

# BUSINESS PROFILE OF 22 ON SLOANE 2021



AFRICA'S LARGEST STARTUP CAMPUS

# About 22 On Sloane

## Mission & Vision

### Vision

Powering the Next Generation of Entrepreneurs.

### Mission

22 On Sloane mission is to become a Platform of Choice for startups to Scale and become Global Brands.

### Strategic Objectives

- Provide access to Finance for startups.
- Provide access to Market.
- Provide Effective value-add Programmes.
- Instil Good Governance in startups.

## What We Do

- \* Incubation Programme
- \* Accelerator Programme
- \* Angel Fund, Venture Capital & Access To Markets
- \* MakerSpace & Focus on Future Industries
- \* Hackathons & Huddles
- \* GEN Juniors Youth Weekend Programme

# About GEN

The Global Entrepreneurship Network operates a platform of projects and programs in 180+ countries aimed at making it easier for anyone, anywhere to start and scale a business.

GEN divides its efforts into four distinct categories:

## Celebrate

Programs, including Global Entrepreneurship Week, an awareness campaign engaging millions of people each November through 35,000 activities, and other efforts that celebrate entrepreneurs and inspire others – particularly those who face structural barriers or may have never considered the idea of launching their own startup – to follow in their footsteps.

## Understand

Programs, including GEN Research, and other initiatives that compile, share and analyze data related to new firm formation in order to better understand the underlying conditions that best enable entrepreneurs to thrive.

## Support

An array of programs intended to support entrepreneurs at all stages through proven policy and programmatic interventions to help them reach the next level. These include: GEN Policy; GEN Invest; GEN Accelerates; GEN Campus; GEN Space; GEN Starters Club; Global Enterprise Registration, an effort to simplify the legal process of starting a business; Startup Huddle, a program that crowdsources solutions to challenges faced by local founder teams; and the Entrepreneurship World Cup, a massive pitch competition backed by a world-class training and mentorship program.

## Connect

Programs and other efforts intended to connect entrepreneurs, ecosystem builders and community leaders through GEN's digital platform and numerous live events to strengthen local ecosystems around the world. These include the Global Entrepreneurship Congress, GEC+ and the Startup Nations Summit as well as an expanding range of virtual programming.

