



# Entrepreneurial culture for all

## Case Study

The United Nations Industrial Development Organization (UNIDO) partnered with Bridge for Billions to create IDEA App, an online program to connect young entrepreneurs with mentors from all over the world to accelerate the growth of new entrepreneurship communities and foster an entrepreneurial culture. Let's zoom in on our first program in Guinea, as we are planning to roll out in close to 10 new countries in 2020.



**Guinea**



**2020**



**Education and Training**



**Type: Impact**

# The challenge

In developing economies, SMEs create 60% of all jobs, but these positions are heavily threatened by automation and AI. This is why innovation-based entrepreneurship is the most systemic instrument to drive the structural transformation that economies need.

A lot of work is needed in order for those innovative entrepreneurs to emerge and ensure long-term employment: there is a need for more capacity building, boosting the entrepreneurship culture, access to mentorships & networks, and of course availability of funding.

## To kickstart the IDEA App initiative, UNIDO needed:

- A proven methodology able to help the entrepreneurs learn through practice and not theory. They needed to make sure that entrepreneurs not only learned about entrepreneurship but became entrepreneurs themselves through an immersive and interactive experience.
- A digital solution to be able to support thousands of entrepreneurs globally.
- Partnerships with Diaspora organizations that would allow us to recruit mentors with a knowledge of the local reality.
- Partnerships with local Incubation Centers that would provide a place for entrepreneurs to access monitors and internet as well as attend complementary events where they could foster connection with other entrepreneurs.



# The solution

UNIDO partnered with Bridge for Billions to create the online program IDEA App to do just that, connect entrepreneurs with mentors from all over the world to transfer knowledge and develop an entrepreneurial mindset and skills so that through new business development entrepreneurs could contribute to the growth of their communities. More than a technology partner, Bridge for Billions is coordinating programs in several countries by building the capacity of local Incubation Centers, scouting and training global mentors, regularly coaching founders online, monitoring the program implementation as well as evaluating the overall impact of the initiative.



**Bridge teams and local teams co-managing the program**



**Customized incubation platform**



**Local & African diaspora mentors**



**Final event with ecosystem players & access to funding opportunities**



**6 countries — 400 teams just in Year 1**

# Zoom on the Guinea program



Our first pilot program was unrolled in Guinea from August 2019 until February 2020. During 6 months, 5 entrepreneurs from Conakry in such diverse sectors as agriculture, arts & culture and electronics were chosen to go through the online incubation programme. Each one got paired up with a mentor, many of them coming from the African diaspora, someone that would be a sounding board all along the program.

Thanks to a methodology based on active learning and broken down into simple steps, each founder was able to develop their ideas and validate them with their real clients. Tool after tool, the Guinean entrepreneurs went from defining their value proposition until obtaining a 3-year financial projection, impact plan and growth plan.

The mentors play a critical role in this process, and for this programme, each one of them was carefully selected from the networks of UNIDO, our partner ADYFE (a club for Diaspora professionals) and of course our own network at Bridge for Billions. With such prestigious backgrounds such

as MIT, Microsoft, IE, Cherie Blair Foundation, Technoserve, etc. we can say the network effect did work marvel!

Each entrepreneur needed to match with someone they would feel comfortable working with and that could bring a fresh perspective to their projects, and our organic matching process where entrepreneurs and mentors choose each other allowed just that.

At Bridge for Billions we also organized monthly checkpoints in French to dive deeper into the development of their ventures and share peer knowledge. By the end of the program all the entrepreneurs had a viable business plan in their hands and knew exactly what direction to take with their projects.

We are about to replicate this model in 10 other countries with UNIDO, proving that active learning, a step-by-step methodology and good mentoring can unlock potential, and boost social and economical growth in developing countries.

# The entrepreneurs



## AD Company

### Amadou Diallo

Agro-food company with 10 employees that produces palm oil, rice and pineapples. Has a 75-hectare palm plantation in Kenema, Sierra Leone.



[Meet AD Company](#)



## Aoudy Food

### Mamoudou Cery Barry

Agri-food company that grows, processes and markets Guinean agricultural products. Its current flagship project is the modernization of beekeeping & honey production.



[Meet Aoudy Food](#)



## Kilet

### Abdourahamane Diallo

Digital “crowdfarming” tool developed by the CAPA agricultural cooperative that allows any individual with savings to sponsor an agricultural project.



## Tera Music

### Abdourahim Diallo

Brings 360° expertise to artists in various fields of the music industry, offers a new way for artists to promote themselves in a highly digitized environment.



## Yaalan

### Mariama Bah

Company working in the reparation of phones, tablets and computers, saves time for the customer by repairing at their homes and in less than 24 hours.



