

2016 GLOBAL ENTREPRENEURSHIP SUMMIT SEED COMPANY BIOGRAPHIES



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in Developing Economies



STANFORD SEED WELCOMES YOU TO THE
2016 GLOBAL ENTREPRENEURSHIP SUMMIT



Stanford University is pleased to partner with the U.S. State Department and the White House in the 2016 Global Entrepreneurship Summit. The event welcomes President Barack Obama, entrepreneurs from around the globe, and prominent Silicon Valley investors to Stanford's campus. Attendees will learn groundbreaking ideas and developments in the field of entrepreneurship from leading innovators, while showcasing their own business concepts for consideration and potential collaboration.

Stanford Seed, the Stanford Institute for Innovation in Developing Economies, gives a special welcome to the Seed Transformation Program participants/entrepreneurs invited by the White House.

The mission of the Seed Transformation Program (STP) is to enable business leaders based in developing economies to lead their regions to greater prosperity, while the broader vision of Stanford Seed is to end the cycle of global poverty. The Global Entrepreneurship Summit is perfectly aligned with these objectives and, as such, Seed is delighted to share in this landmark event.

On the following pages, we introduce you to some of Africa's most promising entrepreneurs. Each has completed the Seed Transformation Program. These companies, and their leaders, demonstrate significant potential to scale and perhaps most importantly, a commitment to growth and the betterment of their country, region, and continent. Please join us in welcoming them to Silicon Valley!

QUICKCASH

Created in 2011 with two employees and less than US\$200, QuickCash is a money-transfer company targeting the rural population. The company was launched to make transfers accessible to rural communities and reduce the trekking to nearby towns to receive money. Successful targeting and segmentation supported the company and after five years of operation, the staff shifted to 40 employees and around 500,000 customers from Côte d'Ivoire, Burkina Faso, Niger, and Togo.

QuickCash saw a major turnaround with its participation in the Seed Transformation Program and gave birth to a new vision: to create prosperous, connected, and active rural communities throughout Africa by better serving rural populations who have no banking account or saving records.

QuickCash will shortly launch the innovative financial mobile services including biometric identification payment specially designed for rural people. The vision is to build and provide innovative financial services such as the electronic purse, saving products, microinsurance, and microleasing to almost 10 million customers over 10 years.



PATRICIA ZOUNDI YAO

Owner
Quickcash

Patricia Zoundi Yao took her first steps in the world of business at her mother's side selling goods and learning the fundamentals of commerce with products such as fruit juices, plastic buckets, clothing, and school supplies as well as phone cards.

Patricia graduated in 1999 with a master's in business law from the Faculty of Law and Political Science at the University of Ouagadougou in Burkina Faso. Like many young graduates in Africa, she had to face the harsh reality of scarce employment. Patricia was lucky to take over management of the small family shop, and three years later joined her uncle in the money-transfer business for a well-known multinational together with a local bank.

In 2006 Patricia was ready to start her own money-transfer transactions and finally settled on capturing the rural market, which was virtually untouched by the existing money-transfer platforms, largely due to limitations with electricity and internet access.

Patricia believes her hard work is paying off, considering the awards and honorary awards she has received in Côte d'Ivoire and elsewhere in Africa. She is married to her husband, Felix, and they have three boys.





SB TELECOMS

SB Telecoms seeks to be the foremost customer-centric ICT and telecommunications company in Africa, becoming a global giant in a decade. The company operates as an ICT company in the following sectors: telecommunications; access control; CCTV; surveillance, biometrics and security equipment, human resources, and time management.

SB Telecoms is looking to address the market opportunity in data security by focusing its efforts on providing solutions around access, security, and the burgeoning market of biometric data. SB Telecoms intends to expand operations to gain economies of scale.

In 2012, the company leadership restructured, putting biometric identity management solutions at the core of its product offerings. This shift led to earnings of approximately \$1.53 million and \$1.88 million in 2013 and 2014, respectively, an increase of 23%. Profit after tax in these years was approximately \$40,000 and \$156,000, a 297% increase in profitability. Combined revenues since the renewed focus have exceeded \$6.7 million during 2010-2014. Profit after tax was in excess of \$266,000, a 4% profit.

In early 2015, SB Telecoms was redefined as a company that offers simple solutions to aid business rules between stakeholders. The flagship services now include a web- and mobile-based human resource management application, encompassing time-attendance solutions, payroll services, remittance, and access-control services. This has further resulted in higher growth, revenue, and profit than previously seen in the organization. SB Telecoms technology has a potential to impact growing businesses and provide solutions to scale, setting them apart from their competitors.

