



## Youth Entrepreneurship Regional Forum : “*Critical Role of Intellectual Property (IP) and Innovation for Youth Entrepreneurship and Start-ups*”

POLICY DIALOGUE on the Role of IP for Economic, Social and Cultural Development:  
Innovation, IP and Value Addition for Business Competitiveness in Africa



# IP and Innovation as basis for future industries and competitiveness

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 @MafiniDosso

April, 2022

# Outline

1. Introductory quotes and Industrial competitiveness (IC) basics
2. Use cases of IP and innovation for competitiveness (start-ups survey, Côte d'Ivoire)
3. Next steps: understanding the recourse to IP and its impacts on competitiveness

## 1. Introductory quotes and IC basics (1/3)

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## 1. Introductory quotes and IC basics (1/3)

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“Countries do not buy or sell goods overseas; companies do” Kurtzman  
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“Competitiveness determines the ability to conquer new markets, to  
outplay other actors in the market, to attract investment and to grow.”

*(Falciola et al 2020, World Development journal)*

# 1. Introductory quotes and IC basics (2/3)

## M-KOPA raises \$75M as it clocks 2 million customers across four African markets



Tago Kene-Okafor @ulonnaya / 10:03 AM GMT+1 • March 1, 2022 [Comment](#)



**Firm past and current competitiveness**  
→ market share, profitability, survival, growth and productivity



Source: <https://qz.com/africa/921982/african-startups-raised-over-366-million-in-2016-a-new-report-says/> (2016)



# 1. Introductory quotes and IC basics (2/3)

## M-KOPA raises \$75M as it clocks 2 million customers across four African markets

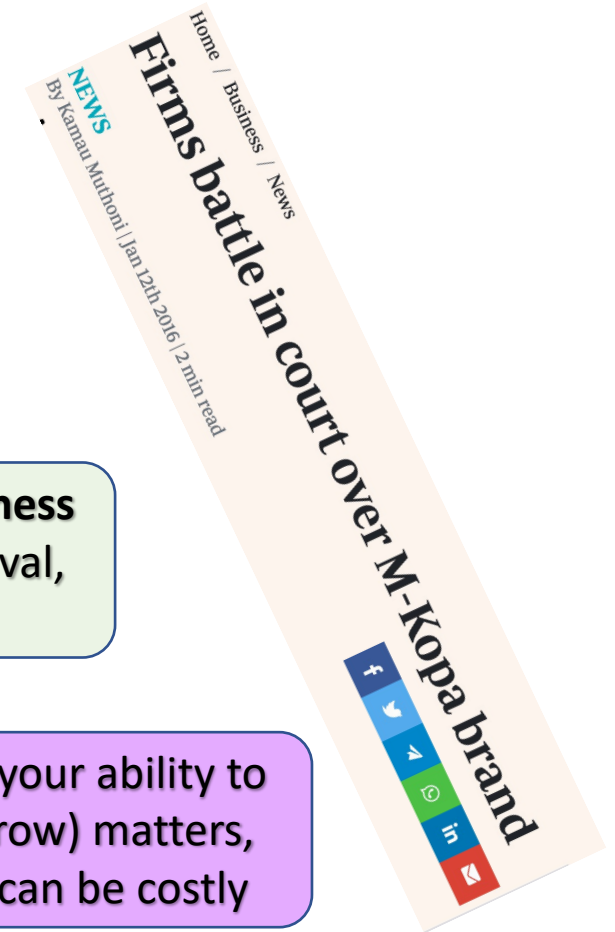


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**Firm past and current competitiveness**  
→ market share, profitability, survival, growth and productivity

**Future Competitiveness** → your ability to innovate today (and tomorrow) matters, and not protecting your IP can be costly



