



ANNUAL REPORT 2016

**IDEA4
AFRICA**



idea4africa.org



In its first year of operation, IDEA4Africa is already helping to create a more entrepreneurial culture in Rwanda. The work we do builds on almost ten years of deep involvement in Rwanda by our founders in projects and activities related to entrepreneurship. Cumulatively, those involved in launching IDEA4Africa have worked thousands of hours in Rwanda and in other African countries on economic development, focusing on creating a new generation of job creators. We know the power of entrepreneurship. We believe that inspiring youth entrepreneurs and equipping them with the skills they need to be successful is the best way to improve lives and shape communities, anywhere in the world.

This annual report highlights some of the many programs and activities IDEA4Africa conducted in Rwanda over the past year. We connected directly with hundreds of youth entrepreneurs by working with partners to organize a national entrepreneurship seminar for high school students and by visiting numerous high schools across the country to deliver programs and develop entrepreneurship clubs. We provided resources and training to entrepreneurship educators, growing our impact by training the trainers. We delivered seminars to artisans and tradespeople to help them grow their businesses and improve their lives. We made the power of entrepreneurship visible to all in the country by serving as national host and organizer of Global Entrepreneurship Week. In short, in its first year IDEA4Africa has already become the go-to place for entrepreneurship education in Rwanda.

We have been fortunate to have an incredibly skilled country director in Rwanda, Isabelle Byusa, to lead our efforts in this first year. Everything we achieved this year is a result of her hard work and innovation, and she has positioned IDEA4Africa for even more success in the future. We wish Isabelle luck in her future endeavors as she hands over the reins to our new country director, Pamela Munyana.

As you read about our success and where we are headed, I hope you will consider joining us in our efforts to inspire and equip youth entrepreneurs. With your support, we can grow our impact and build stronger communities in Rwanda and beyond. By harnessing the power of entrepreneurship, we can create a better world for all.



Dennis Hanno
Founder and President





IDEA4Africa is a non-profit organization with the goal of increasing the economic growth wherever we work. We provide young entrepreneurs with the knowledge and skills they need to put their ideas into action creating an entrepreneurial culture in their communities.

OUR MISSION

**TO INSPIRE AND EQUIP YOUTH ENTREPRENEURS TO
DEVELOP SOCIAL AND ECONOMIC VALUE FOR THEIR
COMMUNITIES AND FOR THE WORLD**

Our Team

Dennis Hanno, Founder and President

Pamela Munyana, Country Director in Kigali, Rwanda

Sarah Schwartz, Chief Operating Officer

IDEA4Africa is led by a group of committed leaders who have been working on economic and entrepreneurial development in Africa since 2000. Collectively, the Board has invested thousands of hours in these efforts and has been responsible for implementing and delivering innovative programs in several countries.

Executive Officers

Larry Zacharias, Chairman

Dennis Hanno, President/CEO

Thomas O'Brien, Treasurer

Nicole Smith, Secretary

Board of Directors

Greg Brown

Isabelle Byusa

Dave Clarkson

Tony Jordan

Mike Herlihy

Alyssa Laplante

Bill LaPoint

Phyllis Schlesinger

Debra Swersky

Julie Williams

WHY RWANDA?

Rwanda's governmental landscape is stable with minimal corruption

- According to the Ibrahim Index of African Governance, Rwanda is one of only two countries to show consistent overall governance improvements since 2000.
- It is one of the top five most improved countries since 2000.
- Rwanda is one of the few African countries on track to achieve the Millennium Development Goals targeted to address extreme poverty.

The country has been working hard to make systems business-friendly

- You can start a business in 48 hours in Rwanda, compared to 11.1 days on average in OECD (Organization for Economic Co-operation and Development) high income countries.
- Rwanda is experiencing 'rapid and inclusive economic growth driven by credible economic policy'.

Rwanda's "natural resource" is considered to be its population

- Development boards want to focus on education and skills development in youth to sustain businesses because education can be passed from generation to generation.



