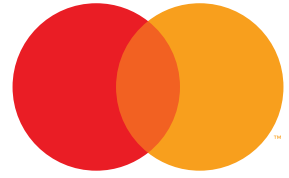


Dunin-Deshpande
Queen's INNOVATION CENTRE



mastercard
foundation

JIM LEECH MASTERCARD FOUNDATION FELLOWSHIP ON ENTREPRENEURSHIP

FINAL REPORT
2022

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I. INTRODUCTION

OUR TEAM

DUNIN-DESHPANDE QUEEN'S INNOVATION CENTRE (DDQIC)

GREG BAVINGTON



EXECUTIVE
DIRECTOR

JIM MCLELLAN



ACADEMIC
DIRECTOR

JOANNA TINUS



PROGRAM &
COMMUNITY MANAGER

CHLOE BEISHEIM



PROGRAM & OUTREACH
MANAGER

PAIGE KASABOSKI



FINANCE &
OPERATIONS COORDINATOR

VIRGINIA SYTSMA



PROGRAM
COORDINATOR

BRUNA GUARINO MORAES



PROGRAM
COORDINATOR

MEGAN SIEROKA



PROGRAM
COORDINATOR

OUR TEAM

JIM LEECH MASTERCARD FOUNDATION FELLOWSHIP ON ENTREPRENEURSHIP

NORMAN MUSENGIMANA



PROJECT
MANAGER

JUSTIN MOSBEY



PROGRAM
COACH

JENNIFER STEFANOPOULOS



PROGRAM
COACH

SCOTT GINGRICH



PROGRAM
COACH

ALESSANDRA AMATO



PROGRAM
COACH

AQUEELA SOMANI



PROGRAM
COACH

JEGA RAJENDRAN



PROGRAM
COACH

ENOCH MUWANGUZI



PROGRAM
COACH

ALIEU JALLOW



PROGRAM
COACH

FARHIA JAMA



PROGRAM
COACH

TITOSE CHEMBEZI



PROGRAM
COACH

OUR TEAM

MENTORS

MARIE JAMBAWAI



UNITED STATES INTERNATIONAL
UNIVERSITY - AFRICA

KORA SABI JANVIER



UNIVERSITY OF
ABOMY-CALAVI

ADELINE UMUTESI



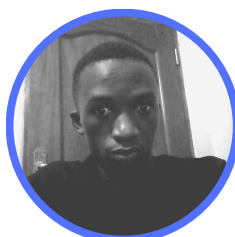
MAKERERE
UNIVERSITY

FUNKE ONAFEKO



SOUTHERN NEW HAMPSHIRE
UNIVERSITY

JESSE MUKISA MUTESASIRA



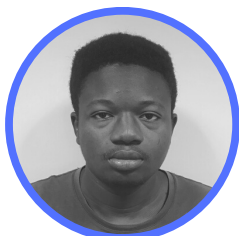
MAKERERE
UNIVERSITY

ANITA MOSES AJIAMBO



MAKERERE
UNIVERSITY

KONLAN MIKPEKOA



KWAME NKUMAH
UNIVERSITY OF SCIENCE &
TECHNOLOGY

DEPHINE KIWALA



KYAMBOGO
UNIVERSITY

CHRISTINE KAMALA



UNITED STATES INTERNATIONAL
UNIVERSITY - AFRICA

OUR TEAM

MENTORS

ABIGAIL DJOSSOU



AFRICA INSTITUTE FOR
MATHEMATICAL SCIENCES

NAHWERA EUFEMIA



MAKERERE
UNIVERSITY

PATRICIA RHODA NEKESA



MAKERERE
UNIVERSITY

DUNCAN ASAMOAH



KWAME NKUMAH
UNIVERSITY OF SCIENCE &
TECHNOLOGY

TINA AGOTOLA



OBAFEMI AWOLowo
UNIVERSITY

OLUWASEGUN OLUWALETI



UNIVERSITY OF
LAGOS

OUR VALUES

Every day, we work to encourage individuals across Africa to develop and foster their entrepreneurial mindset. We have a greater impact on society when we tackle problems from diverse perspectives.

FOSTER GLOBAL
MINDSETS

SHAPE DIVERSE
TEAMS

CULTIVATE
CURIOSITY

INVEST IN PEOPLE &
PROBLEMS

CHAMPION SELF-
SUFFICIENCY

MAKE
ENTREPRENEURSHIP
ACCESSIBLE

BADGES & CERTIFICATES

Students who completed each phase of the program received a badge to recognize their progress throughout the Jim Leech Mastercard Foundation Fellowship Program. Students can receive three badges in total: Explore Entrepreneurship, Ignite Entrepreneurship, and Launch Entrepreneurship. Students received a certificate of completion at the end of all three phases of the program.

Badges and certificates are available online so that students can retrieve them anywhere, at any time, and easily share the details of their achievements. The certificates and badges have a unique ID that will be kept as a permanent record using Blockchain technology.



EXPLORE
ENTREPRENEURSHIP



IGNITE
ENTREPRENEURSHIP



LAUNCH
ENTREPRENEURSHIP

II. PROGRAM STRUCTURE: THE THREE PROGRAM PHASES





EXPLORE ENTREPRENEURSHIP | KEY STATISTICS

2000+

APPLICANTS

from a variety of universities across
Africa.

1071

EXPLORE STUDENTS

accepted into Explore Entrepreneurship.
50% of the participants are from the
Mastercard Foundation network of
universities.

30%

INCREASE IN ACTIVE USERS

Approximately 850 students were
diligently working through the content
and participating in all of the sessions.
We deployed several strategies to
increase student engagement.

PRINCE ARCHIMEDES
| CANVA SOAP

EXPLORE PHASE

JAN - MARCH 2021

1000+ exceptional candidates received access to a curated list of online entrepreneurship courses and worked through the first 11 steps of the Disciplined Entrepreneurship Workbook. Candidates had several months to demonstrate their commitment to the entrepreneurial process by completing the training and progressing on their ideas' respective milestones.

We received such overwhelming interest from non-Mastercard Foundation partner universities that we decided to support a select number of additional students with DDQIC funds.

Each phase of the program highlights the number of participants from non-Mastercard Foundation and Mastercard Foundation partner universities. As a result, 11 out of the 60 Fellows came from non-Mastercard Foundation universities in the program's final phase.

MILESTONES

JAN - FEBRUARY

GUIDING QUESTIONS

- Who is your end user?
- What can you do for them?

