sustainable economy? **Our conviction at Digital Africa is that digital innovations have a unique transformative impact across all sectors of the economy** and, as such, can be the driver of change for the continent.

There has been ample evidence over the last decade that Africa can leapfrog technological developments through indigenous solutions and business models: mobile payment systems, off-grid energy solutions such as Solar-Home-Systems associated with Pay-As-You-Go services first popularized in eastern and western Africa. These technologies often bypass outdated fixed investments that slow innovation and entrench incumbents in the developed world.

Looking at the hard facts and most recent history, it is through technology that real breakthrough innovations have been achieved, in different parts of Africa.

At the forefront of technological progress serving underserved populations we usually think of South Africa, Nigeria or Kenya - the last being the home of a revolution in financial inclusion with mobile money technologies. These are well-known countries and visible markets attracting 77% of investments in African startups. Other ecosystems, often tied to cities - for example Dakar, Tunis, Abidjan, Accra... - have emerged under the combined efforts to develop digital training and skills leading to jobs in the ICT sector, as well as policy environments supporting innovation and SMEs development, improved infrastructure for connectivity and increasing direct or indirect investment capacities. New solutions continue to emerge. Track and trace applications have been developed for health or logistics purposes. Agritech is already changing the farming landscape in Africa, with intelligent drones for spraying and irrigation or solutions making agricultural services and equipment available remotely. Mobile and digital technology multiply the impact of energy access solutions, facilitating their maintenance remotely and creating new uses, such as solar street lamps turning into wifi terminals. All this happens in a context of increased connectivity - with 600 million people (i.e. half of the Sub-saharan African population) likely to subscribe to mobile services by 2025^{*}, while by the same date, 4G should have prevailed over 3G with a 23% market share in the region^{**}.



^{*} https://www.gsma.com/mobileeconomy/wp-content/uploads/2020/03/GSMA-MobileEconomy2020_SSA_French.pdf

^{**} https://www.gsma.com/mobileeconomy/wp-content/uploads/2020/03/GSMA-MobileEconomy2020_SSA_French.pdf



The acceleration of the African digital ecosystem has been noticeable in recent years

with an increase in the volume of investments in African startups, reaching more than 4 billion USD in 2021. In the same year, startups raised more than 2.5 times the investment raised in 2020, with more than 800 deals on the continent^{*}. In 2019, startups raised 2 billion USD, an increase of nearly 75% compared to the amount raised in 2018. The number of startups having raised funds stood at 234 in 2019 against 146 in 2018. These

funds have allowed the emergence of new champions, such as the Egyptian leader in electronic payments Fawry, whose capitalization on the Cairo stock exchange recently exceeded one billion US dollars, the successful exit of Paystack in Nigeria and Wave the first ever startup from francophonic Africa to become a unicorn. An innovation ecosystem made up of supportive regulations for business creation as well as dedicated support structures and incubators is taking shape. And if 2019 had seen a major milestone in the volume of investments for

African startup, 2020 confirmed their attractiveness, in spite of -or perhaps thanks to? - the COVID-19 pandemic. In October 2020, the acquisition of the fintech Nigerian champion online payment by the American world-leader, Stripe, for more than 200 million US dollars was a record for an African startup and sent a positive signal to international investors regarding the opportunities offered by African tech ecosystems. According to the World Health Organisation (WHO), while the COVID-19 pandemic^{**} galvanized the development of 1000 new technology innovations, 120 of them were piloted, adopted or made in Africa

^{*} By Maxime Bayern, Africa The Big Deal

^{**} Over the 1000 new or modifications of existing technologies that have been developed worldwide to target different areas of the COVID-19 response, WHO reports in October 2020 finds that Africa accounts for 12,8% of the

innovations. The response areas include surveillance, contact tracing, community engagement, treatment, laboratory systems, and infection, prevention, and control. <https://www.afro.who.int/news/covid-19-spurs-health-innovation-africa>

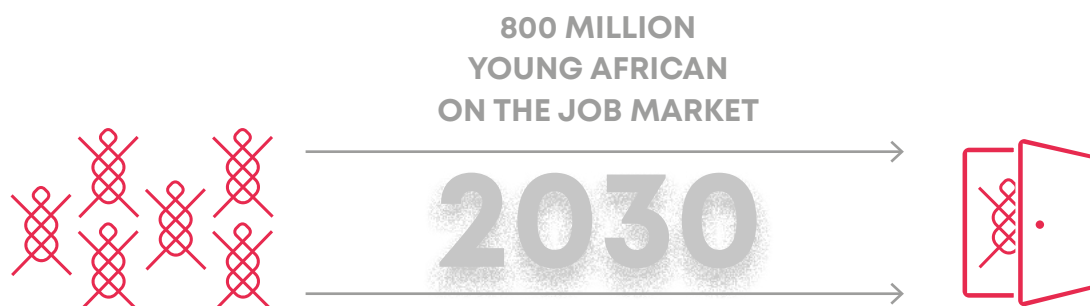
Digital Africa is committed to a digital transformation bolstering the real economy and jobs creation through employment, entrepreneurship and productive activities ensuring upskilling and greater autonomy for Africa.

Thus, our vision is of a digital transformation in favour of people and communities, serving local manufacturing capacities - a digital transformation that impacts key sectors for Africa's inclusive growth: agriculture,

education, health and telemedicine, access to energy and water, transport, logistics and mobility, but also industrial capacity building and infrastructure. Today, we can already appreciate the added value of many 'made in Africa' technological applications in the daily lives of Africans, in a B2C approach. The next generation of applications is coming, with greater opportunities for economic and public or institutional stakeholders (B2B and B2G) to strengthen the productivity of factories, transform the mobility and logistics sectors, deploy more complex fintech solutions for exchange rate clearing and multi-currency payment. We want to be part of that movement. This is a critical change, considering efforts for industrialisation in the context of the African continental free trade area.



THE ROAD TO A PROSPEROUS AND INCLUSIVE AFRICA REQUIRES MASSIVE TRANSFORMATION



COLLEGES AND UNIVERSITIES IN SUB-SAHARAN AFRICA:

only **7%**

have an **entrepreneurship centre**
dedicated to entrepreneurial
development

only **28%**

offer **courses specialising**
in entrepreneurship

only **10%**

offer a **course in innovation**
and technology

Looking at the hard facts again, digital solutions will be critical to achieve this Africa we want – but only if we operate at the right scale. Challenges are massive, as exemplified by a few figures:

➤ **In 2030, 800 million young African people will join on the job market** and the challenge is to ensure they can find an occupation that makes them self-sufficient as well as ideally being outside the informal economy and in economically promising sectors. The ability of the region to capitalize on this demographic shift will depend on its ability to improve the education to employment pipeline.

➤ **Thinking of a higher education leading to ICT jobs**, the offer is too small or costly. Among colleges and universities in Sub-Saharan Africa, only 7% have an entrepreneurship centre dedicated to entrepreneurial development; 28% offer courses specialising in entrepreneurship; and 10% offer a course in innovation and technology. The education system tends to focus on theoretical education and harnessing skills most useful in corporate firms, failing to offer more practical curricula that can adequately prepare youth to work in entrepreneurial enterprises.

➤ Africa accounts for 3% of world GDP, but only 2% of world manufacturing value added is generated in Africa (UNIDO^x figures) which makes Africa highly

dependent on other regions for many strategic imports. The COVID-19 pandemic highlighted that access to critical medicines and healthcare equipment was initially not readily available on the continent. If some efforts have been made for masks and protection devices, **the need to develop African medicine manufacturing facilities remains a key challenge.**

➤ **Thinking of the energy infrastructure gap**, Africa is still behind and rather slow to catch up compared to other regions. In 2018 for instance, 100 million people were connected to electricity in India, compare to only 20 million in Africa. As per McKinsey data, “*this has led to electricity consumption per person in Ethiopia, Kenya, and Nigeria being less than one-tenth that of Brazil, Russia, India, and China*”^{xx}

^x https://www.unido.org/sites/default/files/files/2021-02/African%20Industrial%20Competitiveness%20Report_0.pdf

^{xx} McKinsey, Solving infrastructure's paradox, May 2020 - <https://www.mckinsey.com/business-functions/operations/our-insights/solving-africas-infrastructure-paradox#>



➤ **Access to telecoms and connectivity infrastructures**, though in progress^{*}, still represents a major challenge - especially considering the technical aspects of connectivity for rural areas.