Rwanda's government is forward thinking in many ways

- Rwanda has the world's highest representation of women in parliament with 64% of the country's members of parliament being women.
- In 2007, Rwanda became the first country in the world to legislate an outright ban on plastic bags.
- On the last Saturday of every month, every Rwandan, starting with the President, participates in Umuganda, a day of national community service. Through Umuganda, Rwandans have built schools, hydroelectric plants, rehabilitated wetlands to create highly productive agricultural plots, and cleaned their cities, towns and villages.

Rwanda's development boards support entrepreneurship education

- Rwanda is leading Africa's digital revolution.
- The Smart Kigali initiative is creating access to free wireless internet in public places.

There aren't enough jobs to support current youth unemployment rate

- There is a need for job creators to support the next generation.
- Innovative homegrown development solutions have reduced poverty. For example, the Girinka program, which provides every poor family in Rwanda with a cow, has reduced malnutrition, increased agricultural productivity and created small business opportunities.

Rwandan youth want to make a difference and make their communities better places to live. The IDEA4Africa team has been working in Rwanda for years running the Babson-Rwanda Entrepreneurship Center, creating connections and partnerships with individuals, organizations and governmental agencies. We know the terrain.



OUR WORK

🕒 DEVELOPING YOUTH ENTREPRENEURS

Providing ongoing training and support with access to resources for aspiring young entrepreneurs

Working with high-potential individual entrepreneurs is an important goal for the organization and has been an area of focus since the day the organization was established. IDEA4Africa works with partners to deliver an annual nationwide youth entrepreneurship seminar, as well as other training opportunities.

With access to a large number of aspiring and practicing entrepreneurs, IDEA4Africa knows about the motivating forces and perceived challenges for entrepreneurs in Rwanda. We offer workshops aimed at inspiring the next generation of young entrepreneurs, introducing them to the entrepreneurial mindset and providing hands-on training in entrepreneurship. Participants build creative capacity and entrepreneurial confidence while learning effective tools to build new ventures.



🕒 SCHOOLS AND EDUCATION

Best Practices in Entrepreneurship Education

IDEA4Africa works with educators at all levels to develop best practices for delivering the entrepreneurial education that the Rwandan Ministry of Education has outlined. IDEA4Africa works with high school and college students to start entrepreneurship clubs in their schools. Many have started their own small ventures, building on what they have learned in the classroom and from their own experiences.

Our goal is to offer support to students and teachers at all different educational levels. The result will be self-reliant citizens who are capable of identifying and exploring viable business, social or cultural opportunities and contributing to the socio-economic development of their community and country.



* LOCAL AND GLOBAL AWARENESS

Creating an entrepreneurial culture by developing a national network

IDEA4Africa hosts activities designed to stimulate conversations and catalyze connections that will lead to a more informed and integrated entrepreneurship ecosystem. We convene representatives from government, academia, and NGOs to discuss ways to improve the effectiveness of the collective efforts and increase awareness across all aspects of the entrepreneurial culture in Rwanda.

IDEA4Africa recognizes that bringing the right people together will result in more progress and greater impact. Our goal is to increase communication and collaboration across a broad array of organizations focused on entrepreneurial development.

We serve as national host for Global Entrepreneurship Week (GEW), bringing partners from across the country together to highlight the power of entrepreneurship.



GOVERNMENT AND POLICY

Partnering to Build Capacity

As national hosts for GEW, IDEA4Africa has an unprecedented opportunity to work with the Rwandan government and private-sector organizations to create the ecosystem and support network needed to build a more entrepreneurial culture in the country. IDEA4Africa represents Rwanda at the international Global Entrepreneurship Congress, which took place in Medellin, Colombia this year.





IMPACT

SITUATION

RWANDA

- ⦿ About the size of Vermont but with 16 times the population
- ⦿ 9 out of every 10 people are subsistence farmers
- ⦿ Per capita income is less than a dollar a day
- ⦿ 30-40% of Rwanda's budget is from Foreign Aid
- ⦿ In Sub Saharan Africa, youths ages 15-29 will represent 50% of the working population by the year 2020
- ⦿ With unemployment rates over 12%, the need for job creation is more pressing than ever before

SOLUTION

- ✱ Entrepreneurship is seen as one of the few viable paths to a sustainable livelihood
- ✱ The government is supportive of small and medium-sized enterprises (SMEs) as a source of economic growth and development, and employment creation
- ✱ For many Rwandan youths, entrepreneurship is the only labor opportunity they have
- ✱ 'Enterprising life skills' are seen as essential and acquiring both hard and soft skills for entrepreneurship is essential

