

THE OVO GUIDE

Building blocks to strongly represent Entrepreneurs for Entrepreneurs



Support the engine behind entrepreneurs
and become a driving force of growth and change in Africa

An inspiring and practical guide for those who help spread the story of Entrepreneurs for Entrepreneurs - substantiated with insights, figures and concrete examples.

Introduction

Entrepreneurship is a powerful driver for sustainable growth. In Africa today, thousands of ambitious entrepreneurs are ready to scale up their businesses, create jobs and strengthen their local economy, but often just that small push is missing. **Entrepreneurs for Entrepreneurs (OVO) connects European and African entrepreneurs** in an equal partnership, supported by expertise, trust and access to finance. In this way, we build strong companies and resilient economic ecosystems together.

That mission lives thanks to people who believe in it and help propagate it. **Volunteers and ambassadors** are the **beating heart of OVO**: they bring the story to life, open doors and help mobilize the resources needed to let African entrepreneurs grow. This brochure gives you the insights and arguments to present OVO with conviction to partners, investors, donors and companies.

The **urgency is great**. Africa is one of the fastest growing economic regions in the world. **By 2050, the population will double**, with more than 40% under the age of 15. **This growth will require millions of new jobs**, jobs that will mainly come from SMEs, accounting for more than 90% of all companies and more than 60% of formal employment in Sub-Saharan Africa. At the same time, it is precisely these companies that come up against an enormous financing and knowledge gap: promising entrepreneurs find themselves in the 'missing middle': too big for microcredit, too small or too risky for traditional investors.

OVO dedicates itself to this cause. We strengthen entrepreneurs exactly at that tipping point between ambition and growth, with expertise, coaching, access to financing and a network that opens opportunities. By doing so, ambitious entrepreneurs become investment-ready companies that create jobs, generate income and help shape the future of their country.

Let this not be a brochure that you read and put down, but a story that you take with you – and pass on. Because strong entrepreneurs build strong businesses – and that is the foundation of sustainable growth and jobs, here and in Africa.

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1. Why European entrepreneurs should look to Africa today

Africa is one of the **fastest growing** but at the same time most underinvested economic **regions in the world**. With nearly 20% of the world's population, a young and entrepreneurial population, and relatively low competition, the continent offers opportunities that have long been saturated in other regions. Those who build partnerships today not only gain market access but **also help determine the economic relationships of tomorrow**. Those who wait, lose strategic position.

This is not a purely economic observation, but also a **geopolitical reality**. The world is evolving towards an international landscape in which **economic influence is redistributed** and in which **presence determines access to markets and partners**.

While traditional aid budgets are shrinking, players such as China, Turkey and the Gulf States are investing in Africa in a targeted and long-term way. Europe – and by extension European companies – cannot afford to be absent without losing influence, markets and access to raw materials.



At the same time, **Africa** is an essential part of the **solution to European strategic vulnerabilities**. The continent plays a key role in **future value chains, critical raw materials, energy and growing markets**.

By investing now, European entrepreneurs can diversify their supply chains, secure future markets and become less dependent on **a limited number of countries or regions where crucial raw materials and production are concentrated today**.

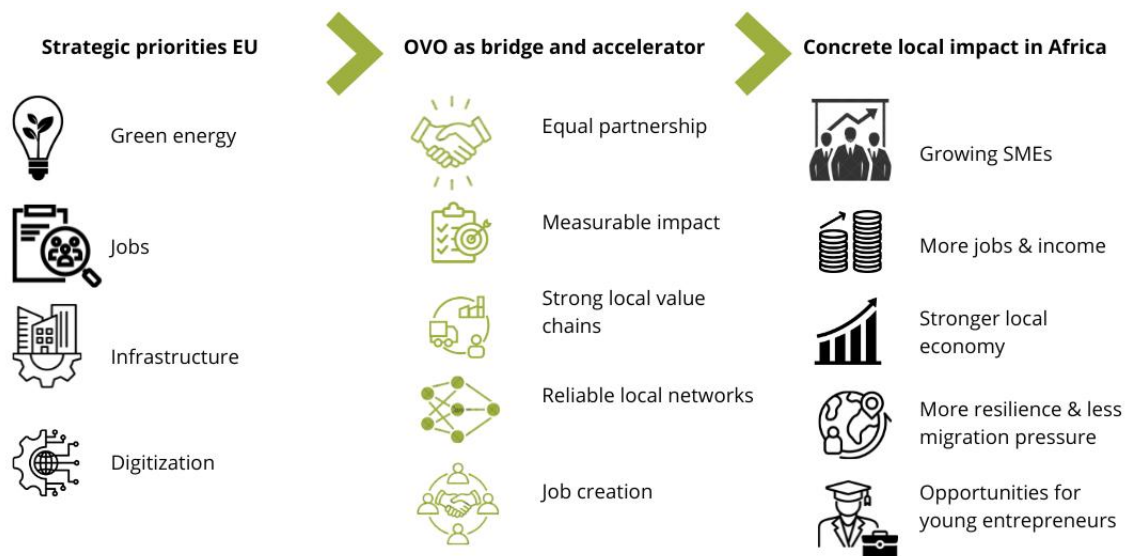
For this reason, the EU is explicitly investing in green energy, digitalization, infrastructure and employment through the **Global Gateway program**. For European entrepreneurs, this means access to strategic projects, risk mitigation through guarantees and blended finance, and markets and partnerships that would otherwise remain closed.

