

## **EXECUTIVE SUMMARY**

### **YOUNG INNOVATORS & ENTREPRENEURS**

#### **Young Innovators and Entrepreneurs Webinar Series: Session 1 to 5**

1. This webinar focuses on how to turn the Young Africans' innovation and passion to disciplined entrepreneurship for economic empowerment. We will review existing initiatives of participants and evaluate the innovation and uniqueness of product offering to assist them in following the viable entrepreneurship ecosystem.
2. We recommend for ALL participants to register and view the 24-Step framework of the Disciplined Entrepreneurship based on the practical success of MIT Sloan School of Business as written by Bill Aulet – A professor in the Practise. The 24 steps are the rigorous but proven disciplines for successful entrepreneurs.
  - i. <https://www.d-eship.com/>
3. The multiple sessions series will cover:
  - a. Intellectual Properties and its commercialization and available tools to use in searches. This will include the WIPO references :
    1. <https://patentscope.wipo.int/search/en/search.jsf>
  - b. The essence and importance of mentorship and how best to use them to Young Entrepreneurs' advantage
  - c. They will also learn about the customization of their offerings to local markets: knowing who their customers are, their habits and the value proposition to the “would be customers”, ease of market access/reach, how to be profitable focusing on value-offerings and how to scale up and reach global market place.
  - d. Lastly, we will cover “Fund raising” by discussing fund sources and grants and how to have a successful “Pitch” of their innovation and offerings to investors.
4. For the last day, the team will be divided into 10 groups of 5-innovators each to compete and put their learnings to test in a practical and healthy competitive way by pitching their group projects to us for evaluation. We will reward the top 3 winners with a surprise prize!