Empower Africa

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Collaborative Industry Partnerships
Agenda

Objectives

History

Mission & Vision

Recommendations
- 6-stage Process
- Organizational Structure
- Project Application
- Country Screening
- Project Evaluation

Q & A
Objectives

1. Design an umbrella business model
2. Collaboration of Elizabethtown College & African students
3. Create project application & evaluation forms
History

Dr. DeGoede’s work in UTG
Seek to initiate positive social change
“Recharging the Gambia” project
Develops into Empower Africa
Mission & Vision

Non-profit organization
Economically & environmentally sustainable
Micro-businesses bolster local economy
Student-led idea generation
Recommendations

6-stage process

Organizational structure

Application & evaluation forms
Recommendations (cont.)

Research non-profit business models
◦ Grameen-Danone yogurt project

Future concerns
◦ Marketing & brand recognition
◦ Supply-chaining
◦ Pricing

Empower Africa name taken!
◦ Our suggestions
Organizational Structure

Advisory board chooses & oversees projects

Membership includes president, VP, advisors, & secretary
  ◦ Investors, student representatives, & in-country contacts
Project Application

Students identify need

→ Advisory board seeks investors

→ Investors fill application form

→ Board screens applications
Country Screening

- Economic/social/environmental need
- Political & economic stability
- In-country contacts
- Barriers
- Prior experience
- Weighted average
Project Evaluation

1. Critical criterion
   - Project’s objectives
   - Addressed needs, ...

2. Sustainability criterion
   - Development budget
   - End products
   - Scalability & replicability, ...

3. Secondary criterion
   - Timeline
   - Benefits to society
   - Barriers, ...
Q&A