



# Accra Innovation Enclave

—  
Africa's first Mixed-Use  
Business Innovation  
Enclave

*10,000sqm of solar-powered  
enclave to unlock \$40-\$50M  
SME Growth in Accra, Ghana*



## Problem

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Job creation remains the single biggest challenge facing policymakers in Ghana and the rest of Africa. Despite some economic growth over the past two decades, youth unemployment and underemployment is still very high. However, there's new entrepreneurial energy in cities across Ghana. While many of the old problems remain (deep poverty, poor infrastructure), equally remarkable is the rise of a new generation of entrepreneurs creating new opportunities and tackling some of the biggest social challenges of our times.



## Solution

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Impact Hub Accra is creating the Accra Innovation Enclave to make major investments and transform distressed real estate assets into activated living and office spaces for high impact entrepreneurs. The proposed 10,000sqm of solar-powered mixed-use spaces will serve a mix of local businesses, global community of digital nomads/freelancers and provide soft-landing for foreign venture-backed companies making an entry into Ghana (Africa).



## Growth & Job Creation

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Impact Hub Accra is focused on stimulating job creation and inclusive growth through the creation of a resilient and dynamic cluster for small businesses. Over the last 5 years, our work has evolved into building a 1sqkm of Accra (Osu Ako Adjei ) as Ghana's innovation district and the nerve center for Accra's entrepreneurs & bold thinkers. The next phase of growth is to catalyze exponential job creation in Ghana by building a resilient business innovation ecosystem through clustering of core infrastructure to cut costs for high impact small businesses.

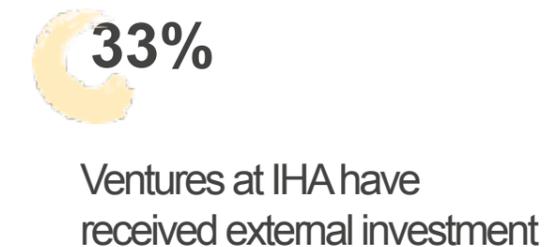
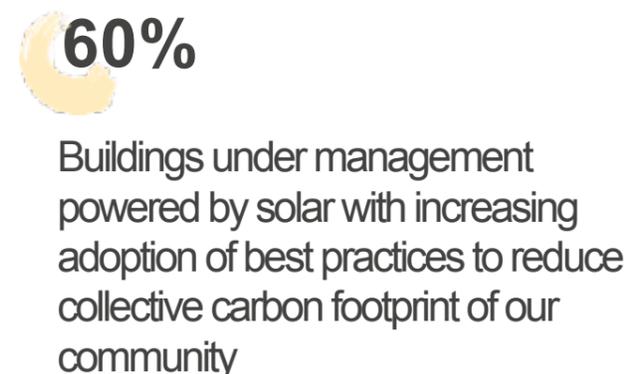
# Traction & Impact

## Impact Hub Accra (IHA)

|                         |       |
|-------------------------|-------|
| <b>Impact Country</b>   | Ghana |
| <b>Year Founded</b>     | 2013  |
| <b>Lifetime Revenue</b> | \$1M+ |

## Impact & Traction

- Program revenue from contracts executed for global partners including Siemens Stiftung, Facebook, British Council, USAID, Ashoka, Broadcasting Board of Governors, Merck KGaA and Kosmos Innovation Center.
- Invested in extending Google fiber internet infrastructure to a 1sqkm of the proposed enclave
- Buy-in from the City of Accra. Mayor will launch the innovation enclave and sit on advisory board
- [Recent visit by two European leaders](#); French President, Emmanuel Macron and Dutch Prime Minister, Mark Rutte to interact with companies at Impact Hub Accra.



## Funders & Clients:



# Growth Plan

Creating dynamic workspaces and co-living that offer short term co-working office spaces and housing to SMEs at affordable prices and convenient terms of monthly or quarterly payment options.

## 2 Infrastructure Support

Key goal of having companies in the enclave is to rapidly accelerate their growth and boost their job creation capacity. Collaboration with investors and capital advisors. The focus will be on companies with high employment capacity in fast-growing sectors.

## 4 De-Risked Investment Opportunity

Impact Hub Accra (IHA) is part of the global Impact Hub Network with a presence in 100+ locations across the world and 16,000+ members. The enclave will tap into that extensive global reach to support companies looking to scale into different markets, attract investors, access a global talent pool and use its global media reach to spotlight the work of companies in the enclave.

