



July 2023

Cohort One Report

Alumni Entrepreneurship Incubator

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Program Summary

Youth employment is a priority issue for all African countries. Every year millions of young Africans enter the job market. Many countries' conditions for entrepreneurship a significant opportunity to improve. Young people need training, coaching, networking, and, most of all, financial support. CorpsAfrica Volunteers and alumni are recognized for their commitment to community development, leadership, and social entrepreneurship in Morocco, Senegal, Malawi, Rwanda, Ghana, and Kenya. The service experience of CorpsAfrica Volunteers creates an entrepreneurial ecosystem conducive to developing start-ups and innovative projects which the Entrepreneurship Incubator program for alumni can then enhance.

The Entrepreneurship Incubator is a fully funded program of the Alumni Association providing high-level business training and seed funding to CorpsAfrica alumni. The program leverages the impact of CorpsAfrica service into important, long-lasting jobs that bring social good and substantive, bottom-line value to communities across Africa. All alumni-owned or co-owned ventures are welcome to apply to the program.

Goals of the Entrepreneurship Incubator



Support the entrepreneurial mindset of CorpsAfrica Alumni - encouraging them to seek out job-creating opportunities



Connect alumni to resources (experts, organizations, training, etc.) that can help them achieve their goals



Provide a financial investment for business ideas inspired by CorpsAfrica service and with the potential to create high-quality jobs

Applications for the inaugural cohort of the Alumni Entrepreneurship Incubator opened on December 15, 2022. Over four weeks, we received 23 applications evaluated on the quality of the business idea, potential for job creation, feasibility, and social impact. After the initial screening, we contacted Country Directors for a final reference. At the end of the process, we selected eight alumni and their ventures to participate in the Cohort One of the Entrepreneurship Incubator with equal representation from each of CorpsAfrica's active alumni groups (Morocco, Malawi, Senegal, and Rwanda).

The first iteration of the Entrepreneurship Incubator featured a three-month training program for participants to learn how to start and run a successful business. Most Cohort One participants were in the ideation phase of their venture at the beginning of the incubator, with only one participant submitting a complete business plan during the application phase. The program, developed in conjunction with ES Maroc, a Moroccan Association promoting social innovation and professional development of youth in the country, built on the many skills learned during CorpsAfrica service, integrated and formalized business systems, and positioned them to run their venture successfully.

The Entrepreneurship Incubator kicked off on February 17, 2023, with a welcome and congratulations from Liz Fanning, Founder and CEO of CorpsAfrica, followed by an introductory session to evaluate each alumni entrepreneur's level and the stage of their venture. Over the next 12 weeks, the group met for two hours and individually with a business consultant for 45 minutes each week. Group session topics were varied and included business model creation, agile work methods, financial plan development, fundraising, the startup lifecycle, marketing, team development, and more.

Thank you to our Cohort One partners!



The total duration of the program was 24 hours of synchronous meetings along with asynchronous time spent developing their businesses and associated materials. Each alumnus participated in nine one-on-one sessions. ES Maroc led 48 hours of group and 72 hours of one-on-one sessions with sessions in both English and French. The program was led by CorpsAfrica's Alumni Association Coordinator, Boubacar Diallo (Senegal - Group 1). Boubacar met with the ES Maroc team and participants weekly to share feedback and updates.

To gauge learning outcomes, we tracked participants' progress throughout the program with baseline, midline, and end-line surveys. Over the three-month program, *100% of participants indicated improvements to their skills in building a business plan, pitching their business, managing a business, and creating an investment plan. 88% of participants felt highly prepared to start implementing their business idea at the end of the incubator. At the end of the incubation period, each alumnus created a business model canvas, business plan, and financial plan. They each pitched their projects for the first time in front of a panel on May 25, 2023. Following the successful completion of the program, each venture received a grant of \$5,000 in July 2023.

