

WOMEN IN AFRICA  
— PHILANTHROPY —



# WIA54

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2021 LAUREATES

 SOCIÉTÉ  
GÉNÉRALE

Roland  
Berger 

 stop  
hunger

 inetum  
Positive digital flow

 Meridiam  
for people and the planet

 AXA

 HONORIS  
UNITED UNIVERSITIES

 DS  
AVOCATS

 bpi france

 TV5MONDE

# WIA PHILANTHROPY ENGAGEMENTS



**Hafsat Abiola**

President of Women In Africa

Greetings to the 2021 stars of the WIA54 Program and the champions that support them!

We are now nearly two years into the global COVID-19 pandemic and while the African continent seems to have escaped the worst of the health impacts, our continent is still the hardest hit among market economies and populations.

At Women In Africa (WIA), we believe that how quickly Africa's economies recover will depend largely on how responsive we all are to the needs of entrepreneurs, especially to the needs of our women entrepreneurs as they are on the frontlines of creating value, using innovative business models to respond to challenges in their communities.

This is why, in 2021, WIA defined a new target - to support 10,000 African women entrepreneurs by 2030. It is also why we have taken the first step to meet this goal by expanding the WIA54 program, from 54 women entrepreneurs selected each year to 540 women this year.

Congratulations to all of you in this inaugural class. You represent our intention to meet the moment with the right level of engagement. Welcome to the WIA community!

We, the WIA team and our partners, are inspired by your dynamism and resilience. It's no mean feat to keep your businesses going in spite of fluctuating exchange rates and supply shocks that have been prevalent across the continent. This year, we are zeroing in on your most pressing challenges and hope to be able to help you to weather the crisis better.

If I have one word of counsel for you, it is this - connect. Connect with one another, within and across countries, sectors and language groups. Let the diversity of the community be an asset for your business. Let it inform your strategies and drive your innovations. Let it be your superpower.

However rough the road ahead may be, may we traverse it together and come ahead stronger.

In sisterhood,  
Hafsat

# WIA PHILANTHROPY ENGAGEMENTS



**Seynabou Thiam**

Manager of WIA54

Women entrepreneurs have decided to be a strong part of the redefinition of this new world in the wake of the Covid-19 crisis!

This crisis has shown them the fragility of the gains of decades of struggle; their resilience has been tested, but it is the same resilience that has allowed them to hold their communities at «arm's length».

At WIA, we are aware of the opportunity that women represent for the African continent. Our ambition must be more than ever to match the extraordinary potential of women entrepreneurs in Africa.

The 540 finalists of WIA54, gathered in 2021 during the hybrid bootcamp, showed their determination for the economic development of Africa.

I would like to say to the class of 2021 that they are no longer alone, they are 54! They are 540!!

# SUPPORT 10,000 WOMEN BY 2030

For the 5<sup>th</sup> edition of the WIA54 programme dedicated to supporting and promoting female entrepreneurship in Africa, WIA has selected 540 women entrepreneurs who will make up the 2021 class. This represents a major leap from our 2019 and 2020 intake of 54 women entrepreneurs.

These 540 women will also receive WIA's signature training programme, personalized mentoring and communication actions. However, 54 of them will ultimately be declared as Country Laureates and 9 will receive Sector Prizes as Revelations embodying the very best of the continent.

The expansion of our 2021 class occurs in tandem with the explosion of interest in our programme from women entrepreneurs on the continent.

Again this year, as it has been every year since the launch of the WIA54 Programme, the number of applications received increased with 4,000 African women entrepreneurs, applying covering a series of sectors: agro-food, creative industries, education, digital & technologies, sustainable development, health and fintech.

By multiplying by 10, the number of women we support in 2021, WIA Philanthropy is starting the next phase in its development plan, during which we seek to:

- Support at least 10,000 women by 2030;
- Indirectly support the creation of more than 100,000 jobs;
- Contribute to developing solutions to meet the financing needs of African women entrepreneurs.

If you believe, like us, that African girls and women can turn the continent around and want to support them, please join us!

## WIA54

The WIA54 programme was launched in 2017 by Women in Africa Philanthropy and exists thanks to the support of its patrons: Société Générale, Roland Berger, Stop Hunger, AXA, Inetum, Meridiam, Honoris United Universities, DS Avocats and BPI France.

**Method: Following the receipt of applications, 540 finalist entrepreneurs were screen and shortlisted in 54 African countries by WIA and Roland Berger's teams. Each application submitted was examined according to specific criteria: social impact, innovativeness, scalability of the business model, growth potential and team execution capacity.**

## WIA540

The 2021 mentee class will be made up of the 540 finalist women entrepreneurs of the WIA54 programme selected from 54 African countries. In a context where the major difficulty for African women entrepreneurs remains access to financing, the objective of the WIA54 programme will be to enable them to consolidate their achievements but also and above all to strengthen their capacities so that they can access financing offers/ present their companies to potential investors. Women entrepreneurs will thus have the opportunity to be supported through the mentoring programme from January to June 2022, when a series of pitch roadshows will be organized by WIA and its partners to promote them.

The objective of the mentoring program will therefore be above all to support women entrepreneurs in the exercise of the business pitch / presentation, so that they are equipped to access funding and for WIA roadshows.

## THE REWARDS

### DISCOVER THE REWARDS FOR

● 540 FINALISTS, ● 54 COUNTRY LAUREATES, ● 9 SECTORAL REVELATIONS.

#### TRAINING & MENTORING



PARTICIPATION IN AN ONLINE BOOTCAMP



HONORIS  
UNITED UNIVERSITIES

TRAINING OFFERED BY ONE OF THE 58 CAMPUSES OF OUR PARTNER HONORIS UNITED UNIVERSITIES



MENTORING AND SUPPORT FROM AN EXPERIENCED LEADER



#### INTERNATIONAL VISIBILITY



PARTICIPATION AS A SPEAKER IN OUR WEBINARS WITH AN INTERNATIONAL AUDIENCE



DIFFUSION OF YOUR PROJECTS ON WIA PLATFORMS



#### NETWORK



INTEGRATION OF A NETWORK OF MORE THAN 100,000 MEMBERS AROUND THE WORLD



ACCESS TO PRIVILEGED CONSULTING SESSIONS WITH OUR PARTNERS



ACCESS TO PRIVILEGED CONSULTING SESSIONS WITH OUR PARTNERS



NETWORKING WITH REGIONAL GODMOTHERS



# WIA540

## 2021 HYBRID BOOTCAMP

THE PITCH IN EVERY STATE: WHEN STYLE (REALLY) SERVES CONTENT.

### PROGRAMME FOR THE 540 FINALISTS

- MASTERCLASSES OF 2H30 EACH
- TOOLS TO WORK ON THEIR PITCH
- 6 TRAINING SESSIONS WITH A PANEL OF STOP HUNGER EXPERTS
- 16 NETWORKING SESSIONS PER SECTOR
- 2 CLOSING CONFERENCES AND TESTIMONIES OF WIA54 ALUMNI SUCCESS STORIES



**97% of participants would recommend the bootcamp**

**Global satisfaction of 4,5 / 5**

"A big thank you to all our Sodexo colleagues who took part as mentors in the virtual WIA boot camp. And bravo to all the entrepreneurs for their pitches – it was energizing to discover so many innovative projects!"



**Nathalie Brindeau**  
Stop Hunger  
Europe Manager



"For the past 5 years Honoris United Universities, the first and largest pan-African private higher education network, has proudly supported Women In Africa as a Knowledge Partner. This year, our pedagogical support consisted in designing this bootcamp in collaboration with ESCP Business School's Blue Factory, Honoris' academic partner for incubator development."



**Laura Kakon**  
Chief Growth and  
Strategy Officer  
Honoris United  
Universities



**Maëva Tordo**  
Director of the  
Blue Factory ESCP  
Business School



## WOMEN IN AFRICA WOULD LIKE TO THANK THE STOP HUNGER EXPERTS WHO PARTICIPATED IN THE BOOTCAMP OF THE 540 FINALISTS OF THE WIA54 PROGRAMME



**Chris Stamate**  
Regional Account Director,  
Singapore



**Damien Sangu**  
HR Director, Middle East  
& Africa



**Etienne Dufrenois**  
Zone Director



**Florian Zaragoci**  
Sr. Director, Growth &  
Indigenous Partnerships,  
Energy & Mining



**Jean-Jacques Laham**  
Transformation Director,  
Continental Europe



**Joanne Neddo**  
Client Relations Executive,  
Middle East & Africa



**Liz Marlow**  
Global Digital Marketing  
Project Manager



**Leonard Ebot**  
Regional Account Director,  
Strategic Accounts



**Mouna Fassi Daoudi**  
President



**Neta Meir**  
VP Innovation Group  
Hub



**Raghu Rayachoti**  
Performance analyst



**Sophie Sertier**  
Head of Good Eating  
Company Canada

# WIA54 FINALISTS BREAKDOWN

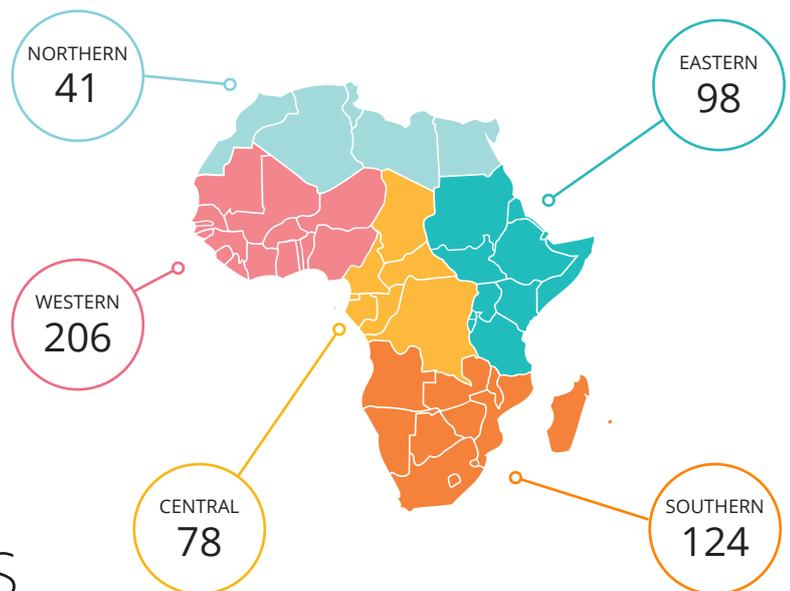
## 1. BREAKDOWN BY COUNTRY

Nigeria	62	Sierra Leone	12	Niger	9	Rwanda	7
Cameroon	23	Ivory Coast	11	Mauritania	9	Central African Republic	6
Kenya	22	Burkina Faso	11	Namibia	9	Libya	6
Senegal	18	Uganda	10	Sudan	8	Botswana	6
Madagascar	17	Togo	10	Zambia	8	South Sudan	5
Mauritius	15	Burundi	10	Comoros	8	Gambia	4
Benin	14	Algeria	10	Eritrea	8	Eswatini	4
Dém. Rép. of the Congo	13	Zimbabwe	10	Liberia	8	Somalia	3
Morocco	13	Republic of the Congo	10	Mozambique	8	São Tomé and Príncipe	2
Malawi	13	Guinea	10	Mali	7	Guinea-Bissau	2
South Africa	12	Chad	10	Gabon	7	Egypt	2
Angola	12	Tunisia	10	Ghana	7	Lesotho	2
Cape Verde	12	Tanzania	9	Equatorial Guinea	7	Seychelles	0
		Ethiopia	9	Djibouti	7	<b>Total</b>	<b>547</b>

## 2. BREAKDOWN BY CATEGORIES

AGRI-FOOD	163
CREATIVE INDUSTRIES	86
EDUCATION	67
DIGITAL AND TECHNOLOGY	63
SUSTAINABLE DEVELOPMENT	54
HEALTH	53
BEAUTY INDUSTRIES	49
FINTECH	12
<b>TOTAL</b>	<b>547</b>

## 2. BREAKDOWN BY REGION



THE 2021 WIA54 CLASS,  
THAT'S OVER 3500 JOBS!