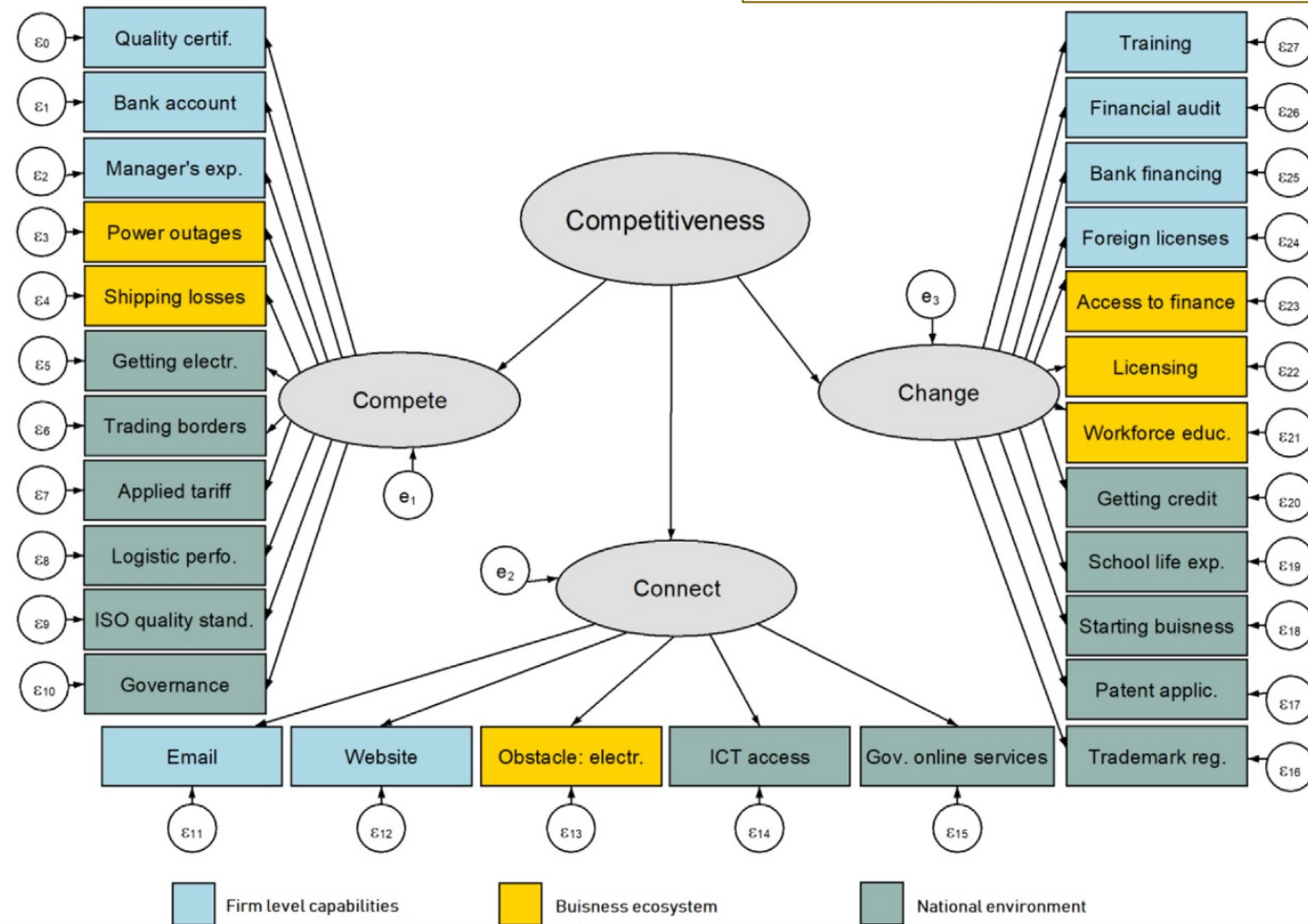
Source: <https://qz.com/africa/921982/african-startups-raised-over-366-million-in-2016-a-new-report-says/> (2016)

<http://kenyalaw.org/caselaw/cases/view/130316>

# 1. Introductory quotes and IC basics (3/3)

- Be able to meet consumers' demand
  - in terms of quantity, quality, price and timeliness of delivery – in their targeted market segment, at any given moment in time;
- Be able to do so sustainably, i.e. over time, and thus adjust to changes in their environment;
- Constantly be connected to the latest market relevant information

Falciola et al 2020





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## 2. Use cases of IP and innovation for competitiveness (start-up survey)

#Ci20



## 2. Use cases of IP and innovation for competitiveness (start-up survey)

Online survey forms & Semi-structured interviews (9 via *zoom/whatsapp*) in April 2022

15 start-ups (100% responses) from the start-ups college « Côte d'Ivoire Innovation 20 » **#Ci20**

### Survey

- Start-up information (*name, starting date, registration, HQ, ISIC sector, belonging or not to a group, turnover/employees*)
- Innovation profile (*types of innovations, % of turnover, sources of ideas, barriers to innovation, use of IP, creative processes, resources for innovation*)
- Impact on other industrial and agricultural sectors/activities

#Ci20

L'Excellence des Start-ups Ivoiriennes.



