



AMI African Management Institute

IMPACT REPORT 2022

The Resilience Factor

About AMI

AMI enables ambitious businesses & entrepreneurs across Africa to thrive.

AMI is pioneering practical business and management learning for Africa. We equip entrepreneurs with key tools to build their businesses, we help companies build motivated and productive workforces, and we run work-readiness and entry-level programmes for young people starting their careers.

We believe...

skilled people build thriving businesses, thriving businesses create quality jobs, and quality jobs drive prosperity and dignity.



AMI across Africa

Over 80 staff with offices and a presence in eight countries: Cote d'Ivoire, Ghana, Kenya, Nigeria, Rwanda, Senegal, South Africa and Uganda.


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The Resilience Factor



Steve Ogendo of Kenya's Derex Ten Limited and his construction company participated in AMI's flagship Grow Your Business Programme.



At AMI, we believe that developing skilled entrepreneurs, leaders and managers is critical to nurturing businesses with deep roots of resilience.

In this annual impact report, we share how AMI's innovation in African enterprise and skills development has enabled the individuals and businesses we serve to stand strong for the long term, and to create and sustain livelihoods - including those of youth and women - through increasing turbulence.

Amidst ongoing challenges, our focus on driving deep shifts in mindset and building grit and agency has equipped entrepreneurs and leaders to thrive and innovate. Here, we share the results of our work to cultivate 'The Resilience Factor' in 2022.

Letter from our founders

For many entrepreneurs and businesses, 2022 was a moment to put pandemic resilience learnings back into practice and accelerate recovery.

For Kenyan music and production entrepreneur Mark Kiambo, 2022 brought a new set of challenges.

The business implemented careful cost cutting measures during the pandemic, and saw a solid rebound in revenue in 2021. However, with the Kenyan election cycle and global uncertainty, Mark experienced a downturn in demand in 2022 for local video content, along with rising prices for the studio equipment they import.

"Our passion is supporting recording musicians, but our clients are struggling - and even our corporate clients have slowed business. At the same time, our costs are rising. However, unlike during Covid, now we know how to respond when times are tough. We are expanding into new services like video and graphics production, and adapting to listen to our clients."

Mark and his team credit the support that they received from AMI - particularly our tools for collecting customer feedback and tools for managing teams - for preparing them for tough times, helping them preserve jobs for their team of four and maintaining strong revenue growth since 2020, even in an environment that has reportedly forced 35% of Kenya SMEs to shutter.

Mark's story has not been unique this year. Incredibly, 99% of businesses supported by AMI were still in business by early 2023.

Despite a significantly more challenging business environment, they increased revenue by an average of 11% in 2022 vs 2021, with 85% creating new jobs and 38% accessing capital.

1. DailyNation, Want your Business to Survive? Invest in Capacity Building, 30 May 2023

Many, like Adebayo Awoyele, the Nigerian veterinarian who created 12 jobs and increased revenue by 69%, did much more than survive (story featured on page 18). They thrived, driving prosperity for their communities and contributing to major challenges such as food security and climate action. This resilience is even more impressive given rising import and input costs, reduced consumer spending power and significant political uncertainty in key markets, such as Kenya and Nigeria.

In this context, the practical tools we provide to help entrepreneurs reduce cost, adapt business offerings, and access finance became even more critical to business resilience and the preservation of jobs of the youth and women most affected by uncertainty.

We are proud that the 4,613 businesses we supported collectively improved almost 20,000 jobs and created almost 2,500 new jobs in 2022, impacting 191,000 livelihoods across Africa.

Our ability to operate at scale at a relatively low cost of delivery, thanks to our 'Tech + Touch' approach, meant we generated 800% RoI on our core business growth programmes, while deeper research into our top performing businesses has

revealed new opportunities for even more cost-efficient and outsized job-creating impact in the future.

From the brick-and-mortar businesses that are the engines of African economies, to the market-leading innovators like energy and fintech firm Dankish and Associates (testimonial featured on Page 19), these businesses are crucial for improving and retaining jobs, especially for vulnerable youth and women and those living outside of urban centres.

Almost a third of these are in agriculture, with ripple effects for both smallholder livelihoods and local food security. By driving inclusion outside of the often-reached urban centres we increased our reach to women-led, rural and youth-owned businesses, with 49% of our participants being female, and we've increased our focus on helping entrepreneurs to develop grit, agency and resilience as they dig deep to ensure they are around to support jobs and critical livelihoods for the long haul.



Rebecca Harrison
Co-Founder & CEO



Jonathan Cook
Co-Founder & Chairman



99%
SME Survival
Rate

4,613
businesses reached

6,126
individuals reached

Cultivating SME growth & resilience

11%  median SME revenue increase in 2021-2022



created jobs



reported increasing revenue



accessed capital

Top 20% performing businesses created an avg. of

7 jobs each + median revenue growth of 135%

indicating where applying deeper support in future may result in outsized impact.