**53** PAYS

**8** REVELATIONS

**1** GOLD AWARD

**1** STOP HUNGER AWARD



**8** ACTIVITY SECTORS

AGRICULTURE  
BEAUTY INDUSTRIES  
CREATIVE INDUSTRIES  
DIGITAL & TECHNOLOGY  
EDUCATION  
FINTECH  
HEALTH  
SUSTAINABLE DEVELOPMENT

# WIA GODMOTHERS

The regional Godmothers of the WIA54 promotion have a key role for the winners: that of welcoming them with a motivating speech, that of encouraging them - but also that of supporting them through joint communication actions at WIA throughout the year.

The godmothers are a source of inspiration for these women and sometimes, role models. Throughout the year, networking webinars will be organized with each of the sponsors.



**Alisa Amupolo**

**WIA GODMOTHER SOUTH AREA**

**Former CEO PowerCom (Pty) Ltd**

As a Godmother for 2021, I couldn't be prouder of the 2021 WIA54 class; I have walked the dungeons of entrepreneurship before in intrapreneurship. I should admit it remains one of the most defining journeys of my life for I have seen the profound impact of entrepreneurship first hand.

It is on this basis that I pledge my commitment to Women In Africa's noble initiative which has supported so many start-ups across a vast array of industries around the continent. Without doubt, entrepreneurship is the engine of any economy and thriving nation and geminating entrepreneurship culture is what will unlock our continent and position it as the next frontier of innovation.

As we march forward to 2030 where 10,000 women entrepreneurs will be trained and mentored to generate 100,000 jobs, may we all individually and collectively throw our weight behind women entrepreneurship on the continent, in every intent, act and deed.

Finally may I take this opportunity to congratulate the class of 2021 for the recognition to the strides you are making as women in business. I have every confidence that this well-deserved recognition will open doors for you and when the tough get going, may it be a glimmer of hope and may it serve as a true reminder for the formidable work you are doing as womenpreneur of our continent in transforming our economies.

# WIA GODMOTHERS



**Gwen Abiola-Oloke**

**WIA GODMOTHER**

**WEST ENGLISH-SPEAKER AREA**

**Independent Consultant  
Business & Finance**

I begin with a little story about Favour. I stumbled on a post recently that featured some very creative designs produced by this young lady. The environmentally friendly principles her business appealed to me. Naturally, I reposted her work on my page. A few people contacted me and also began to share her work within their network. It then occurred to me that I didn't even know Favour. I then put a call to the number on her page one evening. During the call I learnt some more amazing things about her.

Favour was still studying at university, and building her business at the same time, which involved a long commute between several locations. She was thrown into this new realm through an adversity; She had just lost her Dad and was thrust with the responsibility of paying her way through school – This gave birth to her business. She joined a network of creative innovators who shared the post I got to see.

This story relates to the entrepreneurship journey of many women - business born out of necessity rather than opportunity, which underscores the importance of networking. **Unlike our male counterparts, many women under value the currency - Networking.** WIA provides a platform for building collaborations within a member community across countries creating borderless opportunities. Like Favour, you have joined a good network, be Prepared, Engage, Extract Value and Give support to others.

This story provides, a real life instance of when skill and preparation meet its audience and how a well nurtured network can improve chances of not just your success.



**Marianne Bathily**

**WIA GODMOTHER**

**WEST FRENCH SPEAKING AREA**

**Founder and director  
French-speaking West and Central EXP**

Dear goddaughters of the WIA540 programme, it is with joy that I look today at this text that I must produce for posterity... What can I say? What is it really important to say?

I share with you this quote from William Ross Wallace, who has guided my life since I became aware of it:

*«The hand that cradles the child is the one that dominates the world»*

I like to think that the women that you are are aware of the crucial importance they have on the future of the world, both in the professional challenges that they decide to take up, but also and especially at homes, in their houses. Ladies, you are educating the men and women of tomorrow and it is therefore through you that the future is shaping up.

Having power for us women starts with realizing that we have it, and then putting it to good use throughout our lives.

I therefore encourage you through this programme, as well as in your daily actions, to create your own definition of success. Be free and act according to the social rules that suit you, don't hesitate to write new ones when you feel you need them and pass them on to your children and loved ones... In short, build the life of which you will be proud, strong in your beliefs, your encounters and your experiments.

Of course, life is not a linear series of successes, but you know, you learn best from your mistakes and in any case never hesitate to take advice and ask for help. You will be stronger and more respected.

I wish you all the best in all your endeavours.

# OUR PARTNERS



# OUR PARTNERS



**Laurent Goutard**

Head of the Africa & Overseas region  
Société Générale



**Gordon Watson**

CEO Asia and Africa  
AXA

## AS AFRICA MOVES FORWARD, WE SUPPORT ITS SUSTAINABLE DEVELOPMENT

Africa and Societe Generale have an uninterrupted history going back for over a century. The Group is supporting the continent in a fair, environmentally-friendly and inclusive transition. Put simply, a sustainable and positive transition, drawing its strength from one conviction: the demographic and economic development of this continent – with its talent, natural resources and infrastructure projects – is a key issue of this millennium.

Societe Generale supports local economies in particular through the « Grow with Africa » programme, a demonstration of our commitment to long-term performance. With a presence in 19 countries, the Group is the leading international bank in West Africa.

What do African women do when it's hard to find a job? They create one! While women are a driving force behind the continent's economic momentum, they still face genuine obstacles when they start. Societe Generale supports them, notably through the commitment to the Women in Africa foundation. Fully convinced that women are the main actors of economic development and stability in Africa, **we are proud to partner with the Women In Africa Philanthropy Foundation on the WIA 54 project**, which supports African women entrepreneurs through a dedicated mentoring and training program, thus contributing to their empowerment.

We are proud to renew our support for Women in Africa and, specifically, the WIA54 competition.

At a time when health and creativity are top of mind, we are excited to be part of this exciting initiative which provides the lift-off stage for thousands of women entrepreneurs who, without this platform, may not have access to the resources or advice they need to create a successful business. Gender parity is, of course, key to our own values and we relish every opportunity to promote this and help reinforce women's leadership capabilities.

As a global insurer spanning both general and life insurance, AXA has significant experience in developing products and services that meet the needs of a diverse range of customers.

Our corporate purpose is to act for human progress by protecting what matters. We are thrilled to help individuals, entrepreneurs, established companies and societies to thrive. AXA has always been a leader, an innovator, and an entrepreneurial company - fostering progress in all its dimensions. We are excited to be part of the WIA54 program and believe the accomplishments of women entrepreneurs will contribute to the success of their communities and sustainable progress to the whole continent.

We look forward to working with the entrants to build a better and stronger Africa for both the continent's women and men.



# OUR PARTNERS



**Laura Kakon**

Chief Growth and Strategy Officer Honoris  
United Universities

Honoris United Universities has been proud to partner the Women in Africa Initiative since the first edition in 2017, supporting 54 young women entrepreneurs each year with training tailored to their specific needs. Since the beginning of our partnership, we have supported no less than 216 exceptional young women, driven by their missions and their dreams to transform the African continent, by offering programmes enabling them to strengthen and develop their entrepreneurial, technical and digital skills in line with the current trends of our evolving world.

It is with the same passion and vision that we are involved again this year in the WIA Initiative. Only collective action can make an impact.

This initiative is at the heart of our Education for Impact mission – and our mission to support female leadership and entrepreneurship.

Women in Africa is a catalyst for ideas that aims to provide specific solutions to the challenges facing the African continent and to strengthen the role and presence of women in its development.

We are proud to partner the WIA Initiative for the past four years and to still have the same enthusiasm to support 54 women entrepreneurs selected each year across the continent, offering them the opportunity to benefit from training tailored to their needs to accelerate their individual projects. Each of them can apply to the **Honoris Scholarship For Women Entrepreneurs program**.



**Mouna FASSI DAOUDI**

President  
Stop Hunger

Stop Hunger has been acting for a hunger-free world for 25 years. We particularly want to act in Africa, the number one continent for female entrepreneurship. Despite its abundant natural resources, 282 million Africans still suffer from hunger. Famine remains a permanent threat due to ongoing conflict, climate catastrophes, economic instabilities and crises which Covid-19 pandemic has worsened.

When it comes to economic growth, agriculture is one of the key enablers for development in Africa. Women represent up to 70% of the workforce and 90% of the production.

This is why we support WIA54. We share the same vision and the same will to sustainably support the empowerment of African women and the development of their companies.

If girls get the chance to stay in school longer, if we offer women in rural areas the means to produce, transform and commercialise their production, and if female entrepreneurs decide to launch their activities in sectors traditionally reserved for men, the continent will do better – and so will the rest of the world. It's time to recognise the importance of women in the Africa of tomorrow, and to break through prejudices.

There are still many obstacles, but where there's a will there's a way. We must never stop! Everything is possible to those who dream, dare, act and never give up.



# OUR PARTNERS



**Laurent Benarousse**  
 Managing Partner  
 Member of the Supervisory Board  
 Roland Berger

As entrepreneurship is one of Roland Berger's core value, we are proud to be part of the Women In Africa initiative, since its creation in 2016.

We firmly believe that African women leaders and entrepreneurs, with all their energy and passion, are the drivers of economic, social and political change across the continent and around the world.

We promote a greater parity and women's access to key positions within the economy: mixing is a real source of enrichment and a lever for innovation, at a time when it is crucial for our economy.

We firmly believe in bringing together African women leaders and entrepreneurs to share, progress and build the Africa and world of tomorrow.



**Thierry Déau**  
 CEO and Founder  
 Meridiam

In Africa, Meridiam ensures that its transformational infrastructure projects generate positive impact for people.

We know how much women are the driving force behind economic progress on the continent: in Senegal and Côte d'Ivoire, we also wanted to set up a specific action for the women of the impacted communities.

It is essential to strengthen the leadership capacities of women by helping them build and increase their self-esteem, improve their decision-making skills and become inspiring role models.

We are proud to support Women in Africa again this year.



# OUR PARTNERS



**Vincent Rouaix**  
Chairman & CEO  
Inetum

For 5 years now, Inetum (ex-Gfi) has been supporting WIA Philanthropy to accompany the 54 young women entrepreneurs on the continent. Women entrepreneurs have a strong card to play in helping Africa move forward, and it is up to international groups like Inetum to back them up.