## 2. Use cases of IP and innovation for competitiveness (start-up survey in 2022, Côte d'Ivoire)

### Semi-structured interviews

- Validation/Clarification of answers
- Relationships with universities/research centres (*question on the sources of ideas/solutions*)
- Missing talents/skills (*question on the sources of ideas/solutions*)
- Funding gaps in the innovation value chain (*question on the innovation barriers*)
- Type of IP and office of registration, motives for non-use
- Open questions (perspectives and expectations from research)



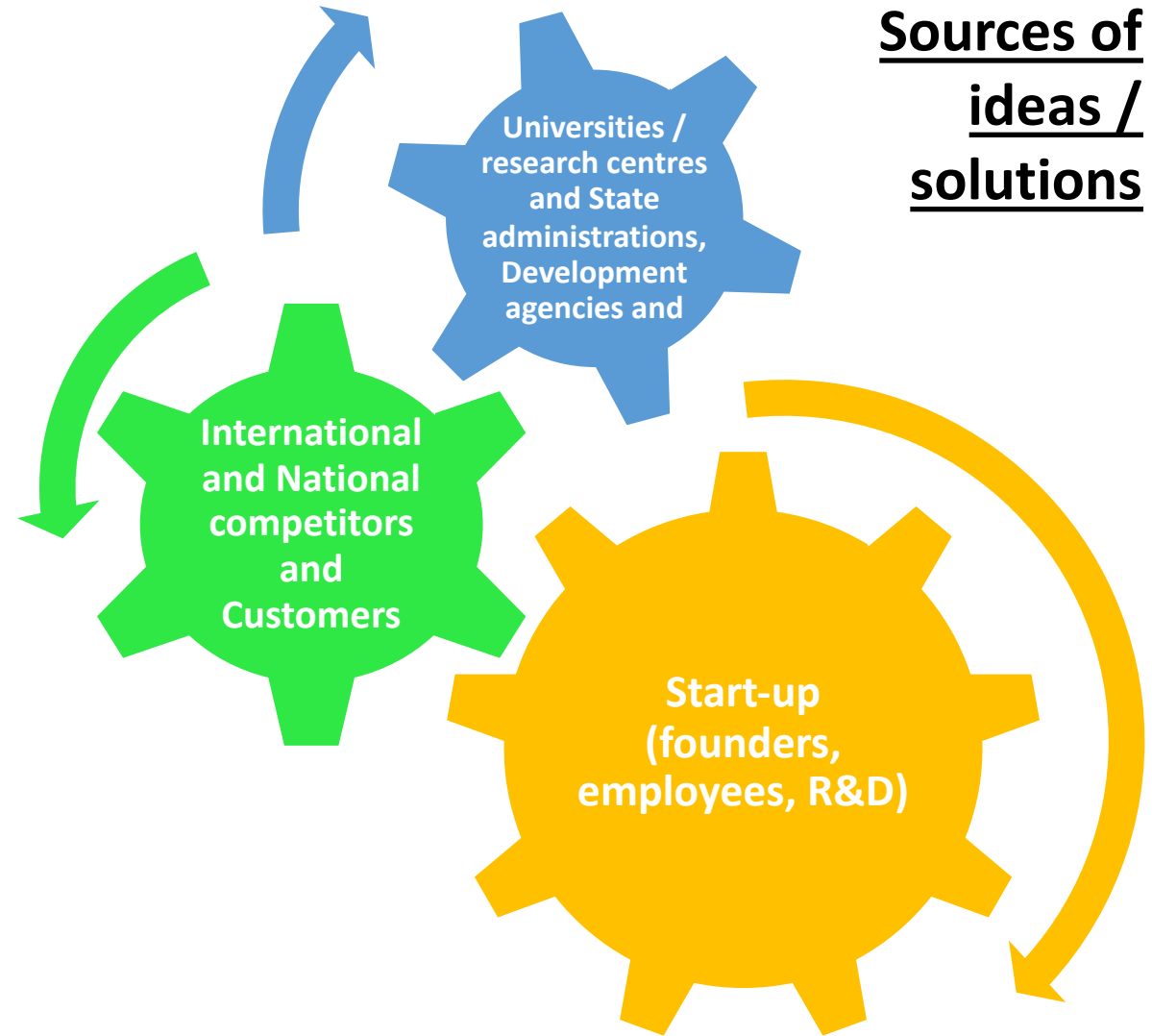
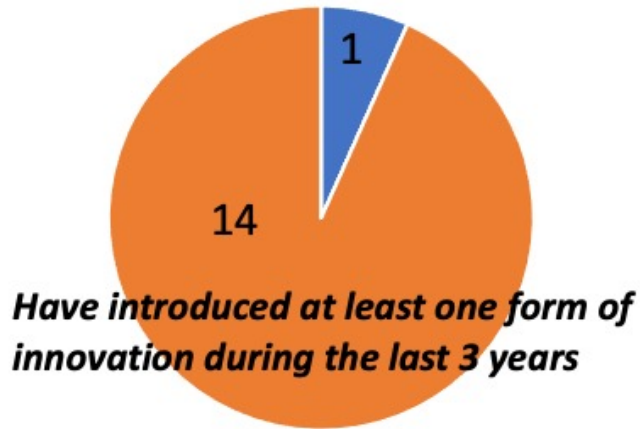
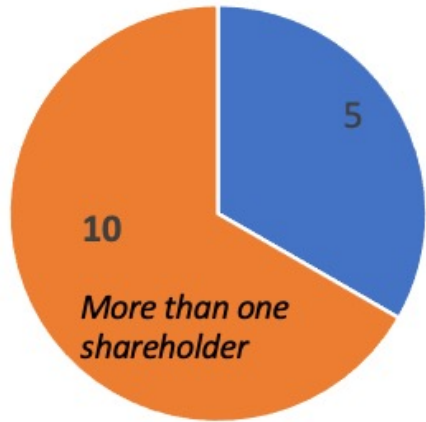
## 2. Use cases of IP and innovation for competitiveness (start-ups survey in 2022, Côte d'Ivoire)

