

# *SusTech4Africa 2.0: Empowering Sustainable Solutions, Transforming Africa's Future*

SusTech4Africa is an innovative initiative that is making a real difference in the field of sustainable technology solutions in Africa. With a well-thought-out strategy consisting of five stages, this program is leading the way towards comprehensive progress. Through its commitment to providing extensive support, SusTech4Africa is truly making a tangible impact on African communities, helping them move towards a new era of sustainable development.

## Uniqueness that sets us apart

**Comprehensive approach:** SusTech4Africa encompasses five distinct stages - foundation, seed, grow, elevate, and thrive - with each stage tailored to address specific needs and challenges faced by entrepreneurs. This ensures a comprehensive and targeted support system that fuels success.

**Strategic partnerships:** We collaborate with a diverse range of partners, including leading organizations, industry experts, NGOs, investors, students and mentors. Through these strategic partnerships, we leverage invaluable expertise, resources, and networks to empower entrepreneurs with the tools they need to thrive.

**Holistic support:** SusTech4Africa goes beyond financial support by providing holistic guidance, coaching and mentorship throughout the entire journey. From refining initial ideas to scaling up businesses, we offer comprehensive support to entrepreneurs, nurturing their growth every step of the way.

## Creating impact that matters

**Addressing African challenges:** SusTech4Africa focuses on identifying and supporting sustainable tech solutions that directly address pressing challenges faced by African communities. By targeting these challenges, we ensure our entrepreneurs create meaningful impact where it is needed most.

**Entrepreneurial empowerment:** Through our program, we empower African entrepreneurs to turn their innovative ideas into successful businesses. We provide coaching, mentorship, training, access to funding, and networking opportunities, enabling them to navigate the entrepreneurial landscape with confidence.

**Sustainable development:** SusTech4Africa is driving sustainable development in Africa by promoting environmentally friendly and socially responsible solutions. By supporting entrepreneurs who prioritize sustainability, we contribute to a greener and more equitable future for the continent.

SusTech4Africa extends an invitation to forward-thinking entrepreneurs, investors, experts, organizations and individuals committed to making a difference. We believe that by working together, we can unleash the incredible potential of sustainable technology solutions, make a lasting impact in African communities, and shape a brighter future for generations to come.

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# SusTech4Africa

## From business zero to business hero

### 1. Introduction

In 2018, OVO introduced the SusTech4Africa program, which focuses on sustainable technology for Africa. This program takes a comprehensive approach by not only providing financial support but also fostering a culture of continuous learning and growth. By combining financial assistance with capacity building initiatives, OVO aims to create an environment where African entrepreneurs have the necessary tools and knowledge to overcome the challenges of running a business and unlock their full potential.

SusTech4Africa's main goal is to empower early-stage African companies and help them grow from scratch to success by nurturing innovation. The program strongly believes in the immense potential of these young enterprises. SusTech4Africa aims to empower individuals with the necessary knowledge and skills to thrive in today's competitive business landscape. We offer practical capacity building initiatives to support visionary minds in their journey to success. Additionally, we offer debt financing options of up to 5,000 euros to provide a temporary financial boost to these enterprises. This financial support is available for a maximum duration of one year, allowing entrepreneurs to focus on growing their businesses without the burden of immediate financial constraints.

The capacity building and funding are strategically tailored to support the pivotal stages of a company's journey – the proof of concept and the acquisition of those precious first customers. In this phase capacity building takes the form of classroom-style learning, where entrepreneurs gather to learn from industry experts, exchange ideas, and gain valuable insights into various aspects of business management.

Armed with this vital injection of knowledge and capital, these ambitious entrepreneurs can bring their groundbreaking ideas to life and pave the way for a brighter future.

But SusTech4Africa doesn't stop there. As the initial phase unfolds and companies flourish, their debts are repaid, clearing the path for even greater achievements. The next phase awaits those who triumph in their initial endeavours. They are met with personalized support tailored specifically to their unique needs. One-on-one coaching becomes the cornerstone of this phase, where experienced coaches work closely with entrepreneurs, offering guidance, refining strategies, and unlocking hidden potential. Together with debt financing increasing to 50 000 euros and a repayment period of up to five years, these successful companies have the opportunity to take their ventures to new heights.

