

# TOMORROW FOUNDATION FUTUREPRENEURSHIP PROGRAM

Since 2019, Tomorrow Foundation has been partnering with JA Africa with the shared goal of delivering a multi-year program called 'Futurepreneurship' that aims to build entrepreneurial skill amongst young African learners and empower them to build their own future business. In line with the successful curriculum of the Company Program by JA, the Futurepreneurship program similarly intends to expose high school students to entrepreneurship to encourage them to pursue this as a viable career path in the future.

## RELEVANCE

The youth of Africa is facing a depressing rate of unemployment after they graduate from both high school and tertiary education. Additionally, many young people try to access sectors like oil, law, and public administration that are already congested. According to the UN and African Development Bank, approximately 10-12 million young people leave institutions to enter the Africa workforce yet annual job creation is only 3.1 million, resulting in an average of six years before initial employment post-graduation. This pushes the urgency of more African youths getting the requisite knowledge and necessary tools to create their own jobs and change their destiny which is exactly what the program aims to do. Providing young learners with an introductory understanding of entrepreneurship can lead to greater success in their working lives.



## ABOUT THE PROGRAM

The Futurepreneurship program encompasses business, entrepreneurship, and economic curriculum and emphasises business content alongside providing hands-on experiences for starting, managing, and liquidating a business. The youth use innovative thinking to learn business and explore corporate career aspirations.

Participants typically receive 24–45 hours of hands-on business development experience and are guided by mentors/volunteers, and facilitators (teachers, JA Staff, business owners, and former participants of the program) over a period of 11-16 weeks.

Some key concepts developed during the program include business competition, customer service, division of labor, dividends, fixed and variable costs, shareholders and shareholder value, business liquidation, parliamentary procedures, board of directors, management structure, research and development, and pricing.

AN IMPACTFUL INVESTMENT INTO  
THE INCUBATION OF THE  
ECONOMIC LEADERS OF  
TOMORROW

## SKILLS ACQUIRED

As a result of this program, participants develop knowledge and skills in assembling products or providing services, marketing and sales, customer data gathering, consensus building, self-assessment, entrepreneurial acumen, public speaking, leadership, accountability, creativity, critical thinking, collaboration, decision making, idea development, product evaluation, synthesizing and evaluating information, and the art of competition. Together, they make up a significant contribution to acquiring the competences needed for the 21<sup>st</sup> century.



## PROCESS

Students start the program by selling company shares, gaining an introduction to capitalization and financing, they decide on a product or service to sell, do market research, select a management team, agree on salaries, costing and pricing, produce their product and establish sales targets, create a business plan, and run the

"I learned that one of the ways businesses succeed is by being connected to new markets. It is important to conduct market research to help determine marketing strategy. I learned that marketing informs product design and the entire production process and should be a continuous experience."

- Fred Waluva, Futurepreneurship Graduate, Uganda

company, keeping records, reporting back to shareholders, assessing performance regularly. At the end of the multi-week experience they have an opportunity to reflect on their experience and receive certificates of completion. They then compete domestically with other schools, with the winners going on to compete internationally at the annual Africa Company of the Year competition where several prizes will be awarded, amongst which there is the Tomorrow Foundation Future Tech Award.

## IMPACT

The agreement that Tomorrow Foundation entered with JA in 2019 entailed a 3-year partnership, with one of the impact measures being to reach 550 African youth per year (150 in Cote d'Ivoire, 200 in Gabon, and 200 in Ghana) through the Futurepreneurship program and build their entrepreneurship and financial literacy skills for future success. The table below presents the progress made to complete training and close out the 2019-20 cycle, and launch the 2020-21 cycle, considering the restrictions caused by the global COVID-19 pandemic which inevitably caused a decrease of youth reached and learners completing the program. Despite that, the program still impacted many young Africans as seen below.

**Table 1:** 2-year Cumulative Reach stats for Futurepreneurship Project

#Students	Côte d'Ivoire	Gabon	Ghana	Total
<b>Recruited &amp; registered</b>	617	782	600	1,999
<b>Dropouts</b>	186	469	200	855
<b>Trained &amp; certified</b>	31	313	400	744
<b>Training in progress</b>	400	-	-	400

# COURSE OUTLINE

Sessions		
1	Start a business	Students examine their own entrepreneurial traits, how those traits fit within the Company structure, and explore potential ways to fund their venture.
2	Fill a need	Students brainstorm potential products and services that could fill a need or solve a problem and determine which business ideas should be vetted further.
3	Vet the venture	Students conduct research on their top product or service ideas and decide on which idea to move forward with based on a series of factors.
4	Create a structure	Students form business teams and begin to develop their business plan through a series of specialized tasks.
5	Launch the business	Business teams report on their tasks and findings to the entire Company and come to a consensus on major decisions as they launch the business and finalize their business plan.
6-11	Run the business	Each week, business teams meet to provide status updates to the entire Company, review priorities, and accomplish tasks to meet Company goals and objectives.
12	Liquidate the company	Students conclude remaining company business operations, liquidate the Company, and decide what to do with the profits.
13	Create a personal action plan	Students create their own personal action plan using the knowledge and experience gained throughout the program.