



AFRICA'S BUSINESS HEROES

# Africa's Business Heroes

are Change-Makers that Believe  
in the Power of Entrepreneurship

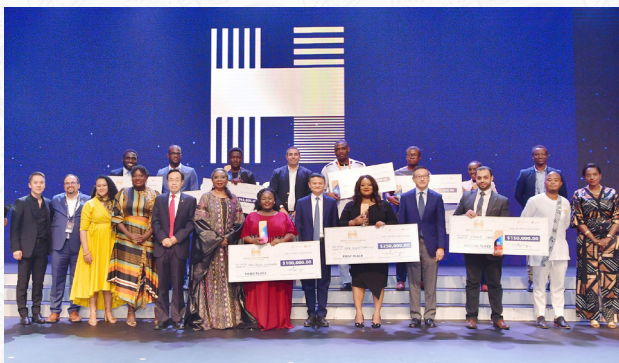
ANNUAL REPORT 2019-2021



马云公益基金会  
Jack Ma Foundation



# Letter from the Executive Director



Africa's Business Heroes are rising. In a year when challenges abounded, the strength and resilience of the African entrepreneur ecosystem proved itself to the world when it was most needed.

Five years ago, Jack Ma first announced his intention to support Africa's entrepreneurs on his maiden trip to the continent. Since then, and despite COVID-19, we have remained steadfast in our long-term commitment to support Africa's entrepreneurs regardless of country, gender, industry or age.

In 2018, the Africa's Business Heroes (ABH) prize competition – the Jack Ma Foundation's flagship program in the continent – was established to give entrepreneurs across Africa an inclusive and grassroots platform to learn, to inspire and be inspired, and to grow.

In 2020, we increased grant funding for the program's namesake Prize competition to US\$1.5 million, enhanced training initiatives and added applications in French. With lockdowns in place worldwide, the team worked tirelessly with partners across Africa to ensure that our operations continued smoothly. Entrepreneurs across the continent seized the opportunity to serve their communities better, as nearly 22,000 applicants representing every country in Africa registered to apply for the Prize.

Many of finalists have not only adapted to change, but thrived. Today, our 2019 and 2020 top 10 finalists together support over 8,300 direct and indirect jobs; and have created 455 new direct jobs since receiving the Prize. Many were on the front lines of the COVID-19 response, leveraging their businesses to deliver blood, oxygen, and essential PPE to those most in need. Several businesses have seen growth rise two and even threefold and raised millions of dollars in funding.

African women are among the best entrepreneurs in the world. It's no surprise then that the top winners are women each year and half of the top 10 entrepreneurs are also women.

These finalists are the embodiment of the ABH program.

By utilizing the power of storytelling, our 2019 ABH documentary continues to attract audiences globally, receiving nine awards and official selections from top international TV and film festivals. We eagerly await the premiere of the 2020 TV show across Africa this summer.

The ABH team has relentlessly sought to look out over the horizon, innovate and drive greater impact through our program. Our achievements are only possible through the support of our partners, judges, volunteers, friends and communities across Africa and from all corners of the world. Thank you. Let me also send my special appreciation to our board, Mr. Jack Ma, H.E. Mrs. Graça Machel, and H.E. Mr. Ban Ki-moon for their vision and leadership.

I am privileged to share our first annual report that details the main activities and outcomes of the first two years of our program. It not only reflects our extraordinary journey so far, but importantly paves the road ahead in our mission to unlock even more entrepreneurial talent and innovation in Africa.

Sincerely,

**Jason Pau**  
Executive Director (International)  
Jack Ma Foundation



*All patterns designed by Diarrablu, 2020 Top 10 Finalist*



## Our Origins



Jack with Kenyan entrepreneurs at Nailab in Nairobi, Kenya (July 20, 2017)

Our journey began when Jack Ma first visited Africa in 2017 as special adviser to the United Nations Conference on Trade and Development (UNCTAD) for Youth Entrepreneurship and Small Business. During his trip, Jack visited Nailab in Nairobi, a Kenyan entrepreneur incubator, and attended the YouthConnekt Africa Summit 2017 in Kigali, Rwanda. He was inspired by the entrepreneurial energy and potential he saw in the young people he met.

He also recognized many of the similar barriers to economic development and entrepreneurship in Africa that existed in China when he founded Alibaba in 1999.

During his speech at the YouthConnekt Africa Summit in Kigali, Rwanda, Mr. Ma announced his philanthropic commitment to support African entrepreneurs to create jobs and economic opportunities for the continent.

To realize his commitment, in 2018, the Jack Ma Foundation established the Africa Netpreneur Prize Initiative (ANPI) with initial \$10 million in funding to identify, spotlight and award grant-funding to 100 Africa's Business Heroes (ABH) across Africa over the next 10 years.

The first Africa's Business Heroes Summit and finale pitch competition were hosted in Accra, Ghana in November 2019. In 2020, ANPI was rebranded to ABH to further spotlight the focus on business heroes.