## Real Estate Cluster

# 1

Investments made in infrastructure for high speed consistent internet delivered by our partner ISP; Ecoband using Google's CSquared fiber backbone. The enclave will also be powered by a solar mini grid. 60% of IHA is already powered by solar. The next phase of growth will expand the solar power access to 10,000sqm of space.

## Hyper-accelerator & Curated Programs

# 3

Clustering of companies to cut down the cost of operation for each small business, increase efficiency due to reliable solar energy/internet infrastructure and lead to major productivity gains. De-risked pool of investment-ready high growth companies for local and foreign investors.

## Global Market Expansion & Connections

# 5

# IHA-Based Companies

**A few of the companies that call Impact Hub Accra home**



## Chalkboard

A mobile learning platform made easy without internet access.. Access classes offline. Choose between internet, SMS, and USSD to hand in assignments. Easy implementation: Training, tracking, on site implementation, we take care of everything for you. Available on all devices : smartphones, tablets, laptops, and even old phones: our application works on everything



## Growth Mosaic

Growth Mosaic is a social-purpose business preparing small and growing businesses to access and manage growth investment. We reduce execution risks and improve the viability of our clients as investable opportunities. This enables our clients to attract growth investment as well as improves deal flow for investors.



## Asoko Insight

Asoko provides superior data on Sub-Saharan African companies, public and private, to help you identify leads, research investment opportunities and monitor corporate developments. We collect and update company information through a variety of in-country sources.



## Walulel

Walulel utilizes publicly available and proprietary data to create algorithms that allow tenants, landowners, developers, estate agents and holiday-makers to better understand the objective quality of one location as compared to another through data-driven, location-specific insights and comparative analytics



## Space Turnkey

SPACE is a budding new firm in Accra, Ghana specializing in customer-oriented design and project management to turn dream spaces into reality. We know that realizing creative projects requires a unique combination of drive, ambition, skill and technical know-how



Footprints Africa supports SMEs to adopt future-friendly practices and create jobs, using supply chains as a tool for development. Launched in February 2017, the first year will be used to trial which combinations of support deliver impact and identify who is best able to deliver that support.



## Digital Wis

Digital Wis works with international blue-chip brands and leading start-ups. Our aim is to place people into exciting digital roles that are tailor-made for their skill sets and their passions.



## Africa Home Builders

Africa Home Builders (AHB) is reframing the affordable housing market for lower-income Africans.



## Taxify

Taxify connects millions of riders and drivers around the world to make travel easier, quicker and more reliable. Taxify is one of Europe's leading ride-sharing platforms, operating globally in more than 20 countries and in over 40 cities.



## Crowdfrica

Crowdfrica works on a global scale to fund quality healthcare for underserved families and communities in sub-Saharan Africa. Crowdfrica is powered by donations from across the globe. We raise funds to provide underserved Ghanaians with access to health insurance and life-saving procedures.



ACCELERATION + ACCESS TO CAPITAL



CAPITAL



WORKSPACE/CO-LIVING  
GOOGLE FIBER INTERNET +  
SOLAR ENERGY



INFRASTRUCTURE  
CLUSTER



COMMUNITY + CURATED EVENTS



COMMUNITY



GLOBAL LINKAGES (ACCESS)



ACCESS



# Our Spaces

We typically take buildings in poor state and invest in redesign and renovations to give a clean modern finish. Our design ethos is based on a new African millennial aesthetic

Watch a [video](#) of the built-up area in Osu Ako Adjei we're transforming into the Accra Innovation Enclave



# Our Spaces



Typical conference/  
event set up . We're  
intentional about  
community diversity .

**35%**

IHA Members  
are from other  
parts of the  
world.

**15+**

Nationalities  
and counting

IMPA  
HU

**Locally Rooted  
Globally Connected**

# Our Spaces

## Collaborative Spaces



Natural light to enhance productivity. Decor mostly built by local artisans and executed by SPACE Turkey