With the help of the Stanford Seed Transformation Program, SB Telecoms is poised to take advantage of the opportunities in the ICT security market and provide quality solutions on the African continent.



AFOLABI ABIODUN

Managing Director and CEO
SB Telecoms

Afolabi Abiodun is the managing director and CEO of SB Telecoms, Nigeria. He holds an MS in telecommunication from Birmingham City University, United Kingdom; an advanced diploma in telecommunication management from the Commonwealth Telecommunication Organization, United Kingdom; a certificate in entrepreneurial management from the Enterprise Development Centre, Pan-Atlantic University, Lagos, Nigeria; and a higher national diploma in urban and regional planning from Lagos State Polytechnic, Nigeria.

Afolabi started developing his skills in customer service at an early age while working in his family's business. Afolabi is the brains behind TAMS, which will be a defining tool to enhance employee productivity and development in Nigeria.

Afolabi and his company have received accolades that include winning Nigeria's Fast Growth 50 award from the Tony Elumelu Foundation and All World Network (Prof. Michael Porter); the African Order of Merit from the Institute for Government Research and Leadership Technology, as well as the best VAS companies Nigeria Telecoms Award.

RANCARD

From its humble beginnings in the Taifa district of Greater Accra, Ghana, the company's technology influence and reach continues to grow, spanning more than 72 telecommunications companies in more than 25 countries around the world. It attracts clients such as Google, Intel, the BBC, ESPN, MTV, and Grameen Foundation to its mobile platform, which serves over 200 million mobile subscribers in Africa, the Middle East, and Southeast Asia.

In 2012, Rancard became the first tech company in sub-Saharan Africa to be invested in by a major Silicon Valley company and was quickly followed by another round of investment by Peninsula Capital, one of the founding investors in Baidu, and has been featured on TechCrunch, CNBC, and Reuters.

Rancard continues to blaze the trail with groundbreaking work in social recommendations, working with vendors such as Amazon and Walmart in driving traffic to their sites. The company was a Meffys Finalist for Discovery and Engagement.



EHIZOGIE BINITIE

Chief Technology Officer
Rancard

Ehi cofounded Rancard, one of Africa's leading tech companies, in his early twenties with his friend, Kofi Dadzie. Their mission was to create a world-class company out of Africa that would solve global problems of scale using technology and so change the perception of what it means to be African.

A passionate problem solver, engineer, and entrepreneur, his core responsibilities include providing vision and leadership in product research, innovation, and development based on sound market insights. He oversees technology-business relationships and ensures alignment between the company's corporate strategy and the product technology road maps.

Ehi's past work experience includes network software systems and applications engineering with Intercom Data Networks and consulting with AQ Solutions for General Electric Corporation of Danbury, Connecticut, and Lincoln Financials of Bloomfield, New Jersey. Ehi was educated at Kwame Nkrumah University of Science and Technology, Oxford University, and MIT.





HEALTH FOREVER PRODUCT

Health Forever Product Limited is a nutraceutical company that manufactures a range of herbal preparations. Since 1998, the company's main focus has been to provide its clients with the highest quality herbal medicines and dietary supplements. The vision is to become the leading wellness company through the use of potent and safe natural products.

The company's main product, Jobelyn, constitutes the largest revenue source. It is a unique, naturally formulated herbal extract that builds up and energizes the body's immune system. The product extensions, which are mostly sold on the company's website in the United States, include Jobelyn Heart Health, Jobelyn Joint Health, and Jobelyn Immune Support, as well as Jobelyn Dry Powder, a proprietary blend sold in Nigeria. Other products undergoing development include Abaleria, Benabiotic, ErectAid, Flobiotic, Holisa, Hepacare, and Lumbacare.

Health Forever currently delivers 90% of its sales in Nigeria, while other markets generate rest of the sales. The intent is to change this mix over the next 5-10 years, taking into account that the US, is the largest nutraceutical market in the world. The goal is to deliver 35% of sales in North America, 35% in Africa, 10% in South America, 10% in Europe, 5% in Asia, and 5% in Australia. Health Forever has adopted a number of strategic approaches to drive growth, including research and development to strategic partnerships.



MR. ABIMBOLA OKUBENA

Executive Director
Health Forever

Executive Director Abimbola Okubena is a seasoned professional with over 20 years of experience. His excellent leadership has positioned Health Forever among the 50 fastest growing companies in Nigeria, according to the Elumelu Foundation in 2013.