**Full survey results can be found here: [Alumni Entrepreneurship Impact Survey](#)*

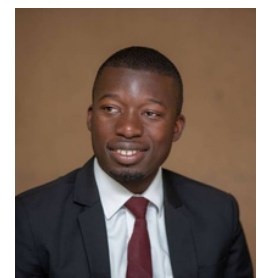
Cohort One Participants



Youssef Elamjdy
HerozMedia



Mina Laabadel
Gobladi Adventures



Dalitso Mndala
August Greens Farms



Anaclet Muhire
Eza Agribusiness
Rwanda



Aissata Sarr
Fandare WOPA



Moudou Sene
Ngoma Farm



Ladislav Sibomana
We In Future Initiative



Tusayiwe Sikwese
Soja Feed



Youssef Elamjdy

Morocco - Group 3

[Overview](#)

[Business Plan](#)

[Pitch Video](#)

Youssef Elmajdy holds a Diploma in IT and a Bachelor's degree in German Studies from Mohamed V University in Rabat. Additionally, he obtained several internationally-recognized certificates in digital marketing. Youssef served in Group 3 with Corpsafrica/Maroc in the Doukkala region. During his service, he launched various projects, workshops, and activities for his community; the main activity was providing drinking water for a rural school. Youssef has over five years of experience in communications, IT, and digital marketing and is excited to use his talents to support other businesses through HerozMedia.



The inspiration behind Youssef's venture comes from his previous voluntary and professional experiences, where he witnessed small businesses' daily challenges in their quest for growth. Understanding their needs, he aspires to positively impact their lives by taking advantage of the new opportunities provided by digital platforms and adapting to ever-changing market dynamics. Youssef believes in giving first, as he is confident it will lead to receiving in return. And that is what pushed him to start supporting this segment of clients.



HEROZMEDIA

Our agency's efforts will have a lasting impact on employment rates and the development of the local ecosystem.

"By 2025, HerozMedia will directly create ten full-time positions and 80 part-time jobs for freelancers and contractors."

HerozMedia is a digital marketing agency. We help cooperatives and small businesses thrive by leveraging the power of social media and digital marketing strategies. Our goal is to assist them in establishing a solid online presence and their business goals.

For social impact, HerozMedia is committed to empowering local communities, promoting local products and crafts, supporting local businesses, and fostering positive social change.



Mina Laabadel

Morocco - Group 2

[Overview](#)

[Business Plan](#)

[Pitch Video](#)

Mina Laabadel is from Ouled Taima and lives in Agadir, Morocco. She volunteered with CorpsAfrica in 2015 in a remote village called Dhamna in the province of Eljadida. She launched projects in the village, providing the school latrine with water, building gardens, and other activities with kids and students in the village. Mina obtained an English BA from Ibn Zohr Agadir in 2013 and an MA in Marketing and Communication from ILCS Rabat in 2018. Since 2016, She has started working with international travel organizations and still doing so. Now, she works as an educator and group leader with Envoys, an American student travel organization. At the same time, she is starting her own business in solidarity tourism, cultural exchange, and adventures.

Mina has always dreamed of having a company, so she decided to study marketing and communications to become an entrepreneur and realize financial freedom. She aims to make a positive impact by promoting sustainable development.



"Gobladi will create employment opportunities for nearly 20 young people over the next five years."

Gobladi is a tourist cooperative that provides international students and volunteers with a unique opportunity to explore Morocco and immerse themselves in the rich Moroccan culture. Through volunteering in local associations and participating in homestay experiences, Gobladi enables individuals to contribute to the development and well-being of these communities. The cooperative recognizes the importance of ensuring the well-being and protection of all participants and strives to create an inclusive environment where women can thrive.

Gobladi will hire group leaders and coordinators to work with organizations and schools sending groups of students to Morocco. We will also work in partnership with host families, cooperatives, associations, certified tour guides, teachers, and women who will facilitate authentic experiences showcasing Moroccan culture.



