

# She Leads Africa

*A Social Enterprise Dedicated to Ensuring that  
Women are not left out of Africa's Growth Story*

## Who We Are

Founded in 2014, She Leads Africa is a platform that provides the most talented female entrepreneurs across the continent with access to the knowledge, networks and financing needed to build and scale strong businesses. Our goal is to jumpstart female entrepreneurs from SMEs to pan-African industry leaders.

### **Yasmin Belo-Osagie - Co-Founder**

Yasmin is a management consultant focusing primarily on developing growth strategies for local and international corporates. She has worked with companies from a number of sectors including Oil & Gas, finance, consumer goods and healthcare. Yasmin enjoys new experiences and spent her college summers working across multiple industries including finance, journalism, law, education and even hospitality (as a trainee chef in the Mandarin Oriental in Hong Kong) in a number of different geographies including Asia, Africa, Europe and the US. Yasmin graduated cum laude from Princeton University with degrees in history and finance.

### **Afua Osei - Co-Founder**

Afua is a management consultant advising large scale public and private sector organisations on strategy and operations. Afua started her career at EMILY's List, traveling across the United States providing strategy and communications expertise to political campaigns. Her other professional experiences include creating community engagement programs as a Fulbright Scholar in Malaysia, assisting the White House research and writing teams in the Office of the First Lady, and examining housing tax credit programs as a Baltimore Mayoral Fellow in the Office of CitiStat. Afua completed a Master of Business Administration and Master of Public Policy at the University of Chicago, studied international management at the London School of Economics, and graduated cum laude from Allegheny College.

The rest of our team can be viewed via our website: <http://sheleadsafrica.org>

## Why We Exist

Entrepreneurship will be *the* broad based driver of economic growth for Africa with the potential to create jobs for the more than 200 million young Africans between ages 15 and 24. However, whilst Sub Saharan Africa has the highest rate of female entrepreneurship across the world (27%), the typical business profile is a consumer-oriented, one-woman enterprise with no employees and low expectations for future growth.

There are numerous NGO and skill building programs focused on micro and small businesses, but limited attention has been paid to investing in high growth female entrepreneurs who have the greatest potential to create large enterprises. It is these women who have the power to become global leaders and effect change on a mass scale.\*\*

## Our Solution

She Leads Africa will launch operations in September with a pitch contest for female-led high growth startups on the continent and diaspora. 10 talented finalists will be paired with mentors from premier consulting, finance and venture capital companies for 6 weeks of training and business plan development. At the end of the training, entrepreneurs will be brought to Lagos to present their businesses in front of investors, mentors, media outlets and judges including:

- + **Hakeem Belo-Osagie**: Serial entrepreneur and Africa's 34<sup>th</sup> wealthiest man. Mr Belo-Osagie currently sits on the global advisory board for the Council of Foreign Relations and the Brookings Institute
- + **Ngozi Edozien**: Founder of InVivo partners and non-executive director at Barloworld, PZ Cussons, and VVisco. Ms Edozien is also the former head of West Africa for emerging market focused PE fund Actis
- + **Bola Adesola**: Chief Executive Officer of Standard Chartered Nigeria and a member of the Aspen Global Leadership Network

As a startup itself, She Leads Africa has already made significant traction in the entrepreneurial ecosystem with more than 380 entrepreneurs from more than 27 countries applying for a coveted finalist spot. Winners will receive more than \$55,000 in cash and in kind prizes including legal services, tablets and computers, data subscriptions, and exclusive meetings with leading investors. Sponsors and supporters include international and pan-African businesses including Google, GT Bank, Etisalat, ASKY Airlines, and Genevieve Magazine as sponsors. A leading venture capital firm has already committed to investing \$25,000 in an entrepreneur from the She Leads Africa community.

With plans to become the 500 Startups of Africa, She Leads Africa aims to become a staple of the African investment community with VC funds already seeking access to their database of female entrepreneurs and plans underway to hold networking events for African female entrepreneurs in major global cities, create a mentorship platform, and raise an investment fund.

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\*\*Sources:

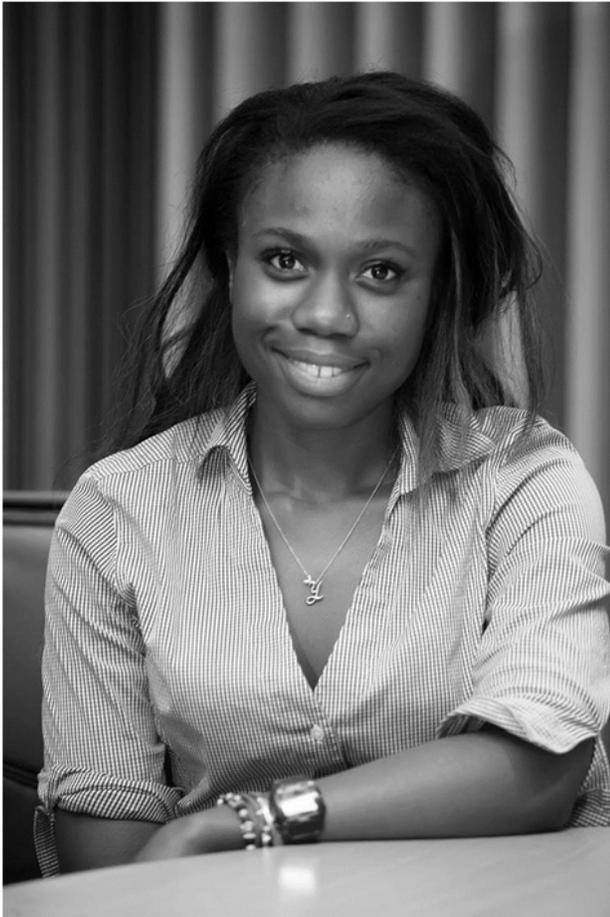
Global Entrepreneurship Monitor 2012 Womens Report

[http://www.gemconsortium.org/assets/uploads/1375379888GEM\\_2012\\_Womens\\_Report\\_wo\\_cover\\_V2.pdf](http://www.gemconsortium.org/assets/uploads/1375379888GEM_2012_Womens_Report_wo_cover_V2.pdf)

<http://www.scidev.net/global/icts/news/revealing-barriers-faced-by-africa-s-women-entrepreneurs.html>

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# She.Leads.Africa >>>



Yasmin Belo-Osagie  
Co-Founder



Afua Osei  
Co-Founder

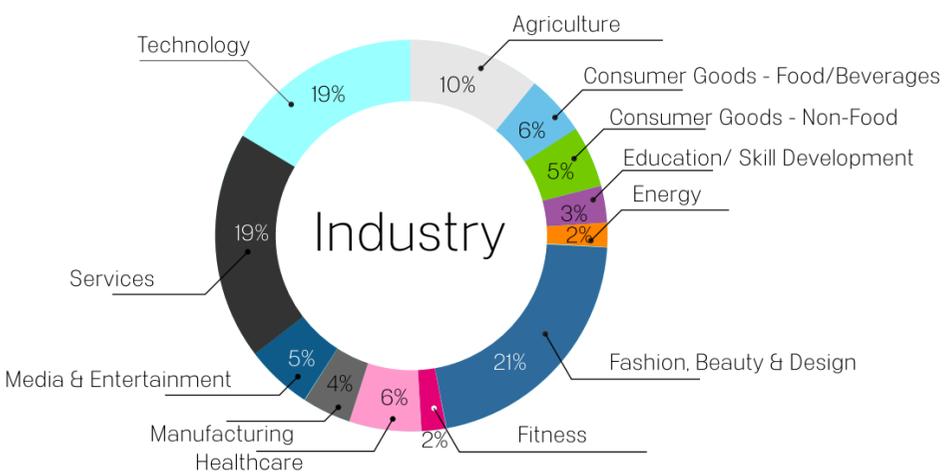
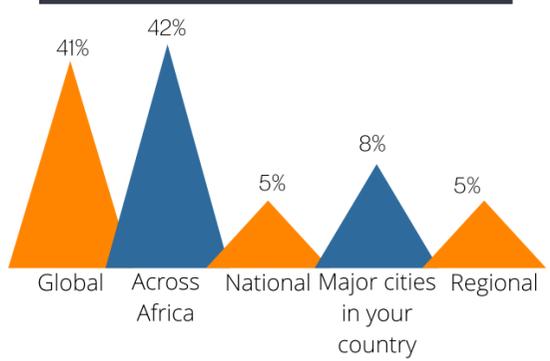


