



# Lionesses of Africa Annual Conference 2016

12 OCTOBER / JOHANNESBURG / SOUTH AFRICA

Powering a new era of women's  
entrepreneurship in Africa.



Telkom

FutureMakers



Welcome to the Lionesses of Africa Annual Conference 2016, it's a pleasure and a privilege to have you with us today. We hope you will enjoy a day filled with inspiration, insights, great networking and hopefully new business connections made with fellow women entrepreneurs.

A huge vote of thanks goes to all our guest speakers who are with us today, many of whom have travelled large distances across the continent and the globe to be part of our event. Also to our amazingly supportive Impact Partners who have helped to make this Conference possible, especially Standard Bank our Lead Partner and an organisation

embarking on a great journey with us; and to Liberty Group, GE Africa Innovation Centre, IDF Capital and Telkom Future Makers. It is great to have you all on board.

What an incredible journey this has been so far for Lionesses of Africa, starting with a germ of an idea to help put Africa's inspirational women entrepreneurs on the global map and to get the world talking about and doing business with them - that was back in November 2014 when we soft launched on the first Global Women's Entrepreneurship Day. Since then, so much has happened. Today we have a community of over 200,000 women entrepreneurs in the Lionesses of Africa network, in 36 African countries and across the Diaspora, and we are rapidly growing - we will be at a quarter of a million by the end of this year. The women entrepreneurs in our network inspire us each day with their truly remarkable startup stories, some of which will be shared by our guest speakers attending the conference.

It's wonderful to have you with us today, and to have you as valued members of the Lionesses of Africa community. Have a great Conference and join us for cocktails, great entertainment and more networking at the end of the day.

Yours in entrepreneurship

*Melanie Hawken*  
*Founder & CEO, Lionesses of Africa*

# CONFERENCE IMPACT PARTNERS



## Welcome from Lead Partner, Standard Bank



We are excited to share the amazing line-up of inspirational women entrepreneurs who will tell their stories about how they have built their businesses and discuss some of the big issues and challenges facing women entrepreneurs on the continent. As Standard Bank, we are privileged to have an opportunity to engage directly with all of the dynamic women and game-changing entrepreneurs throughout Africa. Our support of the Lionesses of Africa conference is but one way of adding momentum to the difference that women entrepreneurs make to society. It's a perfect way to celebrate these inspirational woman and a culmination of the monthly Lean In events we have hosted throughout the country for the past year.



**Standard  
Bank**

*Funeka Montjane  
Standard Bank CEO PBB SA*

## Impact Partners



Liberty was founded in 1957 by Sir Donald Gordon who watched his father work hard all his life, yet reap little financial reward for his efforts. This struggle ignited a belief that is captured in our name and our flame, taken from the Statue of Liberty and imbued with the same meaning of freedom and opportunity.

Nearly 60 years later, and with a presence in 18 African countries, we have grown from being a South African life insurer to a pan-African financial services company, offering asset management, investment, insurance and health products to 3.2 million people.

Our vision is to be the trusted leader in insurance and investment in Africa and our chosen markets. We are an organisation that understands the value of knowledge and its power to change realities, that is why we have invested over R480 million in supporting various educational initiatives and projects within our communities.

Liberty is not just our name. It's what we do.



With the establishment of the GE Africa Innovation Centre (GEAIC) in Johannesburg, South Africa, GE has brought together the best of GE and African expertise into a centre of excellence, learning, and collaboration. The GE AIC serves Sub-Saharan Africa, and is one of more than twelve GE Innovation and Technology Centres in the world. Each centre is dedicated to specific regional needs and is therefore uniquely resourced. The GE AIC focuses on global and local solutions to African challenges, and opportunities, leveraging the best of GE methodologies, technologies and tools. The GE AIC houses the GE Africa Experience - an interactive exhibition centre, and the GE Healthcare Experience - a hands-on training centre with the full range of GE Healthcare technologies - from the portable V-Scan to the Revolution CT Scanner. Providing brain-food is the Collaboration and Learning centre. Soul-food is found at the versatile GE Café. Resident in the GE AIC are innovation, sector and domain specialists, the GE SSA Healthcare team, digital project teams, trainers, facilitators and learners.



IDF Capital is a subsidiary of Identity Partners, an investment holding company established and owned by black women. We were established on 01 March 2008, to exploit the opportunity of profitably investing in the entrepreneurial SME sector by providing appropriate financial and non-financial products and support to unlock value within the SME sector.

Our vision is to become the pre-eminent advisor and entrepreneurial financier in Africa. It is in our DNA to be catalysts of development across Africa by supporting entrepreneurs in their journey. Our bespoke service offering gives entrepreneurs the boost they need to grow their businesses, and create wealth through leveraging our experience, knowledge and networks. We are driven to provide continued sustainability of African businesses through capital and intelligent support. Our value creation activities are aimed at unlocking businesses' full potential propelling increased production, trade and job creation.