➤ **Sovereignty of connectivity and data infrastructures is another challenge for African governments, especially when it comes to regulation and e-governance.** Most governments on the continent have planned and accelerated the development of e-administrations, e-services or e-participation (information provision to citizens, public consultation and dialogue between government and citizens). While infrastructure and markets are dominated by a handful of private and foreign companies, the adaptation of e-governance principles to local realities can be submitted to exogenous logics.

➤ **The cost of data** is an important limitation to the consumption of digital content and the scalability of digital services: although the UN states that a gigabyte of data shouldn't cost more than 2% of national average income, data still weighs 9-10% in most countries in Africa

➤ **When it comes to entrepreneurial ecosystems, the challenges for African entrepreneurs** remain considerable across the continent: the internationalization of business models remains difficult or even impossible, due to bureaucratic complexity, lack of harmonization, and limits to freedom of establishment, which remain an unfinished project under the AfCFTA Treaty. As a consequence, immediately employable talent goes to 'Global North', and the lack of tailored financial offers in local currencies prevents entrepreneurs from getting their project started.

Considering the volume of investment and the innovations required to address these challenges, there is no choice but to take more decisive and rapid actions alongside traditional development strategies.

If Africa does not leapfrog, there is a risk that it stays behind global economic inclusion and international trade flows. The current situation and the next few years are actually a turning point. The good news is digital technologies and startups can also be useful when it comes to scaling up changes.

^{*} 2019 was a milestone for connectivity with 1 million kilometers of fiber optic networks now across the continent, increasing cross-border fibre connectivity.
<https://manypossibilities.net/2020/01/africa-telecoms-infrastructure-in-2019/>



Massive challenges require response at a massive level. We must think of how to be as impactful as possible for as many people as possible; at the same time, one needs to consider a 360° response and act on several dimensions at once. Ensuring lasting jobs for the next generation, for example, means anticipating needs in multiple sectors, defining the competencies required, as well as relevant curricula and ways to update skills initially acquired. Creating medicine factories means defining delivery logistics and optimising costs to make African medicines attractive to African countries. Fast-tracking access to energy means considering grid and off-grid options at once. But thanks to mass e-training initiatives, data compilation and analysis, Artificial Intelligence, or blockchain models, there are opportunities to operate at the right scale to support Africa's efforts towards achieving inclusive growth.

— **Scale is digital.**



WHAT MAKES A PROJECT LIKE DIGITAL AFRICA CRITICAL

We are an 'aid-for-trade' project designed to support and advance digital innovation and new solutions in every sector as a way to bolster sustainable and inclusive growth across Africa. **Digital Africa supports made-in-Africa technologies, meaning technologies designed and developed by local ecosystems**, as opposed to «top-down» approaches carried by foreign technological powers focused on the diffusion of their own technologies.

Both an open platform and a community, Digital Africa taps into tech-savvy, digital innovation and education expertise, engaging local ecosystem players along with international players and DFIs and other potential players to align on impact measurement criteria for technological businesses and innovations. Thanks to this, we understand better than others the challenges currently limiting the impact of digital innovation and this is what we bring to the table and our differentiator

COLLECTIVELY,
WE NEED TO:

**BETTER
SOURCE
DIGITAL
INNOVATION**

**BETTER
SCALE UP
DIGITAL
INNOVATION**

**BETTER
LEVERAGE
DIGITAL TO HAVE
A MORE MASSIVE
ECONOMIC AND
SOCIAL IMPACT**

**BETTER
DISSEMINATE
WORLDWIDE
AFRICAN BASED
VENTURES**

— **Digital
Africa is about
making digital
innovation work
- for Africa, and
beyond.**



|| How to advance 'made in Africa' digital innovation?



Three intertwined challenges

Our experience with tech ecosystems across the continent has shown that successful digital innovation relies on three intertwined challenges: equipping high-potential startups with the capabilities they need, sourcing funding ahead of critical scale up stages and ensuring a supporting environment for innovative projects to emerge and grow.

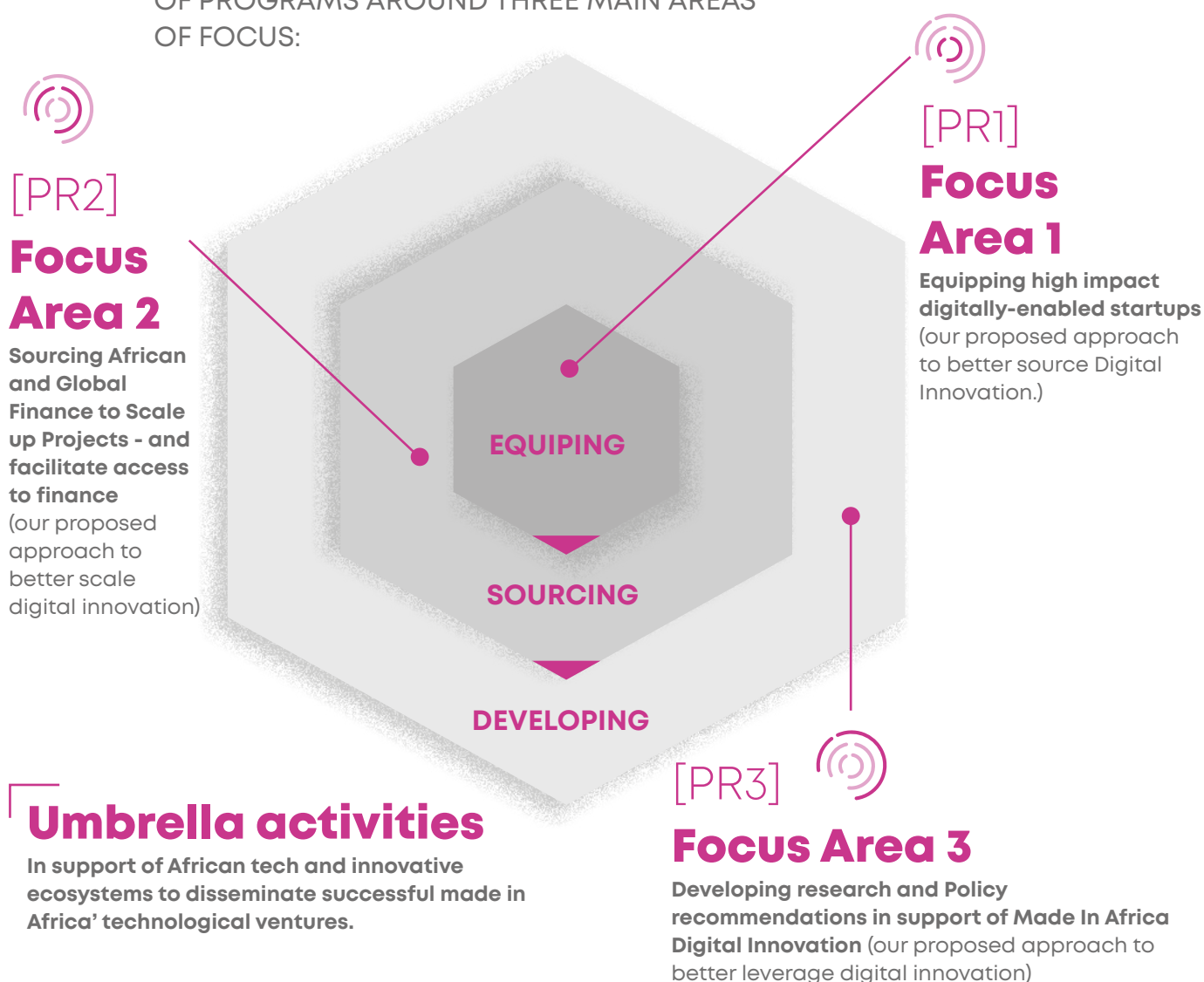
Combining these three dimensions sits at the heart of Digital Africa's purpose.