Dalitso Mndala

Malawi - Group 3

[Overview](#)

[Business Plan](#)

[Pitch Video](#)

Dalitso Mndala served as a Volunteer with Group 3 in Balaka, Malawi. He has an academic background in Community Development and is passionate about entrepreneurship. As a CorpsAfrica Volunteer, he managed to facilitate three community-led projects: helping to start a bakery run by a local women's cooperative and building two classroom blocks. Dalitso is pursuing a Master of Business Administration in Project Management with DY Patil University Center for Online Learning in India.

Dalitso's entrepreneurial idea came from his CorpsAfrica service working to start the bakery led by a local women's association. The project made a significant impact on the women and their families. The community consistently faces insufficient rainfall and infertile land leading to limited harvests which do not provide sustenance year-round. From their experience in the community, he thought of coming up with an idea to venture into farming independently and to provide nutritious produce year-round.



"August Green Farms plans to create 16 permanent job opportunities in the Five years operation."



August Green Farms is an agriculture enterprise located in Mitundu, the rural area of Lilongwe district. Greenhouse farming is a new developing technology in the agriculture sector in Malawi and is known for its ability to control pests and diseases of the crops and maximize yield compared to typical farming. The greenhouse will be designed to achieve the advantages mentioned and produce organic produce.

We plan to use organic manure and avoid chemical fertilizers primarily. We will start with tomato farming using a new variety of taller tomato plants that can produce four harvests from one plant. Tomatoes are also a staple crop in Lilongwe's thriving food market. Apart from employment opportunities, the enterprise will also be a hub for local farmers as one of its social contributions to the community.



Anaclet Muhire

Rwanda - Group 3

[Overview](#)

[Business Plan](#)

[Pitch Video](#)

Anaclet Muhire holds a B.Sc. in Horticulture Production from the University of Rwanda. Before joining CorpsAfrica/Rwanda's Group 3 cohort, Anaclet completed a professional internship in agriculture at Kinneret College of Israel, where he was awarded a Diploma in Agriculture.

Anaclet is passionate about giving back to his community, starting as a local volunteer and teaching people best practices to prevent the spread of Covid-19. He served as a CorpsAfrica Volunteer in Rulindo District and extended his service into Group 4. During his service, Anaclet facilitated and empowered local communities by working together and building resilience through different activities, including a piggery farming cooperative and building community resilience.



"Eza Agribusiness Rwanda will work directly with six workers as a team."

Eza Agribusiness Rwanda is a social enterprise providing agricultural services and farm products such as chemicals, fertilizers, and other materials that can be used to increase production. Eza Agribusiness Rwanda will have an Agroshop where people will come to find pesticides and receive advice on how to use the pesticides. Eza plans to partner with the Agriculture Institute in Rwanda, CorpsAfrica/Rwanda, local leaders, community members, and volunteers as part of their prototyping process. After that, they will expand to different partners across the country. Eza Agribusiness plans to

gradually create 110 part-time jobs in the community within five years. Eza Agribusiness Rwanda will employ six employees directly and plans to train 30 youths to help prepare the farmers from the surrounding districts. The farmers will pay these youths after training.



Aissata Sarr

Senegal - Group 4

[Overview](#)

[Business Plan](#)

[Pitch Video](#)

Aissata is committed to developing her community and country. She holds a Bachelor's degree in Business Law and is working towards a Master's in Management of Local Authorities at the Higher Institute of Local Development (ISDL).

She is an alumna of CorpsAfrica/Senegal's Group 4. During her service in the village of Soudiane Balla, she supported a women's economic interest group by training them in organizational management. She helped them open a savings account, set up a monthly contribution program for members to self-finance their future projects, and generate income for building resilience by providing equipment and raw materials for training in saponification and dyeing.



In addition, the group and Aissata provided solar lamps to school pupils, pregnant women, and nursing mothers to improve their living conditions. They also provided health kits to children under five years of age in the village and four neighboring villages. Aissata has set up a community chicken coop with 200 chickens,



FANDARE WOPA will create five direct jobs within a year and around ten over the next five years.

