

ABOUT ERIC KACOU

Born and raised in Cote d'Ivoire, Eric Kacou is co-founder and CEO of Entrepreneurial Solutions Partners (ESPartners), a firm providing entrepreneurs and leaders in Africa and the Caribbean with Intelligent Capital™-the right mix of insights and capital needed for prosperity.

Eric has Founded Archimedean & Entrepreneurs (A&E), a business acceleration platform for African start-ups and is currently Launching the Arch Fund, an investment company providing small equity tickets to SMEs.

An expert in post-conflict economic reconstruction, Eric led the Rwanda National Innovation and Competitiveness (RNIC) Program. Sponsored by President Kagame, the RNIC is credited with helping revitalize Rwanda's economy by fueling entrepreneurship and exports.

Eric has served leaders of over twenty other African and Caribbean nations as well as a number of development partners and private firms. He was featured in Forbes Afrique as one of Africa's 20 builders of tomorrow and in Jeune Afrique as one of francophone Africa's top 25 leaders.

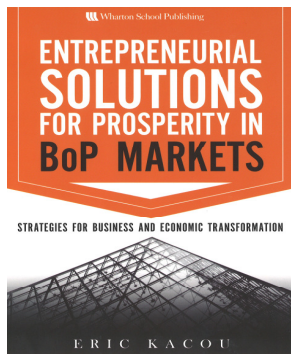
He was also honored by the World Economic Forum as a Young Global Leader and an Archbishop Desmond Tutu Fellow by the African Leadership Initiative. The World Economic Forum honored Eric as a Young Global Leader.

A Mason Fellow from Harvard's Kennedy School, Eric earned his MBA at the Wharton School. Eric serves on the Wharton Executive Board for Europe, Africa and the Middle East.

A recognized thought leader on entrepreneurship and development, Eric published his first book, *Entrepreneurial Solutions for Prosperity for BOP Markets*, which was well received by international media including FT, CNBC and SABC.



About *ENTREPRENEURIAL SOLUTIONS FOR PROSPERITY IN BOP MARKETS*,



An estimated two thirds of Africa's population lives below two dollars a day. Leading business thinkers have identified this population – often called the "Base of the Pyramid" (BoP) – as one of the greatest opportunities of the 21st century. Yet, poverty and despair persist in Africa and other BoP markets.

Eric Kacou identifies the problem as the 'survival trap' a vicious cycle that makes businesses and nations react to short-term crises at the expense of developing long-term strategies for prosperity. This challenge breeds outdated mindsets including mistrust, dependence and defensiveness.

What do successful African entrepreneurs and emerging nations like Rwanda teach us about escaping the Survival Trap? Based on experience, case studies and research, *Entrepreneurial Solutions for Prosperity in BOP markets* proposes seven human centric solutions for prosperity rooted on adopting different mindsets.

The book shares practical steps from successful entrepreneurs and inspiring leaders that are transforming the continent and other low-income nations. It equips citizens at the Base of the Pyramid (BoP) with the tools necessary to take control of their economic destiny. It provides the impetus for an entrepreneurial revolution.