



# MYAFRICANSTARTUP

EMPOWERING YOUNG ENTREPRENEURS

L'EQUIPE **MYAFRICANSTARTUP**,

L'ASSOCIATION DES **DIPLOMES HEC PARIS, (HEC ALUMNI)**

L'ASSOCIATION DES **DIPLOMES HEC PARIS, EN COTE D'IVOIRE**

**ET SURTOUT LES STARTUPS AFRICAINES MISENT A L'HONNEUR !**

**REMERCIENT CHALEUREUSEMENT DE LEUR CONTRIBUTION A LA  
MISE EN ŒUVRE DE CETTE INITIATIVE**

**M. ABDESSAMAD SEFRIQUI, CEO DE DOUJA PROMOTION GROUPE  
ADDOHA COTE D'IVOIRE ET DE CIMENTS D'AFRIQUE**

**M. LAKOUN OUATTARA, DIRECTEUR GENERAL DE LA CGECI,  
CONFEDERATION NATIONALE DES ENTREPRISES DE COTE D IVOIRE.**



## MyAfricanStartUp : C'est quoi ?

### Communiqué :

Le coup d'envoi de l'initiative **MyAfricanStartUp** est donné ce 31 octobre 2014 à Abidjan en partenariat avec **HEC Paris** et l'ONG **Ampion**, basée à Berlin et spécialisée dans le soutien aux startups africaines. Des représentants de la **Banque Africaine de Développement** ont également été invités. L'événement se déroule le 31 octobre à la « Maison de l'Entreprise », le nouveau siège de la CGECI, le patronat ivoirien. Cette journée de conférence qui proposera tables rondes, ateliers, master class et conférences plénières, sera également disponible en live streaming.

Le lancement de **MyAfricanStartUp** constituera le point d'orgue d'un roadshow de cinq jours qui aura emmené 50 entrepreneurs internationaux et africains de Lagos à Abidjan en passant par trois autres pays (Bénin, Togo et Ghana). Un voyage en « Venture Bus » qui sera l'occasion pour ces entrepreneurs d'affiner la démonstration de leur concept innovant pour le présenter devant le grand public et le jury de l'événement.

*À quelques jours de la Semaine mondiale de l'entrepreneuriat, **MyAfricanStartUp** accompagnera les entrepreneurs africains pour accélérer leur croissance, consolider leur expertise et amplifier leur rayonnement à l'international »,* explique Christian Kamayou fondateur de ce concept. Parmi les participants, des entrepreneurs, des investisseurs, mais aussi des leaders d'opinion, des décideurs politiques, des medias, etc.

Deux dispositifs distincts seront mis en place pour accompagner les créateurs d'entreprises africains. Le premier, durable dans le temps, prendra la forme d'une plateforme en ligne dédiée aux startups en Afrique ([www.myafricanstartup.com](http://www.myafricanstartup.com)). Cette dernière donne de la visibilité aux startups inscrites auprès des médias partenaires et investisseurs potentiels. Elle leur permettra aussi d'échanger en ligne avec leurs homologues. Le second dispositif prendra la forme d'un événement annuel itinérant dont le premier épisode sera le rendez-vous ivoirien du 31 octobre.

*Nous organisons le lancement à la Maison de l'entreprise car nous voulons inciter les patrons à participer à cet élan et à devenir les premiers investisseurs dont les jeunes pousses ont besoin. Les startups devront relever le défi de présenter sous forme de pitch leur innovation et plusieurs prix seront proposés par nos partenaires pour encourager ces entrepreneurs »,* explique Christian Kamayou.

[www.myafricanstartup.com](http://www.myafricanstartup.com) Facebook.com/MyAfricanStartUp

Twitter: myafricansu

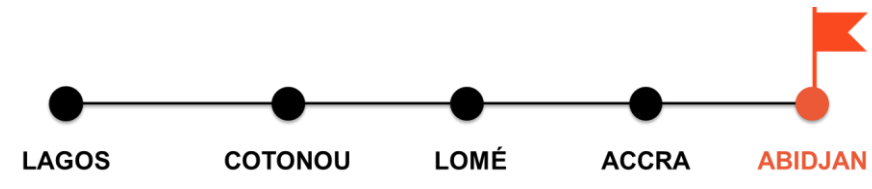
#masu2014

[HELLO@MYAFRICANSTARTUP.COM](mailto:HELLO@MYAFRICANSTARTUP.COM)

## EVENT FORMAT

### A- Preliminary Phase

- Entrepreneurship Road Trip across West Africa to promote startup creation



10.27. 2014

10.31.2014

50 entrepreneurs (selected by Ampion.org) from Africa & Diaspora will meet in Lagos and travel across 5 countries to meet others entrepreneurs in Abidjan in November 2014 during the 50<sup>th</sup> Anniversary of the African Development Bank. These Entrepreneurs prepare their concept and pitches during this journey to Abidjan where they will present it to an audience of investors and to the media.

