

# sensXafrica

**Finance & Entrepreneurship**  
in modern Africa



Mulungushi International Conference Center - 3th to 6th October 2017

# SensXAfrica

Overview

sensXafrica

Finance & Entrepreneurship  
in modern Africa

Before the  
Conference



Impact After  
the Conference



Our Values



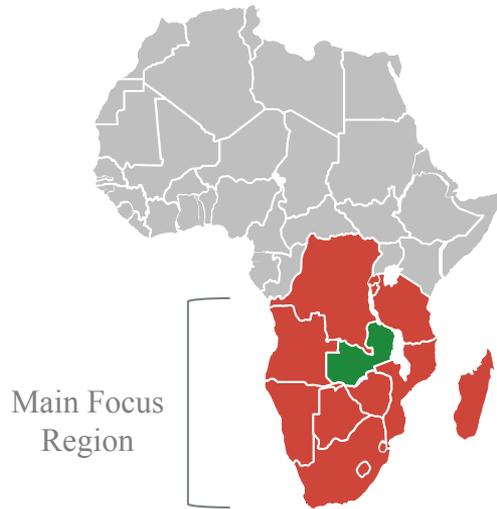
On the Conference



The Team

# SensXAfrica

## A Summary



### “Igniting the Change”

SensXAfrica is an international platform for discussion and education, networking and investing, for both entrepreneurs and finance professionals.

In recent years, some of Africa’s nations have seen radical changes, boosted by technological developments and an economical uprising of society, to which Africa’s financial landscape will need to adapt in the near future. Identifying and addressing the right questions is the first main goal of our speeches and panel discussions.

SensXAfrica wants to play a leading role in enabling entrepreneurs and finance professionals alike by supporting them with the business skills, network and investment opportunities they deserve to launch, build and scale their firms. Finding the right finance, and providing entrepreneurs with the right finance, is the second main goal of our conference.

# SensXAfrica

## Our Three Main Themes



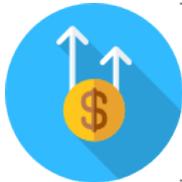
### **Education**

Our workshops teach comprehensive and practical entrepreneurial and financial skills to our participants. In a short period of time they learn skills and frameworks from already successful entrepreneurs and finance professionals.



### **Empowering Entrepreneurs**

Networking and access to the right knowledge are the most important parts of being an African entrepreneur. Our networking events and education opportunities provide the most important needs of our participants.



### **Fostering Investments**

The SensXPitch gives young entrepreneurs the opportunity to present their ideas to an international jury of investors. SensXFollowship provides entrepreneurs with the international network and attention they need to promote their ideas. Established companies in the industry pitches have the opportunity to raise new capital.

# SensXAfrica

## Our Responsibilities



### **Empowering Social Entrepreneurs**

We believe in the power of solving social issues with efficient business models. Social businesses have the ability to make profits while developing society and solving society's problems.



### **Promoting Women Leaders**

The conference program is aimed at promoting women as leaders. We will have a significant part of our speakers as women, and a women-only panel discussion and workshop. Further, we will use our SensXFellowship to support women into higher professional positions and entrepreneurial initiatives.



### **Empowering Youth**

60% of Africa's Sub-Saharan population is below the age of 25. To empower the youth means to enable the future of Africa. Therefore we use our network and our SensXFellowship to support Africa's youth in learning new skills, collecting experience and creating networks early on in their careers.

# SensXAfrica

2 Days Executive Education Program  
before the Conference



## Executive Education Program

The WHU – Otto Beisheim School of Management provides a two-day Executive MBA course on “Value Creation in Venture Capital and Private Equity”. The program is aimed at delivering the German-quality education to Africa and will be certificated by the WHU. The Executive MBA is ranked 6<sup>th</sup> worldwide (The Economist).

# SensXAfrica

O n T h e C o n f e r e n c e



## Speeches

16 Speeches will be held by successful entrepreneurs from different industries to showcase their ideas and vision for the future of Africa's economy.



## Panel Discussions

6 Panel Discussions will discuss the right strategies to apply in order to ensure successful growth of Africa's economy in the near future.



## Workshops

Workshops will teach young entrepreneurs the essential skills and frameworks they need to compete in the global market.



## Networking Booths

Dedicated networking areas will enable our participants to build and extent their current network.



## Student Recruiting

On-conference student recruiting will be carried out by the WHU for our high performing students enrolled in secondary education. Scholarships are available.



## SensXPitch

Selected entrepreneurs pitch their idea in one of our six pitches to a jury of international investors and business angels.