190,893²

livelihoods impacted

19,842³

jobs improved

2,414

new jobs created

2. See Page 10 - The outsized effect of business resilience and growth on supporting livelihoods and communities - for detailed breakdown

3. Includes entrepreneurs reached, individuals reached through workplace programmes, employees of SMEs reached, and direct reports of individuals on workplace programmes. SME reach discounted by 99% survival rate.

\$13,166

median revenue increase on flagship SME growth programmes

ROI is more than 8x average programme costs

Reach by Country

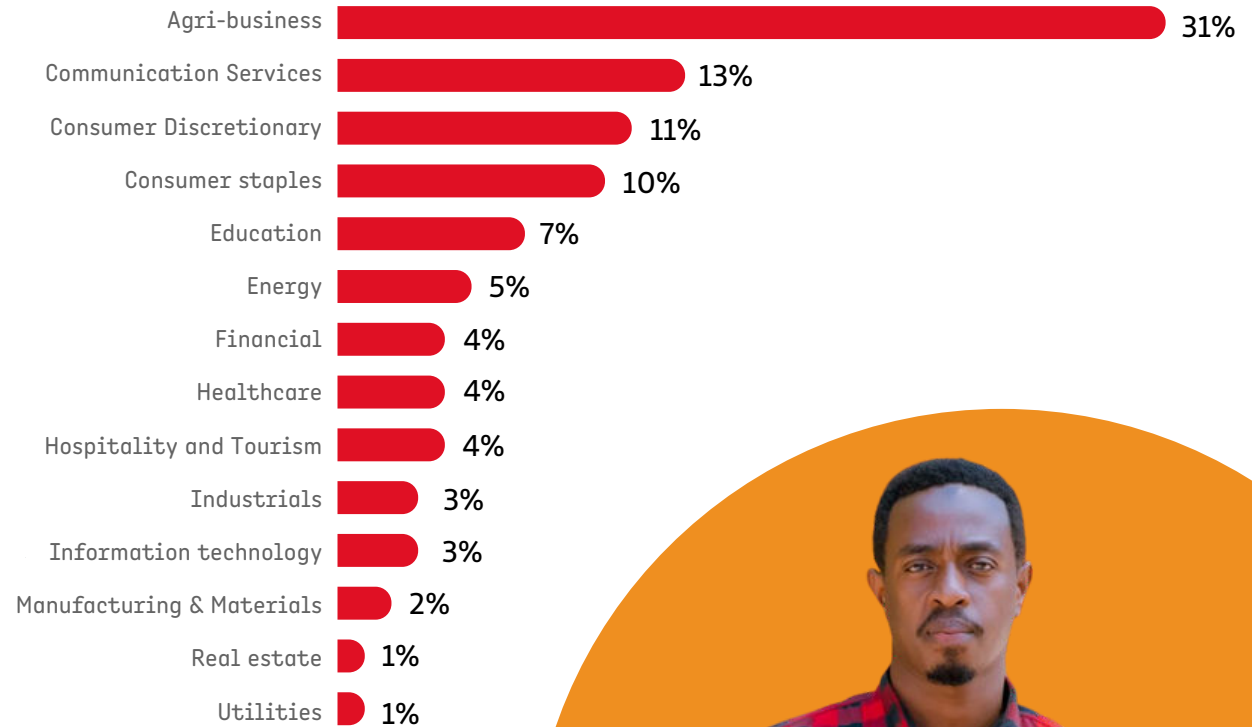


We reached and trained businesses and individuals in

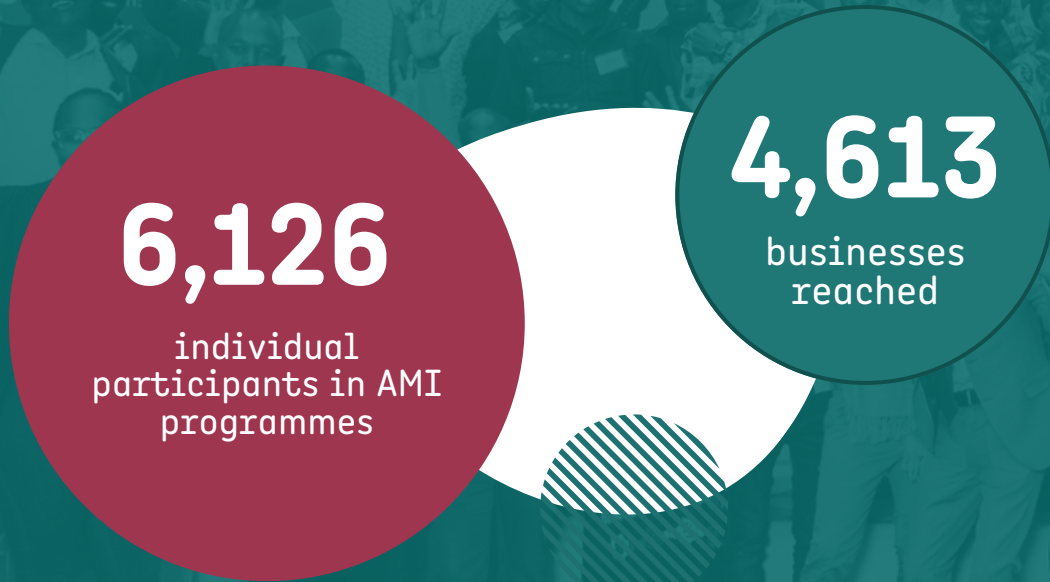
39 countries and
in **5** different languages