IDEA4Africa facilitates:

- ✱ Entrepreneurial Workshops
- ✱ Incubators
- ✱ Entrepreneurship Clubs
- ✱ Networking opportunities
- ✱ One-on-One Mentoring
- ✱ Train-the-Trainer programs
- ✱ National Essay Competition

IMPACT ON YOUTH

- Becoming job creators themselves
- Increasing their ability to solve problems in their communities, job situations, and their lives
- Solving community problems while being able to support themselves and others
- Recognizing their own potential
- New-found leadership and management skills and abilities to navigate conflict
- Acquisition of transferable skills with unlimited applications
- Creating sustainable incomes that do not depend on foreign aid

QUALITATIVE IMPACTS

While new venture creation is one measure of impact, IDEA4Africa knows that overall impact must be measured more broadly. We believe that we can create a mindset change that empowers youth entrepreneurs to create social and economic value regardless of what they have to start with.

We have measured that mindset change for over 15 years and know that our methods do inspire young people to tackle the problems they see in their communities.

EMPOWERMENT
is a hard thing to measure.

Global Entrepreneurship Week is **SUPPORTED BY AN IMPRESSIVE GROUP OF ORGANIZATIONS AND THOUGHT LEADERS FROM AROUND THE WORLD**

GLOBAL RECOGNITION

From the day it was launched, with the help of former British Prime Minister Gordon Brown, GEW has enjoyed the participation and recognition of presidents and prime ministers on every continent, including:

- President Barack Obama (USA)
- Former Prime Minister David Cameron (UK)
- Prime Minister Benjamin Netanyahu (Israel)
- President Anibal Cavaco Silva (Portugal)
- Prime Minister Stephen Harper (Canada)
- Prime Minister Haile Mariam Desalegne, (Ethiopia)
- and numerous other world leaders in the private and public sector.



IDEA4Africa is the national host of Global Entrepreneurship Week (GEW) in Rwanda.

As the host we organize events during the one-week celebration of entrepreneurship in November. The events range from workshops that inspire youth to start new businesses to networking receptions that connect entrepreneurs to potential collaborators. Prominent partners such as the Rwanda Private Sector Federation, the Rwanda Development Board, and the United States Embassy have participated, engaging policymakers and thought leaders in discussions around improving Rwanda's entrepreneurial ecosystem. In total, these events this year involved over 4,000 participants across the country.

GEW is the world's largest celebration of the innovators and job creators who launch new businesses, develop solutions to challenging problems, and expand human welfare. IDEA4Africa has brought this global initiative to Rwanda, increasing the focus on entrepreneurship across the country, raising awareness to both the successes and challenges that exist and fostering discussions to solve those problems.





Celebrating and Catalyzing Entrepreneurs

In the last five years Rwanda's entrepreneurship ecosystem has significantly expanded, with more young entrepreneurs entering the innovating ideas space that ultimately expand human welfare. As the GEW Rwanda campaign host, IDEA4Africa is building the network of innovators, thought leaders, and organizations dedicated to advancing entrepreneurial growth while ensuring inclusivity and working towards Rwanda's Second Economic Development and Poverty Reduction Strategy (EDPRS 2) goals of building the country's youth to become more productive and competitive members of society.

CELEBRATING
ENTREPRENEURIAL
SUCCESS

After 15 years as The Private Sector Federation's CEO, Hannington Namara, noted that in order for entrepreneurship to prosper in Rwanda, it is vital for entrepreneurs to engage in networking and collaborate with their colleagues. IDEA4Africa is helping to foster these kinds of connections.

Zulfat Mukarubega, the founder and legal representative of the Rwanda Tourism University College (RTUC), notes the importance of GEW as it creates a platform for sharing business and entrepreneurship ideas among the thousands of participants. It also allows them to discuss how best they can address the challenges still affecting the entrepreneurship sector in Africa.

There is a need for developing the entrepreneurial skillset and mindset that IDEA4Africa teaches as officials note that students are largely taught theories, which are difficult to translate into actual businesses without practical entrepreneurship skills and experience.