## The Next Generation of African Female Business Leaders - In Numbers

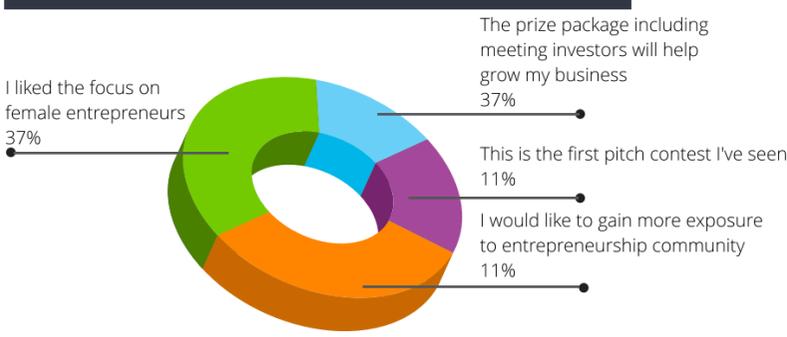
### Stage of development



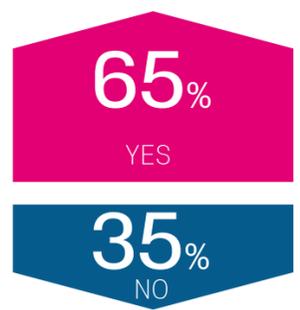
### 5 year Ambition



### Motivation for applying to She Leads Africa



### First Pitch Contest?

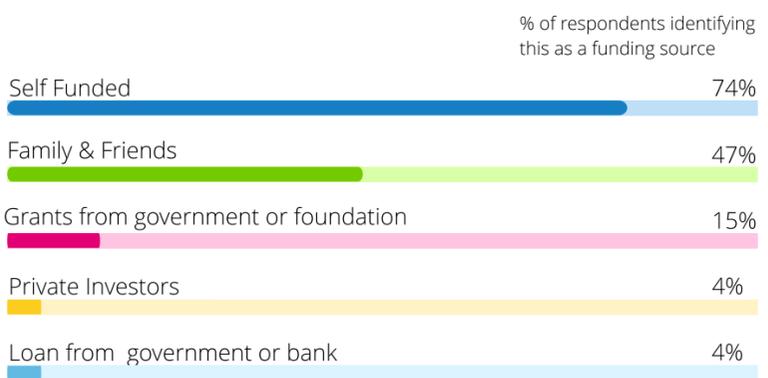


% of respondents identifying this as a challenge

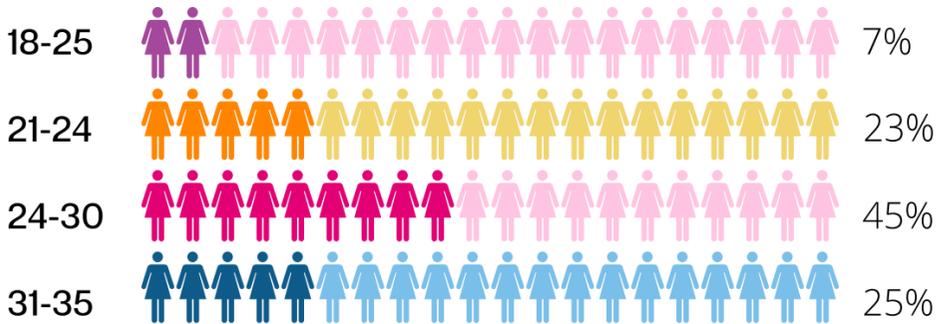


What are the top challenges female entrepreneurs face in their businesses?

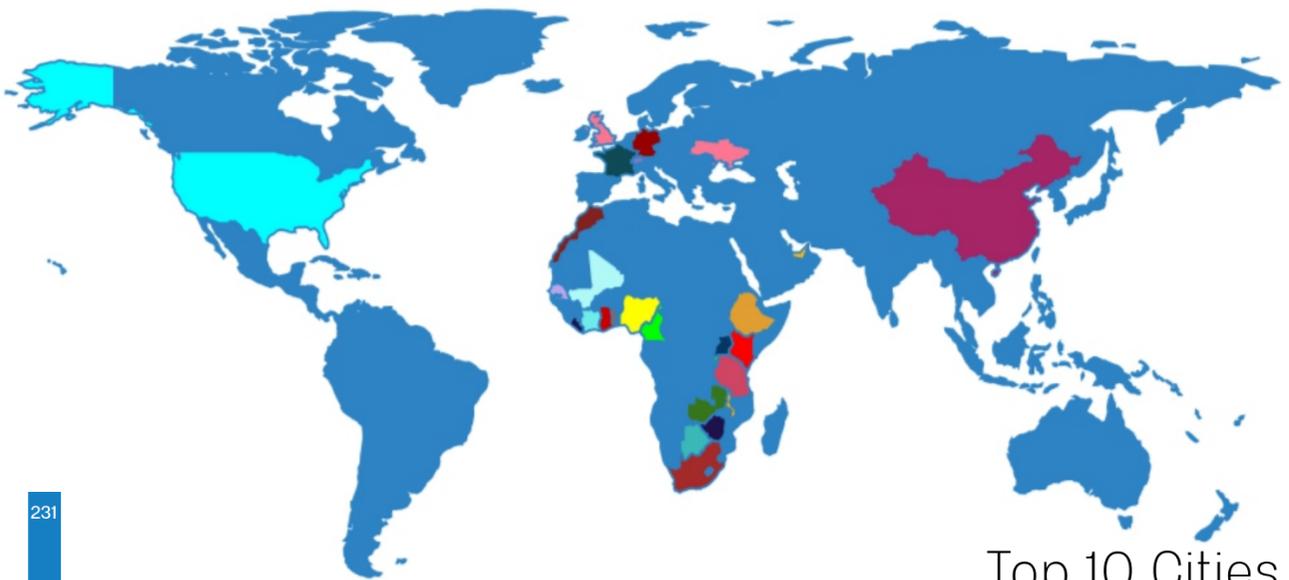
### How are they getting funded?



### Age Demographics



### Where are they thriving?



### Top 10 Cities