Inetum is Africa's leading digital actor that provides digital services and solutions, and a global group that helps companies and institutions to get the most out of digital flow. In a context of perpetual movement, where needs and usages are constantly being reinvented, the Inetum group is committed towards all these players to innovate, continue to adapt, and stay ahead. With its multi-expert profile, Inetum offers its clients a unique combination of proximity, a sectorial organisation, and solutions of industrial quality.

Our support to WIA Initiative is a proof of our long-term commitment to Africa. We support the foundation because we share the same values: acting together responsibly and sustainably, that's how we'll have a positive impact on the world we all live in. We hope that the Women In Africa Initiative will grow and we are very proud to be part of this project.





## Women, a fundamental asset for Africa's development

Africa has a very important potential for economic growth as well as for social and environmental progress. But it can only be fully exploited through the massive involvement of African women. Despite difficulties in gaining access to the educational system or the labor market, women on the continent are becoming more resourceful every year, and supporting their entrepreneurship is one of the keys to accelerating the progress of African societies. In the economic field in particular, female entrepreneurs are either creating their own jobs, providing jobs for their immediate entourage or developing innovative products and services.

In this context, Roland Berger, through the projects it carries out in Africa with regional or international private clients, as well as with States or international institutions, participates in the development of the continent, always highlighting the decisive role of women in the achievement of this objective.

# WIA54 2020 REVELATIONS

- 16** GOLD AWARD
- 17** EDUCATION REVELATION
- 18** HEALTH REVELATION
- 19** AGRICULTURE REVELATION
- 20** FINTECH REVELATION
- 21** DIGITAL AND TECHNOLOGY REVELATION
- 22** SUSTAINABLE DEVELOPMENT REVELATION
- 23** CREATIVE INDUSTRIES REVELATION
- 24** BEAUTY INDUSTRIES REVELATION
- 25** STOP HUNGER AWARD



# GOLD AWARD SOUTHERN AFRICA



Naomy Rasolofonirina

**MADAGASCAR**

**PURE VANILLA MADAGASCAR**

**AGRICULTURE & AGRIFOOD**

Pure Vanilla is a family business based in Sambava, Madagascar, founded by Naomy Rasolofonirina. Originally from the SAVA region in Madagascar, my family has been active in the vanilla trade for several generations. I belong to the third generation and the know-how of high quality vanilla production is rooted in a family heritage of culture, and packaging of vanilla for export.

Pure Vanilla is actively committed to supporting the enhancement of women's work in the vanilla sector, guaranteeing its superiority through the professionalization of women in rural areas. In addition, Pure Vanilla's CSR policy places sustainable development at the heart of its priorities through capacity building for women. Through its fair trade system, Pure Vanilla provides and restores an ecological balance while simultaneously delivering high quality vanilla.

After studying abroad and trying several industries, Naomi chose to pursue vanilla. She is deeply attached to it, to its quality and to the capacity of vanilla to create an equitably distributed income for all actors in the value chain.





# FINTECH REVELATION WEST AFRICA



Tale Alimi  
**NIGERIA**  
**OWOAFARA**  
**FINTECH**

Tale has had an interesting career in the back and front end of technology driven organizations, providing cutting edge contribution to their development and growth in support, strategy and business development roles. She is passionate about economic empowerment for the underserved in Africa.

Owoafara is building tech enabled financial services for the last mile in emerging markets. Our mission is to enable 67 million people in Sub-Saharan Africa access financial services so they can be economically empowered and live above the poverty line.

Owoafara is a financial technology company that is creating Peer to peer financial services solutions to foster small business financing and support for the underserved and unbanked micro businesses in the informal sector that fuels over 65% of one of Africa's largest economies. Through our Rouzo platform, we provide peer



to peer lending that allows savvy impact driven investors save and lend to micro businesses using a portfolio approach.

Women in the informal trade sector make up 70% of our client base. As a female founded Fintech, we are focused on bridging the access to finance gap especially for Women who have less access to finance than their male counterparts because of social and digital limitations.

IN PARTNERSHIP WITH





# EDUCATION REVELATION SOUTHERN AFRICA



Thulisile Dlamini

**SOUTH AFRICA**

**IKUSASA TECHNOLOGY SOLUTIONS**

**EDUCATION**

Ikusasa Technology Solutions(ITS) is an ICT Training and Consulting business founded in 2016. The challenge we are solving is closing the skills gap and increasing employment opportunities. To achieve this goal, we are accredited with various OEMs like IBM, CompTIA, Microsoft, Alcatel to mention a few. We future-proofed our industry and developed our learning management system in 2018 in order to meet wider audience and rural areas.

We included technology called progressive web add to combat data challenges and also added content on downloaded version for learners to study offline and only use data to attend classes and upload. We also trained private entities for profit and have had opportunities to work in other African countries like Uganda, Kenya.

To date we have trained at least 1000 learners with a successful placement of 90%. Our focus is to develop a holistic training which includes entrepreneurship and personal development. Our challenge is access to the market to grow the business, generate revenue to be able to maintain our accreditation, certify our technical

resources to stay relevant in the market and our major wish is to be convert content to our native languages.

Thulisile Dlamini is founder and CEO at Ikusasa. She started working at the age of 18 and has practically done all sorts of jobs. She has been in the ICT industry over 15 years which has led to her current journey. She is psychologist by profession, and an indoor spinning instructor.



IN PARTNERSHIP WITH





# HEALTH REVELATION SOUTHERN AFRICA



Lutchmee Nobaub

**MAURITIUS**

**CLINEAR RESEARCH LTD**

**HEALTH**

Clinear Research is a Mauritian start-up specialized in Clinical Research, covering different therapeutic areas.

We provide effective clinical investigation solutions to other Contract Research Organizations, pharmaceutical laboratories and medical device manufacturers. We bring the expertise and professionalism of our experienced team.

Clinear Research was founded in 2015 by Dr. Lutchmee Nobaub, initially created to compensate for the lack of local expert research associate in the sub-region. With the head office in Mauritius, we have been covering Mauritius, La Réunion and Western Europe through 25 studies with more than 200 patients.

Our values: Patient, People, Procedures, the 3 Ps to bring the best of breed clinical research worldwide. We are personally involved in the achievement of our work, with efficiency and empathy, and a constant concern for the patient's interest.

One of our main motivations is to contribute to the progress of medicine for the benefit of

each patient. Imagine a world of patient-tailored therapy, based on genetic characteristics! This might induce major quality improvements by prescribing the right drug, at the right dose, to the right person.

After her higher education in Paris, and 10 years experience in Clinical Research in Europe, Lutchmee Nobaub decided to bring her expertise to Mauritius, train talents, work with pharmaceutical laboratories and provide innovative treatments to local patients. Her Grail: creating African health hub.



IN PARTNERSHIP WITH





# AGRICULTURE REVELATION WEST AFRICA



Wiatta Thomas

**LIBERIA - GUINEA**

**AQUAFARMS AFRICA**

**AGRICULTURE & AGRIFOOD**

Aquafarms Africa (AFA) systems offer a farm-to-fork solution to sustainable food, making urban agriculture accessible to women and youth. AFA offers high value-added, locally grown niche products at competitive prices to high-end customers that would otherwise be imported.

The 12 by 12 meter technological aquaponics systems conserve 95% of the water and produce about a ton of vegetables, fruits and fish per month. They operate in urban centers, minutes from customers, and deliver fresh, high-quality niche products.

This reduces imports and keeps capital in local economies and in the hands of women, who are often the silent leaders of our communities and more likely to invest their profits in social services such as education and health care. Powered by renewable energies, AFA's climate-controlled Aqua Farms allow franchisees to cultivate produce year round atypical of tropical climates.



This prompts importers such as upscale hotels, restaurants and corporate cafeterias to buy locally, which helps increase profit margins and give franchisees not only higher incomes, but also opportunities to purchase ownership of the value chain and wealth creation.

AFA, which is currently operating its prototype in Guinea, has trained 30 women to set up their own franchises and is seeking investment to expand throughout West Africa within the next 5 years with 200 franchises.

IN PARTNERSHIP WITH





# DIGITAL & TECHNOLOGY REVELATION WEST AFRICA



Zita Agwunobi

**NIGERIA**

**IVERIFY.NG**

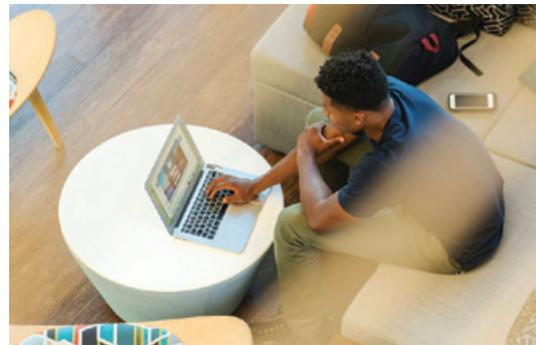
**DIGITAL & TECHNOLOGY**

Iverify.ng is a web platform that provides people and businesses security through trusted and automated Identity verification, document validation and background checks in Nigeria.

We use data to solve identity problems like credential fraud, fake accounts, impersonation, discrimination, document fraud and to ensure KYC compliance.

With over 96,000 verifications, we have impacted users across commercial banks, SME's, Tech companies and corporations with our holistic solution and have earned the trust of companies and partners.

We are recipients of the HiIL Justice grant for impact in the digital identity space. We have earned a slot in the Standard Chartered bank Women in Tech Cycle in Nigeria and are currently enrolled in the WIA540 program. We ask for \$300,000 and Media Partnership to enable us to build integrated partnerships with the government, expand our operations and explore three new African markets.



We have a team of 13 full-time employees and Zita Agwunobi is the Founder/CEO.

Zita Agwunobi studied International Commercial Law and is a graduate of Bournemouth University, United Kingdom. She is an experienced and competent Corporate Lawyer.

She works with the financial sector and commercial companies providing verification services to manage liability exposure.

IN PARTNERSHIP WITH

**inetum.**  
Positive digital flow



# SUSTAINABLE DEVELOPMENT REVELATION NORTH AFRICA



Salma Bougarrani

**MOROCCO**

**GREEN WATECH**

**SUSTAINABLE DEVELOPMENT**

GREEN WATECH offers a new low-cost & efficient solution for wastewater treatment and reuse for irrigating vegetables destined for human consumption.

The Application of GREEN WATECH solution can solve one of the global challenges that is 'Access to Sanitation for All'.

Salma Bougarrani is Co-Founder and Chief Executive Officer (CEO) of GREEN WATECH, a Social Enterprise founded in 2018, and specialized in decentralized sanitation. Salma holds a PhD in Advanced Water Treatment Process from Med V University (Morocco), and Leipzig University (Germany).



IN PARTNERSHIP WITH

**Meridiam**  
for people and the planet



# CREATIVE INDUSTRIES REVELATION SOUTHERN AFRICA



Wacelia Zacarias

**MOZAMBIQUE**

**KARINGANA TEXTILES**

**CREATIVE INDUSTRIES**

Ku Pakama – healing textiles – is a product by Karingana Wa Karingana Textiles, a fabric with healing properties borrowed from medicinal plants. It is inspired by the indigenous knowledge systems of traditional Mozambican medicine and its medicinal plants.

