We do not teach entrepreneurship,
We train impact entrepreneurs.
An MBA for job creators

Pan-African University Alliance

International degree + business accelerator
E4Impact: Entrepreneurship for Impact

«The activity of E4Impact Foundation is a contribution to SDG 2030, since we enhance the sustainable development of emerging countries by favoring the formation of impact entrepreneurs and the internationalization of companies mainly in Africa. Supporting entrepreneurship means sustaining both economic and human development, and generating job opportunities and wealth. Around each MBA, we create a vibrant ecosystem of enterprises, universities, institutions and entrepreneurial actors which increases the probability that a new venture will survive and then improve the conditions of the Country itself.»

Letizia Moratti, President

«In the emerging countries there is an enormous need for impact entrepreneurs: individuals that operate in all industries with great attention to the social and environmental consequences of their actions. Our MBA, which in each country we offer in partnership with a local University, offers a unique experience to these people by enabling them to improve their entrepreneurial skills while continuing with their daily job. The part-time formula, the networking moments, and the coaching and mentoring activities are all features that make our program different from what is currently offered elsewhere.»

Mario Molteni, CEO

Mission

The leading Pan-African University Alliance for training and coaching a new generation of impact entrepreneurs.

Vision

To offer the MBA in at least 15 African countries by 2020, leading to an ever-greater impact on the continent: a goal of over 3,000 entrepreneurs trained, 1000 new enterprises, and thousands of new jobs in the formal economy.

Goals

✓ Train a new generation of entrepreneurs capable of combining economic success with positive social impact
✓ Support the formation within local universities of faculty and staff capable of teaching, managing and delivering a unique, results-oriented entrepreneurship program
✓ Facilitate the international development of European and African companies attentive to social and environmental impact
About the Foundation

E4Impact Foundation was launched in 2015 by Securfin, Mapei, Salini-Impregilo, the Università Cattolica del Sacro Cuore and the Association Always Africa to enhance the sustainable development of fast-growing economies by assisting the formation of impact entrepreneurs and the growth of their businesses.

The work of the Foundation contributes to the pursuit of many of the Social Development Goals 2030 set by the United Nations, including those related to quality education, decent work, economic growth and poverty and hunger reduction.

The Foundation has inherited the mission pursued since 2010 by ALTIS – Graduate School Business and Society of the Università Cattolica del Sacro Cuore of Milan (Italy), of which it is a spin-off.

To achieve its goal the Foundation, in collaboration with Università Cattolica and a local university from the host country, offers the Global MBA in Impact Entrepreneurship.

The MBA is a unique executive program that guides active and aspiring entrepreneurs in starting or scaling their businesses, providing them simultaneously with an academic and business acceleration experience.

The first MBA was offered in Kenya in 2010. Since then E4Impact has expanded to Ghana, Sierra Leone, Uganda, Côte d’Ivoire and Senegal, with more than 200 entrepreneurs under training and 375 already trained.

In 2017/2018 the program will also reach Ethiopia and Rwanda.

The Foundation also supports the expansion of African and European SMEs in the sub-Saharan area. By matching them with reliable local entrepreneurs, E4Impact offers small businesses a low cost, low risk opportunity to enter African markets in countries where the MBA is offered.
Global Recognition

Innovation University Award (2012)

World Investment Forum, UNCTAD, Genève (2014)

Entrepreneurship Congress, Milan (2015)


Global Entrepreneurship Summit, Nairobi (2015)

E4Impact CEO, Mario Molteni named Senior Ashoka Fellow (2015)

Dear Professor Molteni:

On behalf of President Obama, I’m honored to invite you to speak at the 6th Annual Global Entrepreneurship Summit to be held July 25 and 26 in Nairobi, Kenya. Specifically, we would like you to be part of a discussion on Building the Next Generation of Entrepreneurs.
Global MBA in Impact Entrepreneurship

The Global MBA in Impact Entrepreneurship is a 12-16 month program offered by ALTIS – Graduate School Business and Society of the Università Cattolica del Sacro Cuore of Milan in partnership with local universities. It confers a dual degree from Università Cattolica and from the local university.

The MBA is built around participants’ business ideas and projects and each course is designed to concretely help them build their businesses. In the program they will:

✓ Transform their business idea into a concrete, bankable business plan
✓ Develop the business skills necessary to guide a new venture or scale an existing business
✓ Encounter an international network of potential partners and investors

The program is comprised of a flexible blend of class lessons, distance learning, mentoring and networking events. Furthermore, participants are supported by a Business Coach, a dedicated business consultant that assists them in developing their business plan and establishing an industry network.