- **Special Workshop - 10.30.2014 – Abidjan, Ivory Coast**

Workshop A: Training –how to pitch your business idea in 3 minutes to an audience (French)

Workshop B: Training –how to pitch your business idea in 3 minutes to an audience (English)

- **Welcoming and arrival of Ampion Venture Bus Africa – 10.31.2014 – Abidjan, Ivory Coast**

### B- Conference Phase – 10.31.2014 - Abidjan, Ivory Coast

- **International Conferences of African Start-ups** (panelists, knowledge sessions, workshops...)

- **Networking Breaks**

- **Permanently on-going activities**

- One-on-one meetings with media, investors and mentors for outstanding entrepreneurs

- Fairs and Exhibitions for startups, partners, investors and facilitators

## JURY MEMBERS INVITED

## MYAFRICANSTARTUP 2014

**Laureen KOUASSI-OLSSON**, AMETHIS finance, (President of JURY)

**Vincent le GUENNOU (HEC)**, CEO Emerging Capital Partners. **To be confirmed**

**Wim VANHELLPUTTE**, CEO MTN CI. **To be confirmed**

**Ahmadou BAKAYOKO**, CEO de la RTI.

**Mike SALAWOU (HEC)** - African Development Bank

**Jean Luc Ruelle (CEO) KPMG – HEC ALUMNI.**

**ABDESSAMAD SEFRIQUI**, CEO Ciments d'Afrique.

**Fatoumata BA**, Managing Director of Jumia. **To be confirmed**

**Jean Patrick EHOUMAN**, CEO of alldeny, Founder of Akendewa. **To be confirmed**

**Thierry N'doufou** Promoter of Qelasy, an "Ivorian" made table. **To be confirmed**

## FRIDAY, 31<sup>ST</sup> OF OCTOBER

### DETAILED PROGRAM

#### Morning

• 08:00 – 09:00 a.m. – **ACCEUIL DES INVITES**

• 08:00 - 09:00 a.m. – **CONNECTICS X "Café de Entrepreneur meeting"** With

**Christian KAMAYOU (HEC Alumni)** founder of Financetesetudes.com and MyAfricanStartUp & **Samir ABDELKRIM** founder of Startup BRICS.

*The event will also be available in live streaming worldwide.*

• 09:15 a.m. – **INTRODUCTION**

Program Host: **Nina LEGNONGO, Journalist**

Welcome speech by the Chairman HEC Ivory Coast - **Daouda COULIBALY (HEC Alumni)**,  
Managing Director of **SOCIETE IVOIRIENNE DE BANQUE.**

**Jean Louis Billon (Minister of Trade, Ivory Coast)**

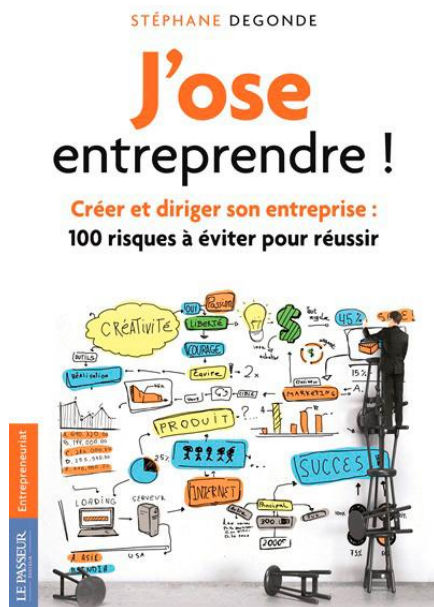
**09:30 – 10:30 am. – PLENARY SESSION: Mistakes & Risks – 20 Startup mistakes & risks to avoid!**

**Moderator: Nina LEGNONGO, Journalist**

**Speakers: Stéphane DEGONDE Consultant, Writer**

**Marie KONATE Founder of PKL Enterprise**

**Florence KONE, CEO de ADVANTAGE**



**.10:30 – 10:45 am – Cafe Break.**

**.10:45 am – 12:00 pm – PLENARY SESSION: Testimonies from 4 successful entrepreneurs (VIP)**

Testimonies from successful entrepreneurs (VIP) explaining to the young people how they launched their business and providing advices for young entrepreneurs.

**Moderator: To be confirmed**

**Speaker:**

**Janet KOMENAN CEO O'CLAIRE INTERNATIONAL**

**Redda BEN GELOUNE (HEC Alumni) CEO Group AITEK**

**Fabrice SAWEGNON, CEO group VOODOO**

**Auguste DIOP, PDG and Founder of TALNTYS.**

**12:00 PM – 13:00PM – Lunch Break – Arrival of Ampion venture bus to the conference with 50 International entrepreneurs from Lagos, Accra, Cotonou, Lome.**

## Afternoon

• 13:00 – 13.30 p.m. – **Afternoon introduction:**

Program Host: **Nina LEGNONGO, Journalist.**

**Welcome Speech by Daouda Coulibaly (French) and Pierre Yves Carpentier (English)**

- A representative of **CGECI -5 Min Mr. Lakoun Ouattara, DG de le CGECI.**

- A representative of **CEPICI – 5 Min Mr. Emmanuel ESSIS, DG du CEPICI.**

- Representative of **AFRICAN DEVELOPMENT BANK 5 Min**

• 13:30 – 15:00 pm – **Plenary session (English): Ideas and Ecosystem how to find ideas to startup a Business? How the business does evolves?**

### VIDEOS

What is Ampion Venture Bus (Video): Presentation de **Fabian GUHL, Founder of Ampion**

Présentation de TechAfrique (Video) Samir **ABDELKRIM** Consultant and Blogger -Startup Bricks.

