
Project name

06

Resource allocation

Marketing ▾

Cynolia Brand Assets



Cynoia IMPACT

- <https://www.notion.so/cynoia/da6a76ac50fc4d01b0823f71fc88317d?v=00b082e298f84dbd87813762325c3098>

Partnership Outline Document

☰ Cynoia IMPACT redefinition

☰ Partnership Outline template (Interna...

Technology

- Snov.io: Lead Gen & Cold Emailing
- LinkedIn: Cold Messaging
- Stripo: Emails Design
- Relevance.ai
- Meta Ads
- Google Ads

Web Site Bugs Report


- <https://www.notion.so/cynoia/Website-Bugs-reports-17e954e4dfb980cea75ef5b2dbe8e2ab>

Sales ▾


Technology

- Attio: CRM

Demo Script

 Demo Script

Messaging scenario example

 Messaging sncarios

Sales Enablement Content

Link to drive:

Product ▾


Bugs Report

- <https://www.notion.so/cynoia/Bugs-reports-174954e4dfb98050a436cb74874daf19>

Feedback Report

- <https://www.notion.so/cynolia/Feedbacks-158954e4dfb980ed940edee37a0f6c9f>

FAQ

-  CYNOLIA FAQ

Operations ▾

Roles & responsibilities

Describe each team's roles and responsibilities.

Budget

Define the budget allocation for each team.

Technology

Note any software, tools, platforms, or anything else required to execute roadmap initiatives.

07

Training Resources:

Market Research Platforms

No.	Platform Name	URL	Description
1	Statista	<u>Statista</u>	A leading provider of market and consumer data.
2	AfDB African Economic Outlook	<u>AfDB African Economic Outlook</u>	Annual report providing comprehensive analysis of the African economy.
3	African Financial & Economic Data (AFED)	<u>AFED</u>	Database of financial and economic data specific to African countries.
4	World Bank Open Data	<u>World Bank Open Data</u>	Free and open access to global development data.
5	International Monetary Fund (IMF) Data	IMF Data	Provides comprehensive economic data and analysis on global economic trends.

6	Trading Economics	<u>Trading Economics</u>	Platform offering accurate information for 196 countries, including economic indicators and forecasts.
7	African Development Bank Data Portal	AfDB Data Portal	Provides open data access to information about African development indicators.
8	UNdata	<u>UNdata</u>	Access to a wide range of economic, social, and environmental data from the United Nations.
9	CEIC Data	CEIC Data	Global database offering economic, industrial, and financial time-series data.
10	Knoema	<u>Knoema</u>	A comprehensive source of global data and statistics, providing tools for analysis and visualization.

Industry Reports and white papers

Platform	Description	URL
Euromonitor	Provides detailed data and analysis on industries, economies, and consumers globally, including Africa.	Euromonitor
Management Solutions	Publishes specialist studies and white papers on various sectors including financial institutions and energy.	Management Solutions

McKinsey & Company	Offers industry reports and insights on economic conditions and business trends across Africa.	McKinsey & Company
African Development Bank Group (AfDB)	Provides extensive reports and data on economic outlooks, development finance, and market trends in Africa.	AfDB
Brookings Institution	Features research and reports on African economic and development issues, including market analysis.	Brookings Institution
Boston Consulting Group (BCG)	Publishes white papers and industry reports on various sectors with a focus on African markets.	BCG
Deloitte	Offers comprehensive industry reports and white papers on market trends and business strategies in Africa.	Deloitte
PwC	Provides extensive insights and industry reports focusing on African economic and business environments.	PwC
Frost & Sullivan	Publishes market research and analysis reports focusing on growth opportunities in African markets.	Frost & Sullivan
Oxford Business Group	Offers economic news, sector updates, and white papers on business developments in Africa.	Oxford Business Group
The Economist Intelligence Unit (EIU)	Provides industry reports and economic forecasts for African countries and regions.	EIU
KPMG	Offers detailed industry reports and white papers with a focus on market trends and economic conditions in Africa.	KPMG

Africa Business Insight (ABI)	Publishes industry reports and market analysis focused on African economies and sectors.	ABI
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Cultural Intelligence Ressources

Platform	Description	URL	Pricing
Cultural Intelligence Center	Provides CQ assessments and resources with a global focus, including Africa.	Cultural Intelligence Center	Paid, some free resources available
Hofstede Insights	Offers tools and resources based on Hofstede's cultural dimensions, including African countries.	Hofstede Insights	Paid, free resources available
World Business Culture	Offers cultural awareness resources and guides specifically for doing business in various African countries.	World Business Culture	Paid, free resources available
Commisceo Global	Provides cultural awareness resources and country-specific guides, including several African countries.	Commisceo Global	Paid, free resources available
The Africa Report	Offers insights and reports on various cultural, political, and business aspects of African countries.	The Africa Report	Free and paid resources available
BBC Country Profiles	Provides comprehensive profiles of African countries, covering culture, history, and economic data.	BBC Country Profiles	Free

African Arguments	Offers critical perspectives and in-depth analysis on cultural, political, and social issues in Africa.	African Arguments	Free
Ethnologue	Provides detailed information on the languages spoken in African countries, enhancing cultural understanding.	Ethnologue	Paid, some free resources available

Networking Platforms

Platform	Description	URL
LinkedIn Groups	Specific groups for African Entrepreneurs, such as "African Business Professionals."	LinkedIn Groups
VC4A (Venture Capital for Africa)	An online community of entrepreneurs and investors dedicated to building game-changing companies on the African continent.	VC4A
AfriLabs	A network of technology and innovation hubs across Africa, supporting innovation centers and tech hubs.	AfriLabs
AfricArena	Connects tech startups, investors, and corporations through events and innovation challenges.	AfricArena

African Business Angel Network (ABAN)	Supports the development of early-stage investor networks across Africa.	ABAN
She Leads Africa	A platform that provides female entrepreneurs across Africa with networking opportunities, business training, and funding resources.	She Leads Africa
iHub	Based in Kenya, providing an environment for startups to receive mentorship, investors, and partnerships.	iHub
CoFoundersLab	A platform designed to help startup owners find co-founders, mentors, and advisers.	CoFoundersLab
Techstars Startup Weekend	54-hour events where startups can meet potential partners, get feedback on their ideas, and learn how to create a real company.	Techstars Startup Weekend
Slack Communities	Various Slack communities where African entrepreneurs and startup enthusiasts connect, such as the Zindi community for data scientists and tech enthusiasts across Africa.	Slack Communities
Nairobi Garage	A coworking space in Nairobi that provides a vibrant community for entrepreneurs and startups, offering	Nairobi Garage

	networking events and business support services.	
MEST Africa	Provides training, funding, and mentorship for tech entrepreneurs in Africa, focusing on creating globally successful companies from the continent.	MEST Africa
TechCabal	A media platform that covers technology, startups, and innovation in Africa, offering insights, networking opportunities, and events.	TechCabal
Africa Business Communities	An online community that connects African business professionals, facilitating networking, information exchange, and business opportunities.	Africa Business Communities
BongoHive	Zambia's first technology and innovation hub, providing startups with resources, events, and a collaborative environment to grow their businesses.	BongoHive
Startup Grind Africa	A global startup community designed to educate, inspire, and connect entrepreneurs through monthly events featuring successful local founders, innovators, educators, and investors.	Startup Grind Africa
ANDE (Aspen Network of Development Entrepreneurs)	A global network of organizations that propel entrepreneurship in emerging markets, providing networking, funding, and support.	ANDE