Clothing and accessories made with Ku Pakama textile are designed to nurture the wearer's skin with natural compounds transferred by the medicinal plants while transferring some healing and relief properties to the body.

This is an allergen-free, chemical-free, nourishing textile that benefits the body, the emotional being and more esoteric matters like energy protection.

Their product promotes well-being by leveraging the botanical power of African medicinal plants, it is 100% natural, made with local resources and produced by local Mozambican women.

Wacelia (Wacy) Zacarias was born in Mozambique. She left at a very young age and lived and studied in Johannesburg, London, New York and Berlin. She is a Textile Designer and researcher and a traditional healer who is set to change the narrative of African Design Industry.





# BEAUTY INDUSTRIES REVELATION WESTERN AFRICA



Diariétou Dia

**SENEGAL**

**KARAW INTERNATIONAL**

**BEAUTY INDUSTRIES**

Karaw international is a cosmetic laboratory based in Dakar since 2016. In order to promote agricultural products into cosmetic products, we have created 3 brands of Karaw, Yaram & Aroma Africa products.

We currently offer eight ranges of hair products, a range of body products for men, women and children.

With a global turnover of over 70 million XOF to date, our credo is to flood the African market with natural cosmetics accessible to all through safe and reliable distribution channels.

And this will allow us to create 20 direct jobs and more than 200 indirect jobs. To achieve our development objectives we are requesting a fundraising of 130 million CFA francs which will allow us to purchase equipment, raw materials and to have working capital for the operation of the structure.



Since 2016, the Senegalese Diariétou Dia graduated in Finance, Law, cosmetology, CEO of the Karaw International laboratory has decided to go back to basics with her 100% natural products.

Under the Karaw, Yaram and Aroma Afrique brands, Karaw laboratories have launched eight ranges on the market.

# STOP HUNGER AWARD

Ustawi means wellness in Swahili, and the name captures the project's transformative power. By pooling women farmers together, it provides them commercial farming skills, connects them directly with markets and allows them to earn a decent wage to support their families. The project 100% captures Stop Hunger's belief that by empowering women, we can support communities to escape hunger sustainably.



Doreen Irungu

**KENYA**

**USTAWI AFRIKA**

**AGRICULTURE**

Ustawi Afrika believes in magic. The magic of economic empowerment, twinned with environmental conservation and the greater inclusion of women in social discourse and economic production makes our society and Africa, in general, a much more potent force in shaping humanity's future.

75% of the agricultural labor force is made up of women, who are directly responsible for 80% of food production. In Kenya, close to 35% of the GDP is derived from agriculture. Around 600,000 Kenyans are formally employed in agriculture. Considering that Ustawi Afrika has transformed close to 10,000 women from laborers to agribusiness entrepreneurs, it's clear that we have SIGNIFICANTLY contributed to our country's economic development, shaping not just the community's economic prospects, but working as a powerful socio-economic transformer. Moreover, we have served 29,000 meals up to date to vulnerable, aged members of society, and contributed more than 41,000 meals towards school-feeding programs in our



community in 17 different schools. Our efforts, evidently, result not just in full tummies, but also better academic and health outcomes, and a prosperous society.

Creating more than 20,000 jobs directly and indirectly every month, right from production level to consumption level.

Our syllabus entails of 8 main value chains; beans, dairy, potato, poultry, fruits, maize, beekeeping and fisheries Value chains.

IN PARTNERSHIP WITH



# THE FUTURE IS WHEN WOMEN SHAPE A WHOLE CONTINENT

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We support female entrepreneurs in Africa through the Women in Africa Philanthropy foundation.

**THE FUTURE  
IS YOU**  **SOCIETE  
GENERALE**

Societe Generale is a French Société Anonyme (limited company) with share capital of € 1,066,714,367.50, whose registered head office is located at 29 boulevard Haussmann - 75009 Paris (France), registered with the Paris trade and companies registry under number 552 120 222. Photo credit: Tom Craig - October 2021.

# WIA54 2021 LAUREATES

NORTHERN AFRICA	<b>28</b>	ALGERIA / EGYPT
	<b>29</b>	LIBYA / MOROCCO
	<b>30</b>	TUNISIA
WESTERN AFRICA	<b>32</b>	BENIN / BURKINA FASO
	<b>33</b>	CAPE VERDE / CÔTE D'IVOIRE
	<b>34</b>	GAMBIA / GHANA /
	<b>35</b>	GUINEA / GUINEA BISSAU
	<b>36</b>	LIBERIA / MALI
	<b>37</b>	MAURITANIA / NIGER
	<b>38</b>	NIGERIA / SENEGAL
	<b>39</b>	SIERRA LEONE / TOGO
	EASTERN AFRICA	<b>41</b>
<b>42</b>		ERITREA / ETHIOPIA /
<b>43</b>		KENYA / RWANDA
<b>44</b>		SOMALIA / SOUTH SUDAN
<b>45</b>		SUDAN / UGANDA
<b>46</b>		TANZANIA
CENTRAL AFRICA	<b>48</b>	CAMEROON / CENTRAL AFRICAN REPUBLIC
	<b>49</b>	CHAD / DEMOCRATIC REPUBLIC OF CONGO
	<b>50</b>	EQUATORIAL GUINEA / GABON
	<b>51</b>	REPUBLIC OF CONGO / SÃO TOME AND PRINCIPE
SOUTHERN AFRICA	<b>53</b>	ANGOLA / BOTSWANA
	<b>54</b>	COMOROS / ESWATINI
	<b>55</b>	LESOTHO / MADAGASCAR
	<b>56</b>	MALAWI / MAURITIUS
	<b>57</b>	MOZAMBIQUE / NAMIBIA
	<b>58</b>	SOUTH AFRICA / ZAMBIA
	<b>59</b>	ZIMBABWE



## NORTHERN AFRICA



Chiraz Bensemmane

**ALGERIA**

**COACH TRIBE**

**EDUCATION**



Sabreen Morsey

**EGYPT**

**FARINAS MARKETING SERVICES**

**EDUCATION**

Coach Tribe is an online coaching platform and a global movement aiming at supporting individuals & companies around the world growth and have a great impact.

The platform centralises the whole systems for both Coaches & people who want to be coached (payment, booking, review, video, messaging...) so that they only focus on being present and growing.

It guarantees a safe & inclusive environment as well as quality coaches. Today, the platform has more than 30 coaches from 16 different countries (out of which 6 are in Africa) who can coach in 17 different languages.

Our values are transparency, diversity, trust & growth.



SMEs contribute up to 80 % of national income in Egypt through 2.5m SMEs projects and start-ups accounting for 75% of the labor force, many of which are involved in manufacturing but they face many problems.

The manufacturing industry is 50% of SMEs in Egypt but they have challenges to increase revenue, generate new leads... etc., many of them due to the following:

- Lack of Proper Marketing Strategy
- Finding Right Marketing Channels
- Securing Enough Budget for marketing
- Not Effective Social Media Presence
- Lack of marketing Resources
- Nobody has given a professional marketing plan
- There's marketing information overload

What they've tried so far isn't working. We have extensive marketing knowledge of the tools to work with the manufacturing industry in Egypt and support them to generate new leads and enter new markets.

We worked with key figure clients and we want your support to reach more clients.



## NORTHERN AFRICA



Ibtihal Elshami

**LIBYA**

**KAAD**

**SUSTAINABLE DEVELOPMENT**



Aida Kandil

**MOROCCO**

**MYTINDY.COM**

**DIGITAL & TECHNOLOGY**



Electrical problems are considered among the most important reasons that endanger human or animal life and often damage devices and equipment connected to the electrical network. Electrical protection systems are an essential part of the design of residential buildings and towers.

The earthing network is one of the most important elements of the protection network, because the earthing

network attracts unwanted currents such as faults, lightning strikes and leakage currents to the ground and prevents their discharge into the human body or industrial electrical devices.

Designing a good earthing network requires that the resistance of this network be as low as possible, less than  $5\Omega$ . KAAD is a superconducting material that solves the most difficult grounding problems. It is an ideal material for use in areas with low conductivity, such as rocky soils, mountain peaks and sandy soils. KAAD dramatically reduces ground resistance and impedance measurements.

KAAD is the first local product made from natural materials available in Libyan quarries. Tested and approved by electrical service companies.

MyTindy is the marketplace that allows Moroccan artisans to sell their crafts online anywhere in the world.

Aida Kandil is a serial entrepreneur who has won numerous awards for her work of innovation and promotion of Moroccan craftsmanship thanks to her startup MyTindy. She is passionate about the field of ecommerce and the creation of high added value startups.





# NORTHERN AFRICA



Fatma M'barek

**TUNISIA**

**CRÈMYTO**

**AGRICULTURE & AGRIFOOD**

Malnutrition is a dietary imbalance between the body's need for nutrients and the food supply, which affects 2 billion people on this planet.

Hence our alternative natural spread without additives and rich in nutritional value, processed from locally and responsibly grown dried fruits.

Fatma M'barek is a manager by training with more than 10 years of professional experience in the administrative, financial and accounting management of companies, also with an interesting association background.





[www.honoris.net](http://www.honoris.net)

## #EDUCATIONFORIMPACT®

**Honoris United Universities** is the first and largest pan-African private higher education network committed to educating the next generation of African leaders and professionals able to impact regionally in a globalized world. Collaborative intelligence, cultural agility and mobile mind-sets and skills are at the heart of Honoris' vision of higher education. Honoris United Universities joins the expertise of its member institutions to develop world-class African Human capital that is competitive in today's fast-paced, demanding and increasingly digitized labour and start-up markets.

**Honoris United Universities** gathers a community of **61,000** students on **70** campuses, learning centres and via on-line, in **10** countries and **32** cities. The network counts **14** institutions: multidisciplinary universities, specialized schools, technical and vocational institutes, contact, distance, and online institutions. Students have an opportunity to experience exclusive partnerships and exchange programs in more than **85** universities across Europe and the United States. Over **300** degrees are offered in Medicine, Health Sciences, Engineering, IT, Business, Law, Architecture, Creative Arts and Design, Media, Political Science and Education.



## WEST AFRICA



Deo Gracias Kiki

**BENIN**

**KIDEO**

**AGRICULTURE & AGRIFOOD**

KIDEO is a company specializing in the production and marketing of natural fruit juices, fruit jams, dried fruit and cookies made from pineapple grains. The extraction of pineapple juice gives rise to a large quantity of spent grains (ie 35 to 40% pineapple) which are not used at all.

These spent grains are usually thrown around the processing units and pollute the environment enormously (soil, water and air pollution). This constitutes a great shortfall for both processing companies and the pineapple sector.



I therefore took the initiative to transform these spent grains into biscuits in order to contribute to the valuation of pineapple by-products, the improvement of the food security of malnourished children and adults, the preservation of the environment and the youth and female unemployment.

Since 2017, I have been producing and marketing cookies made from pineapple dregs in several markets such as primary and secondary schools, supermarkets, hotels and shops in the city of Porto-Novo, Cotonou, Calavi, Parakou with which I am in partnerships.