And then a shimmering door opens for those who truly excel. These exceptional entrepreneurs can apply for an additional loan, with the stakes raised up to 150 000 euros. This injection of capital will become the catalyst for exponential growth and expansion, allowing these visionary leaders to carve their names into the annals of African business history.

But SusTech4Africa's vision extends beyond mere financial support. OVO and its partners understand that true transformation requires more than just loans. And thus, equity funding emerges as a beacon of possibility for those who have proven their worth. While debt financing provides a crucial injection of capital, equity funding goes a step further by offering ownership stakes in the companies being

funded. This means that SusTech4Africa not only provides financial resources but also becomes a strategic partner, sharing in the risks and rewards of the businesses it supports.

With the capacity to provide up to 1 million euros in equity funding, SusTech4Africa aims to unlock the potential of African entrepreneurs and propel them towards the coveted status of business heroes – even unicorns.

In the following section, we will delve into the comprehensive approach employed by OVO and its partners. Their commitment to fostering the growth of African entrepreneurs is carried out through a well-structured five-phase process. Successful completion of each phase opens up opportunities for entrepreneurs to advance to the next level, where they receive customized capacity building and financial support to cater to their evolving needs. This phased and personalized approach is what sets SusTech4Africa apart, making it truly exceptional.

The SusTech4Africa program distinguishes five phases:



FOUNDATION → SEED → GROW → ELEVATE → THRIVE

SusTech4Africa provides in all phases support in domains such as:

- Access to funding and investment opportunities
- Business development and coaching
- Technical expertise and resources
- Market research and expansion strategies
- Networking and partnerships

## 2. Phases of transformation: Empowering sustainable innovation at every stage

### 2.1 Foundation phase

This phase focuses on creating a solid base, an enabling environment for entrepreneurship to thrive. SusTech4Africa recognizes the importance of creating strong groundwork for aspiring entrepreneurs and building a solid foundation for sustainable business growth. To this end, SusTech4Africa collaborates with relevant NGOs and other stakeholders that specialize in community development, capacity building, and addressing socio-economic challenges. These partners have a deep understanding of the local context and expertise in areas such as infrastructure development, education, healthcare, access to clean energy, and basic services.

Based on a comprehensive needs assessment, the NGOs address the key challenges and barriers that entrepreneurs face in the target communities or regions. This assessment helps to determine the critical areas that need improvement to create a conducive environment for entrepreneurship.

Key characteristics and activities within the ST4A Foundation phase may include:

- Infrastructure development: In collaboration with NGOs, SusTech4Africa invests in improving infrastructure in the target communities. This includes initiatives such as building or renovating community centres, establishing business incubation spaces or co-working hubs, and ensuring access to reliable utilities like electricity and internet connectivity.
- Education and skills development: NGOs work together with SusTech4Africa to implement educational programs and skills development initiatives. This includes providing training in entrepreneurship, financial literacy, business management, and technical skills relevant to the local industries. These programs help aspiring entrepreneurs gain the necessary knowledge and competencies to start and run successful businesses.
- Access to basic services: NGOs, in partnership with SusTech4Africa, focus on improving access to basic services that are crucial for entrepreneurship. This may involve initiatives like healthcare programs, clean water and sanitation projects, transportation infrastructure development, and access to finance for marginalized communities. By addressing these basic needs, the foundation for entrepreneurship is strengthened.
- Advocacy and policy support: NGOs, along with SusTech4Africa, engage in advocacy efforts to influence policies and regulations that impact entrepreneurship. They collaborate with local authorities, government agencies, and other stakeholders to create an enabling policy environment that supports business growth and innovation.
- Awareness and community engagement: The ST4A Foundation phase emphasizes raising awareness about entrepreneurship and its potential benefits among the target communities. NGOs, in collaboration with SusTech4Africa, organize workshops, community events, and outreach programs to engage with local residents, share success stories, and inspire entrepreneurial aspirations.
- Monitoring and evaluation: Throughout the ST4A Foundation phase, regular monitoring and evaluation are conducted to assess the impact of the interventions. This helps identify areas of improvement, measure the effectiveness of the initiatives, and make necessary adjustments to ensure that the ST4A Foundation phase is achieving its objectives.