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# Our Spaces

**Collaborative Spaces**



# Our Spaces

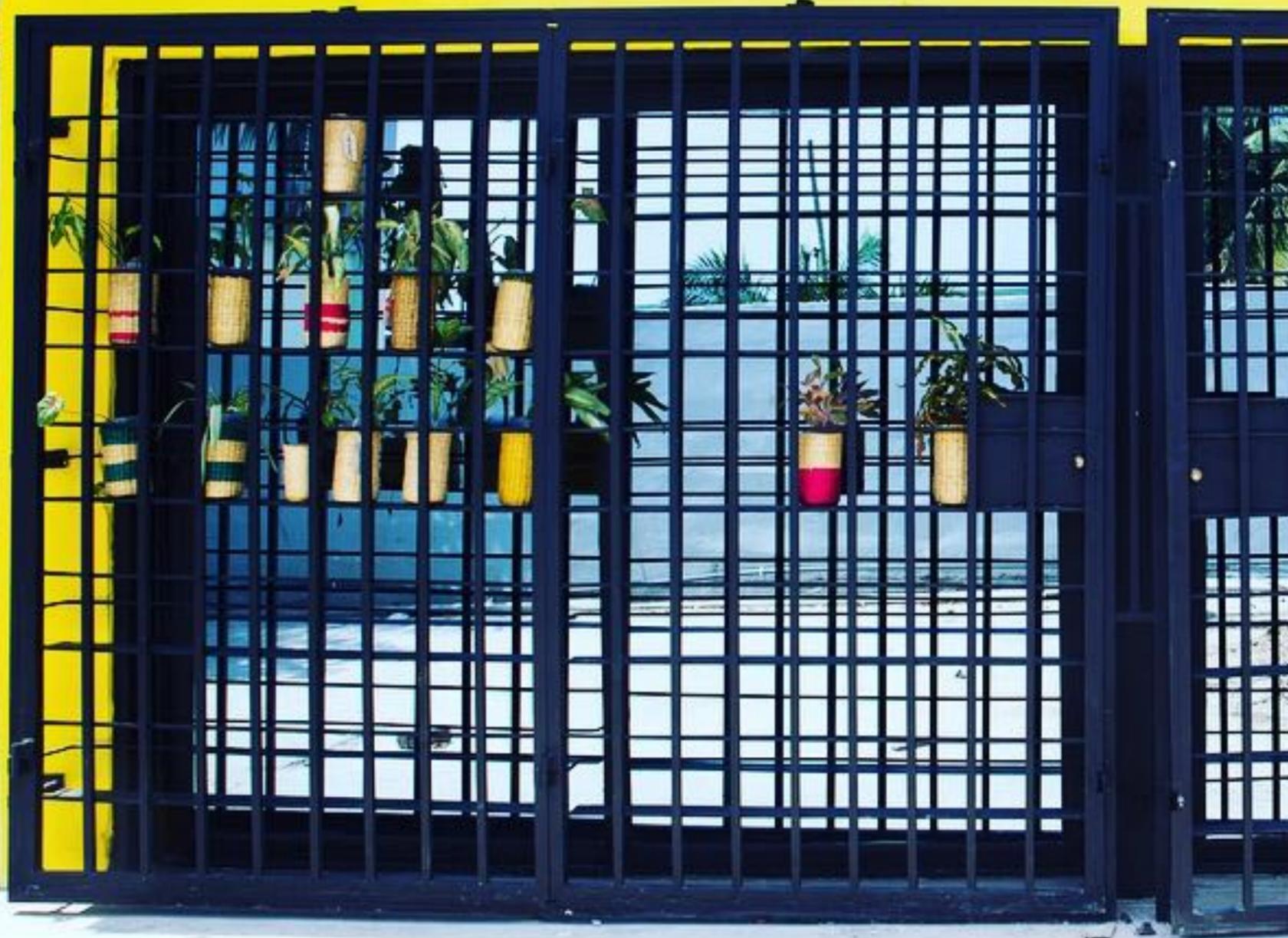
## Collaborative Spaces



Open outdoor spaces  
for meaningful  
conversations and  
collaboration

# Our Spaces

## Siemens-Funded Makerspace/ Prototype Lab



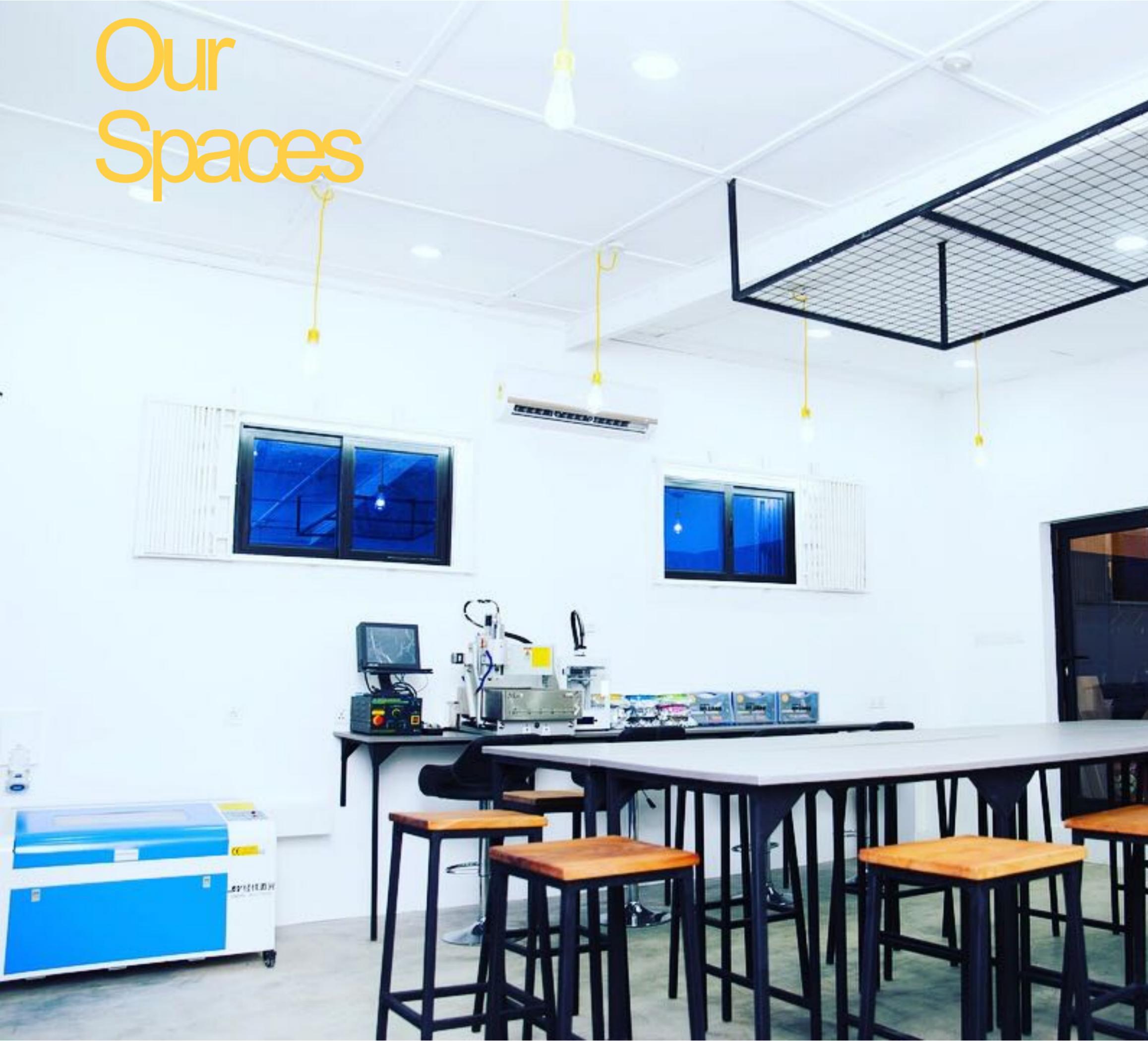
### *What is a Makerspace?*

A makerspace is a 21st-century digitally-connected community workshop and lab open to entrepreneurs and people in general who are interested in learning, designing and making together in a collaborative environment.

Typical equipment ranges from low- to high-tech, but spans 3D printers, laser cutters, CNC machines (e.g. routers, mills, lathes), sewing machines, soldering irons and electronics tool kits. Makerspaces help people gain skills through learning-by-doing: using CAD/CAM software to apply 3D modeling, 3D printing, coding, robotics, carpentry, metalwork and other tools for rapid prototyping of physical objects and hardware.

# Our Spaces

**Siemens-Funded  
Makerspace/Prototype  
Lab**



Our equipment range from 3D printers, laser cutter, CNC machine, soldering irons and electronics tool kits.

# Our Spaces

## Progressively Green Spaces

60%

IIHA Buildings powered by solar with

10kWh

Generation capacity

32

Solar Panels. Plans of reaching 80 panels by mid-2019 for **Building 1**

We recycle plastic and increasingly taking more plastic out of our space by using bamboo cups

# Powered by Tech

Community App that connects all members of the enclave and helps in self-organizing based on shared interests. This helps power accelerated serendipity

Community events, company profiles and more shared via community app.