OVO translates the European strategy into local impact



However, this access is not without obligation. Global Gateway requires **demonstrable local impact, local ownership and equal cooperation**. That is exactly where **Entrepreneurs for Entrepreneurs (OVO)** makes the difference. OVO strengthens local entrepreneurs with coaching, knowledge and access to financing and ensures that investments are sustainably anchored in the local economic ecosystem. In this way, OVO helps European entrepreneurs and institutions not only to invest, but also to meet the impact criteria that investors, tenders and EU programs increasingly impose.

Africa is a unique **innovation environment**, where digital solutions and new business models often emerge faster than in Europe. Investing in local entrepreneurship creates **shared prosperity**, strengthens **stability** and offers young people **prospects in their own region**, which also reduces migration pressure.



Collaborating with emerging countries in Africa is therefore not charity, but a conscious strategic choice. It combines economic opportunities with geopolitical positioning and social added value. With **Global Gateway** as a European framework and **OVO** as a reliable local partner, European entrepreneurs can translate that choice into sustainable growth, locally anchored cooperation and **ESG added value that is visible, measurable and credible**.

2. Why we believe in local entrepreneurship

Entrepreneurship is the engine of sustainable growth.

All over Africa, entrepreneurs with vision are turning new ideas into action. They create jobs, strengthen their local economy and build opportunities for their community. But many of these SMEs face the same barriers: too little capital, limited expertise and little access to investors.

Entrepreneurs for Entrepreneurs (OVO) believes in **equal cooperation**. Not from charity, but from the conviction that strong local entrepreneurs, supported by a strong economic fabric, help shape the future of their country. We empower them with knowledge, coaching and access to finance – so that their growth becomes truly sustainable.

Ambition + the right support = sustainable growth.

That is the core of our mission.



3. How does OVO work?



We work step by step, together with Belgian and local experts, according to a clear and proven model:

1. Selection of entrepreneurs with potential

We focus on African SMEs in the 'missing middle': too big for microcredit, too small or too risky for traditional investors.

2. Tailor-made coaching and training

Experienced Belgian and African coaches, experts and local partners support entrepreneurs in their growth. They share practice-oriented expertise in the field of strategy, finance, sales, organization and operational management. Everything is aimed at sustainable growth.

3. Prepare investment

We guide entrepreneurs until they are fully ready for investment: a growth plan, a financial plan and an analysis of their contribution to the Sustainable Development Goals (SDGs).

4. Access to finance

We open doors to financing: through the OVO network, the Acceleration Fund and external investors.

5. Succession and sustainable growth

After the investment, we remain involved through mentorship and the follow-up of growth, job creation and social impact.

What makes our approach unique

- **More than 140 volunteers** share expertise that represents a fair market value of more than €25,000 per entrepreneur.
- We **mediate financing**, but entrepreneurs keep control.
- Collaboration is always **locally anchored**: coaches, incubators, investors, local NGOs and other reliable partners.
- We work at both **the micro level** (strengthening SMEs) and the **meso level** (building the economic fabric).
- **Substantiated impact**: growth, jobs, investments, SDG impact.

