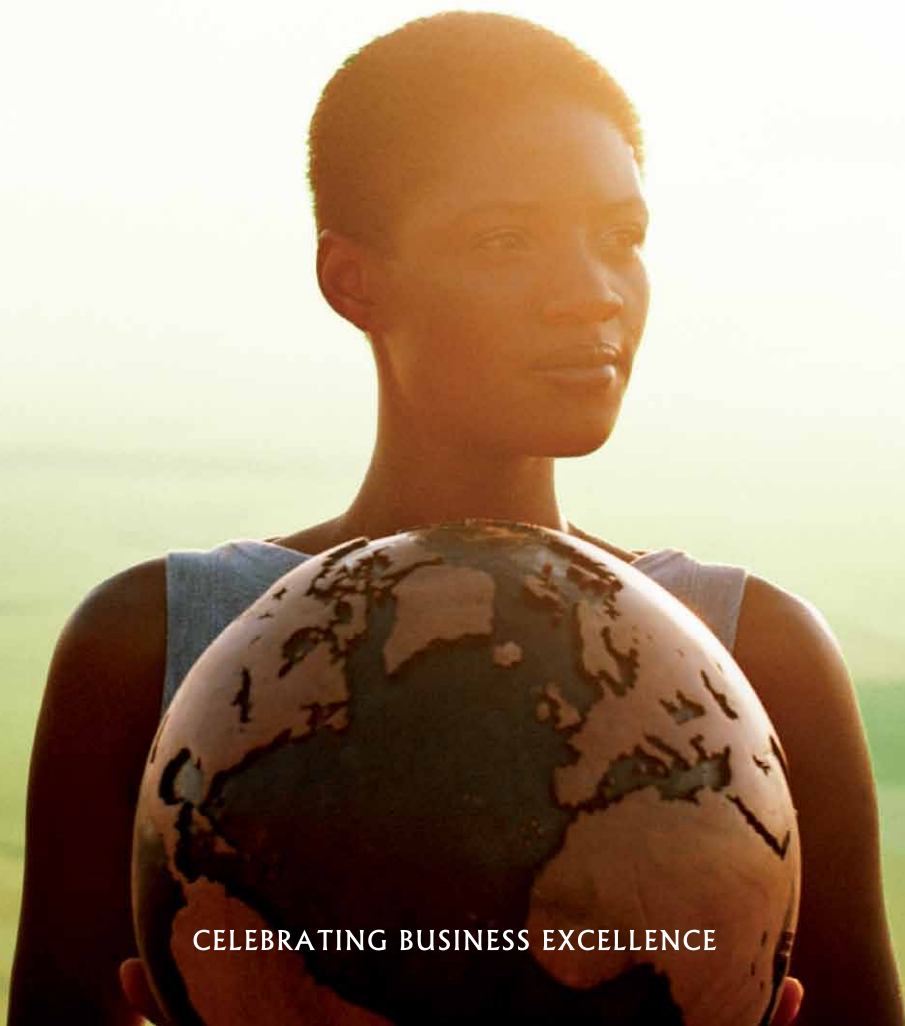




2011

AFRICA AWARDS

for Entrepreneurship



CELEBRATING BUSINESS EXCELLENCE

Introduction

Legatum is a private investment group with a twenty-five year history of investment across five continents, and is the founder and owner of the Africa Awards for Entrepreneurship.

As a leader of the Prosperity Movement, the Legatum Group is entirely organised around the principle of creating prosperity on a global scale, and our mission is to generate and allocate the capital and ideas that help people to lead more prosperous lives. From our years of investment experience, particularly in developing markets, we have observed firsthand a number of truths: that people prosper when they are free to take advantage of opportunity; that business creates opportunity by providing employment and individual advancement; that while there will always be a role for philanthropic grants to those who have no opportunity to help themselves, the long-term impact of business upon sustainable development is more effective by an order of magnitude; and that small business cannot establish itself nor flourish unless entrepreneurs are encouraged and allowed the freedom to prosper themselves.

First and foremost, therefore, we are advocates for the power of entrepreneurship and have created the Africa Awards for Entrepreneurship to recognise the very best African entrepreneurs and reward them with prize funds of US \$350,000. Furthermore, we will encourage entrepreneurs directly through support networks and the provision of valuable services; we will lobby policymakers to create a beneficial environment for small and medium-sized businesses; and while we do not seek to create a deal pipeline for ourselves, we will facilitate the connection between investors and the outstanding small and medium-sized businesses that will fuel the growth of the continent.

We encourage all eligible companies to submit their own entries to the Africa Awards this year and for others to nominate the very best entrepreneurs who represent the future of Africa's growth and prosperity.



Alan McCormick
Managing Director, Legatum

www.AfricaAwards.com





The Africa Awards Programme

The competition element of the 2011 Africa Awards for Entrepreneurship will follow a tried and tested methodology to discover the ten finalists who will have satisfied the expert panel judges through several stages of evaluation that they indeed represent the very best of African entrepreneurship.