FANDARE WOPA is an individual enterprise created in the village of Sare Souki in the Podor region of Saint-Louis. The venture will establish an integrated farm that promotes modern and organic livestock in an area where most of the population are traditional farmers and breeders.

FANDARE WOPA intends to market different varieties of livestock products such as poultry, goats, and cattle. In the project's first phase, we are interested in cattle fattening to supply the population with meat for their daily needs, especially during the major holidays. We also intend to implement actions with local actors to strengthen the value chain of the livestock and agricultural sector. FANDARE's mission is to be a benchmark for responsible, sustainable breeding that respects the community's well-being.



Modou Sene

Senegal - Group 5

[Overview](#)

[Business Plan](#)

[Pitch Video](#)

Modou Sene is an agroecology, climate change, nutrition, and community-led development trainer. He holds a bachelor's degree in Logistics Transport from Ensup Afrique Dakar in 2021. He later obtained his diploma as an entrepreneur and trainer in agroecology, climate change, and nutrition at Beer Sheba, the first certified organic center in Senegal, in April 2023 and set up his agroecological farm to strengthen the vulnerability of local agripreneurs to the challenges of climate change and food sovereignty with internal and external training.

Passionate about community engagement, he was secretary general of the Senegal Attitude Mbour Association from 2018 to 2020 and also Vice-President of the Organizational Commission of the Friendly Logisticians of Ensup Afrique (ALEA). And currently, he is the assistant to the external relations officer of the youth-friendly of his native village, Naffar. Aware of his duty of citizen accountability, he served in Kédougou as a CorpsAfrica/Senegal Volunteer from 2021 to 2022. Currently, he volunteers as a Program Leader at the African Leadership Initiative (ALFI) to support young people in rural areas in strengthening their capacity.



125 direct jobs within 5 years with Ngoma Farm and 4 jobs have already been created on our farm.

Ngoma Farm is an agricultural project that consists of setting up a purely agroecological training and production farm based on an agroforestry system to bring our participation in the challenge of food sovereignty in Africa and Senegal.

Ngoma Farm provides technical and varied agroecological skills for youth to be future farmers. Ngoma Farm also organizes training for farmers in agroecological to protect the environment and promote a transparent and sustainable economy. Moudou's CorpsAfrica service enabled him to see that the situation of

agriculture should be revised under the umbrella of other environmentally-friendly agricultural practices to increase the resilience of Senegal's vulnerable farmers to climate-related risks (risk management through soil conservation).



Ladislav Sibomana

Rwanda - Group 1

[Overview](#)

[Business Plan](#)

[Pitch Video](#)

Ladislav Sibomana is a youth and community development facilitator focusing on social entrepreneurship and digital literacy. Ladislav served as CorpsAfrica Volunteer in Rwanda Group 1 from 2018 to 2019. As a Volunteer, Ladislav successfully implemented a rural women's poultry farm project in the village of Gitarama, Bwira Sector. The project focused on empowering women and the local community by creating an additional source of income through the production of eggs and organic fertilizer. The project involved active participation from local women's saving groups and collaboration with local leaders and CorpsAfrica/Rwanda to ensure long-term sustainability.



Ladislav has a bachelor's degree in computer engineering from the University of Rwanda. He also holds numerous leadership certificates, including a Digital Ambassador Facilitator certificate obtained in 2017 at DOT RWANDA, African Leadership and Culture obtained in 2019 at Egypt National Training Academy, Youth Leader in 2020 at YALI RLCEA, and Disinformation Discounter obtained in 2023 at Radio Netherland Training Centre.



We will create direct jobs for 30 young people during training and avocado tree planting. It will develop indirect jobs for an estimated 120 community members in the avocado business chain and digital skills replication.

We In Future Initiative creates a dynamic and thriving skilled community of young people by empowering them with the necessary skills and resources to access work opportunities. We plan to create youth clubs where diverse, successful people will be invited to present to attendees. These safe spaces will permit youths to grow their network by helping them meet brilliant minds and experienced people in

different careers, institutions, companies, NGOs, and international organizations. The initiative will also provide a safe and supportive space for young people to develop soft skills such as communication, teamwork, problem-solving, networking, and access resources like digital devices and platforms. Apart from digital and soft skills, the initiative trains youth to plant avocado trees, providing green jobs and opening doors to other small businesses.