FutureMakers is an Enterprise and Supplier Development Initiative of Telkom, aimed at developing and supporting high growth small black owned ICT businesses in its supply and value chain. The programme provides financial and non-financial support to qualifying businesses that are strategically aligned to the programme objectives of diversifying its supply chain, driving digital innovation and growing its channel market footprint.



# CONFERENCE PROGRAMME

12 October 2016 | Inanda Club, Sandton, Johannesburg | South Africa

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08:00 Delegate Arrival

08:30 **Welcome:** Melanie Hawken, Founder & CEO, Lionesses of Africa

08:40 **Speaker:** Funeka Montjane, Chief Executive: Personal & Business Banking

South Africa, Standard Bank

09:00 **Speaker:** Dr. Ola Orekunrin, Founder & CEO, Flying Doctors Nigeria

09:30 **Panel 1: TRAILBLAZING WOMEN ENTREPRENEURS**

Hear a panel of inspiring African women entrepreneurs, who have risen to success against the odds, talk about how they started out in business and how they overcame the challenges of the early startup years to build major businesses today.

*Panel Moderator:* Melanie Hawken, Founder & CEO, Lionesses of Africa

*Panellists:*

- Margaret Hirsch, Co-Founder & COO, Hirsch's Homestores (South Africa)
- Divine Ndhlukula, Founder & CEO, Securico (Zimbabwe)
- Angela Dick, Co-Founder & CEO, Transman (South Africa)
- Johanna Mukoki, Co-Founder & Group CEO, Travel with Flair - Corporate Travel (South Africa)
- Indrani Govender, Founder & CEO, Ricinz Construction (South Africa)

10:30 **Speaker:** Anne Githuku-Shongwe, Representative, UN Women South Africa

Multi-Country Office

11:00 Refreshment Break

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## 11:15 **Panel 2: THE CHANGE MAKERS**

A panel of inspiring, award-winning social entrepreneurs provides insights into how they are building high-impact, socially responsible businesses that are solving major social problems, effecting social change, and creating economic opportunity at the same time.

*Panel Moderator:* Kerry Krige, Author of 'The Disruptors: Social entrepreneurs reinventing business and society'

*Panellists:*

- Sarah Collins, Founder & CEO, Wonderbag (South Africa)
- Achenyo Idachaba, Founder & CEO, Mitimeth (Nigeria)
- Sharanjeet Shan, Executive Director, Maths Centre Incorporating Sciences in South Africa
- Susan Barnes, Founder, Subz Pads (South Africa)
- Lisa van Eck, Regional Coordinator for the Aspen Network of Development Entrepreneurs (ANDE) South Africa Chapter

## 12:00 **Panel 3: FUNDING THE NEXT GENERATION OF WOMEN ENTREPRENEURS**

Having more women on the funding side matters. Hear a cross-section of leading women funders - Banker, Enterprise Developer, Fund Manager, VC, Angel and Equity Crowdfunder - explore the latest women's funding landscape, and funders' lending patterns and priorities.

*Panel Moderator:* Polo Leteka, Executive Director of IDF Capital & Co-Founding Partner of Alitheia Identity Fund (AIF) (South Africa)

# CONFERENCE PROGRAMME

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*Panellists:*

- Rebecca Enonchong, Founding Board Member, African Business Angel Network (ABAN) & Adviser, VC4Africa (Cameroon)
- Claire Buseti, Member of the NEF Board Investment Committee (South Africa)
- Elizabeth Howard, Co-founder & CEO, LeLapa Fund (France)
- Nwabisa Piki, Group Executive: Corporate Social Responsibility, Telkom (South Africa)
- Mukwandi Chibesakunda, Head Personal & Business Banking, Stanbic Bank (Zambia)

12:45 Lunch

13:30 **Speaker:** Ruka Sanusi, founder & CEO, Alldens Lane (Ghana)

14:00 **Panel 4: THE BRAND BUILDERS GOING GLOBAL**

Hear insights from seven inspiring African woman brand builders on how they have built companies that are successfully making their mark around the world.