Palobde Emilie Kyedrebeogo

**BURKINA FASO**

**PALOBDE AFRIQUE**

**HEALTH**

According to Unicef, one in 10 girls miss school because they don't have what it takes to take care of their period.

Palobdé Afrique is a company that promotes reusable hygienic products in organic faso danfani dye.

It has a strong impact on the well-being and development of girls and women.

- More than 36,000 kits produced to equip women and young girls, 95% of whom are young girls,
- 12,000 people reached through our awareness campaigns / training / fairs / exhibitions.

To date, Palobde Afrique has consumed more than 15 tonnes of cotton from Burkina. We employ 80 people, 60% of whom are women.





## WEST AFRICA



Nadia Evora  
**CAPE VERDE**  
**SAL ACADEMY**  
**EDUCATION**

Sal Academy is a Professional Training Company, established in 2018 and our aim is to train people to be prepared to work in tourism and other related fields and also start their own business.

Tourism offers many opportunities, especially for young people and women, and we are here to make the connection. We identified the needs, we focused on continuous training which was the solution.

Many people had the same problem, not having the skills for the demand in the sector. With the new law requiring Training and Professional Card in Tourism, it is helping our sustainability and growth. We participated and won the World Bank's funding competition to stimulate training and employment for 16-35 year olds, and 50% of the beneficiaries must be women.

In this programme, we are training 105 young people, ready to support the return of tourism after the covid19 pandemic. All this project is possible thanks to our Partners, and our staff who are mostly women. We believe we can make a difference in Africa with education.



Bassaran Diaby  
**CÔTE D'IVOIRE**  
**E2IE**  
**SUSTAINABLE DEVELOPMENT**



The need for electricity in Africa is growing by 8% / year, while electricity production is struggling to keep up with demand and we are facing global warming. Now is the time to rationalize electricity consumption and use clean energy sources.

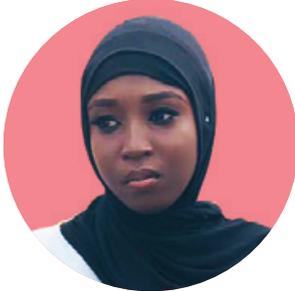
Several arguments militate in favor of switching to solar energy to meet its energy needs and remedy its climatic upheavals. Africa has a considerable solar deposit.

Based on this observation, in my capacity as an energy engineer, I created E2IE, a company specializing in solar energy and energy efficiency in order to provide electricity from solar energy of good quality, at good cost. price and without cuts for rural populations who live in difficult living conditions and businesses which are often at a standstill.

E2IE has already supplied nearly 2MegaWatt of solar power and rehabilitated more than 60 solar power plants in Ivory Coast and in the sub-region for community centers, maternity hospitals in rural areas, and businesses. We have thus contributed to a reduction of 2,433 tonnes of CO2 emissions and we want to go far.



## WEST AFRICA



Nini Joof

**GAMBIA**

**NINZIL “HOME OF HANDICRAFT”**

**CREATIVE INDUSTRIES**

Nini Joof is the Founder and Creative Director of Ninzil “Home of Handicraft”. It is a woman-owned business and was established in 2018.

Being in a country with a small population where most of her women do not have cash of their own as a result of being unskilled and unable to acquire jobs have been a contributing factor to fewer manufacturers in Gambia which has led to high dependency on imported goods. As a result, being a young lady who learned crafts from an early age, she decided to transform her childhood passion into a commercial business.

Ninzil specializes in locally handmade crafted products such as crocheting ready to wear outfits for kids and women, we also recycle second hand fabric to make some of our outfits and bags that are durable, comfortable and elegant which conforms to the beautiful culture and heritage of Africa.

Our vision is to reduce the reliance on imported fashion by building a lifestyle brand that meets the aspirations of Gambian people. Our mission is to produce high end quality products, train women on different skill sets for them to earn a decent living. We also offer them literacy training so they can be able to read.

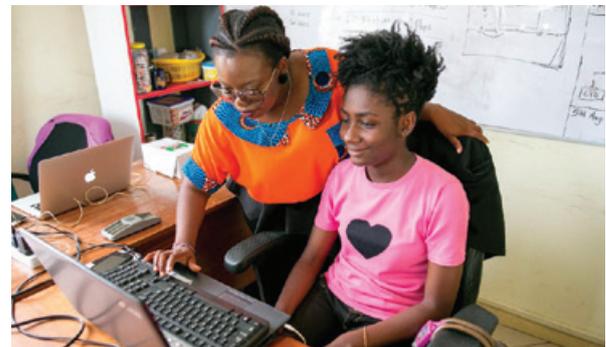


Lady Omega Hammond

**GHANA**

**AMPERSAND TECHNOLOGIES LIMITED**

**DIGITAL & TECHNOLOGY**



Ampersand Technologies Limited is a software development company in the IT & ITES industry that builds web and mobile applications for businesses. With 5+ years experience, we provide app consultancy, design and development, services positioned as a global brand serving the software development and IT needs of both the local Ghanaian and International market.

At Ampersand, we understand the market problem which is; the demand placed on software development companies to deliver software solutions on time, on budget and at an agreed level of service quality.

We have worked with individuals, small businesses and multinational organisations in Ghana, Nigeria, United States of America and United Kingdom across 10 industries varying from legal, new media, education, finance, entertainment amongst others. Our goal is connect people and technology by providing world class software solutions to help them leverage on the internet and evolve with technology.



## WEST AFRICA



Mbalia Bangoura

**GUINEA**

**SAGO'NAT**

**AGRICULTURE & AGRI-FOOD**



Nélida Regina Garcia Cardoso

**GUINEA-BISSAU**

**TALENTOS ENTERTAINMENT**

**CREATIVE INDUSTRIES**



SAGO'NAT is a company specializing in agro-food processing, located in Sangarédi / Boké Guinea region. Since 2018 we have launched our DAM-B brand of 100% natural food products, in particular: precooked fonio, peanuts, mulus spices (chili, ginger, soumbara, shrimps), coconut oil, pure lemon juice with natural and healthy preservation methods and suitable packaging.

We use original local recipes that we have revisited to adapt to consumer tastes. In 2019 we created an organic grocery store where we exhibit our products and those of other local businesses in order to promote local products.

We have established contracts with local distributors and even exporters are interested in our products but our low production capacity prevents us from entering the international market and this requires an extension project aimed at improving the quality of our products and increasing our capacity production by moving from a traditional operation to a semi-industrial operation through the acquisition of modern equipment and the optimization of marketing strategy.

Talentos Entertainment aims to promote and advise African artists, manage their careers through digital marketing, organize events and exhibitions and mainly facilitate the relationship between artists and companies, as well as discover talents and exhibit their work through social networks.

Nélida Cardoso, Bissau-Guinean, 26, holds a bachelor's degree in business law and taxation and a master's degree in international trade. Among other things, she trained in the selective YALI program in Business and Leadership, and has lived in Senegal for 6 years.





## WEST AFRICA



Finda Harriet Caillendee

**LIBERIA**

**HHH FOODS**

**AGRICULTURE & AGRI-FOOD**

HHH Foods is an organic baby food company that provides high quality, healthy food for babies in Liberia.

Finda Harriet Caillendee is the Founder and CEO of HHH Foods which provides healthy, nutritious baby foods to low-income families and busy mothers at an affordable price.

As a passionate and growing entrepreneur, her dream is to become the leading producer of nutritious baby cereals in Liberia.



Marietou Diarra

**MALI**

**AGRIBIO MALI**

**AGRICULTURE & AGRI-FOOD**



Agribio Mali is a 100% Organic 100% Feminine company involved in the processing and marketing of organic herbal teas certified SPG Bio Local by the NGO AMSD.

Our fight is to help eradicate diseases like cancer, kidney failure, blood pressure and diabetes caused by the excessive consumption of chemical fertilizers and pesticides. It was after my mother's death that I got the idea to create products that are healthy for health but also for the environment.

The creation of this startup is not only a way to fight against the problems that I want to solve but also a way to live off the fruit of my labor.

Marietou Diarra, graduated with a master's degree in Marketing / Management, is the promoter of Agribio Mali, a company specializing in the processing and marketing of organic herbal teas certified by local organic SPG under the Kènèya nutrition brand. Kènèya means health.



## WEST AFRICA



Kadio Niang

**MAURITANIA**

**SOLAR ECOBAT**

**SUSTAINABLE DEVELOPMENT**



Hawa Hassane Gado

**NIGER**

**GUIMBIA**

**BEAUTY INDUSTRIES**

Kadio Niang is the founder of SOLAR ECOBAT and comes from a village located in the commune of Tékane where there is no electricity and where she revised her lessons with kerosene lamps or with candles.

This experience was the springboard for the pursuit of her studies in the field of solar energies in order to be useful to the rural population of her country.

Currently, the rate of access to electricity remains very low in rural areas. About 13%. This hinders the economy, development and education in these areas.

Rural people use candles or kerosene or gas lamps which are harmful to health and the environment.

These candles have caused many fires in recent decades with deaths of men and animals. This low rate represents an important business opportunity with a global market estimated at 87% of the rural population.

Solar Ecobat offers locally manufactured solar lamps to facilitate access to lighting for these vulnerable populations and thus participate in the country's development. Solar Ecobat also offers stand-alone solar kits.

Since 2017, Solar Ecobat has received the prize for female entrepreneurship, 3<sup>rd</sup> prize of Kosmos 2019, 2<sup>nd</sup> prize of the BMCI Challenge in 2021...



Guimbia is a company that operates in the beauty sector. Through our brand and our beauty center, we integrate the cosmetics industry by offering luxury products and quality services.

At Guimbia we aim to re-educate women on the basics of beauty. Guimbia's vision is to make Niger known internationally and create employment opportunities, since the country is considered one of the poorest in the world, to produce high quality products and to empower women by providing them with work and helping them to be financially independent.

Guimbia's financial goal is to achieve a turnover of \$ 9,058 per year and obtain at least 20 clients per month in each of its departments.

Guimbia not only focuses on the lucrative aspect of selling makeup services and products, but also on producing local Nigerian products using Nigerian raw materials like Moringa, Neem...

Guimbia will give its social value by involving rural women in the project, because they will constitute our work force.



## WEST AFRICA



Titilayo Taiwo

**NIGERIA**

**TERAWORK**

**DIGITAL & TECHNOLOGY**



Bouso Sarr

**SENEGAL**

**KASSANE**

**CREATIVE INDUSTRIES**

Terawork is a one-stop digital freelance marketplace that is connecting vetted talent in Africa to Businesses for both local and international job opportunities.

Launched in 2018 and has to date grown to over 15,000 sellers' portfolio (9,500 being males while 5,500 are females) and users across Nigeria, Ghana, Kenya, Uganda, and South Africa), USA, Mexico, and UK, thanks to our support for multiple currencies.

On our digital platform, Skilled/semi-skilled gig workers offer their professional services without geographical barrier and get paid using our secure payment systems. We have worked with several businesses and have successfully assisted over 2,000 talented youths to overcome their unemployment challenges by successfully connecting them with both local and global job opportunities.