2017

**Jack first visited Africa**

2018

**the Jack Ma Foundation established the Africa Netpreneur Prize Initiative (ANPI)**

2019

**Hosted inaugural Africa's Business Heroes Summit and finale pitch competition in Accra, Ghana**

2020

**ANPI rebranded to Africa's Business Heroes**

## Our mission

To strengthen the African entrepreneur ecosystem by identifying, telling the stories of, training, and awarding grant-funding to 100 Africa's Business Heroes across Africa over the next 10 years.

## Our vision

By 2030, 100 Africa's Business Heroes will inspire millions more.

## Our values

- 1 Pan-african: we are open to candidates from all 54 African countries
- 2 Sector agnostic: we welcome entrepreneurs from all industries
- 3 Grassroots oriented: we look for entrepreneurs across all levels of society and seek to collaborate with local organizations
- 4 Inclusive: entrepreneurs of all ages and genders are encouraged to apply

“A lot of people don't see themselves as potential heroes. I didn't either until I entered ANPI. Now I am dreaming bigger, and finally realizing my true potential. I hope others find the courage to take this step because they will find more than they need when they do.”

**Emma Naluyima Mugerwa**  
Founder, MST Junior School (Uganda)

ABH delivers impact through three connected program pillars: support, show and grow. The Prize Competition provides direct support to entrepreneurs through grant funding and training while our TV show and documentary series shine a spotlight on these entrepreneur stories. To enhance continued growth, ABH leverages its community to bring forth business opportunities, investors, mentors, and training to entrepreneurs.



### Support

- Annual Africa entrepreneur pitch competition
- \$1.5 million in total grant funding to 10 finalists each year for 10 years
- Tailored feedback, mentorship and training via ABH network of partners and expert judges



### Show

- Annual pitch competition show broadcasted on TV and online across Africa and worldwide
- Documentary showcasing the passion, resilience and innovation of African entrepreneurs
- Storytelling and amplifying entrepreneur journeys through African and international media



### Grow







- Ongoing mentorship and training programs
- Networking and collaboration with entrepreneur ecosystem
- Access to African and global investors



# ABH Key Statistics



## Prize Competition

	2019	2020
 Number of African countries represented	50/54	<b>54/54</b>
 Number of applicants	9,366	<b>21,952</b>
 French-speaking finalists among Top 10	10%	<b>40%</b>
 Proportion of women among Top 10	30%	<b>50%</b>
 Number of volunteer judges	46	<b>178</b>
 Total grant funding	\$1,000,000	<b>\$1,500,000</b>



## Top 10 Growth Highlights (2020-21)



### Employment

**8,338** in Total  
(direct and indirect)  
455 New Hires, 65% Increase  
(since winning the Prize)  
\*by 2019 and 2020 Top 10's



### Investment

**Omar Sakr, Nawah Scientific** - 2019 Top 10:  
**\$1.6 million**  
**Moulaye Taboure, Afrikrea** - 2019 Top 10:  
**\$1.3 million**  
**Oluwasoga Oni, MDaas Global** - 2020 Top 10:  
**\$2.3 million**



### Growth

**Chibuzo Opara, Drugstoc** - 2019 Top 10  
**3X** Business growth

**Kevine Kagirimpundu, Uzuri K&Y** - 2019 Top 10  
**2X** Business growth  
Launched 2 new physical stores &  
increased online presence.

**Mahmud Johnson, J-Palm** - 2019 Top 10  
expanded into **20 communities**  
Serving an additional **6,500 farmers**



## Storytelling and Exposure (2019-20)



### 2019 Documentary Global Recognition

**9** awards and official selections  
by global TV and film festivals



### 2020 Show Pan African Coverage

**CNBC Africa, StarTimes,**  
**Local African TV Stations,**  
**Official ABH Youtube Channel**



**231,709**

Number of voters for  
People's Choice Award



**12 million**

reached through  
50+ interviews,  
2,300+ articles



**91,740**

Social media  
followers



## Prize in Brief

The Prize Competition delivers benefits well beyond the grant funding. From application to the finale, the Prize provides applicants with the frameworks to thoroughly identify, understand and communicate their company's mission, value proposition and metrics. In addition, applicants are exposed to an extensive network of expert judges and mentors, and fellow entrepreneurs to learn from and collaborate. Our Top 50 finalists are also able to leverage the ABH platform to gain global recognition and exposure.

“ABH is a great program with a fantastic community that supports entrepreneurial drive and growth. I feel every entrepreneur in Africa needs this kind of environment.”

