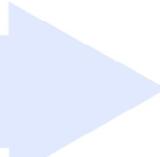


# DEVELOPING ZAMBIAN ENTREPRENEURS

## VISION

Zambia 2050's big vision is to radically impact the country for good by:

- ◆ raising up the next generation of Zambian leaders by 2050
  - ◆ supporting young Zambians in starting their own businesses
  - ◆ encouraging all in society to think differently and work together.
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## BACKGROUND

In 2014, Zambia celebrated 50 years as an independent nation. While progress has been made, the economy remains too dependent on copper and needs to address national issues of poverty reduction, economic growth and youth employment. This requires government, business and community leaders to think differently and work together to improve Zambia's economic, financial and community well-being.

By 2050, 37% of all the world's children will be in Africa. The future of Zambia also lies with its youth, with half of Zambia's population under 17. There is no better investment in Zambia's future than to invest today in mentoring the business and civic leaders of tomorrow.

80% of Zambians are engaged in the informal economy and, in common with many countries, most formal companies that are set-up fail within 2 years.

## MASTERCLASS: THE PILLARS OF BUSINESS SUCCESS

With a desire to help young Zambian entrepreneurs establish sustainable profitable businesses, the Zambia 2050 team, in conjunction with the University of Kitwe, have invited Ken Dickson from Cambridge UK to run a Masterclass on the fundamentals of good business. The course, which will be held at the Edinburgh Hotel in Kitwe from 9-12 May 2017, will be of benefit to all businessmen and women:

- ◆ thinking of starting a business,
- ◆ developing an early-stage organisation
- ◆ employed in mature businesses who want a broader view of how their role fits in.



After laying the foundations of good business attitudes, ethics and integrity, the course focuses on the building blocks of vision and planning before discussing the pillars of strategy, finance and management - elements that all sustainable businesses have in common. The concept of "success" is discussed and shown to be more than profit maximisation. Significantly for a "Christian nation", the course underpins key elements with biblical references as well as "words of wisdom" from leading business people and writers.

## COURSE LEADER

Ken Dickson BAcc (Hons), FCMA, CGMA, Managing Director of Axiom-e Limited based in Cambridge UK (see [www.axiom-e.co.uk](http://www.axiom-e.co.uk)).

Ken founded Axiom-e to provide input and advice to start-ups and early-stage organisations based on his wide experience gained in board-level roles within leading multinationals.



Ken now uses his experience to train the next generation of entrepreneurs through coaching, mentoring and courses. Clients for whom he has devised or delivered courses include NIAB (the National Institute of Agricultural Botany), the Cambridge International Education Conference - which brings together school owners from across Africa - and The Moller Centre for Continuing Education Ltd, a leading management and leadership development centre based at Churchill College in the University of Cambridge.

## FEEDBACK FROM KEN'S PREVIOUS COURSES

- ◆ "I loved the blend of straight **practical advice and real life personal experience and wisdom.**"
- ◆ "Thank you for your **guidance...I thoroughly enjoyed the course and feel a lot more prepared and capable.**"
- ◆ "I will use the course to re-assess my business and to gain the focus and vision necessary."
- ◆ "**Your input helped me focus on where I need to grow my business.**"
- ◆ "Your course is a **must-do** for my fledgling business."
- ◆ "**Very well balanced** course suitable for diverse businesses."
- ◆ "**I found Ken very engaging.** His style is relaxed but very **informative and knowledgeable.**"
- ◆ "His notes and exercises helped me **focus my mind** on what to do."
- ◆ "**10 out of 5 for all aspects of the course!!!**"
- ◆ "Great course, thought-provoking. Thank you."

## DELEGATE COST

Given that 74% of the Zambian population live on less than \$1.25 per day, bursaries of 90% of the cost will be given to up to 30 applicants based on their explanation of how they will benefit from the course and, as a result, how they expect to help to meet Zambia 2050's three key objectives. This will allow delegates to attend for just **ZMW 525 each**.

## SPONSORSHIP OPPORTUNITIES

We are seeking sponsorship from one or more organisations to cover the costs of the course to enable access to all entrepreneurs irrespective of economic status.

In addition, we are seeking contributions towards seed funding for the fledgling University of Kitwe in order that we can develop our vision.

**Total sponsorship sought is ZMW 250,000 (c £20,000).** Sponsors will receive various benefits dependent on their level of sponsorship:

- ◆ Bronze (ZMW12,500; £1,000): logo on sponsors' page of the course workbook
- ◆ Silver (ZMW 62,500; £5,000): as for Bronze plus invitation to sit on a panel during a short session to discuss "Things I wish I'd known when I started my business".
- ◆ Platinum (ZMW 125,000; £10,000): As for Silver plus logo on back cover of course workbook plus the right to have a pop-up banner on display throughout the course.

## TO HELP

We hope that your organisation will be keen to support **Zambia 2050** and the **University of Kitwe** as they develop Zambia's next generation of business leaders. By supporting young Zambians to run their own businesses with integrity and wisdom, the nation can be impacted for the benefit of all.

For more details, or to discuss sponsorship opportunities in more detail, please contact:

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