AFRICA

INNOVATE AFRICA - ENTREPRENEURS

CFI launched the Innovate Africa project in 2014 in order to help a new generation of African media professionals to create and develop innovative information products and services in line with advances in technology, usage and the expectations of the continent’s citizens. Launched in conjunction with the initial project, Innovate Africa - Entrepreneurs aims more specifically to develop viable projects, with much focus being placed on their business model.

AIMS

→ To promote the creation and development of an ecosystem bringing together journalists and developers with a view to inventing tomorrow’s media.

→ To play a part in training up teams capable, at all levels (editorial, technological, managerial, economic), of helping to create tomorrow’s information products/services.

→ To prepare the projects contesting the Innovate Africa competition, which has an overall pot of $1,000,000.

FOR WHOM?

The leaders and co-founders of 20 projects.
WHEN?
From June to December 2016

HOW?

Call for applications in order to select 8 projects, to complement the 12 projects already selected following the Innovate Africa Massive Open Online Course (MOOC).

Remote support for preparing for the fast-track course: 6 theme-based sessions on Skype, each lasting one hour, are organised every week with the 24 teams, during which the project leaders focus on establishing their business model.

Fast-track course in Dakar for the 20 projects, at the end of which the 8 best projects will be selected to feature in a presentation to potential investors and experienced entrepreneurs (to be held in Abidjan).

Remote support and guidance for the 8 selected projects.

Meeting with potential investors and experienced entrepreneurs for the 8 projects selected (in Abidjan).

EXPECTED RESULTS

20 digital media projects are ready to be presented to potential investors and to contest the Innovate Africa competition.

The leaders of the 8 best projects will actually present them to investors and business development strategists at the Africa Web Festival in Abidjan (to be held from 29 November to 1 December 2016).

CFI: the French media development agency
CFI provides support to media organisations as development actors across several continents. A subsidiary of France Médias Monde and an operator of the French Ministry of Europe and Foreign Affairs, the agency is currently working on around 30 projects that fall under three major programmes: Media and Governance, Media and Business and Media and Development.

The “Media and Business” programme addresses the economic issues that have an impact on the activities of media organisations as businesses. The programme contributes to the consolidation of business models and training, particularly for young talents, with the aim of enabling financial autonomy and thereby encouraging editorial independence.