(English, French, Kinyarwanda,
Swahili and Amharic)

Reach by Sector



Our Reach by Programme Type



4,392

SMEs supported through business growth programmes



221

larger businesses supported through workplace learning - executive, management and entry level programmes

1,662

through core SME growth programmes - GYB, MEA & SYB

2,730

through lighter touch programmes - Bootcamps & Thrive Community

*GYB - Grow Your Business Programme
*MEA - Micro-Enterprise Accelerator Programme
*SYB - Start Your Business Programme

Decent jobs, improved and created at scale

AMI's business growth programmes create and protect jobs at low cost. By equipping both small business owners and employees in larger organisations, we improve employment resilience and leadership quality for thousands of employed individuals.



Despite the challenging geopolitical landscape, **84%** of supported SMEs cited creating jobs, with average **1.2** jobs created per business and **19,842** jobs improved thanks to stability and job resilience.³

2,414
total jobs created



677
of these were in
agriculture, with
outsized effects on
livelihoods



Marthe Niyonshuti, Founder of Amahoro Farming Business Limited, a participant of MasterCard Foundation Covid Resilience and Recovery Programme (CRRP)

³. Includes entrepreneurs reached, individuals reached through workplace programmes, employees of SMEs reached, and direct reports of individuals on workplace programmes. SME reach discounted by 99% survival rate.



Kenya's Orac Branding participated in AMI's flagship Grow Your Business programme.

Kenyan Youth Entrepreneurs Creating Jobs for Youth

Kenya's Orac Branding enrolled in AMI's flagship Grow Your Business programme in 2021.

Their two youth founders increased revenue by 70% in 2022, created 10 jobs and forged partnerships with other entrepreneurs they met on our programme.

Orac Branding, a marketing and branding agency based in Nairobi, was co-founded by young Kenyan entrepreneurs Munene Githiri and Vanessa Mwaniki. Munene noted that he started his business because he is passionate about the sector, and noted that 'back in the day marketing and branding was for the big boys with the big budgets. I saw an opportunity where micro and small businesses needed to understand what marketing is. We give them knowledge at a fair price'.

Munene commented: 'What I found most useful about the programme was the tools. I have a folder on my laptop named MBA. Everything in that folder is the tools I downloaded from the (AMI) programme. I found them very practical and very relevant to my business. I really enjoyed how the class was being conducted – there were even networking and breakout sessions where we could discuss the topic of the day in relation to our businesses. I was added to a Whatsapp group with pan-African entrepreneurs, I have found 2 clients and 1 partner – we co-created a product together.'

Munene said that a growth in revenue (a 69% growth from 2021-22) and an ability to hire new staff was the most significant change that resulted from the programme. He attributes the growth to developing a sales strategy for the business, implementing cost reduction strategies and re-evaluating the needs of the customers in order to better understand how they could meet that need. Orac created 4 full time and 6 part time jobs in 2022, hiring 3 Kenyan youth into their first jobs.

Beyond this direct job creation, Orac uses their expertise to develop Micro SMEs with branding skills within their community - 551 to date. Munene comments that he is aware of at least 12 of these businesses that have hired 1-2 additional staff themselves.



What I found most useful about the programme was the tools. I have a folder on my laptop named MBA. Everything in that folder is the tools I downloaded from the AMI programme.



Spotlight on Agriculture

AMI works with SMEs across agriculture value chains and supports agriculture leaders across government, private sector and civil society to create jobs, support smallholder farmer resilience and drive sustainable food security

31%

of SMEs supported are in Agriculture

54%

of SMEs in ag support smallholder farmers to access markets

45%

of SMEs offer training and capacity building to smallholder farmers

23%

of SMEs supply smallholder farmers with quality inputs



677 jobs created in agriculture



10,155 additional jobs in the value chain



47,699 livelihoods impacted ⁵

4. We base this number on the technical assumption that one job in agriculture creates 15 additional jobs, as indicated by the UN and others (ILO, 2022; AGRA, 2019)

5. Approach to estimating livelihoods impacted considers jobs directly created and indirect jobs created based on sector multipliers from UN, ILO research. These figures are then multiplied by an average household size of 4.7.