This includes Stay at home Moms, Skilled professionals living in rural locations etc. They offer services ranging from web development, content writing, graphic design, digital marketing, accounting, legal consultancy, and many more. Our vision is for African freelancers on our platform earn billions of dollars helping millions of businesses of all sizes grow and achieve their goals



KASSANE is a Senegalese company which offers furnishing and decoration services to its clients. The construction sector has been booming over the past 10 years with strong imports of furniture.

In order to promote local consumption, since 2017, the company has been bringing together creative craftsmen in the fields of wood, aluminum, metal carpentry etc... by offering quality services with very good finishes for a clientele that is becoming more and more demanding.

To date, KASSANE has a small semi-industrial production unit equipped with machines so that these craftsmen have the space and the necessary tools to exercise and allows us to follow the production process in order to meet the deadline and warranty commitments to our customers.

KASSANE today is laying the foundations to strengthen the production unit, strengthen the network of KASSANE approved artisans to reduce production times and increase market share.



## WEST AFRICA



Isatu Bundu

**SIERRA LEONE**

**TESMARANEH**

**CREATIVE INDUSTRIES**



Midjresso-Amouzou Kossiwa Enyo

**TOGO**

**CHOM FACTORY**

**AGRICULTURE & AGRI-FOOD**

Tesmaraneh is a medium enterprise (SME) that produces beautiful locally made fabrics, timeless wearable designs and handmade bags for women.



We aim to grow the Sierra Leone textile industry and by extension that of other West African countries so as to reduce importation of textile/clothing from China and other developed nations.

We also want to use fashion to upskill women, girls, and tailors in order to reduce unemployment, especially among disadvantaged women, by providing decent work that will lead to economic growth, reduce gender inequality and promote inclusive prosperity.

Isatu is the CEO of Tesmaraneh; a label that specializes in producing textile, bags & clothing. A Tony Elumelu Foundation Alumni and a member of WACOMP Regional Matchmaking platform. She aims to reduce importation of textile/clothing from China; to empower & mentor artisans, tailors and girls.

Importing cookies represents a global cost of US \$ 80,000,000 per year in Africa. It is clear that in most African countries, especially Togo, there is almost no cookie factory that is adequate but above all that meets the specific needs of our populations.

Since 2017 we have decided to put on the regional market a biscuit already known to the population but to offer it in an improved version on the taste and with a packaging respecting ecological standards with a price accessible to all social layers.

In 2017 we achieved approximately \$ 2,400 in sales in 2020, \$ 65,000 while creating 22 stable jobs to say that we are a growing company. Today we need \$ 100,000 to be able to move on to the industrial stage to meet the demands of countries in the West African sub-region.





# Unleashing the power of women

**Know You Can**

AXA is proud to support  
Women in Africa

[www.axa.com](http://www.axa.com)



## EAST AFRICA



Kimana Edith Stein

**BURUNDI**

**BANTUBWOY ENTERTAINMENT**

**CREATIVE INDUSTRIES**

I am Kimana Edith Stein from Burundi, and I co-founded Bantubwoy entertainment with Mugani Desire, a musical artist with the artistic name «Big Fizzo».

The cries of musicians complaining that they cannot make a living from their works because of the lack of promotion and support for Burundian music pushed us to create BantuBwoy Entertainment - a recording company - in 2017.

A professional and innovative space, the artists have a 360-degree artistic accompaniment and the results on the country are already visible. Our income comes from the recording studio, photographic and video studio, artistic coaching, event organization, digital sales and marketing, a cultural club and fashion.

Thanks to our large audience of more than 500,000 subscribers - which is enormous in Burundi - more than 5 million people watch our Youtube videos.

We are looking for funding to do more training for artists and work on promoting and improving the quality of Burundian music to reach the international level.



Halimo Abdallah Isman

**DJIBOUTI**

**SAFE TECH**

**DIGITAL & TECHNOLOGY**



Safe Tech is a company that specializes in electrical, electronic installation and website creation.

We offer state-of-the-art electrical and computer security systems, tested and approved, for both home and business customers.

We restore old industrial machines.

Halimo Abdallah Isman is a young engineer in electrical engineering and Industrial IT and founder of Safe Tech.



## EAST AFRICA



Salina Imam Belay

**ERITREA**

**RUFTANA - SMART KIDS CAMPUS**

**EDUCATION**

RUFTANA - Smart Kids Campus was founded to uplift the self-awareness and motivation of kids, promote the teaching and learning competency, instill skillset and early entrepreneurial mindset and to identify and empower kids both in education and in their future life.

We provide integrated Offline / Online Soft-skills and Early Entrepreneurship training and consulting programs to schoolchildren, teachers, schools and parents. Founded in 2017 in Eritrea, our vision is to expand our services to other developing countries.

In 2018 there were 32.3 million primary-school-age children who were out of school as reported by UNESCO from which more than 50% were from Africa. In another shocking report by Africa Learning Barometer in 2016, we see that more schoolchildren who are in school are not actually learning.

This means traditional schools are becoming limited and are not able to attract and retain all students any more. Our comprehensive campus envisions to solve this problem by embedding soft-skills into the existing STEM curriculum. Self-awareness and self-motivation is the key to continue and succeed in education and future lives of our students.



Tigist Seife Haile

**ETHIOPIA**

**ROOT IN STYLE**

**CREATIVE INDUSTRIES**



Root in Style is a brand of premium leather products handcrafted and sustainable in Ethiopia. Our products are made by women artisans who work with the heart.

Our product lines are bags, wallets, belts, luggage and home and office accessories for men and women. Root in Style product designs are culturally inspired by Africa to the world and also impact communities by empowering the

women who make them and create jobs for women.

Currently, as a zero waste brand, we are now launching a new sub-brand CHARM OF SCRAPS from Root in Style, a brand that consists of products such as shoes, bags, home accessories, wallets made with leather waste / scrap from our manufacturing plant of our main line of leather products and also waste collected from other leather production companies.

Our new CHARM OF SCRAPS by Root in Style motto is «Let's change lives and our world one piece at a time»



## EAST AFRICA



Ayisha Shollei

**KENYA**

**SUNSPEAK CONSTRUCTION AFRICA**

**SUSTAINABLE DEVELOPMENT**

Sunspeak is a Construction Company that empowers Women & Youth labor force through Interior Consultancy, Project Management, installation of Building Materials & Post Construction Cleaning. Unemployment, lack of skillset & inequality of labor force forms major challenge. We focus on societal transformation by training & mentoring women & youth for construction skills.

We create job opportunities by incorporating our trainees from post construction clean ups to our own & partnered construction projects.

We advocate for more women In construction through our TV Show Mjengogirl Diaries which airs on November 2021 on KBC channel. Our clientele is the government of Kenya & private sector. 210000 houses need to be built by 2030 and the government has released 300 million USD bond to fund projects.

We have partnered with the government for Kenya vision 2030 to support women and youth. We have enrolled 50 girls in the Mjengogirl Program and will scale operations to other towns in the country from January.

We ask for 50000 USD. The funds will be used to bring in a container of granite stones. To open distribution outlets in the country and to train and mentor the women in the Mjengogirl Program.



Marie Odile Inezaye

**RWANDA**

**OPERSI**

**BEAUTY INDUSTRIES**



Opersi is a holistic brand that makes natural skin and hair care products from natural ingredients like moringa, avocado and other natural ingredients.

For young, female professionals with natural kinky hair and a knack for natural skincare solutions. Our operations involve 80% Of the best raw materials outsourced from local small holder farmers, assessing, testing, and processing of the final product.

We have a physical location in Kigali and a website [www.opersi.co](http://www.opersi.co). You can order and we deliver on time.

We are currently working with digital Launch Pad Rwanda which helps us in digital marketing, and we have a mix of expertise in our management team.

We aim to empower 5,000 Africans through our product range and creating jobs.

Marie Odile Inezaye is a purpose driven entrepreneur, founder, and brand director of opersi, a holistic brand located in Kigali.

Her mission is to equip young women with tools, products and knowledge that improves their body, mind, and brands. She is a certified biotechnology, alumni of the Tony Elumelu Foundation.



## EAST AFRICA



Hawa Hamid

**SOMALIA**

**NASRI BUSINESS COMPANY**

**CREATIVE INDUSTRIES**

We are NASRI Business Company (NBC), a private entity established by Somali Business Women in 2016. We produce local products (Brooms, Baskets, Unsi, and decoration products) for domestic usage.

Our Broom Factory has a huge impact on the local community and economy. Firstly, We create a market for the farmers who cultivate the Latanyé plants that are used as raw materials in the broom industry.

Secondly, our factory creates employment opportunities for the female-headed households in the community, lastly but not the least, we produce many broom products that are in high quality and are affordable to the vulnerable households, especially those led by females.

Nasri Company also give training and capacity building services. The owners of Nasri Business Company successfully operate and serve the community in local goods production and capacity building.

Our company offers women capacity building by equipping them.



Tabu Florence Nelson Pitia

**SOUTH SUDAN**

**VERIZON GENERAL LTD**

**HEALTH**



Verizon General Trading Ltd. is field trained to provide all women of childbearing age with all the menstrual hygiene resources and products they need to maintain dignity during menstruation. The company was registered in 2018 and headquartered in Juba, the capital of South Sudan.

We produce reusable sanitary packaging and equip girls with the skills to give themselves and their communities access to menstrual hygiene.

Hygiene kits are 100% biodegradable and cost between three and five dollars. A complete package includes a kitenge (African fabric) wings / blankets, cotton liners and two pairs of underwear, an antiseptic soap, a hand towel, a waterproof bag and a booklet that talks about menstrual health and a calendar.

Tabu Florence is a 25-year-old South Sudanese national. She graduated in 2019 and holds a bachelor's degree. Tabu fights against gender-based violence, for sexual and reproductive health and rights.



## EAST AFRICA



Baraa Eisa  
**SUDAN**  
**TJOINT**  
**FINTECH**



Barbara Mwangale  
**UGANDA**  
**KANGO MICROFINANCE LTD**  
**FINTECH**

Tjoint is a digital platform for applying for funding online. It makes it easier to access and obtain microfinance from a variety of sources.

By providing training, advice, feasibility studies and electronic payment of down payments through several channels such as (Mobile application, POS, payment cards), in addition to monitoring and evaluation by the loan monitoring system, precise statistics, intelligent reports and charts of analytical performance indicators.



We are working to achieve digital transformation and financial inclusion, in addition to SDGs like no poverty, gender equality, decent work and economic growth.

Baraa Eisa is a social entrepreneur, with 3 years of experience as a GIS specialist and project coordinator. Passionate about creating value in Sudan and increasing productivity by supporting individuals and SMEs,

especially women, improving their contribution to household income to create sustainable business.

Kango Microfinance is an agro finance company that supports rural women and youth in agriculture and small business with the aim of creating jobs, income, food security and environmental sustainability. The project targets farmers who are left out of the current financial systems because lending to them is regarded as risky.



This is more gender sensitive and benefit more women since 70% of women (UBOS, 2014) are involved in Agriculture and 46% are left out of the financial system. Through the use of mobile money integrated within an IT system solution such as Akaboxi mobile Tech, Field Buzz, M-Cash etc technology is applied since they tend to operate where there is no telecom network.