4. What does OVO do?

We strengthen African SMEs so that they can grow sustainably, create jobs and help advance their local economy. We do this through three complementary pillars that reinforce each other.

1. We guide entrepreneurs step by step to investment-ready level

OVO guides African entrepreneurs step by step towards a professional and investable growth model. We work with **our own, proven guidance model** (*SusTech4Africa*), which prepares companies for sustainable growth and financing.

We apply this model flexibly: in our own programs, in **co-created programs with NGO partners**, and in **tailor-made programs for companies** that want to strengthen entrepreneurship within a specific value chain, region or ESG strategy.

In concrete terms, this means: a sharp selection, targeted coaching and the development of a substantiated business and growth plan, always tailored to the local context and the ecosystem in which a company operates.

When a dossier is ready, an independent investment committee assesses it. Companies that successfully complete the SusTech4Africa program receive the label '**OVO Certified: Investing for Change**', which confirms that they meet all OVO criteria.

2. We enable access to finance

Many promising SMEs only really grow when they have access to affordable financing. That is why OVO supports entrepreneurs in preparing, applying for and structuring an investment-ready file. Through the OVO network, the OVO Acceleration Fund and external investors, we facilitate loans from €5,000 to €250,000.

Since 2014 we have realized:

- 2.5 million euros in facilitated loans
- 86 investment files, 23 of which have already been fully repaid

3. We help build a strong economic fabric


Strong companies grow not only through good coaching, but through a **strong network around them**. That is why OVO is also working on the broader ecosystem that enables entrepreneurship and attracts investors.

Together with our partners, we strengthen:

- **Skills** – financial, strategic, operational
- **Local coaching & incubators** – sustainable knowledge building in the countries themselves
- **Access to finance** – through blended finance, business angels, impact investors, microfinance and the OVO Acceleration Fund
- **Market connections** – access to buyers, distributors and new value chains
- **Partnerships** – working together within our broad and reliable network of local NGO partners, diaspora organizations, governments, knowledge institutions and private actors.

By further expanding this network, we increase the influx of strong entrepreneurs, accelerate their access to finance and thus strengthen the local economic fabric.

5. Our formulas

 Formule	For whom?	Value for your organization?	Impact	Tax treatment (BE)
Support the engine behind entrepreneurs (donation)	Companies with a pronounced social focus	Clear impact choice with maximum focus on results , without operational complexity	Direct job creation and strengthening of local economies in Africa	Tax reduction of 30% on donations, with a ceiling of 5% of the fiscal profit for companies, up to a maximum of €500,000
Strategic partnership (customized trajectory)	Companies that want to turn their sustainability vision into concrete and visible action	Strategische return via SDG-alignment, zichtbaarheid, inhoudelijke co-creatie en medewerkersbetrokkenheid	Strategic return through SDG alignment, visibility, substantive co-creation, and employee engagement	100% deductible as a business expense + VAT deductible (subject to commercial consideration)
Membership OVO	Companies that want to invest structurally in sustainable entrepreneurship and strong networks	Strategic positioning, knowledge sharing and access to a reliable business network	Structural support for entrepreneurship and employment in Africa	Deductible as a business expense because it contributes to professional objectives (networking, strategic market positioning, ...)

6. OVO Inspiration Tour 2026 – Uganda

A unique, immersive journey for Flemish entrepreneurs who want to experience how Africa is growing and innovating today.

The participants:

- visit SMEs that are making a growth leap
- meet local entrepreneurs, coaches and partners
- gain direct insights into Uganda's market dynamics
- build new international relationships

Each participant commits to raising at least €5,000 **for OVO, in addition to the cost of the trip**. Common goal: **€50,000 - €75,000**.

The trip is organized with Governor **Jan Sporeen** as ambassador, which opens doors with Ugandan stakeholders.

Result for participants:

- New perspectives and fresh ideas through direct exchange with local entrepreneurs
- Expanding your international network and broadening your view
- A concrete contribution to the professional growth of African SMEs thanks to your commitment

7. Link with Global Gateway

Europe is investing €300 billion in infrastructure, energy, digitalization and sustainable growth through Global Gateway. Africa plays a key role in this. The strengthening of ecosystems is an important part.

OVO is the ideal partner for Flemish entrepreneurs within that framework, because we:

- prepare strong African SMEs for cooperation and investment
- strengthen local ecosystems
- ensure sustainable, measurable impact
- build bridges between European companies and African markets.

