IPA 2018
INVESTING IN INCLUSIVE INNOVATION ECOSYSTEMS

PARTNERSHIP OPPORTUNITIES
BECOME AN INNOVATION PRIZE FOR AFRICA PARTNER

The African Innovation Foundation (AIF) is offering exclusive partnership opportunities for the Innovation Prize for Africa (IPA), which are open to international organizations and companies with long-term interests in investing in Africa. Our partners will be at the forefront of a prestigious two-day Pan-African event that will see the convergence of key African Heads of State, ministers, policymakers, and leading public and private sector innovation stakeholders. It is an ideal opportunity for your organization to create synergies and collaborate with innovators, innovation enablers, public and private sector institutions and investors from across the continent, who share a common vision for Africa:

- Unlocking the potential of African innovators and entrepreneurs to commercialize and achieve scale
- Championing knowledge transfer and capacity-building initiatives that spur the growth of homegrown, need-based and market-oriented solutions to African challenges
- Investing in transformative activities that increase the prosperity of African people
PARTNERSHIP BENEFITS

High level meetings with Heads of State, ministers, and key government stakeholders in the lead up to and during the two-day event
Explore strategic opportunities to affect business breakthroughs and be involved in key developments that are driving African innovation ecosystems

Participation in high level roundtables, panel discussions and workshops with ministers, policymakers and leading Pan African innovation enablers
Be at the forefront of important discussions and key actions focused on investing in inclusive innovation ecosystems

First access to the latest innovations and top innovators in Africa
Enjoy priority access to IPA 2018 finalists and past IPA winners and gain firsthand insights to cutting-edge solutions coming out of Africa

Establish collaborations and partnerships with key innovation influencers
Connect with key innovation enablers, influencers, decision and policy makers to explore expanded business opportunities in other African markets

Lead role in the IPA 2018 Awards Ceremony
Invitation to deliver keynote address and awards to IPA 2018 winners

Publicity through Pan African and international media coverage
Benefit from exposure in top tier international and Pan African broadcast, print and online media outlets.
IPA 2017 generated close to US$ 1.5+ million in advertising value for its key partners

Attract high quality talent from a wide pool of innovation influencers
Tap into Africa’s most creative minds who are ahead of key trends and developments in the innovation space

Meet CSR objectives by demonstrating a commitment towards African prosperity
Support the development of innovative and enterprising economies across the continent in line with their responsibility objectives and in a win-win partnership
ABOUT IPA

IPA is a landmark program of the African Innovation Foundation (AIF) established in 2011. The Foundation’s purpose is to increase the prosperity of Africans by catalysing the innovation spirit in Africa. Visit www.africaninnovation.org to learn more.

IPA IMPACT

Largest African innovation database & strong network across Africa

- A network of 9400+ African Innovators
- Spanning across 55 countries
- 41k+ Facebook Innovation enablers

- 55 of the continent’s top innovators
- US$1 million+ Cash support to winners / nominees
- 400+ Innovation enablers

- US$135 million+ Investment generated for winners / nominees
- US$200 million+ Valuation of IPA winners /nominees’ companies

6 successful editions hosted in Ethiopia, South Africa, Nigeria, Morocco, Botswana, Ghana
IPA’S GOAL IS

To strengthen African innovation ecosystems through supporting a culture of innovation and competitiveness, whilst spurring growth of innovative, market-driven African solutions to African challenges.

