



INSPIRE AFRICA

FOR GLOBAL IMPACTS INITIATIVE

...Unleash the economic potential of the African youth.



About Inspire Africa

Inspire Africa for Global Impacts Initiative (Inspire Africa) is transforming the career and life trajectories of a new generation of leaders and entrepreneurs in Africa. We are equipping underserved youths in Africa with the digital literacy and soft skills necessary to realize their full potential, create jobs, and ultimately become change-makers of the world.



Our Challenge

The education-to-employment and education-to-entrepreneurship gap exists because many colleges and universities in Africa fail to help students graduate with the skills necessary to compete in today's evolving market and with no direct connection to jobs. Our nation cannot flourish when talent remains on the sidelines.

Inspire Africa is committed to bridging that gap by equipping young adults with the skills necessary to create and lead scalable, sustainable digital enterprise solutions as well as adapt to the global evolving market -- and the very nature of work in the 21st century.



Our Impact



300+

Jobs created.



3K+

Youths trained.



120+

Business ventures
funded.

- INSPIRE AFRICA PRESENTS -



IGNITE INNOVATION LAB 2020

Virtual Digital Transformation

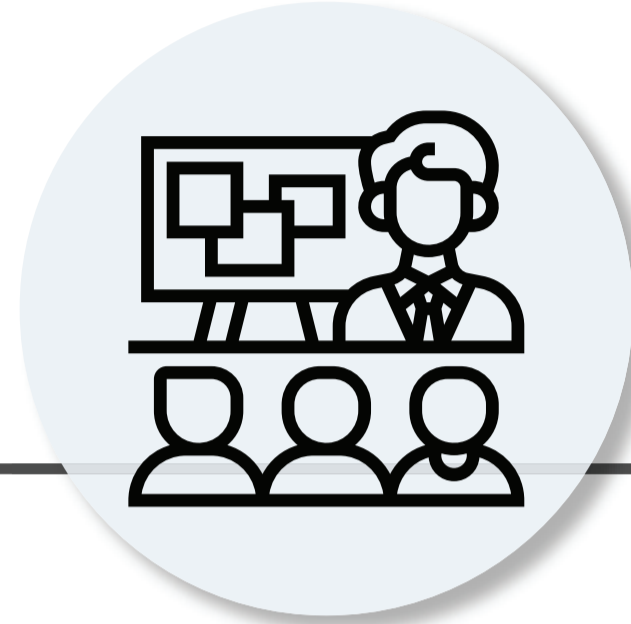
About The Program

The Ignite Innovation Lab (IGL) Digital Transformation, is an online startup incubator that provides lessons on human centered design-thinking, digital marketing, and is committed to equipping youths in Africa with the digital literacy and critical skills necessary to create digital enterprise solutions that are progressing the Sustainable Development Goals and adapt to the global workforce — and the very nature of work in the 21st Century. IGL is a program of Inspire Africa for Global Impacts Initiative.

IGL helps people and organizations navigate workforce shifts, such as addressing the urgent need to shift to a remote workforce to protect and serve customers and to establish business continuity. It helps African startups shift to digital platforms during and post COVID-19 while rapidly gaining the skills needed to foster entrepreneurship and create new technologies, businesses, and jobs. The Innovation Lab Challenge is open to young innovative Africans (aged 19-28) who are interested in learning about relevant soft and digital skills; are ready to employ critical and design thinking to solve complex problems, and are passionate about upgrading their knowledge on digital marketing and using the knowledge gained to build viable online businesses and create job opportunities.

