



Ondernemers voor Ondernemers

Investing in sustainable entrepreneurship in Africa



Welcome!

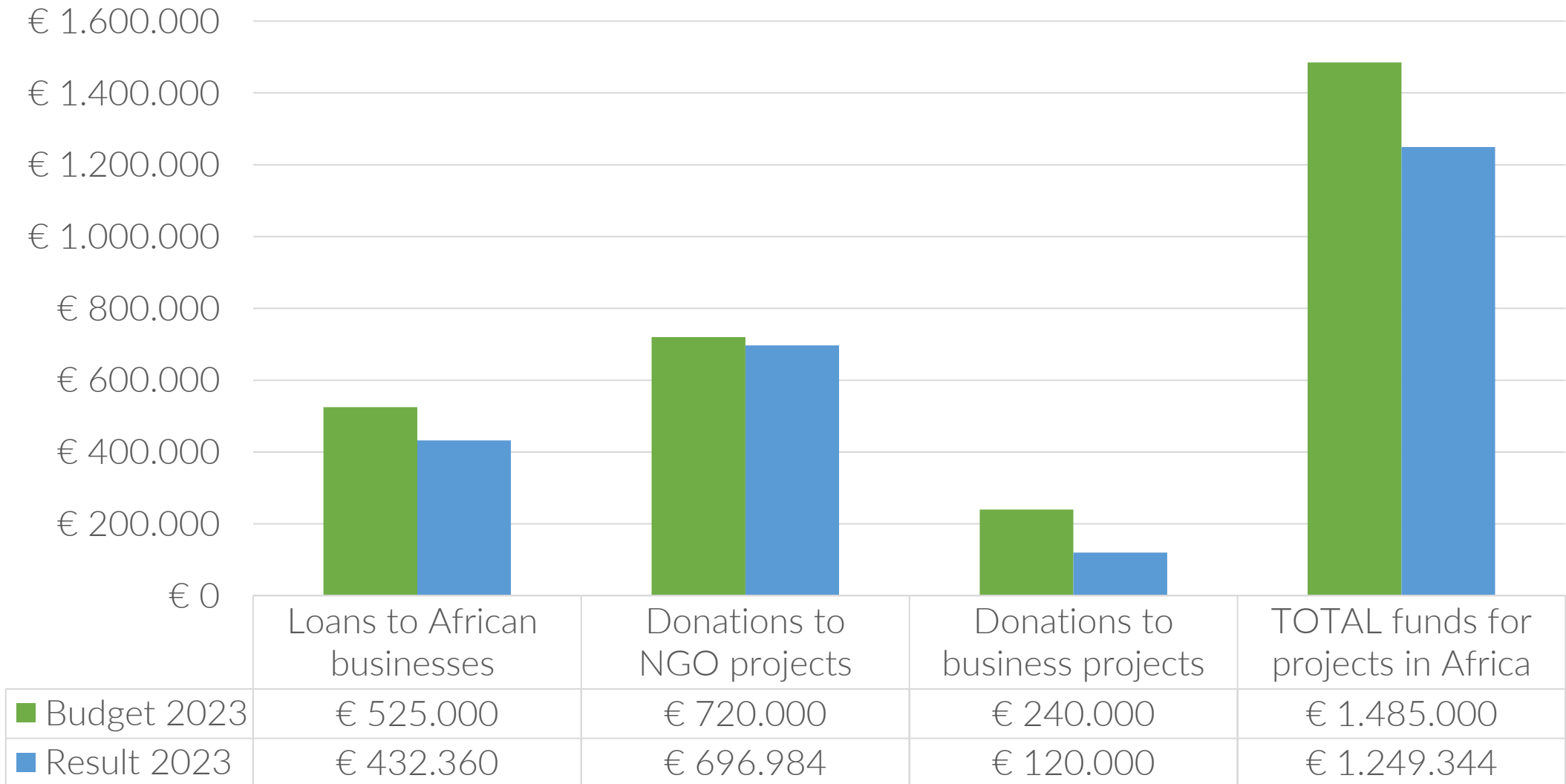
- Looking back at the accomplishments of 2023
- Acknowledge the challenges we faced
- Introduce the focus areas for 2024
- Celebrate the new year