*Panel Moderator:* Hlubi Mboya Arnold, Actress, Social Justice Activist, Athlete, Educator, Social Entrepreneur, Scholar and Futurist. Executive Director, Future-Ceos.com (South Africa)

*Panellists:*

- Deola Sagoe, Founder, Deola (Nigeria)
- Adèle Dejak, Founder & CEO, Adèle Dejak (Kenya)
- Carmen Granger, Founder & Managing Director, Bla Bla Bla Studios (South Africa)
- Akosua Afriyie Kumi, Founder, AAKS (Ghana)

- Brenda Wilkinson, Co-Founder, Rio Largo Olive Estate (South Africa)
- Alice Heusser, Co-Founder, LaLesso (South Africa)
- Swaady Martin, Founder & CEO, Yswara (South Africa)

15:00 Refreshment Break

15:15 **Speaker:** GE Open Innovation Presentation and Competition Announcement: Zeenith Ebrahim, General Manager and CEO, GE South Africa Technologies & Executive Sales Director, GE Transportation, sub-Saharan Africa

15:45 **Panel 6: TECH FOR INNOVATION & SOCIAL GOOD**

Meet the game-changers who are putting Africa on the global technology map through their innovative technology companies and products, and who are making a huge impact on the lives of Africa's citizens by harnessing the power of technology.

*Panel Moderator:* Jayshree Naidoo, Head of Standard Bank Business Incubator (SouthAfrica)

*Panellists:*

- Ethel Cofie, Founder & CEO, Edel Technology Consult & Women in Tech Africa (Ghana)
- Rebecca Enonchong, Founder and CEO of AppsTech (Cameroon)
- Judith Owigar, Co-Founder, AkiraChix (Kenya)
- Zeenith Ebrahim, General Manager and CEO, GE South Africa Technologies (South Africa)
- Stephanie Cowper, Co-Founder & CEO, BeSpecular (South Africa)

16:30 Closing Remarks

17:00 Conference Cocktail & Networking Party

# SPEAKER PROFILES

## Speaker Profiles (In order of appearance)

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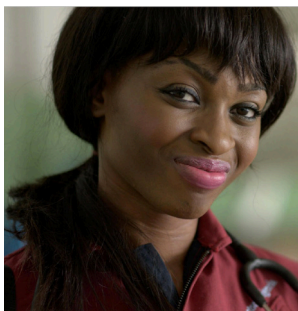
**Melanie Hawken** is founder and CEO of Lionesses of Africa, the digital home for Africa's women entrepreneurs. This social entrepreneur is on a mission to positively impact 1 million African women entrepreneurs by 2018. An entrepreneur most of her life, Melanie has over 30 years experience in global media, publishing, and communications and is harnessing this expertise to build a powerful network of women entrepreneurs committed to sharing, inspiring and connecting with one another for accelerated success. Melanie is passionate about providing the support, the business tools and inspiration to ensure the next generation of women-led businesses in Africa can flourish and fulfil their potential. She believes that meaningful and sustainable solutions for advancing women's entrepreneurship should be identified by women, and championed by women.

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**Ms. Funeka Montjane** has been the Chief Executive Officer of PBB South Africa at The Standard Bank of South Africa Limited since 2012. Ms. Montjane joined The Standard Bank of South Africa Limited (SBSA) in 2008 and was appointed Chief Financial Officer of PBB South Africa. In 2010, she was appointed Head of Credit at PBB South Africa. She holds a Master of Commerce degree from the University of Johannesburg.

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**Dr. Ola Orekunrin** is Founder and Managing Director of Flying Doctors Nigeria, West Africa's first and only full Air Ambulance Service. Ola is a medical doctor, helicopter pilot and inspirational healthcare entrepreneur. At the age of 21, she graduated from Hull York Medical School, becoming one of the youngest medical doctors in the United Kingdom. She was motivated to start the company by the tragic death of her sister, who died whilst traveling in Nigeria as a consequence of there being no medical air service available. Ola, then a young doctor decided to leave behind a high-flying job in the UK to take to the Nigerian skies and address the vital issue of urgent healthcare in Africa's most populous country. Ola is a member of the American Academy of Aesthetic Physicians and was listed as a Young Global Leader by World Economic Forum in 2013.





**Margaret Hirsch** is co-founder and Chief Operations Officer of Hirsch's Homestores in South Africa. Margaret has become a leading example to business women in Southern Africa – coming from a humble background, to co-founding and running the multi million rand Appliance and Electronic retail organisation, Hirsch's. She has been recognised through her efforts in building a successful business, and her determination to give back to the community by, over the last four years, winning 18 top business awards, including two Lifetime Achievement Awards in business and entrepreneurship, and most recently the Top Business Woman of 2016 Award at Standard Bank's Top Woman Awards. A champion of women's empowerment, she started her own business women's competition to help promote women in business in the communities in which Hirsch's operates.



**Divine Ndhlukula** is the founder and Managing Director of SECURICO in Zimbabwe, a diversified security solutions company she started with just 4 employees and which has grown to over 4000 employees today. Divine is a true champion of women's empowerment and is the largest employer of women in Zimbabwe outside of government. Through sheer grit and hard work, she has built her company to be a nationally and globally recognised player, and SECURICO is the first Zimbabwean security company to be certified to the internationally acclaimed ISO9001:2008 Quality Management System. Divine has been awarded numerous business accolades, including the 2011 Africa Awards Grand Prize for Entrepreneurship, Entrepreneur of the Decade by Empretec Zimbabwe, Women Investor of the Year 2013, and named one of the Most Successful Women in Africa by Forbes.