Mobile App also connects Innovation Enclave members to **16000+** members of the Impact Hub global network.



- HOME
- MEMBERS**
- COMPANIES
- PROJECTS
- IMPACT GOALS
- JOBS
- EVENTS
- GROUPS

Search Community...

## Members

Search by name, keywords, skills, etc...

|  |  |  |
|--|--|--|
| <p><b>Tamar Berger</b><br/>Marketing Consultant</p>  <p>London, UK</p> <p>Mortgage Refinance Coordinator at Weissman Law Firm and Realty,<br/>Accounts Payable Clerk at Rapoport Diamond and Research Corp</p> <p>Connect</p>   | <p><b>Tamar Berger</b><br/>Marketing Consultant</p>  <p>London, UK</p> <p>Mortgage Refinance Coordinator at Weissman Law Firm and Realty,<br/>Accounts Payable Clerk at Rapoport Diamond and Research Corp</p> <p>Connect</p>   | <p><b>Tamar Berger</b><br/>Marketing Consultant</p>  <p>London, UK</p> <p>Mortgage Refinance Coordinator at Weissman Law Firm and Realty,<br/>Accounts Payable Clerk at Rapoport Diamond and Research Corp</p> <p>Connect</p>   |
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# Members

Search



**Tamar Berger**

Marketing Consultant

London, UK



**Nick Lennon**

Marketing Consultant

London, UK



**Thomas Hutchinson**

Marketing Consultant

London, UK



**Sarah Nile**

Marketing Consultant

London, UK



02

12:04 AM

36%



## Equinox Consulting



Marketing Consultant at Equinox Consultant

London, UK



Visit Website

# Growth & Impact Potential

A cluster of 80-100 high growth early-stage companies and growth stage SMEs in a collaborative business environment. With a conservative minimum turnover per company of about \$500k, the enclave will unlock \$40-\$50M in collective turnover annually.

**\$40-\$50M in Collective Annual Turnover**

1

## 2 Productivity Gains & Economic Regeneration

10,000 square meters of distressed buildings and unused spaces in Osu Ako Adjei Park area transformed into energetic, modern, solar-powered and mixed-use spaces providing low cost shared office spaces and co-living spaces for a new generation of innovative young local entrepreneurs. Significant lifestyle changes expected to fuel large productivity gains for small businesses.

5000+ decent-paying new jobs created for mostly college-educated young people in the city of Accra by high-performing small businesses over the next 5 years. Inclusive growth opportunities and multipliers generated to impact skills and employment.

**5,000+ Decent Paying Jobs**

3

## 4 Investment Pipeline

A strong pipeline of growth-stage companies and de-risked investment opportunities for local and foreign investors

Scaling of the model into multiple African markets with a mix of private and public financing, used as a job creation and economic regeneration tool. With that pan-African scale, comes an opportunity to work with other African food, consumer and lifestyle brands to enhance the look and feel of the enclaves.

**Pan-African Scale & Regional Expansion**

5

# What's Next?

Expand the current real estate cluster from 1400 sqm to 10,000sqm with new leases. Redesign and renovate buildings. Spaces designed in partnership with a local “design and build” company working with local artisans to create a unique aesthetic and sustainable design.

**Expansion to  
10,000sqm**

1

2

**Energy &  
Internet  
Infrastructure**

Expand the internet mesh network to extend the reach and bandwidth of the existing Google fiber internet infrastructure in the enclave. Expand current solar power generation capacity of the enclave to build a micro-grid of green energy using solar-as-a-service model.

Co-create regular growth and hyper-accelerator programs and training sessions in partnership with corporate partners, investors and capital advisors,

**Co-Create Venture  
Growth Program**

3

4

**New Investment  
Vehicles**

Create new blended finance/investment instruments leveraging resources from local government, donor partners, corporate CSR, & impact investors

Improve operational efficiency and expand team

**Grow Team**

5

# Global Advisory Board

Currently assembling **20** carefully handpicked people with a mix of insight, capital and global access to help us grow our impact \*

## Confirmed Board Members



**Carl Manlan**  
COO  
Ecobank Foundation



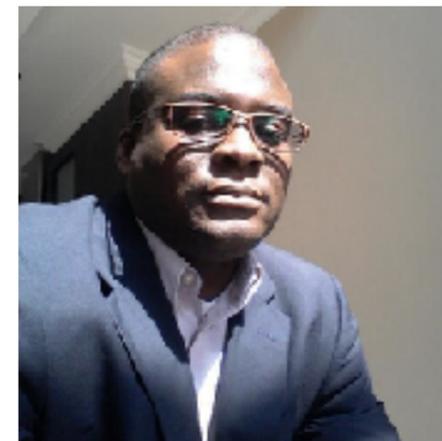
**Alix Zwane**  
CEO, Global  
Innovation Fund



