Talking Trade: Entrepreneurship in Africa

May 13, 2014
Agenda

- Business Model Canvas
- All Things Customers
- Keys to Africa
- Creating Value
- Questions
Customer segments

- 1.6 Billion
- 19% of the world’s population
- 54 Nations
Customer segments

Per World Bank Classifications

- 27 – Low Income
  - Rwanda
- 16 – Low-Middle Income
  - Ghana, Nigeria, Cote d’Ivoire
Per World Bank Classifications

- 10 – Upper Middle Income
  - South Africa, Botswana, Namibia
- 1 – High Income
  - Equatorial Guinea
Customer Relationships
Channels
Channels
Channels
Key Activities
Key Activities

- Afrilabs
  - Founded in 2011
  - BongoHive – Lusaka, Zambia
  - EtriLabs – Cotonou, Benin
  - iLab Liberia
  - kLab – Kigali, Rwanda
  - Outbox – Kampala, Uganda
Key Partnerships

Makerere University Business School

UNIVERSITY OF JOHANNESBURG
Key Resources
Questions

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