2023



Results 2023: Result vs budget





Results 2023: Donations to NGO projects

Country	Share
DR Congo	48,68%
Uganda	26,66%
Mali	8,11%
Tanzania	7,16%
Senegal	3,39%
El Salvador	3,38%
Ethiopia	2,03%
Burundi	0,34%
Benin	0,20%
Ecuador	0,07%

Sector	Share
Education & training	43,79%
Agriculture & food industry	31,49%
Water supply	22,70%
Financing	2,03%



Results 2023: Loans to African entrepreneurs

Country	Share
Senegal	39,29%
Uganda	30,07%
Rwanda	23,24%
Tanzania	3,93%
Benin	3,47%

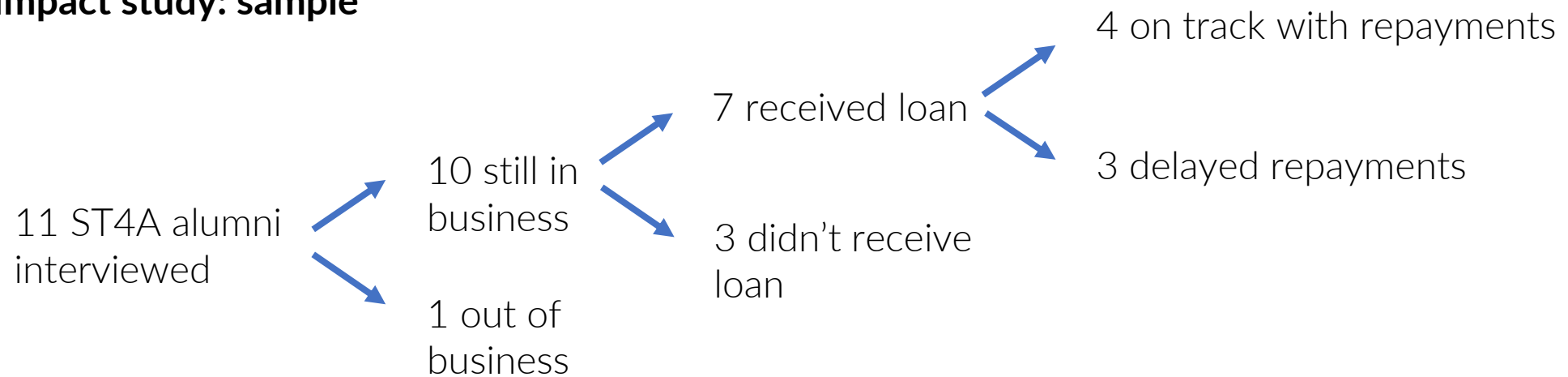
Sector	Share
Agriculture & Food Industry	70,63%
Education & Training	9,83%
Services	5,78%
Manufacturing	5,55%
Energy	4,74%
Recycling & Circular Economy	3,47%



Impact study 2023

Since its launch in 2018, some **200** companies have participated in one of the 20 ST4A boost camps. Around **60** companies eventually obtained loans through OVO.

Impact study: sample





Impact study 2023

Impact

- Raising living standards of the entrepreneur and his/her family
- Job creation
- Strengthening the economic position of women

Together, these 10 companies employ some 145 people

- 114 permanent jobs, with 49% filled by women
- 30 flexible jobs



Impact study 2023

- Delivering affordable services/products that meet societal demand
- Raising innovation in the sector
- Enhancing focus on environmental and climate friendliness

Team Monitoring & Evaluation will develop a methodology this year to systematically monitor OVO's impact on businesses and society.

Interested in working on this? Contact Matyas, manager Team M&E



Impact study 2023

“The cases studied show how OVO [...] plays a unique role that few organisations dare to take on. No emergency or charity approach is taken. Nor does it take the easy route of supporting projects that are already at cruising speed partly because of other donors. OVO focuses on start-ups with a clear goal, with potential, where conditions are favourable but where essential business management knowledge is yet to be gained. The examples cited show how this generates significant impact that benefits entire communities.”

Ignace Pollet in final report of impact study conducted September-November 2023



Impact study 2023

“Almost all interviewees praised the knowledge input they received from OVO and the insights it provided in terms of market position, growth potential and rate of growth, financial management. This made some business owners realise that they could not afford a repayable loan at the moment, given their turnover level and business performance.”