**Joan Rukundo Nalubega**  
CEO & Founder, Uganics  
(Uganda)





## Prize in Brief



### Who can apply

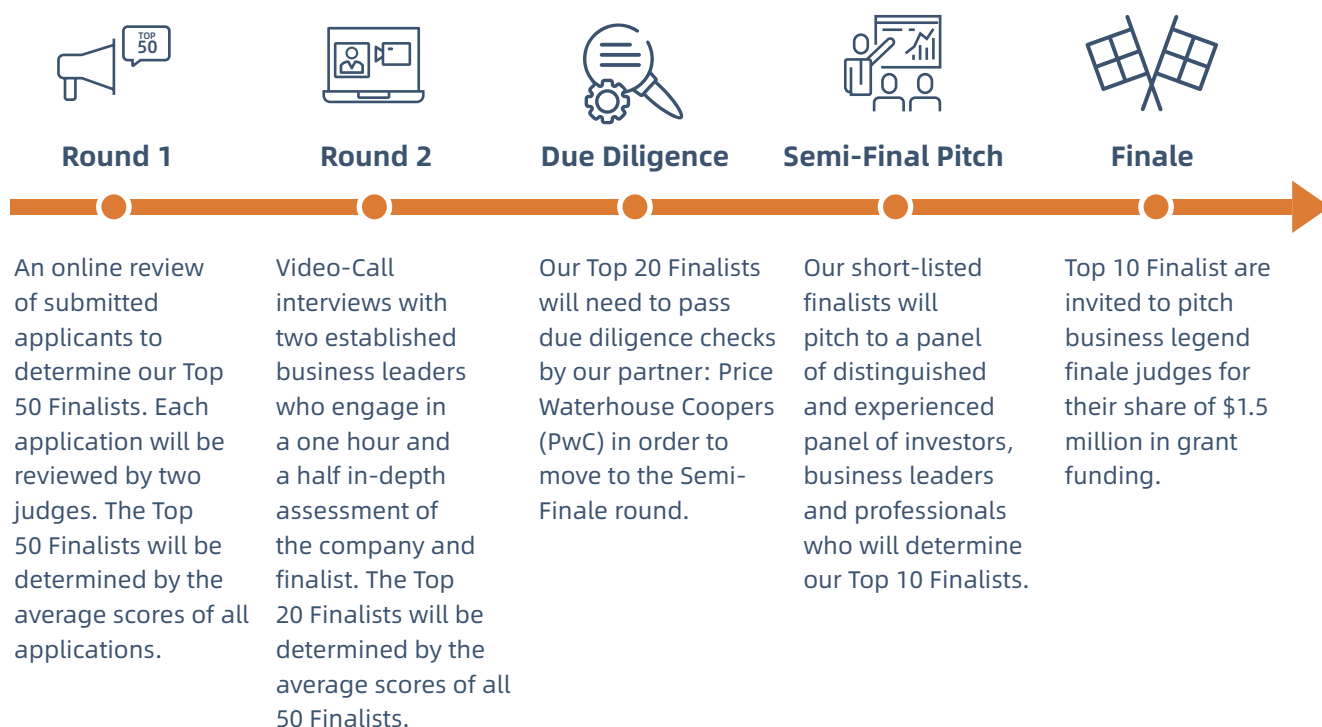
- The Founder or a Co-Founder of the company
- African citizenship or is the child or grand-child of an African citizen
- Registered and headquartered in an African country, and primarily operates in Africa
- Post-Idea stage. Business is 3 years old or more and has at least 3 years of revenue history

“ ABH gave me the opportunity to understand and learn from other entrepreneurs with whom I share the same realities. I would definitely advise entrepreneurs to apply to ABH 2021 and to put all their efforts to be in the TOP 50 and then to show evolution at each step to convince the judges. ”

**Aboubakar Karim**  
CEO & Founder, INVESTIV  
(Côte d'Ivoire)

The Prize is rigorous. From start to finish, finalists that make their way to the finale spend eight months undergoing training and coaching, screenings, and rounds of in-person judging. Applicants are evaluated on seven criteria including: 1) mission, vision, and values; 2) problem/need; 3) solution; 4) market traction; 5) financials; 6) team; and 7) growth plans.

### The Process







### Grand Prize Winner (\$250,000)

LifeBank is a medical distribution company that uses data and technology to help health workers discover critical medical products, and has saved over 5,300 lives in Nigeria.

- Won Global Citizen Business Award
- Expanded across Nigeria and launched in Kenya
- Launched new products and services, including AirBank

**Temie Giwa-Tubosun**  
Founder and CEO of LifeBank

**“IN THE BUSINESS OF SAVING LIVES”**

### 2<sup>nd</sup> Prize Winner (\$150,000)

Nawah-Scientific is the first private research center in the MENA region, focused on natural and biomedical sciences, that offers analytical and scientific services online and on-demand.

- Business Growth (Revenue 3x)
- Raised \$1.6 million in investment
- Inauguated new facility becoming the biggest private multidisciplinary research hub in Egypt

**Omar Shoukry Sakr**  
Founder and CEO of Nawah-Scientific



**“GIVE SCIENCE A CHANCE”**



### 3<sup>rd</sup> Prize Winner (\$100,000)

Water Access Rwanda pioneered INUMA™, a Safe Water Microgrid that reclaims broken boreholes and transforms them into state-of-the-art solar-powered water kiosks and pipelines.

