

# SANKALP AFRICA EAST MEETS WEST

JULY 18, 2022, ACCRA, GHANA



## POST EVENT REPORT

AUGUST 2022

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#SankalpEastMeetsWest



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## FROM THE ORGANIZERS

Sankalp Forum has been in East Africa for nearly a decade, and while we have strived to be an ecosystem building platform for sub-Saharan Africa, there is inevitably a geographic bias. Intra-Africa travel is expensive and time-consuming, and while we always had a few participants come in from Western and Southern Africa, the East African perspective abounds every year.

We have long been looking at how Sankalp can serve other regions, and West Africa was under serious consideration...until Covid hit. The world locked down, travel bans ensued, large scale events were suddenly a thing of the past. Now that the world is beginning to learn to live with Covid, we were able to set our sights on West Africa once again. While we weren't ready for a full scale Sankalp event – yet – we wanted to test the waters with a small convening, and leverage our best assets: south-south collaboration. Sankalp has done this across India and East Africa, and now it is our turn for East Africa to meet West Africa.

Along the sidelines of the ANDE West Africa Regional Conference, Sankalp hosted its first programming in West Africa: East Meets West. We hosted conversations around opportunities for collaboration and exchange across East Africa and West Africa, we created space for entrepreneurs and investors to connect, and networking opportunities for key ecosystem players. It was a small event for Sankalp, but a very significant one for us, as we lay the groundwork for hosting a Sankalp West Africa conference in 2023. Stay in touch as we finalize our plans for 2023, and we hope to see you all there next year!

Warmly,



Arielle Molino,  
Sankalp Africa Lead



# ABOUT SANKALP

Sankalp Forum, initiated by Intellectap, a global development advisory firm, is a platform to converge dialogue and action towards global sustainable development. For more than a decade, Sankalp has successfully built regional ecosystems for India and Africa. Sankalp has built one of the world's largest common action platforms' that has supported over 1800 social enterprises with connections to 600+ investors, mentors, and business support providers. Over 50 social enterprises recognized by Sankalp have gone on to raise more than US\$ 200 Mn in funding. Annually, Sankalp brings together 3000+ stakeholders from Governments, corporations, influential platforms like the G8 and G20, media and civil society through convenings in India, Kenya and Indonesia.

After successfully catalyzing regional ecosystems in India and in East Africa, in a first of its kind partnership, Sankalp Forum collaborated with the FMO, Impact Hub Accra, to bring forward conversations to create value for the West African ecosystem by:

1. Creating a unique entrepreneur-centric platform to drive sustainable development through business in West Africa
2. Stitching together both anglophone and francophone West Africa through exploring common challenges, and unique opportunities across the region
3. Providing better connections, opportunities for learning, and platforms for exchange across East and West Africa

As Sankalp works towards establishing a West Africa regional summit, the Sankalp Africa East meets West event, was designed as a smaller in-person event in July 18th, 2022 This first convening was held in Accra Ghana, along the sidelines of the ANDE West Africa Regional Conference.

Sankalp is inherently a collaborative effort, and it is through your support that we are able to grow Sankalp as a platform, for and by the impact entrepreneurship community.



# SANKALP AFRICA EAST MEETS WEST 2022 EVENT OVERVIEW



# KEY NUMBERS

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**109**  
**STAKEHOLDERS  
CONVENED**