Ignace Pollet in final report of impact study conducted September-November 2023



Impact study 2023

Areas of concern:

- For some participants, the boost camp will be too general and the number of participants too large to really instil insights tailored to the specific company.
- While the coaching is very useful, it could be even better if it runs over a much longer period.
- The contact moments are too occasional and distant (via videoconference).
- Given the complexity of some problems, it could be very helpful if a coach could be called at any time.
- More on-site visits could be useful.

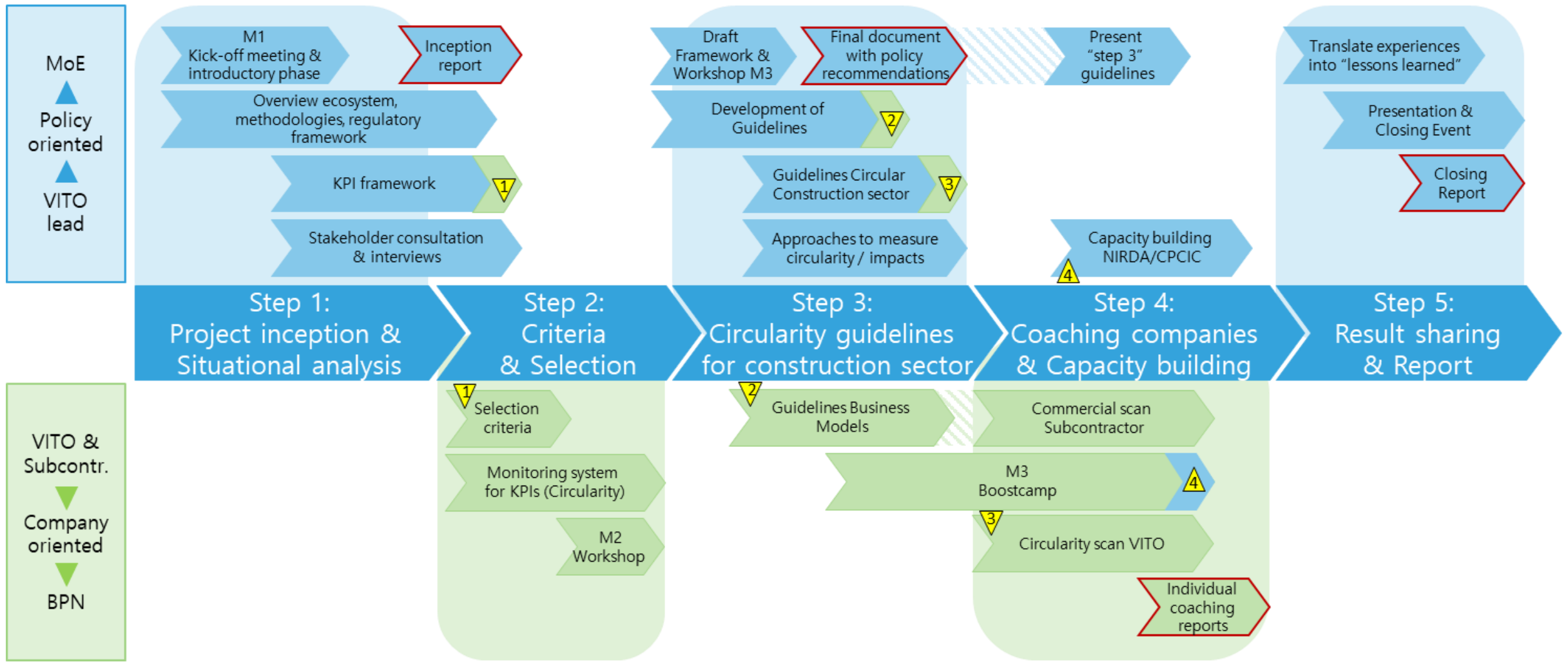


Paid assignments for third parties 2023

- Increasingly, OVO is making its approach available to other organisations, for a fee
- These assignments must fit within OVO's mission, and the basis of service delivery is OVO's well-known ST4A approach
- In 2023, we carried out assignments for Enabel in Rwanda (through VITO) and Senegal (directly), and IOM Belgium
- Focus on capacity building, less on funding

Circular Economy Pilot project in construction sector in Rwanda

Lisa Damen, Michiel Ritzen, Carolin Spirinckx, Björn Macauter





Rate of Recovery

Rate of Recovery (Open Loans):

Percentage of the due amount that is paid for open loans until today

- Benin: 100.00%
- Non-focus countries: 59.36%
- Rwanda: 67.44%
- Senegal: 41.02%
- Uganda: 62.47%



De-risking the investment

- Current legal protection is not strong enough (ex. Magofarms, TTI, ...)
 - ✓ Syndicated Loan Agreement refers to Belgian law, no concrete security clauses...
 - ✓ Depending on local laws, we may or may not have to register loans with the authorities
 - ✓ Custom procedure per country to make collateral enforceable
 - ✓ Other local practices applicable?