- Won Global Citizen Cisco Youth Leadership and Silver Loerie & IsDB Transformer awards
- Connected over 6,000 households to direct water supply
- Raised \$1.1 million in investment & grants

**Christelle Kwizera**  
Founder and Managing Director of Water Access Rwanda

**“PIONEERING ACCESS TO CLEAN WATER FOR ALL”**





## Grand Prize Winner (\$300,000)

BrightGreen Renewable Energy produces life-saving fuel bricks that reduce the cost of cooking for underserved communities across Africa and save forests.

- Positively impacted one million people through value chain
- Grew employee size by 40%
- Significant increase in business growth and production output

**Chebet Lesan**

Founder & CEO of BrightGreen Renewable Energy

“**REVOLUTIONIZING AFRICA'S KITCHENS**”

## 2<sup>nd</sup> Prize Winner (\$250,000)

MDaaS Global builds and operates modern, tech-enabled diagnostic centers in clinically-underserved communities starting in Nigeria to provide a world-class patient experience at highly-affordable prices.

- Launched new health and disease monitoring platform and expanded revenue
- Doubled employee size
- Raised additional \$2.3 million in funding

**Oluwasoga Oni**

CEO & Co-Founder of MDaaS Global



“**UNLOCKING DIAGNOSTICS FOR AFRICA'S NEXT BILLION**”



## 3<sup>rd</sup> Prize Winner (\$150,000)

MoneyMart is a Zimbabwean based microfinance institution that offers tailor-made business loans to MSMEs and individuals who live off the power grid to access quality solar-lighting-kits.

- Tripled number of branches
- More than doubled employee base
- Developing digital platform

**Ethel Mupambwa**

Co-Founder and CEO of MoneyMart

“**CREATING WEALTH, CHANGING LIVES**”

# 2019 and 2020 Top 10 Finalists

(alphabetical order by last name)

## 2019 Top 10 Finalists



**Ayodeji Arikawe**  
\$65,000  
Thrive Agric  
Nigeria



**Temie Giwa-Tubosun**  
\$250,000  
LifeBank  
Nigeria



**Mahmud Johnson**  
\$65,000  
J-Palm Liberia  
Liberia



**Kevine Kagirimpundu**  
\$65,000  
UZURI K&Y  
Rwanda



**Christelle Kwizera**  
\$100,000  
Water Access Rwanda  
Rwanda



**Tosan J. Mogbeyiteren**  
\$65,000  
Black Swan Tech Ltd  
Nigeria



**Chibuzo Opara**  
\$65,000  
DrugStoc Ng  
Nigeria



**Waleed Abd El Rahman**  
\$65,000  
Mumm  
Egypt



**Omar Shoukry Sakr**  
\$150,000  
Nawah Scientific  
Egypt



**Moulaye TABOURÉ**  
\$65,000  
Afrikrea  
Côte d'Ivoire

## 2020 Top 10 Finalists



**Abdulai A Dasana**  
\$100,000  
Amaati Company  
Limited  
Ghana



**Axel Emmanuel Gbaou**  
\$100,000  
Le Chocolatier Ivoirien  
Côte d'Ivoire



**Mame Diarra Bousso**  
Gueye  
\$100,000  
Diarrablu  
Senegal



**Aboubakar Karim**  
\$100,000  
INVESTIV  
Côte d'Ivoire



**Chebet Lesan**  
\$300,000  
BrightGreen  
Renewable Energy  
Kenya



**Ethel Mupambwa**  
\$150,000  
MoneyMart  
Zimbabwe



**Joan Rukundo Nalubeg**  
\$100,000  
Uganics  
Uganda



**Emma Naluyima**  
Mugerwa  
\$100,000  
MST Junior School  
Uganda



**Cyrille Nkontchou**  
\$100,000  
Enko Education  
Cameroon



**Oluwasoga Oni**  
\$250,000  
MDaas Global  
Nigeria



## 2019 Top 20 and Top 50's

(alphabetical order by last name)