### Insights from the results (1/2)

Functions: CEO / President / General Director

None belongs to a group

Legal foundation date from 2011 to 2021



## 2. Use cases of IP and innovation for competitiveness (start-up survey in 2022, Côte d'Ivoire)

### Insights from the results (2/2)

- 10 out of 15 start-ups declare to use IP to protect their innovation or novel solutions
- **Trademark** : main IP used among Ci20 firms
- 4 start-ups have registered **patents** at OAPI and looking for additional IP routes
- **IP bundles** (not common): Patents + Industrial design / Patent + Industrial design + Trademark



**Mon Artisan**  
Des pros en tout temps, en tous lieux

*On demand services*



*Enabling banking solution*

**Skanticket**  *Digital ticketing*



**HealthTech**



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### 3. Next steps: understanding the recourse to IP and its impacts on start-up competitiveness

Evidence-based study to better understand the **recourse and exploitation strategies of IP in African start-ups**

Enable **IP-competitiveness** monitoring and analytics

#### Main objectives

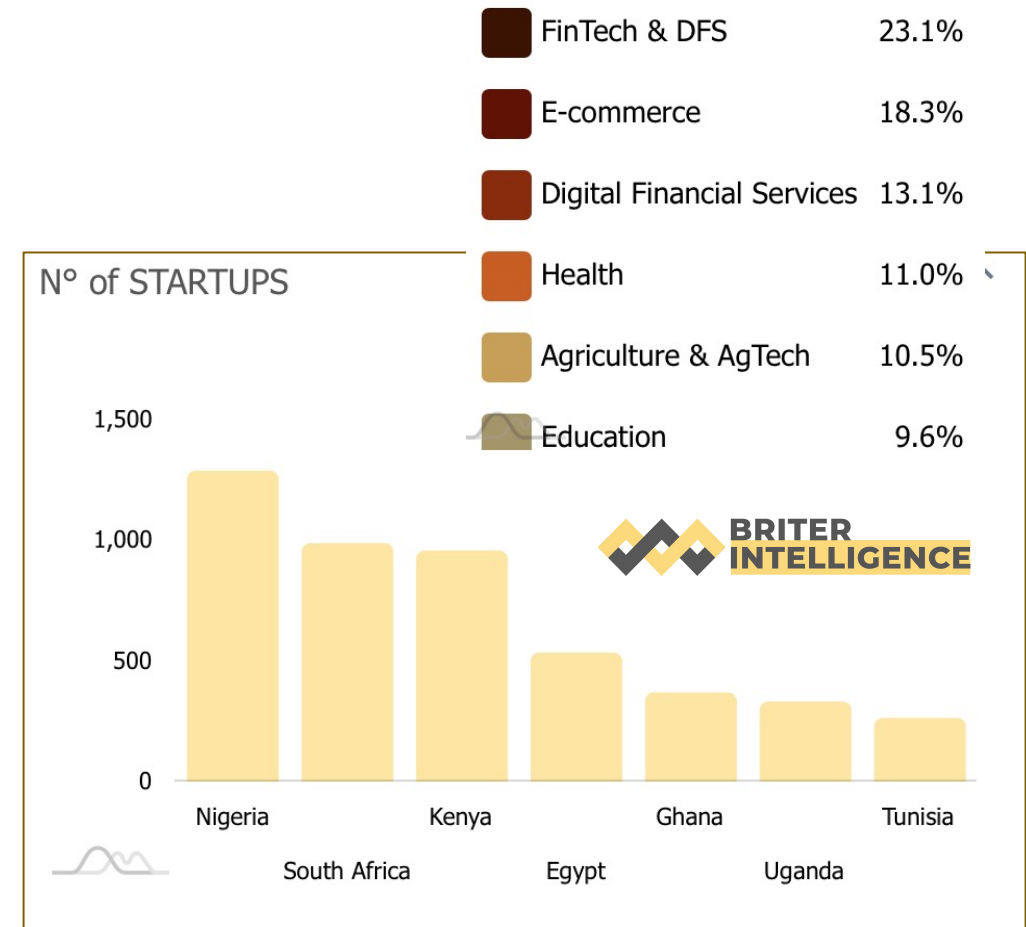
- Improve our knowledge on **IP use and needs** in African start-up companies
- Understand the **country-, industry-, technology-**specific differences
- Enhance the **evidence basis** to inform policy decision making
- Identify **mechanisms and incentives** to support startup IP and innovation strategies