MILESTONES

- Make observations through interviews or some other means
- Clearly define and validate the problem you are solving by speaking to end-users
- Validate or invalidate key assumptions which are the basis of creating the solution you want to work on
- Ideate — generate solutions to the problem you are solving
- Create a journey map of your end user's experience using your solution
- Create a clear value proposition for your end user and potential funders

Regional Representation

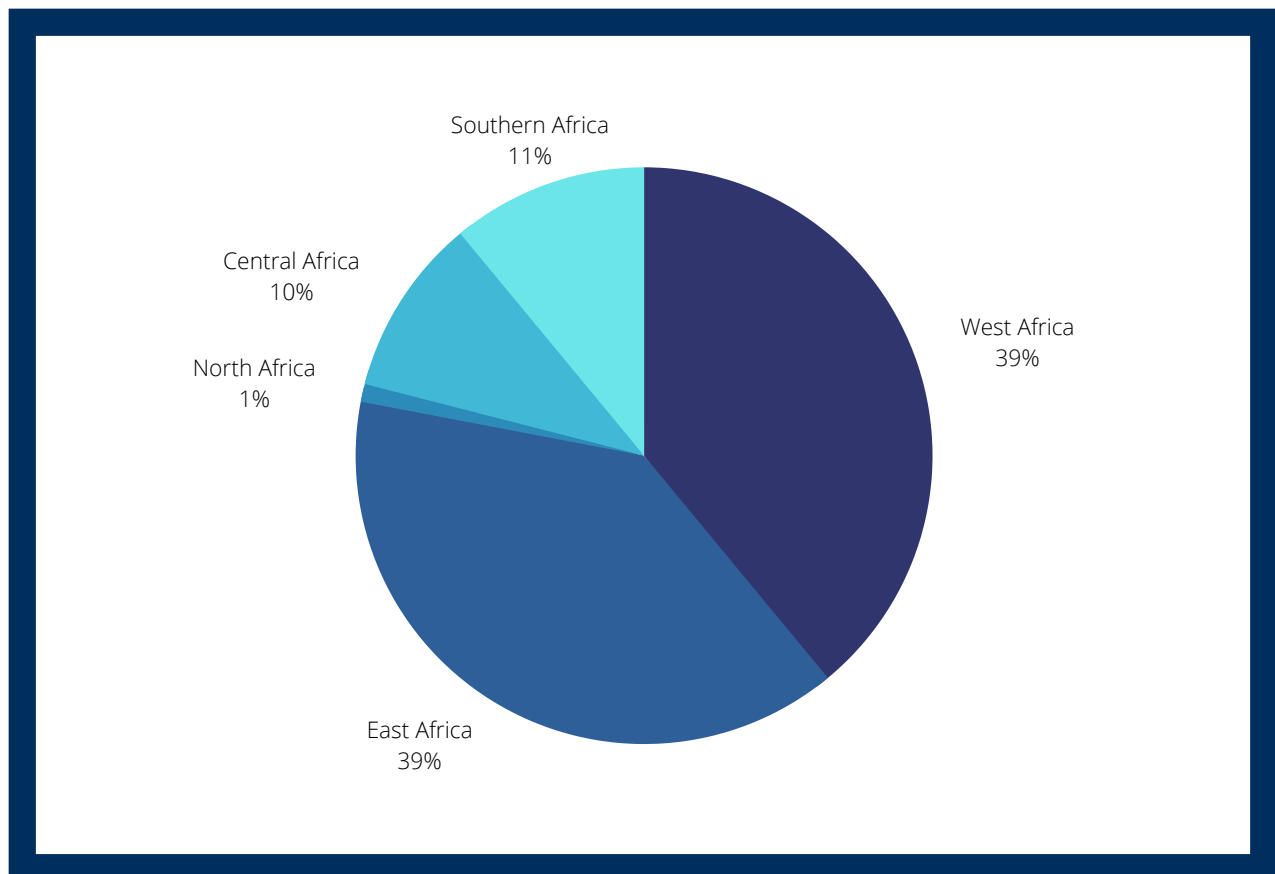


Figure 1 demonstrates the regional representation of the total number of students in the Explore Entrepreneurship program. Each section represents one of the five subregions of Africa: Northern Africa, Central Africa, Southern Africa, East Africa, and Western Africa.

Please note that the regions are based on the UN Statistics Division's subdivision of the African continent.



NAISHA NALUMANSI
| ACHIEVERS POULTRY UGANDA

IGNITE ENTREPRENEURSHIP
| KEY STATISTICS

180

STUDENTS
accepted into Ignite Entrepreneurship.

60%

WOMEN
We continue to ensure that we are supporting women in the program to develop their entrepreneurial skillset.

47%

MASTERCARD FOUNDATION
NETWORK OF UNIVERSITIES

60%

WOMEN
(MASTERCARD FOUNDATION
NETWORK OF UNIVERSITIES)

IGNITE PHASE

MARCH - APRIL 2022

180 finalists with an outstanding commitment to the entrepreneurship process, who excelled at the milestones in Explore Entrepreneurship, were selected to join this phase. Under this phase, they continued to go through an additional curated list of additional online entrepreneurship courses and worked through the remaining steps of the Disciplined Entrepreneurship Workbook. At the end of this phase, the participants pitched their ideas, competing for the fellowship, and the most advanced and promising business ideas became the finalists who received the Fellowship.

IGNITE PHASE

MARCH - APRIL 2022

GUIDING QUESTIONS

- How does your end user acquire your solution?
- How will this be funded or become financially sustainable?

MILESTONES

- Develop channels to market and reach out to any necessary partners
- Create a business model or a plan for funding your solution
- Prototype your solution in the simplest way possible that still allows you to generate meaningful feedback from end users
- Validate all critical assumptions by creating experiments and test your solution using your prototype

KEY ACTIVITIES

MARCH - APRIL 2022

- The Program Assistant and Program Coaches supported and monitored students' commitment and progress

LAUNCH ENTREPRENEURSHIP
| KEY STATISTICS

64

FELLOWS

50%

WOMEN

45%

MASTERCARD FOUNDATION
NETWORK OF UNIVERSITIES

50%

WOMEN
(MASTERCARD FOUNDATION)

LAUNCH PHASE

APRIL - AUGUST

64 Fellows were selected to join DDQIC's summer incubation program. During this phase, Fellows got the opportunity to work on their ideas, access seed funding, and participate in biweekly 3-2-1 pitch presentations about the work they are doing as they transform their ideas into scalable startups. In addition, Fellows received a \$500 stipend and dedicated coaches and mentors from DDQIC's Global Network of industry experts and entrepreneurs.

The DDQIC team chose to increase the number of Fellows admitted to the final stage of the program. Rather than the original 15 Fellows, we invited 60 Fellows using our own funds because we wanted to continue to make it accessible and achieve a wide-reaching impact.

LAUNCH PHASE

POST-IGNITE

- Eligible to compete for a spot at the final pitch competition
- Biweekly 3-2-1 pitches

GUIDING QUESTIONS

- How do you execute your solution?
- How can you scale it?

MILESTONES

- Pilot your solution in a more real-life scenario
- Generate expressions of interest, end-users, or customers
- Create a plan to scale

3-2-1 UPDATES

BIWEEKLY

Every 2 weeks we hosted program update pitches in a 3-2-1 format: 3 slides, 2-minute pitch, 1 minute for questions. We recommended including a 30-second elevator pitch, an update on recent activities, and challenges/next steps. Queen's Innovation Centre Summer Initiative founders, Jim Leech Mastercard Foundation Fellows, mentors, and advisors were also present.