Those who work with OVO step into a network that enables growth on both sides.

8. Collaboration with NGO partners: from local anchoring to co-created impact

OVO works with NGOs that are recognized by the Belgian government and have strong local roots. These organizations have an extensive network and in-depth knowledge of the local context. From this broad integration, they contribute to structural improvements in living conditions, including in the areas of education, health care and infrastructure.

From influx to co-creation

Thanks to their experience in the field, NGO partners bring in projects and entrepreneurs with real growth potential. As such, they ensure a qualitative influx of companies that need coaching, expertise and financing. OVO then strengthens these entrepreneurs through its proven guidance model **SusTech4Africa**, which guides them step by step towards a professional and investment-ready growth model.

From **2027**, OVO will further deepen this collaboration. We focus on **co-created projects**: tailor-made projects that we design, implement and fundraise together. In these projects, local needs, entrepreneurship and impact investments are consciously linked to each other, within a clear framework of shared objectives and responsibilities.

Leveraged fundraising

Within this collaboration, OVO also contributes to the fundraising of the NGO partners. Recognized NGOs receive up to **80% subsidies** for their projects through the Belgian Development Cooperation and the European Union. They themselves contribute at least **20% of their own resources**. Fundraising through OVO contributes directly to that own share.

The **co-financing mechanism** creates a strong leverage effect: for **every euro donated, up to five euros of project funds are mobilized**. A contribution of €5,000, for example, results in €25,000 impact on-site.

Transparency and certainty

Belgian NGOs are subject to strict reporting and control, both in terms of content and financially. Donors and partners of OVO therefore have the certainty that their support is used correctly, transparently and purposefully within projects that are locally supported and economically future-oriented.

9. Argumentation – why working with OVO pays off

For entrepreneurs, SMEs, multinationals, family offices and decision makers

OVO strengthens African SMEs with coaching, expertise and access to finance. It is an approach that works and that appeals to entrepreneurs here because they recognize the challenges. Every growing entrepreneur knows without capital, without a sounding board and without a network, you can't build a business. That is no different in Africa than in Europe.

A. Why choose OVO?

- **Proven approach:** since 2014, more than 280 African SMEs in six countries have received intensive, one-on-one coaching from experienced Belgian and local volunteers.
- **Access to finance:** OVO facilitated €2.5 million capital (2014-2025) through its network and the OVO Acceleration Fund.
- **Tried and tested model:** 86 loans were granted, of which 23 have already been repaid in full.
- **Local anchoring:** through collaboration with African coaches, incubators, NGOs and investors, our trajectories are in line with the local reality.
- **Targeted support:** Belgian experts and local partners offer coaching, training and investment preparation that really help entrepreneurs grow.
- **Tailor-made trajectories:** we develop specific trajectories around sustainable technology, circular agriculture, energy and inclusive models.
- **Measurable results:** impact reports show growth, job creation, additional investments and contributions to the SDGs.
- **Active involvement:** companies closely follow the entrepreneurs they support. You will see concretely how your support leads to growth, innovation and new opportunities.

B. What makes OVO unique in the field

- **We work as partners:** cooperation in which entrepreneurs determine the course themselves.
- **We learn in two directions:** Belgian and African experts reinforce each other with practical experience.
- **We bring people together:** we match entrepreneurs, investors, experts, local NGOs and other reliable partners across continents.
- **We open doors:** access to knowledge, networks and funding that enables growth.
- **We help build the whole:** with 140 experienced volunteers, we strengthen not only companies, but entire economic ecosystems.

C. What's in it for me? – The value for business leaders

Partnering with OVO is more than a transaction. It is an exchange between entrepreneurs who recognize each other in ambition, perseverance and the will to build something.

1. You invest in growth – of others and of yourself

Entrepreneurs in Africa experience challenges that you are familiar with market pressure, financing, cash flow, finding talent, scaling up processes.

Those who guide them simultaneously sharpen their own insights. It is **pure entrepreneurial logic**: learning by observing, comparing, and mirroring.

2. You make an impact that goes beyond numbers

Effectiveness is important, but not everything is measurable. OVO stands for real collaboration, not spreadsheet logic. For us, it's all about values, trust and lasting relationships. Entrepreneurship happens with people, in respectful exchange.