**68**  
**ONE-ON-ONE  
MEETINGS**

**30**  
**ENTREPRENEURS**



**20**  
**INVESTORS**

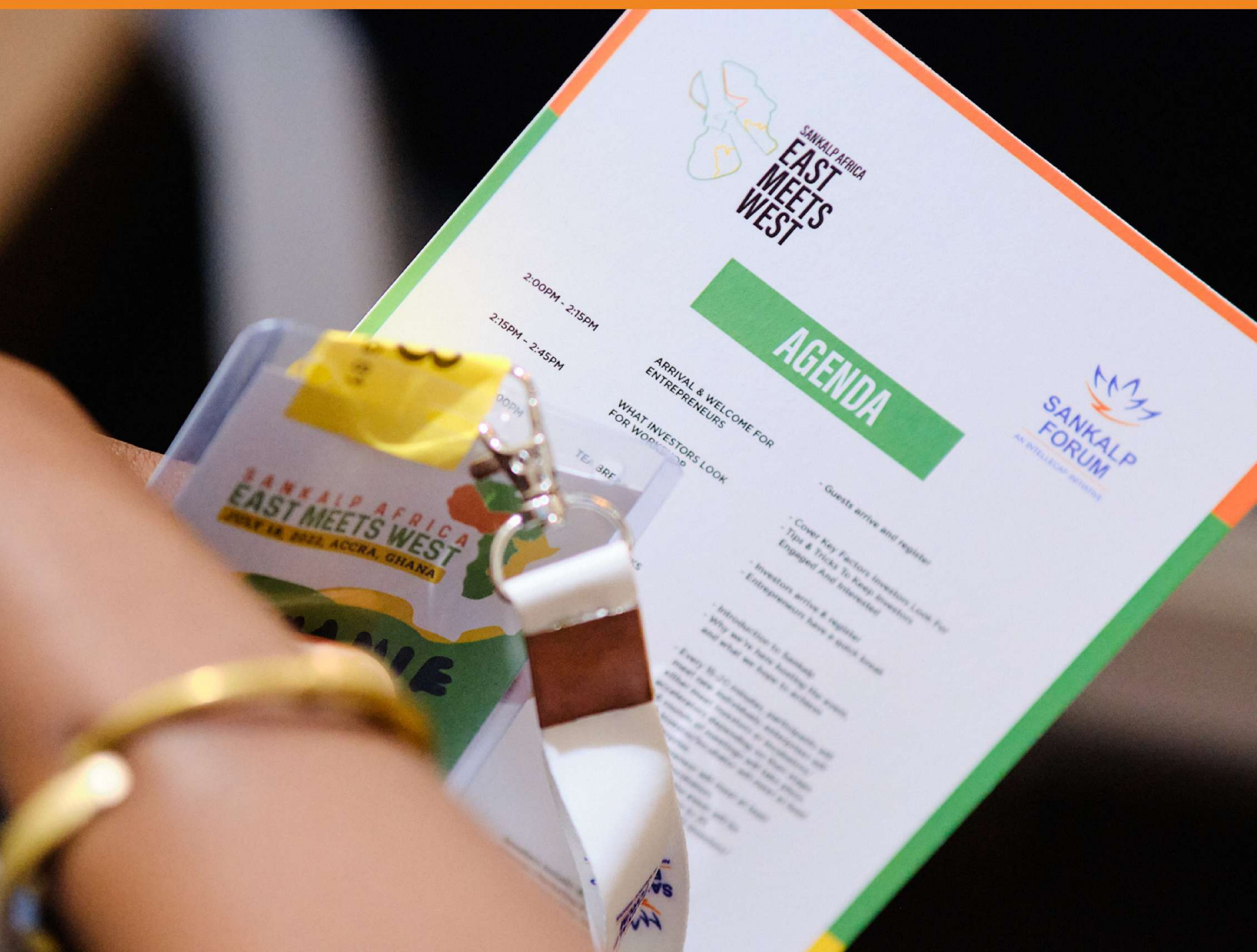
**9**  
**COUNTRIES  
REPRESENTED**



**4**  
**SPEAKERS**



# HIGHLIGHTS FROM OUR HALF-DAY EVENT



# 01 MEET AND REPEAT

The first segment of the event drove connections between entrepreneurs and the local investor and incubation community. Entrepreneurs were nominated for the program by local hubs, accelerators, and incubators and the event accommodated 30 entrepreneur participants and 20 investors and mentors.

The objective of the meet and repeat was not to close an investment, because we know these deals can take many months, if not years to close. Rather, our objective was to provide a point of connection between these stakeholders in order to:

1. Provide feedback on the business model,
2. Gain insights directly from the investor community on what they themselves are looking for in potential deals,
3. Begin building relationships with the investment community early on in the business' journey.

We started with a workshop on "What Investors Look For" to offer some key insights on the type of questions that the investors will ask, and some of the key criteria they evaluate such as the team composition, the market size, and the scalability potential of the target market. Then we paired entrepreneurs with investors and mentors based on their industry, ticket size, and geographic focus. Each entrepreneur had no less than 4 meetings with investors over a 2 hour period.







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# 02 EAST MEETS WEST FIRESIDE CHAT

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## SPEAKERS



**Emy Yanni**  
Global Impact Director,  
Be Girl



**Andrew Shaw**  
Technical Assistance and  
Grants Lead,  
FMO



**Boyewa Abiodun-Adepoju**  
Marketing and  
Communications  
Manager,  
VC4A



**Arielle Molino,  
(Moderator)**  
Sankalp Africa Lead,  
Intelicap Advisory  
Services Limited



**Sewu-Steve Tawia**  
Managing Partner,  
Jaza Rift Ventures

## SESSION DETAILS

The second half of the program focused on building bridges between East and West Africa. At Sankalp, we're big on south-south collaboration and the challenges we've seen in the East African entrepreneurship ecosystem are incredibly similar to those that we're seeing also in West Africa. A 45-minute engaging discussion drew insights from a few individuals who've crossed the continent from both a professional and personal perspective. We asked them to share some of the common challenges they see, the unique opportunities across markets, and the differences they experienced, culturally and professionally.

