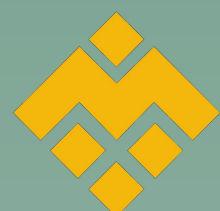


4 MENTORS'
Africa

The logo consists of a stylized graphic on the left made of yellow and green geometric shapes, followed by the number '4' in red and 'MENTORS' in yellow, and 'Africa' in green.













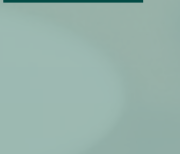












PROGRAM PROFILE



Mentors'

Done by: MENTORS' GROUP

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-  About MENTORS' Group
 -  MENTORS' in Numbers
-  About idem Program
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-  Meet the Founders
-  Our Partners



Introduction

According to the Economic Development in Africa Report 2022* that was published by UNCTAD, Africa has the highest concentration of exports, compared with other world regions, and the second-lowest number of exported products after Oceania. At the same time, trade in services on the continent is both low and heavily dominated by traditional services, whereas high knowledge-intensive services and technology-enabling services have the potential to boost innovation and drive diversification.

MENTORS' is group of companies established with one Mission, "Supporting economies through supporting 360 degrees the SMEs to be Educated, build and grow".

MENTORS' 4 AFRICA is an initiative built by MENTORS' HQ and MEA in cooperation with Instadeel inc. to support the ecosystem for all African startups, SMEs, and entrepreneurs to learn, develop, build, and grow locally and internationally.

Our long-term Vision builds to cover different dimensions:

1. Population (Both Gender, Women in Business, Junior Talents, African immigrants, and People with Special Abilities)
2. Sectors, (Education, Health care, Agriculture, Fintech, Mining, Environmental, and Sustainability)

Our organization, MENTORS' 4 AFRICA, offers a variety of programs and events geared towards entrepreneurs. Some of our events are open to the public, while others are exclusively for our ambassadors.



<https://unctad.org/webflyer/economic-development-africa-report-2022>

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Industry

African Union





About MENTORS' Group

According to the Economic Development in Africa Report 2022* that was published by UNCTAD, Africa has the highest concentration of exports, compared with other world regions, and the second-lowest number of exported products after Oceania. At the same time, trade in services on the continent is both low and heavily dominated by traditional services, whereas high knowledge-intensive services and technology-enabling services have the potential to boost innovation and drive diversification.



MENTORS' Group Logo

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MENTORS' in Numbers

29

Footprints worldwide

\$87

million fund

76

Int. Ambassadors

+7,640

Services Booking

12

Years in the market

11,450

Startups Support

[Check MENTORS' Profile Here](#)

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Industry

African Union



Mentors' has collaborated with Capital Schools of Business which is based in Dubai and was specialized in designing the business training curriculum.

Both companies had established the International Diploma of Entrepreneurial Management – “ idem “ which is designed by Capital School of Business, Managed by Mentors and accredited by IAO

“ idem ”

International Diploma for Entrepreneurial Management

About idem

A specialized program designed as practical and theoretical experience that is designed by the Capital School of Business, managed by Mentors, and accredited by IAO, and UN.

Idem program is for startups who pursue the Certificate in Entrepreneurial Management and develop a solid foundation in entrepreneurial management, professional leadership, and communication skills that prepare them for a variety of career opportunities or to start their own business.

[Check idem Promo Here](#)

idem Content

The diploma is 101, practical and theoretical experience, focuses on:

1 Business and life psychology

2 Life balance & basis business skills
and business social responsibility message

3 Business Balance Model

4 International Exposure

5 Applying the business social responsibility message

International Diploma for Entrepreneurial Management

idem Modules

It consists of 4 modules:

1. Foundation of business and personal psychology, life balancing, and pre-ideation phase.
2. Business Balance model (business zoning, business designing, business planning, and welcome to market).
3. Market feedback, and business scale-up.
4. International partnerships and social participation.

idem's 3 adding values

We focus in this program to support ideas in 3 main categories, which are:

1. Technology
2. Sustainability
3. People with Special Abilities.



Our online community is designed to help people in their businesses. We have thoroughly researched the market and have hand-picked some of the top brilliant entrepreneurs that we believe will be most beneficial for our community.

Searching process came under the initiative called MENTORS 4 AFRICA which started in the first quarter of 2022. We've started to build a solid plan to reach almost 14 African countries and to start training their entrepreneurs in different sectors to develop their abilities in running businesses.

Our Goal:

To reach 50 African countries within the up coming 10 years and to improve African economy through creating a thriving ecosystem of successful businesses in Africa.

Our Target:

All businessmen and businesswomen (SMEs across Africa) and
All entrepreneurs.

Our Objectives:

MENTORS' 4 AFRICA initiative is designed to:

1. Help entrepreneurs in Africa achieve success by providing Education, training, mentorship, and support,
2. Evaluate and assess businesses,
3. Offer advice and guidance, and
4. Building international bridges for all African entrepreneurs to plug their business into the world with the right Investment, funds, institutes, etc.

MENTORS believes Africa is the future



In order to reach our ultimate goal of mentoring and supporting 10 million entrepreneurs across Africa by 2030, we started to plan our initiative to:

- Teach,
- Train,
- Support,
- Develop African startups and SMEs under the idem program.



Our Target Segments:

All businessmen and businesswomen (SMEs across Africa) and All entrepreneurs.

Name
Job



Geographic:

We are targeting the entire African continent



- Age: (18 - 50)
- Gender:



Men



Women



Young



Special Abilities

- Social Status:

1. All social status is accepted

- Educational Level:

1. Postgraduates
2. Undergraduates

- Occupation:

1. Working
2. Run private business
3. Stay at home

- Income:

1. Class B/B+

Psychographic:

- Values:

1. Responding to challenges
2. Collaboration
3. Innovation
4. Impact
5. Solution Finder

- Personality:

1. Self-Awareness
2. Integrity
3. Resilience
4. Decisiveness

- Interest:

1. Self-developing
2. growing business
3. learning new skills

Demographics:

Our Plan:

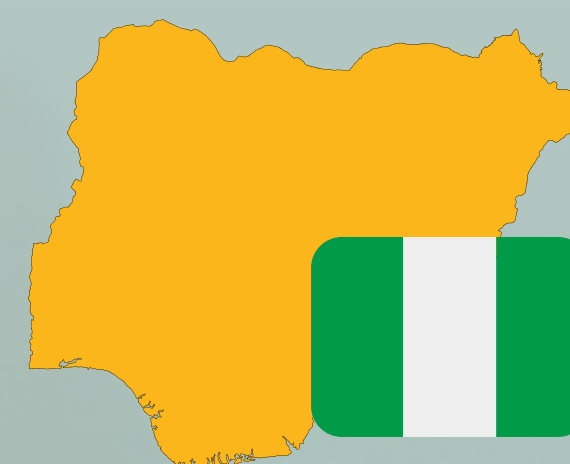
To train and support business in these countries by the end of 2023

Q1



Mali

Q2



Nigeria



Zimbabwe

Q3



Chad

Q4



Malawi

To achieve our initiative's goals, we launched The International Diploma for Entrepreneurial Management – idem for Zambian entrepreneurs in 6 weeks of training in different aspects.

An example of our training program, we start the Zambian Round in the fourth quarter of 2022 under the title:

MENTORS 4 AFRICA: Zambia Round





Zambia Round: a successful story

Introduction

As MENTORS' Netherlands in cooperation with instadeel USA, kicked off, both entities decided to donate \$1 million to training for 400 Zambian entrepreneurs to be qualified for international markets as the first patch of Mentors 4 Africa Zambia Round led by **Edward Mwaba Ndalama**, MENTORS' Ambassador from Zambia.

All this will be under the sponsorship of the Ministry of Commerce, Trade, and Industry of Zambia and the African Union.

"We strive to build a strong community that supports every entrepreneur, no matter where they are."



Edward Mwaba Ndalama
MENTORS' Ambassador from Zambia

Zambia Round: Summary

As we mentioned before, we decided in cooperation with instaDeel USA to donate \$1 million for training for 400 Zambian entrepreneurs to be qualified for international markets as the first patch of Mentors 4 Africa Zambia Round led by Edward Mwaba, MENTORS' Ambassador from Zambia.

Here are the general statistics of the first round:

1

It **started** on the 8th of October 2022 with a kickoff day.
The **last training day** was on the 12th of November 2022.

2

Session's duration: the whole training day consists of 4 hours, 4 sessions on average.

3

The average of attending: the classes are 300 attendees per session.



Zambia Round: a successful story

Kickoff Day Summary: VIPs

➔ **Date:** 08/10/2022



Hon Chipoka Mulenga
Minister of Commerce and Trade in
Zambia



Greenwell Ambassador
Zambian Deputy Ambassador



Albert M. Muchanga
Commissioner for Trade and Industry
of the African Union Commission

"MENTORS 4 AFRICA can be seen as an opportunity and privilege to enhance all Zambian Startups, entrepreneurs, and SMEs. This initiative is supporting our agenda in helping all businesses across Zambia."

-- Hon Chipoka Mulenga

"This initiative is giving the power to create the future for all African countries, and supporting their businesses to develop their lives and societies."

-- Hon Albert M. Muchanga

"Africa has all the resources, tools, and power to transform its economy and youth"

-- Dr. Mohamed ElSery



Dr. Mohamed ElSery
CEO and Founder of MENTORS'
Group

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Industry





Zambia Round: a successful story

Training Days Agenda

Day 1

- ➔ **Date:** 15/10/2022
- ➔ **Topics:** Business & Life Balance, Ideation Phase



Dr. Mohamed ElSery
Founder & CEO of MENTORS'

"Business and Life Psychology Foundations"

This session is talking about the different areas of business psychology, and the definition and clarification of the theory of multiple intelligences.



Mrs. Razan Amoush
Global Producer

"Ideation Phase"

This session is talking about how to come up with creative ideas, and how to build creative content.



Mrs. Kim LaMontagne
Mental health corporate trainer

"Mental Health"

This session is talking about the importance of mental health in the workflow.



Mrs. Fibha Frameen
Founder of Walk Towards Peace, and transformational life coach

"Life Coaching"

This session is about how to build a valuable network, and set up smart goals for your life.