De-risking the investment

- We need a specific legal structure in each country
 - ✓ Tailored Syndicated Loan Agreement
 - ✓ Tailored legal compliance list
 - ✓ Elaborated procedure to de-risk the loan to the maximum extent possible
 - ✓ Elaborated procedure to take legal action in case of non-compliance with obligations by borrower
- And clearly indicate to investors what role OVO takes on, and where OVO's role stops



2024



Objectives 2024

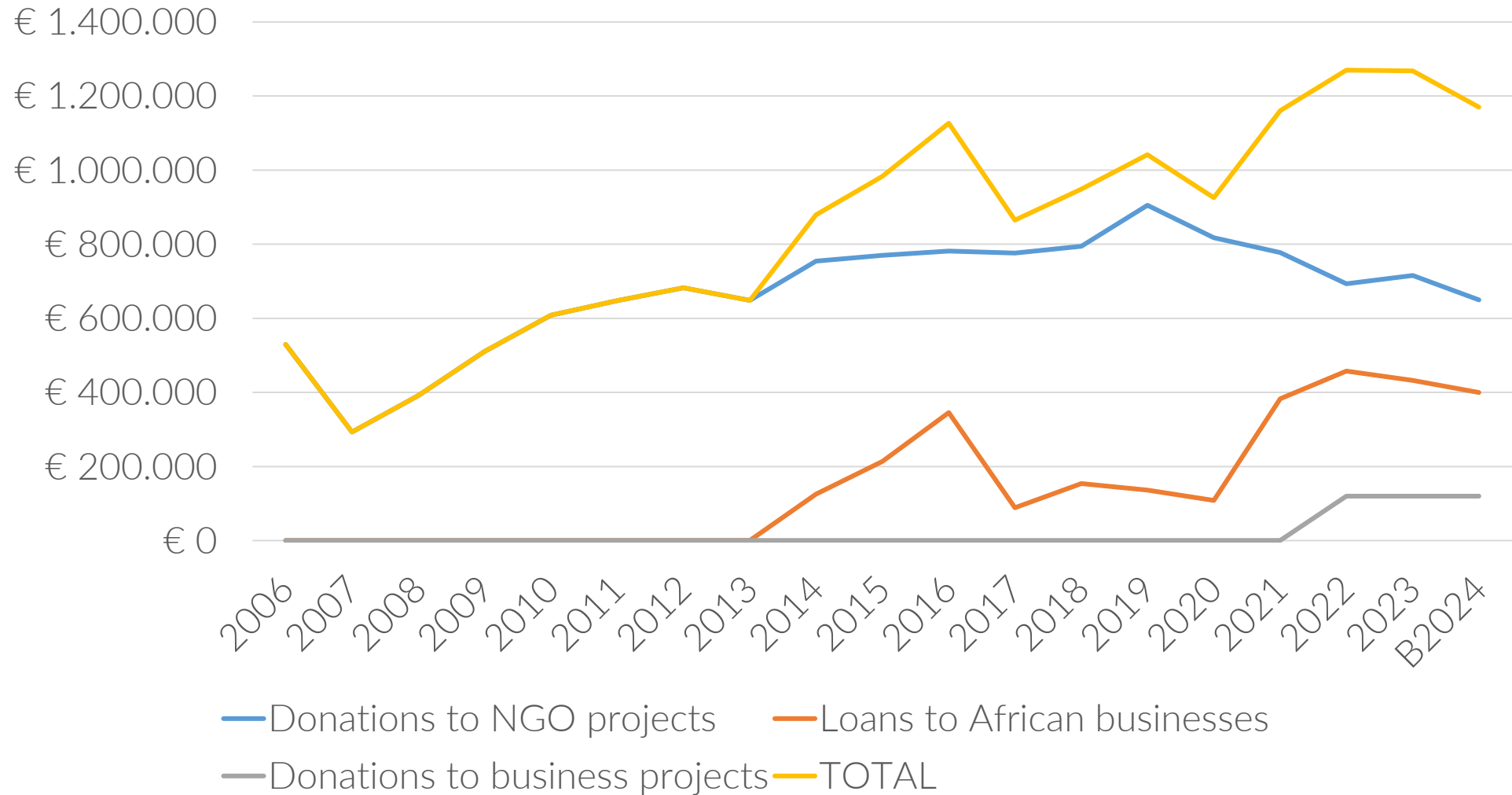
- Objective #1: Drive Entrepreneurial Growth and Social Impact in Africa