The eldest child of a family of five, Abimbola had dreams of becoming a pilot. Owing to his father's influence, he is currently a chemical engineer, a graduate of the University of Ife, which is now known as Obafemi Awolowo University. As Abimbola delved into telecommunications and cellular engineering, he also spent time learning about and appreciating his father's stories about herbs and the healing nature of natural plants. Together, they conceived and built the idea of commercializing a longstanding family health remedy, and so Jobelyn was created. He has also made time for family, he is married and has two wonderful children. Abimbola took time out to achieve his lifelong dream and has learned to fly a plane. He believes in touching the world the way Bob and Dottie King have, and has been immensely impacted by the Seed Transformation Program.

PROCESS AND PLANT AUTOMATION

Process and Plant Automation Limited provides local technical support for the electromechanical equipment being used in the industrial sector in Ghana. There was a clear skill gap that affected the performance and the ability of industries to meet market demands. PPA is a reliable partner in managing and upgrading operational hardware across the country, working with multinational companies operating in various sectors including the food and beverage, oil and gas, mining, power generation, and cement industries. It works with other clients in the subregion: Guinness in Nigeria, Coca-Cola in Gambia, a mining company in Mali, and Escannia in Burkina Faso.

PPA Limited offers training and development through standard and customized training courses for Ghana's top industries including Volta River Authority, the country's largest power generation company. The building management and automation products suite was launched in 2011, and a department was set up to focus on this segment. The Solar PV installation service was added on and, in 2013, the smart energy metering solution, Emmx, was launched to solve the challenges in billing tenants of apartment and office complexes for energy consumed from utility and backup generators.

Home to about 92 employees, PPA's automation hub is a smart, ultramodern office complex, running fully on solar energy and generating 360 kilowatt hours of energy daily. Clients rely on the experience and relationships with world-leading brands for support with expansion, migration, and greenfield projects.



KWEKU ASMAH
Founder and CEO
Process and Plant Automation

Kweku Asmah is the founder and CEO of Process and Plant Automation Ltd, where he has run the company since its inception in 2003 with a passion and a vision that has driven its consistent growth.

He holds a BS in electrical and electronic engineering from the Kwame Nkrumah University of Science and Technology, Ghana, is currently an executive member of the electrical division of the Ghana Institution of Engineers, and serves on the board for testing and certifying electrical engineers in Ghana.

Kweku built his career at Unilever Ghana, first as instrumentation and control manager, then as electrical services engineer, and finally as an engineering services manager. As part of his passion, he drives change in the community with lectures on critical topics such as off-grid solar applications in Ghana and flow and level control in the food and beverage industry, to support best practice in the industry.





GOSOLARAFRICA

GoSolarAfrica brings decentralized off-grid solar solutions to business and residential customers. GoSolarAfrica mini-grid and pay-as-you-go solution is a consumer financed-led, innovative pre-paid metering payment system to help off-grid consumers at the base of the pyramid access electricity without owning expensive solar infrastructure. The company is the first to launch its smart business mini-grid solar system, which helps entrepreneurs and micro businesses access energy on demand for their daily business needs on a pay-as-you-go basis.

GoSolarAfrica is experiencing transformation through Femi's leadership and support of a very dedicated team. The goal is to reach more than 10 million customers in Nigeria, and 10 other African countries in 5 years, with its clean energy solutions.



FEMI OYE

Cofounder
GoSolar Africa

Femi Oye is CEO of Green Energy and Biofuels (GEB), cofounder of SMEFUNDS, and chief architect at GoSolarAfrica. He is a leader of Africa's foremost clean energy technology companies, bringing off-grid solar solutions to business and residential customers while spreading cellulosic bioethanol from waste biomass into the domestic and transport fuel market.

Oye leads social and clean technology organizations in Africa that invest in ethical, green enterprises by creating linkages and capital to help transform ideas into thriving businesses while creating jobs, improving women's livelihood and moving the poor out of poverty. Oye is a renewable energy senator and recipient of several awards; conference speaker; IT visionary, investor; and conference and business speaker on the United Nation's Sustainable Development Goals, climate change, and clean energy. Oye is a member of the energy access group of the UN's SE4All, the Practitioners Network, Club-ER, and the Alliance for Rural Electrification. He works with organizations such as UN Global Compact, United Nations Foundation, African Development Bank, IFC, Global Environmental Facility, the Danish government, USAID, DFID, the European Union, ECREEE, UNFCCC, and the Nigerian government to address global issues such as entrepreneurship, investments, clean energy, poverty, climate change, energy conservation and efficiency, clean cook stoves, microfinance, solar mini-grids, biofuels, and sustainable development. He is a technical expert on for the EU and German government, as well as the Supported Nigerian Energy Support Programme on power and mini-grid for demand assessment, technical system design, financial model development, and community capacity development. Oye has implemented Energy Conservation and Efficiency on many facilities including the PHCN and residential buildings.