[You can visit our YouTube channel to get more about the sessions and their testimonials](#)

Day 2

- ➔ **Date:** 22/10/2022
- ➔ **Topics:** Business Modeling and Marketing Strategies



Mr. Amir Ziani
Founder of Webspace Solutions, Middle East

"Creative Thinking and Importance of the law of attraction"



Mr. Amir Ziani
Founder of Webspace Solutions, Middle East

"SMEs and business modeling "



Miss. Maram AlBadrawy
Digital Marketing and media production Senior

"Startup Marketing: Digital strategies, examples, and definitions"



Mr. Jeroen Rijnenberg
Lectures Sustainable Business Development

"How to make a sustainable business, and how to implement SDG in your business? "



[You can visit our YouTube channel to get more about the sessions and their testimonials](#)

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instaDeel

Honored by



Ministry of Commerce, Trade & Industry





Day 3

- ➔ **Date:** 29/10/2022
- ➔ **Topics:** Business and Technology



Mr. Amir Ziani
 Founder of Webspace Solutions, Middle East
"How to build MVP – Minimum Value Proposition"



Eng. Ahmed ElNoamany
 Senior Technology Expert /Project/Product Management
"How to integrate the business into your business?"



Dr. Mohamed ElSery
 Founder & CEO of MENTORS'

"What is customer experience and how it affects your business?"

Day 4

- ➔ **Date:** 05/11/2022
- ➔ **Topics:** Bootstrapping and Fundraising



Mr. Wael Osama
 Serial Founder

"Why startup fails? Definition and example of bootstrapping"



Dr. Mohamed ElSery
 Founder & CEO of MENTORS'

"How to successfully raise funds for your startup? "

Day 5

- ➔ **Date:** 12/11/2022
- ➔ **Topics:** How to pitch your idea in minute?



Mrs. Oksana Vozhdaeva
 Award-winning journalist and TV-presenter

"Personal skills that will help you talk successfully about your business"



You can visit our YouTube channel to get more about the sessions and their testimonials



Zambia Round: a successful story

General Statistics

Zambia Round in Numbers

400

The average number of registrations to idem program

300

The average number of attendees in every session

1800

The total number of submitted assignments in whole program

154

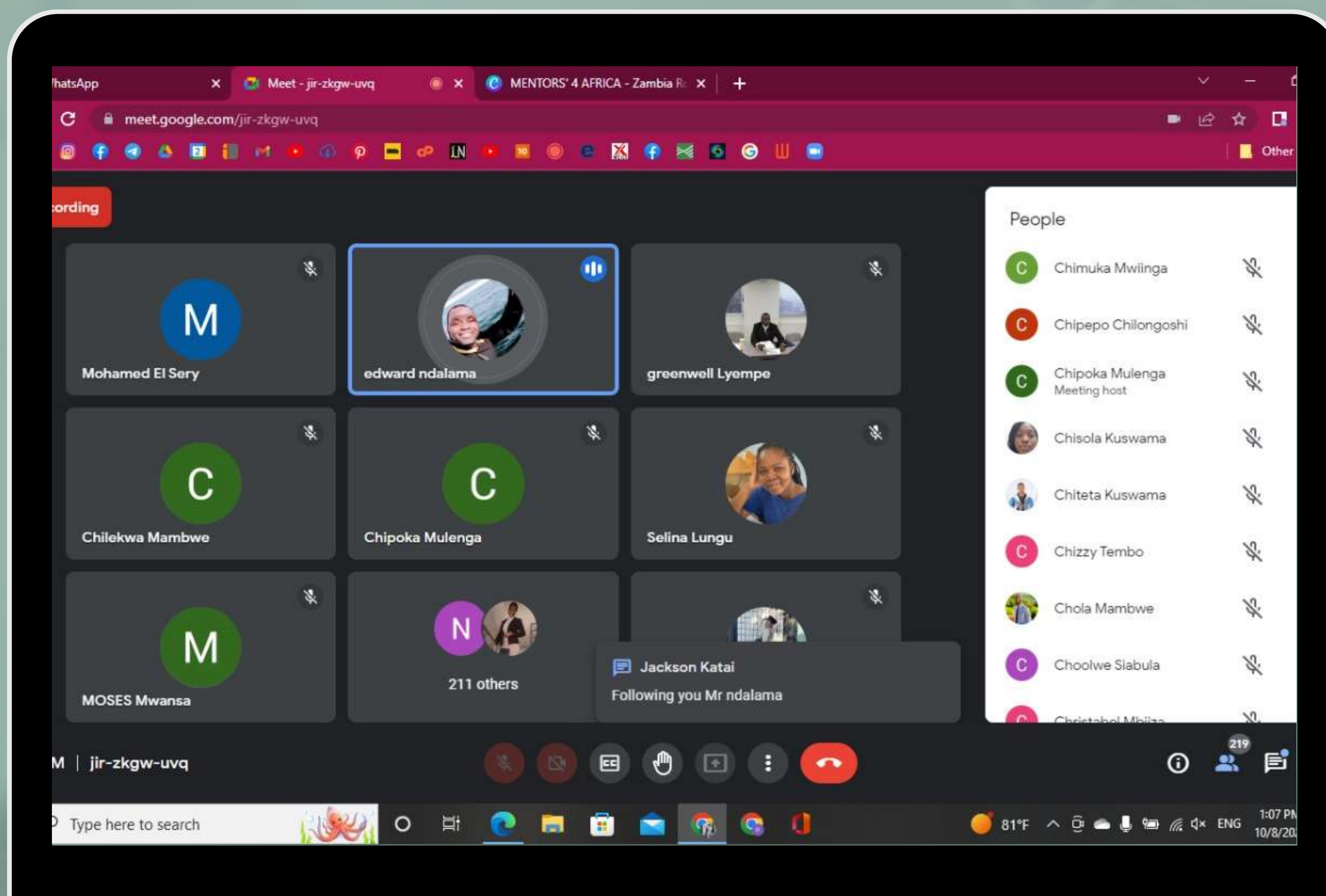
The total number of submitted pitch decks

40

The total hours of practical and theoretical training

14

The total number of sessions



A screenshot of our kickoff day

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instaDeel

Honored by



Ministry of Commerce, Trade & Industry





Zambia Round: a successful story

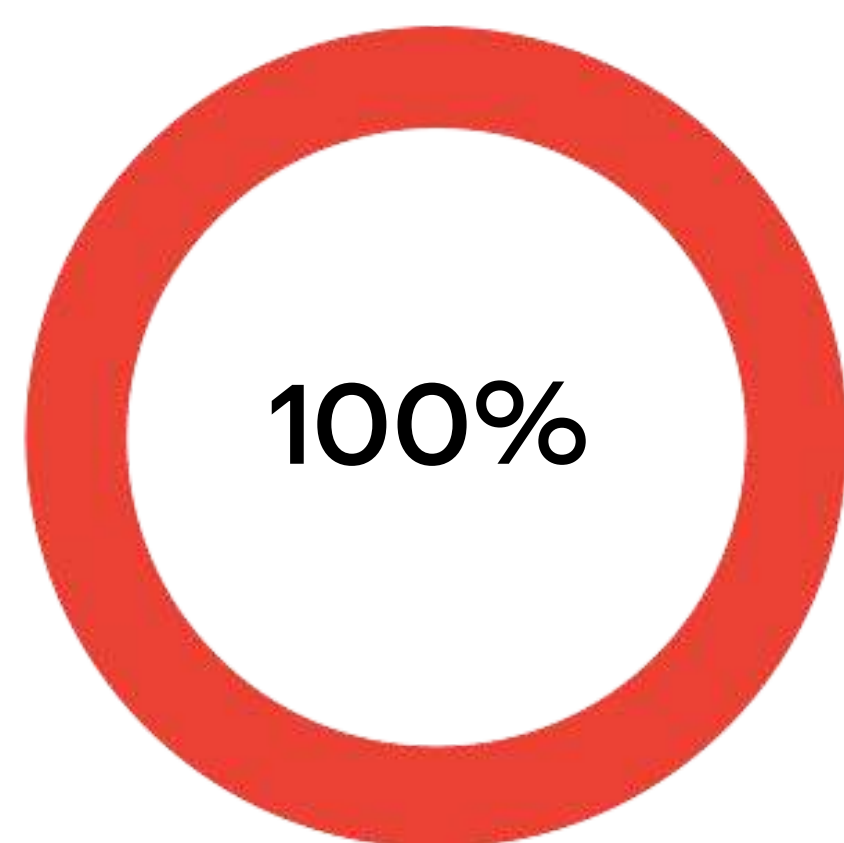
General Statistics

Attendees Persona

The following data are generated after analyzing a group of our attendees to study their persona and to ensure they match our targeted audience.