We have grown our team and through regular feedback and check-ins, the team has owned the business, aligned to the vision, and given recommendations on improving the business. We have also begun taking time to reflect on the business performance which allowed us to make timely decisions, get new clients over time, and retain them.

Capturing all our transactions has helped us identify the revenue streams that need improvement and we laid strategies for them.

**Gladys Kahindo,
Viazi Kings Ltd**

The Marketing and Sales Tool has changed my business. I started listening to my customers, increased sales and introduced value additions to my product which I had never thought of before. This forced us to increase production and I'm so excited because we now have return customers, which I now call the backbone of my business.

In the beginning, I struggled to pay my workers and had a lot of debt. Through the bookkeeping course, I was able to keep better records and check how the business was performing and the business has grown by 50%.

**Lucy Wairimu,
Green Holizons City**



Planting Seeds for Change: Action Learning projects support cross-sector leaders to drive agricultural transformation

Action learning is at the heart of our learning methodology as the Centre for African Leaders in Agriculture (CALA)'s lead learning partner. A proven and research-backed approach to improving leadership and management, "action learning" is one of the key components of CALA's Advanced Leadership Programme, an AGRA-led initiative. Through action learning projects, CALA delegates are creating a platform for deep learning and foundations for powerful public-private collaboration to drive food security in the future.



TEAM
SUSTAINABILITY
(GHANA)



TEAM ACRA ACRE
(NIGERIA)



TEAM
TRANSFORMATION
(KENYA)



TEAM UMOJA
(TANZANIA)



★ TEAM ACRA ACRE (NIGERIA)

Team Acra Acre continues to collaborate on their action learning project to leverage innovative irrigation solutions for smallholder farmers in Nigeria, with the objective of addressing poor productivity.

★ TEAM TRANSFORMATION (KENYA)

Team Transformation focused their project on promoting healthy diets using precooked and prepacked legumes for children under 15 years in Kayole through NatureLock, a company founded by CALA delegate Tei Mukunya. Limited access to nutritious food among children 1-15 years in Kayole area in Nairobi resulted in 27.70% stunting, with children often relying on feeding programmes that can provide inadequate food packages.

★ TEAM SUSTAINABILITY (GHANA)

Team Sustainability explored innovative approaches to improved soil fertility for smallholder farmers using dynamic kraaling and composting. Dynamic kraaling would offer smallholder farmers a pathway to achieve food and income security sustainably and could be critical for sustainable food systems and environmental sustainability.

★ TEAM UMOJA (TANZANIA)

Tanzania's Team Umoja implemented reduction of poultry mortality rate through promotion of cluster production systems in Tanzania, which contributes 16% to their national GDP. Training youth, women and poultry vendors, building capacity in partner organizations and linking small farmers has led to training and facilitated exchange with 174 stakeholders including youth, women and poultry brooders.

The CALA delegates' Action Learning projects show the potential of deliberately fostering cross-sector collaboration between agriculture leaders, and are positively impacting:



Youth employment



Building capacity of SME leaders



Sustainability



Food Security

**16 ALPs implemented in cohort 1 from Ethiopia, Ghana, Kenya, Malawi, Nigeria, Rwanda, Tanzania, Uganda.

The outsized effect of business resilience and growth on livelihoods and communities

In a year of turbulence, a focus on SME resilience, as well as growth, can protect the most vulnerable livelihoods from shocks - for example, those supported by agriculture jobs in more rural areas.

190,893
livelihoods supported

108,981 individuals supported
by the 2,414 jobs created ⁶

 47,699 by agri jobs

93,257 individuals supported
by the 19,842 jobs improved ⁷

6. Approach to estimating livelihoods impacted considers jobs directly created and indirect jobs created based on sector multipliers from UN, ILO research. These figures are then multiplied by an average household size of 4.7.

7. Jobs improved are multiplied by average household size of 4.7



IMPACT STORY

Poultry business growth has ripple effects for Nigerian smallholder farmers

Adebayo Awoyele (Nigeria), the owner of Ensapuh Veterinary Services, enrolled for Grow Your Business in 2021. Ensapuh saw revenue growth from \$106k to \$178k (67%) from 2021 – 2022, raised investment in 2022 and created 5 full time jobs and 7 part time jobs. Ensapuh offers consultancy services to farmers and works with smallholder farmers to produce live chickens.

Adebayo noted that modelling their finances and goals in the programme helped them secure funding. The 12 new staff include farm managers, a farm service office, 1 vet and part-time employees supporting the movement of birds. Ensapuh also creates livelihoods for smallholder farmers through its out grower programming, adding 5 smallholder farmers to their operations in 2022. 60% of their smallholder farmers are women.

