



The time to change the world is now!

So many times, we have said to ourselves, I wish I lived in that era or another, in a time when change was possible, when there were real opportunities.

Well the good news is, we are in era where we are in a position to change the world, where the opportunities are as great as your dreams and this can be done through Africa.

You might say the opportunities in Africa are not new, for over one hundred years people have been discovering Africa and tapped the opportunities; Even in the 60s Israel was a major pioneer there.

So what is the difference now – it is twofold Africa is different and ready to change its ways, Africans are taking pride in their countries and are tired of being left behind and we are different we are ready to listen and not coerce our thoughts. Today Africa is ready and we are ready to give her what she needs.

Some statistics

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- 813 M people currently live in Africa, it is estimated that by 2050, 2.5B people will live there and will make a quarter of the population
- The youngest population in the world is in Africa
- Out of the 10 most fastest growing countries in the world 5 are in Africa with over 5% growth.
- Africa's growth in private consumption is outpacing the world average
- 9 countries have over \$3,000 per capita in private consumption alone
- In 2016 the continent's spending power will increase by 25%
- By 2018 it is forecasted that africa's 10 largest economies will equal the consumption of China in 2009
- Lastly over 60% of the worlds unexploited cropland is in Africa

How do we leverage these stats?

It is very important to stress that we have several opportunities here, a significant monetary opportunity.

But more than that a "change the world" opportunity, the honor of being able to make a difference, to significantly change people's life for the better.

Elevation of poverty
Food security
Water for all
Sanitation for all
Education
Gender equality

Are not just millennium development goals, these are real business opportunities, in the industry of doing good in the world. "Tikun Olam" and "Ase lebitecha" Can actually come together.

These opportunities are not just the prerogative of NGOs but are available for any company that have a contribution, especially for the new triple bottom line companies. Africa is giving us a great opportunity and we should take it.

How can we be part of the trend?

First, we see that the need is great; everything that we have Africa wants and needs. Nevertheless, while the needs are the same, the way to fulfill hem are totally different.

Africa needs and reality are in the 21st century but their development and infrastructure is somewhere between the 19th – 20th century, depending if you live in the rural or urban areas.

So here is the second opportunity, a whole new market, a whole new world, a new set of tools, a totally different mindset is required a place for real innovation.

How do we do it?

Three conclusions come out of this:

- 1) Every set of challenges brings a whole new opportunity
- 2) Do things different
- 3) As we Israelis know, there is no challenge without a solution

So let's go to the solutions:

- a. The first question in marketing 101 is –what is the need? – but this time, you must get out of your head and what you think you know, you must go into the head of your new customer, your new user. What are the challenges that they face daily, only by truly listening to your new customer, will you be able to give them the solution they need.
- b. Note that I mention solutions – there is a need for an integrated/holistic solution. These new solutions must integrate economic and social models with technology. Technology alone cannot last, if the people are not made aware and accustomed to what they involve, not to mention that they should have an ability to pay for them in the long run.
- c. The integrated solution also means – financing- we have to change our understanding of how things are paid for. Africa offers the opportunity, not the funding, you must fund your opportunity, not necessarily with your money, but you need to learn to leverage and use investors.
- d. Banks and Investors are looking to finance your projects, you just need to understand their decision making process and cater to it.
- e. Different packaging:
- f. Think: decentralized, simple, low maintenance, low energy
- g. Think: different size, different materials, and appropriate standards
- h. Training should always be a part of the packaging,
- i. As well as maintenance, if you want to be able to be proud of your project half a year later.

We are at a special time, the time of opportunity to change the world, by listening to what is needed and by being courageous enough to believe that, we can make that change.

Thank you.