Key Result:

- ✓ Providing coaching to 30 selected African entrepreneurs
- ✓ Investing EUR 400 000 in around 20 African businesses
- ✓ Raising EUR 650 000 through fundraising for Belgian NGOs
- ✓ Collecting EUR 120 000 donations for business projects



Funds for projects in Africa 2006 - 2024





Objectives 2024

- Objective #2: Increase Fundraising for Immediate Operational Sustainability

Key Result:

- ✓ Securing new corporate members

Karen in the lead

- ✓ Obtaining funding from foundations

Nathalie in the lead

- ✓ Acquiring new consulting assignments

Björn in the lead

- ✓ Establishing corporate sponsorships

Karen in the lead

- EUR 80 000 remains to be found to cover all anticipated expenses.

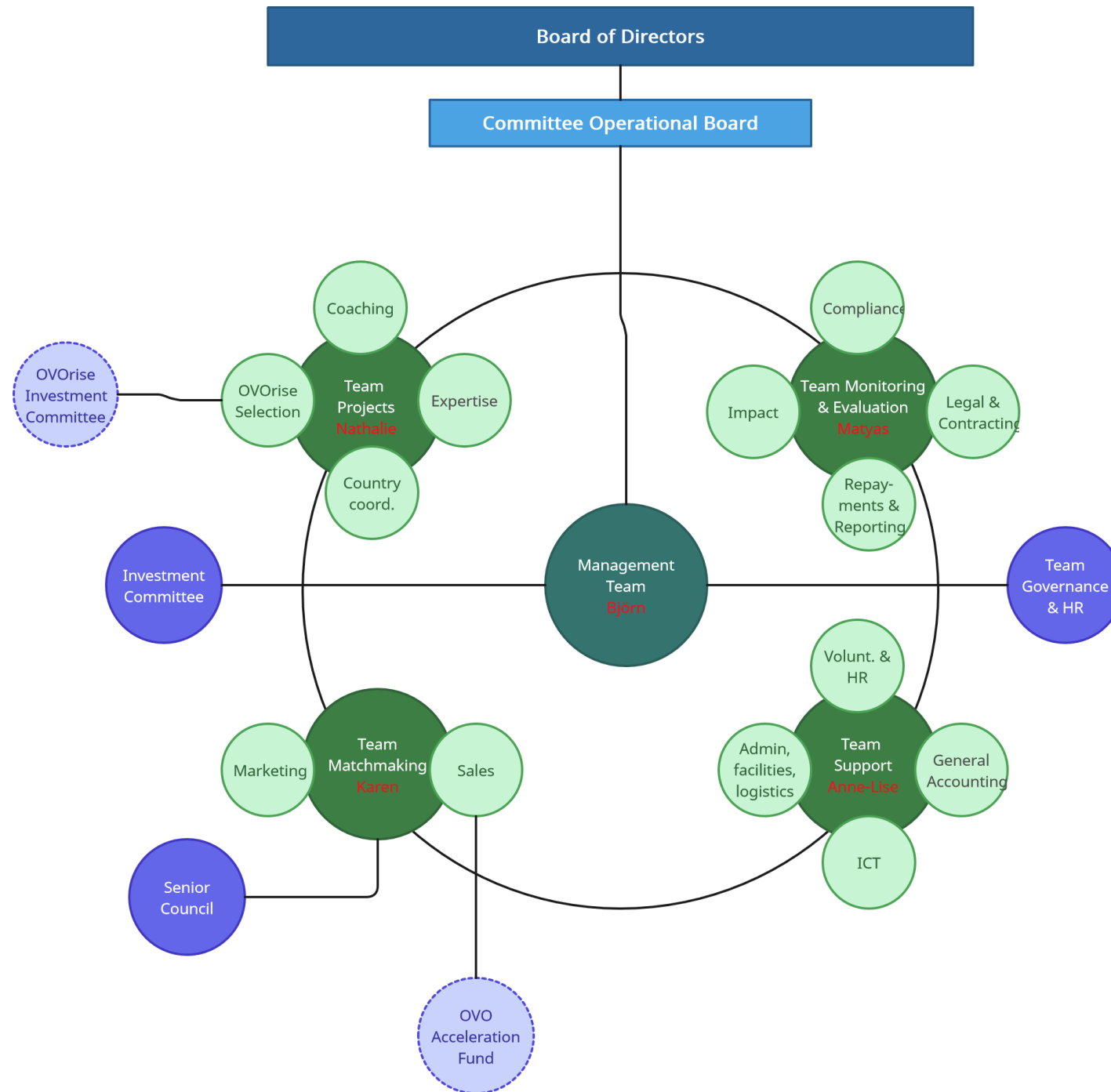
- We could well use your help!