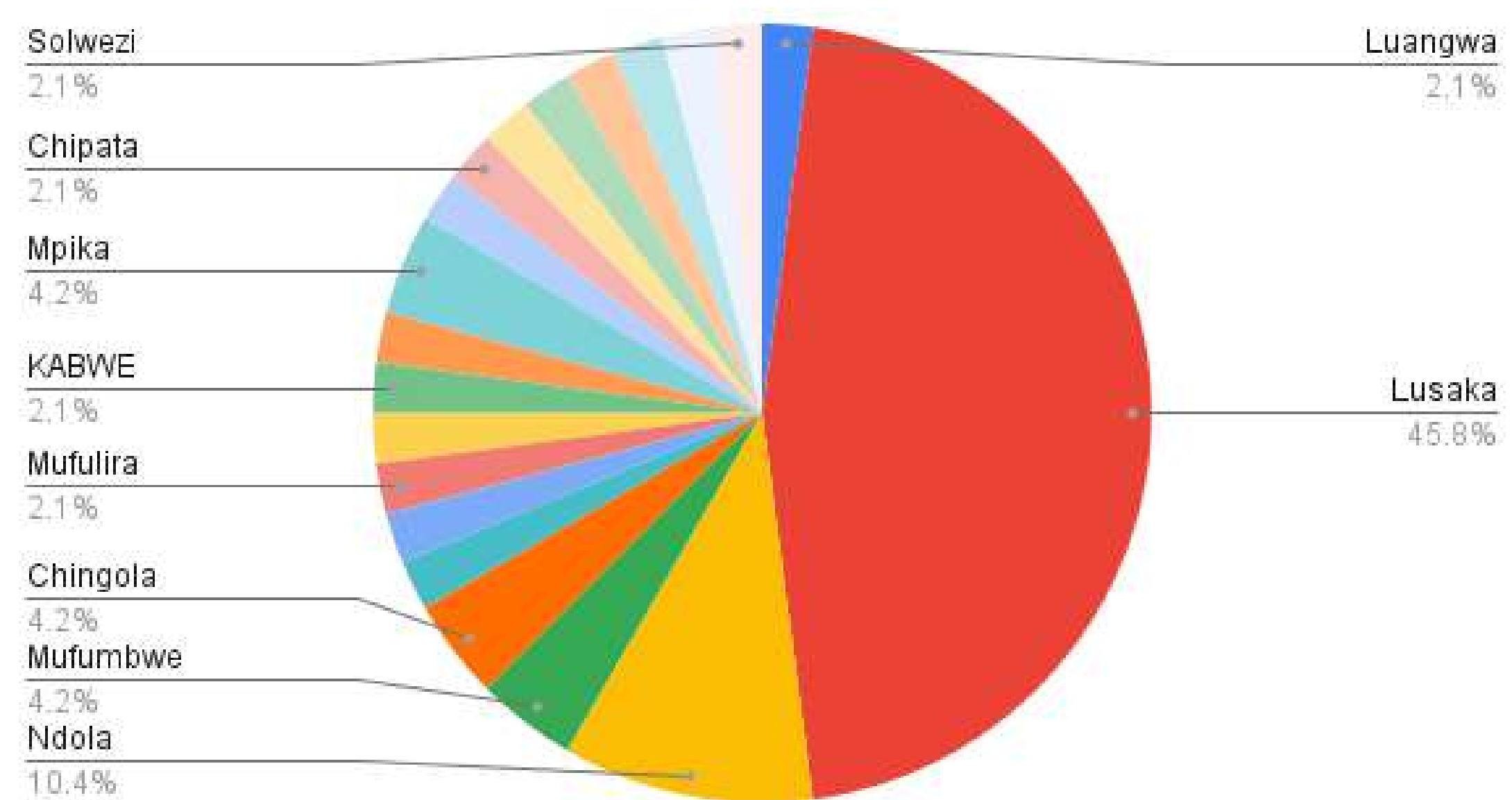
Geographics

Location



Zambia

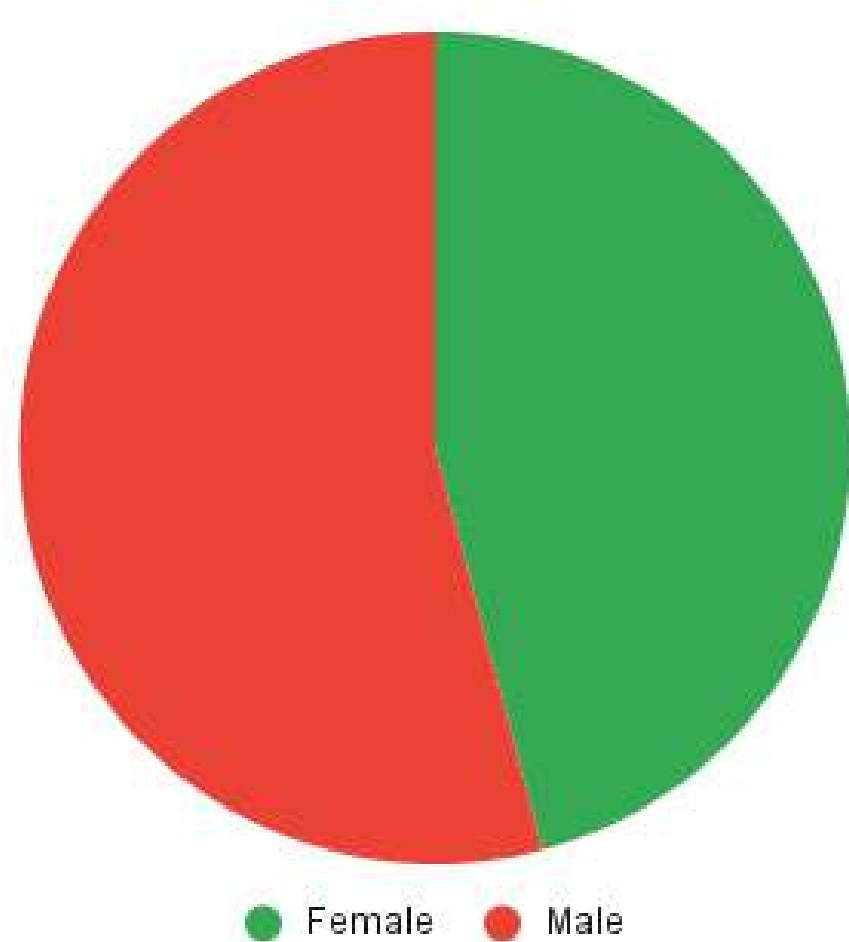
Cities



- Around **46%** attended from the Capital, Lusaka.
- Around **54%** attended from different cities, 9 cities.

Demographics

Gender



- Around **54.2%** of attendees are **Male**.
- Around **45.8%** of attendees are **Female**.

Language

- **English**

Social Status

- **Single**
- **Married**

Average income

- **Under 300\$ monthly**

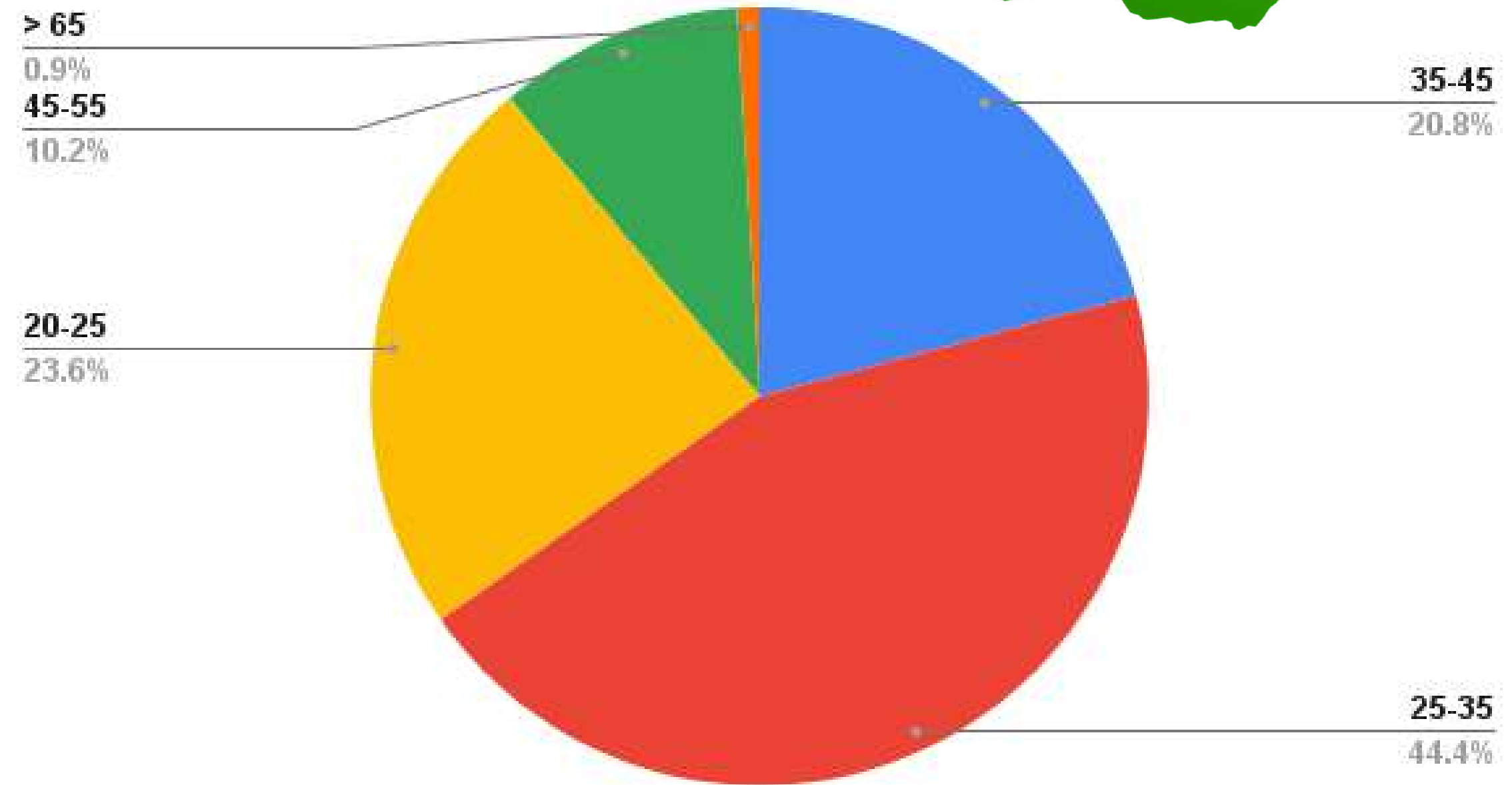


Age

• Ranging (22-65)

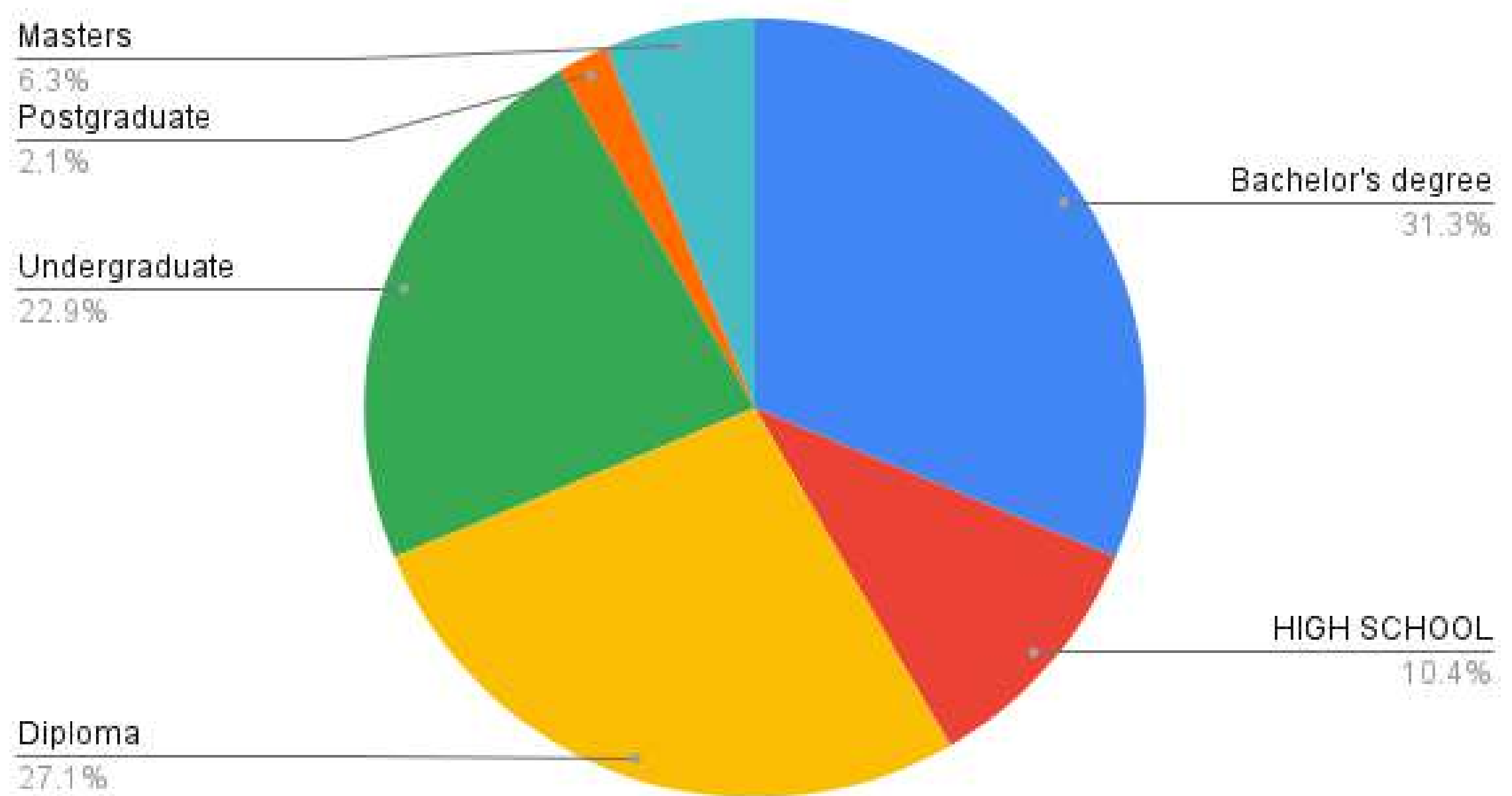
- The majority of attendees are ranging from **25-35 years old** with a percentage of **44.4%**
- Followed by **young** entrepreneurs with a percentage of **23.6%**
- Around **20.8%** of attendees' age are ranging from
- **35-45**
- While **10.2%** of them are ranging from **45-55**
- And only **0.9%** are above **55 years old**.