PROGRAM CLOSURE

POST-PROGRAM

SEPT - DEC 2022

- Post-program impact evaluation
- Post-program impact evaluation interviews
- Supporting and matching incubatees with funding opportunities, incubation, and accelerators
- Follow-up to identify potentially successful Fellows, identifying gaps and opportunities
- Identify potential program's mentors among successful awardees

III. PROGRAM CHANGES AND IMPROVEMENTS



An aerial photograph of the Dunin-Deshpande Queen's Innovation Centre, a large, modern, multi-story building complex with a central green field and surrounding parking lots. The building is situated in an urban area with other buildings and a body of water in the background.

Travel Opportunity: Inviting Fellows to the Dunin- Deshpande Queen's Innovation Centre

DDQIC is excited to announce that we plan to host a select number of Fellows and alumni at the 2023 DDQIC Summer Pitch Competition.

The opportunity to travel to the Dunin-Deshpande Queen's Innovation Centre will help Fellows find career advice and support, increase their visibility, advance their careers, find inspiration, and much more. We hope to continue to expand the in-person opportunities for students in the program.

Selected Fellows and alumni will travel to Canada in August 2023.

We're thrilled to announce that the following this Jim Leech Mastercard Foundation Fellowship on Entrepreneurship program alumni have been selected for the travel opportunity:

- Christina Kamala, Christie's Crisps, United States International University
- Duncan Asamoah, Mr. Neat Company Lmtd., Kwame-Nkrumah University of Science and Technology
- Enoch Muwanguzi, Deploy Resources Africa, Makerere University



Program Improvements

Venture Spotlights

While last year's cohort was also encouraged to form teams and work together, we've introduced additional measures to drive collaboration between the 1000+ students. For example, each week our team meets to discuss the top students and ventures in each Program Coaches' group to celebrate achievements and find founders who can work together.

Accessibility

To better accommodate for technological barriers, data affordability, and language barriers, we have instilled a number of new ways we can improve accessibility. All materials are now available to be downloaded as presentation slides and transcripts. All francophone students are partnered with a bilingual Program Coach and assisted with document translations.

Growing Our Team

This year, we grew our team to improve the support and feedback we can provide to students. We took advantage of the fantastic alumni from the inaugural cohort. The Program Coaches and Mentors cover a vast array of industries and countries allowing us to support a wide net of ventures.

Baseline Survey

This year's program had a two-stage application process. Students invited into the Explore stage were required to complete a Pre-Program Evaluation Survey. With a strong baseline understanding of program participants, we can collect a more fulsome impact report at the end of the Launch phase.



Program Improvements

MAKERERE INNOVATION CENTRE

Workshops

This year our team organized a series of workshops tackling key topics to help prepare prospective Fellows for the Launch phase. Fellows also had access to all the Queen's Innovation Centre Summer Initiative (QICSI) lectures and workshops throughout the summer. In 2021, many students requested more live content and meetings with our team. All workshops are recorded and posted to the learning management platform.

In-Person Gatherings

We are developing new opportunities for founders to meet up in person throughout the program. The first in-person meet-up happened at Makerere University in early April. Hugh Cameron, Visiting Lecturer at Makerere University, invited Jim Leech Mastercard Foundation Fellowship students and alumni to eat and network at the Makerere Innovation Centre.

Office Hours

To increase the face-to-face interactions between the students, Program Coaches, and Mentors, we created weekly office hours. In total, students have the option to attend over 30 different weekly office hour timeslots per week. The office hours are in place to get to know the students better, learn about their ideas and ventures, practice pitching, and guide them through the course content.

Pitch Preparation

Several new techniques were put in place to help founders prepare to pitch at the end of the Ignite phase, and beyond. The strategies included 3 dedicated workshops to pitch preparation, live pitching sessions with Program Coaches, and pre-recorded tutorials. We believe that learning how to pitch effectively is one of the most important skills a founder needs to develop to find investors, attract great co-founders, and fine-tune their idea.

Live Sessions

Throughout the first half of the Explore Entrepreneurship phase, our team hosted two live sessions. During both sessions, we saw high participation and interaction levels.

Explore Entrepreneurship Course Kick-Off January 14th, 2022

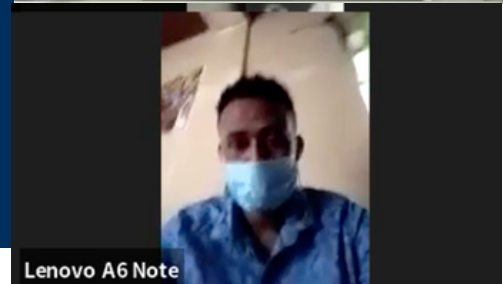
During the course kick-off, we had 150+ attendees engaged throughout the two-hour Zoom session. Our team reviewed the program outline, requirements for admission to Ignite Entrepreneurship, discussed next steps, and held an hour-long Q&A.

Explore Entrepreneurship Update February 10th, 2022

During the Explore Entrepreneurship Update, with 200+ attendees, we reviewed the course requirements and deadlines, walked through course assessments, badges and certificates, and held a one-hour Q&A.

"We are the future problem solvers and the future is now. We have to start right now if we are to change the world."

— Enoch Muwanguzi



Growing Our Team

Program Coaches from the 2021 Jim Leech Mastercard Foundation Fellowship Program



Enoch Muwanguzi

Program Coach
Founder of Deploy
Resources Africa



Titose Chembezi

Program Coach
Founder of Altery
Credit



Farhia Jama

Program Coach
Founder of Holby
Training Solutions

We are thrilled to announce that three alumni from the 2021 *Jim Leech Mastercard Foundation Fellowship on Entrepreneurship* have joined our team as Program Coaches for the 2022 program. Enoch Muwanguzi, Titose Chembezi, and Farhia Jama excelled in last year's program and all reached the final Launch phase.

Our goal is to engage as many program alumni as possible in future iterations of the *Jim Leech Mastercard Foundation Fellowship on Entrepreneurship* program. Both the Mentors and Program Coaches have been invaluable additions to our team.

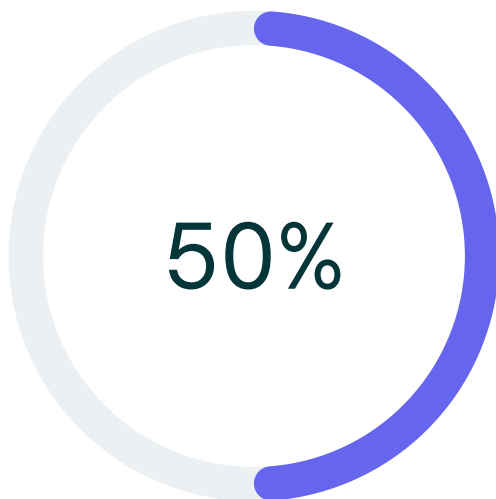


ADJUSTING OUR TARGETS

MAKING ADJUSTMENTS THROUGHOUT
THE PROGRAM TO ACHIEVE OUR
TARGETS WHILE ACCOMODATING FOR
CHANGES AS THE PROGRAM UNFOLDS.

Empowering Female Entrepreneurs

We accepted 64 Fellows into the program, exceeding the 15 Fellow target set out at the beginning of the program.