Objectives 2024

- **Objective #3: Foster Organizational Growth and Development**

Key Result: Enhancing organizational effectiveness, integrating the updated strategy across all departments, developing a comprehensive legal framework, improving communication channels for volunteers, implementing structured onboarding and mentorship programs.





The future of SusTech4Africa

Implementing a coherent pipeline structure with partners

- Link the OVO program (downstream and upstream) with programs run by structural partners to create a comprehensive and phased support system for African entrepreneurs
 - ✓ Better, long-term support to African entrepreneurs to build sustainable businesses
 - ✓ Improved inflow of qualitative projects into the OVO program
 - ✓ Increased sustainability of our efforts



SusTech4Africa NEW

SusTech4Africa as common brand

- ST4A as brand name for the whole pipeline
- ST4A is centered around **sustainable technology** as enabler for sustainable development
 - ✓ Allows implementing partners to strike a balance between maintaining their individual identity and benefiting from the collective power of a recognized brand
 - ✓ Facilitates collaboration, resource mobilization, knowledge sharing, and increased visibility
 - ✓ Leads to greater impact in sustainable technology and development in Africa



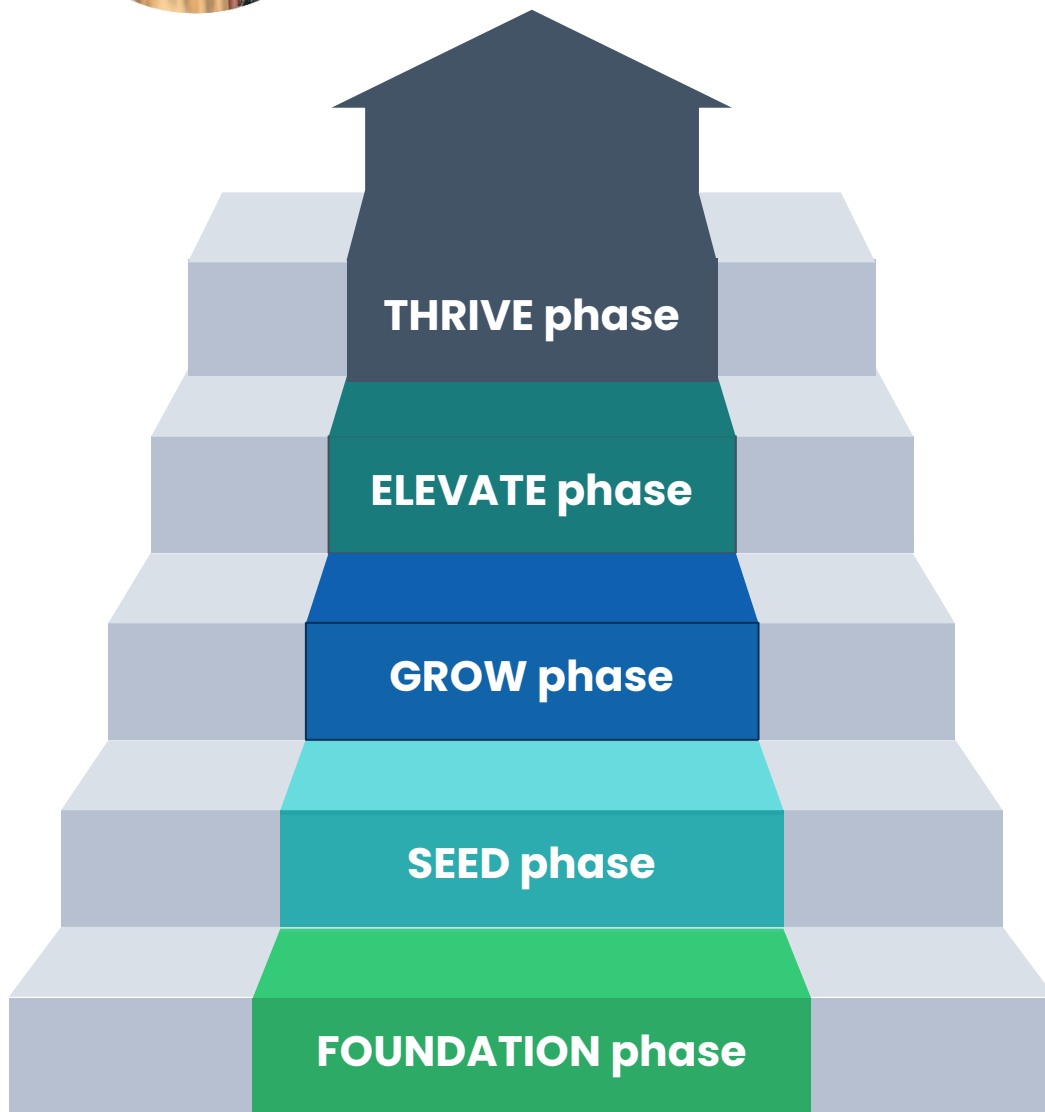
SusTech4Africa NEW

Integration of NGO pillar into SusTech4Africa

- Opportunity to unify the two pillars and create a cohesive narrative
- Align our efforts under a unified brand and purpose
- Leverage the strengths and expertise of both pillars to support African entrepreneurship



SusTech4Africa NEW



Further scaling the operations of successful investees and expanding their market presence