**Angela Dick** is the Co-Founder and visionary CEO behind Transman in South Africa. Since inception in 1983, Angela has been responsible for placing over 3 million South African Citizens into Commerce and Industry. In 33 years of operation, Transman has spread its branches into all the main centres of South Africa, bringing secure working opportunities to at least 8,000 people every single day. Angela has been honoured with numerous business awards including Most Influential Woman in Business and Government Lifetime Achiever Award 2015/2016 and Businesswoman of the Year 2015 in the TOPCO Standard Bank Top Women Awards. In 2015 Angela was appointed the first woman President of the Steel and Engineering Industries Federation South Africa (SEIFSA).

## SPEAKER PROFILES



**Johanna Mukoki** is co-founder of Travel with Flair, a company she started 20 years ago with her two partners, 3 employees and one office in Pretoria. Today her company employs over 700 staff with offices in Johannesburg, Pretoria, Durban and Cape Town. Johanna is the first person from the African continent to sit on the Global Tourism Board – Association of Corporate Travel Executives where she represented the Middle East and Africa. She has been honoured with numerous business accolades from ‘Most Influential Woman in Business and Government in Tourism’; the Ernst & Young Emerging World Entrepreneur of the Year; Africa’s Most Influential Women in Business (2014); and the Exceptional Commitment Award from the ASATA Diners Club Awards. Johanna currently sits on the ASATA Board as Vice-President – 2014/2015 and 2015/2016.



**Indrani Govender** is the founder of Ricinz Construction in KwaZulu-Natal, South Africa, a 100% female and black-owned and operated construction company. Her company provides innovative and catalytic human settlements solutions that integrate communities and foster social cohesion through housing design and delivery. Indrani is on a mission to create jobs and her efforts have seen her recognised as the National Job Creations Award Winner for Shanduka Black Umbrellas 2014; and the National Award For Most Jobs Created 2015. She is also passionately committed to the empowerment of women and has started hosting workshops at a community level to pass on the skills she has acquired.



**Anne Githuku-Shongwe** is the newly-appointed Representative for UN Women’s South Africa Multi-Country Office (SAMCO), which is responsible for women’s empowerment and gender equality in Botswana, Lesotho, Swaziland and Namibia, as well as South Africa, where the office is based. Anne is an award-winning social entrepreneur and founder of youth-development digital innovation organization Afroes. She has a Masters’ degree in International Development from The American University; a postgraduate certificate in Social Innovation from the University of Cape Town, Graduate School of Business, and a certificate in The Art of Large Scale Systems Change for Social Entrepreneurship from Harvard University. Anne also brings to her role 20 years of experience as a senior international development professional with the United Nations Development Programme, during which she pioneered innovative and successful approaches to combating HIV and AIDS, as well as Public Sector Capacity Development.



**Kerry Krige** is an expert in sustainable social change and the connections between business, government and civil society. She has worked in the social sector since 2001 heading up projects for numerous UK charities, before moving into international development managing the Africa-based programmes for social enterprise Digital Links International. She began her career as a journalist before moving to the UK where she set up Europe's first radio station for blind people together with BBC Scotland and the Royal National Institute of the Blind. She has led communications and donor-development for leading non-profits, and heads up the social enterprise portfolio at the Gordon Institute of Business Science. She is co-author of the book *Disruptors – social entrepreneurs leading change in South Africa*, is guest editor of a special collection of teaching cases in *Social Entrepreneurship in Africa* for publishing house Emerald.



**Sarah Collins** is the founder and CEO of Wonderbag, a simple but revolutionary, non-electric portable slow cooker. It continues to cook food which has been brought to the boil by conventional methods for up to 12 hours without the use of additional electricity or fuel. Sarah is a South African adventurer, entrepreneur, and lifelong social activist who thrives on challenges and has worked tirelessly over the past two decades to inspire change in the realms of gender-equality and environmental sustainability. Her company's social impact is amplified through its Wonderpreneur programme, empowering people to become entrepreneurs through selling Wonderbags. To date, more than 1 million Wonderbags have been sold around the world, and for every bag sold, another is donated to a household in Africa.



**Achenyo Idachaba** is the Founder & CEO of Mitimeth, a fast growing woman owned social enterprise making handcrafted accessories from invasive aquatic weeds, agro-waste and other non-timber resources prevalent in Nigeria. Achenyo spent her formative years between Nigeria and America, where she forged a successful career as a computer scientist and business analyst. In 2009, she returned to Nigeria to set up an environmental consulting business. Through a process of trial and error, Achenyo decided to alter her original business idea, eventually founding her current company, MitiMeth, in 2011. She is the Cartier Women's Initiative's Awards 2014 Laureate for Sub-Saharan Africa.