Since its inception, Global Entrepreneurship Week has brought together



Rwanda's Entrepreneurship Ecosystem is expanding

Rwanda is the leading East African nation participating in GEW based on the number of partners and activities.

We are creating a groundswell of activities that inspire and advance entrepreneurship in Rwanda demonstrating to the world how innovation and private enterprise are transforming the country for the better.

In 2015, GEW Rwanda brought together



The Global Entrepreneurship Week campaign continues to grow with 160 countries now participating in the celebration. This year, over ten million people celebrated entrepreneurship during this one week in November.

Media Coverage



Forbes

tech



GEW SESSIONS 2015

As it has been in previous years, GEW Rwanda's vision is to build a stronger Rwanda by turning job seekers into job creators. We continue to convene organizations and entrepreneurs in all stages of business to further develop Rwanda's entrepreneurship ecosystem.



A SAMPLING OF THE SESSIONS AT GEW 2015

GEW Rwanda Flagship Event

Business Plan Competition

DOT (Digital Opportunity Trust) Rwanda carried out its first-ever business plan competition under the theme, 'Gera ku Ntego: Youth breaking the cycle of poverty'. 1,600 entrepreneurs in 15 districts were targeted, to be trained in innovation, business model generation, writing and financial literacy.

The competition culminated with 12 entrepreneurs who won the district championship who vied for the top 3 spots during a finale event held as a flagship event for Global Entrepreneurship Week. During this event, entrepreneurs pitched their ideas to a panel of judges.

"Invest your time, or waste your time."

Mr. Apollo Munanura, RDB

Business Incubation Center Round-Table

University of Rwanda's College of Business and Economics hosted a round-table focus group and invited community members to share ideas on the best design and implementation of the college's first-ever Center.

"Businesses die at an early stage due to lack of finance or knowledge of the market. The new center will provide crucial resources for all University of Rwanda students."

Mugume Elia, Head of Entrepreneurship Club at CBE



A SAMPLING OF THE SESSIONS AT GEW 2015

GEW Rwanda Flagship Event

Imbaraga Z'imigati

The Women's Bakery held an event titled "Imbaraga z'imigati" - which was an interactive baking demonstration for women within the Gishushu community who sell and work at the nearby market.

Additionally, TWB demonstrated some of their baking processes so that participants and attendees could fully understand the power and accessibility of bread to empower women – and others! – in business and beyond.

"We teach baking skills in hopes that women will be empowered to start their own baking businesses."

Julie Green, TWB Staff

Get Self-employed: Financial Empowerment for the Youth

Kigali Employment Service Center addressed the problem of unemployment in this relevant session by partnering with the rapidly growing company MobiCash. Being a Mobicash agent is an income generating opportunity. As such, a successful MobiCash agent shared her story to a group of jobseekers on how she was able to make money through MobiCash commissions.

"If you want to make your dreams come true, you must have financial discipline. Do not rush to become rich in a short time."

Rosemary Mbabazi, PS MYICT





The Role of Higher Learning Institutions in Creating the Next Generation of Entrepreneurs and Job Creators: From Theory to Practice

This conference brought together education leaders from universities across the country. Panelists from the private sector and government officials engaged in a discussion with education leaders about the education transformation needed in higher learning institutions in order to produce enterprising graduates.

Spark launched the first-ever “Doing Business” booklet, a guide to doing business in Rwanda, as well as a website “www.ignite-rwanda.com” to promote knowledge about all entrepreneurship support organizations.

“Business plans that are copy-pasted are the reason why businesses fail.”

Joy Rwamwenge, Rwanda Development Board

Entrepreneurship Essay Competition

IDEA4Africa conducted an essay competition among secondary schools with prize money for both the winners and the schools they study in. The challenge for all students was to provide thoughts on entrepreneurship education in Rwanda - why it is important, how the knowledge will help students in the future and what impact entrepreneurship will bring to the country.

“An entrepreneur is a person of very high aptitude who pioneers change.”

Nathan Ntahunga, G.S Muzizi Rukara

“Entrepreneurship education is of great value to our future lives and has the potential to raise the standard of living for all Rwandans.”