Age



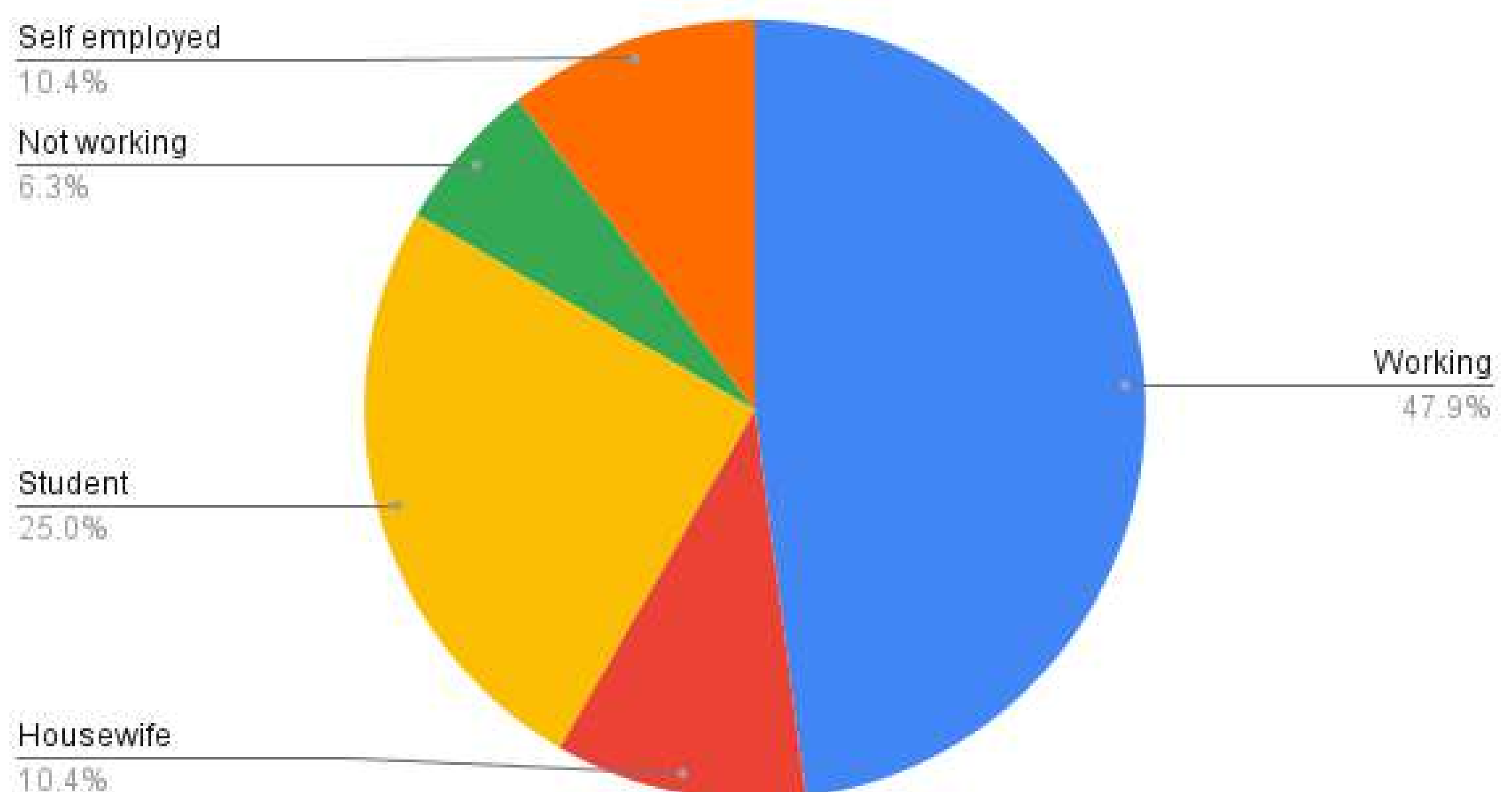
Level of Education

- **Major attendees** have Bachelor's degrees with a percentage of **31.3%**
- Followed by those who hold a **Diploma**
- The percentage of students who are still in **university** is **22.9%**
- Other attendees are either **master's degree** holders, **postgraduates**, or still in **high schools**.



Occupations

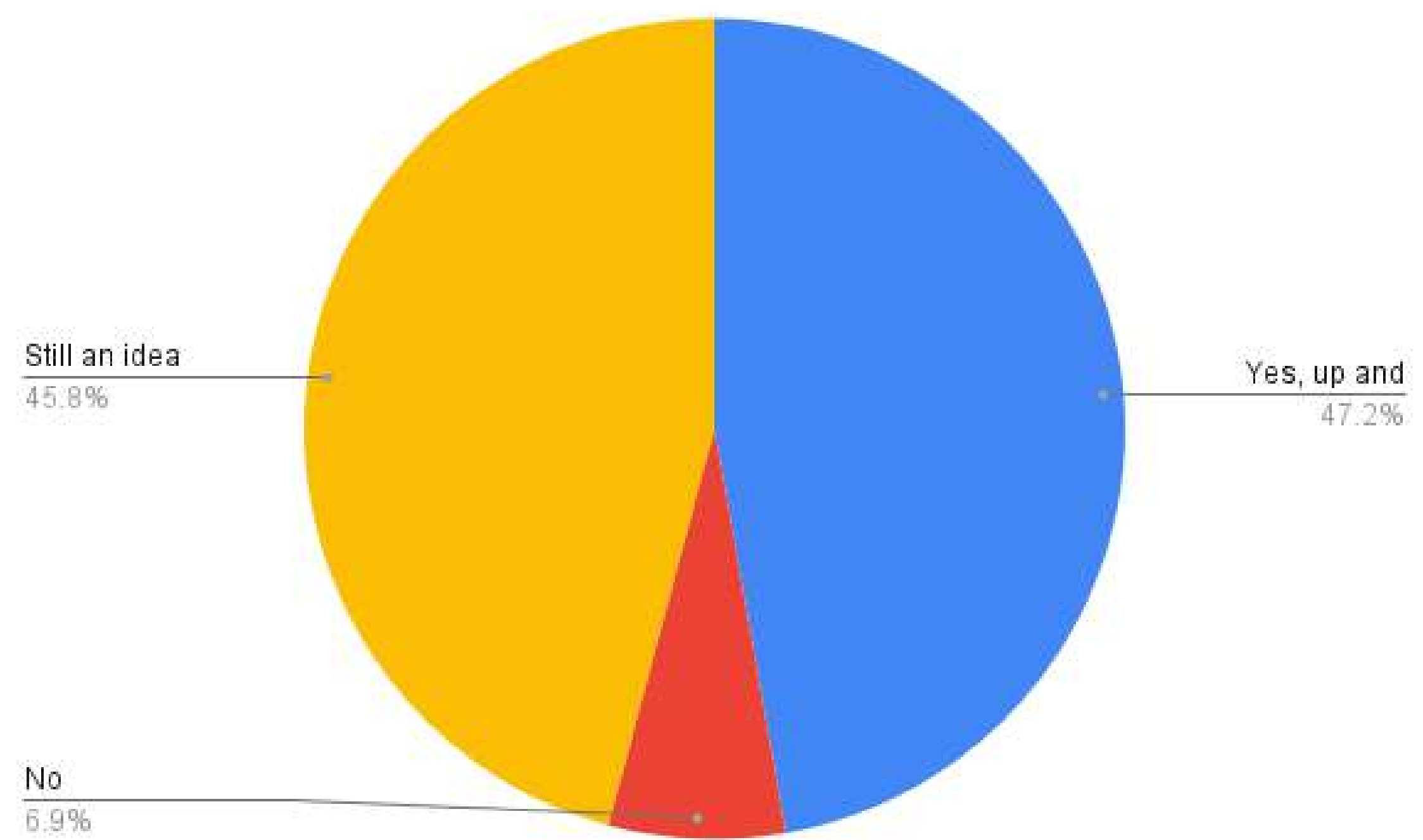
- **Major attendees** are working with a percentage of **47.9%**
- Followed by those who still **studying**
- The percentage of attendees who consider themselves **self-employed** is equal to the percentage of the **housewife** with 10.4%
- While only **6.3%** of attendees **aren't working**