Women



We will continue to strategize different ways we can continue to empower and support female entrepreneurs.

Going Beyond Mastercard Foundation Partner Universities

Due to the strong interest we received from students across a variety of universities, we recognized an opportunity to impact more students beyond the Mastercard Foundation partner universities.

DDQIC self-funded the additional non-Mastercard Foundation Fellows recognizing the potential to expand the strong impact of this program.

**TOTAL OF
276 UNIVERSITY PARTNERS
ACROSS 49 COUNTRIES**



50% of Launch
Entrepreneurship Fellows are
from non-Mastercard
Foundation partner universities.



Explore

Entrepreneurship

University	Students
African Institute of Mathematical Sciences	19
African Leadership University	25
Ashesi University	10
Carnegie Mellon University	11
Kwame Nkrumah University	45
Makerere University	171
United States International University	25
University of Abomey-Calavi	63
University of Cape Town	34
University of Gondar	91
University of Pretoria	18
Other	559
Total Partner University Students	512
Total	1,071

Ignite

Entrepreneurship

University	Students
African Institute of Mathematical Sciences	8
African Leadership University	5
Ashesi University	2
Carnegie Mellon University	1
Kwame Nkrumah University	11
Makerere University	30
United States International University	3
University of Abomey-Calavi	7
University of Cape Town	5
University of Gondar	7
University of Pretoria	5
Other	96
Total Partner University Students	84
Total	180

Launch

Entrepreneurship

University	Students
African Institute of Mathematical Sciences	3
African Leadership University	3
Ashesi University	2
Carnegie Mellon University	1
Kwame Nkrumah University	6
Makerere University	8
University of Abomey-Calavi	1
University of Cape Town	4
University of Gondar	1
Total Partner University Students	29
Other	35
Total	64

WE INNOVATE FOR INCLUSION



Meet Bukanya Eric !

- A Civil Engineering Diploma Student
- He is 20 years old and Deaf
- He cannot afford to pay 100 USD monthly for an interpreter !

IV. THE DDQIC FINAL PITCH COMPETITION

**A review of key takeaways and
outcomes of the top 8 finalists**

Total of \$65,000 Seed Funding Awarded

**\$15,000 PRIZE WINNER &
\$10,000 IN-KIND BRAND CONSULTING,**



Joan Bayega

DMB Translation Services
Makerere University,
Uganda

"Having gone through the program, I feel highly polished as an entrepreneur and more confident in my skills and ability to build a successful enterprise and navigate the adversities that come with that. So far, the [Jim Leech Mastercard Foundation Fellowship] has been the most comprehensive and enlightening business development program I have gone through."

DMB Translation Services Ltd is a social enterprise working to inspire inclusive societies by creating affordable and modern assistive technologies for persons with disabilities.

\$15,000 PRIZE WINNER & 5 HRS PRO BONO BRAND CONSULTING



Fadzai Muramba

Strictly Diabetic

University of Cape Town,
Zimbabwe

"I am grateful to the Jim Leech Mastercard Foundation Fellowship on Entrepreneurship, who have shown their belief in Strictly Diabetic and the better management of diabetes care in Zimbabwe."

Strictly Diabetic helps type 2 diabetics manage their blood sugar levels at a minimal cost to prevent diabetic-related complications in the future. Their services include an online community platform and a 28-day program.

\$10,000 PRIZE WINNER



Reitumetse Kholumo

Kwela Brews

University of Cape Town,
South Africa



"I have learned so much and continuously felt supported in developing Kwela Brews. I'm deeply grateful to the Dunin-Deshpande Queen's Innovation Centre, the Mastercard Foundation...for creating opportunities for student entrepreneurs!"

Kwela Brews helps homebrewers of traditional African beer produce their product efficiently and safely by providing a low-cost brewing machine and safe and affordable brewing ingredients for their brewing needs.

\$5,000 PRIZE WINNER



Ewaoluwa Olasoji

Lotanna

Obafemi Awolowo

University,

Nigeria

“The experience has been surreal, immersive, amazing, and far beyond my expectations. It has been a journey of grit and hard work, learning and hands-on practice, guidance and mentorship, support and hope. The greatest lesson for me has been to always do things well because you never know where it will lead you.”

Lotanna is an Afrocentric fashion company that aims to provide timely solutions to the clothing style needs of professional working women and female business executives.

\$5,000 PRIZE WINNER



Emmanuel Williams

Campus Buy

Niger Delta University,
Nigeria



"The Jim Leech Mastercard Foundation Fellowship program is different from others I know, apart from giving me the required skills to become a good entrepreneur they also encourage us in our every step in business, follow-ups and interacting with other experienced people who give us advice through sharing stories on how they made it."

CampusBuy is an e-commerce venture focused on offering the broadest range of general students' goods and services on a single platform at the best rates in Nigeria.

\$5,000 PRIZE WINNER & 5 HRS PRO BONO BRAND CONSULTING



Prince Archimedes

Canva Soap

Asheshi University,
Ghana



"The Jim Leech Mastercard Foundation Fellowship on Entrepreneurship has greatly affected my life in business and entrepreneurship not only in economic transformation but also in business progress. With this great opportunity, I shall always be connected to the program."

Canva Soap makes both liquid and bar soap for people who have difficulty accessing health products and are victims of the negative impacts of poor health.

PITCH COMPETITION FINALIST



Victor Kenneth
Tawi Health
University of Nairobi,
Kenya



"It's my pleasure to share the completion of [the training] by Dunin-Deshpande Queen's Innovation Centre, at The Jim Leech Entrepreneurship program. Thank you to my mentors Aqeela A. Somani, Enoch Muwanguzi and the whole team bringing this all together."

Taxi Health aims to increase equitable and inclusive access to healthcare services in Africa. They provide a software tool to people living with non-communicable diseases to allow them to connect with doctors remotely.

PITCH COMPETITION FINALIST



Precious Isola

Ileemore

University of Ibadan,
Nigeria



"The program has helped me to be more proactive in my venture's dealings. I have learnt a lot of new concepts to help me in my entrepreneurial journey. The program coaches have been amazing... I have also been provided with valuable networks for my business."

The platform enables students to take tests on certificate examinations past questions and get well-detailed answers. We present the solutions in an understandable, conversational, and interactive way with the aid of diagrams and animations to drive the point home.

V. Founder Spotlights

Highlighting some of the founders in this year's Jim Leech Mastercard Foundation Fellowship on Entrepreneurship.



AMBROSE ONAPA |
FOUNDER OF TAL YOUTH UGANDA

HIGHLIGHTING THIS YEAR'S FOUNDERS

Rose Chimilila

FOUNDER OF CHIMI FRESH
PRODUCE

Chimi Fresh Produce is an agribusiness that aims to reduce the post-harvest losses and maintain the overall quality of produce following harvesting by leveraging the value chain in processing, cold chain and storage, packaging and transporting fresh vegetables and fruits into the market through food chain retailers, local food vendors and Food Wholesale distributors. Chimi Fresh Produce allows traceability of the produced from the farm gate to the market.