It's also linked to and can be accessed through other telecom networks. The project aims at enabling the farmers to earn better price value for their produce by eliminating the middle men through value addition/agro processing.

Through acquisition of land to set up a production line that includes (the grinding miller, crop dryer, crop roaster, cleaner, grader, weighing scale and packaging machine), demonstrations farms and solar powered irrigation systems the farmers will be able to add value.



## EAST AFRICA



Irene Enock

**TANZANIA**

**MREMBO NATURALS LIMITED**

**BEAUTY INDUSTRIES**



Mrembo Naturals offers natural hair products for women to help them save the time, money and energy they get when caring for their natural hair.

We are the first Tanzanian company to produce high quality, organic, green and clean products for women in order to save their health (use less chemicals). We use seeds, vegetables, plants and fruits to make our product. like pomegranate, baobab, carrots and mint.

We have international and local competitors like Moisture Shea, Mielle, Cantu and Marini in Kenya. We currently have four products on the market that aim to take care of natural hair in an easy way. We are looking for funds, mentorship and training to grow and become International so that we can serve many people. Our products are priced at \$ 13 each and we have 150 loyal customers each month.

Our profit margin is between 40 and 45%. There are 25,000,000 women in Tanzania. 5% of them are our market share. We distribute our products through agents and pay for them on a commission basis. We also have a strong online presence and an e-commerce site. 10% of sales will be used to help less advantaged women and girls.



**stop  
hunger**

# Women **FOR** good.

## **If women could free the world from hunger?**

Because women's empowerment is the most direct way to sustainably end world hunger, Stop Hunger has invested US \$ 6,5 million in programs to empower women who act against hunger in their communities.

## **Si les femmes libéraient le monde de la faim ?**

Parce que l'autonomisation des femmes est la solution la plus efficace pour éliminer durablement la faim, Stop Hunger a investi 6,5 millions de dollars dans des programmes visant à autonomiser les femmes qui agissent contre la faim dans leurs communautés.



**Stay connected**  
Restez connectés

[www.stop-hunger.org](http://www.stop-hunger.org)





## CENTRAL AFRICA



Minette Lontsie

**CAMEROON**

**AFRIKA LYRICS**

**DIGITAL & TECHNOLOGY**



Raïssa Claudette Fon

**CENTRAL AFRICAN REPUBLIC**

**MASSEKA'CO**

**BEAUTY INDUSTRIES**



Afrika Lyrics is a platform dedicated to editing, broadcasting and translating the lyrics of African songs. Created in 2017, Afrika Lyrics addresses the problem of the unavailability and poor quality of African lyrics on the internet. Our team consists of ten editors in 12 countries on the continent.

The platform already has 17,000 lyrics for 6,300 artists from 35 African countries and records more than 500,000 visitors/ month and the application, more than 12,000 downloads. Afrika Lyrics also offers, since May 2021, an API of synchronized lyrics available for integration on streaming platforms.

Afrika Lyrics now wishes to expand into more countries and forge partnerships with labels and publishers on the continent for the acquisition and licensing of lyrics in order to introduce the sharing of revenues generated by display advertising, the premium app and the sale of the API to allow artists to generate income from their lyrics.

Masseka'CO is a brand of 100% natural beauty and well-being care products formulated to meet the pressing needs of the lifestyle of the Central African population, whose number of women is 65% of the population, and where local competition is almost non-existent.

This is an incomplete sentence and I can't make out what it means. Consider deleting.

I am the Founder and Chief formulator, and the only full-time member. This is also an incomplete sentence. Is it possible to clarify from the writer what she is trying to convey? Orders are made via our social networks. The range of our products is diversified and meets the requirements of all skin types. We follow up to ensure traceability.

Masseka'CO needs funding of \$ 90,000 to support productive innovation, build the supply chain leading to improvements.

Raïssa Claudette FON, Clinical Trials Coordinator, founder of the natural cosmetics brand MASSEKA'CO is known for her health articles in the local newspaper «Centrafic Matin», and her integration for the African Association for Clinical Research.





## CENTRAL AFRICA



Aicha Adoum Abdoulaye

**CHAD**

**REINDOS TECHNOLOGIES**

**DIGITAL & TECHNOLOGY**



Nadège Bula-Bula

**DEMOCRATIC REPUBLIC OF CONGO**

**MYS**

**AGRICULTURE & AGRI-FOOD**



Reindos Technologies is an IT and Telecoms service company. It is also an Internet service provider. Reindos technologies is the only company that has installed hotspots in public spaces and universities in N'djamena. Reindos aims to be a social and civic enterprise. In addition to its various services, it has to its credit, a store for computer and telecom equipment called Reindos Store.

In this shop the after-sales service is very developed. There is also Reindos Social

which is added to the list and which takes care of the social aspect, that is to say an association which has specific objectives which accompanies Reindos Technologies offers. Reindos Technologies has opened a shop for the sale of ICT equipment, after-sales service is offered.

Reindos has two projects for which funding is needed, these are:

- Hotpot project which consists of covering public spaces;
- Gender-Oriented Programs and Citizen Actions in Chad (POGACT) led by Reindos Social.

The main objective of the POGACT project is to increase social and civic inclusion by improving the level of participation, empowerment and respect for the rights of women and young people and vulnerable groups through digital solutions

MYS has been an operational SARL since May 2019. The company is managed by Ms. Bula-Bula Nadège and has 16 permanent employees all formally declared.

The choice of the "Tea" sector was justified by our desire to promote Lippia Multiflora (Bulukutu) and lemongrass for their taste qualities and the health benefits of their consumption.

Being the 2nd most consumed drink in the world after water, the world consumption of tea and herbal teas should continue to grow by 22% over the next 10 years according to a report published by the FAO in May 2018. MYS has 2 flagship products :

Bulukutu Tea and Sinda infusion (lemongrass), both marketed under the "Yanzambi" brand. The innovative character of our company is that it brings a novelty concerning the packaging of these aromatic plants in filter papers.



In addition, this innovation extends to the creation of cross flavors. Our distribution network covers supermarkets, convenience stores, HORECA, pharmacies and individuals.

Our need is to secure our supplies of packaging and raw materials.



## CENTRAL AFRICA



Catalina Oyo Sam  
**EQUATORIAL GUINEA**  
**LA BOTICA DE GUINEA**  
**BEAUTY INDUSTRIES**



La Botica de Guinea is a company dedicated to the manufacture and sale of natural cosmetic products, using everything that the soil gives us.

Our philosophy is based on two priority objectives, the first, to manufacture natural products by hand, to guarantee our Clients that the final product reaches their hand with all the properties of the raw material, and the second, to use local products for the manufacture of our products.

Our main objectives are the export of our products with the designation of origin of Equatorial Guinea, make our products known to the world and, if necessary, invest in our own crops, even innovating in scientific research on the benefits of all our flora autochthonous seeking the collaboration of other local entities such as experts in botany and traditional medicine.

We believe that it is important for black people to learn that our hair, our skin, are not bad and that from our flora we can not only feed ourselves but also take care of ourselves inside and out.

The Guinean pharmacy was born in 2020, due to the covid-19 pandemic. It began with the need to find a solution to my problems of anxiety, hair loss and depression, caused by the loss of my job, and the illness of my sister. So I discovered that natural remedies work.



Dora Mbeng  
**GABON**  
**ACCENT**  
**DIGITAL & TECHNOLOGY**

ACCENT aims to be the agency for SMEs wishing to make communication a real lever for the development of their business. Our primary purpose is to help our customers become strong brands. It is with this in mind that we want to develop a new service line | web marketing training, allowing our core target to be able to choose internalization and skills gain. If you are concerned with the idea of building a powerful Africa, an African SME at a time, we would be happy to present this project to you in more detail.

Dora MBENG is the founder and manager of ACCENT, a communication agency created in 2017. Returned to Gabon in 2008, after her stint with OMD Media, she joined McCann Libreville before leading a printing company and creating ACCENT. Dora is co-founder of the association Femmes Exceptionnelle.





## CENTRAL AFRICA



Ange Jessica Loumeeto-Ndounzi

**REPUBLIC OF CONGO**

**BIO'TROPIC SANTÉ**

**AGRICULTURE & AGRI-FOOD**



Andreia Pinto

**SAO TOME AND PRINCIPE**

**CANTEIROS DE VITÓRIA**

**AGRICULTURE & AGRI-FOOD**

According to the WHO, chronic diseases are not only the leading cause of death in the world, they also cause poverty for many families.

It is to combat this that BioTropic Santé offers 100% natural therapeutic juices, based on medicinal plants and local fruits that strengthen your immune system. Our juices, sold between 500 and 2,500 FCFA, are distributed by shops and restaurants.

In the Congo, there are few products which combine the useful with the pleasant, with optimal compositions which exploit the complementarity of the nutritional products proven by clinical studies, and few have undergone quality control by an approved laboratory.

A burnout victim after 9 years in telecoms, I got over it thanks to that. I am surrounded by a multidisciplinary team comprising professionals from the food industry and the medical profession.

Today we wish to mechanize our production to meet a constantly increasing demand but also to conquer new markets and for this we are asking for your technical and financial support to the tune of CFAF 50 million over three years.



Canteiros de Vitória is an agricultural company that will cultivate Aromatic and Medicinal Plants (PAMs) in biological mode for transformation and commercialization in the national and international market. The available products will be PAMs (dried) in differentiated 50 g packages (paper bags), and in bulk.

It is intended to commercialize primarily in the international market for the pharmaceutical, cosmetic and food industries, since they use PAMs as raw material. This is an opportunity to preserve traditional agriculture, enhance natural resources and contribute to export diversification and import substitution.

The project founder is a biomedical training scientist with a focus on biotechnology, 8 years dedicated to microbiological and quality analysis, a bio entrepreneur with substantial experience in project management. As a manager led multisectoral and multicultural teams in different contexts at national and international levels, with emphasis on countries like England and Angola, with extensive experience in management and organizational communication. Hub lead 2019 TEF Angola.

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## SOUTHERN AFRICA



Yonara Tchissola De Freitas

**ANGOLA**

**QUÍMICA VERDE LAB**

**HEALTH**

How many people do not have access to water? About 2,1 billion people globally lack safe water at home. This is more than just a statistic. This is a daily reality. It is a barrier to sustainability!

The solution of the problem? Química Verde Lab, has the project «My Water, my life» which aims to distribute drinking water to rural communities through the biofilter. It also engages in soap production from used oil, awareness of hygiene and basic sanitation, awareness of menstrual management and production of ecological absorbents.

BIOFILTRO OF WATER is a device that improves the quality of water. It presents:

- High ability to remove pathogens;
- Relatively high flow (over 30 liters / hour);
- No electricity / or pressure pump;
- Do not use chemicals;
- Locally Made
- Easy to operate and maintain;
- High durability (years);
- Low cost (about \$ 129);



Dimakatso Leteane

**BOTSWANA**

**DLM TRAINING & DEV. INSTITUTE**

**EDUCATION**

DLM Group is a Botswana based company owned by Dimakatso Leteane.