Launched in 2018, Digital Africa is now a € 130 million initiative aimed at equipping **African tech entrepreneurs with capabilities to design and scale-up ground-breaking innovations for the real economy**. We bring together partners of all nationalities who

are all committed to African digital entrepreneurs: incubators, technology clusters, venture capitalists, and institutional financiers, foremost among which are the Agence Française de Développement (AFD) and Proparco.

OUR APPROACH IS INFORMED BY A CLEAR
DIAGNOSIS OF THE NEEDS OF ENTREPRENEURS
FROM THE FIELD TO STRUCTURE A SET
OF PROGRAMS AROUND THREE MAIN AREAS
OF FOCUS:



Our vision is to foster a more inclusive and sustainable global economy through 'made in Africa' digital innovation - and projects that will become global benchmarks over time. The Africa we work with on a daily basis is undoubtedly the new driver of global growth; it is also a laboratory of ideas that can inspire all regions of the world, both emerging and developed ones. By playing a bridging role between Africa and the rest of the world with enthusiasm and conviction, we help to draw attention to African solutions and to

connect Africa to global value chains. That way, we define a new model of co-development around the common interests that brings Africa and its international partners closer together.

We support Africa's digital talents - those of today and those of tomorrow.



||| Our model to empower African tech ecosystems and unleash their full potential



The need for 360° support to African innovators

After three years of existence, we have come to the conclusion that project financing, while essential for any project to grow, is not enough: it is necessary to adopt a 360° approach and leverage all aspects that are essential to the development of digital entrepreneurs. Our model is similar to that of a super-aggregator of data, capabilities and funding opportunities - thanks to a unique ability to combine financing, training, policy expertise and support to entrepreneurs.



OUR VALUE PROPOSITION - **ACTIVATE ALL LEVERS**

Developing skills, creating knowledge-based communities, contributing to the emergence of a regulatory environment conducive to innovation in Africa, offering technical assistance, financing projects and businesses, or easing access to market: our value proposition, which is quite unique in the African tech ecosystem, is precisely this ability to activate all the relevant levers.

This 360° approach is all the more justified in the current circumstances as the crisis resulting from the COVID-19 pandemic is hitting young entrepreneurs very hard. It is now all about helping them to build resilient projects - not only capable of withstanding and surviving this crisis, but also of growing and thriving over time. While money is needed, access to skills, experts and international networks is also critical to develop profitable and sustainable models.

OUR RENEWED GOVERNANCE AS A PAN-AFRICAN, EUROPEAN AND FRENCH ORGANIZATION

Digital Africa was initially launched in 2018 by Mr. Emmanuel Macron, President of France. It has since become a pan-African, European and French-funded organization supporting African tech and entrepreneurial ecosystems throughout its different programs and activities.

At European level, Digital Africa has been partnering with GIZ through its Make-IT program to launch Talent 4Startup, a program supporting the training of talents in tech and digital professions on the continent with the aim of

➤ **addressing the skills needs** of startups on the continent

➤ **improving the employability of young people**, while meeting the skills needed by the local ecosystems.

Digital Africa is also part of a consortium of 14 different partners of African European Digital innovation Hubs Bridge (AEDIB): 1/ mapping the innovation ecosystems in 12 African countries, 2/ proposing a design for a Digital and entrepreneurial academy with a specific focus on marginalised communities and 3/ developing specific schemes for entrepreneurs from the diaspora.

Beyond Europe, at a global level, Digital Africa has launched Africa Next, a program bringing together a community of investors from all the four corners of the world. Through this program and others, Digital Africa is initiating exciting and varied projects with African, European, and American partners.

In line with these growing activities, President Macron announced during the New Africa France Summit in October 2021 a renewed financial commitment of € 130 million for Digital Africa between 2022 and 2025, as well as new ambitious objectives to support entrepreneurship and technological innovation in Africa.

As part of these changes and increasing ambitions, Digital Africa also reinvents its governance with a new partnership-based model.

The objective is to better reflect the diversity of African tech ecosystems from both a geographical and skill perspective, by bringing together entrepreneurs, investors, training and research organisations, incubators and innovation policy experts from key tech ecosystems across the African continent.

To bring these changes to life, Digital Africa is looking to move away from its initial nonprofit model, with the ambition to get closer to the African and global private sector by focusing on early-stage startups, positioned as the continuum to Proparco, AFD's private sector arm.

In other words, through these changes Digital Africa would join forces with Proparco, bringing additional expertise to their existing investment programs. Digital Africa will also have the opportunity to deploy direct seed financing capabilities for high-potential startup across the continent.



Our partnership-based governance makes the 'new' Digital Africa unique, with different operational and advisory organs. **A new Strategic Committee will soon be set up and bring together 'doers' from key African tech ecosystems to guide Digital Africa's actions and priorities.** Its members will be representatives of entrepreneurial support structures, incubators, investors, and VCs, academics and government officials.

Digital Africa is becoming a public-private entity with a Strategic Committee and diversified business model.



OUR BUSINESS MODEL

Supporting African innovations requires a multi-pronged engagement resulting in different streams of income for Digital Africa. We have shown our full capacity to successfully apply for funding opportunities from regional and international donors.

This has allowed, and will continue to allow, Digital Africa to capture grant funding whether as a stand-alone applicant or as part of a consortium.

➤ **Our institutional partners and international private and public organisations rely on Digital Africa's expertise to design and implement projects on the ground.** This second stream allows Digital Africa to provide consultancy services based on our own resources and know-how.

➤ **Sourcing global and regional finance for African startups is one of the main objectives of Digital Africa;** it complements the organisation's business models with management or consulting fees and commissions based on the funding that it secures and/or manages.



OUR METHOD: A THREE-YEAR PROGRAMMATIC FRAMEWORK

We have defined 12 programs in total and regrouped them according to each focus area, with specific key performance indicators. The most important thing to understand is the approach: in each case. We asked ourselves what would make the targeted programme a success, in order to define the right performance indicator. – The "we" we refer to here is the Digital Africa team informed by feedback, recommendations, and suggestions coming from the African tech ecosystems.

We then defined quantitative and qualitative measurement tools, as well as the means (in terms of human and financial resources) to achieve our ambitions. As an example, for developing a community of investors, we may evaluate the success of the program on qualitative criteria – if the community is said to be 'Euro-African' and showcasing the diversity of African Champions, then our indicators are, on the venture

capitalist side, the actual number of European and African co-investments, and, on the entrepreneur side, our capacity to welcome in the e-pitch sessions and some projects designed outside the biggest economies of the continent.

What is also important in our view is to remain connected to the field work so that **we can adjust programs and target objectives, or redirect actions based on the actual needs of innovative entrepreneurs.** Many of our programs follow a 'bottom up' model, based on calls for projects and direct interactions with entrepreneurs or our partners on the ground. For instance, Bridge Fund by Digital Africa was initially set up in the specific context of the COVID-19 crisis. While implementing the program we ensured to embed a number of 'field feedback' mechanisms. Practically, Bridge Fund by Digital Africa is a five-million Euro fund in partnership



with Proparco launched in November 2020 for which we have had 230 startups applying from 45 countries. The first investments were disbursed to the benefits of ten startups from across Africa with tickets ranging from 175,000 euros to 600,000 euros. Three out of the six bridge startups have raised either Series A, Series B and/or Series C in the following weeks. We will therefore

operate according to a 'diagnosis' and 'continuous improvement' model. The second concrete example of this bottom up model is Africa Next, in partnership with BPIfrance. Since its inception, it has hosted at least seven e-pitches and forty eight startups from the African tech ecosystem have had the opportunity to pitch their business to the community of investors.

— At the very end, we want to be judged on results and we want to be judged on impact on the real economy.