By incorporating a phase focused on addressing basic conditions through collaboration with NGOs, SusTech4Africa can lay a solid foundation for entrepreneurship to thrive. This phase sets the stage by

improving infrastructure, providing education and skills development opportunities, ensuring access to basic services, advocating for supportive policies, and fostering community engagement. These efforts create an empowered and favourable environment for entrepreneurs to embark on their entrepreneurial journeys with greater chances of success.

## 2.2 Seed phase

The Seed phase marks the initial stage of the SusTech4Africa program, where early-stage start-ups are provided with essential support to nurture their innovative ideas and transform them into viable businesses. During this phase, the focus is on laying the foundation for future growth and establishing a strong foothold in the market.

Key characteristics and activities within the ST4A Seed phase may include:

- Ideation and concept development: Start-ups embark on the journey of ideation, refining their business concepts, and identifying unique value propositions. They conduct market research, feasibility studies, and develop a solid business plan.
- Proof of concept: Start-ups work towards validating their ideas by developing prototypes, conducting pilot studies, or running small-scale trials. This phase involves testing the feasibility of their product/service in real-world scenarios and collecting valuable feedback.
- Customer acquisition: Start-ups focus on acquiring their first set of customers or early adopters. They identify target markets, define customer segments, and implement marketing strategies to generate initial traction and build a customer base.
- Business validation: The ST4A Seed phase involves validating the business model, assessing market potential, and fine-tuning the product or service offering based on customer feedback. Start-ups iterate and make necessary adjustments to enhance their value proposition and market fit.
- Building the core team: As start-ups progress through the ST4A Seed phase, they assemble a core team of talented individuals who share the vision and can contribute to the company's growth. Founders identify key roles, establish responsibilities, and begin building a cohesive team.

The ST4A Seed phase is characterized by entrepreneurial spirit, innovation, and the pursuit of market viability. It sets the stage for subsequent phases of growth and establishes a strong foundation for start-ups to flourish and move towards the ST4A Grow and Elevate phases in their journey towards sustainable success.

## 2.3 Grow

The Grow phase represents a significant stage in the SusTech4Africa program, where companies that have successfully navigated the earlier phase are primed for substantial growth and market expansion. This phase is characterized by a shift from the initial validation and proof-of-concept stage towards scaling and expanding the impact of the companies' sustainable technology solutions.

During the ST4A Grow phase, companies aim to achieve significant growth and establish a sustainable business model. They focus on scaling their operations, increasing market penetration, and generating sustainable revenue streams. This phase involves refining their product or service offerings, optimizing operational processes, and expanding their customer base.

Key characteristics and activities within the ST4A Grow phase may include:

- Scaling operations: Companies focus on scaling their operations to meet growing demand. This may involve expanding production capacity, streamlining processes, and optimizing supply chains to ensure efficient delivery of products or services.
- Market penetration: Efforts are directed towards capturing a larger share of the existing market. Companies may implement aggressive marketing and sales strategies, leverage customer insights for targeted campaigns, and differentiate themselves from competitors.
- Product or service enhancement: Companies continuously improve and evolve their offerings based on customer feedback and market trends. This may involve adding new features, enhancing product quality, or developing additional service offerings to meet evolving customer needs.
- Talent acquisition and development: Building a strong team becomes crucial in the ST4A Grow phase. Companies focus on attracting top talent, developing leadership skills, and fostering a culture of innovation and excellence to support sustained growth.
- Brand building: Establishing a strong brand presence is essential for long-term success. Companies invest in brand-building activities, including marketing communications, public relations, and community engagement, to enhance brand awareness, credibility, and customer loyalty.
- Strategic partnerships: Exploring partnerships with industry leaders, suppliers, or distribution channels can provide access to new markets, resources, and expertise. Strategic collaborations can accelerate growth and open doors to new opportunities.