There will also be several occasions for participants to pitch their project to investors and the financial community in order to foster relationships of trust with these actors.
The Executive Formula: 40 days in Class

Periods of 6 weeks each
Distance learning + Coaching

Initial Boot Camp

Middle Boot Camp
+ Business Model Competition

Final Boot Camp
+ Business Plan Competition

8 days

3 days 3 days 3 days 7 days 3 days 3 days 3 days

7 days
MBA Industry Focus

The MBA can be tailored to one or more industry-specific focuses. The goal is to offer to MBA participants specific industry content in addition to instruction in general management.

Toward this goal:

- The curriculum can be designed to include industry-specific classrooms
- The distance learning can embrace specific online modules
- Coaching can be enhanced by involving local and international mentors with experience and expertise in the specific industries

The specific classrooms can be offered and managed at a national or continental level, and can be structured to include weeks of intensive focus on particular subjects. Lessons may be led by experts from Africa or elsewhere.

Currently the Foundation is developing the following industry focuses:

- Agribusiness
- Renewable Energy
- Green Business and Blue Economy
- Education and Culture

To accomplish this, E4Impact Foundation has established partnerships with the following institutions:
First-Step Africa: Partnership with International Businesses

First-Step Africa is an opportunity for international SMEs to discover the potential of African markets by engaging African talent to study the feasibility of their businesses in specific countries.

The local talent will participate in the E4Impact MBA and develop the requested project throughout the program, with the support of the MBA Business Coach.

The selected local talent will engage in intense networking activity with local suppliers, customers, and financial and government institutions in order to guarantee a project’s start-up.

To guarantee the success of the project, the SME together with E4Impact will:

- Define the candidate profile
- Select the local talent from a shortlist
- Set the objectives
- Identify an internal company tutor

Here are some of the companies that choose First-Step Africa to approach African markets:

Activities carried out by local African talent

- Market Analysis (mapping and interviews with customers, competitors, suppliers, partners)
- HR and Taxation Assessment
- Distribution Channels Analysis
- Logistic Providers Analysis
- Financial Projections
- Business Planning and search of local investors
A Local Entrepreneurial Ecosystem for every MBA

- Foreign SMEs
- Startups & SMEs
- Large Companies
- Local University
- Incubators & Accelerators
- Donors
- Investors
- Public Institutions
Members of Local Ecosystems
E4Impact University Alliance

The Foundation gathers together local partner universities that offer the MBA in the E4Impact Alliance. The Alliance:

✓ Constitutes the leading force in entrepreneurship education on the African continent
✓ Develops new educational programs in the field of entrepreneurship (short courses, PhD, etc.)
✓ Creates new and contextualized teaching and research skills
✓ Disseminates academic best practices
✓ Creates a platform for growing proven impact businesses at the continental level

The Alliance (2016):

The Alliance is built around some key events:

**Academic Workshops**

Academic workshops involve the participation of professors from the Università Cattolica and of local African lecturers. They are designed to develop teaching skills, review and develop academic content and to provide mentoring for new lecturers.

**Coaching Workshops**

Coaching workshops involve the participation of the E4Impact Team and the Business Coaches. They are designed to develop business coaching skills, review and develop coaching strategies and to provide mentoring for new coaches.
Present and Future

Kenya 2010
Ghana 2013
Sierra Leone 2014
Uganda 2015
Côte d’Ivoire 2015
Senegal 2016
Ethiopia 2017
Rwanda 2017

Active MBA
MBA in development
Our Impact

- **575** E4Impact entrepreneurs
- **3,500** Jobs provided by E4Impact entrepreneurs
- **73%** Alumni with a business in place
- **180,000+** Lives benefitted by Alumni businesses
- **35%** Women entrepreneurs
Global partners

Donors

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Our Champions

Joseph Nkandu
MBA 2011/12 - Nairobi, Kenya
NUCAFE
Executive Director & Founder

MAJOR ACHIEVEMENTS
✓ Increased membership base and doubled the volume of coffee marketed
✓ Contributed to influencing the development of a National Coffee Policy
✓ Named Ashoka Fellow and African Agricultural Role Model in 2013
✓ NUCAFE named by AGRA as best African farmer organization of 2013
✓ Implemented a Farmer Ownership Model selected among the EU’s CTA Top 20 innovations
✓ Received grants from various donors (e.g. TRAC, aBi Trust, Agriterra...)