Tusayiwe Sikwese

Malawi - Group 1

[Overview](#)

[Business Plan](#)

[Pitch Video](#)

Tusayiwe Sikwese is a public policy analyst and a development enthusiast with a strong passion for empowering others to create significant and sustainable change for themselves and their communities. Tusayiwe serves as the President of the Rotary Club of Lilongwe City Centre (2023/2024). She holds an MA in Political Science from Universitat Autònoma de Barcelona and a BA in Humanities from the University of Malawi.

During her CorpsAfrica service, Tusayiwe served in Maluwa village, Phalombe. She facilitated the construction of a nursery school and taught at Chisugulu Community Day Secondary School. Tusayiwe also had a book drive for the school, through which she sourced over two hundred books from St. Andrews International High School and Bishop Mackenzie for the school. The main project that her community implemented was a Goat Husbandry project, which directly benefited 80 households.



"We are looking at creating jobs for 100 women and youth in the first year and over 3,000 in 5 years."

Soja Feed is a venture that aims to provide affordable and sustainable protein sources for livestock feed and environmentally friendly fertilizer through insect farming while creating employment for the youth and women through production. We plan to operate a Black Soldier Fly (BSF) maggot production facility capable of producing a sustainable source of organic feed and organic fertilizer and scale it up as time progresses with profits being made.

The Soja Feed project will create jobs for women and youth in rural and urban areas. We are looking at creating jobs for 100 women and youth in the first year and over 3,000 in 5 years. The positions to be made will be around animal feed and organic fertilizer and selling the produce. The jobs will allow 40% of the individuals to be self-employed after training. They will also be provided the capacity to train others, which will be part of the jobs created.

Here's what they had to say about the program's impact on their business development:

"By joining the CorpsAfrica incubator program, I anticipated learning management and fundraising skills, and building a network of like-minded entrepreneurs. The program provided me with the necessary tools and mentorship and a supportive ecosystem to learn and turn challenges into stepping stones."

Ladislav Sibomana, We In Future Initiative

"My participation in the incubation program helped me a lot by providing me with skills and tools to launch the other activities of my business. Also, it helped me create my business and financial plans. I'm able now to present my business potential partners and investors."

Mina Laabadel, Cobladi Adventures

"Participating in the incubation program has helped so much in my business. I have learned skills to help me implement the business with a vision in mind and aim to achieve it through focus and determination."

Dalitso Mndala, August Green Farm

"My participation in the CorpsAfrica Entrepreneurship incubator provided me with expert guidance. Our trainers shared with us their business experience, which helped me refine my business strategies, identify market opportunities, and make informed decisions. It also provided validation and feedback: Participating in an incubation program allowed me to present my ideas or prototypes to mentors, fellow entrepreneurs, and potential investors, helping me to refine the model, identify areas for improvement, and gain confidence in the viability of the venture."

Anaclet Muhire, EZA Agribusiness Rwanda

"This program enabled me to get to the bottom of the feasibility of my project while paying close attention to the ins and outs throughout the design process. This made it easier for me to draw up a business plan better adapted to the realities of the sector of my project."

Modou Sene, Business Name

"The incubator taught me essential business structure knowledge and how to create a clear and compelling business and financial plan. I feel empowered to establish a solid foundation for sustainable growth. I'm grateful for the opportunities it provides and the impact it will have on my business growth."

Youssef Elamjdy, HerozMedia

"The incubation program helped me develop my business by providing step-by-step guidance on clearly defining the business idea, engaging my team and me without imposing ideas. My team's participation was through responding to questions asked as guidance, which led to research on the business idea for better development."