## SPEAKER PROFILES



**Sharanjeet Shan** is the Director of Maths Centre Incorporating Sciences in South Africa, a social enterprise working with some 500 disadvantaged schools enabling teacher and learner development in Maths, Science and Technology. Born in India, Sharanjeet spent 30 years in England, studying, working and writing. A Masters in Social Science awakened her senses to the criminal inequalities developed and perpetuated using Pseudo Science, supported by Religion, Military might and Politics to create Colonialism and Slavery. In 1995, Sharanjeet was invited to South Africa to lead developments in Maths and Science education. A Schwab Foundation 2015 Social Entrepreneur of the Year Awardee, Sharanjeet also received the Chancellor's medal 2016 from NMMU and recently the Social Innovation leader award from India.



**Susan Barnes** is the founder of Project Dignity and Subz Pads in South Africa, a remarkable initiative for South African school girls, who was recognised as the 2013 Clarins Most Dynamic Woman of the Year. Project Dignity assists girls who cannot afford to buy sanitary protection and are at a permanent disadvantage due to missing out on their education for a week every month. Sue has already been able to distribute 30,000 Subz Panty Pads to girls around the country and also provides young girls with a unique set of education sessions. Project Dignity has spread to other parts of South Africa, and has also been taken to Zanzibar.

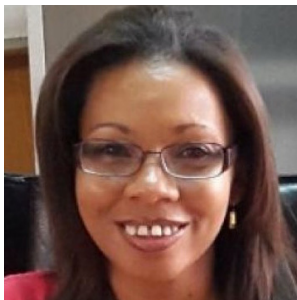


**Lisa van Eck** is the Regional Coordinator for the Aspen Network of Development Entrepreneurs (ANDE) South Africa chapter. Her passion for South Africa's socio-economic development led her to pursue an undergraduate degree in Economics and Politics at Rhodes University in South Africa. She went on to obtain an MSc in Economics from the University of Siena in Italy, after being awarded an Erasmus Mundus scholarship. Her academic research centered on development alternatives for South Africa, and comparative case studies included Brazil and the East Asian 'tiger' economies. Her focus on social enterprise has been complementary to ANDE's efforts to strengthen the Small and Growing Business ecosystem in South Africa. As the Chapter Coordinator for ANDE South Africa she has led much of ANDE's local programming in an effort to support, connect and capacitate members to achieve greater impact.





**Polo Leteka** is a highly accomplished and experienced entrepreneur and private equity investor. She is the Executive Director and co-Founder of IDF Capital - a South African based entrepreneurial financier and advisory firm. Through IDF Capital, Polo has contributed towards channeling investments into women owned SMEs across South Africa. In 2015, she co-founded Alitheia Identity to continue investing in high growth businesses across Sub-Saharan Africa that are women owned and led. She was also part of South Africa's version of the Dragons Den show and is co-Author of a book called ".....and for all these reasons, I'M IN.....", which seeks to assist entrepreneurs to become investor ready. She is the Managing Partner at Alitheia Identity, Executive Director co-Founder at IDF Capital, co-Founder Identity Partners.



**Rebecca Enonchong** is a Cameroonian born technology entrepreneur and the founder of AppsTech, a leading global provider of enterprise application solutions. She recently cofounded I/O Spaces, a shared work space in the Washington DC area for African diaspora entrepreneurs. Rebecca is also Chair of ActivSpaces, an incubator in Cameroon; sits on the boards of Venture Capital for Africa (VC4Africa), Salesforce.org Foundation and the African Media Initiative; and is co-founder and board member of Cameroon Angels Network and African Business Angels Network. Rebecca was named a Global Leader for Tomorrow (GLT) by the World Economic Forum; Forbes magazine listed her as a top female tech founder in Africa; and NewAfrican magazine named her one of the most influential Africans in 2014.



**Claire Busetti** has spent the last 30 years as an investment professional employed in a range of executive positions in the financial services and DFI industries. She has a BSc in Chemistry and an MBA. Claire has BBBEE, infrastructure, energy and social impact investment experience from heading up the Isibaya Fund at the Public Investment Corporation and SME financing experience from her time as Chief Investment Officer of the National Empowerment Fund and has listed equity investment experience as a Senior Portfolio Manager at Eskom Pension & Provident Fund. Early in her career Claire spent time as an investment banker as an Executive Director of ABN Amro South Africa and as in house corporate financier for Rebhold. Claire is an experienced private equity investor and has insight into banking institutions from her time as Head of Strategic Planning for the Standard Bank Group.