Name	Company	Nationality	Gender	Finalist Type
Salami Abolore	Riby	Nigeria	M	Top 50
Andrew Abuska	Eyeofthebrain Ecofeeds	Ghana	M	Top 50
Olufemi Aiki	Foodlocker	Nigeria	M	Top 50
Divine-Love Akam	eFarms	Nigeria	F	Top 50
Venunye Lucia Ahoefa ALLAH-ASSOGBA	Togossime	Togo	F	Top 50
boluwatife Arewa	Scrapays	Nigeria	M	Top 50
Ayodeji Arikwae	Thrive Agric	Nigeria	M	Top 10
Douglas Karugaba Baguma	Innovex	Uganda	M	Top 50
HUGUES BERTIN FOKOU	Ditex	Cameroon	M	Top 50
Chisepo Chirwa	ZPOS Mobile	Zambia	M	Top 20
Mignane Diouf	Afrikamart	Senegal	M	Top 50
Eddy Michel DJUIMOU	City Guide Congo	Cameroon	M	Top 50
Mostafa Elnaby	Baramoda	Egypt	M	Top 50
Elselund Ewudzie-Sampson	Big Samp's Market	Ghana	F	Top 50
Bertrand Tsobgny Foffe	Jangolo Farmer	Cameroon	M	Top 20
Temie Giwa-Tubuson	LifeBank	Nigeria	F	Top 10
Mahmud Johnson	J-Palm Liberia	Liberia	M	Top 10
Kevine Kagrimundu	UZURI K&Y	Rwanda	F	Top 10
Christelle Kwizera	Water Access Rwanda	Rwanda	F	Top 10
MUHAMMED LUBOWA	All in Trade	Uganda	M	Top 50
Brian Makwaiba	Vuleka Platform	South Africa	M	Top 20
Banabasi Marambire	Barmlo	Zimbabwe	M	Top 50
Kola Masha	Babban Gona	Nigeria	M	Top 50
Fatuma Mbarushimana	Great Lakes Power Ltd	Rwanda	F	Top 50
Velani Mboweni	LULA	South Africa	M	Top 20
Tosan Joseph Mogbeyiteren	Black Swan Tech Ltd	Nigeria	M	Top 10
Eric Muli	Lipalater	Kenya	M	Top 50
Portia Munhuweyi	Tia Organics	Zimbabwe	F	Top 50
Crispin Murira	Copia Global	Kenya	M	Top 20
Mohamed Nabil	Widebot	Egypt	M	Top 50
Samira Negm	Raye7	Egypt	F	Top 50
Serge Armel NJIDJOU	AUI Techno	Cameroon	M	Top 50
Oscar Obiora	Edupoint	Nigeria	M	Top 50
chidi oguegbu	Paper Cup Factory Nigeria Ltd.	Nigeria	M	Top 20
Abiodun Ola	Abjom	Nigeria	M	Top 50
Chibuzo Opara	DrugStoc Ng	Nigeria	M	Top 10
Tito Ovia	HeliumHealth	Nigeria	F	Top 20
Waleed Abd El Rahman	Mumm	Egypt	M	Top 10
Waleed Sadek	PaySky	Egypt	M	Top 20
Omar Sakr	Nawah Scientific	Egypt	M	Top 10
Lamine SARR	African Digital Bookstore	Senegal	M	Top 50
Kamil Sayour	Solera Energy Solutions	Egypt	M	Top 20
Sawan Shah	Jacaranda Maternity	Kenya	M	Top 50
Nabuuma Shamim	Chil-Artificial Intelligence Lab	Uganda	F	Top 20
Moulaye Taboure	Afrikrea	Côte d'Ivoire	M	Top 10
Abra Tenu	Kari Kari Soaps	Togo	F	Top 50
Brukty Tigabu	Whiz Kids Workshop	Ethiopia	F	Top 50
Gatien Gildas TSAMBA	Globale Entreprise Jeunes	Gabon	M	Top 50
Ized Uanikhehi	TORA Africa	Nigeria	F	Top 50
Ahmed Yahia	Dentacarts	Egypt	M	Top 50

## 2020 Top 20 and Top 50's

(alphabetical order by last name)