Tusayiwe Sikwese, Soja Feed

"Our participation in the program contributes to our personal development because it has helped us engage more to perfect our idea and get the information better, acquire new skills, and build new relationships. These advantages are paramount for developing a company that is called upon to face changes and challenges. This program prepared us to identify challenges better to meet them."

Aissata Sarr, Fandare WOPA

Cohort Two Plan

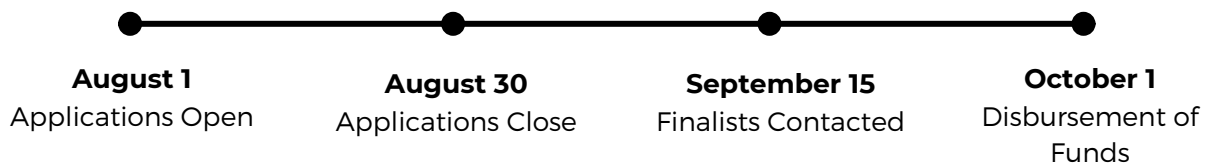
Cohort One was a pilot program throughout which we collected feedback from alumni, staff, and partners. We also collaborated with a student group from UC Berkeley's Haas School of Business to research the incubator landscape across Africa and learn about the experience of current participants to support improvements to the model for future cohorts. The group's final report* recommended shifting to a two-phase program model. Phase One would feature a business "boot camp" featuring training in six topic areas, and Phase Two would provide ongoing needs-based support through a mentorship program. The mentorship program would provide access to local resources supporting the development of each venture.

Based on their findings and the feedback collected, we plan to adjust the model to test a quicker, more flexible approach for entrepreneur funding with Cohort Two. Some alumni have already benefited from an incubation program or started operations and only need funding. These ventures will be the focus of the next selection process.

Cohort Two's selection criteria will focus on the stage of the businesses with a preference for start-ups with some revenue generation and outside funding secured. The emphasis on existing companies will enable a more rapid disbursement of funds. To support the ventures, we will organize optional monthly sharing and capacity-building workshops on managing your business better, which will also be open to Cohort One participants. We plan to provide grants for Cohort Two participants within two weeks of selection. The plan focuses on more rapid funding (within two weeks of selection) and providing support services more responsive to participants' needs.

Cohort Two will extend the program to include alumni from Ghana and Kenya. We will fund up to ten alumni to launch or expand their businesses. From September to December, we will organize optional monthly meetings for experience-sharing and training on how to start up better and manage your business.

Timeline for Cohort Two



**The full report can be found here: [UC Berkeley Haas School Group's Final Report](#).*

Future Plans

Recognizing that training and financing alone are not enough to succeed in business, CorpsAfrica intends to continue supporting its alumni to launch, develop and grow in their business. As such, we will be setting up a system to help our alums achieve their goals and make an even more significant impact in their communities through:

- Create a co-working space for alums in all country offices. This space will enable them to work, network, and keep in touch with the organization.
- Create a global network of CorpsAfrica alum entrepreneurs.
- Launch an alumni-to-alumni mentoring program for each country.
- Organize an annual job creation and positive impact week for young people to promote entrepreneurship and the innovation of jobs.
- Award a prize for the best-performing business in all CorpsAfrica countries every two years.

Cohort One was a great experience in launching CorpsAfrica's entrepreneurship incubator. We've noticed that almost all candidates are inspired by their voluntary service to become entrepreneurs. CorpsAfrica supports former volunteers through the entrepreneurship incubator program to continue impacting their communities by creating jobs and bringing innovative solutions. This program is making a community network of young entrepreneurs across Africa. Our goal for the next five years is the personal growth of our alumni, business development, change-makers, community building, network, success, and reputation of the program.

This report was written by Boubacar Diallo, Alumni Association Coordinator, with contributions from Cohort One Participants: Mina Laabadel, Youssef ElMajjdy, Aissata Sarr, Modou Sene, Dalitso Mndala, Tusayiwe Sikwese, Ladislav Sibomana, and Anaclet Muhire, and support from Mareme Ndour, Cherif Khoury, Ryan Dale, and Mena Kalokoh.

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