Adebayo notes that food security is a pertinent area of impact for the business, as live birds are constantly in demand by processors in their area. Critically, when there are not enough live chickens there is redundancy in the processing plants. For every 2000 live birds processed, 20 staff are involved. Adebayo notes he has seen people coming out of redundancy to obtain daily wage jobs processing chicken. In addition, he notes that his growth has had positive knock-on effects for his suppliers.



↑ **\$106k - \$178k**
↑ revenue growth
↑ from 2021-2022

Aspire

Business Growth Programme

In collaboration with **Stanford**|Seed

Partnership with Stanford Seed accelerates high potential larger SMEs

AMI's Aspire programme delivered in partnership with Stanford Seed is designed for ambitious entrepreneurs moving from resilience into growth.

The programme requires these larger SMEs to contribute to the programme fee, with positive effects for entrepreneur commitment as well as the broader business development services market.



We were able to diversify into electricity aggregating with our fintech company (Logitechture Solutions Ltd.). The strategic positioning was inspired by my AMI experience. We closed the year 2022 with a turnover of about 2 Billion Naira and a network of about 120 direct sales agents spread across 4 Nigerian states.

Dankishiya Saleh Hadi,
Dankish & Associates Ltd., Nigeria

Partnership with Stanford Seed accelerates high potential larger SMEs

129

businesses supported in 24 countries

55%

report increased revenue

48%

report increased profitability

91%

feel more confident about their ability to raise capital

89%

attribute performance improvements in revenue, profitability, job creation and/or KPIs to AMI



129

businesses protected with estimated 3400 jobs, based on average employee count of 51.



The programme helped me realize that I'm dealing with people with different temperaments, skill sets, and different levels of adaptability. So I learned about myself through this programme and learned to manage the people that I was leading, and that has been so helpful.

Yaa Obenewaa Okudzeto,
Built Services Consult, Ghana

Designing for youth inclusion

Youth are a critical focus of AMI's SME and workplace skills development programmes, and in 2022, AMI directly trained 2275 youth, with many more benefiting from new and improved jobs and livelihood opportunities.

Youth-owned businesses showed a median revenue increase of 12% from 2021-2022 and 20.48%% CAGR over 3 years.

56% of jobs improved and created were for youth.





2,275+

youth trained
in 2022

Women are at the heart of AMI's methodology

AMI has embedded a gender lens into our participant recruitment strategies, programme design, and programme and impact data disaggregation.

In 2022, we intentionally partnered with local networks of women such as the Girl Guide Association of Rwanda and Senegal's Women Investment Club to maximise our outreach to women which successfully drove increased levels of women-owned business participation in the relevant programmes in Rwanda and Senegal.

With ANDE and USAID, we innovated to deliver a new women-focused access to finance skills programme in South Africa, *Emerge*, with exciting results (see page 25).



We know there is more work to do, but saw growth in the percentage of women-owned businesses reached from

45% in 2021

to 49% in 2022



44%

of participants across
SME and workplace
programmes were women

33%

of businesses
solely women
owned, and another
12% are co-owned
by women



Please don't take these tools for granted. These are powerful tools. I treat them as gold because that is exactly what they are. The Emerge Programme has shifted my understanding of storytelling and its importance. I am now mindfully aware of the power of storytelling and how we can craft and utilize our stories to secure investment and funding opportunities. The Speak up and Lead course has helped a lot in terms of utilizing the story and the values behind it.

Jackie May,
Twyg

Equipping high potential women-led SMEs in South Africa:

Emerge programme in partnership with ANDE and USAID



In 2022, AMI's work has included an increasing focus on access to finance for SMEs, with partners including AGRA and Aceli.

We have launched programmes to prepare entrepreneurs for the important step of taking on external financing, and helping to close the gender finance gap.

Overall, 38% of businesses supported across our SME programmes accessed finance in 2022 - either debt or equity - a significant increase in previous years, thanks to this more intentional approach to unlocking capital for SMEs.

With ANDE and USAID, AMI worked to equip 60 women-led SMEs in South Africa with a uniquely designed investment readiness programme, designed to tackle the challenges women face in accessing finance - informed by broad research conducted with SMEs and the South African investment community.

The programme integrates confidence-building and storytelling alongside mastery of financial metrics.

Emerge has created an opportunity for new partnerships. With the realized growth in this quarter, we established a partnership with KaribuWellness and delivered counseling services to a client in Lesotho. We also partnered on other group coaching sessions as well. The impact for us - collaborative growth.