INNUCAFE
NUCAFE - National Union of Coffee Agribusinesses and Farm Enterprises is a sustainable market-driven system of coffee farmer organizations empowered to increase their household incomes in 19 districts of Uganda.

Jacqueline Kiage
MBA 2012/13 - Nairobi, Kenya
Innovation Eye Centre
Co-Founder

MAJOR ACHIEVEMENTS
✓ The first eye hospital in southwestern Kenya
✓ More than 20,000 patients served and 1,285 cataracts surgeries performed in the first 15 months of existence
✓ 85 Community Outreach Programs (eye camps), with more than 100 patients per session and 10,421 patients already served
✓ A corrective eye care shop that provides more than 100 patients with eye glasses per month
✓ Startup funding and support from Fiat Lux Foundation (300,000 USD), Hilton Foundation with Dana Centre and LAICO/Aravind Eye Care System (200,000 USD), Right to Sight Ireland/Norway (36,000 €), Brien Holden Vision Institute (43,000 €) and Eye Foundation (10,000 €).

INNOVATION EYE CENTRE
A social health enterprise offering high quality, affordable and accessible eye care services to the community in the Southwestern Region of Kenya and beyond.
Stephen Eku
MBA 2013/14 - Accra, Ghana
Emigoh Ghana
Chief Executive Officer

Osei Bobie
MBA 2014/15 - Accra, Ghana
Farmers’ Hope
Chief Operation Officer & Founder

MAJOR ACHIEVEMENTS
✓ Developed a network of 3000 retailers in the Greater Accra Region
✓ Scaled the business in Kumasi (Asante region) and Takoradi (Western region)
✓ Customer base increased by 15% and number of employees increased by 10% during the MBA year
✓ Revenues increased by 10%
✓ Managed to remove major bottlenecks to improve capacity
✓ Developed a compact business plan to attract investment

MAJOR ACHIEVEMENTS
✓ The first producer of bio-fertilizers in Ghana
✓ Received an investment from the Acumen Fund
✓ Outreach to all counties in Ghana
✓ In 2015 received a recognition from the Minister of Agriculture for his contribution to agricultural development in Ghana
✓ Designed custom machinery for production of bio-fertilizer
✓ Developing a line of pesticides derived from fertilizer
✓ In 2014 transformed fertilizer from powder form to pellet form to enhance effectiveness and ensure against improper manipulation and adulteration

EMIGOH GHANA Ltd.
A Ghanaian food and nutrition company specialising in dairy and juice processing, focused on providing healthy food in order to fight malnutrition.

FARMER’S HOPE
A Ghanaian enterprise producing a potent and affordable organic fertilizer with local raw materials. The product is suitable for all crops and nourishes soil with continued use.
“E4impact MBA has imparted much to me and my profession. I started the program with only one business idea and thanks to our coach, mentors, lecturers and facilitators I now have two additional business projects, which are all running smoothly. It’s a practical program and I can confidently say that I’m now a “born again social entrepreneur” with new ideas and strategies to make meaningful impact in my community and Ghana at large.”

Stephen Fosu - MBA Ghana, Class 2013/14

“Enrolling in this MBA was one of the best decisions I could have taken. It helped me bridge the gap between the idea and the reality of my desire of bringing some change in the world we live in. This MBA ensured that I have the necessary skills to drive value and impact in my entrepreneurial activities.”

Ronita Ghosh - MBA Kenya, Class 2014/15

“The MBA brought a paradigm shift in my way of running my enterprise and I changed my business model to cut out unnecessary costs. The pitching sessions and coaching enabled me refine my skills. The linkages and being invited to pitch before investors is great and the students are able to work on their competencies. During a pitch to open capital the feedback was great and enabled me to refine my business. The mentorship process has been great since the coaches work with you from where you are and develop the process that enables you to achieve your goals.”

Keneth Ndua - MBA Kenya, Class 2015/16
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For further information
E4Impact Foundation
Galleria de Cristoforis 8 - 20122 Milano, Italy
Operations Center: c/o ALTIS, Via San Vittore, 18
20123 Milano - Italy
Tel: +39 02 7234 8383 - Fax: +39 02 7234 8388
P.IVA 09311470968
info@e4impact.org