The ST4A Grow phase represents a dynamic period of expansion and optimization, where companies leverage their initial successes to fuel further growth. By providing comprehensive support in the aforementioned areas, OVO will support companies successfully navigate the Grow phase of SusTech4Africa and maximize their impact in driving sustainable technological solutions.

## 2.4 Elevate phase

The Elevate phase represents a pivotal phase in the SusTech4Africa program, where companies that have successfully progressed through the earlier phases are prepared to take their operations to the next level. They have already established a solid foundation and demonstrated significant market traction. They possess a proven business model, demonstrated significant market traction, and are ready to embark on ambitious growth initiatives. This phase involves strategic decision-making, resource allocation, and execution of expansion plans.

Key activities within the ST4A Elevate phase may include:

- Market entry: Companies explore opportunities to enter new markets, either domestically or internationally. This could involve conducting market research, adapting products or services to meet local needs, and establishing distribution channels.
- Customer acquisition: Efforts are directed towards acquiring new customers and increasing market share. Companies may employ targeted marketing campaigns, enhance their sales strategies, and build relationships with key stakeholders.
- Operational scaling: Scaling up operations is crucial during the ST4A Elevate phase. Companies may invest in infrastructure, technology systems, and operational processes to accommodate increased demand and ensure efficient delivery of products or services.

- Team expansion: As the company expands, there is a need to build a capable and dedicated team. Hiring additional talent, developing leadership roles, and fostering a strong company culture all contribute to the successful expansion of the organization.
- Partnership development: Exploring strategic partnerships with complementary businesses or industry stakeholders can provide access to new markets, expertise, and resources. Collaborations may involve joint ventures, distribution agreements, or technology sharing.

The ST4A Elevate phase is characterized by bold growth strategies, calculated risk-taking, and a focus on leveraging early successes to propel the company forward. It sets the stage for further progression into subsequent phases of development and positions the company for long-term success in the market.

## 2.5 Thrive phase

The companies that are selected for the ST4A Thrive phase have successfully completed the previous phases, and have proven their potential for growth and sustainability. At this stage, their focus should be on further scaling their operations and expanding their market presence.

Key activities within the ST4A Thrive phase may include:

- Strategic planning: Companies should develop a clear and comprehensive growth strategy that outlines their objectives, target markets, and competitive advantage. This involves identifying new opportunities, setting realistic goals, and creating a roadmap for achieving them.
- Market analysis: It is crucial to conduct thorough market research to understand customer needs, market trends, and competition. This analysis helps companies refine their product or service offerings, tailor their marketing strategies, and identify new market segments or geographic areas for expansion.
- Operational scaling: Successful companies need to optimize their operations to handle increased demand. This may involve expanding production capacity, improving supply chain management, enhancing distribution networks, or investing in technology to streamline processes and increase efficiency.
- Marketing and branding: Companies should invest in robust marketing strategies to build brand awareness and attract new customers. This includes developing effective marketing campaigns, leveraging digital channels, and establishing strong customer relationships through targeted messaging and personalized experiences.
- Technology adoption: Embracing technology can significantly enhance a company's growth potential. This may involve implementing advanced analytics tools, adopting cloud-based solutions for scalability, leveraging artificial intelligence for process optimization, or exploring emerging technologies relevant to their industry.
- Talent acquisition: As companies expand, they need to attract and retain top talent with the right skills and expertise. This may involve hiring key personnel, building effective teams, and fostering a culture that promotes innovation, collaboration, and continuous learning.
- Accessing new markets: Equity funding can facilitate entry into new markets or geographic regions. Companies should explore opportunities to expand their customer base beyond their initial target market, either domestically or internationally. This may involve forming strategic partnerships, establishing local presence, or adapting products/services to meet the needs of different markets.



### 3. Nurturing success: Building capacity for sustainable innovation

SusTech4Africa recognizes the importance of comprehensive capacity building to support the growth and success of the companies it funds. The different types of capacity building that are set up in the program are described below.

