

# Leadership & Entrepreneurship Incubator (LEI) Program

## UNTAPPED POTENTIAL

More than 50% of the working population in Sub-Saharan Africa is comprised of youth, aged 15-29.

With an average unemployment rate exceeding 12%, youth face difficult odds of finding a job in the formal work force and are most likely to find employment in informal jobs or start marginally sustainable businesses to provide for their families.

Employers and governments have identified key areas where youth need 21st-century skills to succeed. Those areas are life skills (leadership, work ethic, communication), job readiness (problem solving, teamwork), and entrepreneurship.

*Note: Statistics per ilo.org*

## RETENTION & ADVANCEMENT

Asante Africa Foundation believes that students who are engaged learners will remain active in school and seek extra-curricular experiences. As a result, we work closely with partner schools and their communities to deliver 21st-century skills to rural youth and support the advancement of their education.

Asante Africa Foundation's LEI Program supports the United Nations Sustainable Development Goals, specifically # 8: "To promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all."



All of our programs are built using two reputable elements;

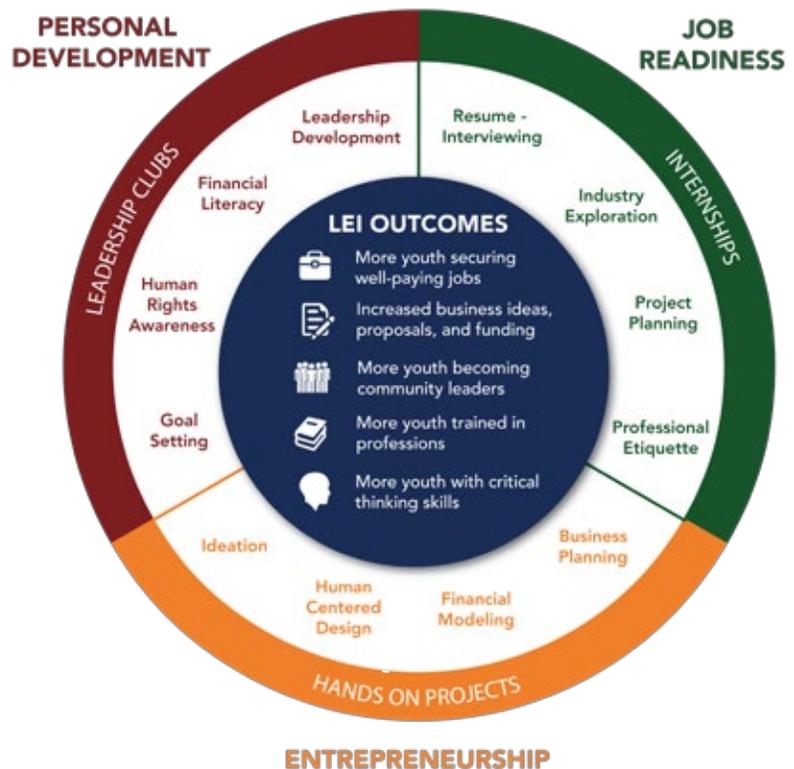
LEARN-DO-TEACH

PAY-IT-FORWARD

"Learn-Do-Teach" methodology is a recognized educational concept. Research shows that a learner retains a maximum of 30% of the information. If they use their hands and mind in a skill-building project, they retain 75%. If they teach their knowledge to another, they retain 90% of the knowledge. This approach has been integrated in all of our programs.

Pay-it-Forward, is the second foundational element. It is a required element in every program and project. It is based on a replication model of supporting 3 additional individuals, and then challenging them to support 3 more people.

## Multi-Phased Program



Upon completion of our 3-phased program, participants have the necessary skills to enter the job market and start their own businesses. Many also continue on to higher education in pursuit of their personal vision.

