



Richard N. Hayes, Ph.D.
Frank G. Zarb School of Business – Hofstra University
Visiting Professor, Faculty of Management, University of Johannesburg

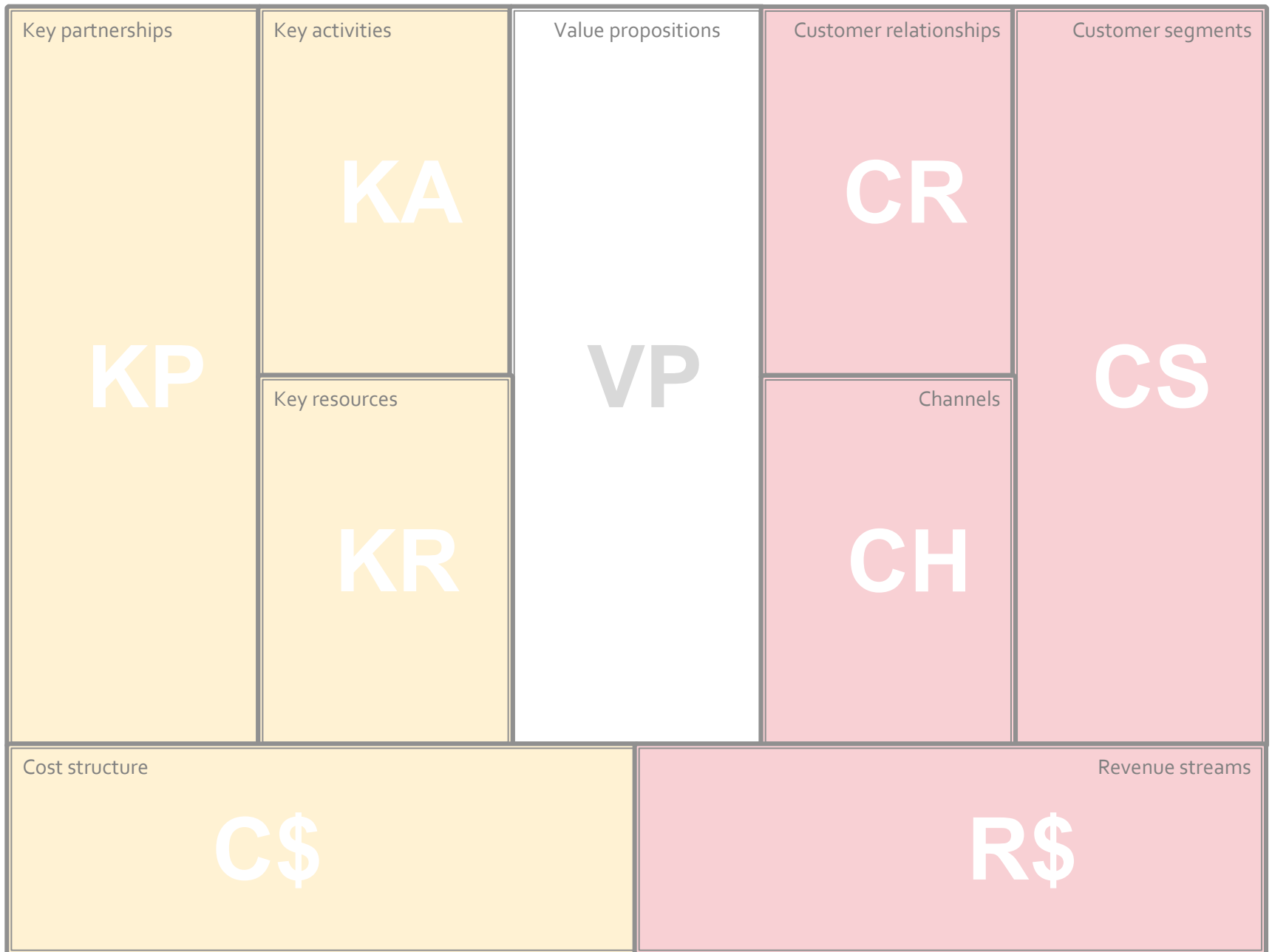
Talking Trade: Entrepreneurship in Africa

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



Customer segments

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



Key Resources



Questions

?????