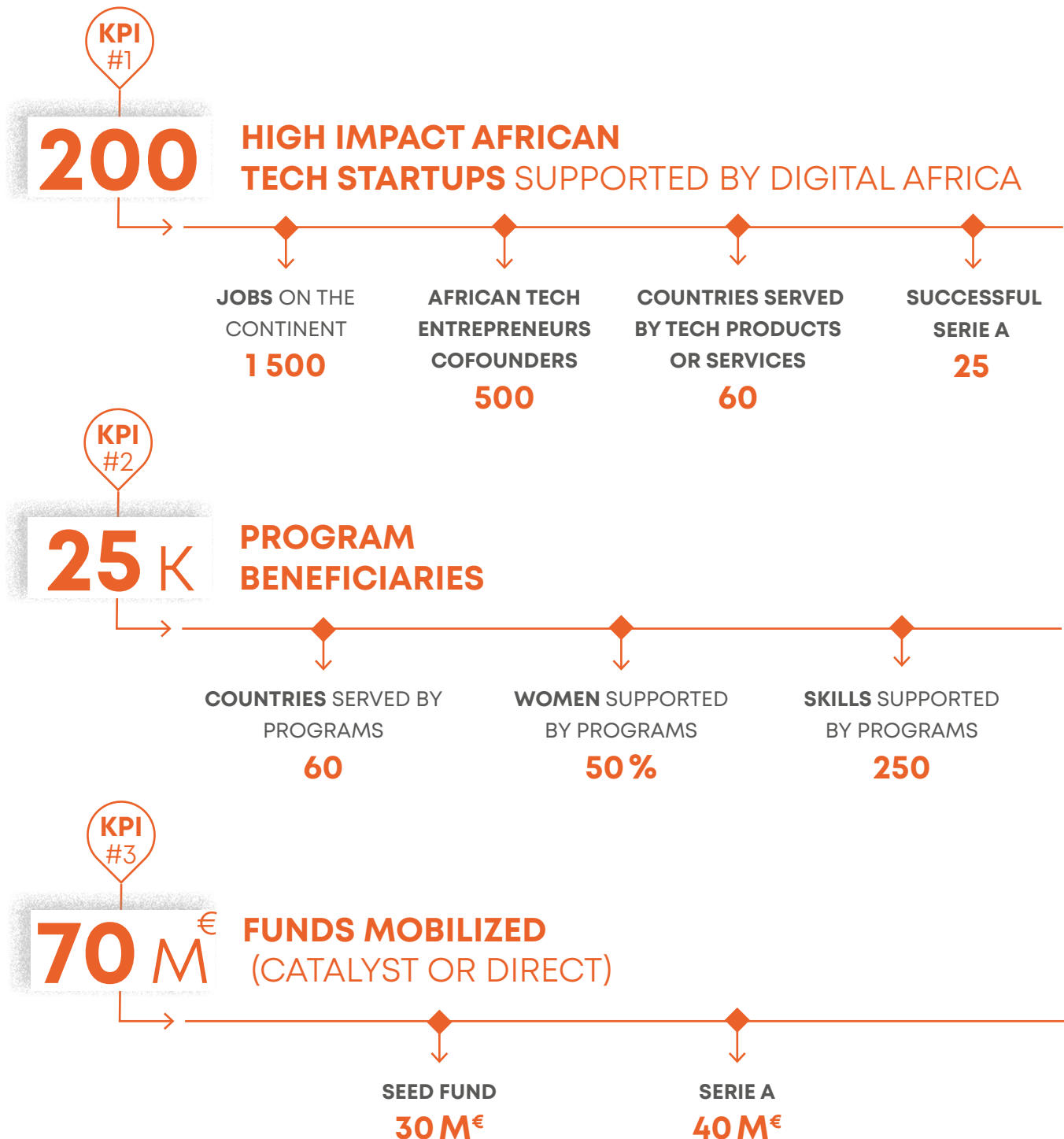


IV Our roadmap for 2022-2025





OUR ROADMAP IS STRUCTURED TO MAXIMIZE OUR CHANCE TO MEET THE FOLLOWING **2025** OBJECTIVES :



Macro KPI1 is the main indicator of the degree of achievement of our mission to equip African tech entrepreneurs in their capabilities to design and scale innovations for the real economy.



WE ARE LOOKING AT **SUPPORTING 200 HIGH IMPACT AFRICAN STARTUPS** BY 2025 WHICH MEANS SUPPORTING :

1500 jobs created, sustained, or upskilled

through African tech businesses. A job can be defined as a set of tasks and duties executed, or meant to be executed by one person. By supporting tech entrepreneurs in their early stage endeavors, Digital Africa is looking at impacting not only the number of direct jobs but also indirect employment, gender inclusion and quality of work.

500 African entrepreneurs

founding or co-founding tech-enabled businesses

60 countries

benefiting from tech products or services designed by startups. Being dedicated to 'Made in Africa' digital innovations, Digital Africa is looking at supporting technological products and services that can serve several countries in Africa, and beyond.

With that in mind, we are committed to bringing 25 startups in raising a successful Series A, i.e, attracting world-class venture capitalists by 2025.

OTHER KPIS ALLOWS US TO MONITOR OUR ACHIEVEMENTS AND DESIGN OUR ROADMAP:

**MACRO KPI#2 DESCRIBES THE NUMBER OF PROGRAM BENEFICIARIES
MACRO KPI#3 COUNTS THE FUNDS MOBILIZED BY DIGITAL AFRICA**

To achieve these KPIs, three categories of programs are guiding our activities over the next 3 years:



DEVELOPED BY DIGITAL AFRICA:

the program is designed, funded, and executed by Digital Africa who fully owns the KPIs. Subcontractors may execute on Digital Africa's behalf but under the brand Digital Africa



DESIGNED BY DIGITAL AFRICA:

the program is designed, curated and/or funded by Digital Africa in collaboration with other organizations. KPIs are co-owned.



POWERED BY DIGITAL AFRICA:

the program is sponsored and/or funded by Digital Africa as part of the strategy of the organization.



OUR PROGRAMS UNDER FOCUS AREA 1: “EQUIPPING HIGH-IMPACT AND DIGITALLY- ENABLED STARTUPS”

If access to funding is essential to develop any startup and its project, it is our deep belief that entrepreneurial knowledge, skills, and competencies **are central to any entrepreneurial journey, with specific schemes for each stage of development.** As part of its first area of focus, Digital Africa strives to advise startups throughout their development and builds programs to directly assist a large number of entrepreneurs as well as focusing on upskilling talents to be hired by them. The programs herein are built with this goal in mind: to offer a wide range of African entrepreneurs **(from Ideation to pre-Series B)**, and

more globally the African youth, the tools and opportunities to grow their companies into high-impact **innovations for the real economy.**

Digitally-enabled and tech savvy startups are the main targets of these programs, with a coherent route from one program to another and a strong link with our investment activities.

THE DIRECT TECHNICAL ASSISTANCE
TO ENTREPRENEURS TAKES
THE FORM OF THREE PILLARS:

UPSKILLING LOCAL TECH TALENT TO EQUIP START UPS

I

In order to grow, tech and digital startups across the continent need to harness the potential and talent of the African youth. By assessing the needs of start ups for talent through field survey, Digital Africa, with the support of Make It and GIZ, develops scholarship programs for the benefit of young local talent. Through an operational partnership with digital education providers proposing training schemes on the continent to address the skill gap identified, the aim is to provide young talent with scholarships to complete vocational training and match them with **highly innovative companies.**

UPSKILLING ENTREPRENEURS TO DESIGN AND SCALE UP TECH PRODUCTS (CAMPUS BY DIGITAL AFRICA)

II

At each stage of their entrepreneurial journey, entrepreneurs need to have an easy access to training materials as well as mentors who will speed up their growth by upskilling them and sharing tools. Because we know that training needs to be efficient for entrepreneurs and ready to use, Digital Africa focuses on pushing existing training tracks as well as developing tailor made programs aiming at scaling up tech products. Our programs focus on three main topics : **(1) digital skills and literacies** for entrepreneurs to be able to leverage their activities through digital tools, **(2) business and marketing skills** to design and maintain a powerful product market fit and **(3) tech product design.**

INCUBATING HIGH POTENTIAL TEAMS

III

Through a selective and competitive incubation process with a European-African value proposition, Digital Africa supports the development and scaling of high-potential startups, and doing so aims to contribute to the growth of future African unicorns. The programs focus primarily on turning tech innovation into a startup and women entrepreneurship.