# IMPACT & INVESTMENT

Leadership & Entrepreneurship Incubator (LEI) Program

Youth Schools/Communities

2021	2022	2023	2024	2025
+23,000	+42,000	+58,000	+64,000	+70,000
+40	+60	+70	+80	+100

## IMPACT

**Leadership & Entrepreneurship Incubator (LEI) Program**

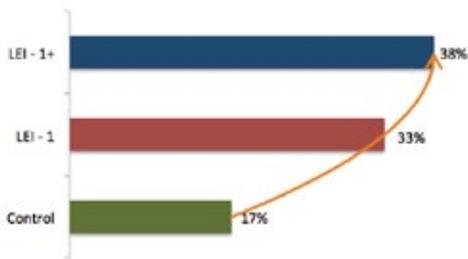
**395,000**  
Lives Impacted Through 2020



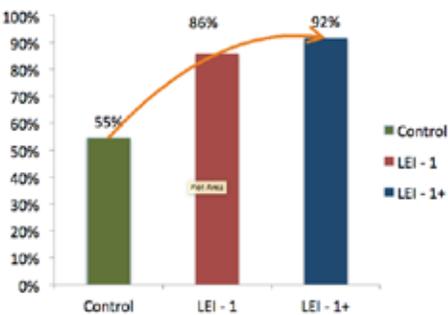
## Outcomes Study

(LEI Alumni vs Control Group) **N=357**

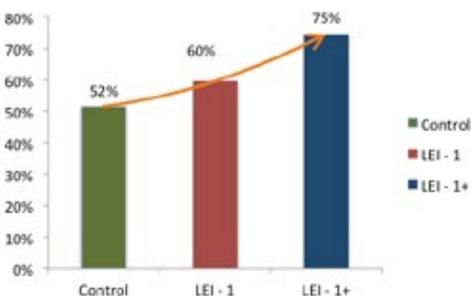
Employment (Job or Self Employed) of Participants **n=92**



Area of work related to Interest/Skills **n=30**



Participants Currently Community Active **n=342**



## UNIQUE ADVANTAGES

### Cross-Border Collaboration

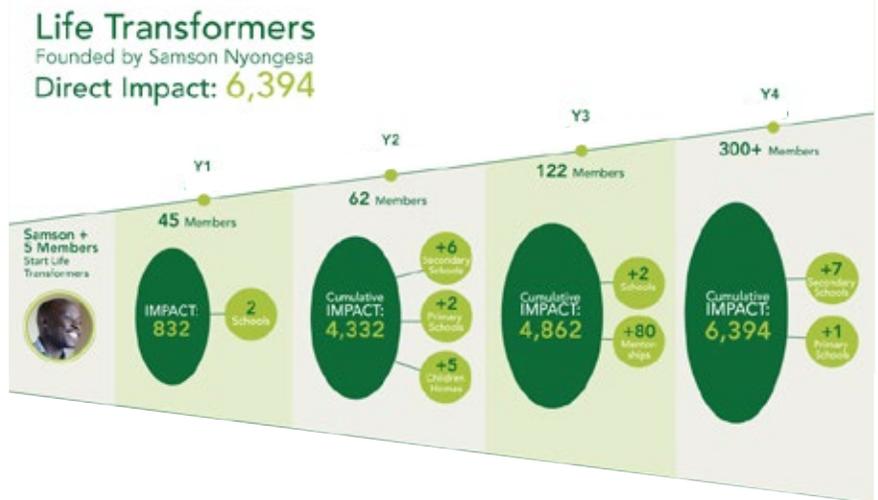
Each year the program is offered in alternating countries to broaden the students' experiences. Many have never left their villages. LEI participants (from Kenya, Tanzania and Uganda) come together to learn, create business incubation opportunities, and interact with diverse East African leaders.

### Teacher Empowerment

A certification program is planned for teachers, Heads of Schools and District Education Officers. Once LEI training is completed, teachers will have an additional toolkit to share valuable knowledge assets with their students, their fellow teachers, and their communities.

### Knowledge Transfer/Pay it Forward

Pay it Forward programs are designed by youth to benefit their families, communities, and the world around them. Amazingly, the average ratio of participants to lives impacted is 1:221 over the 3-year program duration. Examples of Pay it Forward projects include: leadership clubs, youth-based businesses, peer mentoring clubs, and community NGOs aimed at social change.



## AWARDS & RECOGNITION