[Meet Yaalan](#)

# The mentors



**International Consultant & Trainer at Krauthammer**

**Mentor of AD Company**

**Juan Pinzon** 🇫🇷



Start-up fan with strong expertise in incubation methodologies, business strategy, influential communication mostly in health-related issues



**CSO & Founder at Ewala, Entre-Intrapreneur**

**Mentor of Aoudy Food**

**Stephane Ugeux** 🇧🇪



“Strive for greatness” Business Development | Strategy | Product Mangement | Operations



**Co-Founder at Business Club Africa, UNIDO Consultant**

**Mentor of Kilet/CAPA**

**Nadia Mrabit** 🇫🇷



International Project Management Expert who want to share knowledge & know-how.



**Mentor at Cherie Blair Foundation & Bridge for Billions**

**Mentor of Tera Music**

**José Saiz** 🇪🇸



More than 15 years experience, wide vision of the business, who likes to help and learn.



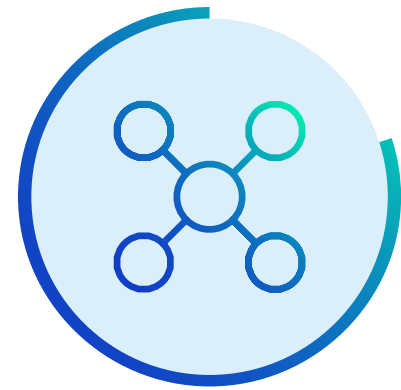
**Cofounder MaktabaTech MIT Media Lab Refugee Learning Accelerator**

**Mentor of Yaalan**

**Sara Hammoud** 🇱🇧

An engineer, entrepreneur, and trainer driven by social impact and creating value in communities

# The results



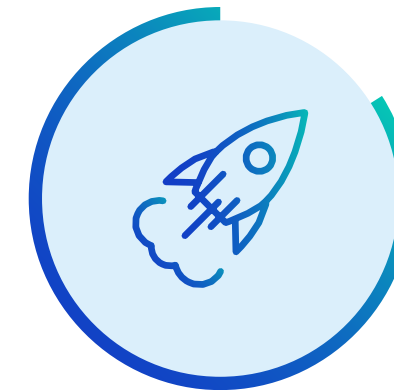
**80%**

Say the program gave them business structure



**84%**

Were able to assess the viability of their business



**84%**

Average program satisfaction score



**100%**

Of entrepreneurs recommend the program



**Abdourahamane**

Founder of Kilet

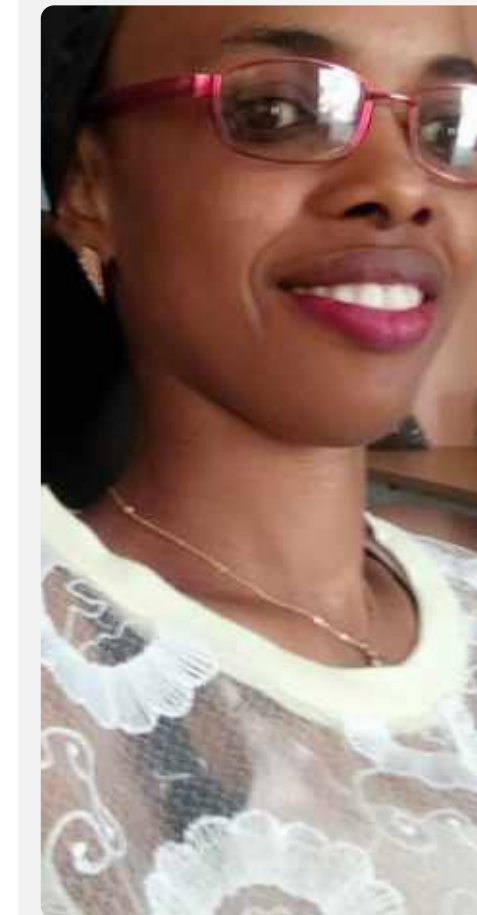
*“IDEA App is an excellent tool for reflecting on and building your project. Very intuitive and easy to use, you are sure that in the end you will be able to obtain a business plan that’s actually useful for your entrepreneurial day to day.”*



**Amadou**

Founder of AD Company

*“IDEA App s a platform that has helped me a lot and taught me a lot about my project. I thank the whole team because without the program I could never have done it.”*



**Mariama**

Founder of Yalaan

*“IDEA App has allowed me to see a clearer vision of my business in the years to come.”*

# Evaluation of program administrator



**Jatropha**  
Hub

**Mohamed Lamine  
Magassouba**

“The IDEA App platform was very important: the program wouldn’t have been a success without it.”

Time dedicated per week



**10 to 15hrs**

“The IDEA App platform...

...increased the quality of my program.”



...improved the remote management of the program.”



Quality of the content of the platform:



...simplified the work of the mentors.”



...made my work easier.”



Probability to recommen IDEA App to other incubation centers:

**10/10**





Do you want to build a Bridge with us?  
[partnerships@bridgeforbillions.org](mailto:partnerships@bridgeforbillions.org)