KEY THEMATIC AREAS

- Manufacturing & Service Industry
- Agriculture / Agribusiness
- Information Communication Technologies (ICTs)
- Health & Wellbeing
- Environment, Energy & Water

Total share prize of US$185,000 for top innovations

- **Grand Prize US$ 100,000**
  - Best in Class for Marketability, Originality, Scalability, Social Impact, Utility/Technical Aspects & Business Potential
- **Second Prize US$ 25,000**
  - Best Commercial & Business Potential
- **Special Prize US$ 25,000**
  - Highest Social Impact
- **IPA Nominee US$ 5,000**
  - Voucher for each IPA nominee to boost their innovations

AND

- Invitation to join ZuaHub: the AIF platform that connects African innovators with resources
- Pan-African & international media coverage
- Media training
- Post-prize support
Innovation Prize for Africa 2018

IPA EVENT PROGRAM

+450 Innovators & Innovation Enablers

+ IPA Nominees & Past Winners
+ Local Innovators
+ Policy Makers
+ Research & Academia Representatives
+ Investors
+ Corporate & International Organization Representatives

Key Highlights

- High Level Roundtables
- Innovation Market Place
- Keynote Speeches
- Multiple Workshops
- Meet-the-Nominee Sessions
- Speed Networking
- Tailored Events
- Investor Meetings
- Award Ceremony
- Cultural Evening
- Mentoring Sessions

full days of innovation-led events featuring high level influencers & innovation stakeholders
“The theme of IPA 2018, Investing in Inclusive Innovation Ecosystems, calls for African governments and innovation stakeholders to invest in building bridges for more inclusive ecosystems that will accelerate and scale African innovation at all levels of society. The aim is to increase access to innovative financing and know-how and to enhance collaboration between African nations to enable local innovators to access higher value markets for their solutions at a faster rate.”

PAULINE MUJAWAMARIYA KOELBL
AIF MANAGING DIRECTOR & IPA DIRECTOR

“Over the past six years, AIF has partnered with African innovation enablers and Governments in Botswana, Ethiopia, Ghana, Morocco, Nigeria and South Africa to host the Innovation Prize for Africa. Together we have made great strides in strengthening African innovation ecosystems through ongoing collaborative programs and strategic partnerships. For this seventh edition, themed Investing in Inclusive Innovation Ecosystems, we look forward to partnering with yet another African nation to expand our ever-growing network of innovators, enablers and partners to build stronger, more sustainable innovation ecosystems that will propel the continent forward. We invite you to join us and invest in home-grown African innovations.”

WALTER FUST
CHAIRMAN OF THE BOARD, AIF
WHAT AFRICAN LEADERS HAVE SAID ABOUT HOSTING THE IPA

“Platforms such as IPA are vital for building stronger synergies amongst key Science, Technology and Innovation influencers and stakeholders in Ghana whilst expanding linkages with international partners to promote STI development, capacity building, knowledge transfer and forge new partnerships with regional innovation leaders and expand our nation’s innovation footprint.”

Ghana, IPA 2017
HIS EXCELLENCY, NANA ADDO DANKWA AKUFO-ADDO
PRESIDENT, REPUBLIC OF GHANA

“The IPA initiative, of rewarding innovation, gives encouragement to local innovators to actively seek new and alternative solutions that can complement our efforts. We remain committed to supporting innovators to reach greater heights by facilitating the development of a robust National System of Innovation.”

BOTSWANA, IPA 2016
HIS EXCELLENCY, LT. GEN. DR SERETSE KHAMA IAN KHAMA
PRESIDENT, REPUBLIC OF BOTSWANA

“We were honoured to be selected to host IPA 2015, and affirm our commitment and support to AIF in driving the African innovation frontier towards sustainable development. It was a great opportunity to welcome innovators from across the continent and beyond to Morocco.”

MOROCCO, IPA 2015
HONORABLE MOULAY HAFID ELALAMY
MINISTER OF INDUSTRY, TRADE, INVESTMENT AND THE DIGITAL ECONOMY, MOROCCO
TESTIMONIALS

“The MTN Ghana Foundation was proud to stand with our partners at the Ministry of Environment, Science, Technology and Innovation in supporting IPA 2017. Innovation lies at the heart of our operations here at MTN and through the Foundation we are able to express our commitment towards impacting lives in our communities. Seeing the young innovators from across the country come together to celebrate the spirit of innovation in Africa at the IPA Innovation Marketplace was definitely a proud moment for us and we look forward to future partnerships with AIF”.