In order for the continent to become a truly “digital Africa”, we need up-to-date and reliable data accessible to African startups.

This is why on top of the aforementioned technical assistance programs, Digital Africa is developing Data 4 Digital Africa to allow innovators to test their digital products and services in order to scale their businesses.

Through the programs in this focus area 1, Digital Africa aims to carry out a very direct approach with **digital entrepreneurs** and **startups**, in line with its core mission. All programs will be based upon the assessment of priority needs from entrepreneurs and partners on the ground and will be adjusted according to potential roadblocks they may meet while implementing their projects.

DEFINITIONS



High Impact Potential

– to be applied to solutions or business models with potentially massive quantitative impact (users in many geographies, high revenues i.e growth of 20% per annum over 3-year) and / or to be applied to solutions or business models leveraging a breakthrough technology or game-changing approach (a technology first of its kind or new transformative use of an existing technology)



Digitally Enabled

– companies using a digital technology at the core of their business (connected devices, Almodel and algorithm...) or leveraging digital technologies in as many aspects of their business as possible (from business development to recruitment and performance assessment)



Innovative companies

– Companies whose objective is focused on creating new products, techniques or solutions recognised as innovative and with high economic development prospects.



The Startups

– Digital Africa’s beneficiaries range from ‘absolute beginners’ to pre-Series B players



FOCUS AREA 1 IN PRACTICE

PROGRAMME SUMMARY

SKILLING TECH TALENT TO EQUIP STARTUPS

Talent 4 Startups is a program which aims to support the training of talents in tech and digital professions on the African continent. Thanks to a partnership between Digital Africa, Make-IT in Africa, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, and the German Ministry for Economic Cooperation and Development (BMZ), the program addresses the skills’ needs of startups on the continent in search of local talent. By covering the costs

of training in high-demand sectors and then facilitating the connection between talents and startups that are recruiting, Talent 4 Startups improves the employability of young people while meeting the skills needs of the ecosystem.

➤ **Accountable party: this program, targeting individuals and tech talent (under 35), is designed by Digital Africa and deployed with partner training organisations.**

IMPACT OBJECTIVE NUMBER OF





FOCUS AREA 1 / PROGRAMME SUMMARY

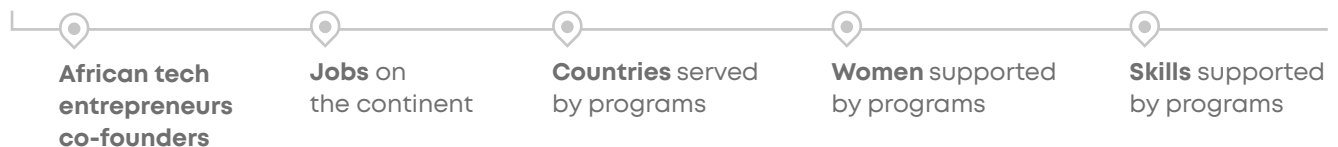
UPSKILLING ENTREPRENEURS TO DESIGN AND SCALE UP TECH PRODUCTS

Digital Africa Campus offers formats and content designed to provide entrepreneurs with the fundamental skills needed to start, launch, and develop and sustain their startup (product market fit, financing, project structuring, HR, pitching, digital skills, etc.) with a focus on technology. The program's beneficiaries are French, Spanish, Portuguese and English-speaking African entrepreneurs from the Digital Africa network and partner networks (Ideation pre-seed to pre-Series B). The campus is a 100% online program, and has different formats: masterclass, peer-to-peer programs, mentoring, etc.

➤ **In charge: Our Campus is designed by Digital Africa with sessions conducted and carried out by experts, experienced entrepreneurs as well as partners.**

Curricula are designed to offer training on the following skill sets: digital skills & digital literacies, business, marketing & financial skills, technology design & tech product management skills. The purpose of the campus is to ease access to training to equip startups in their growth.

IMPACT OBJECTIVE
NUMBER OF



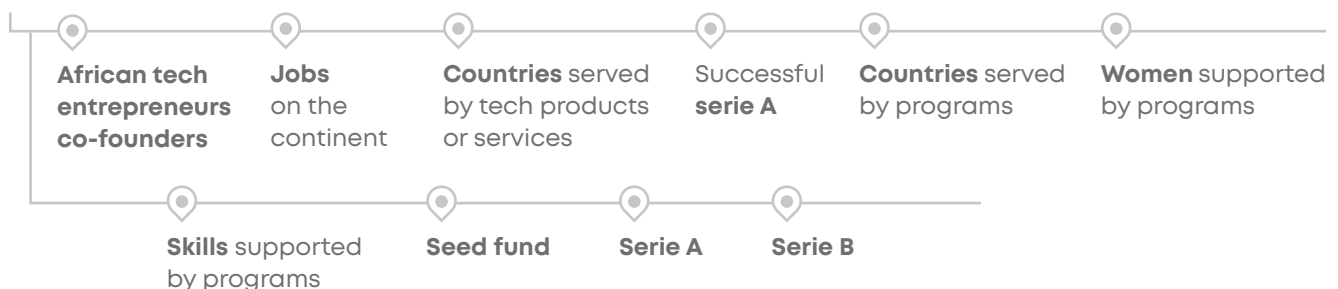
FOCUS AREA 1 / PROGRAMME SUMMARY

INCUBATING POTENTIAL HIGH POTENTIAL TEAMS

WINSTEAM Women in science-based Startup Incubation program. The incubator for women in STEAM is an initiative designed by Digital Africa, in support with other partners namely governments,

academia, private sector to help women researchers in STEAM to turn their research into viable, scalable, and sustainable businesses.

IMPACT OBJECTIVE
NUMBER OF





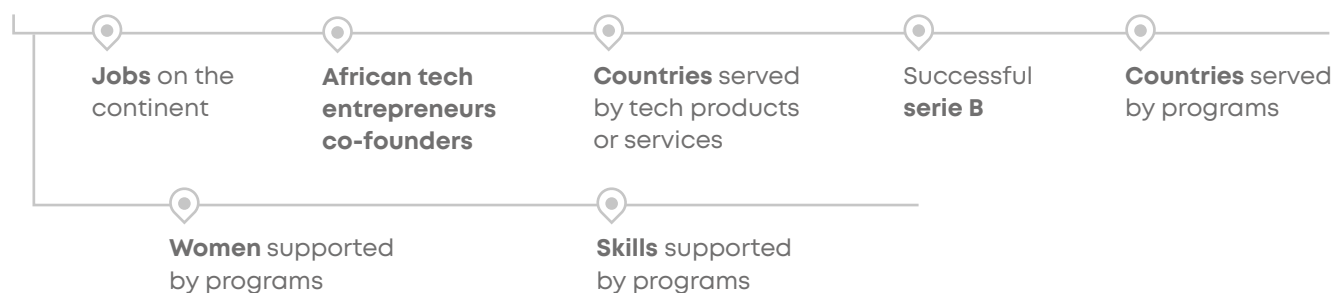
FOCUS AREA 1 / PROGRAMME SUMMARY

UNLEASHING INNOVATORS' POTENTIAL THROUGH DATA

Data 4 Digital Africa is a data infrastructure for African startups meant to offer Open Data which will help them create, test, and operate their models. The main objective of Data 4 Digital Africa is to reduce the cost of access to data for tech entrepreneurs and developers in Africa, by allowing them to train their algorithms or test their MVPs and prototypes.

➤ **Accountable party:** the program is developed by Digital Africa who operates an ongoing database of projects and exchanges with Startup to define their needs according to predefined themes. Partners welcome to support.

IMPACT OBJECTIVE NUMBER OF



OUR PROGRAMS UNDER FOCUS AREA 2: “SOURCING AFRICAN AND GLOBAL FINANCE TO SCALE UP PROJECTS ”

This focus area aims to increase the volume of available funds to support African Tech Innovations everywhere on the continent and not only in the biggest and more mature economies.