[Click here to learn more!](#)



Prince Baffour Agyei

FOUNDER AND CEO OF
MOREPLEX

Prince is the Founder and CEO of MorePlex, a social enterprise that trains and employs youth, school drop-outs, and single parents in soap-making, to improve their standards of living. Their soaps are produced and marketed by low-income women in rural areas. They believe that women are an invaluable asset that holds the power to take generations out of poverty. Providing economic opportunities for women holds a promise for real change because when women have income, they invest in themselves, their children's education and nutrition, building stronger families, and communities over time.

[Click here to learn more!](#)



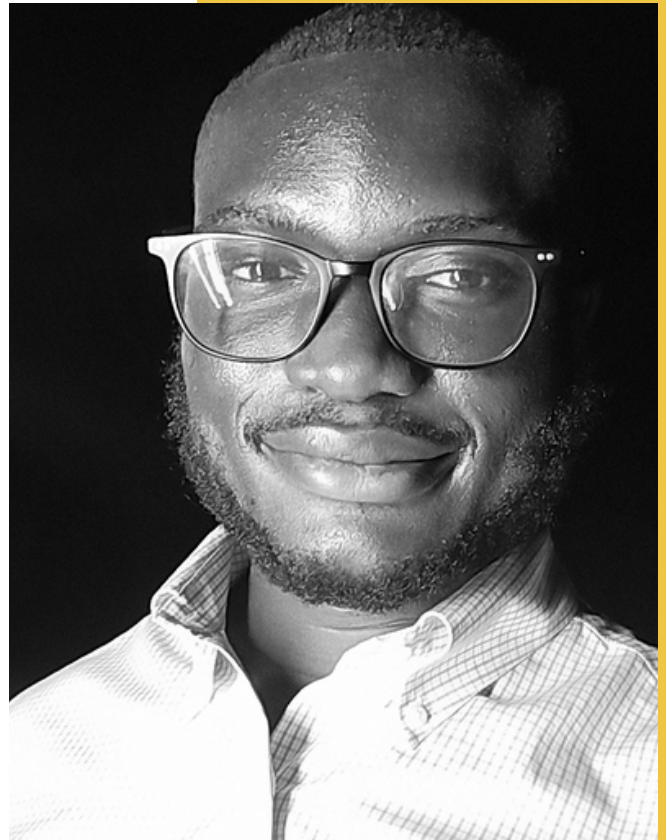
Victor Kenneth

FOUNDER OF TAWI DIGITAL
HEALTH

Tawi Digital Health aims to increase equitable and inclusive access to healthcare services in Africa. They provide a software tool to people living with non-communicable diseases to allow them to connect with doctors remotely.

Victor was recently selected to participate in the Hult Prize Nairobi Regional Summit at the end of April 2022. He and his team are now one step closer to securing a coveted spot in their Global Accelerator Class of 2022.

[Click here to learn more!](#)



Rosalinda Agana

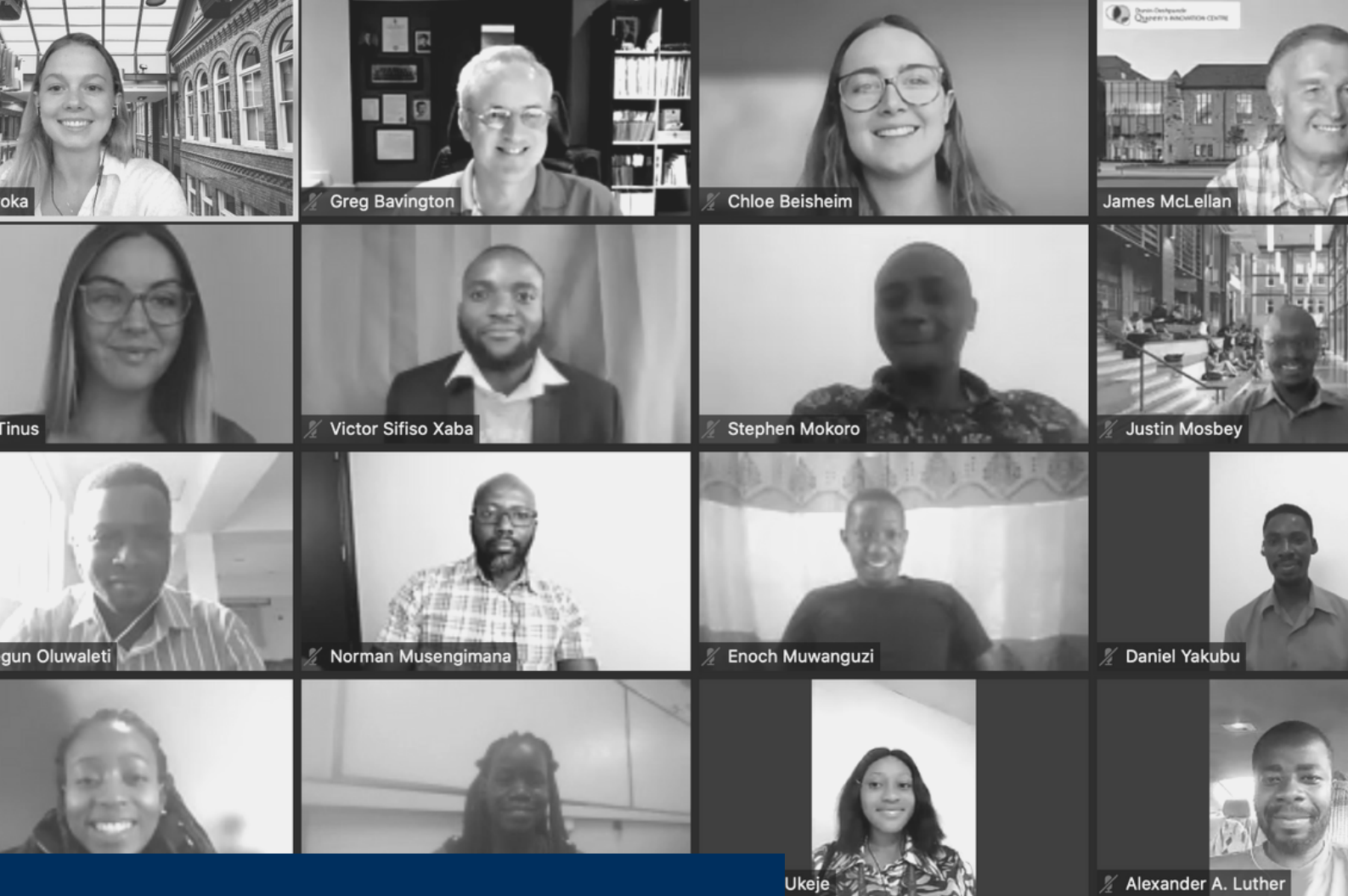
FOUNDER OF LA ROSA

La Rosa is a social enterprise that seeks to make baking accessible to all through training and providing affordable baking to all households. Its mission is to create employment through the development of new skill sets.

In addition to her work with La Rosa, Rosalinda is a Mentor for the Margot Community. Margot is an inclusive online network helping women and gender-marginalized individuals find mentors in all industries and leadership levels, provide virtual 1:1 time with them, and normalize women being compensated for their knowledge.