Social change cannot be captured in one ratio. The growth of an SME, the pride of an entrepreneur, the impact on a village – you can feel it, you can see it, it is real value.

3. You strengthen entrepreneurship where it makes a difference

Every entrepreneur knows that one good advice, one coach, or one investor can be a tipping point. With your support, you give African entrepreneurs the momentum that has also helped your business move forward at decisive moments.

4. You connect your company with an authentic and inspiring story

Partners experience:

- Strong support among employees
- Pride to have a concrete and honest impact story
- Deeper engagement through real encounters, updates and interaction

People don't engage with numbers, but by **stories that touch them**. For entrepreneurs who want to move forward, just like them.

5. You open new perspectives and networks

OVO creates encounters between European and African entrepreneurs who really have something to share ideas, market opportunities, innovations, business models. The Inspiration Tour 2026 is a strong example of this.

D. Why working with OVO pays off for your company?

1. Entrepreneurs speak the same language.

Entrepreneurs in Africa and Europe recognize each other's struggles: building with limited resources, growing against the current, managing risks, discovering new markets. That recognition makes cooperation powerful.

At OVO, you connect with entrepreneurs who have the same drive, also know obstacles and share the same ambition – and that inspires. You will have access to a network that opens up new perspectives, connects and stimulates innovation through cross-pollination of ideas.

2. You make an impact that is clear, measurable and human.

Our results show that it works:

- > 280 SMEs supported (2014–2025)
- €2.5 million of capital mobilized since 2014
- 86 investments, 23 fully repaid

But impact is more than numbers. It is about trust, dignity, freedom of choice and entrepreneurs who take their future into their own hands. You feel that when you meet them – and it sticks.

3. You strengthen entrepreneurship where it really makes a difference.

With your support, entrepreneurs get access to exactly what you needed to grow:

- Strategic Coaching
- Financial and operational expertise
- Investment preparation
- A network that opens opportunities
- Access to capital and investors

4. You become part of a strong, inspiring entrepreneurial network.

OVO brings together European entrepreneurs, African growth companies, experts, investors and changemakers. It is a network that inspires and unlocks new ideas.

You can feel this particularly strongly during the **OVO Inspiration Tour 2026 in Uganda**: a once-in-a-lifetime entrepreneurial experience that opens perspectives, stimulates collaborations and permanently broadens your view.

5. Investment-oriented cooperation is geopolitically necessary

The world is increasingly shifting towards a model in which international cooperation is used as a lever for economic partnerships. While traditional aid budgets are shrinking and global players such as China, Turkey and the Gulf States are aggressively investing in the Global South, Europe cannot afford to fall behind.

By investing smartly in local entrepreneurs, you not only strengthen economic growth locally, but also build lasting relationships, stability and mutual benefit. It creates partnerships that are more strategic, equitable, and future-proof than grant-based aid alone.

Impact investments are therefore both solidarity and geopolitically sensible.

6. Successful entrepreneurs have 'skin in the game' and increase the chance of sustainable impact

Investing in entrepreneurs works because they bear the risk themselves and take responsibility. They build companies that create jobs, strengthen local chains and free up economic independence. This shared responsibility – in which entrepreneurs contribute both resources and effort – ensures better decisions, higher efficiency and a greater chance of success in the long term.

The model only works if projects are both socially relevant and economically viable. This dual criterion – impact and profitability – prevents wasted resources and ensures that companies survive long enough to really move their society forward.

7. Impact investments are more efficient than traditional aid and strengthen entire ecosystems

Impact investments create a multiplier effect that donations can never achieve. Loans are repaid and can then be reused (for loans through the OVO Acceleration Fund, this is even the standard procedure). Moreover, they fill exactly the financing gap that commercial banks do not dare to serve: starting or growing local entrepreneurs who have too little collateral but do have a strong business model.

The result is structurally stronger than one-off help:

- funds continue to circulate and the economic impact continues long after the investment has been repaid,
- companies can grow to scale where they strengthen entire communities,
- local markets become less dependent on foreign support.

Impact investments build ecosystems and that makes the approach more resilient, effective and sustainable than traditional development aid.

E. Why our approach really makes a difference

Fundraising is all about impact. But at OVO, impact always goes **hand in hand with humanity, equality and real cooperation**. When someone starts talking about "effective altruism" or just "impact per euro", you, as a volunteer, can frame this powerfully and simply:

1. "Impact is important, but not everything that matters is measurable."

