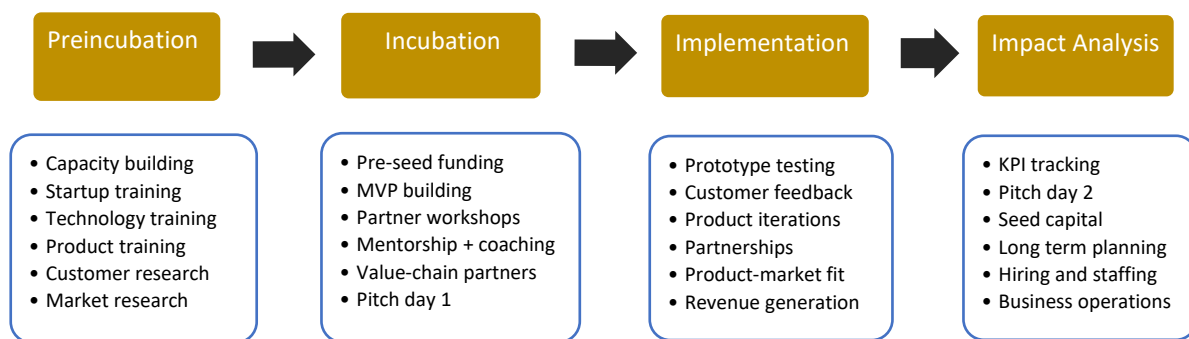




African Impact Challenge: Virtual Platform Overview

The goal of the [African Impact Challenge](#) is to build the Africa we want to see, by investing in our continent's aspiring entrepreneurs-to-be. We're enabling them to build market-creating innovations, which tackle their country's biggest challenges with technology. The journey is broken down into:



From our 2020 pilot in Ghana, we've identified the need for a more user-focused and user-friendly platform that integrates the various jobs to be done which the challenge provides to those who we support. We've decided to build and test the MVP of this platform with our Kenya 2021 and Rwanda 2022 cohorts. The goal will be to provide the end to end experience for our target users (aspiring, first time African entrepreneurs)- where they can come in with their problem/need identified, learn how to build their solution, test their MVP with initial customers, raise their first round of funds, and build their companies.

Eventually we'd love this platform to be known as THE place for aspiring African entrepreneurs to do this successfully. Ideally, we'd have a new but affiliated name for the platform/product that captures its purpose wholesomely (still thinking this through, suggestions are very welcome). And if it goes well with our beta testers of aspiring entrepreneurs (the Kenya 2021 and Rwanda 2022 cohorts), we envision a future where we are able to offer this at scale to 3 additional customer segments (other venture builders & incubator, partner investors & corporations, and startup service providers).

The key jobs to be done can be categorized under providing community, e-learning, and a startup functions marketplace. The startup functions marketplace is the priority for this year's Kenya cohort given the fact that we are using Google Classrooms right now for community and e-learning. Eventually we'd like to get to a place where the platform we build is truly an all-in-one platform for all three. The details for each are in the final page of this document

The jobs to be done can be broken down into:

Community: Our source of generating users at the moment is the [annual challenge application](#). This may change after the MVP phase, when/if we open the platform up more broadly, with a simpler registration process that leads to:

- Individual profile creations which use the data from the applications/registrations in an automated way, to guide each person's user journey and recommended actions
- Company profile creations with consent-provided access to uploaded information by the founding teams on pitch decks, financials, MCs, founding team, etc.
- Partner profile creations (investors, service providers, corporations) with relevant information about them and automated way to
- Enabling organic and guided interaction within this community

E-Learning: This will provide a simple and user-friendly e-learning experience for those who register and want to act in bringing their solutions to life. For now, it will be tested both in the preincubation and incubation stages of our current program structure:

- Virtual pre-recorded content (video/audio and visual) that can be consumed in a self-paced manner
- Deliverable completion and submission
- Calendar and scheduling features for participants in the incubation program
- Video conferencing integration for live workshops/sessions

Startup functions Marketplace: This will provide a simple and efficient way, for the solutions which get funded to fulfill critical company building functions quickly in a few clicks. It will involve onboarding suitable service providers for each function, along with transactional activity when the startups pay for each service used. As much as possible we'll try to provide as many free services here and discounted agreements with each service provider onboarded. Eventually the goal is to have an automated way for service providers to get onboarded; but for the MVP, we'll carefully select a few partners for each critical function we decide to test out:

- Templates (pitch decks, BMCs, etc.) and agreements (co-founder agreements, shareholder agreements, etc.)
- Additional team member recruitment/hiring
- Company incorporation
- Bank account setup
- Access to market research data
- Product development services
- Accounting and book-keeping services
- Legal services
- Marketing services
- Sales and CRM services
- Growth fundraising applications (loans, grants, financial services, venture capital)
- Other accelerators and venture builder applications