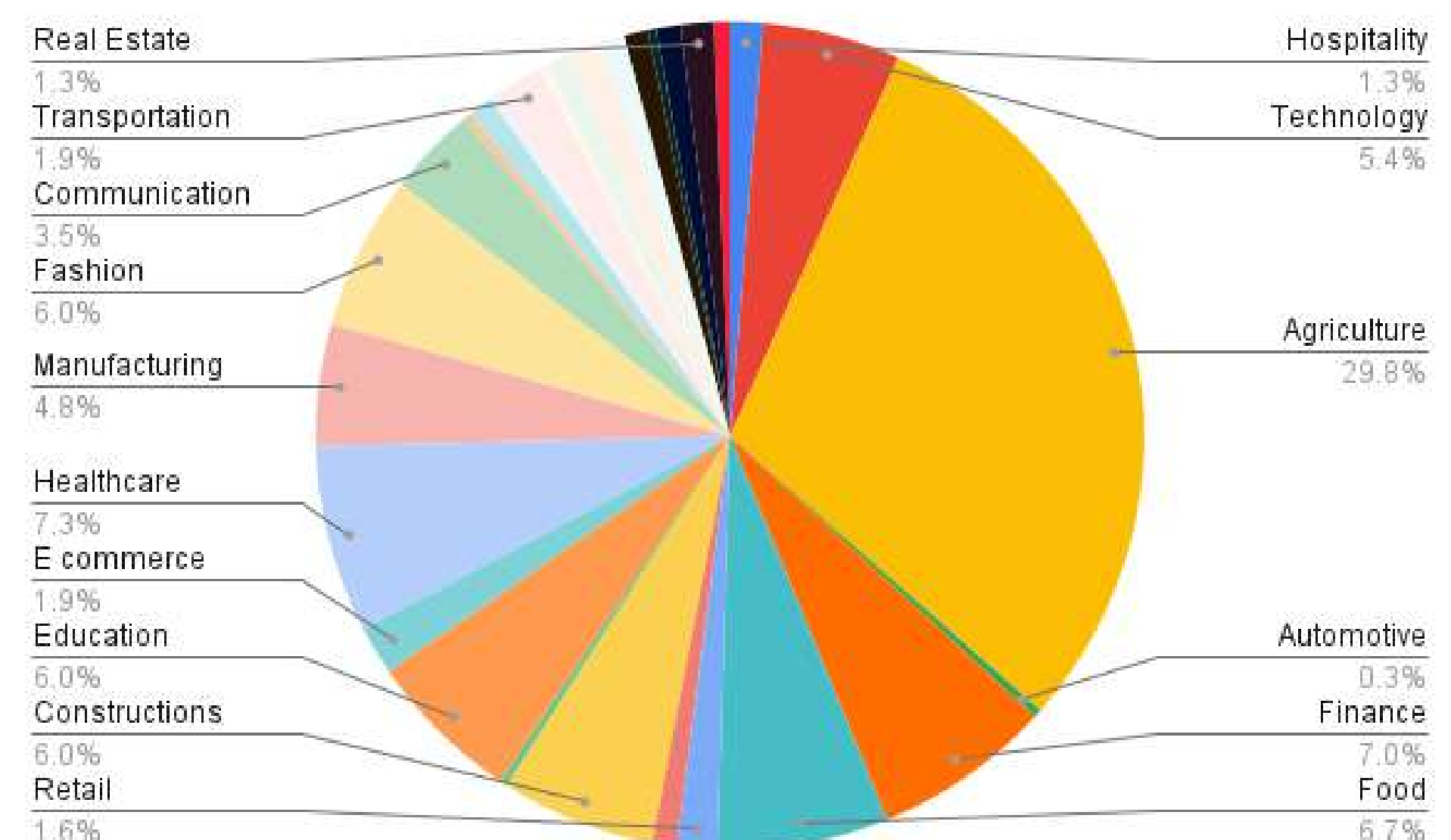
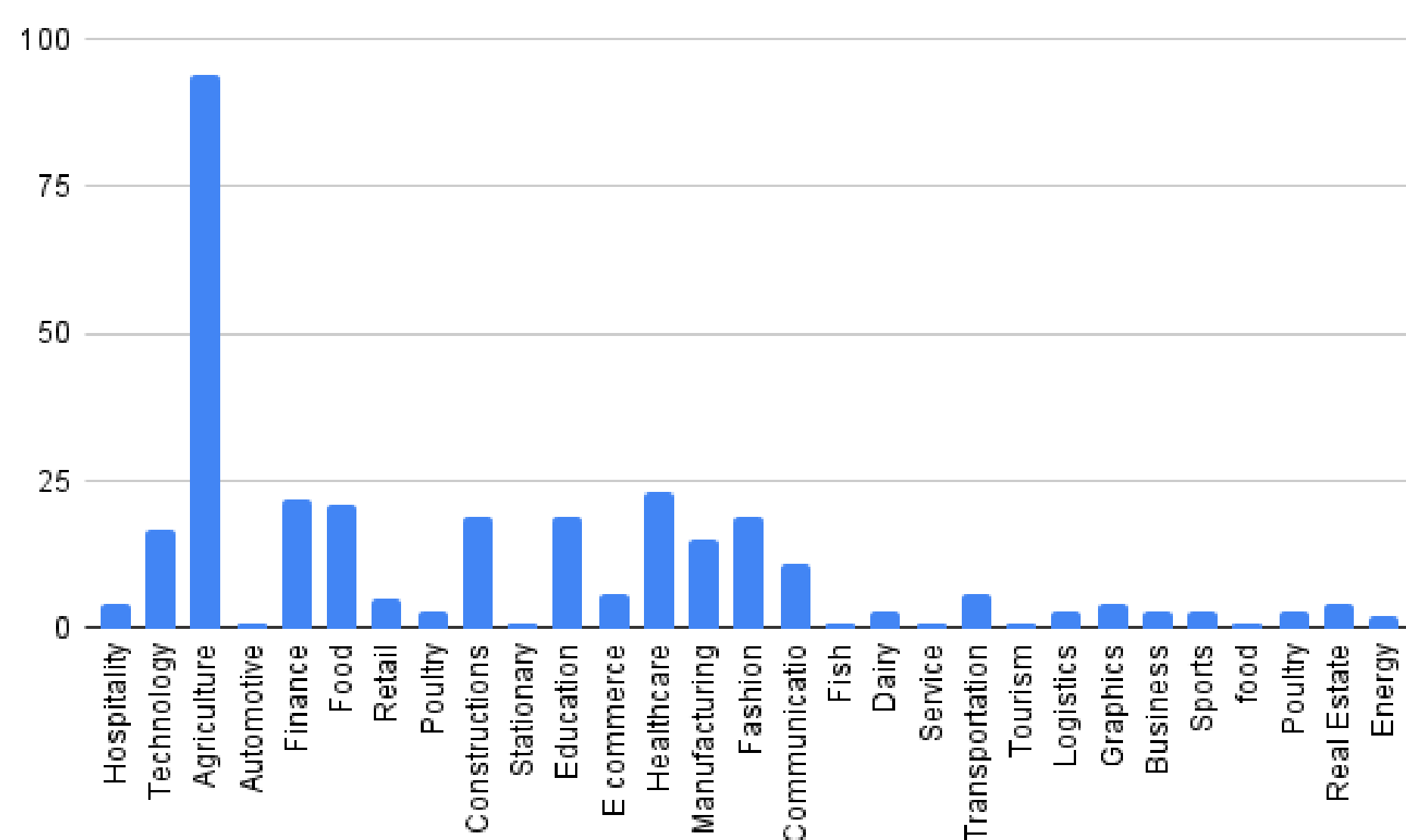


Owning a Business

- The majority of the attendees are either **having an idea** for their business **45.8%** or have already **a running business** with a percentage of **47.2%**
- Only **6.9%** of the diploma attendees **aren't running or have a business idea.**