You can't reduce growth, dignity, entrepreneurship, trust and system change to one number. OVO measures results but stays away from the illusion that development and international cooperation can be reduced to a spreadsheet.

The value that strong companies create is human, economic and social – and that never fits completely into one number.

2. "The connection makes support sustainable. The story makes support meaningful."

Your support is not a transaction ("I give X euros, so I get Y result") but a relationship. People engage because they are touched by entrepreneurs with ambition.

People don't support numbers. People support ambition. That is solidarity in its most entrepreneurial form.

3. "Entrepreneurs speak the same language"

Entrepreneurs in Africa and Europe share the same ambition. They know what it means to take risks, to doubt and still persevere. They share the drive to grow, the search for capital, time and talent, and the pressure of every decision.

They also know that expertise, financing or a partner at the right time can make all the difference. This shared experience is exactly what makes OVO so strong: we do not start from theory, but from entrepreneurs who understand and help each other move forward.

That recognition creates connection – and makes support sincere and sustainable.

4. "Growth makes aid unnecessary"

OVO works together with entrepreneurs who want to move forward on their own. Well-intentioned help often alleviates problems but rarely changes the cause.

OVO does more: we strengthen entrepreneurship and the broader ecosystem, create jobs and connect entrepreneurs with markets and investors.

We don't solve one problem – we strengthen the economic fabric that in turn allows new entrepreneurs to grow.

F. Why impact investments?

Impact investments are the link where traditional aid stops. They strengthen not only entrepreneurs, but also entire value chains and ecosystems. This happens for three main reasons:

1. Entrepreneurs take responsibility themselves – this increases the chance of sustainable results.

Impact investments require entrepreneurs to *have skin in the game*: they invest themselves, take risks and build companies that create jobs, increase productivity and enable economic independence.

This shared responsibility makes the impact stronger, more efficient and longer lasting.

2. Impact investments fill the funding gap where banks drop out.

Local banks often do not lend to small SMEs without collateral. Impact investments enable growth for entrepreneurs who have a strong model but do not have access to financing.

3. It is a circular model with lasting impact.

Unlike one-time help:

- loans granted through the [OVO Acceleration Fund](#) are repaid and redeployed,
- companies grow to a scale where they strengthen entire communities,
- reduces dependence on external aid,
- the economic impact persists long after the initial investment has been completed.

Impact investments build ecosystems – resilient, scalable, and sustainable. They combine social value with economic profitability and are therefore more efficient than traditional development aid.

G. For whom is cooperation with OVO strategically relevant?

OVO is particularly relevant for:

Business leaders who want to combine growth and impact

For entrepreneurs, CEOs and directors who believe that strong companies are the basis of sustainable development. OVO provides a framework in which investments lead to local job creation, resilient businesses and measurable impact, without undermining entrepreneurship.

Organizations with an ESG or sustainability strategy that wants to go beyond reporting.

For companies that do not limit ESG to compliance, but want to focus on credible, locally anchored impact. OVO translates SDG ambitions into concrete trajectories around entrepreneurship, energy, agriculture, circularity and inclusion, with demonstrable local ownership and measurable results.

Companies that are or want to become active in growth markets.

For organizations that see Africa as a future sales area, production environment or innovation partner. OVO strengthens local SMEs and ecosystems, prepares them to collaborate with European companies and reduces risks through local knowledge, guidance and network access.

Organizations that want to involve employees in a meaningful and inspiring story.

Collaboration with OVO creates involvement through mentoring, coaching and knowledge sharing. Employees engage with entrepreneurs they get to know and see grow, which creates pride, motivation and a credible impact story within the organization.

Decision-makers who want to respond strategically to Global Gateway and blended finance.

For companies, public institutions and financial actors who want to translate European ambitions into concrete impact on the ground. OVO strengthens local ecosystems, prepares investment-ready dossiers and acts as a reliable implementation partner within the Global Gateway framework.