#### 3.1 Classroom-style Learning

In the early stages of the program, during the ST4A Seed phase, capacity building takes the form of classroom-style learning. Entrepreneurs gather in a structured setting, facilitated by industry experts and experienced mentors. This approach provides a foundation of knowledge and skills necessary for business development, covering various topics such as business planning, financial management, marketing strategies, and market research. Through interactive sessions, workshops, and presentations, entrepreneurs benefit from the collective wisdom and expertise of industry professionals.

#### 3.2 One-on-One Coaching and Mentoring

As companies progress to the ST4A Grow phase, SusTech4Africa recognizes the need for personalized support. During this and later phase, entrepreneurs are paired with dedicated coaches and mentors who have an understanding of their specific industry or sector. Through one-on-one coaching sessions, entrepreneurs receive tailored guidance and support to address their unique challenges and opportunities. Coaches and mentors provide invaluable insights, helping entrepreneurs refine their business strategies, identify Growth opportunities, navigate obstacles, and make informed decisions. This personalized approach allows for targeted development and fosters a strong coach - coachee relationship that contributes to long-term success.

#### 3.3 ST4A Business Clubs

From the ST4A Grow phase onwards, when companies strive for substantial growth, SusTech4Africa leverages the power of a learning network. The program facilitates connections between all the companies funded under its umbrella, creating a community of like-minded entrepreneurs who can learn from each other's experiences and share valuable insights. This learning network serves as a platform for collaboration, idea exchange, and peer-to-peer support. Through regular networking events, workshops, and knowledge-sharing sessions, entrepreneurs can tap into the collective intelligence and experiences of their peers. This collaborative environment fosters innovation, inspires new ideas, and encourages continuous learning and improvement.

To structure the learning network, a ST4A Business Club is set up in each country where SusTech4Africa operates. These clubs serve as local hubs for entrepreneurs to connect, collaborate, and learn from one another. Each club can have a physical space where entrepreneurs can gather, as well as virtual platforms for online engagement.

- ✓ **Regular networking events:** SusTech4Africa arranges regular networking events within each ST4A Business Club. These events can include meetups, workshops, panel discussions, and guest speaker sessions. Entrepreneurs are encouraged to share their success stories,

challenges, and lessons learned. This will create an environment of knowledge exchange and foster a strong sense of community among the entrepreneurs.

- ✓ **Peer-to-Peer learning:** Entrepreneurs within the ST4A Business Clubs are encouraged to actively engage in peer-to-peer learning. This is facilitated through structured activities such as mentorship programs, where experienced entrepreneurs mentor those at earlier stages. Additionally, avenues for entrepreneurs to collaborate on projects, share best practices, and seek advice from one another are facilitated.
- ✓ **Online platforms:** SusTech4Africa will develop an online platform for the ST4A Business Clubs where entrepreneurs can connect virtually, regardless of their geographical location. This platform can include discussion forums, resource libraries, and online events. It will enable continuous communication and knowledge sharing among the entrepreneurs, even outside of physical networking events.
- ✓ **Specialized workshops and training:** specialized workshops and training sessions are organized based on the specific needs and interests of the entrepreneurs within the ST4A Business Clubs. These workshops can cover topics such as scaling businesses, accessing new markets, technology trends, and sustainable practices. Industry experts and professionals are invited to share insights and facilitate interactive learning experiences.
- ✓ **Partnerships:** To enhance the learning network, partnerships with other organizations, local universities, and industry associations are fostered. Collaborate on joint events, share resources, and tap into their expertise to provide additional learning opportunities for entrepreneurs.

By structuring the learning network through ST4A Business Clubs and implementing these initiatives, entrepreneurs within SusTech4Africa can benefit from a vibrant ecosystem of collaboration, support, and continuous learning. The clubs will provide a platform for entrepreneurs to connect with like-minded individuals, gain valuable insights, and build a strong network that fuels growth and success.

### 3.4 Internships

One of the benefits for members of the ST4A Business Clubs is the opportunity to receive assistance from students. This can be in the form of remote work or an internship on location.