Business Industries

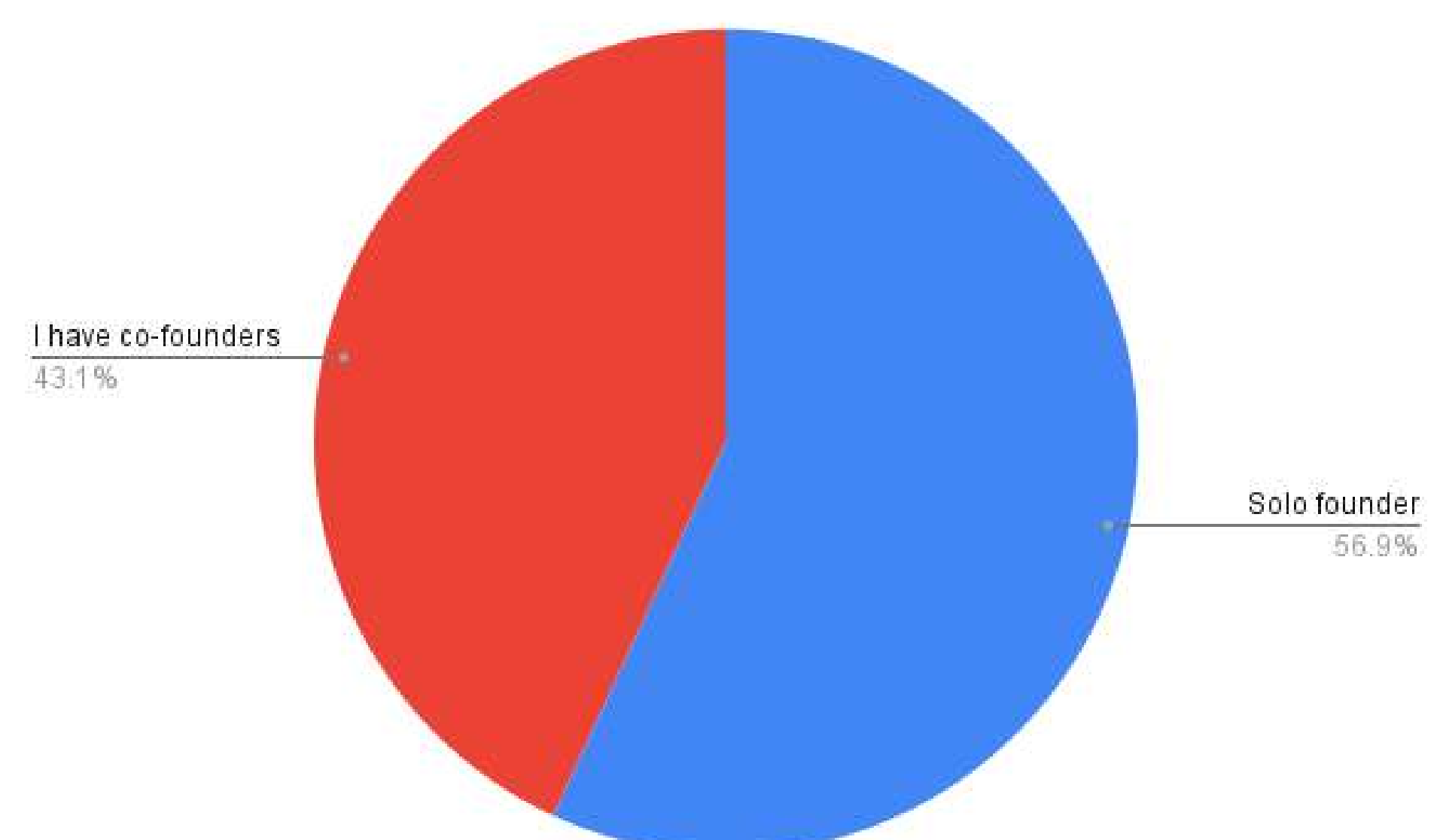


Top major industries

29.8% Agriculture
 7.3% Healthcare
 7% Finance
 6.7% Food
 6% Education

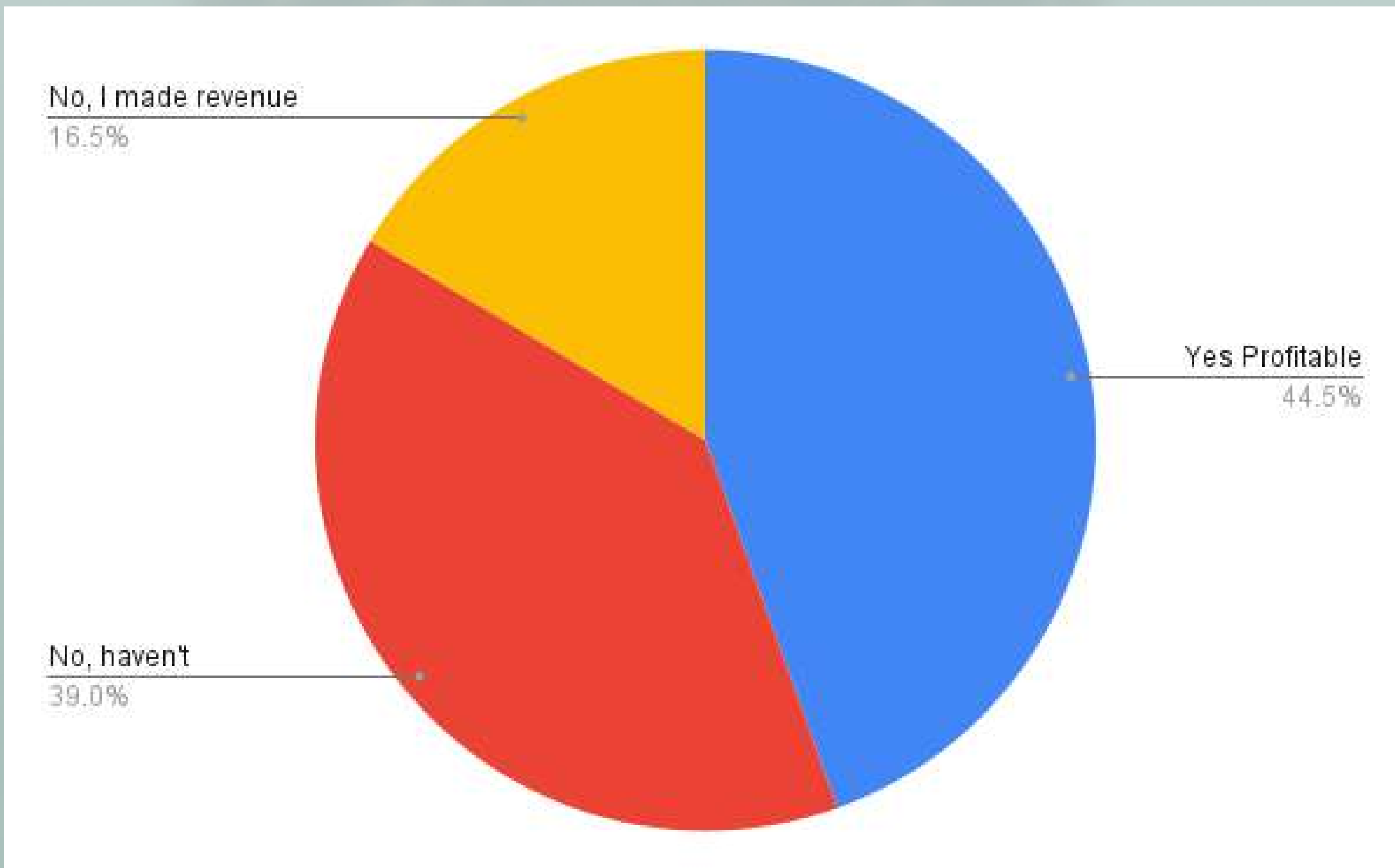
Solo or Co-founders

- **56.9%** of the attendees are **working alone** on their business
- While **43.1%** are working on **teams**





Profitability and Fundraising



44.5%

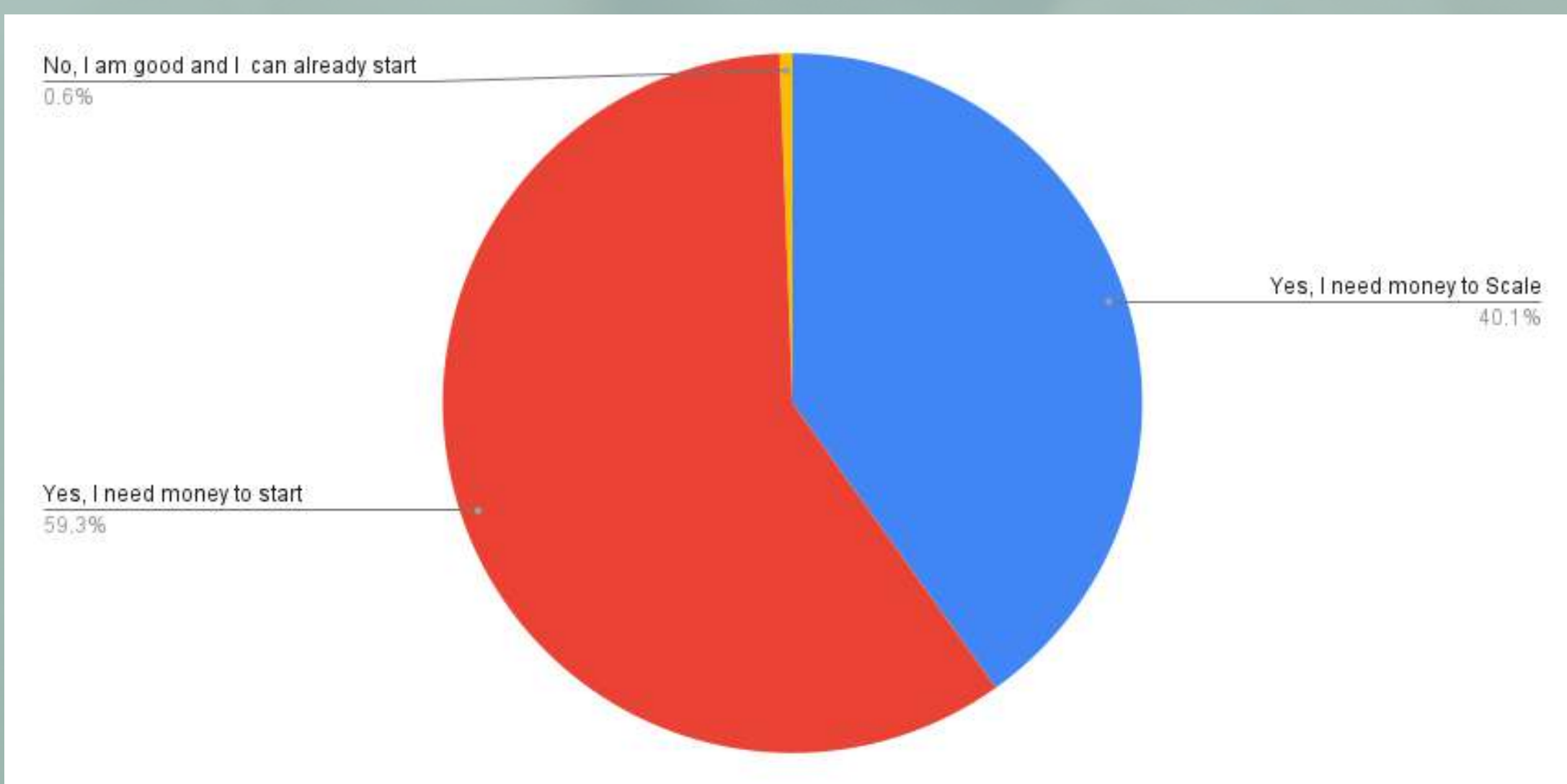
of the attendees see that their ideas/business is profitable.

39%

of the attendees didn't generate any revenue from their business.

16.5%

of the attendees did generate revenue from their business.



