



# Ondernemers voor Ondernemers

Understanding The needs of African Entrepreneurs

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Insights from OVO Survey



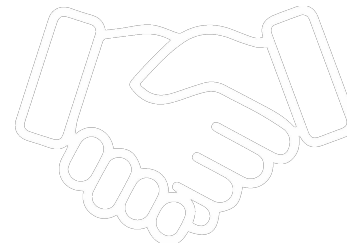
# Overview

## Introduction

- Objectives
- Methodology
- Profile of respondents

## Results

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# Introduction

## Objectives

- Identify key financial barriers facing entrepreneurs.
- Explore preferred financial instruments.
- Understand support needs beyond finance.
- Guide OVO in tailoring its coaching, financing, and partnership models.

## Methodology

Online survey – **38 entrepreneurs**.  
Sector - agriculture, manufacturing, services.

Startups and scale-ups.

## Profile of respondent

- **50%** operated over 6 years.
- **50%** aged 35–44.
- **Over 50%** report annual revenue > €50,000.
- Balanced mix of growing startups and established SMEs.



# Results

## Access to finance Barriers

**Over 70%** face high interest rates, lack of collateral, and complex application processes.

## Funding preferences

50% need €50,000–€100,000; 80% favor long-term loans, while 70% are open to equity investments. Hybrid models (grants + loans) are preferred by 60%.

## Non-Financial Support Needs

65% seek business strategy assistance, 50% mentorship, and 95% financial management training.

## Sector focus

50% of businesses operate in agriculture; high demand for asset financing (80%) and working capital (75%).

## Ecosystem Gaps

75% participate in NGO-led programs; limited government support and fragmented entrepreneurial ecosystems hinder growth.



# Recommendations

## Flexible Financing

Expand loan ranges (up to €100,000), introduce hybrid models, and reduce collateral requirements.

## Holistic Support

Combine financial aid with mentorship, networking, and sector-specific technical training.

## Digital & Financial Literacy

Prioritize training in digital tools and financial management to enhance business resilience.

## Ecosystem Collaboration

Strengthen partnerships with local incubators, investors, and governments to streamline support.

## Tailored Solutions

Address diverse needs by offering stage-specific products (e.g., equity for scale-ups, grants for startups).



# OVO

## Empowering African entrepreneurs with sustainable solutions for lasting change.

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