



Leadership & Entrepreneurship
Incubator
The epicenter of change in Africa

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Educating Children | Transforming Worlds

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A MESSAGE FROM OUR CEO & FOUNDER

Our Leadership and Entrepreneurship Incubator strengthens students' non-academic skills by fostering entrepreneurship awareness and business competencies while deepening the application of leadership and life skills. They in turn show us they are more than willing, and able, to take ownership of their future, mobilizing and creating change in their home communities.

Alumni have formed one national and two local community-based organizations in Kenya as well as one national non-profit in Tanzania. We estimate a 10x knowledge sharing on relevant topics such as saving money, starting a business, performing better in school, avoiding drugs and the wrong crowd, and how to envision a dream and make plans to achieve it.

Erna Grasz, CEO and Founder



Click the icon on the right to watch a video message from Erna Grasz.



WHY IS THIS PROGRAM NEEDED?

Africa's Education-Employment Gap

By 2020, Africa will be home to 1 in 5 of the planet's young people and have the world's largest working population. Global executives and investors cannot afford to ignore the continent's immense potential. A strategy for Africa must be part of their long-term planning. Today the rate of return on foreign investment in Africa is higher than in any other developing region. (Source: McKinsey Global Institute)

Critical to realizing this potential is a pipeline of educated producers and consumers equipped not just with technical skills but the ability to apply that knowledge beyond the classroom. The Leadership & Entrepreneurship Incubator was developed to provide vulnerable youth from deeply rural areas of East Africa with opportunities to work with their peers across borders to develop life and leadership skills that will enable them to become successful leaders, entrepreneurs and global citizens.



RURAL YOUTH: AN UNTAPPED RESOURCE

Rural Kenyan and Tanzanian youth face greater challenges and are afforded fewer opportunities for personal development and success

Unable to break out of the circumstances of the communities, they consequently face getting left behind in Africa's growth

*"If Africa can provide its youth with education and skills they need, this workforce will become the most significant source of rising global production and consumption."*²



2. Roxburgh, C., Dorr, N., Leke, A., Tazi-Riffi, A., van Wamelen, A., Lund, S., ... & Zeino-Mahmalat, T. (2010). Lions on the Move. McKinsey Global Institute, June.

"The inability to secure future talent with the right skills and to manage talent-related costs keeps firms from being able to quickly scale up their operations to meet demand in new locations and to launch new products and services."

- Investment in Global Education:

A Strategic Imperative For Business, By Rebecca Winthrop,
Gib Bulloch, Pooja Bhatt and Arthur Wood



WHO IS ASANTE AFRICA FOUNDATION?

OUR MISSION

TO EDUCATE AND
EMPOWER THE
NEXT GENERATION
OF CHANGE AGENTS,
WHOSE DREAMS AND
ACTIONS TRANSFORM
THE FUTURE FOR AFRICA
AND THE WORLD.



EDUCATING CHILDREN

TRANSFORMING WORLDS



Asante Africa Foundation believes in the power of knowledge as the catalyst that will empower the next generation of change agents. We provide youth in deeply rural areas of East Africa with access to quality education and the tools to apply their knowledge beyond the classroom, creating opportunities to transform Africa and the world.

We know that enriched minds collectively create better solutions to whatever challenges their communities face. Children who stay in school will earn higher wages and have smaller, healthier families. They gain the skills and confidence to start businesses, find their voice, and work with their communities to create peaceful paths to positive change.



LEADERSHIP & ENTREPRENEURSHIP INCUBATOR

The epicenter of change in Africa

The Leadership & Entrepreneurship incubator provides East African youth, 50% of whom are young women, with opportunities to work with their peers across borders to develop life and leadership skills that will enable them to become successful leaders, entrepreneurs and global citizens.



Since the pilot, the program has grown significantly and indirectly impacted over 4,000 students. 97% of participants report that the program helped them feel more confident and see a way forward.

These students are creating ripples of change across East Africa!

WHO: Boys and girls, ages 15-20 from rural communities.

HOW: Skill building workshops and trainings over the course of four years, in order to capitalize on the learning potential of teens who are immediately able to carry their learned skills forward.

WHAT: Support and mentoring throughout the four-year period affords students the opportunities to build and develop entrepreneurial futures.

IMPACT: As students gain confidence, skills, and reach, their leadership potential and strength as change agents increase, making them more marketable, work ready, and aligned with Africa's prosperity.



HOW DOES THIS PROGRAM WORK?

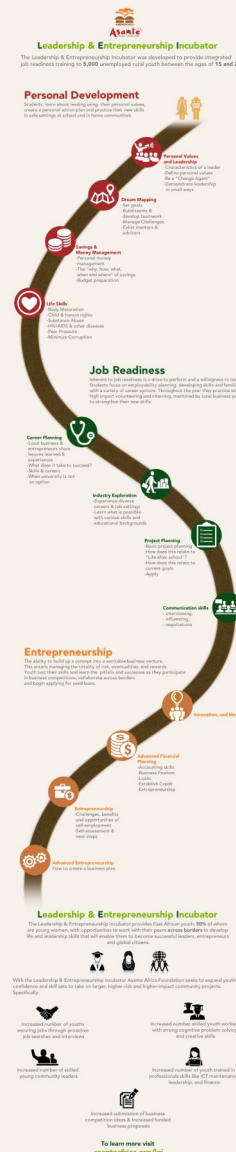
The Leadership & Entrepreneurship Incubator is a 4-year journey that begins with a seven day intensive workshop hosting students from Kenya and Tanzania.

Each year the returning students learn new skills and earn new responsibilities. Leveraging the talents of the youth trained in the program, many of whom currently are active facilitators, organizers, and project managers.