Lindiwe Msiza,
Transform Leadership Consulting

Results from the Emerge programme included:



92% of women would recommend the programme



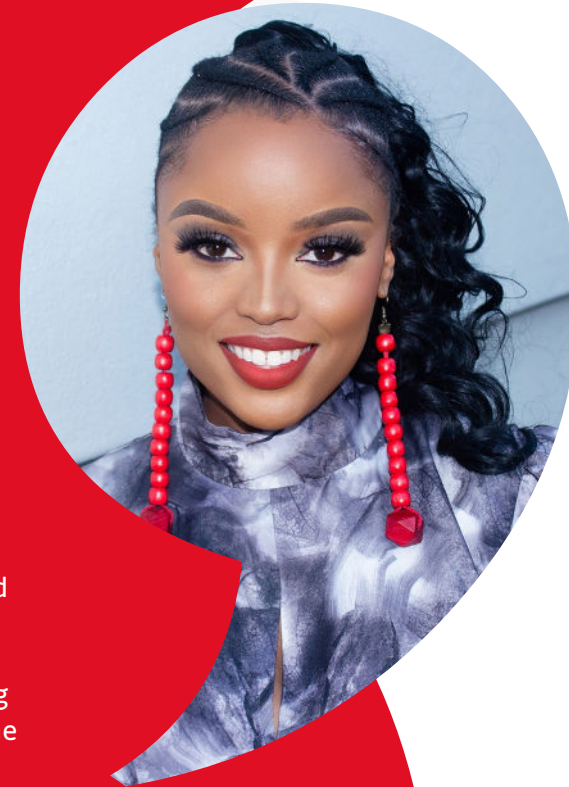
48% increased revenue



29% created jobs



81% attributed performance improvements to the programme



The Speak Up and Lead course, storytelling, has helped me in one of my networking sessions. I have been using it to practice with my team and it has led me to win a pitching competition. This is how I began to understand the importance of telling my leadership and business story. The scenario planning tool has also been very useful to me- it is a tool I will keep referring to now and again because it has really prepared me for the worst-case and the best-case scenario. Often in the everyday running of a business- the planning is very short term. These tools have helped me to think beyond the next three months.

Samkelwe Gqomo,
Womandla Global Network

Digital, yet inclusive - new learnings from the MasterCard Foundation Covid Resilience and Recovery Programme (CRRP)

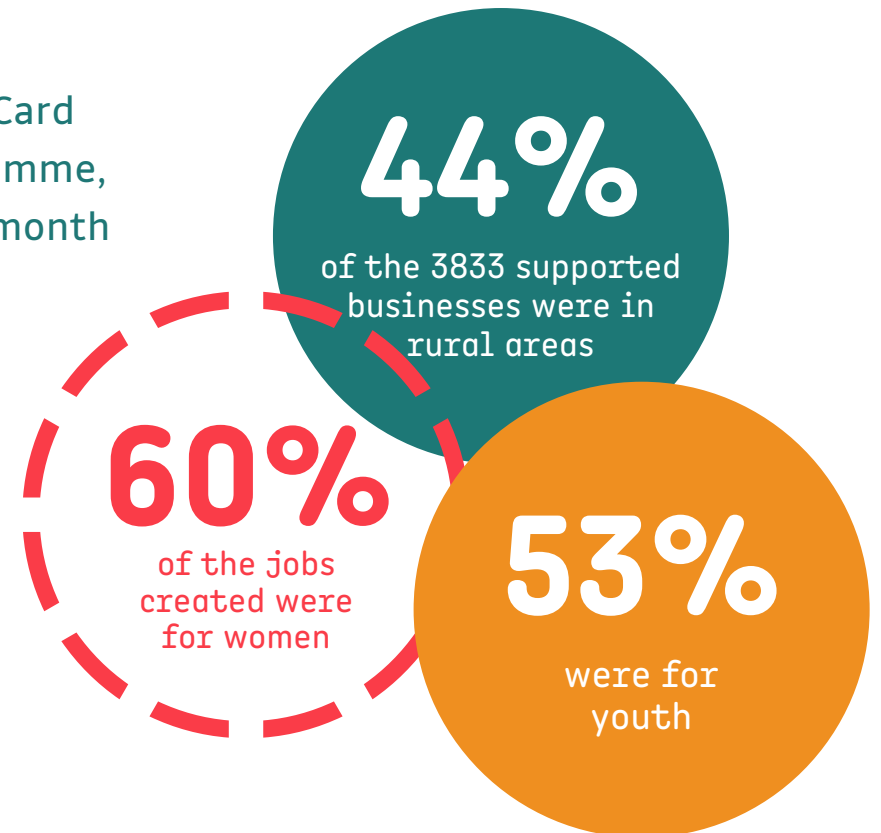
in partnership with



Last year, AMI reported on the exciting impact of our MasterCard Foundation-supported Covid Resilience and Recovery Programme, which included business survival bootcamps and a robust 4-month business growth programme.