Access to capital is indeed one of the main challenges facing African entrepreneurs. It is a key factor that determines the long-term potential of a startup. The last few years have seen significant progress in the volume and amounts of closed deals across the continent, while access to capital has been growing as well. **Despite these positive trends, access to funding remains a persistent concern for under-served markets and early-stage startups.**

In our efforts to increase the volume of available funds, we have made the choice to be opportunistic, considering that the combination of direct and indirect funding allows Digital Africa to have a diversified offer. This strategic choice makes it possible to respond to different needs and targets - from seed funding to fund raising for pre-Series B startups in Africa. Partnerships with reference stakeholders allow Digital Africa's funding capabilities to fill the

gap between funding rounds, while providing quickly available funds to help startups going through emergency situations such as the COVID-19 pandemic.

Our objective is to channel investment opportunities from within and outside the continent to support innovative African entrepreneurs, while encouraging financiers and investors to become ambassadors and supporters of Digital Innovation 'Made In Africa'. When they decide to provide funds to a project, they indeed send a strong message that demonstrates that 'African innovation is worth it'



THE PARTNERS THAT WE LOOK FOR FALL INTO FOUR MAIN CATEGORIES :

Development Financing

institutions such as the AFD and its financial arm for the private sector Proparco and other counterparts from Europe or the Gulf - GIZ or Silatech being some of our targeted partners for **key programs**. In these cases, we are likely to invest jointly and directly into projects.

Public institutions and banks with specific efforts to redirect funds and **programs** that are available for SME towards digitally-enabled projects, or to include digital innovation components and criteria into their existing SME programs.

Private institutions, funds,

and venture capitalists, through co-investment techniques.

Private companies that may invest in our programs. Mobilising corporations results from the assessment that collaboration between startups and big corporations has not always been easy. Startups lack resources to achieve their goals and are not always trusted by bigger players, while these bigger players have very long, non-innovative and complicated processes which make startups unlikely to consider partnering with them. The collaboration should result in

greater win-win relationships and improved processes. It should also provide **startups with opportunities to transition to scale more easily by anchoring their solutions into the activities of bigger corporations**.

AS PART OF OUR FOCUS AREA 2, WE HAVE DEFINED KEY ASPECTS TO GUIDE OUR ACTION:

➤ **When we entrust partners with managing funds on our behalf on a given project, we very carefully give priority to those who are already well established in Africa** and have been working closely with African entrepreneurs.

➤ **We look for every opportunity to work closely with African players in supporting African Digital Innovation ecosystems.** We believe that the involvement of local players, who understand local and regional challenges and opportunities will contribute to strengthening the African digital Innovation ecosystems.

➤ **We support early-stage projects but have made 'transition to scale' a key priority for action**, as we have identified this challenge to be very critical for young innovative companies.

➤ **We work to develop an exclusive deal-flow for co-investment opportunities**, considering that packaging opportunities for our financial partners is part of our mission and the value we can bring, both to them and to African innovators.

➤ **Last but not least, we also aim to try to re-balance the flow of investments towards tech projects.** One should remember that according to 2021 Partech Africa's annual private equity report in Africa, tech fundraising increased by +264% but most of the funds have been directed towards the biggest and more mature markets - Nigeria, Kenya, Egypt and South Africa.*

Bearing this in mind, Digital Africa is very much committed towards the smaller yet promising ecosystems, notably in French-speaking Africa (western and central Africa especially).

* <https://partechpartners.com/2021-africa-tech-venture-capital-report/>



DEFINITIONS



Transition to scale

— for startups, a period of sustained and increasing growth during which the business activity is reaching a critical point - and which often requires specific financial support



Pure financial partners

— pure financiers with specific interest in tech solutions



Tech Champions

— digitally-enabled startups with high impact potential, and proven track record of growth since their incorporation



Corporate partners

— corporations active in the real economy, who could become partners of Digital Africa because they consider digital innovations as potential growth accelerators and are ready to welcome / consider solutions originating from the Digital Africa's network of startups and innovative companies



Seed funding

— funding for early-stage projects



Pre Serie A

— startup ready for first round of fund-raising



Pre Serie B

— An investment in a start-up after it has shown progress in building its business model and demonstrates the potential to grow and generate revenue.



FOCUS AREA 2 IN PRACTICE

PROGRAMME SUMMARY

THRIVING AFRICAN VCS AS AN INVESTMENT GROWTH ENGINE

Africa Next is an online Community of top VCs and accelerators that are operating in Africa. It aims to accelerate co-investments in African tech startups with high potential for growth and internationalization.

All the members of the Africa Next community are co-opted by their fellow investors and accelerators who are members of this community. It provides them with a platform for showcasing the best startups in their portfolios to African, European, and international investors, who benefit from this exclusive deal flow to identify early investment opportunities.

➤ **Accountable party: this programme is powered by Digital Africa, with support of a strategic group of VCs and BPIfrance.**

GP Incubator aims to build VC teams that meet international standards in order to deploy an investment pipeline to tap into markets and sectors in Africa where early stage financing is weak or absent.

IMPACT OBJECTIVE NUMBER OF





FOCUS AREA 2 / PROGRAMME SUMMARY

OFFERING NEW FINANCIAL RESOURCES TO EARLY STAGE TECH STARTUPS

FUZE A fund to prepare startups in French-speaking Africa for scaling up by investing in the ideation and MVP stage

Bridge Fund Promoted by Digital Africa and deployed by Proparco, the Bridge Fund by Digital Africa is intended to be an appropriate response to the challenges confronting young innovative African companies, whose development is harmed by the economic impact of the COVID-19 pandemic.

Digital Africa Co-investment Fund A seed fund fund of €15M that would co-invest alongside other investors in African Tech startups across the continent.

IMPACT OBJECTIVE
NUMBER OF



OUR PROGRAMS UNDER FOCUS AREA 3: “DEVELOPING RESEARCH AND POLICY RECOMMENDATIONS IN SUPPORT OF MADE IN AFRICA DIGITAL INNOVATIONS.”

We believe **that sustainable and inclusive innovation lies at the heart of Africa’s future digital economy.**

Complementary to the first two priority areas, the third pillar therefore focuses on supporting policies that advance innovative digital entrepreneurship across Africa. However, to fulfil the enormous potential of the African digital ecosystem, we need to better understand what hinders sustainability and inclusivity. **Importantly, neither data nor algorithms, which lie at the heart of the digital economy, are neutral.**

Far from it, they harbour the potential to be biased and to perpetuate existing power hierarchies and inequalities, which run the risk of being fed into digital innovation and business models. **In addition, technological innovation and digitalisation happen within a broader geopolitical context of technology.**

Emerging concepts such as data sovereignty point to the fact that the rapid development of the global digital economy is not only economic but also political. For that reason, certain guardrails need to be put into **place to create a new balance, designed to enhance the role of regional digital ecosystems compared to that of big digital corporations.** But since

we are still coming to terms with these new realities and challenges, many of those developments are not yet well understood and only being studied primarily in the context of the ‘Global North’ (developed economies).

A priority for Digital Africa is therefore to facilitate knowledge sharing between different geographical and disciplinary communities to enable policy decisions that empower local innovation.



TO SUPPORT AND HOPEFULLY INFORM POLICIES CONDUCTIVE TO 'MADE IN AFRICA' INNOVATION, WE WILL FOCUS ON THREE FIELDS OF ACTION:

1

The creation of knowledge on critical digital issues. A better understanding of what exactly is needed to foster sustainable and inclusive digital entrepreneurship in Africa builds the foundation for effective policy. This includes research on **open data**, which is data that is freely used, shared and built-on. As well as **open knowledge**, which is when that open data is useful, usable, and used. Moreover, the geopolitics of the international digital economy calls for practical and interdisciplinary research on the societal, political, technological, and economic context of innovation policy. For instance, on **data sovereignty** and the critical analysis of where and from whom data flows are monetised.

