
A BILLION
STARTUPS

Who We Are

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www.abillionstartups.com

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A Billion Startups is a **platform** that seeks to arm **African entrepreneurs** with the **skills** required to successfully turn a startup into a **sustainable**, **profitable** and **scalable** business as well as **communicate** their big idea in a manner that **piques** investor **interest** and **invokes** long-term **partnership** and **investment**.

We started in **2017** and exist to **support** startups in **Africa** with a key **focus** on **women** and the **youth**.

Some Reasons Why Startups Fail…

1. Poor customer dialogue
2. Lack of market differentiation
3. Failure to communicate value proposition
4. Lack of access to market
5. Poor leadership and mentorship
6. Incorrect business model
7. Lack of understanding of the business environment
8. Lack of viable business ideas

Having gathered insights from working with local entrepreneurs since our inception, we aim to explore and address the challenges faced by early stage startups and the investors who want to partner with them.

You Should Know That…

- The African Union has listed **Entrepreneurship and Innovation** as a reinforcing pillar and prerequisite condition for the achievement of its Science, Technology and Innovation Strategy for Africa 2024 (STISA-2024), the epicenter of Africa's socio-economic development and growth.

- **Entrepreneurship** is also a key agent in bringing about economic resilience by reducing dependence on a single industry.

- Some of Africa's key economic drivers include: Agriculture, Consumer goods, Banking and Financial services, Technology, Manufacturing, Infrastructure, Mining, Tourism, Transport and Logistics among others.

- A Billion Startups offers support to entrepreneurs ready to seek opportunity in any of the different sectors to bring about economic transformation.

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The Opportunity…

Africa also has **the demographic advantage**.

- It presently has the youngest population with more than 400 million young people aged between 15 to 35 years.
- By 2075, 1 out of 3 people of working age will be African, with the working age population expected to grow by 450 million by 2035.

This means that the continent will **continue** to have **a huge pool** of strong, creative, energetic, innovative, adaptable and intelligent individuals, hungry for untapped economic opportunities to leverage from.

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However,

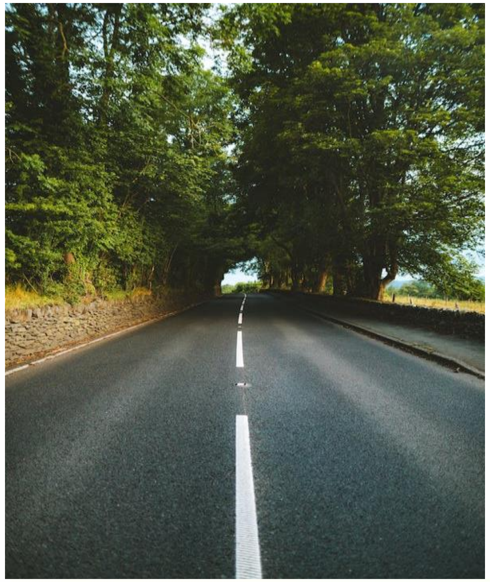
- **72 million African youth** are not in any form of education, training or employment-**that's more than 1 in every 4 individuals.**
- **Two-thirds** of them are **women.**
- **2.97 million Kenyans, half** of whom are aged between **20-29 years,** were found jobless as of December 2022.

There is a **critical** need to create **new opportunities** and leverage on already existing ones to **transform** Africa's demographic dividend into an economic asset. **Entrepreneurship** is a huge part of that **turn key solution.**

Our How…

We will:

- Train, mentor and build capacity with a focus on **youth** and **women** led startups.
- Build a **supportive community** to enhance partnership and collaboration among startups.
- Provide **access** to **funding**.



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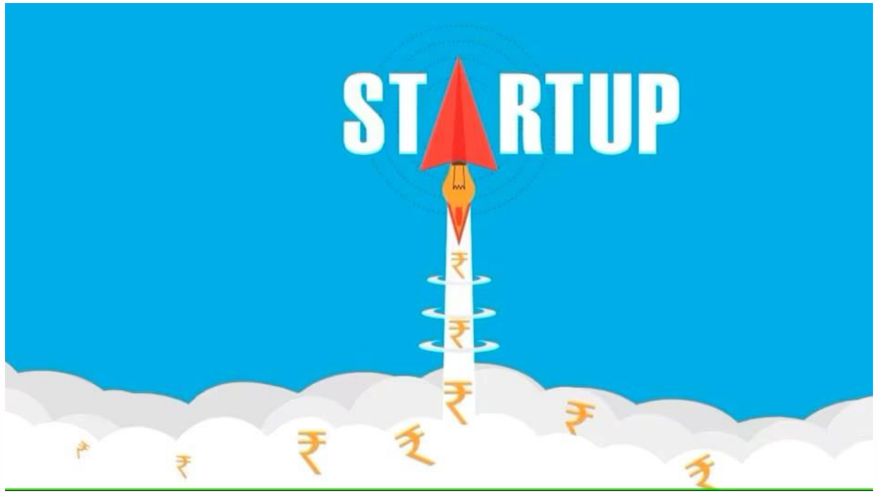
Why You Should Partner With Us

We aim to:

- Positively impact **1 billion African entrepreneurs** and their **businesses** to drive **limitless** growth.
- Be a key **thought Leader** on African Entrepreneurship.
- Provide **holistic resources** to provoke a **shift in mindsets** and **drive change** in the entrepreneurial environment to steer **economic advancement**.

Our ambitious goal will be achieved, but **cannot** be a solo mission.

We **invite you** to throw your hat in the ring and join us, as we usher in a **new dawn** in **Africa's** story and **prosperity**.



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THANK YOU!

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