## SPEAKER PROFILES



**Elizabeth Howard** is Co-founder and CEO of LeLapa Fund in France, a niche crowd investment platform dedicated to African companies. Elizabeth founded LeLapa Fund after five years in sovereign and financial risk analysis for consulting firms and brokerages. A South African national, she has 10 years of investment experience in private and public stocks in Africa. Elizabeth is a regular speaker on crowdfunding for development and contributor to equity crowdfunding regulations across Africa. She holds a B.Com Honours degree from the University of Cape Town and a Masters in Economics from Sciences Po Paris. Her doctoral work at Université Paris-Dauphine focused on volatility models in emerging stock markets.



**Nwabisa Piki** is the Group Executive for Corporate Social Responsibility at Telkom in South Africa. She is accountable for the integrated social impact of Telkom; responsible for the Telkom Foundation and other BEE and sustainability programmes. She also heads Telkom FutureMakers, an enterprise and supplier development programme supporting strategic start-ups and existing small businesses as well as other entrepreneurial ventures aligned to the technology sector and the Telkom value chain. Prior to heading up Corporate Social Responsibility for Telkom, she led investor relations. Nwabisa is formerly an Investor Relations professional with banking, equity sales and capital markets experience, including five years spent in Treasury Operations and Finance at Standard Bank's corporate and merchant banking division, two years in National Treasury where she was part of the Asset and Liabilities Management team, and at JP Morgan as part of the Equity Sales team.



**Mukwandi Chibesakunda** is Head of Personal and Business Banking, Stanbic Zambia. Mukwandi has functioned in various Banking Services Industry roles during her illustrious career. She began as a graduate associate in Standard Chartered Bank, and worked in various management and directorship roles for 15 years. She briefly served as Financial Analyst in the Bank Supervision Department of the Bank of Zambia, and has served in various capacities in Standard Chartered Bank Zambia Limited, including roles in Global Markets, Branch Banking, Corporate Banking and General Management roles, as well as in a Standard Chartered Bank Regional Head of Service for Southern Africa. She rose in the ranks to become the first female Executive Director for Consumer Banking in Standard Chartered Bank Zambia. She also served as Chief Executive Officer at Access Bank Zambia Limited. Mukwandi was the first ever female President of the Zambia Institute of Banking and Financial Services.

# SPEAKER PROFILES



**Ruka Sanusi** is founder and CEO, Alldens Lane in Ghana, a boutique business strategy, consulting and coaching services firm. With two decades of international consulting experience, Ruka has worked in 16 countries across Africa in senior management positions with two global corporations (PwC and Crown Agents) as well as with the Commonwealth Fund for Technical Corporation, the development assistance vehicle of Commonwealth nations. Ruka brings a deep knowledge of matters pertinent to business management, strategy development, and organisational transformation and is passionate about creatively and dependably supporting women entrepreneurs and growing businesses across the continent.



**Hlubi Mboya Arnold** is an Actress, Social Justice Activist, Athlete, Educator, Social Entrepreneur, Scholar and Futurist, and the Executive Director of Future-Ceos.com in South Africa. Hlubi is most probably best known for her role as Nandipha in the successful SABC 3 soapie, Isidingo. Not only did this role make her an instant household name in South Africa, but has also enabled her to travel throughout Africa to places such as Tanzania & Zambia as an HIV/AIDS ambassador. She has become a role model, educator, agony aunt, and a nurse. In fact, on many levels, HIV/AIDS education has now become her life's work.



**Deola Sagoe** is the founder of Deola and the leading lady of African haute couture fashion from Ondo State in Nigeria. Deola has been at the cutting edge of high fashion since 1989, becoming the first black woman to present a collection at AltaRoma, Rome's celebrated fashion week, back in 2004. Her globally appealing style has earned her an enviable clientèle that ranges from Africa's first ladies, to society girls like Lydia Hearst, top model Alek Wek, and famous personalities such as Oprah Winfrey and Will Smith. Deola, a mother of three, studied at the University of Miami and University of Lagos and earned a Masters in Finance and Management.

## SPEAKER PROFILES



**Adèle Dejak** is the founder of Adèle Dejak in Kenya, a brand that creates handmade fashion accessories for the modern, sophisticated and multidimensional woman. Inspired by African shapes, textures and traditional techniques, Adèle's cutting-edge pieces sit perfectly between artefact and high fashion statement designs. Adèle cut her teeth in the world of typographic design in England and Italy before moving to Nairobi in 2005 and turning her attention to accessories design. She found herself intrigued by the natural beauty of horn and began to experiment with techniques of creating unique shapes and fashioned pieces. Her Nigerian roots began to merge perfectly with European influences and she set out on her never-ending quest for that essential artefact that allows you to express your own style.