Lead Partner: Investment Fund

Investment: equity between 100 000 EUR and 1 million EUR

Focus on bold growth strategies, calculated risk-taking and leveraging early successes to drive the company forward

Lead Partner: OVO or partner

Investment: (convertible) loans up to 150 000 EUR

Scaling operations, increasing market penetration, generating sustainable revenue streams

Lead Partner: OVO

Investment: loans up to 50 000 EUR

Nurture innovative ideas and transform them into viable businesses

Lead Partner: Local incubator

Investment: loans up to 5 000 EUR

Create a solid base, an enabling environment for entrepreneurship to thrive; Lower the risk profile of countries

Lead Partner: NGOs and other stakeholders

Investment: Grants



Test case Uganda

- Einstein Rising, our structural partner with own business incubation activities
 - ✓ 2 tracks: Beginners & Intermediate
 - ✓ Classroom style curriculum
 - ✓ Debt financing up to EUR 5 thousand, repayable in 1 year
- Boost camp OVO
 - ✓ Stricter criteria for selection of participants
 - ✓ Mainly companies that have successfully completed ER's Intermediate program
 - ✓ Content boost camp adapted to participants' needs, considering their prior knowledge
 - ✓ One-on-one coaching
 - ✓ Loans between EUR 5 000 and EUR 50 000



Test case Uganda

- EROVO program
 - ✓ To prepare selected companies for equity investment
 - ✓ Collaboration Einstein Rising and OVO, with the (limited) support of the European Union
- ST4A Fund
 - ✓ Intention to establish an investment fund together with The Happiness Web; a cooperation agreement to this end was signed in late 2022 (non-exclusivity principle)
 - ✓ Establishment has been significantly delayed
 - ✓ Concept is currently being rethought
 - ✓ Parallel discussions with other potential partners