Latest figures show the supported businesses were able to preserve 11,861 jobs and create 3,572 new jobs (2021 and 2022 combined), during the most challenging economic times many of them had ever faced.

In 2022, we went deeper in our data, and discovered that:



From this work, we have gathered key learnings on how development partners can work to create inclusive jobs for youth and women across the continent. We learned:

1

Design for women-first.

We disaggregated programme data by sex to understand features most valued by women (e.g. personal engagement with programme manager) and adapted our design to ensure these learnings are integrated. We worked with on-the-ground networks of women, such as the Girl Guide Association, to ensure maximum reach.

2

Digital doesn't mean you can't reach rural youth.

Maximum inclusivity of digital solutions is critical. Our app is low bandwidth, and digital content can be downloaded and used offline, maximising the opportunities of those with poor or intermittent connectivity to engage.

3

Localize, then localize again.

Our local team delivers programmes in Kinyarwanda, and has focused on developing critical strategic partnerships such as with Rwanda Development Board (RDB), The Ministry of ICT and Innovation, the Development Bank of Rwanda and Bank of Kigali, amongst others. Without the reach of this strong network, we would not have been able to reach as diverse or as large a group of businesses.

4

Personal support is possible at scale.

It is often assumed that entrepreneurship support programmes must trade off depth of impact with a few businesses, with reach to many businesses. Disproving this has required considerable innovation in methodology. We combined our inclusive digital support with opportunities for in-person peer support and networking and virtual networking - another feature that women entrepreneurs, particularly value. These networking events provided critical emotional support, and business benefits, yielding new deals between entrepreneurs. These entrepreneurs are able to continue engaging within AMI's pan-African Growth Network for programme alumni.

The gains made during the CRRP programme have sparked further innovation in how AMI supports hard-to-reach entrepreneurs - those who are in rural areas, do not have connectivity, or are less digitally savvy.

We have developed a unique model for equipping local entrepreneur-supporters (like Business Development Advisors, bank loan officers, or local community-based business development service providers) with AMI's app and tool to deliver our approach themselves, with the potential to achieve outsized and distributed economic impact. We term this innovation the 'AMI GROW' model, and it is a key area of product innovation for 2023 and 2024.

Programme Expansion SME growth programme launched.

in partnership with Teranga Gestion

In March 2022, AMI officially launched our office for the francophone West Africa region in Senegal, serving businesses across francophone West Africa with a new series of business skill programmes fully available in French.

The launch has been followed by exciting traction in the region.

- ✓ **66 businesses trained**
through AMI's Programme Expansion in partnership with Vitol Foundation.
- ✓ **65% women led**
businesses in Programme Expansion.
- ✓ **2000+ members**
in the francophone Thrive Network for entrepreneurs.



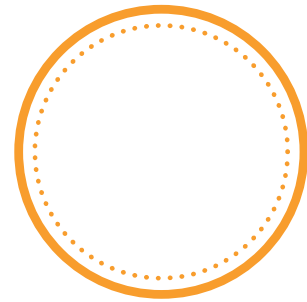


Our Partners in Francophone West Africa

- ✓ **1000+ individuals trained or in training** mostly in Senegal but also in other countries of the WAEMU region.
- ✓ **15+ partnerships** with local organizations in Senegal and Cote d'Ivoire, allowing us to quickly source for large scale programmes.
- ✓ **New partnerships signed** to support 250 women led businesses (EcoBank), 100 managers in the off grid energy sector (UKAID/ Carbon Trust), 70 businesses through the AMI Aspire programme (Stanford SEED) and 100 SMEs in Senegal (Innovation Fund for Development).



**CENTRE RÉGIONAL
DE LEADERSHIP YALI**
AFRIQUE DE L'OUEST - DAKAR



AMI Enterprise drives growth for larger businesses

AMI also supports larger businesses to develop their teams for performance and growth.

These ambitious businesses - which include both larger entrepreneurial businesses and established corporates - have grown into key drivers of innovation, competitiveness and job creation. We're often struck by the strong correlation among these more mature businesses between growth ambition, and a commitment to talent development.

Ambitious businesses attract ambitious people, who want to grow. That's where AMI steps in, with our practical upskilling programmes for leaders, managers and frontline employees. We've been proud to support some of Africa's most ambitious and innovative businesses in the last year and their teams:

In 2022, we invested significantly into our Enterprise division focused on workplace learning, as businesses emerged from Covid with increased appetite for digital learning and a desire to leverage talent as a lever for growth.

Our new Enterprise Academy product meets the demand for on-demand live and digital learning, focused on business outcomes.