59.3%

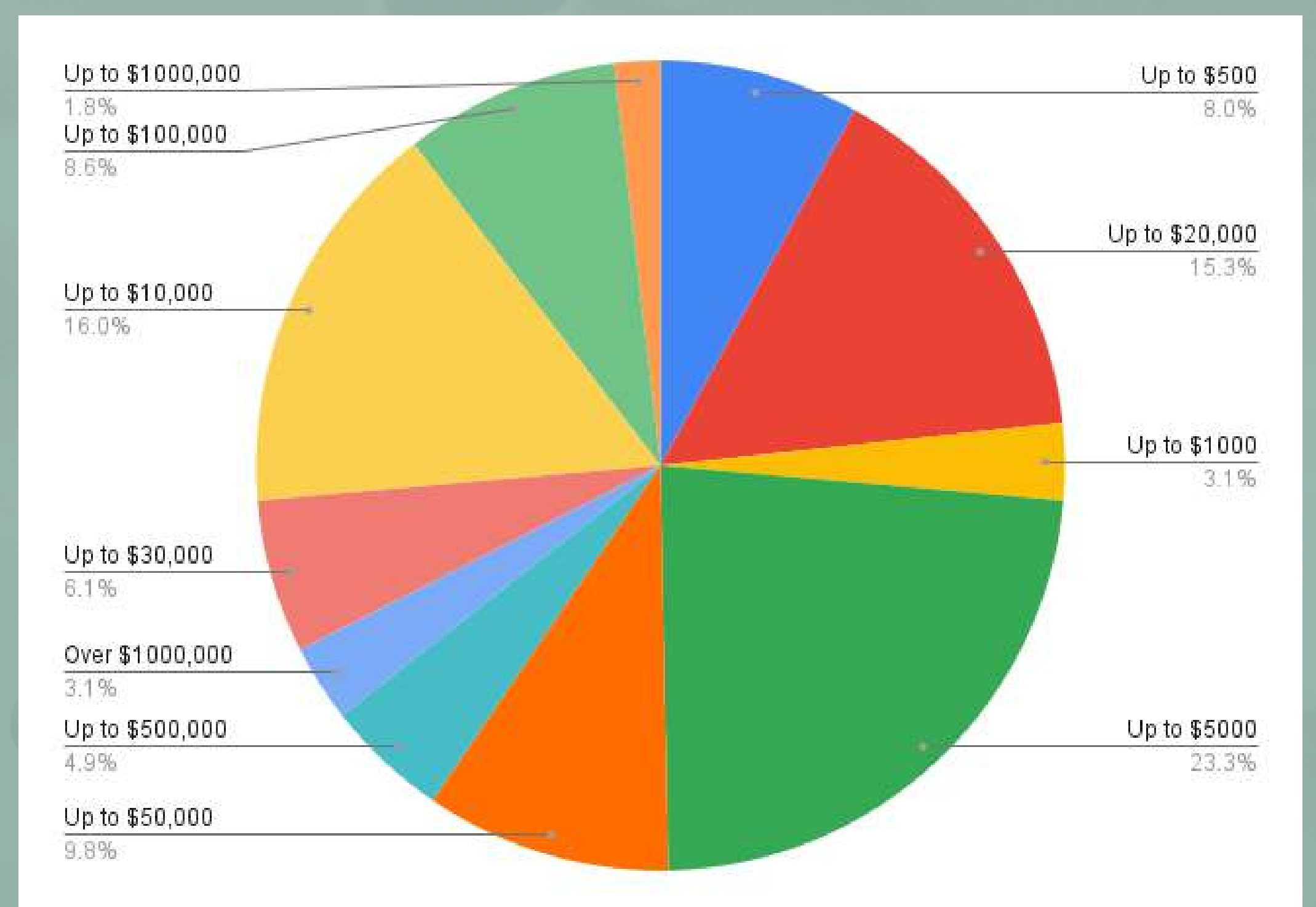
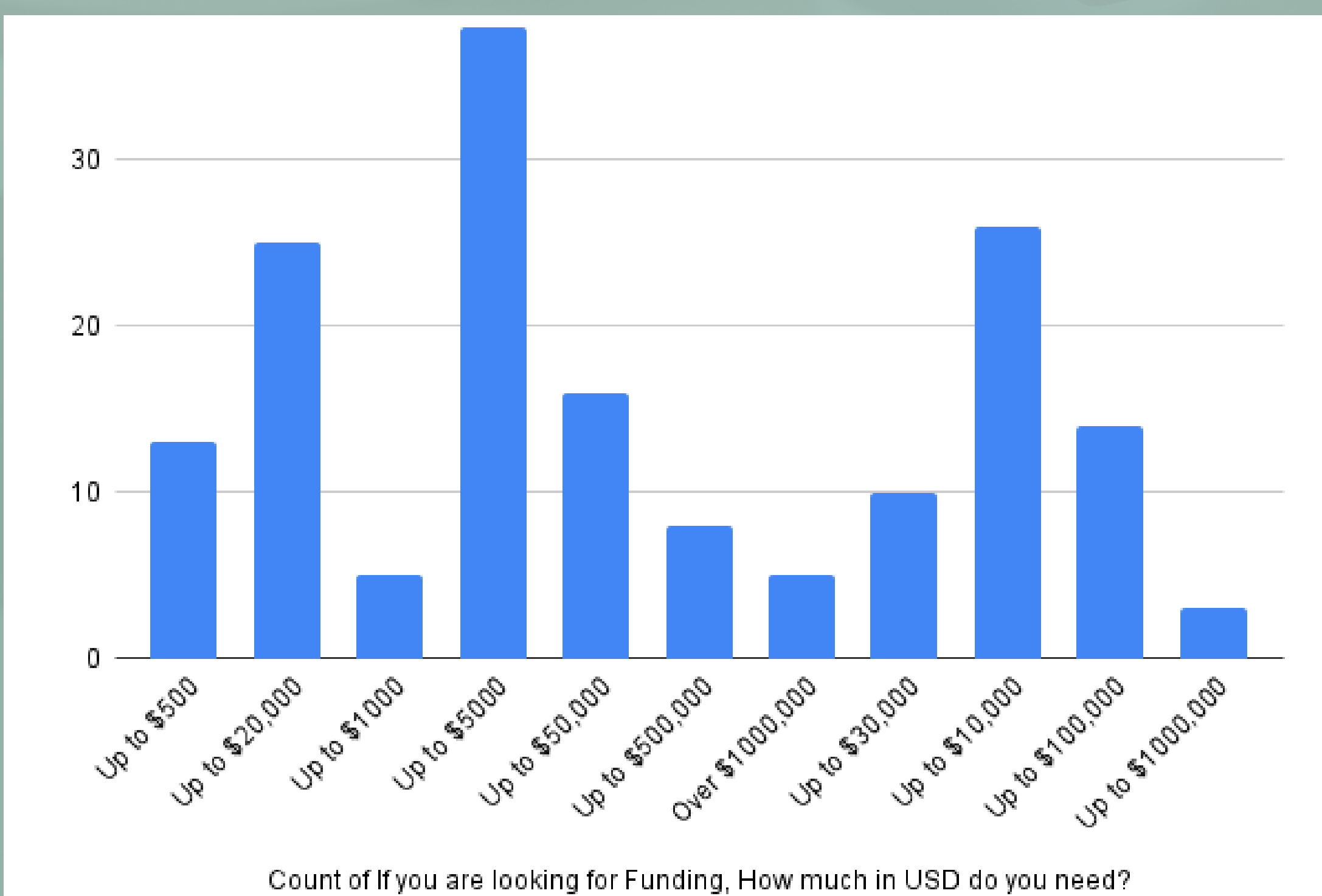
of the attendees need money to start their own businesses.

39%

of the attendees need money to scale their businesses.

0.6%

of the attendees don't need money to start their businesses.



23.3%

of the attendees seek funds up to \$5,000

16%

of the attendees seek funds up to \$10,000

15.3%

of the attendees seek funds up to \$20,000

9.8%

of the attendees seek funds up to \$50,000

8.6%

of the attendees seek funds up to \$100,000

8%

of the attendees seek funds up to \$500



Sessions Rating

All attendees participated in different forms to analyze their satisfaction with the sessions they took, the following stars reflect their opinions.

Day 1				
Session	Session's Rate	Trainer's Rate	Preparation's Rate	Material's Rate
"Business and Life Psychology Foundations" Dr. Mohamed ElSery	★★★★★	★★★★★	★★★★★	★★★★★
"Ideation Phase" Mrs. Razan Amoush	★★★★★	★★★★★	★★★★★	★★★★★
"Mental Health" Mrs. Kim LaMontagne	★★★★★	★★★★★	★★★★★	★★★★★
"Life Coaching" Mrs. Fibha Frameen	★★★★★	★★★★★	★★★★★	★★★★★
Day 2				
"Creative Thinking and Importance of the law of attraction" Mr. Amir Ziani	★★★★★	★★★★★	★★★★★	★★★★★
"SMEs and business modeling " Mr. Amir Ziani	★★★★★	★★★★★	★★★★★	★★★★★
"Startup Marketing: Digital strategies, examples, and definitions" Miss. Maram AlBadrawy	★★★★★	★★★★★	★★★★★	★★★★★
"How to make a sustainable business, and how to implement SDG in your business?" Mr. Jeroen Rijnenberg	★★★★★	★★★★★	★★★★★	★★★★★
Day 3				
"How to build MVP – Minimum Value Proposition" Mr. Amir Ziani	★★★★★	★★★★★	★★★★★	★★★★★
"How to integrate the business into your business?" Eng. Ahmed ElNoamany	★★★★★	★★★★★	★★★★★	★★★★★
"What is customer experience and how it affects your business?" Dr. Mohamed ElSery	★★★★★	★★★★★	★★★★★	★★★★★
Day 4				
"Why startup fails? Definition and example of bootstrapping" Mr. Wael Osama	★★★★★	★★★★★	★★★★★	★★★★★
"How to successfully raise funds for your startup?" Dr. Mohamed ElSery	★★★★★	★★★★★	★★★★★	★★★★★
Day 5				
"Personal skills that will help you talk successfully about your business" Mrs. Oksana Vozhdaeva	★★★★★	★★★★★	★★★★★	★★★★★



Sessions Feedback



“ We shouldn't just be idea gurus, we should always be thinking about putting the idea into operational and always use what you have to get the desired results! ”

Jeff Mwila
★★★★★



“ It was amazing
Focus on what you need, everything else is a distraction...
Business is not what to offer but how to offer...
Sell experience! ”

Juve Juvel Juvester
★★★★★



“ The whole session's presentations were great.
I have learnt a lot from this platform's mentorship.
Today, I have learnt about service (customer) experience, the
importance of the usage of the suitable technology and
platforms in ones business, among other topics. ”

Sir APM Lukwesa
★★★★★



“ Today's session was wonderful, thanks for the knowledge,
customer service, attitude is very important in business.
TOGETHERNESS ”

Choolwe Siabula Kalunga
★★★★★



“ My take away, business is not what to offer but how you offer.
Spatial experience safe service delivery.
Customer service great customer experience. Focus on what
you want or need and everything will follow.
Focus on benefits not features. ”

Elswit Roberts
★★★★★



“ Today's trainings were wonderful and mindset changing. It's was
great to learning about the value preposition, the technologies
involved in the businesses and also theimportance of customer
service in a business environment. Great presenters and looking
forward to another life changing sessions. ”

Zachadoshas Manda
★★★★★



“ Am equipment with enough knowledge with all the session and
representation has opened my mind and my entrepreneur
journey has gone to another level and am ready to impact
more in our community. ”

Victor Mambwe
★★★★★



“ Today's session was amazing..I keep learning new
things..#thumbs up to MENTORS for African for this great
opportunity. ”

Astridah Chichi
★★★★★



“ Thankyou for the great training!! It was such a learning curve for
me personally and professionally. thank you. ”

Mutinta Muyuni
★★★★★



“ This training is giving us practical and mindset upgrade
benefits. My gratitude to the organizers and to all the
presenters! ”

Dipa W Kalonshya JW
★★★★★



“ Words alone cannot express the feeling..will let the results
speak.
Mentors4Africa. ”

Joseph Malambo
★★★★★



“ Good afternoon madam, I attended today's entire session
and I learnt a lot of things.I learnt about how we can satisfy a
customer and about the technologies that we can use in
business.Thank you so much,you are helping us alot. ”

Caren Mwansa
★★★★★



“ I should confess that this training is one out of a million. I am
now learning real Business ideologies. May God bless team
Mentors for Africa. The future is truly mine. ”