Central are the following questions:

- What kind of innovation models foster sustainable and inclusive innovation and can inform technology policies?
- **How can we transition from open data to open knowledge to ensure fair and open innovation?**
- Which knowledge communities are instrumental for identifying the political levers that are needed for constructive innovation policy?

2

Our focus is to forge new relations with public decision-makers and to bridge the gap between them and innovative entrepreneurs. We believe that inclusive and effective policy means bringing the different stakeholders of the digital economy together **to develop a common language**. To operationalise the critical knowledge generated, Digital Africa aims to advance the data literacy of all parties involved in the policy-making process.

This will be guided by asking:

- What is an innovation-conducive policy framework?
- What kind of common language and tools can we develop?
- How can research, knowledge and intelligence on strategic digital issues be operationalised into effective policies?
- what capacity-building **programs** and training are needed to support policy-makers in the drafting of innovation frameworks?

3

Digital Africa aims to build a bridge between French, European and African policy experts to drive change and create a climate conducive to innovation policy.

Guiding this are the following questions:

- What structures are needed to enable effective transcontinental policy dialogue?
- **In which areas can French technology expertise and research complement the African digital entrepreneurship ecosystem?**
- **And conversely, what unique African expertise can be valuable to foster sustainable and inclusive innovation in the French digital economy?**



DEFINITIONS

Open data

— data that is freely used, shared and built-on



Open innovation

— accelerating innovation through collaborative knowledge and innovation ecosystems



Open knowledge

and transition from open data to open knowledge
— making sure that open data is transformed into knowledge, which is then transformed into action. This can be done by, for instance, providing context and increasing the data literacy of data users



Digital and data literacy

— from a policy perspective, proficient understanding of digital instruments and technologies and understanding of the role of data in the new economies second round of fund-raising



FOCUS AREA 3 IN PRACTICE

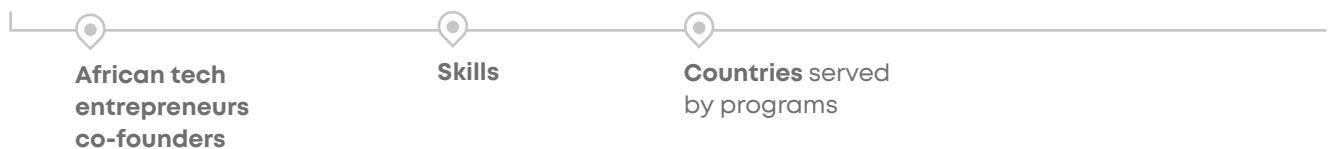
PROGRAMME SUMMARY

PRODUCE KNOWLEDGE ON CRITICAL ISSUES FOR MADE IN AFRICA TECH
COMBINING INTERNAL RESEARCH CAPACITY AND EXTERNAL RESEARCH COOPERATION TO IDENTIFY CRITICAL ISSUES AND BUILD POLICY FOUNDATION

Research by Digital Africa Digital Africa will draw on research capacity internal to the organisation as well as work together with external research institutions and partners to create relevant knowledge. In addition to document research, events and partner platforms will provide supplemental knowledge.

➤ **Accountable party:** Digital Africa will develop a methodology for knowledge production as well as develop and steer scientific partnerships. The workshops will be developed and organised with partner institutions.

IMPACT OBJECTIVE NUMBER OF



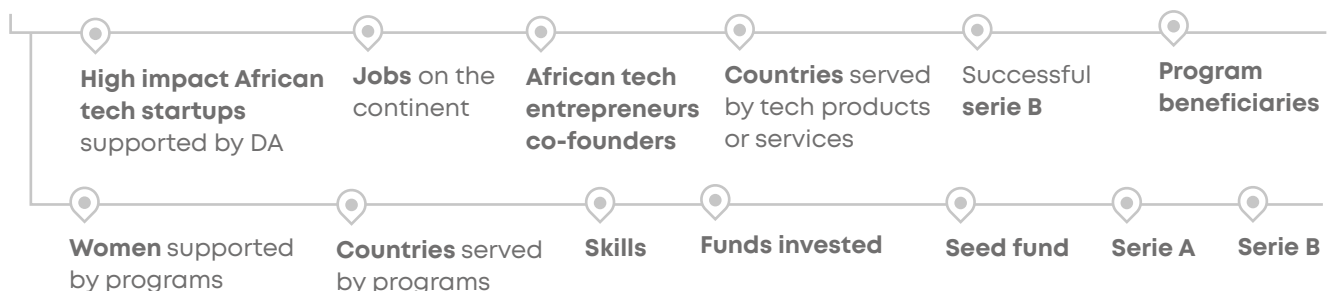
PROGRAMME SUMMARY

PR3#2 FACILITATE KNOWLEDGE SHARING ON TECH POLICY-MAKING AND DEVELOP COMMON ACTION PRINCIPLES : SUPPORT POLICY RECOMMENDATIONS, IMPLEMENTATIONS, AND TESTING ON HOW TO CONDUCE MADE IN AFRICA TECH

Tech Policy Lab To facilitate policy development, Digital Africa will engage in activities that disseminate the knowledge developed on critical digital topics. Through Pan-African and bilateral policy forums, Digital Africa will aim to support the mutually beneficial exchange of knowledge.

➤ **Accountable party:** Digital Africa will work with African and European partners to develop and organise policy dialogues. The policy labs will be operated by regional partners. Additionally, the data literacy trainings are developed with and carried out by partner organisations.

IMPACT OBJECTIVE NUMBER OF





OUR PROGRAMS UNDER UMBRELLA ACTIVITIES

Our programs under the umbrella of activities in support of African tech and innovative ecosystems to disseminate successful Made in Africa technological ventures.

Digital Africa is a young and ambitious development startup: we are already in touch with lots of local partners and active members of the African tech ecosystem, **and we now want to go further - first by federating local tech ecosystems for a better African integration and engage into productive partnerships.** Through the resilient.digital-africa.co website, Digital Africa produces quality publications, shares viewpoints and news, scientific or research-based pieces of research, and showcases impactful solutions. We are keen to drive the debate on the conditions easing the emergence of these solutions and multiply their transformative impact. With this thought-leadership strategy, we aim to become a trendsetter and influencer for the whole ecosystem, truly advocating for a “Made in Africa” innovation model.

We also implement our thought leadership strategy through the organization and labelling of events. By supporting events that bring together ecosystem players, we contribute to build a stronger pan-African community and encourage knowledge sharing in entrepreneurship, tech and scientific expertise.

— Digital Africa is a pan-African structure by nature

working with an existing ecosystem, our goal is to support, federate and reinforce this ecosystem, so we can move forward together. Our African footprint is the cornerstone of our success: being more active on the continent allows for better grasping the needs, designing more efficient programs, reaching a maximum of beneficiaries and/or partners. And our footprint is multiplied through effective partnerships - with incubators, hubs, institutional financiers, venture capitalists, tech-clusters, academia, etc. -, offices and teams spread across Africa and a dynamic network of connectors.

In addition to this network approach, **Digital Africa is building a data infrastructure** to collect data from startups and young African enterprises through online applications and partnerships. Working with a team of data analysts and engineers, we compute this data in order to better understand the needs and challenges of African tech entrepreneurs, identify relevant deep dives, and provide the arguments for the implementation of more accurate actions and programs. Combining data intelligence and feedback from the ground allows us to remain very agile and adjust our programs so that our support of African tech entrepreneurs is more impactful.