Name	Company	Nationality	Gender	Finalist Type
Abdulai A. Dasana	Amaati Company Limited	Ghana	M	Top 10
Ahmed Adel	Mogassam	Egypt	M	Top 20
Faith Adesemowo	Social Lender	Nigeria	F	Top 50
Thierno Souleymane Agne	Fraisen	Senegal	M	Top 50
George Akilimali	Smartcore Enterprise Limited	Tanzania	M	Top 50
Manka Angwafo	Grassland Cameroon LTD	Cameroon	F	Top 50
Vena Arielle	Kea	Benin	F	Top 20
Kehinde Ayanleye	Stutern	Nigeria	M	Top 50
Olajide Ayegbusi	Edusko Africa	Nigeria	M	Top 50
Chinedu Azodoh	Metro Africa Xpress Inc.	Nigeria	M	Top 20
Fatima Zahra BA	So' Fattoo	Senegal	F	Top 20
Mamadou Bamba	Unité de Valorisation des Déchets UVD	Côte d'Ivoire	M	Top 50
Antonio Bruni	Picup	South Africa	M	Top 50
Alimata COULIBALY	GLP Les Precuits	Côte d'Ivoire	F	Top 50
Hayley Eagle	Jamsco Automotive Assemblies	South Africa	M	Top 50
Khan Jean-Delmas Ehui	ICT4DEV	Côte d'Ivoire	M	Top 50
Naluyima Emma	MST Junior School	Uganda	F	Top 10
Emmanuel Emodek	ChapChap	Uganda	M	Top 50
Sara Fakir	ideiaLab	Mozambique	F	Top 50
Joseph Farah	Sneaker LAB	South Africa	M	Top 50
Myriam Fournier Kacimi	Sungy	Algeria	F	Top 20
Axel Emmanuel Gbaou	Le Chocolatier Ivoirien	Côte d'Ivoire	M	Top 10
Mame Diarra Bousso Gueye	Diarrablu	Senegal	F	Top 10
Messina Guikoume	Messibat International	Cameroon	F	Top 50
Pascale Henke	Brownie Points	Namibia	F	Top 50
Samir Ibrahim	SunCulture	Tanzania	M	Top 20
Xoliswa Kakana	ICT-Works (Pty) Ltd	South Africa	F	Top 50
Aboubakar Karim	NVESTIV	Côte d'Ivoire	M	Top 10
Abid Khirani	Casky Points	Morocco	M	Top 50
Arjun Khoosal	Kandua	South Africa	M	Top 50
Mejdi KILANI	Shams Technology and Shams Energy Access	Tunisia	M	Top 50
Wuleta Lemma	Lalibela Networks PLC	Ethiopia	F	Top 20
Chebet Lesan	BrightGreen Renewable Energy	Kenya	F	Top 10
John Magiro	Magiro Hydro Electricity Ltd	Kenya	M	Top 50
Simangele Mphahlele	ejoobi	South Africa	F	Top 50
James Mulbah	Green Cities Inc	Liberia	M	Top 50
Ethel Mupambwa	MoneyMart	Zimbabwe	F	Top 10
Karl Murage	Mamasafi	Kenya	M	Top 50
Joan Rukundo Nalubega	Uganics	Uganda	F	Top 10
Mavis Nduchwa	Chabana Farms T/A Kalahari Honey	Botswana	F	Top 50
Samira Negm	Raye7	Egypt	F	Top 50
Cyrille Nkontchou	Enko Education	Cameroon	M	Top 10
Patricia Nzolantima	Working Ladies Cabs /Ubizcabs	Democratic Republic of the Congo	F	Top 50
Geoffrey Okoth Yoga	Green Charcoal Uganda	Uganda	M	Top 50
Ifeoluwa Olatayo	Soupah Farm-en-Market Limited	Nigeria	F	Top 20
Oluwasoga Oni	Mdaas Global	Nigeria	M	Top 10
Shani Senbetta	Kidame Mart	Ethiopia	F	Top 50
Amr Shawqy	ExpandCart	Egypt	M	Top 20
Shannon Smuts Brauer	Pure Good Food PTY	South Africa	F	Top 20
Adeyinka Tekenah	Happy Coffee	Nigeria	F	Top 50



## 2019 and 2020 Semi-Final and Finale Highlights



On August 16, 2019, the top 20 applicants flew to Nairobi, Kenya for two days of in-person pitching at Nailab with the goal of selecting the Top 10. After two days of intense in person pitches to seven experienced and renowned judges, Top 10 entrepreneurs were decided with 2 additional backup candidates.

### Semi-Final Judges



**Bethlehem Tilahun Alemu**  
Founder of soleRebels & Garden of Coffee



**Marième Diop**  
Investment Manager of Orange Digital Ventures



**Hasan Haider**  
Managing Partner of 500 StartUps, MENA Region



**Ayebobo Niang**  
Country Manager of Janngo



**Peter Orth**  
Co-Founder of 4DX Ventures



**Rene Parker**  
Director of RLabs



**Fred Swaniker**  
Founder of ALU



Ms. Tito Ovia of Helium Health pitches semi-final judges at Nailab



## 2019 and 2020 Semi-Final and Finale Highlights



**2019**  
Finale



On November 16, 2019, the inaugural Africa Netpreneur Summit of ANPI took place at the Accra International Conference Center in Accra, Ghana. The Summit included two hallmark events: the Africa Netpreneur Conference and the Africa Business Heroes Show.

Jack Ma was joined by Mr. Strive Masiyiwa, Founder and Executive Chairman of Econet Group, Mr. Joseph Tsai, Executive Vice Chairman of Alibaba Group, and Mrs. Ibukun Awosika, Chairwoman of First Bank of Nigeria and Founder/CEO of the Chair Centre Group, as final judges. African entrepreneurs and key stakeholders in the global community were joined by H.E. President Akufo-Addo, President of Ghana, H.E. Mia Mottley, Prime Minister of Barbados, H.E. Ban Ki moon, 8th Secretary General of the United Nations, H.E. Wang Shiting, Chinese Ambassador to Ghana, and other VIP guests from Africa and the world. Finally, more than 50 African and international media were in attendance.

After months of intense preparation and screening, 10 entrepreneurs took the stage to pitch the finale judges in front of a live audience. This masterclass in entrepreneurship not only included compelling pitches, but also piercing questions and sage advice from the judges. Following the first round, three top entrepreneurs were selected by the judges to join individual roundtables. After over five hours of competition, Mr. Ma announced the judges' decision.

Mrs. Temie Giwa-Tubosun, Founder and CEO of LifeBank (Nigeria) took first place, Dr. Omar Sakr of Founder and CEO, Nawah- Scientific (Egypt) took second place and Christelle Kwizera, Founder of Water Access Rwanda (Rwanda) took third place.