ACCENTS & ART

Accents & Art Ltd is a fully owned Ghanaian company established in May 2000 by entrepreneur and sculptor Constance E. Swaniker. Accents & Art produces high-end metal and woodwork to support the furnishing and construction industry. The company is well known for its artistic balustrades, which generate 51% of its total revenue.

Accents & Art is host to Ghana's first privately owned Art and Design Institute. Formally launched in April 2014, the institute seeks to bridge the gap that exists between academia and the field of industry and is working aggressively to establish an international standard of excellence through research and benchmarking. Accents & Art currently employs a workforce of 30 permanent artisanal workers in addition to 10 subcontractors.



CONSTANCE SWANIKER

CEO and Founder
Accents & Art

Constance E. Swaniker, CEO and Founder of Accents & Art and The Art Institute, drew strength to start her own business after a period of apprenticeship in joinery while studying for her degree. Constance graduated with honors in sculpture from the University of Science and Technology in Ghana. She founded Accents & Art in 1999 with 2 workers and now employs 50 artisans. Constance approaches art and business with a natural flair for diversity in creativity, having spent 18 years in multicultural environments outside her native Ghana, including in Gambia, Botswana, and Zimbabwe.

Constance has raised the standard in the wrought iron industry in Ghana and remains an outstanding leader in her field. She is the recipient of several awards, including the Regional and Country Winner for Africa's Most Influential Women in Business and Government by *CEO Magazine* in 2014, VLISCO; Be Your Dream Award-2013; The Network Journal Africa 40-under 40 Achievement Award in 2010; TV Africa Golden Award for Women Achievers; SME Industrial Award for Metal Construction in 2015; Metal Product of the Year by the Entrepreneurs Foundation of Ghana in 2013; Ghana Entrepreneur Awards; Best SME Innovation Award in 2010; Community Service Acknowledgement Award in 2010; and Outstanding Industrial Metal Furniture Firm in Ghana. Constance is affiliated with the DWIB Leukemia Trust Care and Support Program as a member, Women in Arts in Africa, and the Africa Leadership Network.

AN AFRICAN CITY

An African City Limited is an Accra-based television and film production company that produces high-quality entertaining content that tells diverse stories about Africa. *An African City* completed its first and second seasons, and is currently planning its third for early 2017. The show has over three million views on YouTube.

The company shoots in Ghana and distributes the content online, making the market a global one. The top eight countries that view content produced by An African City Limited are the United States, United Kingdom, Canada, France, Ghana, South Africa, Nigeria, and Kenya. An African City has been nominated at the Africa Magic Movie Awards as well as at the Golden Movie Awards. The company was incorporated 3 years ago and currently employs 40 people. An African City Limited aims to be the top producer or provider of African content on Netflix, Amazon, iTunes, Hulu, and emerging digital platforms.



NICOLE AMARTEIFIO

Founder
An African City

Nicole Amarteifio is among several other highly acclaimed entrepreneurs cited in *The Financial Times* 2015 “Top 25 Africans to Watch” list after her successful launch of the hit web series *An African City*. Nicole is currently pursuing TV projects full-time after a successful career in international development, where she worked on policies such as the African Growth and Opportunity Act at The Whitaker Group. She is best known for her time as the first-ever social media strategist for the African region at The World Bank. Nicole holds a BA in African Studies from Brandeis University in Waltham, Mass, and received a master of professional studies in corporate communications and public relations from Georgetown University in Washington, DC.

Nicole has developed communication strategies for the Government of Ghana as well as for the United States African Development Foundation. She was born and currently resides in Accra, Ghana.





CORENETT

CoreNett Limited set sail to make history over a decade ago when it opened for business in Accra, Ghana, in 2005. With the intent to change transaction and payment processing on the African continent, the company started by providing small to mid-size financial institutions' turnkey full-suite transaction and e-banking infrastructure as a managed service first in Ghana, followed swiftly by Gambia, Sierra Leone, and Liberia. Recording great successes and aligning with future trends, CoreNett metamorphosed into a fledging financial and payment technology outfit, serving a robust category of clientele from large financial institutions, telecommunications conglomerates, and mobile money operators across eight African countries including Ghana, Sierra Leone, Liberia, Gambia, Uganda, Nigeria, Côte d'Ivoire, and Zambia. To support and meet with the growing demands across these markets, CoreNett also instituted its software development and support center in Chennai, India, in 2012.