In summary

OVO is the right partner for organizations that link economic logic to social responsibility, invest in relationships rather than transactions, and want to build sustainable companies and ecosystems in growth markets. For them, partnering with OVO is not a cost, but a **strategic investment in shared growth — today and tomorrow.**

Collaborating with OVO is:

- **Impactful.** You strengthen entrepreneurs at a decisive moment and create sustainable growth, jobs and opportunities.
- **Valuable.** You invest in an approach that goes beyond numbers: you change lives, companies and ecosystems.
- **Equal.** No help, but cooperation between entrepreneurs who recognize each other in drive, risk and ambition.
- **Inspiring.** You learn as much as you give. The meeting between European and African entrepreneurs provides insights that you won't pick up anywhere else.
- **Concrete.** Coaching, expertise, investment preparation and access to capital – tangible steps that make an immediate difference.
- **Strategic.** You build relationships and position today in growth markets that will determine tomorrow.
- **Entrepreneurship that helps others move forward and enriches yourself.** By sharing what you know – or by supporting – you grow as an entrepreneur.

Collaborating with OVO is choosing entrepreneurship that grows, connects and stays. Investing today in people and markets that will make a difference tomorrow.

10. Get inspired



"With the loan from OVO and valuable coaching, we were able to expand our own factory, automate it and scale up our product capacity considerably. That's how our small business has grown into a thriving business – and today we offer thousands of farmers a stable, sustainable income."

Annah Namuli, Managing Director Napas Agro Processors

Stories that speak:

- OVO General presentation: https://youtu.be/_OZb49wqqRo
- Two entrepreneurs testify about cooperation with OVO: https://youtu.be/7wW26g5nd_0
- Student involvement: <https://youtu.be/FpEVznChzac>
- Testimony My Guardian: <https://www.youtube.com/watch?v=1p68v8ceDTk&themeRefresh=1>
- Testimonial Napas: <https://www.youtube.com/watch?v=jDtAhU9NgwM>
- Boost Camp DRC Kolwezi: <https://youtu.be/P7CB15Yr6MY>
- Boost Camp DRC Lubumbashi: <https://youtu.be/Ftmj01dnlAs>

Testimonials:

- [How a Belgian loan to 1 Tanzanian entrepreneur makes thousands of farmers a quarter richer, and how OVO makes such projects possible](#)
- [International synergy: when a Belgian coach supports a Ugandan entrepreneur \(MADCO\)](#)
- [Growing with impact: how UKC is transforming livestock farming in Rwanda](#)
- [Entrepreneur & Coach: An Inspiring Testimonial from Benin](#)
- [Musaneza: Where vision meets collaboration](#) (added value students & coach)
- [AwA Bio Foods: A Senegalese Entrepreneur's Growth Journey in Belgium](#)

Strategy OVO:

- [Why OVO strengthens both entrepreneurs and their local economy](#)
- [A loan that keeps on giving](#)
- [Partnerships that make a lasting impact](#)

11. Pitch Texts

Ultra-short pitch (20 seconds)

Entrepreneurs for Entrepreneurs strengthens African SMEs when they are ready to grow. With tailored coaching, expertise, a strong network and access to finance, we build strong companies that create jobs, strengthen local economies and help shape future markets.

Short pitch (45 seconds)

Entrepreneurs in Africa have talent and ambition but often lack expertise and affordable capital. OVO fills exactly that gap. We guide African SMEs step by step, make them investment-ready and connect them with investors through a reliable network of local and international partners. This creates strong companies that create jobs and strengthen local economies. With €10,000 you fully support one entrepreneur, with €100,000 a complete program. Together we create sustainable growth and future opportunities.

Long pitch (1 minute)

OVO believes that entrepreneurship is the most powerful engine for sustainable development. That is why we strengthen ambitious African SMEs that want to grow, create jobs and invest in their communities.

We select entrepreneurs with potential and guide them with practical, tailor-made coaching by Belgian and local experts. At the same time, we bring them together in a strong and reliable network of investors and partners. OVO acts as a platform where knowledge, experience and trust come together.

Thanks to this network-driven approach, we make entrepreneurs investment-ready and connect them with the right capital. This creates scalable and sustainable companies that strengthen local economies and create prospects.

Our approach works: since 2014, we have guided more than 280 entrepreneurs, mobilized more than €2.5 million in capital and built a community of 140 volunteer coaches and experts. Every euro has a measurable impact. With your support, we will further strengthen this network and guide even more entrepreneurs towards sustainable growth.

You too can guide entrepreneurs with vision and ambition towards sustainable growth

Questions or interested? Then contact karen@ovo.be

www.ovo.be/steun-ovo