MTN Ghana
IPA 2017

“Lancaster University Ghana is proud to have partnered with IPA 2017 in Accra, Ghana. As an educational institution with a global footprint, it is important for us to be able to showcase how we support innovation and entrepreneurship across the African subcontinent. We were excited to host key IPA stakeholders including the nominees and judges at a special networking session on our campus and to have been able to showcase our commitment to innovation at the IPA event through some of our programmes and courses. We look forward to a long-lasting partnership with the Innovation Prize for Africa”.

RAGHAV LAL, CEO, WA TRANSNATIONAL ACADEMIC GROUP
LANCASTER UNIVERSITY, GHANA
IPA 2017

“We believe innovation is meant to solve or address a specific situation at a given time. Being a platinum sponsor for the 2016 edition of the IPA in Botswana offered our company a platform to not only contribute to life changing innovations but also execute such as part of our strategy. The business value realized from the partnership was tremendous and shall remain as part of the historical milestones of our country and Africa at large.”

DUNCAN PIE, MANAGING DIRECTOR
DIMENSION DATA BOTSWANA
IPA 2016
IPA IS A LAUNCH PAD FOR AFRICAN INNOVATORS TO COLLABORATE, COMMERCIALIZE AND SCALE THEIR INNOVATIONS

**ALGERIA**
Zeino Abdelyamine

**Bit Bait, Winner of the 2nd Prize of US $50,000, IPA 2012**
Invented an environmentally friendly, natural insecticide and rodenticide. Since winning IPA Award, Zeino has achieved the following:
- Elevated operations to semi-automatic factory production in Algeria
- Achieved financial stability and moved into acceleration phase
- Signed an MoU in 2017 for a joint venture to form a pesticide company to produce, conduct R&D and distribute Bit Bait products across other African markets including Angola, Ghana, Nigeria and Senegal
- Exploring opportunities to build a factory in Angola
- Scaling-up and automating the production capacity six times the current production capacity
- Rebranding to enhance competitive edge
- Introducing new product variants and biodegradable packaging
- Hallmarking product efficiency and non-toxicity at one of the largest labs in Europe

**SOUTH AFRICA**
Agriprotein Team

**Agriprotein Nutrient Recycling, Winner of the Grand Prize of US $100,000, IPA 2013**
Invented a method that uses waste and fly larvae to produce natural animal feed that is more ecologically friendly, higher in nutritional value and cost-effective for African farmers. Since winning IPA Award, AgriProtein has achieved the following:
- Raised US$11 million within one year
- Raised an additional US$17.5 million in 2016 and more recently US$105 million in 2018
- Top-funded insect farming businesses globally valued at $117 million
- Built two large-scale commercial fly farms
- Increased long-term funding from investors in Asia, Europe & North America
- Opened new global head quarters in London in July 2017
- Poised for global expansion through licensing of IP, technology, and know-how
- Multiple award winners including Food Chain Global Champion, BBC Food & Farming Awards 2017; Clean Equity Award, 2017 Global Cleantech Top 100; Australian Blue Economy Challenge 2016

**NIGERIA**
Eddy Agbo

**Urine Malaria Test, Winner of the Social Impact Prize of US $25,000, IPA 2016**
Created a non-blood diagnostic medical device that can diagnose malaria in less than 25 minutes using technology that detects malaria parasite proteins in a patient’s urine.
- Secured endorsement of the UMT and commitment of funding support of US$2 million from ECOWAS
- Nominated for the “Honors List of 100 Nigerian Entrepreneurs” who has made impact in Nigeria’s healthcare sector
- Received more than 10 business partnership requests since winning IPA 2016
- Participated in the 3-month Growth Accelerator program by 500 Startups in Silicon Valley, California (The opportunity came with $150,000 investment from 500 Startups)
- Produced and delivered 210,000 units of the Urine Malaria Test (UMT)
- Established wholesale and distribution networks in Nigeria
- Negotiating additional investment agreements from one NY private equity group and a Nigeria HMO (Health Management Organization), to scale UMT distribution in Africa.
IPA 2017 MEDIA IMPACT