# SensXAfrica

The Heart of our Conference



## ICT Pitches

HealthTech   FinTech   E-Commerce



## Industry Pitches

Mining & Energy   Agriculture   Tourism

Entrepreneurs operating in six of the biggest industries driving Africa's economy will have the opportunity to present their ideas to a jury of investors specialized in each of the fields. This platform for providing investments is unique to Zambia.

# SensXAfrica

On The Conference



## HealthTech

More people have access to a mobile phone than to clean water. Mobile phones prove a scalable medium for e-health concepts



## FinTech

Mobile money promise a cost effective, more scalable alternative to traditional banking at lower interest rates



## E-Commerce

With an expanding internet penetration (currently 20%) there is high potential for E – Commerce solutions



## Mining

A complex geological evolution made Zambia rich in natural resources like copper and gold



## Agriculture

Zambia has 42 million hectares of fruitful land of which only 15% is currently being farmed. Modern innovative solutions to farming improves yield



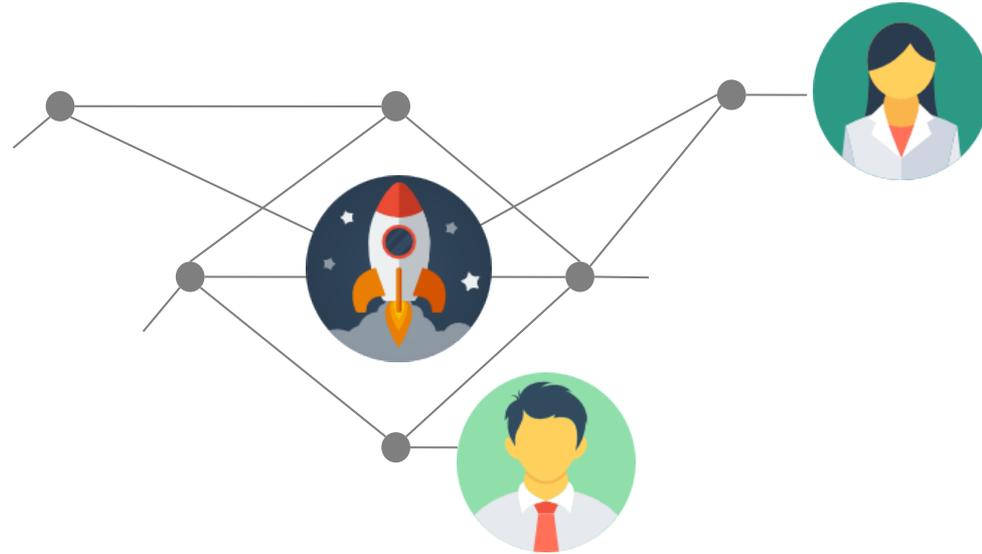
## Tourism

Zambia accommodate only 1.7% of all Tourist visiting Africa. Despite having one of the seven world wonders

# SensXFellowship

Impact after the Conference

A network of entrepreneurs and investors that agree to the code of conduct of SensXAfrica. This professional network will serve as a supportive community where knowledge is exchanged, connections are made, and entrepreneurs are matched with finance.