Having submitted a formal application online at www.AfricaAwards.com, including their business plans and financial data, the company and its leadership will be evaluated in six areas:

1. Overall profitability; ROI and growth
2. Long-term, sustainable business strategy
3. Leadership, culture and values
4. Investment in human capital
5. Innovating to meet a market need
6. Contribution to the community

Companies will be eligible to compete for the prize fund and honour of being selected as an Africa Awards Winner according to the following basic criteria:

1. Annual turnover from US \$1 million to US \$15 million
2. At least two years of profit, supported by audited financial statements
3. Independent, ideally founder-led (not a subsidiary of a larger organisation)
4. Employs more than ten staff and be in full compliance with local labour laws

Applications will be solicited through a ten month, multimillion dollar global publicity campaign including advertising and PR initiatives, and through outreach campaigns to local business groups, networking events, diplomatic community, government outreach and direct nominations.

Prize Fund Structure

The total pool of prize money will be US \$350,000 which should be reinvested back into the business. One Grand Prize winner will receive US \$100,000; a further three prizes of US \$50,000 each will be awarded and two special prizes of US \$50,000 will be reserved for companies with revenues of under US \$1.5 million.

Judging

All entries will be analysed using sophisticated filtering software to reduce the field of applicants in accordance with the predetermined criteria. Further panels of judges will progressively select the final 50 and then the 15 semi-finalists who will be visited in person and whose financial statements will be audited by our accounting partner. Ten finalists will then make in-person presentations to a world-class jury of business experts over the course of two days preceding the Gala Awards event.

Programme Timeline

Phase 1	February – May	Continuous promotion of past programme and winners
	February – May	Media and programme preparation
Phase 2	May 31	2011 Awards open for entries
	May 31	Media Briefing; new website launched
Phase 3	June – August	Ongoing recruitment of applicants
	June – August	Promotional Road Show: PR & Advertising: online/print/radio/TV/outdoor
	July	High-level media announcement regarding progress of Awards applications and Conference
Phase 4	August 24	Applications close
	September 7	First cut to Top 100 applicants (via filtering)
	September 21	Second cut to 30 quarter-finalists (online panel review)
	October 5	Third cut to 15 semi-finalists (online panel review)
Phase 5	November 1	Announcement of ten finalists
Phase 6	December	Pre-event publicity and promotion
	December 5/6	Final live judging and selection
	December 7	Alumni workshop
	December 8	CONVERGENCE: AFRICA conference on Entrepreneurship
	December 8	Gala Awards dinner at KICC, Nairobi, Kenya

CONVERGENCE: AFRICA



For the first time, in 2011, the activities around the concluding Gala Awards dinner for the Africa Awards for Entrepreneurship will include a prestigious one-day conference headlined by Sir Richard Branson. CONVERGENCE: AFRICA is the platform that brings together the entrepreneurs, investors, policy-makers and businesspeople who will fuel the continent's continuing growth. The conference will be informative, practical, and above all, actionable; it will be built around a series of Master Classes led by outstanding business leaders from Africa and overseas, and will culminate in an exclusive session designed to match enlightened investors and a selection of the brightest entrepreneurs and their businesses in a series of rapid-fire meetings – in what we call Investor Speed Dating.

- Keynote address and Q&A with Sir Richard Branson
- Inspirational talks and perspectives on African business by the continent's most respected leaders
- Moderated Master Classes led by experts from a range of industry disciplines
- Practical solutions for expanding business and supporting entrepreneurship
- Pitching opportunities for selected businesses with Venture Capital and Private Equity investment firms

2010

AFRICA

AWARDS



AFRICA AWARDS
The Africa Awards for Entrepreneurship

WINNER 2010-2011

WINNER PULERA SOFTWARE (PTY) LTD

WINNER BEST TECH STARTUP ONLY

WINNER 2010-2011

WINNER DRAGONFRUIT BUSINESS DEVELOPMENT

History

Legatum and its partner, Omidyar Network, have been long-time supporters of entrepreneurship in Africa, reflecting their shared commitment to market-based solutions to reducing poverty. In 2007, Legatum developed the first Pioneers of Prosperity Africa Awards. By celebrating the success of Africa's leading entrepreneurs, our intention is to draw attention to a few of the thousands of success stories in Africa. Such demonstrated success encourages greater entrepreneurship, while also attracting more international capital and investment into a continent that has an outdated and inaccurate reputation for persistent poverty and dependency.