[Click here to learn more!](#)





WHERE ARE THEY NOW?

Reflecting on the accomplishments of
our program alumni.

Program Alumni



Kingsley Kwaku Pinkrah

Founder of CEDI Ghana

In June 2022, CEDI Ghana, Leadogo Inc., DDQIC, and the JACCD Design Institution Africa launched the Entrepreneurship Jobs for All (E-Jobs4All) Program. The E-Jobs4All program will set Ghanaian youth up to build and grow their businesses. Successful applicants will receive free entrepreneurship and innovation training from DDQIC, advisory services from business experts in the Leadogo Inc. network and in-person training at JACCD Design Institute Africa. E-Job4All received over 1,400 applications and will launch in tandem with the Jim Leech Mastercard Foundation Fellowship on Entrepreneurship in January 2023.



Eunice Kloe

Co-Founder of BidiGreen Ghana

BidiGreen Ghana, a smokeless charcoal production and distribution company in Ghana, has continued to experience rapid growth since the end of the 2021 Jim Leech Mastercard Foundation Fellowship on Entrepreneurship. Since August 2021, BidiGreen Ghana has grown their team, mostly comprised of women, to increase the production and distribution of its charcoal briquettes. One of their primary goals is to create jobs by empowering women with Bidigreen production skills and establishing production centers in three communities that have been adversely affected by food insecurity and where much of the populace cannot afford the high price of liquefied petroleum gas (LPG).



Duncan Asamoah

Founder of Mr. Neat Company Lmted.

Following the end of the Launch phase of the Jim Leech Mastercard Foundation Program, Duncan Asamoah began increasing his production capacity. Among the items he purchased are a carbonator, distiller, shrink wrapper, and quality control equipment.

As of November 2021, Duncan had produced and supplied 150 car wash products to local shops in Accra. He has a total of 50 customers, 15 shops supplying his carwash shampoo, and 3 employees who help sell his products. Mr. Neat Company is now beginning to expand their product line.



Christine Kamala

Founder of Christie's Crisps

Christie's Crisps offers high-quality and affordable potato crisps directly to consumers. Since the end of the *Jim Leech Mastercard Foundation Fellowship Program*, Christine purchased 2 cookers in order to produce up to 200 units per day. She has also hired a team of 5 people including 1 full-time employee. Christie's Crisps began selling crisps in a local shop but has now ramped up demand by selling directly to students on campus at the United States International University-Africa.



Abraham Kyeyune

Founder of Quest School

Quest School recently launched a partnership with DDQIC to serve university and high school students through the launch of courses in social entrepreneurship, technology, leadership, and more. The program launched in September 2022 to a pilot cohort of 150+ students. DDQIC and Quest School will work together on the next steps to create a sustainable model so the course can be delivered on a larger scale following the pilot phase.

Abraham has expanded his team, recruiting 10+ volunteer Mentors and Program Coaches to work alongside students throughout their Fellowship.



Dennis Ssekimpi

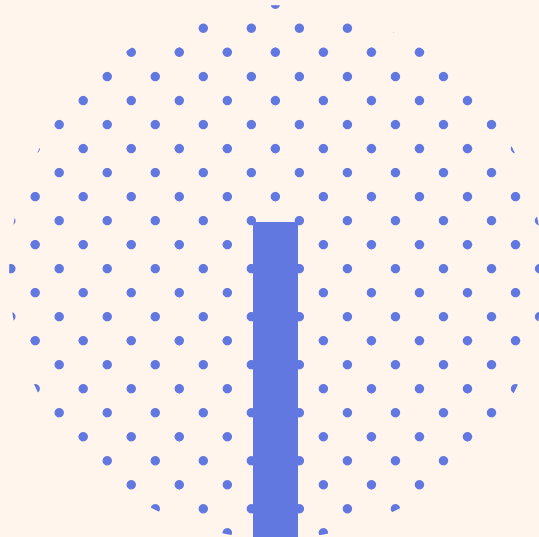
Co-Founder of Hya Bioplastics

Hya Bioplastics has used the \$10,000 seed funding from the DDQIC Summer Pitch Competition to help scale production from 500 to 10,000 units daily. They have increased their heat presses and purchased additional required products to achieve this production.

Hya Bioplastics has developed an innovative and patent-pending process that re-engineers plant fibres to produce bioplastics. Their technology can create various forms of 100% biodegradable products that can be used in various applications including food packaging, consumer products, and construction materials.

VI. STUDENT TESTIMONIALS

2021-2022 COHORT



STUDENT TESTIMONIAL:



“Under the guidance of this program, we have managed to reach awesome milestones. From setting up a proper plan of action to executing and reflecting every day it has been not just an honour but a pleasure to be on this journey with such a passionate group of people who truly wants the best for the business.”

SwiftStar Technology specializes in projects that help build and uplift the tech ecosystem in the informal business sector. They provide exceptional coding services and help clients create elegant and effective digital platforms. Since the beginning of the Jim Leech Mastercard Foundation Fellowship program, they have enrolled 10 new clients.

Estelle Olifant

SwiftStar Technology

University of Western Cape

STUDENT TESTIMONIAL:



“Little did I know that entrepreneurship is possible for everyone as long as you put your best foot forward...the program has changed my mindset to thinking like an entrepreneur. It has challenged me to look at problems as opportunities...

[The program] is a golden opportunity every young person must utilize. I must say that whoever missed this opportunity missed gold. I recommend Jim Leech to every young person who is on a journey to becoming a successful entrepreneur.”

La Rosa is a social enterprise that seeks to make baking accessible to all through accessible training and supplies.

Alinda Janet

La Rosa
Makerere University

STUDENT TESTIMONIAL:



▮ [The Jim Leech Mastercard Foundation Fellowship] provides great quality content and mentorship; the mentors are disciplined and committed to seeing that your idea/venture comes out the best, and they provide advice, support, and guidance...I highly regard Jim Leech Mastercard Foundation Fellowship as one of the best programs that seek to empower entrepreneurs with the necessary skills and mindset to succeed.

As of today, my venture has been able to offer our services to 23 customers, who are of different economic sectors and we have generated [revenue]."