**Carmen Granger** is the founder & Managing Director of Bla Bla Bla Studios, a Cape Town based animation house servicing the land-based and online casino gaming industry with creative, world-class game concepts, design, illustration and 2D, 3D and hybrid animation. Carmen has a strong 20-year creative and production track record in advertising, publishing and design, and heads a passionate team of designers, illustrators and developers. Her company has gaming animation clients in the UK, Argentina, Australia, the People's Republic of China, Israel and a host of European countries. Carmen is also a director and shareholder in Traction, a company that develops and implements large-scale small business and entrepreneur development programmes for government and corporates.



**Akosua Afriyie Kumi** is the founder of AAKS Handcrafted in Ghana, a company she started with the goal of introducing the world to her favourite weaving techniques done by the women of Ghana while also creating and igniting sustainable jobs within Africa. AAKS creates bags in styles that maintain the spirit and durability of their ancestral counterparts characterised by bright exuberant colours. Akosua regularly finds herself traveling to and throughout Europe and Africa to work with local artisans, experience the diverse culture of the continents, and discover new inspirations for her brand. Since launching in 2014, AAKS has been shortlisted as an emerging designer from Africa by Vogue Italia, featured by Elle Decoration South Africa, Forbes Woman Africa, WGSN, Fashion Revolution and Guardian UK.

## SPEAKER PROFILES



**Brenda Wilkinson** is the co-owner and Marketing Manager of Rio Largo Olive Estate, a multi-award winning estate, situated in the Scherpenheuvel valley between Worcester and Robertson in South Africa. The Estate comprises olive orchards, vines, an olive specific nursery and a state of the art OLIOMIO olive processing and bottling plant. Brenda is a never say no, serial entrepreneur and marketing specialist who has previously created Leisure Seekers Guide to Hotels and Lodges in Zambia, run her own school, and produced wicker and wrought iron furniture in Malawi. A natural collaborator, Brenda is also currently working with Sarah Taylor and Zikhona Tefu, two women entrepreneurs who are using olive oil to build their own beauty and skincare brands.



**Alice Heusser** is the co-founder of Lalesso, a luxury African fashion and lifestyle brand she created with business partner Olivia Kennaway. The pair were inspired to start Lalesso after travelling to the remote Island of Lamu in the North of Kenya where the coastal Swahili women adorn the khanga cloth with a unique vibrancy and graciousness. Their business model is transparent, environmentally friendly and sustainable, and relies on ethical production facilities in South Africa and Kenya. Since 2005, the brand has gone from strength to strength, including features in Vogue, Elle, Glamour and Marie Claire, as well as being sold in 14 countries across the world, from the US to the UK, Italy, France and Australia. Climate change and environmental concerns are also top of mind for Alice and Olivia and they have become one of the world's very few 'zero-carbon' fashion brands.



**Swaady Martin** is founder and CEO of YSWARA, a rapidly growing, trailblazing African gourmet consumer brand, and recent winner of the "2015 Emerging African Brand" award by Brand Africa. YSWARA creates elegant, high-end products using the continent's natural resources, all produced by African artisans. The product range centres around exquisite teas sourced from across the Africa continent, and Swaady aims to capture a true spirit of African luxury by reviving Africa's endangered cultural heritage and unique ancestral craftsmanship. YSWARA has a presence with 30 retailers and 10 countries globally, and has built Africa's 1st gourmet tea blending facility. She is the recipient of multiple awards and in 2013, was named by FORBES as "The Queen of African Luxury" and on Oprah Winfrey's "O Power List 2014". Swaady is an Archbishop Desmond Tutu Leadership Fellow.



## SPEAKER PROFILES



**Zeenith Ebrahim** is General Manager and CEO, GE South Africa Technologies & Executive Sales Director, GE Transportation, sub-Saharan Africa. Over the past 8 years Zeenith has led some of Africa's largest rail equipment transactions resulting in more than 500 new locomotives sold across Africa – each transaction marking a significant step forward in Africa's rail infrastructure journey. She also leads GE South Africa Technologies as General Manager and Chief Executive Officer. GESAT has manufactured more than 250 locomotives in South Africa. In 2010 she was appointed to lead Marketing & Market Development for GE Transportation across the Middle East & Africa. She holds an MBA from the University of Oxford and is a recipient of the Nelson Mandela Scholarship.



**Jayshree Naidoo** is head of Standard Bank Business Incubator in South Africa and part of the Business and Commercial Team at Standard Bank. Her previous leadership roles included the head of Strategy Management and Innovation at the Development Bank of Southern Africa, as well as positions at Discovery, ABSA and Internet Solutions. She was a board member of JASA (Junior Achievement South Africa), as well as the Chairperson of SAINe (The Southern African Innovation Network.) Her knowledge, understanding and experience of entrepreneurship, e-channels, marketing, innovation and strategy, spans over a period of 20 years. She has an MBA qualification with her dissertation focusing on Innovation and Entrepreneurship Capacity Creation.