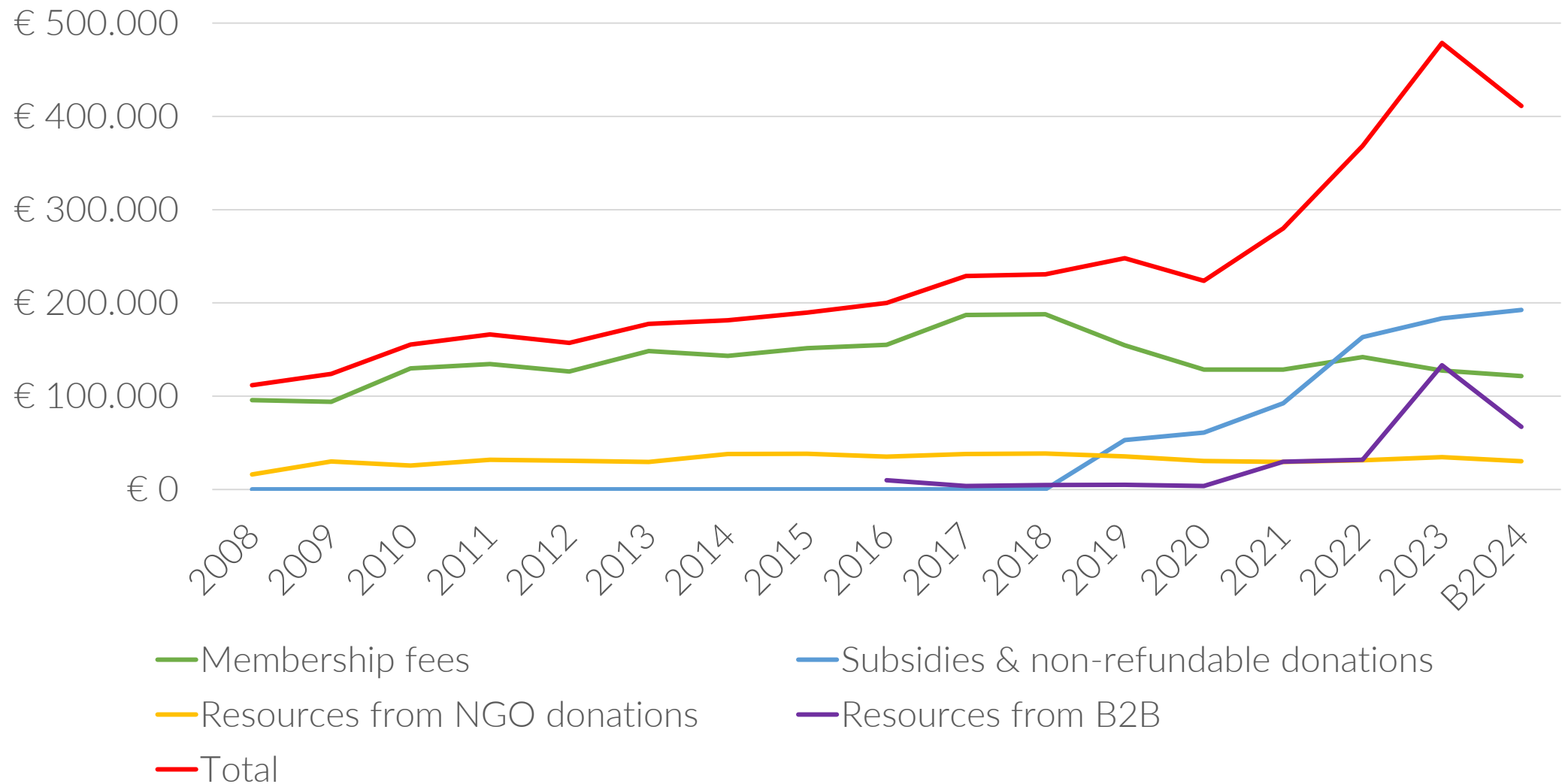
Objectives 2024

- **Objective #4: Ensure Sustainable Resources for Future Operational Sustainability**

Key Result: Developing a long-term fundraising strategy, establishing strong relationships with existing donors and partners, exploring innovative fundraising initiatives, expanding the network of potential donors and partners.



Revenue for operations 2008 - 2024





Objectives 2024

- **Objective #5: Strengthen Partnership and Collaboration with NGOs**

Key Result: Developing a renewed vision for cooperation with NGOs, involving NGOs more closely in organizational activities, implementing a structured process for annual reporting and performance evaluation.

- **Objective #6: Strengthen the OVO Acceleration Fund for African Business Loans**

Key Result: Increasing funding for the OVO Acceleration Fund (target 2024: EUR 150 000), developing a sustainable financial model, increasing awareness and visibility.

- **Objective #7: Enhance Stakeholder Engagement and Communication**

Key Result: Developing a clear brand message, increasing social media engagement, hosting engaging events, developing targeted communication plans.



“The best way to find yourself
is to lose yourself in the
service of others.”

Mahatma Gandhi