Over time it becomes a self fulfilling prophecy; one success drives the next, creating a sustainable model to replicate all over East Africa.

The program can be divided into three sections covering the areas we believe are crucial to developing a successful leader, entrepreneur and global citizen; Personal Development, Entrepreneurship training and Job Readiness skills.

Click the image on the right to see the full infographic.



OBJECTIVES

- ♦ Build essential skills such as reasoning, critical thinking, communication, and team building
- ♦ Build leadership, entrepreneurship, and employment readiness skills while instilling an increased sense of self-confidence
- ♦ Support youth in developing personal and career goals and creating action plans supporting those goals
- ♦ Develop awareness of personal challenges that could derail plans; health, personal safety, civic rights, peaceful resolutions and develop methods to “stay on track”
- ♦ Empower youth as they develop strategies for “paying it forward” within their schools and communities



The Leadership and Entrepreneurship Incubator

A Detailed Four-Year Approach



1st YEAR → 2nd YEAR → 3rd YEAR → 4th YEAR

First Exposure

Curriculum:

Seven-day intensive workshop hosting students from across Kenya and Tanzania.

Role: student and participant.

Mentor/Team Leader Development

Curriculum:

Advanced lessons that focus on life skills, leadership, and work readiness. Reinforce knowledge from first year by sharing information with incoming students.

Role: Student, team leader, and mentor.

Facilitator, Educator, and High Impact Volunteer

Curriculum:

Focus on employability, business planning, & small-scale initiatives. Skill development and practicing under guidance of local business people.

Role: Student, facilitator, educator, and high impact volunteer.

Increased Risk Taking and Larger Initiatives

Curriculum:

Test new skills, consider seed loans, collaborate across borders, & participate in business competitions.

Role: Fledgling entrepreneur, community leader, networker, participant in the world of work.



WHAT SETS THIS PROGRAM APART?

CROSSING BORDERS

One of the key components of the week-long seminar is that it gives students from Kenya and Tanzania the opportunity to experience each other's culture in a professional setting.

Each year the seminar takes place in a different location within Kenya or Tanzania, allowing the students from the other country to travel across borders. Participants learn about their neighbors and explore the possibility for future collaborations between the two countries.

Click the icon on the right to learn about Irene's experience starting her own business to save money for University.



Irene, 19—
Tanzania



WHAT SETS THIS PROGRAM APART?

CREATING CONNECTIONS

Participants learn from business people and leaders who have succeeded in the communities where these young people live. It is Important for the students to interact with role models from similar backgrounds so that they see that they too can overcome the challenges they face.

These interactions also expose students to the different career avenues available to them.



WHAT SETS THIS PROGRAM APART?

WHAT IS A CHANGE AGENT?

A change agent seeks every opportunity to make a difference by applying the skills they have learned.

After attending the Leadership & Entrepreneurship Incubator many of our students have gone back to their communities to share with their peers what they have learned.

In some cases they have started small leadership clubs at their schools to empower other young people. Others, have travelled deep into the most remote areas of their countries to share with younger students life changing lessons on how to achieve one's goals and in turn improve their quality of life and of those in their communities.

One
who brings knowledge
awareness, and opportunity
to youth



One
who works in marginalized
communities and seeks out
ways to empower young
people



One
who brings meaningful change
and growth for his/her community



WHAT SETS THIS PROGRAM APART?

IMPACT ON THE COMMUNITY

To date the annual week long program has impacted approximately 450 students directly and over 4000 students indirectly as a result of the ripple effect.

We call this “paying it forward” a core value of Asante Africa Foundation.

A great example is Angaza foundation. Inspired to share what they had learned, a group of LEI alumni started Angaza Foundation in Kenya.

Angaza Foundation is a community based organization . *Angaza* is a Swahili word meaning *to enlighten*.

Angaza Foundation manages team building events in schools and in the community.



RESULTS AND STATISTICS

There are many, many more examples of students putting their talents to work with their new-found skills and demonstrating how the Leadership & Entrepreneurship incubator has affected their lives.



David, 22—Kenya.

- 97% of participants reported that the program helped them feel more confident
- 99% of participants reported to have made new friends (cultural crossover)
- 99% of participants learned new skills that they indicated would help them with exams
- 89% of participants gained awareness of new career options
- 100% of participants indicated that the program helped to increase their ability to learn new concepts that will improve their studies

Click the icon on the right to learn about David's experience starting his own business.



EXPECTED OUTCOMES AND FUTURE EXPANSION



Asante Africa Foundation is striving to create a model for the Leadership and Entrepreneurship Incubator that is self-sustaining. A sustainable future is possible, and to facilitate this we are currently exploring a revenue generation model, internal country funding, business partnerships, and integration with the Ministry of Education in each country of operation.

The multi-national feature of the program is key to developing young leaders that are more cosmopolitan, collaborative, confident and better able to develop lasting solutions. To expand the reach of the program, Asante Africa Foundation aims to implement parallel programs in other common border regions of East African countries such as Uganda and Rwanda. Additionally, we aim to expand from a single annual event to a program that integrates activities and events within the youths' communities and schools and throughout the course of the school year.

With the Leadership & Entrepreneurship incubator Asante Africa Foundation seeks to expand youths' confidence and skill sets to take on larger, higher-risk and higher-impact community projects.

See next page
for a detailed list
of expected outcomes





More youth

securing jobs through proactive
job searches and interviews



Increased number of skilled
young community leaders



Leadership & Entrepreneurship Incubator



More young workers

with strong cognitive problem solving
and creative skills



More youth trained in
professionals skills like ICT maintenance,
leadership, and finance



Business plan competition generates in-
creasing numbers of ideas proposed and
funded

To learn more visit
asanteafrica.org/lei





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