Emeje Othniel Ojotule

World Impactors
University of Jos

STUDENT TESTIMONIAL:



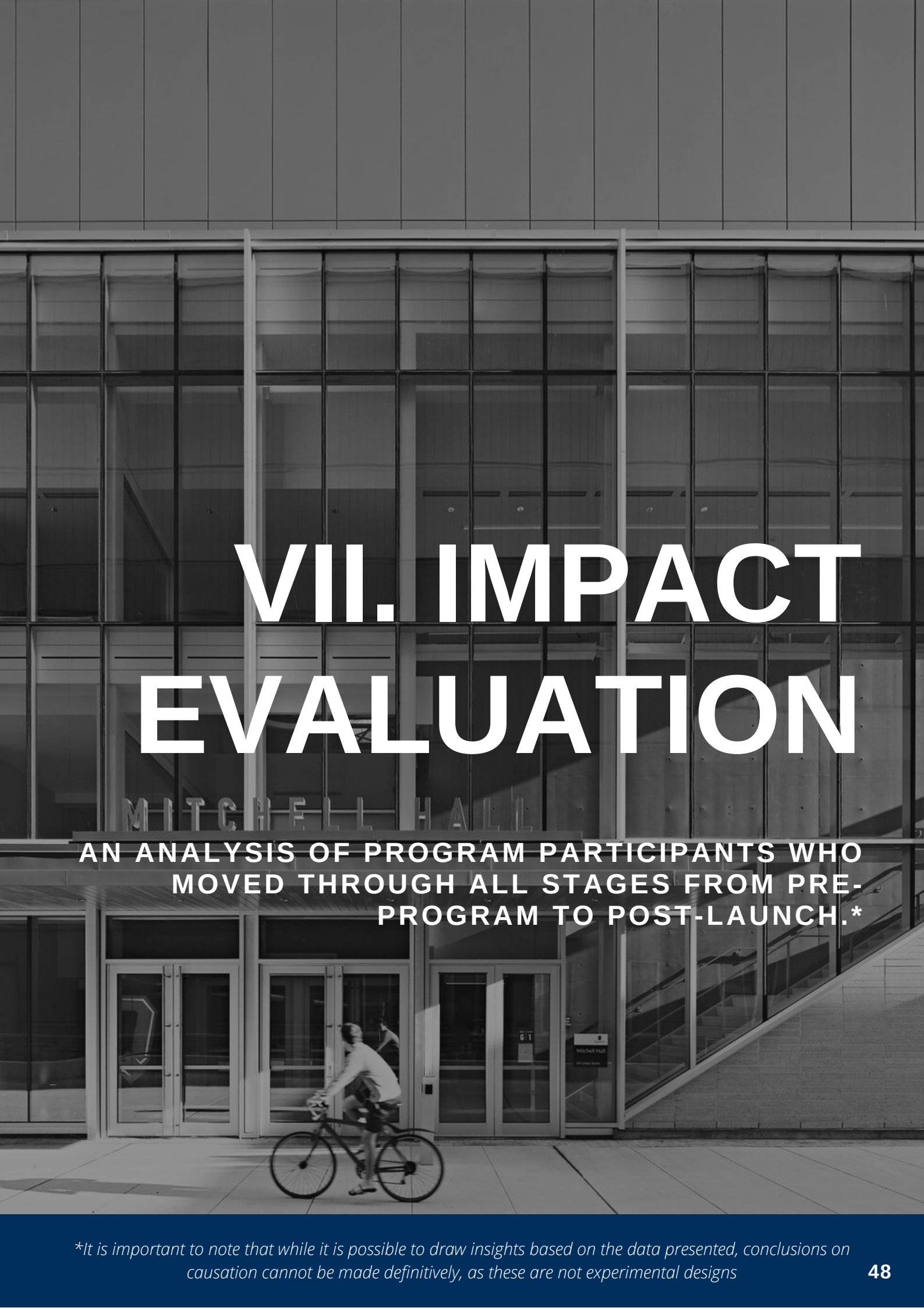
▮ "Although intensive, the program is brilliantly structured to help busy entrepreneurs successfully go through the rigorous training schedule. One of the most beneficial elements of the program is access to a network of experienced coaches and mentors we can rely on for practical advice relating to our enterprises.

Since joining the program, my venture has experienced significant growth in terms of operations and rapid milestone achievements."

Victor Boafo

EntoFarms

Kwame Nkrumah University of Science & Technology



VII. IMPACT EVALUATION

AN ANALYSIS OF PROGRAM PARTICIPANTS WHO
MOVED THROUGH ALL STAGES FROM PRE-
PROGRAM TO POST-LAUNCH.*

**It is important to note that while it is possible to draw insights based on the data presented, conclusions on causation cannot be made definitively, as these are not experimental designs*

INTRODUCTION

This evaluation assesses the impact that can be attributed to the Jim Leech Mastercard Foundation program for changes among participants, both intended and unintended. The analysis included 37 participants who completed all 4 of the impact evaluation surveys sent out after completion of each stage of the program: pre-program, post-explore, post-ignite and post-launch.

SHARED MEASURES

The impact evaluation has been mapped out using the Shared Measures created by the Mastercard Foundation in addition to key metrics collected routinely by DDQIC to assess program impacts. It showcases how the Jim Leech Mastercard Foundation Fellowship program complements the Shared Measures used by the Mastercard Foundation in its impact measurement and evaluation.

LEVEL 1: SKILL-BUILDING

- Training
 - 720 learners participated in training opportunities
 - 180 learners received badges, indicating their successful completion of all training opportunities
 - 238 received Design Thinking Badges
 - All participants either agree, or strongly agree that they have the *skills and experience needed to make a difference in their communities and lead diverse teams*
- All respondents post-Launch indicated that they either somewhat agree, agree, or strongly agree that the program helped them develop a community of support and better ability to recover quickly from difficulties

LEVEL 1: SKILL-BUILDING

- **Formal Education**
 - There was a 12% increase from pre-program (65%) to post-launch (73%) of participants strongly agreeing with the following statement: “I believe formal education is useful and relevant experience for my future”
 - There was a 22% increase from pre-program (60%) to post-launch (73%) of participants strongly agreeing with the following statement: “Considering my education and experience so far, I feel well prepared for my next professional steps”

LEVEL 1: ENTERPRISE SUPPORT

- **Program Coaches**
 - All Fellows had access to a team of 10 Program Coaches in the Explore phase, and 8 coaches in the Ignite and Launch phases, who supported them throughout each phase of the program
- **Global Network**
 - 24 Global Network judges attended the pitch competition semifinals, hailing from innovation hubs in Toronto, Los Angeles, London, Hong Kong, Shanghai, and Beijing.
 - All teams were judged by 3-4 Global Network mentors and received written feedback
 - 7 Global Network mentors and alumni attended the Practice Pitch Day
 - 7 Global Network members reached out to teams to have follow-up feedback/mentorship calls
- All 8 finalist teams had a 30-minute private coaching session on Pitching Excellence before the Final Pitch Competition