The company primarily provides services in the Travel, Entrepreneurship and Training in tourism Industry space. It comprises of an array of entities mainly; DLM Development & Training Institute.

The entity does training

on the Central Reservation System (CRS) called AMADEUS. This is a travel software used by airlines and travel agencies to book flights, hotel and car rentals. Once trained on the system, the learner can process in-depth, multi sector bookings from making the reservation to issuing the documentation using a Central Reservation System (CRS).

This certificate training programme has the potential to open job opportunities. DLM Group is accredited by Amadeus to train the course in Botswana. The long term goal is to develop a state of the art school of excellence whereby we would partner and accredit with International Air Transport Association (IATA) to become their Regional Training Centre in Botswana.

The funding required for the project is USD60 000 which will be used for setting up the state of the art institution, buying equipment (computers, servers) as well as overall operation of the business.





## SOUTHERN AFRICA



Mélissa Bacar

**COMOROS**

**COMORES UZURI CONCEPT**

**CREATIVE INDUSTRIES**



Sindi Dlamini

**ESWATINI**

**WOMEN OF CRAZY WEALTH**

**EDUCATION**



Comores Uzuri Concept (CUC) is a Limited Liability Company, created on October 23, 2020, registered under n° 3417 / B. The company aims to produce and transform vegetable and essential oils to solve the problems related to the hair, to the depigmentation in order to safeguard the natural beauty of the woman.

The company will set up a beauty, therapeutic massage, slimming and relaxing salon for clients. In order for the company to double its turnover, it needs technical training in the manufacture of cosmetics, as well as funds for the purchase of new packaging and materials, as a priority.

The company employs 3 to 5 employees depending on customer demand and the services offered.

We hope to be able to raise funds in order to launch a large production to satisfy the needs of our customers and reach the national, regional and international market.

Women of Crazy Wealth is a female-led social enterprise on a mission to raise SHEntrepreneurs across Africa. Our key activities include:

-Business management skills trainings; business mentorship programs & Women economic empowerment events.

Our goal is to give every African woman who has chosen an entrepreneurial path, a competitive advantage in order to thrive in their businesses and progress into leadership roles in their communities.

We do this by focusing on three tenets: Inspire, Support and Connect.

Sindi is a Published Author; Public Speaker as well as the Founder and Executive chairman of Women of Crazy Wealth. She is a seasoned entrepreneur with humour, compassion, revelatory insight, and personal candour.





## SOUTHERN AFRICA



Manthateng Mako

**LESOTHO**

**CAKE BOARD DESIGNERS**

**CREATIVE INDUSTRIES**

Cake board designers is one year old company which specializes in manufacturing cake boards and baking. We operate with 2 permanent employees and 2 temporary who are intellectually disabled.

Being a volunteer in Special Olympics Lesotho made me realize the potential of disabled people and that is why I agreed to partner with SOL. I'm looking forward to joining their district events and provide this manufacturing skill to intellectually disabled.



We have two contractual clients, 6 catering companies and pull of individuals who demand cake boards on monthly basis. We don't have tied competition because our cake boards are different from imported ones.

Demand is increasing and we are consulted by 2 intellectual disability centers to provide this manufacturing skills to their candidates so that they can generate income on their own. We need cake board wooden circle cutting machine, Masonite, contact cover, hot glue gun and mobile oven.

They all amount to \$18,000.00. With this funding I see positive life change for so many people and that will contribute to Lesotho's economy as well.



Hantavololona Valerie Randriarison

**MADAGASCAR**

**SEVPROD SARLU**

**AGRICULTURE & AGRI-FOOD**

In Madagascar, 78% of the population lives in rural areas. Thus, to provide effective solutions to the major development concerns of our country, we decided to create SEVPROD SARLU, Company for the Exploitation and Valorization of Madagascar Products in 2016 and to promote the essential oils sector.

Currently, we offer, to our customers including wholesalers, pharmaceutical companies, cosmetics, perfumery, aromatherapy, wellness and cleanliness, national and international; a wide variety of organic essential oils, pure, natural, respecting international standards, traceable, socially and environmentally responsible.

So we are going to set up our organic distillation unit and support 100 peasant producers in fulfilling their social and environmental responsibility. The company consists of a multidisciplinary and versatile team.

During these 6 years, the company remains profitable and growing and we have already collected 50% of the funds necessary for the establishment of our organic distillation unit which will generate permanent jobs and finance support for peasant producers.





## SOUTHERN AFRICA



Lucy Msukwa

**MALAWI**

**UCHEMBERE WABWINO MATERNITY  
COMPANY LIMITED**  
**HEALTH**



Hethal Mohun

**MAURITIUS**

**TAMARIND LEAF YOGA**  
**HEALTH**



Uchembere Wabwino maternity offers clinical specialized care in sexual reproductive health services targeting maternal and under-five pediatric health services.

We provide 2 streams of services; paid and unpaid services. Paid services are offered at an affordable price than most of other private hospitals.

Proceeds from the paid services are used to support the pro bono services for the underprivileged mothers, young mothers, youths and under-five children in surrounding communities within Mzuzu city and beyond. Clients access all these services at their convenient time.

Services are delivered directly at the clinic, through outreach programs to the communities, online consultation and occasionally offsite services (home visits) offered on request. We have full time and part time staff.

The services offered are outpatient, antenatal care, labor and delivery, postnatal care, post abortal care, family planning, cervical cancer screening and HIV testing and counselling, civic education to youths on different sexual reproductive health issues.

The unpaid services provided predominantly on site with health education elements such as prenatal and postnatal self-care; new-born care.

Tamarind Leaf Yoga is a wellness-tech start-up specializing in Women's Wellness, Mental Health, and Child Care. It was co-founded by Hethal Mohun, and her husband and CTO, Ajit Mohun, to alleviate suffering, and democratize access to premier health and wellness programs by leveraging technology.

The healing trajectories that they offer are rooted in the sciences of Yoga and Ayurveda, which Hethal has used on herself to recover fully from an auto-immune disease, and Ajit has used to recover from multiple surgeries.

They provide holistic, and personalized programs to help adults and kids recover their physical fitness, mental clarity, and emotional stability following stress, disease, injury and trauma.

By creating healing, health and happiness, they are scaling social impact whilst uplifting lives so that adults and kids can perform their best in all spheres of life.

Their vision is to raise healthy changemakers contributing to a more compassionate, equitable and sustainable world.





## SOUTHERN AFRICA



Neidy Valéria

**MOZAMBIQUE**

**MALAMBE SWEETS**

**AGRICULTURE & AGRI-FOOD**

We are a startup turned to the food industry, focused on the production of yogurts, juices, sweets, energy bars, and cookies based on wild or non-wild super fruits, with a high nutritional content.

Our products are not added to any type of chemical product, but rather it is guaranteed that their naturalness, vitamin and protein concentration are maintained from extraction, processing, distribution and consumption.

Malambe is our main product, but given its seasonality we will explore other types of wild fruits to supply our consumers. Our sales strategy is based on a Design Thinking process that guarantees us to create clear and inclusive direct communication.

Our vision rests on the possibility of contributing to the growth and development of the local communities where Malambe is extracted through the direct allocation of financial resources used for the acquisition of the malambe in the prairies of the province of Tete in the Central region of Mozambique.



Diana Namases

**NAMIBIA**

**SAGE BY DEE ENTREPRENEURS ACADEMY**

**EDUCATION**

We ignite entrepreneurs, grow leaders who in turn will grow others and expand business potential and to empower young entrepreneurs.

We aim to be the preferred provider of equipment and training to increase the income earning capacity of Namibia's marginalized population and unemployed youths to become business owners while transforming the efficiency of education and training in Namibia by introducing them to new information, communication and entrepreneurial format.

We provide focused, relevant practical skills that includes business skills, discipline, professionalism and life skills to enable young people to launch their business endeavors in the local economy and promote new knowledge, and direct access to new skills as well as assist to protect and promote local knowledge, and wisdom for the new creation of equitable society and to assist them in partaking in economic development activities.





## SOUTHERN AFRICA



Cathrine Shuenyane  
**SOUTH AFRICA**  
**VILLAGE WATER FILTERS SA**  
**HEALTH**

Safe & clean water is a rural challenge. Village Bucket Water Filters remove dirt and 99.999% of pathogens (Cholera, Typhoid, E Coli, etc.) SABS and WHO certified. No chemicals, affordable, long lasting. Need is access to markets and expansion into the continent.

Village Bucket Filter, mainly for use by communities who use non-purified water from rivers, dams, boreholes and harvested rain water. It cleans water to and makes it safe by removing all the dirt particles plus 99.999% of water borne pathogens (Cholera, Typhoid, Ecoli, Coliform bacteria, Botulism, etc.).

Provides clean water for homes /schools/ crèches / clinics for drinking, cooking, hand-washing, taking medication, baby feeds. Also for disaster relief programmes. Connects to a plastic bucket, garden or kitchen tap. Tested and certified by the South African Bureau of Standards (SABS) and the World Health Organisation (WHO).

No use of chemicals, easy to use, long lasting and maintained by only keeping it clean.



Maria Akani  
**ZAMBIA**  
**RENAISENSE**  
**HEALTH**

Renaissance is a company that facilitates life transformation and restores hope through counselling, psychotherapy, psychiatry, coaching and training. Our company has a multi-disciplinary team of professionals that provide life support through mental health solutions.

The birth of Renaissance was necessitated by my experiences working in Zambia's only mental health hospital. The said hospital is riddled with so much stigma that I ended up attending to patients at their worst - battered by life, utterly hopeless (already lost their jobs, marriages, dignity) and presenting at points when few meaningful interventions could be done because it was considered the last resort. Patients often came after traditional leaders, prophets, bars or drugs had done their harmful lot and it constantly felt like I was mopping the water instead of turning off the tap.

The problem was further compounded by the current ratio of 1 Psychiatrist: 1.7 million people vs the recommended 1:10,000. The ratio is even lower for clinical psychologists.

Through Renaissance, I designed a model of quality care that would reach people while there were still far off. A model that would preserve dignity, marriages and jobs among other things in a beautiful, positive environment, focused on pro-active care which is preventative rather than curative.

Our vision is to become a centre of excellence for mental health services in Southern Africa and a model of holistic wellness buzzing with indigenous research, in-service training and professional short courses to help practitioners develop specific competences.



## SOUTHERN AFRICA



Judith Marera

**ZIMBABWE**

**LANFORCE ENERGY (PVT) LTD**

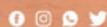
**SUSTAINABLE DEVELOPMENT**

Lanforce Energy is a women led for profit social enterprise in the renewable energy sector.

The company primarily focuses on construction and installation of biodigesters to marginalised rural communities on Pay As You Go business model.

TAM is estimated at \$400m and the company require \$300k equity/debt as working capital, \$200k grant to derisk the business. GP margin is 25% and NP margin 45%. Impact on 8 UN SDGs (1,2,3,5,7,8,13 &15).

Passionate about community projects that empower women financially and economically. Keen on making the future green by reducing the effects of global warming.



RE-IMAGINING ENERGY...TOGETHER



WOMEN IN AFRICA  
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2021 LAUREATES

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