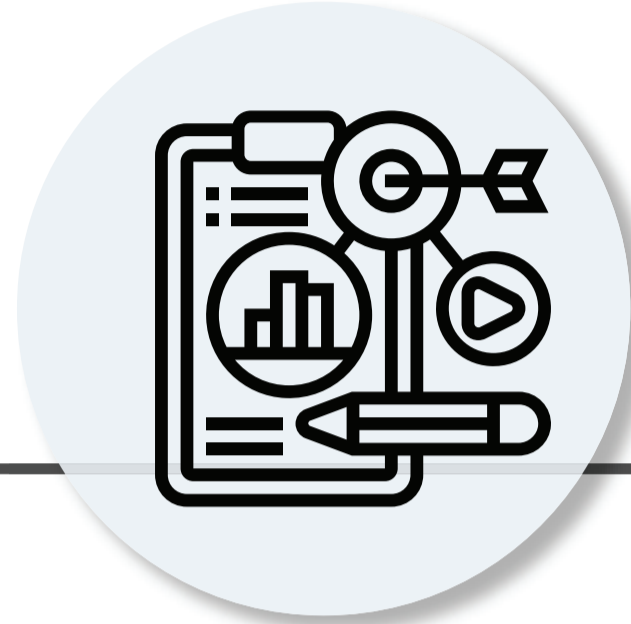


Our Training Model



Virtual, Team-based, Multi-Day Workshop

Participants will explore a multitude of human-centered design methodologies such as need finding, ethnographic observation, and rapid prototyping. The vehicles for learning include hands-on activities through digital tools (G-Suite), online group exercises, research and discussions, short lectures, and pitch rehearsals.



Design Exercises & Digital Marketing

During these extensive exercises, participants will infuse design thinking into business planning and entrepreneurial activities. Afterwards, further hands-on learning and workshops on digital marketing will ensure to understand the role of social media on customer acquisition.



Project Leadership

Participants will be introduced to a series of creative confidence team building and leadership activities that will equip them with the leadership capacity to implement the business project and work with a team remotely.

Innovation Challenge Process

IGL utilizes the design thinking process in a hands-on and experiential method, allowing participants to meticulously apply the methodology throughout the innovation challenge.



1.) Identify problems relevant to the user.

Participants apply and join a virtual team selected from across Africa in an online innovation challenge.



2.) Apply a human-centered design approach to define the problem.

Teams will utilize IGL G-Suite platform & Google classroom to collaborate and co-create innovative and sustainable digital enterprise addressing the SDGs.



3.) Identify a series of possible solutions.

Work with mentors and pitch business proposal via video conference.



4.) Create mockups and prototypes to visualize the solutions and test for feedback.

Exceptional teams will receive new laptops, potential funding, and more!

Awards & Prizes

To recognize the efforts of our participants, listed below are some of the awards that can be earned for truly exceptional work.

Grand Winner



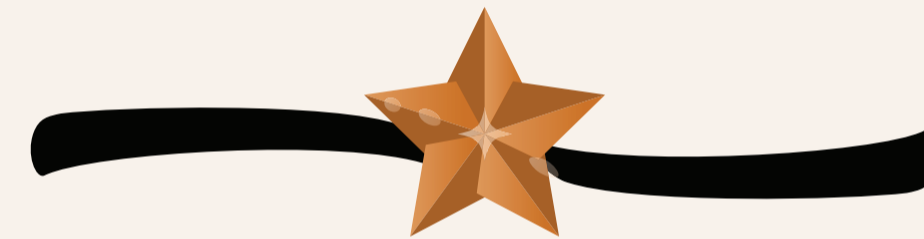
Receives virtual gold badge, award certificate, new laptop, a copy of The Winning Streak book, and access to funding.

2nd Prize



Receives virtual silver badge, award certificate, and a copy of The Winning Streak book.

3rd Prize



Receives virtual bronze badge, award certificate, and a copy of The Winning Streak book.

People's Choice



Receives virtual gold badge, award certificate, a cash prize, and a copy of The Winning Streak book.

Interested In Applying?

Participants will apply to join the lab by submitting their CVs and attending a virtual 2-day summit workshop.

Selected participants will be notified and enrolled into the program.

To learn more, visit our website:
www.weinspireafrica.org



Our Team



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Partner With Us



Donate new laptops to winning teams to support their digital enterprise



Donate cash and in-kinds to Inspire Africa for project-based operations



Fund or provide technical support to any team business solution of your interest



Become an Inspire Africa mentor for IGL

To learn more about how you can join the dynamic Inspire Africa community, visit www.weinspireafrica.org/partner-with-us

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