On December 13, a two-hour TV program was broadcasted across DSTV's platform to 47 African countries. On December 14, Startimes broadcasted to both English and French speaking viewers in 30 countries. Local TV stations in Ghana and Rwanda also aired the show. Youku in China released the two-hour program on its platform late December 2019 to domestic Chinese audience.

“ I learned so much from ABH that I often find myself watching the ABH Grand Finale show and my pitch, to remind me of the key lessons. ”

**Temie Giwa-Tubosun**  
Founder and CEO of LifeBank



# 2019 and 2020 Semi-Final and Finale Highlights



2020  
Semi-Final

After two days of intense online pitches, Top 10 entrepreneurs were decided with 2 additional backup candidates, who would undergo vigorous due diligence by the PwC to confirm the final Top 10 finalists.

## Semi-Final Judges

On August 28 and 29, 2020, the ABH 2020 semi-final was held online for the top 20 applicants to pitch to our renowned 8 judges including:



**Bethlehem Tilahun Alemu**  
Founder of soleRebels & Garden of Coffee



**Fatoumata Ba**  
Founder of Janngo



**Marième Diop**  
Investment Manager of Orange Digital Ventures



**Hasan Haider**  
Managing Partner of 500 StartUps, MENA Region



**Rene Parker**  
Director of RLabs



**Zemedeneh Negatu**  
Global Chairman of Fairfax Africa Fund, LLC (U.S.)



**Nicolas Pompigne-Mognard**  
Founder and Chairman of APO Group



**Fred Swaniker**  
Founder of ALU

“I will urge those who wish to participate in ABH 2021 to give it their all and to participate fully in all activities as there is a lot of knowledge, coaching and exposure that goes with it. Above all have fun while participating in it.”

**Abdulai Dasana**  
COO & Co-Founder of Amaati Company Limited



# 2019 and 2020 Semi-Final and Finale Highlights



2020  
Finale

👏 I encourage African entrepreneurs to use ABH as a platform to tell your story. Many vibrant, brilliant, African-owned businesses are yet to get their big break. If you have built a business, and it's working, the world needs to know! 🗣️

**Chebet Lesan**

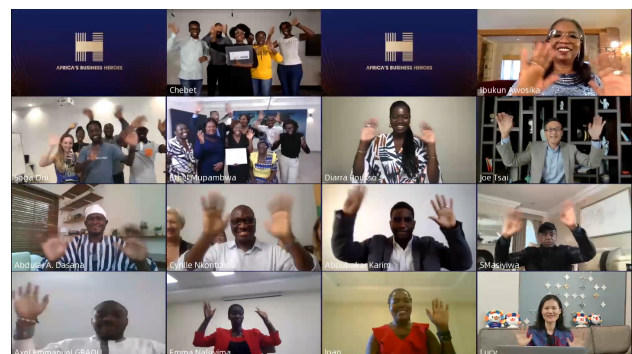
Founder & CEO, BrightGreen Renewable Energy

In light of COVID-19, the ABH 2020 Grand Finale was held on November 28 and 29 online, connecting 13 locations globally which provided the 10 finalists an opportunity to step onto the virtual stage to pitch to a panel of distinguished judges: Ibukun Awosika, Chairwoman of First Bank of Nigeria and Founder/CEO of the Chair Centre Group; Strive Masiyiwa, Founder and Executive Chairman of Econet Group; Lucy Peng, Executive Chairwoman of Lazada Group; and Joe Tsai, Executive Vice Chairman of Alibaba Group.

In addition, H.E. Graça Machel, Chair of the Graça Machel Trust Board; and Academy Award winner and UNSDG advocate Forest Whitaker addressed the finalists to congratulate them on their achievements. NBA Hall of Fame inductee and philanthropist Dikembe

Mutombo announced the People's Choice Awards Top 3 winners: Ethel Mumpambwa, CEO & Co Founder, MoneyMart Finance (1st place), Aboubakar Karim, CEO & Founder, INVESTIV (2nd place) and Emma Naluyima Mugerwa, Founder, MST Junior School (3rd place). In a matter of several weeks, they managed to receive over 200 thousands votes.

The ABH 2020 TV show consists of four episodes, 45 minutes each, in both English and French, and tells the story of ABH 2020 Top 10 in their preparation and experience in the whole process of the finale. It was filmed in 14 countries over a 3-month period. The show will premier summer of 2021 on CNBC Africa, and be broadcasted on StarTimes and African local TV stations. The audience can also watch the show on ABH's official YouTube channel in the future.