# GEN AFRICA COUNTRIES

## 43 COUNTRIES



### COMMENTARY:

22 On Sloane manages GEN activities in Africa

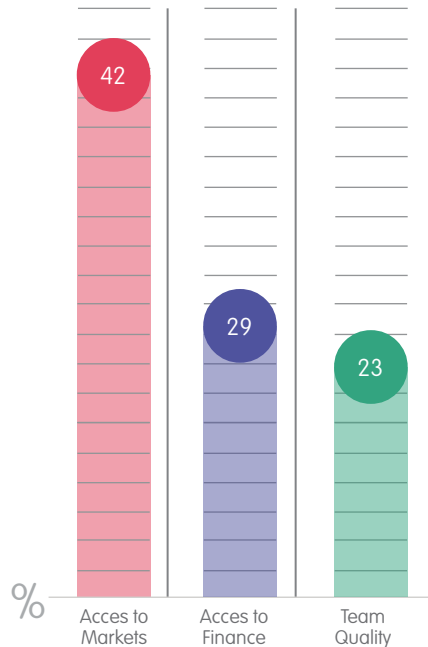
## LIST OF GEN AFRICA COUNTRIES & HOSTS

- Algeria, GEN Algeria
- Angola, Touch & Talk
- Benin, FORAM Initiatives
- Botswana, Ngwana Enterprises
- Burkina Faso, Association pour la Promotion, le Soutien et le Suivi de l'Investissement Privé
- Burundi, Youth Action for Development
- Cambodia, Young Entrepreneurs Association of Cambodia (YEAC) / GEN Cambodia
- Cameroon, Youth Business Cameroon
- Cape Verde, The Young Entrepreneurs Association of Cape Verde (AJEC) / GEW Cabo Verde
- Chad, Resau des Jeunes pour le Developpement et le Leadership au Chad
- Congo, Jokkolabs Congo
- Democratic Republic of Congo, "YES DRC – Les Jeunes Entrepreneurs"
- Egypt, Middle East Council for Small Business and Entrepreneurship/El Salvador, Fundación Salvadoreña Para el Desarrollo Económico y Social (FUSADES)
- Ethiopia, Entrepreneurship Development Center
- Gabon, Agir Pour Une Jeunesse Autonome
- Gambia, American Chamber of Commerce, Gambia
- Ghana, GEN Ghana
- Guinea-Bissau, GEN Guinea-Bissau
- Ivory Coast, GEN Cote d'Ivoire
- Kenya, GEN Kenya
- Liberia, Spark Liberia
- Libya, National Board for Technical & Vocational Education
- Madagascar, HABAKA Madagascar
- Innovation HUB , GEN Madagascar
- Mali, Jokkolabs Mali
- Mauritania, Startup Mauritania / GEN Mauritania
- Mauritius, Empretec Mauritius
- Morocco, Morocco
- Mozambique, ideiaLab
- Namibia, GEN Namibia
- Niger, ACCEntrepreneur
- Nigeria, Entrepreneurship Development Centre
- Rwanda, idea4africa
- Senegal, JOKKOLABS Senegal
- Sierra Leone, Innovation Sierra Leone
- Somalia, Shaqadoon
- South Africa, GEN South Africa
- Sudan, Innovation and Entrepreneurship Community
- Tanzania, Zanzibar Association for Youth Education and Empowerment
- Togo, GEN Togo
- Tunisia, Institut Arabe des Chefs d'Enterprise, GEN Tunisia
- Uganda, Enterprise Uganda
- Zambia, ELIF Business Solutions, Ltd.
- Zimbabwe, Empretec Zimbabwe

# Innovation Ecosystem Challenges

Lack of commercialization and Scale in the Africa Tech Startup Market continues to hinder the continent's Global Competitiveness.