Moderator: **Samuel Mathey, CGECI.**

Speakers: **Samir ABDELKRIM** Consultant and Blogger - StartupBRICS.

**Victoria N'DEE UWADOKA, CMO Microsoft.**

**Ahmed SHERIF, PDG de Vipnet.**

**Frederic Ange TAPE**

**Fabian Guhl, Ampion**

• 15:00 – 16: 00 pm – **Pitch session 1.**

Moderator: **To be confirmed**

Speakers: **15 entrepreneurs pitch before the public (300 persons)**

**16:00 – 17:30pm – PLENARY SESSION: Fundraising in African start up environment: who are the early stage investors in Africa? How to convince an investor or a bank to fund your startup.** It helps to identify the potential investors in Africa and provides techniques to attract investments in to your business.

**Moderator: Christian KAMAYOU (HEC Alumni)**

**Illustration d'un cas concret - Pitch de 3 minutes d' 1 entrepreneur (BY) qui a un besoin de financement. Réaction des Speakers.**

**Speaker: Jeremy HADJENBERG (HEC Alumni) Director of Investment I & P. To be confirmed (Or David Munnich)**

**Souleymane DIARRASOUBA (CEO of AFG and Chairman APBEF CI).**

**Mariam DAO-GABALA, DG d'OIKO Crédit.**

**Lauren KOUASSI-OLSSON, Investment Director AMETHIS. To be confirmed**

**Achille AGBE, CEO of EIC Corporation. To be confirmed**

***The event will also be available in live streaming worldwide.***

• **17:30 - 18:30 pm - Pitch session 2**

**Moderator: Nina LEGNONGO, Journalist**

**Speakers: 15 entrepreneurs pitch before the public (300 persons)**

• **18:30 – Jury Deliberation + public vote via mobile phone (WISEMBLY Mobile App created by an HEC alumni Entrepreneur).**

• **19:00 p.m. Conclusion**

**Nina LEGNONGO.**

**Awards for startups by partners**

**Conclusive Remarks:**

**Pierre-Yves CARPENTIER (HEC Alumni) & Christian KAMAYOU (HEC), Founder of MyAfricanStartUp.**

**M. Ally COULIBALY (Minister of African integration)**

## 20:00 p.m. Cocktail & Networking Break 2 - **To be confirmed**

*This program is opened to changes depending on partners 'wishes.*



## ADDITIONAL INFORMATION

### "The Young Entrepreneur Tool Box Workshop"

#### *Become entrepreneur!*

- **Idea Box:** Find an idea to create your business!
- **Coaches (available on stands):** Structure your ideas and benefit from guidance from our coaches available on different stands. Exchange with them, they're here to help you! You will have a few minutes to do so.
- **Associates/Partners research:** Combine your talents and multiply your success chances. Exchange your ideas and share with other candidates.
- **Financing/Funding (available in stands):** Meet business angels / investors or bank representatives. You will have a few minutes to exchange with them.
- **Grand Jury:** The Grand Jury represents the final step of the path. Participants split into 2 categories, those who came with a project already and those who did not have any. Jury members will announce if they believe in the project or not.

At the end of the day, a special encouraging prize will be handed over by the Grand Jury of the "Baptême de l'Entrepreneur ».

### Expected prizes

#### • *Main Partners*

**HEC Alumni:** Free mentoring sessions offered by experienced HEC Alumni: successful entrepreneurs or CEOs.

**Hopscotch Système Africa:** Free consulting meeting to define a communication strategy for one or more startups.

**Ampion:** Free Participation in one of the next Ampion Venture Buses in another African region to present the innovation/startup.

#### • *Other partners and sponsors*

**Financial allowance or benefit in kind to encourage startups.** Each partner or sponsor will support at least 3 startups they chose further to the pitches.

**Media:** Interview offer for media coverage.

**Legal Offices:** Free legal consulting offer for a few hours.



**Accountant Expert's Offices:** Free financial consulting offer for a few hours.

**Consulting Offices (management, business strategy...):** Free consulting for a few hours.

**Incubators:** Admission in an incubator or in a co-working space OR free meeting with other entrepreneurs for experience sharing.

**Air carriers:** Free plane tickets to present the project in another country (meeting with investors, clients or partners).

*This program is opened to changes depending on partners 'wishes.*