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

International degree + business accelerator

E4Impact African University Alliance
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 University Alliance for training a new generation of impact entrepreneurs.

Vision
To offer 15 entrepreneurship programs in Africa by 2020, leading an ever-greater impact on the continent: a goal of over 2,000 entrepreneurs trained, 1,000 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
✓ Partner with local universities to embed entrepreneurial education in African Management Curricula
✓ Facilitate the international development of European and African companies attentive to social and environmental impact
About the Foundation

E4impact is an initiative launched in 2010 by ALTIS – Graduate School of Business and Society of Università Cattolica del Sacro Cuore, with the objective of training impact entrepreneurs in the developing world.

In 2015, with the support of Securfin, Mapei, Salini-Impregilo, the Università Cattolica del Sacro Cuore and Always Africa Association, the E4Impact Foundation was born. Later, Bracco and eni joined as Corporate Participants and Marco Bartolomei and Michele Carpinelli as Individual Participants.

The Foundation offers, in collaboration with Università Cattolica and a university from the host country, the Global MBA in Impact Entrepreneurship. The MBA was first offered in Kenya in 2010 and has since expanded to Ghana, Sierra Leone, Uganda, Côte d’Ivoire, Senegal and Ethiopia.

In addition, the Foundation supports SMEs interested in Africa by matching them with local entrepreneurs who can become valuable partners for facilitating their entry into the African market.

The work of the Foundation contributes to the attainment of many of the UN’s 2030 Sustainable Development Goals including access to quality education, decent work, economic growth and poverty reduction.

The Foundation is open to welcoming new Corporate and Individual Participants interested in taking an active role in its mission.
Global Recognition

Innovation University Award (2012)

World Investment Forum, UNCTAD, Genève (2014)

Entrepreneurship Congress, Milan (2015)


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

Global Entrepreneurship Summit, Nairobi (2015)

African Economic Outlook, Milan (2017)

Ruforum Conference, Cape Town (2016)

Ruforum Conference, Cape Town (2016)
Global MBA in Impact Entrepreneurship

The Global MBA in Impact Entrepreneurship is a 12-18 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 guides active and aspiring entrepreneurs in:

- Transforming their business idea into a concrete, bankable business plan
- Developing the business skills necessary to guide a new venture or scale an existing business
- Encountering an international network of potential partners and investors

The program is a blend of classroom instruction, distance learning, mentoring and networking.

Participants are supported by a Business Coach that assists them in drafting their business plan and establishing an industry network. They are given multiple occasions to pitch their project to investors and the financial community.
The Executive Formula: 37 days in the classroom

BUSINESS IDEA Competition (for Selection)

Initial Boot Camp
- Long Weekend 1: 3 days
- Long Weekend 2: 3 days
- Long Weekend 3: 3 days
- 7 days
- Online + Coaching: 6 weeks

Mid Boot Camp
- Long Weekend 4: 3 days
- Long Weekend 5: 3 days
- Long Weekend 6: 3 days
- 6 days
- Online + Coaching: 6 weeks

Final Boot Camp
- Long Weekend 7: 3 days
- Long Weekend 8: 3 days
- Long Weekend 9: 3 days
- 6 days
- Online + Coaching: 6 weeks
MBA Industry Focus

The MBA can incorporate one or more industry-specific focuses (Agribusiness, Renewable Energy, Healthcare, etc.) within the program.

Such a focus entails:

- Curriculum which includes industry-specific disciplines
- Custom designed distance learning modules
- Business coaching from local and international mentors with industry expertise

The industry specific component can be offered at a national or continental level and structured with brief but intensive industry specific concentrations taught by African and international experts.

International Projects

E4Impact Foundation works with many international partners in projects which develop impact businesses in Africa.

These projects:

- Build partnerships between public, private and non governmental organizations to promote and replicate successful social businesses
- Engage large corporations in the development of their local supply chain
- Involve businesses in development cooperation projects supported by institutional donors to enhance shared value
First-Step Africa: Partnership with International Businesses

First-Step Africa is an opportunity for international SMEs to utilize the E4Impact MBA to explore new African markets. In this program, select African participants partner with the company in order to evaluate the potential for the SME to do business in their native countries.

Together with E4Impact the company:
- Defines the candidate profile
- Selects the local talent from a shortlist
- Sets the objectives
- Provides an internal company tutor

The person selected will participate in the E4Impact MBA and will interact with local suppliers, customers, and financial and government institutions in order to provide the sponsor company with a comprehensive feasibility study.

Throughout the program the participant is accompanied by a professional Business Coach.