**Ethel Cofie** is a technology entrepreneur and the CEO of EDEL Technology Consulting in Ghana. As a high caliber IT Professional, Ethel has gained a wealth of technical and commercial experience across a wide range of demanding roles having worked in the United Kingdom, Ghana, Nigeria and Sierra Leone on projects for organizations like Bill and Melinda Gates Mobile Technology for Health project, the Ford Foundation's Election Monitoring project for Nigeria and as Head of Commercial Solutions for Vodafone. Ethel is founder of Women in Tech Africa, was shortlisted for the UN GEM Tech Award for work supporting women in ICT, and is a Mandela Fellow for President Obama's Young African Leaders initiative (YALI).





**Judith Owigar** is co-founder of AkiraChix in Kenya, an organisation that aims to inspire and develop a successful force of women in technology who will change Africa's future. This social entrepreneur, coder, and blogger uses technology as a tool to empower youth and young women and seeks to increase the number of women who create technological solutions and in effect change the perception of technology by women. Judith was named as an international Focus Fellow in 2014. In 2012 and 2009 she was named as one of the Top 40 under 40 women by the Business Daily newspaper in Kenya. In 2011 Judith was awarded the Anita Borg Change Agent Award by the Anita Borg Institute for Women and Technology.



**Stephanie Cowper** is co-founder and CEO of BeSpecular, a South African startup that is solving a global problem by connecting thousands of people who can see with those who can't. BeSpecular is often referred to as 'The Uber for Eyes' and was rated in the Top 10 Startups Most Likely to Improve Lives at TechCrunch Disrupt London. This South African tech entrepreneur is passionate about technology and improving the world in which we live. Her focus is on accessible technology and being a global disability advocate with an emphasis on the visually impaired and deaf/blind communities.

# THE GE AFRICA INNOVATION CENTRE & LIONESSES OF AFRICA OPEN INNOVATION CHALLENGE



GE Africa  
Innovation Centre

## Join GE as we Innovate, Imagine and Invent – In Africa; For Africa

From Thomas Edison's revolutionary invention of the Filament Incandescent Light in 1879, through a century of invention, to today, as GE consolidates into the world's leading Digital Industrial Organisation, GE has been at the cutting edge of Global Innovation over Centuries. And now GE has brought the opportunity to innovate, imagine, and invent to Sub-Saharan Africa: With the establishment of the **GE Africa Innovation Centre (GEAIC)** in Johannesburg, South Africa; And the women of Africa feature high on the list: As part of GE SSA's commitment to developing Women Entrepreneurs, the GE AIC is partnering with Lionesses of Africa on an Open Innovation Challenge.

### THE CHALLENGE

- **Entrants are required to provide a sustainable digital solution to a pressing challenge – or opportunity. The solution should ideally focus on the sectors, and businesses, that GE SSA serves.**

### CRITERIA AND FORMAT:

- Submit a proposal in a digital format of your choice.

Include the following elements in your proposal

- Description of your proposed Digital Solution
- Describe the opportunity/challenge/context that the Solution focuses on
- Describe why this is a sustainable opportunity / solution
- Provide a proposed project plan for development, or, if an existing product, proposed next phase in development
- Describe the value of your project to GE, or the value to you of GE's involvement in your project.

### ENTRY REQUIREMENTS:

- The Challenge is open to all women entrepreneurs in Sub-Saharan Africa.
- The Challenge closes on 15 November 2016 at 23h00
- The winning entry will receive USD 1500.00, and the opportunity to work with GE AIC Digital Academy team on developing their proposed project.
- Short-listed candidates will be included as preferential suppliers to GE Sub-Saharan Africa

### RESOURCES AND REFERENCES:

- Information on GE's key sectors globally, and GE SSA's core focuses, can be found on: [www.ge.com](http://www.ge.com) and [www.geafricannovationcentre.com](http://www.geafricannovationcentre.com).

### JUDGING CRITERIA:

- Creativity and originality of entry
- Technical feasibility
- Ability to commercialize
- Nature of the technology
- Prospective market impact of solution
- Prospective impact of attending the event

### NOTICE

- See Official Rules for details.
- Kindly submit at least one entry by 23h00 November 15, 2016 via the link: [www.geafricannovationcentre.com/lionesses-ge-open-innovation-challenge](http://www.geafricannovationcentre.com/lionesses-ge-open-innovation-challenge)
- Short-listed companies are in no way guaranteed an investment from GE or any affiliates.





[www.lionessesofafrica.com](http://www.lionessesofafrica.com)