- ✓ **Remote work:** students can offer their skills and expertise remotely to African businesses supported by SusTech4Africa. They can work on specific projects or tasks assigned by the businesses, such as market research, data analysis, website development, content creation, or social media management. This remote collaboration allows businesses to tap into the knowledge and capabilities of the students without geographic limitations.
- ✓ **Internship on location:** Another option is for students to participate in an internship on location with the African businesses. This provides an immersive experience for the students, allowing them to work closely with the entrepreneurs, understand the local context, and contribute directly to the business's growth. The students can gain valuable hands-on experience while

supporting the specific needs of the businesses, such as business development, marketing strategies, operational improvements, or product development.

The collaboration between SusTech4Africa-supported businesses and students provides valuable learning opportunities for both parties. Students gain practical experience in a real-world business environment, enhancing their skills and understanding of sustainable technologies in an African context. At the same time, businesses benefit from fresh perspectives, innovative ideas, and assistance in addressing specific challenges.

By fostering these collaborations with universities and engaging students, SusTech4Africa enriches its support ecosystem for African businesses. It not only provides practical assistance but also promotes knowledge exchange, cultural understanding, and long-term partnerships between Europe and Africa in the sustainable technology sector.

### 3.5 Sustainable technology community

The online community on sustainable technology is a capacity building initiative of the SusTech4Africa program. It is open to members of the SusTech4Africa Business Clubs, who become part of a community that includes knowledge centres, universities, European companies, governmental institutions, and more. By joining this community, members will have the opportunity to connect with a diverse range of stakeholders and gain valuable insights, expertise, and potential partnerships. The community will serve as a platform for fostering meaningful connections and facilitating knowledge exchange among like-minded individuals and organizations.

### 3.6 Conclusion

Using a combination of classroom learning, one-on-one coaching and mentoring, organizing internships and fostering a learning network and knowledge community, SusTech4Africa provides entrepreneurs with a comprehensive set of capacity-building opportunities. This multifaceted approach equips entrepreneurs with the knowledge, skills, and networks necessary to navigate the complexities of business growth and thrive in their respective industries.

## 4. Fuelling Sustainable Innovation: Funding Support Across the Phases

SusTech4Africa tailors its support based on the specific needs and growth stages of the enterprises, providing appropriate funding options at each phase of their development.

### 4.1 ST4A Seed funding

Loans up to 5 000 euros to provide early stage start-ups capital to support proof of concept, the validation of the business idea, and establish an initial customer base. Loans are repayable in maximum 1 year. This ST4A Seed funding sets the foundation for future growth and progression through the subsequent phases of ST4A Grow funding, ST4A Elevate funding, and ST4A Thrive funding.

### 4.2 ST4A Grow funding

Loans up to 50 000 euros geared towards start-ups that have progressed beyond the initial concept validation. These companies have shown market potential and are ready for further development and growth. This funding supports the refinement of product or service offerings, market expansion, and scaling efforts. Repayable in maximum 5 years.

### 4.3 ST4A Elevate funding

Loans up to 150 000 euros to support the growth and expansion efforts of successful companies that have already gone through the initial ST4A Seed funding and ST4A Grow funding phases. It is provided to companies that have demonstrated significant market traction, have a proven business model, and are ready to scale their operations or enter into new markets. This funding will help companies further develop their products or services, expand their customer base, invest in marketing and sales efforts, and scale their operations to reach new heights of success.

### 4.4 ST4A Thrive funding

Following the previous phases, companies that have demonstrated significant success and potential can apply for equity funding. SusTech4Africa offers equity funding up to 1 million €, providing a more substantial investment to fuel further growth, innovation, and market dominance.

## 5. Powerful partnerships: Collaborating for sustainable innovation in Africa

Strategic partnerships at each phase of the program enable SusTech4Africa to provide a holistic support system that addresses various aspects of entrepreneurial development, from ideation to scaling up. By leveraging the expertise and resources of these partners, SusTech4Africa maximizes the potential for success and impact of the participating entrepreneurs.