# Show in a Brief

## Official Documentary

- In order to better capture and tell individual entrepreneur stories, a documentary team was assembled to carry out documentary filming in Egypt, Ghana, Kenya, Liberia and Rwanda. The team consists of five people, including the director, Cloud Liu. The average team age is only 25 years old. They spent about 50 days for the entire filming from March to November, 2019 in Africa and made over 150 hours filming footages. Even for post-production, it took about five months for them to have the documentary ready for public release.
- ABH officially released the documentary in May, 2020 in Africa via StarTimes and in China via Youku in both English and French languages. It has been uploaded to the ABH official [YouTube channel](#) for online viewing. Since its release, the documentary has won the Platinum Remi Award of WorldFest-Houston International Film Festival (USA), and is among the official selections of RapidLion - The South African International Film Festival (South Africa), the American Documentary and Animation Film Festival and Film Fund (AmDocs) (USA), MIPCOM (France), NATPE Budapest International (Hungary), TIFFCOM (Japan) and ATF (Singapore).
- A 9-minute mini-documentary was also made and released right after the Grand Finale on November 19, 2019 on YouTube, Youku, and other media platforms. It also received awards at the Chinese Documentaries Festival and the China Academy Awards of Documentary.
- The next ABH documentary is in planning to look back at the African entrepreneurs' journey in the first 4 years via Africa Business Heroes competition. It plans to start filming in the second half of 2021 and is expected to be released by the end of 2022.



“I’ve been inspired by the amazing ABH program. It’s made such a positive impact on me, that I definitely want to give back in any way I could to help other African entrepreneurs succeed as I did.”

**Diarra Bousso Gueye**  
CEO & Founder, Diarrablu (Senegal)



# Our Board, Advisors, and Judges

## Board



**Jack Ma**  
Founder of  
the Jack Ma  
Foundation



**Graça Machel**  
Chair of the Graça  
Machel Trust  
Board



**H.E. Ban Ki-moon**  
8th Secretary  
General of the  
United Nations

## Advisors



**Anita Erskine**  
ABH Official Host  
(2020 & 2021)



**Bogolo J. Kenewendo**  
ABH Senior  
Advisor (2021)  
fmr. Minister of  
Investment, Trade  
and Industry of  
Botswana



**Dikembe Mutombo**  
ABH Senior  
Advisor (2019)  
NBA Hall of Fame  
inductee and  
philanthropist

## Finale Judges



**Ibukun Awosika**  
fmr. Chairwoman,  
First Bank of  
Nigeria Limited  
(2019, 2020)



**Jack Ma**  
Founder of  
the Jack Ma  
Foundation  
(2019)



**Strive Masiyiwa**  
Founder and  
Executive  
Chairman, Econet  
Group (2019, 2020)



**Lucy Peng**  
Co-Founder and  
Partner of Alibaba  
Group Executive  
Chairwoman of  
Lazada Group  
(2020)



**Joe Tsai**  
Executive Vice  
Chairman,  
Alibaba Group  
(2019, 2020)

## Semi Final Judges

- **Bethlehem Tilahun Alemu** – Founder of soleRebels & Garden of Coffee
- **Fatoumata Ba** – Founder of Janngo
- **Marième Diop** – Investment Manager of Orange Digital Ventures
- **Hasan Haider** – Managing Partner of 500 StartUps, MENA Region
- **Zemedeneh Negatu** – Global Chairman of Fairfax Africa Fund, LLC (U.S.)
- **Ayebobo Niang** – Country Manager of Janngo
- **Peter Orth** – Co-Founder of 4DX Ventures
- **Rene Parker** – Director of RLabs
- **Nicolas Pompigne-Mognard** – Founder and Chairman of APO Group
- **Fred Swaniker** – Founder of ALU



# Our Sponsors and Partners

## Program Sponsors



马云公益基金会  
Jack Ma Foundation



Alibaba Foundation  
阿里巴巴公益基金会

## Partners

### Anchor Partners



### Service Partners



### Service Partners



Unlocking the next  
startup opportunity



AFRICA WOMEN INNOVATION  
& ENTREPRENEURSHIP FORUM



INCUBATEUR DE STARTUPS



Pay Chat Explore



ENTREPRENEURSHIP DEVELOPMENT CENTER (EDC) - ETHIOPIA



### Media Partners



It's Your World



### Network Partners



中国电信 (非洲中东) 有限公司  
China Telecom Africa and Middle East Limited



## What's Next? Vision for the future

We set out in 2018 in our ten-year mission to support, inspire and shine a spotlight on Africa's dynamic entrepreneur ecosystem. This journey has only begun, and we are humbled by the successes of ABH entrepreneurs.

Looking ahead to next year, our priorities are to further:  
1) localize outreach of the Prize competition across Africa with local partners; 2) deliver high impact training and business opportunities to ABH entrepreneurs; and 3) increase the distribution and viewership of the ABH show and documentary.

We hope our efforts will not only enable more job creation and growth by ABH entrepreneurs, but also catalyze a community of entrepreneur changemakers that will inspire millions more.

The logo features the text "IT'S AFRICAN TIME" in a stylized, bold font. "IT'S" is in a simple blue font. "AFRICAN" is in a larger, blue font with a pattern of yellow and pink dots. "TIME" is in a blue font with a pattern of yellow dots. The text is flanked by horizontal lines with small circles at the ends, resembling a film strip or a stylized frame.

IT'S  
AFRICAN  
TIME