### 3. Next steps: understanding the recourse to IP and its impacts on start-up competitiveness

#### A few guiding questions / thematic (1/2)

- What are the patterns of IP use in African start-ups?  
→ to date, + 6500 start-up companies in Africa
- What are the motives behind the choice/ The renewal?
- What are the barriers to the application and exploitation of IPs? (local, regional, international levels)
- What are the rationales for the recourse to IP bundles?



### 3. Next steps: understanding the recourse to IP and its impacts on start-up competitiveness

#### A few guiding questions / thematic (2/2)

- Leveraging IP to access different types of funding (*early stage, scale-up, etc.*)
- IP in the context of regional integration AfCFTA (*challenges and cautions*)
- Inclusivity, Gender and IP
- IP, innovation and sustainable (future) competitiveness





# THANK YOU FOR YOUR COMPETITIVE ATTENTION AND ACTION

## Youth Entrepreneurship Regional Forum : “Critical Role of Intellectual Property (IP) and Innovation for Youth Entrepreneurship and Start-ups”

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ZLECAF et changement structurel en Afrique de l'Ouest : de la pertinence des stratégies de spécialisation intelligente en Côte d'Ivoire et au Sénégal

DOSSO Mafini<sup>1</sup>, Commission Européenne, CCR, Espagne  
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**Référence**  
DOSSO, M., DIANKHA, A., « ZLECAF et changement structurel en Afrique de l'Ouest : de la pertinence des stratégies de spécialisation intelligente en Côte d'Ivoire et au Sénégal », *Revue "Repères et Perspectives Economiques"* [En ligne], Vol. 5, N° spécial / février 2022, mis en ligne le 08 février 2022.

<https://revues.imist.ma/index.php/rpe/article/view/30650/15881> (2022)

**New Entrepreneurial Narratives in Urban West Africa: Case Studies of Five Innovation Hubs and Communities**

Mafini Dosso, Fatima Braoulé Mété, Gilles Ametepe, Cyriac Gbogou, Gildas Guiella, and Daniel Oulaï

**1 Background: The Rise of Technology and Innovation Hubs Across Urban Africa**  
*1.1 Mapping the Rise of Technology and Innovation Hubs*

**The Readiness of Innovation Systems for the Fourth Industrial Revolution (4IR) in Sub-Saharan Africa**

Mafini Dosso, Chisom Ihebuoz Nwankwo, and Youssef Travaly

**1 Introduction**

The African continent is at the dawn of the Fourth Industrial Revolution (4IR), a profoundly transformative global process shaping the paths of our societies, economies, and cultures. A key distinctive feature of successive industrial revolutions is the energy resource being used to power our societies: while the first



**Industry and Innovation**

**Firm market valuation and intellectual property assets**

Mafini Dosso & Antonio Vezzani

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