Throughout 2022, AMI developed Enterprise Academy to allow for companies to scale learning and drive workforce development, while retaining AMI's effective learning model. As a result, AMI launched Enterprise Academy in 2023, a modern, company-wide learning platform to power performance and growth for Africa's ambitious companies into the market. The Academy product blends on-demand digital courses with live learning experiences to deliver a modern workplace learning solution for Africa's ambitious businesses.

Combining practical workplace skills with content contextualised for African businesses, AMI's Enterprise Academy provides tailored learning journeys that address the specific business needs of growing and established businesses, while driving a culture of learning and performance in organisations.

To learn more about our Enterprise Programmes, please visit:

africanmanagers.org/enterprise

Ecosystem strengthening:

Equipping partners to better support SMEs

As AMI's practical business tools prove their worth to Africa's entrepreneurs, we are innovating to rapidly increase their reach through partnerships and ecosystem focused projects.

In 2022, we engaged in the following ecosystem-oriented initiatives:

1

Pilot with the Dutch Good Growth Fund to develop a capacity-building academy for African entrepreneur support organisations and SME finance providers.

In 2023, our product team is deepening our approach in this area, in response to increased geographical reach and scale through AMI's GROW model.

2

Development of draft standards for business development support in Uganda, supported by the Private Sector Foundation of Uganda.

This evidence-based and diagnostic-driven approach provides Africa's business development support providers with a set of practical tools through AMI's platform, allowing for quality-assured and tailored support on an ongoing and sustainable basis.

3

Training of trainers in government job centres in Ethiopia, in partnership with Mercy Corps, to deliver start-up business support to youth.

Our Partners

Since 2014, AMI has partnered with hundreds of leading African and global companies, organizations and impact partners to deliver learning programmes to over 45,000 individuals in more than 39 countries.



Pan-African:

- African Diaspora Network
- Agence Française de Développement
- AGRA
- ANDE
- Argidius Foundation
- Carbon Trust
- Dutch Good Growth Fund
- Global Health Corps
- I&P Conseil
- Malaria Consortium
- Stanford SEED
- UKAid - Transforming Energy Access

East Africa:

- Aceli Africa
- ConsumerCentrix
- Farm Africa

Rwanda:

- Access Bank
- MasterCard Foundation
- Development Bank of Rwanda
- Girl Guides Association
- GIZ
- Bank of Kigali
- HULTZ
- The Ministry of ICT and Innovation
- Rwanda Development Board
- SPARK

Uganda:

- Private Sector Foundation of Uganda

Kenya:

- COPIA
- Co-operative Bank of Kenya
- Circle Gas
- Lundin Foundation

Francophone West Africa:

- Agence Française de Développement
- COLEAD
- CNJS (Conseil National des Jeunes Sénégalais)
- Enda Graf Sahel
- MPME Côte d'Ivoire (Association of SMEs in Cote d'Ivoire)
- Teranga Gestion
- Vitol Foundation
- WIC Capital
- YALI – USAID Senegal
- FIACER – Côte d'Ivoire (Association of Renewable Energies)
- Université Numérique Cheikh Hamidou Kane

South Africa:

- University of Cape Town
- University of Johannesburg
- Property Point
- Steam Generation
- Zevoli Growth Partners

Ethiopia:

- Mercy Corps

2023

What to look out for

2023 is already proving to be a year of expanded reach and impact.

We look forward to expanded geographic reach, as we work with the Private Sector Foundation of Uganda to support business development service providers across Uganda to deepen BDS impact by incorporating the standards we've helped develop.

With AGRA, we will work to increase the footprint of the Centre for African Leadership in Agriculture, with the third cohort of the Advanced Leadership Programme launching soon. We are working with Stanford SEED to reach many more businesses through our co-delivered Aspire programme.

We look forward to sharing insights on what works in linking SMEs to finance, driven by insights from our direct programming and work with ANDE, USAID, Aceli Africa and AGRA. We've launched the next iteration of the FCDO-funded Energy Access Talent Initiative with Carbon Trust and Shortlist, through which we will equip thousands of African young professionals with skills for the new energy economy with a strong focus on young women.

With the French Development Agency's FID initiative, we will expand our research on the power of business practices to transform SME growth to Francophone West Africa. We will also wrap up our Randomized Control Trial (RCT) with MIT, reaching 1,400 Kenyan small businesses with our core GYB programme, and comparing results with a control group - one of the most ambitious RCTs conducted in this sector. We expect results in 2024.

To keep up to date with AMI's work, please subscribe to our newsletters here.





Our Team & Offices

AMI has a presence in 8 countries, with offices in 4 major cities across the continent.

We have 84 full time staff dedicated to deliver impact in Africa.



63%

women

93%

African

75%

are youth
(35 and below)

63%

of leadership team
are women

Offices:

Kenya, Rwanda,
Senegal, and
South Africa.

Presence:

Ghana, Nigeria,
Cote d'Ivoire
and Uganda.





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