## KEY TAKEAWAYS

**There are three things that can create the conditions that make cross-fertilization effective and purposeful:**

1. Your partner on the ground. First things first, you should not aim to scale to a different region without having a partner on the ground, and not just any partner but one that understands the local context and can assist you in translating the people and the habits of the people on the ground. Understanding the culture of the people on the ground you want to get into is extremely important and the only way to do that is getting a partner who is most likely local.
2. The level of buy in and readiness to learn those lessons and to make work of those lessons and start implementing them.
3. Their culture of experimentation. Is there a good culture of experimentation with people that are willing to learn, to think big, start small, fail first and make progress together in the spirit of collaboration?

**Advice for entrepreneurs looking to scale:**

**Gather data:** Data may be scarce in Africa but it is quite important and to be able to do that research is not something that your investor is going to do for you. Research has an important place in any business and it is an important step in order to prove that your business is viable and scalable. In gathering data you will be able to show the facts about the impact that your work is doing and also about the market that you are in which will go a long way in getting you to the investors.

**Connection and Community:** You cannot exist as an island. One of the best and maybe easiest ways to get the connections and community that you need for your business to advance is by participating in networking events like Sankalp. Such events will enable you to understand not only other players in the same sector as you are but also players from different sectors and it could also help you in finding people you can partner with.

**Talk about your business:** Entrepreneurs shy away from speaking about their businesses which leads to missed opportunities. Educate people in what you are doing. Work on, Invest in and even leverage on bringing accurate information about your business and present it to the audience on different platforms.

**Find Investors:** Capital is one main thing that entrepreneurs are constantly looking for. But some entrepreneurs are not ready to get capital yet. In every entrepreneur's origin story, there are all these different players, builders and support systems that can help get them to the capital they need and they should not be overlooked. In essence, capital would come when you have set the right foundation for your business.



# 03 NETWORKING AND COCKTAILS

No Sankalp is complete without networking! Conversations with friends you've not seen in ages, and new potential partners with whom you can collaborate in the future are the building blocks on which the entrepreneurial ecosystem will be built.





# THANKS TO OUR PARTNERS



# THANK YOU

## FOR BEING PART OF THE SANKALP AFRICA EAST MEETS WEST 2022 EVENT!

We are in active planning for continued engagement year-round through smaller virtual convenings, Sankalp Dialogues, and through new digital content. Follow us on [LinkedIn](#), [Facebook](#), [Twitter](#), and [YouTube](#) to stay engaged with us!

Save the dates in your calendar for the 14th Edition of the Sankalp Global Summit 2022, which is taking place virtually from September 27th-29th and the Sankalp Africa Summit on March 1-2nd 2023 physically in Nairobi Kenya. If you are keen to co-host a small group or sector-focused event, digital content, or are keen to partner with us at future events, please reach out to us.

### CONTACT US

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# ANNEX

## ATTENDING ORGANIZATIONS

- ACT Foundation
- Acumen Resilient Agriculture Fund
- Agro Innova Ltd
- ANDE
- Asare Kyei
- Atlantic Flavour
- Awa Roofing Sheets Company Limited
- CLEAN TEAM GHANA LIMITED
- COFARMS GREENAID REVOLUTION LTD
- Complete Farmer
- DigiExt LLC
- Ecolaunch
- Enterprise Singapore
- Freelance Journalist
- FutuX Agri-consult Limited
- Ghana For Startups
- GIZ
- GIZ Nigeria
- Green Sahara Farms Limited
- Gridc
- Growth Africa
- I&P
- Impact Investing Ghana
- Injaro Investments Limited
- Intelicap Advisory Services
- Jaza Rift Ventures / Accra Angels Network
- Launch Africa Ventures
- Mirepa Investment Advisors
- NeverIdle Farms and Consulting (Ghana)
- Novastar Ventures
- Oasis Capital Ghana
- Partners in Food Solutions
- Private Financing Advisory Network (PFAN)
- Redbird
- RIVERSANDS IHUB
- RTI international
- Sahel Capital
- SAYeTECH
- Technoserve
- Wangara Green Ventures