Germaine Uwimpuhwe
Liquidnet Family High School - Agahozo Shalom Youth Village

The Reality of Becoming an Entrepreneur

Mr. Marcel Mutsindashyaka, Founder and CEO of UMUSEKE IT LTD; an IT Media social enterprise in Rwanda, shared his personal journey of how he became a successful young entrepreneur, and emphasized the importance of social entrepreneurship.

“If you have the opportunity to study abroad, make the most out of your experience by acquiring skills. But make sure you come back home to develop your country.”

Mr. Marcel Mutsindashyaka
CEO at Umuseke





CREATING ENTREPRENEURS:

IDEA4Africa Workshops Throughout the Year

Abari b'i Nyamata Entrepreneurship Workshop

The workshop IDEA4Africa held for the Abari b'i Nyamata was empowering to the young girls from the region.

Nyamata is a small town in Bugesera District, Rwanda. The town has been both impoverished for years and the terrible site of mass murder when people were massacred in the Nyamate Parish Catholic Church during the days of the genocide. A memorial containing the remains of over 45,000 people killed marks the region.

The population in Nyamata went from 120,000 in 1993 to a population of 12,000 in 2009. Many of the deaths, beyond the genocide, were due to poor living conditions.

Abari means daughter. Abari b'i Nyamata are literally the daughters of Nyamata. They are a testament to the strength and endurance of a people whose population was decimated and who are beginning to thrive.

Isano Weavers for Peace Workshop

IDEA4Africa has worked with the Isano weavers, imparting entrepreneurial skills and guidance for their cooperative.

The Isano weaving cooperative, based in Kigali, is comprised of 12 young women who have all been affected in some way by the HIV/AIDS epidemic. They came together as a result of their membership with the CHABHA (Children Affected by the HIV/AIDS) organization.

The Isano cooperative was founded in 2013 by a young Rwandan, Celine Mudahakan. In 2014 Celine began to train a group of young women to weave in order to give them a valuable skill from which they could earn a living. Mudahakana raised money to buy looms and the Isano weaving cooperative was born.

The word "isano" means unity. The cooperative was named for the new sense of family and belonging that it gives to its members.



Other STUDENT WORKSHOPS in 2015

IDEA4Africa works with numerous schools, groups and organizations helping their students realize their own potential and opening their eyes to what they have the power to do. Throughout these workshops, and following the model of the schools we work with, education and service are used to inspire socially responsible members of the community.

Some of the groups we worked with this year:

Agahozo-Shalom Youth Village

The village enables orphaned and vulnerable youth to realize their maximum potential by providing them with a safe and secure living environment, health care, education and necessary life skills.

Komera, Self-Confidence One Girl at a Time

Komera develops self-confident young women through education, community and sport.

Their belief is that young women have the right to lead change in their community, experiencing the joy of self-discovery and realizing their true potential.

St. Ignatius School

St. Ignatius School catalyzes support for Jesuit education in Rwanda.

Maranyundo Girls School

The Maranyundo Girls School opened in 2008. It began with the collaboration of a South Boston nun, a beloved Rwandan leader, a group of visionary women from Boston and a Rwandan order of Roman Catholic nuns. The Maranyundo Girls School currently provides a high quality middle school education to 180 girls and in January 2017 will celebrate full enrollment of the high school years with an additional 180 girls for a total of 360 students.

Workshops with Governmental Agencies and Teachers

IDEA4Africa works with governmental agencies and teachers in high schools and on college campuses. Sometimes the most impactful way of disseminating these entrepreneurial and leadership skills is through the teachers themselves as their reach is exponential, teaching and reaching more and more students each year. Some of the workshops held this year are highlighted below.

Kigali Employment Service Center Workshop

IDEA4Africa held workshops at the KESC to help those seeking employment understand their options and learn clear strategies to become job creators.

AKILAH Institute for Women in East Africa

Akilah offers education that enables young women to achieve economic independence and obtain leadership roles in the workplace and in society.

IDEA4Africa ran workshops for educators at the Akilah Institute to enable them to help their students.

Entrepreneurship Educators Training at the University of Rwanda, College of Entrepreneurship

IDEA4Africa partnered with the University of Rwanda to equip professors of entrepreneurship with models of teaching that were ultimately shared with students who are on track to become entrepreneurship teachers themselves.





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