# SensXFellowship

Impact after the Conference

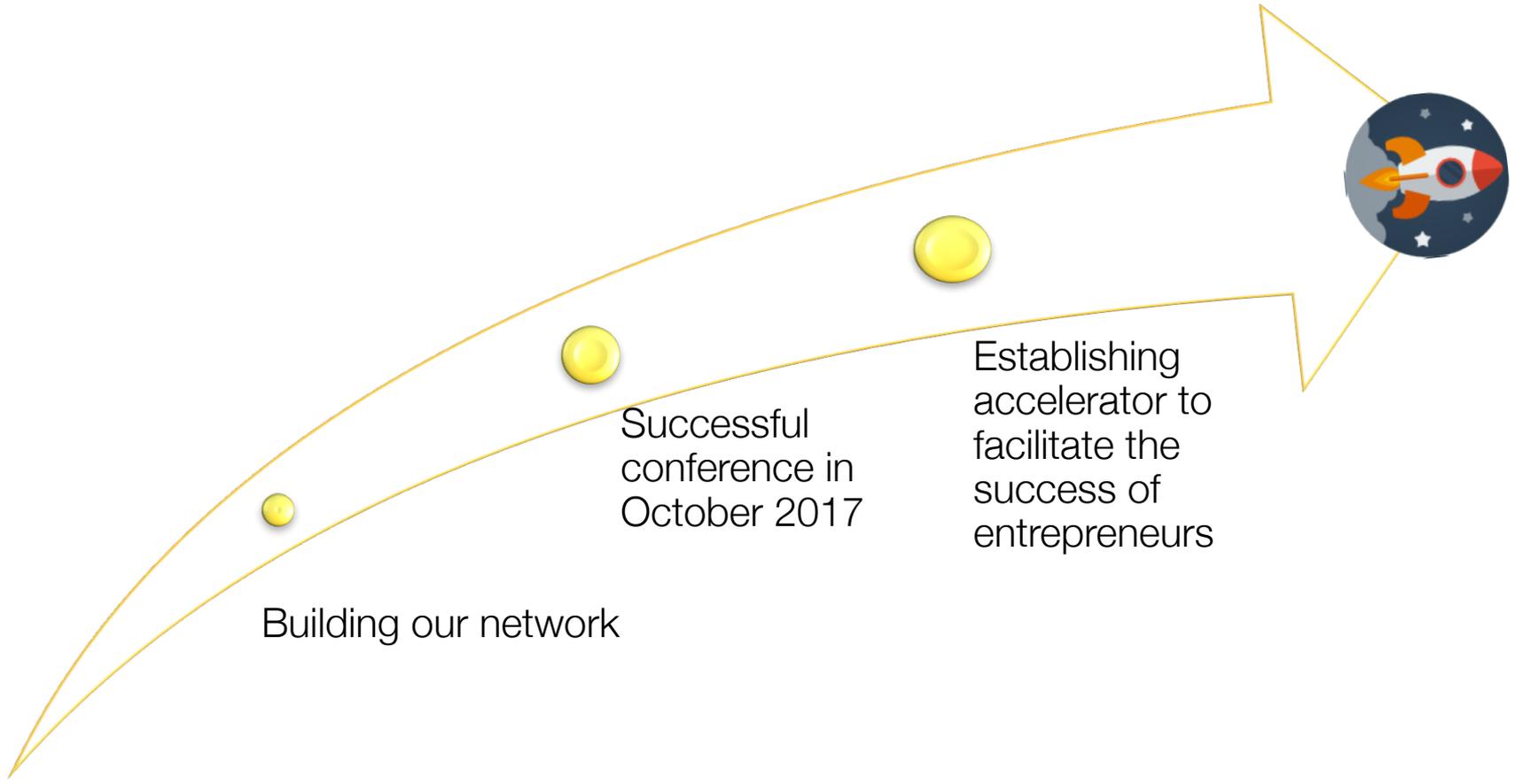
Becoming a SensX Follower means agreeing to our SensX code of conduct, which is based on two main beliefs. The first belief is the empowerment of women. A SensX Follower agrees to implementing programs that promote women in leadership positions. The second belief is the empowerment of the youth. A SensX Follower agrees to implement internship programs for students to bring them in touch with the market reality.



An entrepreneur alone is susceptible to bankruptcy and has to work with limited knowledge and funds. A SensXFellowship gives access to a network of selected entrepreneurs and investors to exchange knowledge, share experiences and create investment opportunities through a new developed online tool. Further, SensX Followers will benefit from the exposure of being promoted on our website, in blog articles and SensX TV, newspaper articles and social media campaigns.

# SensXcubator

Impact after the Conference



# SensXAfrica

## The Management Team



**Bibusa Wißemann**  
CEO

Bibusa is a Zambian born communication and business development expert who boasts more than 8 years of experience. She is a certified Public Administration Expert. Having worked in various project environments and sectors she excels at bringing people together and developing professional relations for a successful collaboration and to achieve optimal results.



**Simon Peters**  
COO

Born and raised in Germany, Simon has been entrepreneur since early in his career, as he founded his first startup at age 19. He has since kept his passion for entrepreneurship. Having built a successful company and having gained experience with emerging markets in India, he discovered that his passion for entrepreneurship can be used as a tool for enabling and leveraging people across the globe.



**Maxim Dooijes**  
CFO

Maxim, born and raised in Rotterdam, The Netherlands, launched his first startup at age 15. Studying at WHU connected him with investment banks. Yet his experience with organizing Europe's largest student conference on social entrepreneurship - SensAbility - made him want to do something different. Maxim eagerly organizes another insightful and educational conference to give back to society.



**Prof. Dr. Frenkel**

Advisory Board

Micheal Frenkel is the former Dean and current Associate Dean at WHU. His previous experience includes working as a consultant and economist for the International Monetary Fund and The World Bank in Washington D.C.. Frenkel conducted numerous studies on trade and investment liberalisation in Africa, and has hands-on experience with working in Africa. Other experience includes working for the European Commission in Brussels and teaching at Harvard University's Summer School.