In 2007, more than 450 small and medium-sized businesses from the East African countries of Burundi, Kenya, Rwanda, Tanzania and Uganda competed for five prizes of US \$50,000 and the Grand Prize of US \$100,000. Each company was rigorously evaluated according to four criteria – effective business performance, leadership, commitment to employees and long-term sustainability – and 11 finalists were chosen to appear before the final judging panel. AAA Growers, a Kenyan agri-business was awarded the Grand Prize in the inaugural year, receiving their Award from His Excellency President Paul Kagame of Rwanda, in a Gala

Award Ceremony held in Kigali on 30th November 2007. The five other winners that night were Enterprise Urwibutso (Rwanda); Good African Coffee (Uganda); KenCall (Kenya); Tele-10 (Rwanda); and Virtual City (Kenya).

The 2008 Africa Awards programme built upon the success of the inaugural 2007 Awards and, with more than 1,400 entries, more than tripled the number of applications from small and medium-sized enterprises in an expanded field of 10 countries – Botswana, Cameroon, Côte d'Ivoire, Ghana, Kenya, Namibia, Nigeria, Rwanda, South Africa and Uganda. On Wednesday 19th November 2008, the winners were announced at a ceremony held once more in Kigali, Rwanda, and graced by the presence of H.E. Paul Kagame, President of the Republic of Rwanda and H.E. Mwai Kibaki, President of the Republic of Kenya.

The judging panel, led by 2007 Grand Prize winner Ariff Shamji of AAA Growers, selected Superflux International, a security printing solutions company from Nigeria, as the Grand Prize Winner. The five winners of US \$50,000 each were: AAR Health (Kenya); Africa Polysack Industries Ltd. (Uganda); Gahaya Links (Rwanda); Integ8IT Group (South Africa); and Safi Cleaning (Uganda).

2010 was our most successful year yet with more than 2,700 applications received from 15 countries, having added Ethiopia, Mozambique, Sierra Leone, Tanzania and Zambia; and 18 industry sectors were represented. At an invite-only Gala Awards Banquet in Nairobi, Africa's business leaders saw the Grand Prize awarded to Kamal Budhabhatti of Craft Silicon, a Kenya-based provider of software solutions for the financial industry; other winners of \$50,000 each were Mellech Engineering (Kenya); Planbuild Technology (Uganda); Sigma Electric (Ethiopia); Tutuka Software (South Africa); and Wilkins Engineering of Ghana.

The success and recognition enjoyed by previous winners and finalists is not limited to the Africa Awards programme: in 2010, John Waibochi of Virtual City, 2007 winner from Kenya, won the Nokia US \$1,000,000 Growth Economy Venture Challenge. KenCall, also of Kenya, has been the subject of an MBA educational case study at Harvard Business School, reflecting its win as best Non-European Centre at the Call Centre Focus Awards in 2009. Janet Nkubana of Gahaya Links, a 2008 Winner from Rwanda, has not only won the Exporter of the Year Award and best Corporate Social Responsibility Awards in Rwanda, but has been featured in O, The Oprah Magazine and on CNN. Intergr8IT group, a 2008

winner, has grown to become Africa's largest privately-owned ICT service and solutions provider, employing more than 500 people. Eva Muraya, CEO of Color Creations and a 2007 finalist, has been a recipient of a Goldman Sachs/FORTUNE Global Women Leaders Award.

Over the years of supporting the Africa Awards, we have heard countless stories of opportunities and challenges. Despite differences in the size of their business or the nature of their industry, entrepreneurs share some common characteristics. They have an eye for opportunity, a tolerance for risk, resilience in the face of adversity, and determination in the pursuit of their vision.

All of the Africa Awards finalists have demonstrated these characteristics and more: they lead by example and inspiration; they are open yet decisive; passionate and energetic; respectful of their staff and the constituencies that support them, and are driven by the responsibility of being part of a larger community – of customers, staff, the city, and the business networks – upon which they rely. We are honoured to support these leaders and be a part of this vibrant community of entrepreneurs.

Last Year's Winner



In October 2000, Kamal Budhabhatti founded Craft Silicon, a Kenya-based global software development and services company; in December last year, he and his company were the \$100,000 Grand Prize Winners of the 2010 Africa Awards for Entrepreneurship. Craft Silicon has grown to become one of the biggest software houses across the emerging markets and now delivers solutions to financial and insurance institutions in Kenya and 38 countries worldwide.

In every way, Kamal embodies the spirit of the Africa Awards - a passionate believer in his own ideas around innovation, superior product, and a profitable and growing business, he also demonstrates the critical importance of managing human capital and the communities he serves.

Actively engaging the staff and creating a comfortable working environment, Craft Silicon has rapidly become an employer of choice attracting the brightest and best and creating a loyal and stable employee base.

The Craft Silicon Foundation provides free computer education in the slum areas of Nairobi. A bus, equipped with desks, computers, and rooftop solar visits four slums every day with two tutors instructing students in the basics of computer and internet usage, over a two month course.

Kamal's goal is to grow to 5,000 employees in the next five years and to list Craft Silicon on the London or New York Stock Exchange. We are honoured to recognise Kamal and Craft Silicon as inspiring role models for all African entrepreneurs.