LEVEL 1: EMPLOYMENT SERVICES

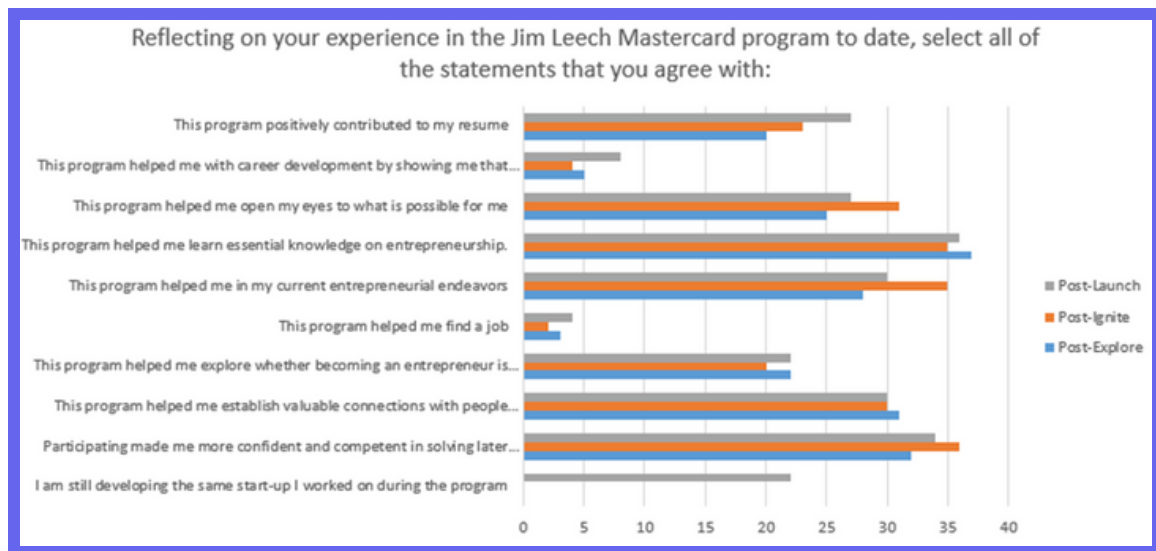
- The goal of the program is to create entrepreneurs, therefore we do not have data on employment services
- In future years, DDQIC will collect and provide data from entrepreneurs in the program about employment opportunities created by Fellows from the program

LEVEL 1: KNOWLEDGE & INFLUENCE

- Innovative Research & Knowledge Platforms
 - The 15 Modules throughout the Explore and Ignite Entrepreneurship courses cover a variety of areas including Intellectual Property, Research, Innovation, pivoting in the process of creating a business, Market research, and Research & Development

LEVEL 2: CHANGES IN CAPACITIES

- 97% of respondents post-launch thought the program was "very" or "extremely" helpful in helping them further their venture
- 95% of responses post-launch indicated that participants either agree, or strongly agree that their experience in the program helped improve their entrepreneurial attitudes/mindset in various ways (table in following page), such as:
 - More confident in professional scenarios
 - More confident in their support network
 - More confident they can build a venture from the ground up
 - More prepared for next professional steps
 - Feel they can make an impact or improve the world in some way
 - More comfortable assessing and taking risks
 - Feel they have the skills needed to lead a diverse team
 - Feel they have the experience and tools needed to manage team conflict
 - More interested in working with a team of co-founders, indicating a preference to working with a team versus working alone



LEVEL 3: SYSTEMS IN SECTORS / PORTFOLIOS

- **Changes in collaboration & coordination**
 - **97% of participants post-launch stated that they somewhat agree (5%), agree (30%), or strongly agree (62%) with the statement "I would prefer to launch my venture with a team of co-founders"**

LEVEL 4: OUTCOMES

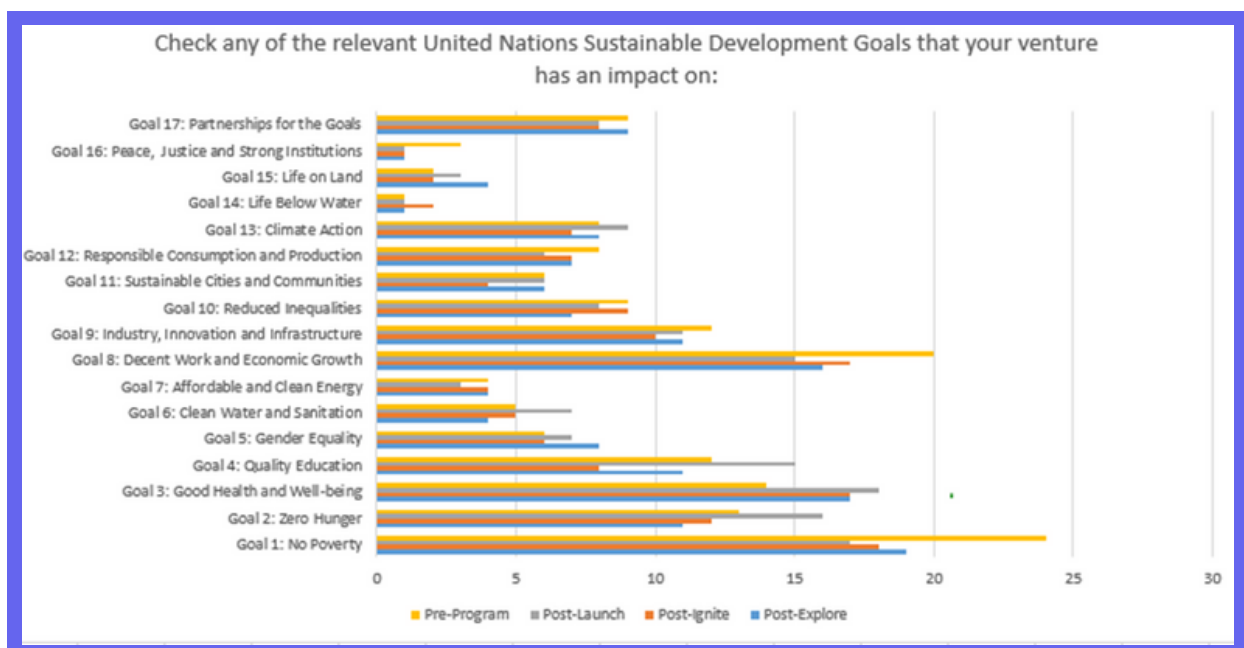
- **Self-Employment**
 - **78% of the participants indicated that their venture has hired at least 1 youth since January**
 - **308 people hired by 29 ventures since January, 230 of them being youth**
 - **67% of respondents indicated they "strongly agree" and 31% indicated "agree" that they feel more prepared to create work opportunities for themselves compared to when they first entered the program**
- **Enterprise Growth**
 - **There was a 23% increase in respondents indicating increase in their revenues from pre-program to post-launch**
 - **There was a 100% increase in respondents indicating they have paying users/customers from pre-program to post-launch**
 - **There was an increase in full time employment (14%) and self-employment (43%) and a decrease in unemployment (50%) from pre-program to post-launch**

LEVEL 5: IMPACT

- **Resilience**
 - All respondents post-launch indicated they either somewhat agree, agree, or strongly agree that the program helped them develop a community of support and better ability to recover quickly from difficulties
- **Quality of Life**
 - Through an evaluation of subjective well-being, some evidence that program participants felt more satisfied with life, that things they do are more worthwhile, and were overall happier as they advanced through the program

MISSION ORIENTATION

- There was a 17% increase in awareness of SDGs from post-explore (81%) to post-launch (95%)
- The most common SDGs ventures believe they are addressing are: Goal 1: No Poverty, Goal 3: Good Health & Wellbeing & Goal 8: Decent Work and Economic Growth, as seen in the graph below



FINAL REPORT 2022

Students want to explore entrepreneurship, and we want to help. This year, we selected 64 ambitious individuals to be a part of the Jim Leech Mastercard Foundation Fellowship on Entrepreneurship Program.

We are excited to watch the ventures develop and the changes they make in both their local and global communities.

Sincerely,

*The Jim Leech Mastercard Foundation
Fellowship Team*