MICHAEL AMANKWA

CEO
CoreNett

Michael Amankwa can best be described as afintech evangelist, who holds the belief that technology and mobility are the blood that runs through every innovation in the 21st century. He has etched a notable position in the African information and financial technology space. Amankwa began his advanced education from James Madison University, where he earned a BS in business administration in accounting. He then attained an MS in information technology and telecommunication systems from Johns Hopkins University. Michael, who also holds several Microsoft certifications, has participated in the Stanford Institute for Innovation in Developing Economies (Seed) Transformation program.

His career in technology began at Booz Allen Hamilton, where he served as a senior consultant in enterprise networking management, he worked in different capacities and on key projects for various U.S. federal agencies and foreign governments. He was also elected president of the Booz Allen Hamilton Toastmasters. Michael is a noted motivational speaker and has hosted and attended speaking engagements throughout the Washington metropolitan area and in Africa.

Michael serves as the CEO for CoreNett Limited, where the position he hold help formed his dearly held belief that prosperity, economic security, and increasing self-worth are achievable by all.

ELSSY KESS COMPANY

Elssy Kess Company Limited was incorporated in 2006, with three (3) females who dedicated their lives to the development of the brand and products. The company has since grown to a staff of 43 workers. Operations started with 3 product lines on a table and with the commitment to the vision and hard work, Elssy Kess currently has about 25 products lines. The company is positioned as a nutrition and food research organization, committed to creating nutritional value and health benefits across its product range.

Elssy Kess processes organic agricultural produce into a range of conveniently packaged food products to meet the increasing demand for easy to prepare, quality, and convenient African traditional foods for both the local and international markets. The business model incorporates the consideration of supporting the farmers in its value chain with the issues of food security. The company has laid down policies that will suit our farmers for a good revenue returns on their yields. As part of the growth plan, Elssy Kess Company Limited has invested heavily in the construction of its multipurpose factory to increase employment opportunities for close to 500 people locally.

The vision for Elssy Kess is a determined path to make the HomeFresh products a household name and empower busy people and families to live healthier and fulfilled lives with easy-to-cook meals.



ELSIE DOGBEGAH
Founder and CEO
Elssy Kess

Elsie Dogbegah is the founder and CEO of Elssy Kess Ghana Ltd, manufacturers of Home Fresh Foods. Elsie has empowered many women through her hard work by creating retail facilities for the petty traders, wholesaling and making her product known in international markets like the U.S., Canada, Germany, France, United Kingdom, North America, Middle East, Australia, and her home country, Ghana.

Elsie is a very ambitious woman who is focused on her vision: to expand her business, which has grown organically and steadily from its humble beginnings.

Elsie's passion is to transform and build her company by helping women to develop and succeed. Over time, the company has employed about 80% women. Elsie has given opportunities to students who have dropped out of school in rural areas and also to street hawkers, and so has built the company's operations throughout Ghana.





PEOPLE INPUT

People Input is a leading digital agency in Africa that is based in and has been operating in Senegal since 2002. It has branch offices in Côte d'Ivoire and Cameroon with a client base of over 300 companies, institutions, organizations, and mobile operators, including BNP Paribas Group, Orange Group, CFAO Motors, Bank of Africa, and Accor Group, which all rely absolutely on People Input to support their digital projects.

In 2010, People Input broadened its service platform to position itself as an African digital agency with a boutique approach. It covers 360-degree digital services that include consulting, web marketing, mobile applications, social media, Google apps, creative design, as well as PI Lab, launched in 2013 with MIT Boston, an internal laboratory for digital products that meet the expectations of Africans on the continent and in the diaspora; Ginger, the first instant-messaging app tailored to Africans; SIFA, an e-reputation platform; Archives d'Afrique, the first app on Africa's contemporary history; ProCollect, a mobile data-collection system; Ebanking, a cloud-based e-banking platform, and AirPay, an airtime payment solution. People Input's backbone is its people, where 65 young African digital enthusiasts put their customers' satisfaction and the international quality standards at the heart of their concerns.



SERIGNE BARRO

Founder
People Input

Serigne Barro, a graduate of the Class of 2000 from the Institut Supérieur du Commerce in Paris, began his career as an online marketing and strategy consultant at SQLI, a top-notch online outfit in France. At 24, he returned home to create People Input, the first web agency in Senegal.

In 2005, he spearheaded People Input's strategic shift to embrace mobile services and expanded the business to other French-speaking African countries such as Mali, Cameroon, Côte d'Ivoire, and Burkina Faso. Serigne's vision is to participate in building a digital Africa through a combination of local expertise and international quality standards.



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