Here are some of the companies that have utilized First-Step Africa:

**Deliverables**

- Market Analysis (mapping customers, competitors, suppliers, partners)
- HR and Tax Assessment
- Distribution Channel Analysis
- Logistic Providers Analysis
- Financial Projections
- Business Planning and identification of potential local investors
Present and Future

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

Map showing active and developing MBA programs in various African countries.
Participating universities make up the **E4Impact African University Alliance**. This alliance is fast becoming a leading force in entrepreneurship education on the African continent.

The Alliance jointly:

- Designs innovative entrepreneurship programs
- Promotes applied teaching and research methods
- Disseminates best practices
- Shares proven business models

**Annual Events**

**E4Impact African Alliance Summit**
The University Vice-Chancellors meet to discuss shared academic and research initiatives.

**Program Leader Workshop**
MBA Program Leaders share their experience and identify improvements strategies.

**Business Coach Academy**
Business Coaches are trained by experienced consultants to improve coaching, mentoring and financial planning skills.

**Academic Workshops**
Professors from each business administration discipline meet separately to review didactic methodologies and course content.
Global partners

Donors

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Relations with institutions

International

OECD
AFRICAN UNION
ASHOKA

Governmental

MINISTERO DELL’AMBIENTE E DELLA TUTELA DEL TERRITORIO E DEL MARE

Italian

SIMEST
PTP SCIENCE PARK
MILAN CENTER for FOOD LAW and POLICY
SACE

adding value from research
Members of Local Entrepreneurial Ecosystems

[Logos and names of various organizations are shown, including The Royal Bank, Ghana StartUp Cup, ACTB, FinAfrica, GAIN, TATA, Venture Capital, CHASE Bank, AABN, Weston Group, Life by Design, SLP MC, African Foundation for Development, Magadi Chemicals, Oasis Capital, NBSSI, ASK, Standard Group, SLIEPA, 103.5 FM Starr, m:lab, and QuickCash.]
Our Impact

- 544 E4Impact entrepreneurs
- 3,500 Jobs provided by E4Impact entrepreneurs
- 33% Women entrepreneurs
- 73% Alumni with a business in place
- 180,000+ Lives benefitted by Alumni businesses
Our Champions

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

**MAJOR ACHIEVEMENTS**

- 188 member associations and cooperatives, 200,021 family owned farms and 1,000,561 individual farmers in 2016
- 1,252 jobs created along the value chain
- 577 MTs. of coffee marketed (95% exported)
- Named Ashoka Fellow and Africa Agricultural Role Model in 2013
- Named by AGRA “Best African Farmer Organization of 2013” for income diversity
- Financing received from TRAC, aBi Trust, Agriterra, ITC, CBI
- Received Private Sector Development Award 2015 and Uganda Investor of the Year award in 2015 and 2016

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

**MAJOR ACHIEVEMENTS**

- The 1st Eye Hospital in South Western Kenya
- In first 15 months of operations:
  - More than 20,000 patients served
  - 1,285 cataract surgeries performed
  - 85 Community Outreach Programs (eye camps)
  - 2,900 spectacles dispensed from corrective eye care shops
- Start up funding 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 €)

NUCAFE
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.

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.
**MAJOR ACHIEVEMENTS**

- First producer of bio-fertilizers in Ghana
- Designed innovative production machineries
- 30,000 farmer customer base (estimated to reach 200,000 with new automated production line)
- 1,200 bags of bio-fertilizer sold each day
- Employs 28 full time workers and 15 causal labors
- Received $700,000 as investment from Acumen Fund
- Recognized by the Ghanaian Ministry of Agriculture for his contribution to the agricultural development of Ghana in 2015
- Is developing a line of pesticides derived from the bio-fertilizers

**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.

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**MAJOR ACHIEVEMENTS**

- One of the main provider of safe drinking water to the urban and peri-urban areas of Kampala
- Is employing over 50 youths and has a permanent staff of 15 people
- Counted 1,000 loyal customers in 2015
- More than 1,000,000 liters sold in 2016
- Installed 10 water ATMs in peri-urban Kampala and has 5 existing water kiosks in Kampala
- Developed major partnerships such as Connect and Growth Africa
- Received a UNBS certification in 2011

**PURE PRODUCTS LTD**

A market-based social venture to provide access to safe clean drinking water to the underserved and unserved urban and peri-urban Ugandans at an affordable price, while creating employment to the youths through water franchise kiosks and water ATMs model.
About our MBA

“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 promotes a ‘hands on’ approach to learning at a very high level of interaction. In the last 60 days, I have managed to access a big Commercial Loan from a Bank I got in touch with through the MBA. Another unique feature of this MBA is that it enrolls students from diverse backgrounds and this makes it very interesting when sharing the personal experiences of the businesses which impact on people’s lives.”

Emilio Odongo - MBA Uganda, 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

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E4Impact
@E4Impact
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www.e4impact.org