## Contributing Factors



**TOP 3  
REASONS  
FOR STARTUP  
FAILURE**

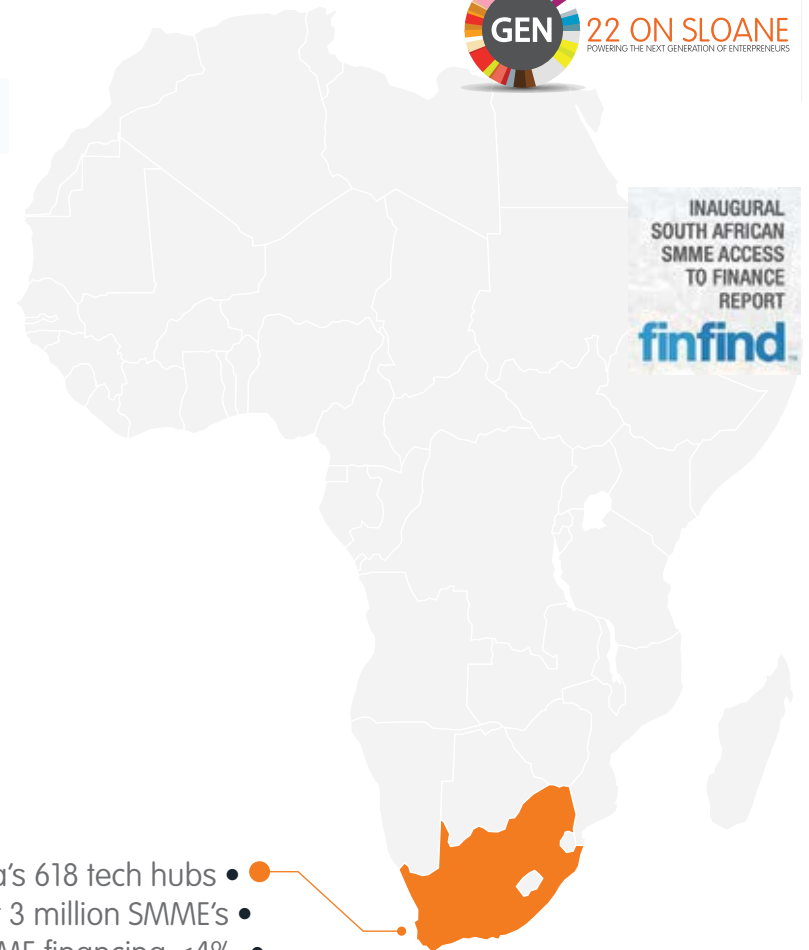
80%  
Failure  
Rate

+R80 billion SMME  
Funding Gap

- SA accounts for 80 of Africa's 618 tech hubs
- SA has over 3 million SMME's
- Bank SMME financing <4%



22 ON SLOANE  
POWERING THE NEXT GENERATION OF ENTREPRENEURS



### COMMENTARY:

Africa's Innovation Capability is hindered by the ecosystem's failure to facilitate **Access to Market, Capital and Capacity Building**. These 3 are critical for startups to achieve scale.

# Our Value Proposition

A Mutually Beneficial Solution For All Stakeholders



## Investment

Corporates



- ROI
- Innovation, Disruption, Diversification

Institutional



- Impact Investing
- ROI

High Net Worth Individuals



- ROI
- Self Actualization

## Enabler



Access to Market via:

- Supply Chain Intergration
- Portfolio Synergies
- Global Ecosystem Networks

Access to Capital via:

- Institutional Funding
- Funding From Corporates
- High Net Worth Individuals

Capacity Building via:

- Programmes
- Mentorship
- Hackathons

## Impact

Government

- Global Competitiveness
- Economic Impact
- Jobs

Startups

- Scale
- Profitability

Communities

- Socio-economic Impact
- Quality Of Life

### COMMENTARY:

Our role is to enable Startups to achieve scale by providing Access to Capital, Access to Markets and Capacity Building. Our model ensures a mutual benefit for all relevant stakeholders. Investors provide capital which stimulates growth and scalability for startups, which in turn drives economic growth and yields positive investment returns.



# Our Approach: The Accelerator Programme

Our Accelerator programme aims to select high impact startups each year. The programme is designed to solve challenges and leverage opportunities across the continent. It uses the Business Readiness Level (BRL) and Technology Readiness Level (TRL) Model in supporting these startups to scale. Accelerates from various sectors can enjoy a tailored approach from one level to another.

## ACCELERATOR PROCESS



## THE MODEL

Technology Readiness Level (TRL)	Business Readiness Level (BRL)
Basic Research Technology	Value Proposition Stage
Product Valid: Stage 1	Business Case Stage/ Strat Road Map
Product Valid: Stage 2	Market Testing / Piloting / VP emulate
Product Valid: Stage 3	Scale Up / Human Capacity / Systems
Launch Pad	Commercialization & Governance

Our BRL and TRL process and model covers various strategic sectors.

# Industry Benchmark

GEN prides itself in collaborating with various key players in the ecosystem. Instead of seeing these stakeholders as competitors, GEN sees them as collaborators and partners. Majority of the players listed below are part of GEN. Some offer very specific support while GEN aims to offer an all inclusive ecosystem with various support.

Organisation	Incubator	Accelerator	Co-Creating Physical Space ( Ecosystem)	Global Network (Mentors + Markets)	Access To Funding Pool	Continental Network (Mentors + Markets)	Capacity Building (Hackathons + Huddles)
GEN	✓	✓	✓	✓	✓	✓	✓
500 Startups	X	✓	✓	✓	✓	X	X
Y Combinator	X	✓	✓	✓	✓	X	X
ANDE	X	X	X	X	X	✓	X
Growth Wheel	X	X	X	✓	X	X	X
Raizcorp	✓	✓	✓	✓	X	X	X
Aurik	X	✓	✓	✓	X	X	X
CC Hub	X	✓	✓	X	✓	X	X



# What SA and Africa Do We Want to Build ?



Global Competitiveness



POWERING THE NEXT  
GENERATION OF ENTREPRENEURS

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