17+ million Reach on social media

US$1.5+ million Advertising value

1,600+ Media hits

www.africaninnovation.org
@AfricanInnovationFoundation
@AfrinnovFdn

www.innovationprizeforafrica.org
@InnovationPrizeforAfrica
@IPAprize
@ipaprize
BECOME A CO-PARTNER: 450 000$

This is an exclusive partnership category that is open to an international organization, company or a high net worth individual with long-term interests in investing in Africa. As a co-partner, you will become synonymous with innovation in Africa, benefiting from the maximum deliverables and branding on offer including shaping the overall event program.

BENEFITS

- Naming rights as IPA 2018 Co-partner
- Visibility on all marketing and event collateral with priority placement of logo
- Keynote address at official opening ceremony and awards ceremony
- Additional VIP speaking opportunities in high level roundtables, workshops and networking events
- High level meetings with ministers and key government stakeholders in the lead up to and during the two-day event
- 27sqm exhibition space in the Innovation Market Place
- Two VIP tables & 1 general table (or equivalent in VIP passes for auditorium style seating) at IPA 2018 Award Ceremony
- Prominent feature in IPA 2018 official video
- Four priority advert placements within tier 1 Pan African media
- Priority advert placement in IPA 2018 brochure
- Four exclusive interviews and features within tier 1 Pan African media
- 1 million+ users outreach on AIF social media community
- Feature in AIF innovation platform - ZuaHub (www.zuahub.org)
- Opportunity to continue partnership into IPA 2019 and beyond
PARTNERSHIP LEVELS

As a partner, you have the opportunity to expose your organization to an influential Africa-focused audience, while giving you access to new markets and exclusive meetings with high level government officials, key stakeholders and decision makers.

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<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td><strong>Investment</strong></td>
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<td><strong>Partnership Status</strong></td>
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<td>Workshop Partner</td>
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<td><strong>Exhibition Space</strong></td>
<td>18 sqm</td>
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<td><strong>Website &amp; Collateral Branding</strong></td>
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<tr>
<td><strong>Event Branding</strong></td>
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<td><strong>Speaking Opportunities</strong></td>
<td>1 Keynote 1 Workshop 1 Innovation Market Place</td>
<td>1 Keynote 1 Workshop</td>
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<td><strong>High Level Meetings with Ministers &amp; Key Government Stakeholders</strong></td>
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<td><strong>Mention &amp; Branding at IPA 2019</strong></td>
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<td><strong>Award Ceremony</strong></td>
<td>1 VIP Table 1 General Table (or equivalent in VIP passes for auditorium style seating)</td>
<td>1 VIP Table (or equivalent in passes for auditorium style seating)</td>
<td>5 Invitations (or equivalent in passes for auditorium style seating)</td>
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<td><strong>Feature in IPA2018 Official Video</strong></td>
<td>Yes</td>
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<td><strong>Ad Placements with Media Partners</strong></td>
<td>2 Priority Placements (Full page)</td>
<td>1 Placement (Full page)</td>
<td>1 Placement (Half Page)</td>
<td>1 Placement (Quarter Page)</td>
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<td><strong>Ad Placements in IPA2018 Brochure</strong></td>
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<td>1 Placement (Full Page)</td>
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<td>1 Placement (Quarter Page)</td>
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<td><strong>Exclusive Interviews/Features with Media Partners</strong></td>
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<td><strong>1 Million+ users outreach on social media AIF Community</strong></td>
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<td>Yes</td>
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<td><strong>Feature in AIF Innovation Platform - ZuaHub platform (<a href="http://www.zuahub.org">www.zuahub.org</a>)</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</tbody>
</table>

We are also open to developing bespoke partnership packages that will offer our partners the most value and ensure your organization achieves its business objectives relating to the continent. Get in touch NOW!
For further enquiries, kindly contact:

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