DEFINITIONS



Thought leadership

— ability to provide prospective insight and analyses on a given issue, provide meaningful contributions to debates - or drive them into new directions



Tech ecosystems

— an interconnected and interdependent network of organisations joining forces to boost the development of tech solutions



Contributors

— experts selected for the ability to provide prospective insights



UMBRELLA ACTIVITIES IN PRACTICE

PROGRAMME SUMMARY

CREATE AND SUSTAIN AFRICAN PRESENCE: FEDERATING LOCAL TECH ECOSYSTEMS FOR A BETTER AFRICAN INTEGRATION

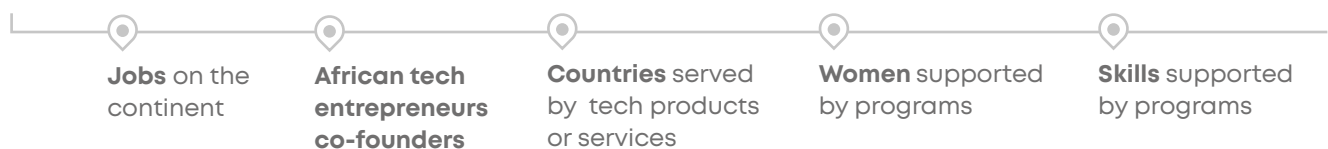
Digital Africa's presence in Africa is deployed through staffing some activities and having physical infrastructure in several regions of the continent. Moreover, we deploy a connector network of individuals supporting our initiative, sharing our vision and helping us in achieving our mission.

Connectors program The Connector program is a network of high calibre personalities representing Digital Africa to collaborate and contribute to the advancement of the local and regional entrepreneurial and tech, Research and investment ecosystems in Africa. The aim of the Connector program is to create an inclusive, collaborative and strong ecosystem..

➤ **In charge: this programme is developed by Digital Africa with a support of local and recognised personalities from African tech ecosystems.**

AEDIB AEDIB has the objective to strengthen a common African European digital innovation ecosystem by supporting local digital innovation and startup ecosystems in Africa and facilitating the collaboration between European and African DIHs. This includes developing and strengthening key infrastructure as well as building strategic cooperation mechanisms and facilitating bridging activities on technical capacity building and technology transfer between African and European innovators, startups, private sector, academia, local governments and investors... The consortium is lead by GIZ as coordinator and brings together 13 actors, from EU or Africa, toward its achievement.

IMPACT OBJECTIVE NUMBER OF



PROGRAMME SUMMARY

SHOWCASING THE TECH MADE IN AFRICA

Resilient Digital Africa Digital Africa has the ambition to develop thought-leadership and advocate for shared vision and convictions regarding "made-in-Africa" digital innovation. Through media, with content-based and marketing strategy, the objective is to bring out inspiring initiatives, showcase impactful solutions and give voice to inspiring new leaders of a global tech scene Resilient.digital-africa.co is an information and analysis portal with a pan-African perspective. The platform aims to identify new technological solutions – those

game-changing ones which can positively impact key strategic sectors of the real economy on the continent, and as a result, the daily lives of Africans. Developed and regularly updated by our team and a number of renowned experts in the tech industry, resilient.digital-africa.co is a collaborative site..

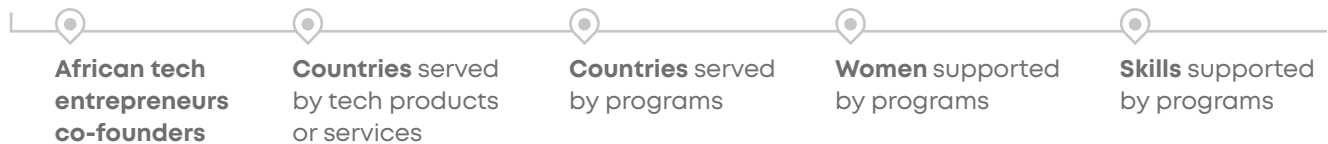
➤ **Accountable party: this programme is developed by Digital Africa with the support of strategic contributors selected for their expertise and ability to offer prospective insight on Africa tech challenges.**



DA54 DA54 aims at identifying the African Tech“champions” in various sectors across the continent. The selected startups will benefit from a tailored package of services that combine an access to DA programs as well as a set of services

provided by DA partners. The goal is to enhance their visibility to accelerate their growth, in a logic of community, as well as to provide a yearly ranking to the innovation & tech ecosystem («FT120» ranking model).

IMPACT OBJECTIVE
NUMBER OF



FOCUS AREA 3 / PROGRAMME SUMMARY

BUILD A DATA INFRASTRUCTURE BUILD A DATA DRIVEN AND SEMI AUTOMATED KNOWLEDGE INFRASTRUCTURE ABOUT STARTUPS IN AFRICA

Our model is that of a super data aggregator in order to build data intelligence and knowledge on the needs of Africa and African startup needs. By gathering data about startups and young African enterprises from its programs and partners and computing them, the Data infrastructure helps understand in detail the needs and challenges of African tech entrepreneurs, identify relevant deep dives, and provide the arguments for the implementation of more accurate actions and programs.

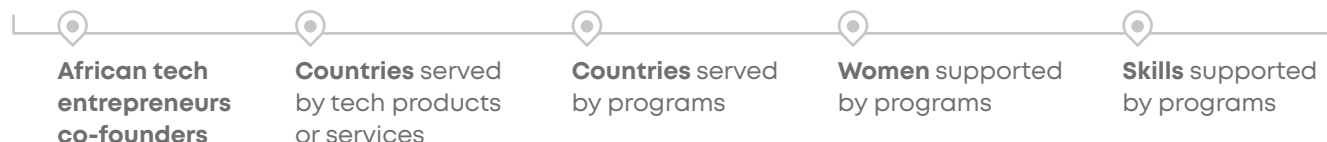
➤ **Accountable party: this programme is developed by Digital Africa**

Rainbow - Knowledge Digital Africa Share knowledge based on data and experiences Analysis, Comparisons, maps

Digital Africa Connect Accounts manager that allows consistent access to Digital Africa Programs, tools, resources and services. Support of the continuum throughout programs.

API Interface between data infrastructure and programs (Digital Africa & Partners) automated database population. Implementation of the continuum throughout programs (Actions)

IMPACT OBJECTIVE
NUMBER OF





✓ Why join our programs or partner with us - and why now?





Our value proposition: What will they find at Digital Africa and nowhere else?



AFRICAN TECH ENTREPRENEURS:

- Opportunity to **enhance tech skills**
- Support to **develop a digital business**
- Access to a **truly global network**
- Join a **peer community** and benefit from its support
- **Gain visibility** and the opportunity to share innovations as well as take part to an advocacy movement on how “Made in Africa innovation” can inspire the world
- **Results-oriented approach**
- People who understand their needs, and the situations they will be confronted with IE: the challenge of starting, the challenge of business model development (business model: how you make money out of your idea - which is different from business plan: which is just a kind of ‘ideal’ project phasing), the challenge of effective market entry, the challenge of transition to scale, and the challenge of convincing investors



INVESTORS AND CORPORATIONS :

- **Result-oriented approach**
- **Rigorous process to source/** package investment opportunities
- **Return on investment**
- **Return on reputation** (Tech4Good is not just a word. We pay tribute and give a well-deserved visibility to those of our partners who support us and their image and reputation will be enhanced should they commit to our programs)
- For corporate players: **prime access to innovative solutions** that can boost their daily activities



POLICYMAKERS:

- **Information, training, tools, data, and facts** that can help them make more informed decisions regarding innovation policies
- **Access to targets** they might not necessarily be able to access otherwise (academic/ investors/media in case there are joint communications opportunities)
- **Results-oriented approach**
- **A unique pan-African and global network**



We bet
on **digital
innovation**



We bet
on **the real
economy**



We bet on **mutual
development
through economic
development**



DIGITAL AFRICA'S WHITE PAPER WAS PREPARED BY TEAMS THROUGHOUT THE YEARS 2020-2021, ON THE BASIS OF ONGOING EXCHANGES WITH EXPERTS, PARTNERS AND BENEFICIARIES.

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Digital Africa would like to thank the following people for their invaluable advice or contributions to this white paper:

Editorial advisors:

Anne-Elvire Esmel from Impulse Africa, Alexandre Cougoulic and Aloïs Nuffer from Portland Communications,

Graphic design:

Candice Graphique

Edits and corrections:

Bontle Senne, Khaled Ben Jilani, Zakaria Belkhodja

Translation:

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Disclaimer

The strategic and organizational guidelines included in this document constitute working hypotheses and in no way prejudice the decisions that would be taken following consultation of the representative bodies concerned.