Here's how each partner's involvement contributes to the overall success of the program:

- ✓ **NGOs and Other Stakeholders** (ST4A Foundation Phase): The involvement of NGOs and other stakeholders during the ST4A Foundation phase brings valuable expertise in sustainable development and community engagement. They help identify and assess potential sustainable technology solutions and entrepreneurs, ensuring a strong foundation for the program.
- ✓ **Local Incubator** (ST4A Seed Phase): The partnership with a local incubator provides crucial support to entrepreneurs during the ST4A Seed phase. The incubator offers mentorship, guidance, and resources to help entrepreneurs refine their ideas, develop viable business models, and build a strong foundation for their start-ups. This support is instrumental in transforming innovative ideas into tangible business ventures.
- ✓ **OVO** (ST4A Grow and Elevate Phases): OVO's involvement during the ST4A Grow and ST4A Elevate phases is crucial for scaling up the businesses of selected entrepreneurs. OVO brings expertise in entrepreneurship, business development, and impact investment. It provides access to funding, coaching, mentorship, market linkages, and business expansion opportunities. This support enables entrepreneurs to accelerate their growth, reach wider markets, and create a more substantial impact.
- ✓ **The Happiness Web** (ST4A Thrive Phase): The partnership with The Happiness Web in the ST4A Thrive phase further enhances the support system for successful entrepreneurs who have scaled up their businesses. The Happiness Web offers mentorship, networking opportunities, and access to its broad network of stakeholders. This enables entrepreneurs to continue their growth trajectory, collaborate with like-minded individuals, and leverage additional resources to maximize their impact.
- ✓ In the SusTech4Africa program, European and African **universities** play a crucial role as structural partners to support African businesses. Through these partnerships, students are connected with SusTech4Africa-supported businesses, creating a mutually beneficial relationship.

By involving different partners at different phases of the program, SusTech4Africa creates a comprehensive and well-rounded support system for entrepreneurs. Each partner brings unique expertise, resources, and networks that contribute to the overall success of the program. This collaborative approach ensures that entrepreneurs receive tailored support at each stage of their journey, increasing their chances of success and amplifying their positive impact on African communities.

## 6. SusTech4Africa 2.0: Unleashing OVO's New Chapter of Sustainable Innovation in Africa

Introducing the expanded SusTech4Africa program marks a significant milestone in OVO's journey. This new phase, known as OVO 3.0, reflects our commitment to collaboration, community engagement, and a wider range of positive outcomes. We understand the importance of continuous improvement, adaptability, and innovation in tackling sustainability issues.

For the past five years, OVO has successfully run the SusTech4Africa acceleration program. However, recognizing the need for a more comprehensive approach, we have decided to evolve the program into a broader framework. This shift demonstrates our commitment to amplifying our impact and addressing sustainability challenges in Africa with greater depth and breadth. It is an opportunity to build upon the solid foundation we have laid down throughout the years.

OVO has already established strong connections with various stakeholders, such as Belgian companies, universities, governmental organizations, NGOs, and more. However, OVO understands the potential to tap into this network even more effectively by transforming it into a dynamic community. This expansion will enable greater exchange of knowledge, collaboration, and capacity building across different sectors. The idea of fostering an active community seeks to create meaningful connections, facilitate the sharing of expertise, and encourage collaboration among stakeholders.

By transforming the network into a vibrant and interactive community, OVO aims to unlock fresh opportunities for partnerships, innovation, and collective action.

The collaboration between OVO and its stakeholders not only strengthens their relationships, but also empowers them to actively contribute to the development of sustainable technology solutions in Africa. By utilizing its network and adopting a community-based approach, OVO can maximize the effectiveness of its initiatives, create synergies among different stakeholders, and ultimately accelerate sustainable development efforts in Africa.

This strategic shift is an exciting transition for OVO, as it positions the organization to have an even greater impact by building upon its existing expertise and embracing a broader vision for sustainable technology in Africa. The new strategy represents a significant upgrade and advancement in OVO's commitment to promoting sustainable development in Africa.

With your support we can continue to transform African businesses from zeros to heroes, fostering a powerful wave of innovation that will shape the future of the continent and beyond. Together, let us embark on this extraordinary adventure, where dreams become reality, and where every success story is a testament to the power of investing in African potential.

### Get in Touch

To discover more about SusTech4Africa and find out how you can contribute, please reach out to us via email at [contact@ovo.be](mailto:contact@ovo.be)