Kapembwa Sikazwe
★★★★★

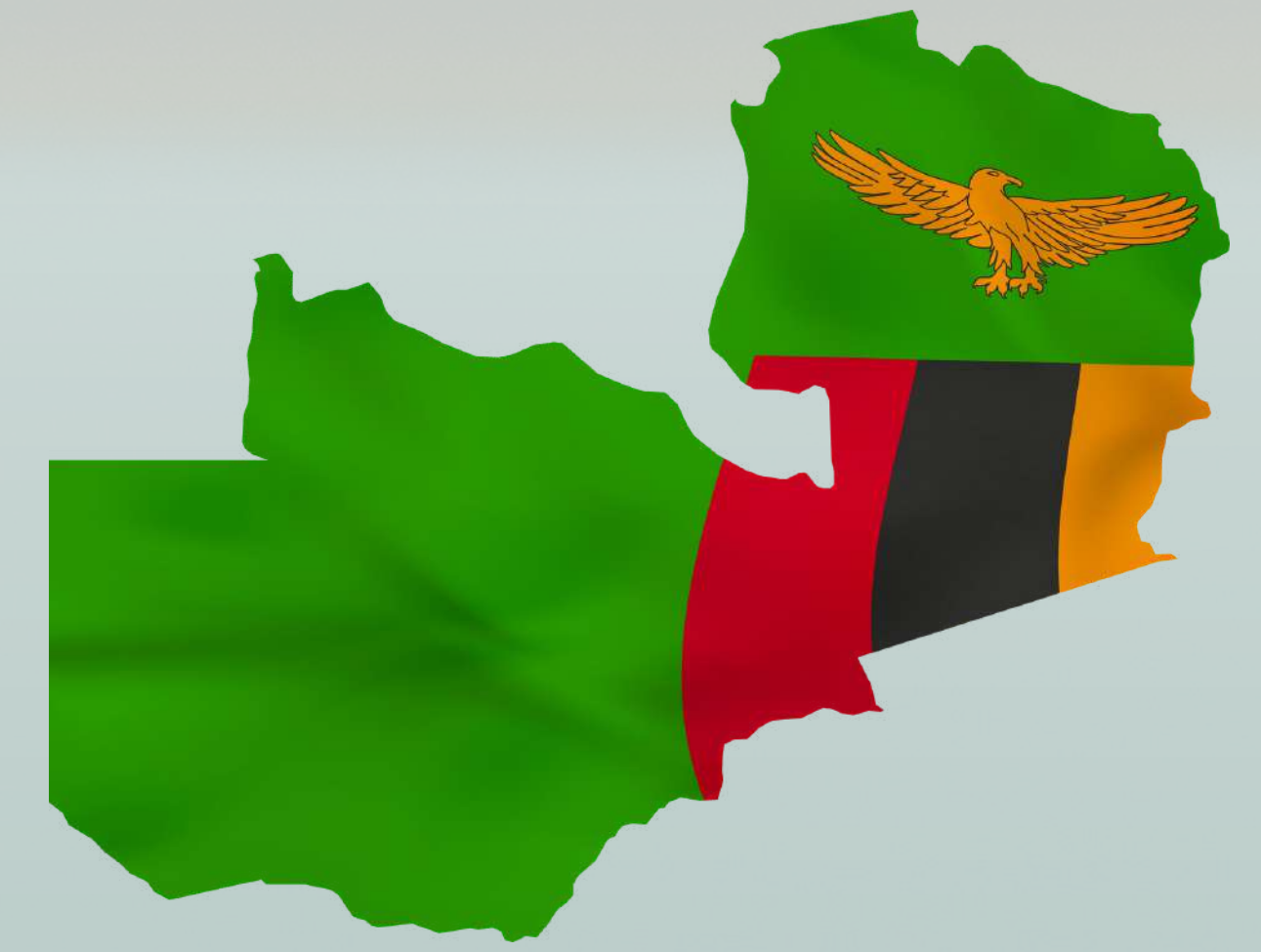


Mentorship for Africa.
“ I'm now able to check out on business ideologies, Swot analysis,
Discussing business model canvas,Business experience And
many more you just can't afford to miss this one in a million
training.we should never underestimate the power of small
steps while focusing on the big ones. am not the same in terms
of business perception ..All the mentors are just awesome ”

Benson
★★★★★

You can check our social media for more feedback on the whole training sessions





Sessions Feedback

YouTube Shorts

[visit for more](#)



Audio Feedback

[visit for more](#)



Official Feedback

[visit for more](#)



Hon Chipoka Mulenga
Minister of Commerce and Trade in Zambia
Honorable Guest



Albert M. Muchanga
Commissioner for Trade and Industry of the African Union Commission
Honorable Guest



Graduation Ceremony

Graduation Ceremony
for International Diploma attendees from Zambia

Sponsored by

Honored by

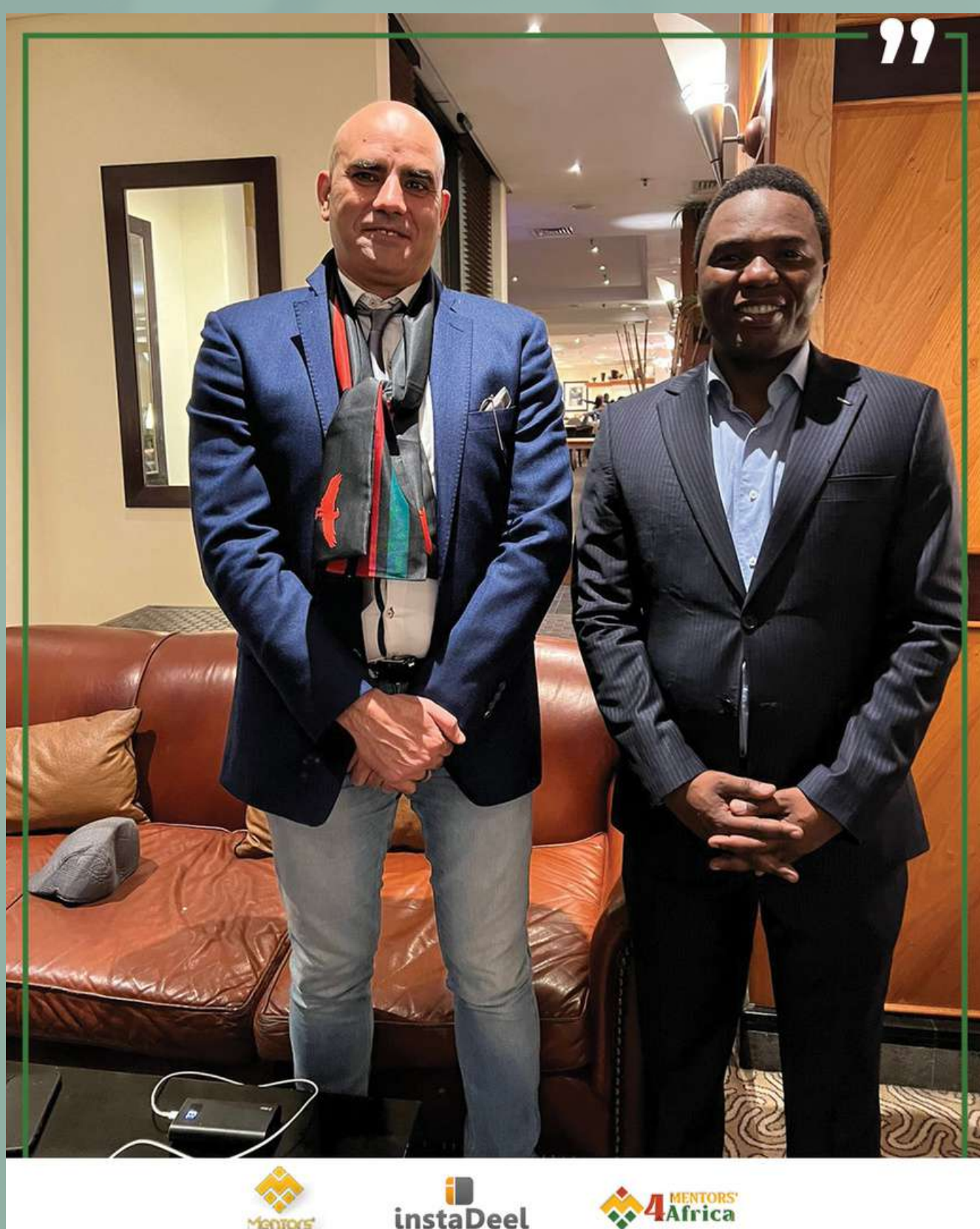
Lusaka, Zambia
Nov. 26, 2022



idem participants



idem participants



Presidential Spokesperson Anthony Bwalya with Dr. ElSery

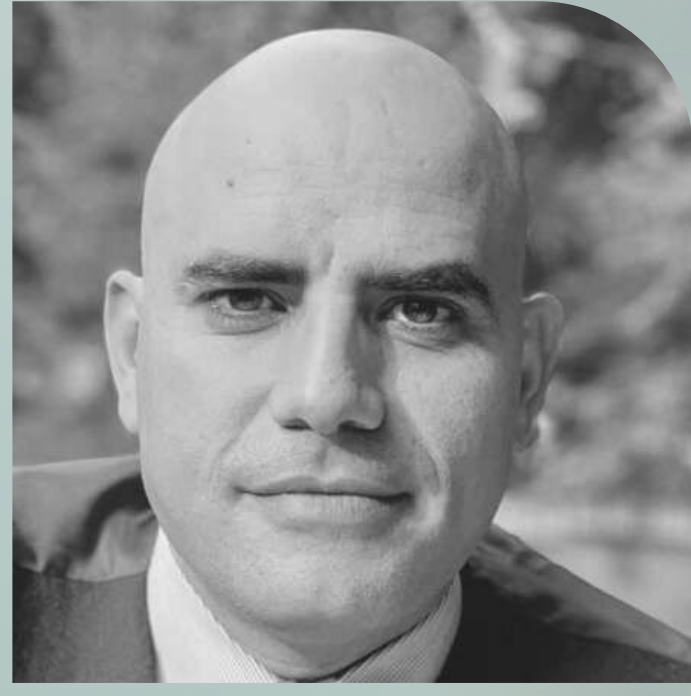


Dr. ElSery with the first MENTORS4AFRICA Junior



Chilekwa Mambwe and MENTORS Ambassador in Zambia Edward Mwaba Ndalama

Meet the Founder



Mohamed El Sery
Chairman and Founder



“ Dr. Mohamed ElSery, Founder of more than 10 successful startups, who initiated The International Diploma for Entrepreneurial Management in its special edition for Zambia and Zambian Startups.

Dr. ElSery is a business transformation and fundraising Visionary Entrepreneur with Global Excellence Expertise in 500 top fortune corporates, High Tech Startups, UNESCO Positively Men Ambassador.



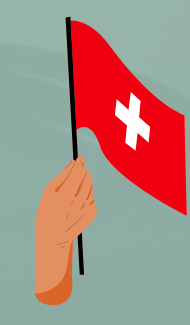
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