



On the crest of its partnership with Paris Mayor and its start-up incubator, Paris&Co, the African Rethink Awards dedicated 2 full days ,October 22nd & 23rd 2016, to entrepreneurs from Africa and its Diaspora. 100 young business managers will be invited to present their business' concept and compete for the ARA.

22&23 OCTOBER 2016

Shedding light on the African continent's most dynamic and promising start-ups

Africa is the world's youngest continent! 60% of its population are less than 25 years old. The African youth is thirsty for knowledge and entrepreneurship. They envision the future with optimism and foresee its change through a sound dynamic of initiatives and success. Africa abounds in young talents who want to be part of the movement and support the continent's growth with a sustainable and inclusive transition within the society.

The education of the youth, the development of entrepreneurship and most importantly the countries' political will to provide the youth with a bright future are key factors of Africa's economic development. However, African start-ups still have a hard time finding the financial support and investments they need, particularly in the early stages of their development.

Thus, the Land of African Business organized the African Rethink Awards (ARA), a major meeting place between African entrepreneurs and foreign investors. After the success of its first edition in December 2015A, the ARA are setting a new meeting on October 22 & 23, 2016. The aims of these awards are to identify, analyze, promote and support the development of start-ups, led by young entrepreneurs, African or member of the diaspora, and trying to efficiently answer the current social, societal, economic, and environmental issues faced by the continent.

Four categories of Trophies in 2016

The African Rethink Awards will reward the winners through four categories of Trophies, aiming to encourage, support financially and give the award recipients an international visibility and networking opportunities.

▶ **The Grand Prize, dotation of 5 000 €**

This award intends to award the entrepreneur, African or from the diaspora, whose business plan is the most performing to efficiently solve the issues faced by the population and generate tangible, positive and concrete change in Africa. Convinced that entrepreneurship is an inescapable development lever, the partner carrying the Grand Prize aims to highlight the entrepreneur's engagement, his/her resourcefulness and contribution for promoting private economic initiatives in Africa.

▶ **The Women Entrepreneurship Prize, dotation of 3 000€**

This prize rewards women's entrepreneurship whether it is from Africa or the African diaspora, for the exemplarity of the startup and its contribution to a transition towards a more viable and sustainable economic model in Africa. Through this prize, the partner of the ARA wish to celebrate and support the dynamism of women carrying innovative, ambitious and sustainable projects.

▶ **The Diaspora Prize, dotation of 3 000 €**

This prize will reward an entrepreneur for his/her exemplary initiative, which facilitates the transition to a more viable and sustainable economic development in Africa. Through that prize, the partners of the ARA wish to celebrate the initiatives of entrepreneurs from the African Diaspora throughout the world. It is meant to encourage the Diaspora to share its experience for the benefit of the African people and the continent's development.

▶ **The Jury Prize**

This Prize, awarded by the Société d'Encouragement pour l'Industrie Nationale (SEIN), will be presented by its president, Olivier Mousson, and will reward a high potential project that participates in the transition towards a viable and sustainable economic model in Africa.



The 2015 Winners

During the 2015 ARA, the awards ceremony took place on December 11th. Nine laureates, three in each category, were rewarded.



GRAND PRIZE

1er : Onelamp – Derrick Hosea Opio (Ouganda).
On demand 100% clean energy service, relayed by mobile technology and existing facilities.

2ème : Atingan Solution – Francis Zahoundaho (Benin).
Renewable energy foyer to reduce the pressure on forests. Solar device designed for cooking.

3ème : Ecobag Senegal – Amy Mbengue (Senegal).
Collection and revalorization of plastic waste.

WOMEN ENTREPRENEURSHIP PRIZE

1er : Kickloans – Stéphanie Mbida (USA/Cameroon).
Microloans supporting the financing of small local businesses.

2ème : Tandavanala-Rinah Zo Rakotonarivo (Madagascar)
Providing households with appliances used for cooking to help reducing the pressure on forests and gas emission.

3ème : Bloodbook – Ya Marina Lougbegnou (Ivory Coast).
Application to register one's blood type and first emergency data.

DIASPORA PRIZE

1er : Elum – Cyril Colin (Morocco/France).
Management support software to help companies optimize their energy consumption.

2ème : Afrika Solar – Mohamed Lamine Haidara (Mali/France).
Solar lamps manufactured in Africa, for the African market.

3ème : E-Cover – Désiré Onyedika Nwaobasi (Senegal/Belgium).
Project of waste transformation – worn-out tires in particular – into new products, in accordance with the principles the circular economy.

Eligibility criteria and submission of applications



The African Rethink Awards are free and open to any start-up matching the following criteria:

- To exist for less than 5 years,
- To be carried by an entrepreneur from Africa or its Diaspora of 35 years or less,
- To implement a CSR policy
- To have performing products or services,
- To present innovative products or services,

All applications must be submitted at ara@lelab.info.

Each application will be validated by completing the application form.

- Candidacies closing date : August 15 2016.

Winners commitment

Laureates are invited to use the money coming with their prize for the development of their start-ups and the consolidation of their economic model. Furthermore, they will have to communicate the progress of their projects to the ARA team throughout the year following the awards presentation and put the “African Rethink Awards Laureate” mention on their presentation documents.

SELECTION PROCEDURE AND PRIZE ATTRIBUTION

Once submissions are closed, the preselection jury will review them and chose the 100 shortlisted candidates. Start-ups applications will be evaluated by the ARA jury according to the following criteria:

- ▶ Sustainability and financial viability
- ▶ Pertinence and opportune timing of the business model
- ▶ Capacity and potential to further development
- ▶ Social, societal and environmental values integration to the business model
- ▶ Exemplarity
- ▶ Originality on economic, technologic, social and environmental levels.

Each shortlisted start-up will be offered:

- ▶ Its transport and housing fees during the competition in Paris,
- ▶ A free and complete access to the LAB sessions on October 22nd and 23rd 2016,
- ▶ The possibility to pitch their business models,
- ▶ The possibility to meet all LAB and ARA partners, and exchange with them during One to One sessions.

The award ceremony will take place during the closing night, on Sunday October 23rd 2016.