**Murat Akthinaoglu**  
Investor  
ER Accelerator



**Ute Weiland**  
Executive Director  
Land der Ideen



**Ian Ziddah**  
Ex Product Innovation  
Manager, MTN Ghana



**Ruka Sanusi**  
Director  
GCIC



**Mohammed Adjei  
Sowah**  
Mayor of Accra



**Dmitry Shiskin**  
Digital & Video Lead  
BBC



**Joerg Rheinboldt**  
CEO, Axel Springer  
Porsche Accelerator

*\*In different stages of talks with 6 more global leaders to join the advisory board.*

# Founding Team



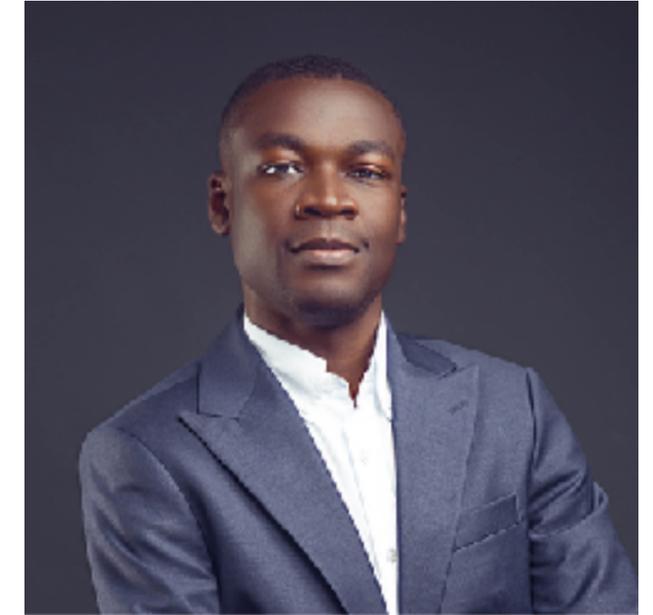
**John-Paul Parmigiani**  
Managing Director  
Impact Hub New York



**John Roberts**  
CEO  
investED



**Wayne Miranda**  
CEO  
Growth Mosaic



**Will Senyo**  
CEO  
Impact Hub Accra

Founding team currently acts as executive board for Impact Hub Accra

# Management Team



**Will Senyo**  
CEO

William is Co-Founder & CEO. He has led Impact Hub Accra's growth to become Accra's premier startup hotspot with a diverse community of 250+ members and over 1400sqm of progressively green workspaces under management. Working with a grassroots movement committed to "DIY Urbanism", William and his team are focused on transforming spaces all across Osu Ako Adjei into activated living and work spaces where different local and global ecosystem players converge to engage Ghana's vibrant young entrepreneurs. He has led teams to raise capital from a mix of investors and donors, including the Rockefeller Foundation, Tony Elumelu Foundation, the Danish Government and the US Government's Broadcasting Board of Governors. He is co-convenor of the Social Enterprise Ghana, working to build a robust social enterprise ecosystem. William is a World Economic Forum Global Shaper and serves on the taskforce drafting the first Social Enterprise Policy for the Government of Ghana.



**Kelechi Ofoegbu**  
COO

In this role, Kelechi focuses on optimising service delivery, curating inclusive safe spaces for entrepreneurs and industry stakeholders and working with the CEO on the broader vision and growth trajectory of the hub. Before Impact Hub Accra, Kelechi was an Associate Director at the Open University of West Africa (OUWA), an education technology company. OUWA was very instrumental in the founding of Impact Hub Accra. Kelechi was born in Imo state (Nigeria) but simultaneously grew up between Accra (Ghana), and Nigeria. In his past life he has worked, as a primary school teacher, expedition leader and a computer technician. Kelechi has a bachelor's degree in information technology from Sikkim Manipal University..



**Priscilla Adjubel**  
CFO

Priscilla is the Director of Finance & Administration of Impact Hub Accra responsible for financial planning, operational efficiency and revenue growth. Priscilla's 7-year career has spanned financial and donor fund management, managing funds from multiple donors both on the local and international front including Mastercard Foundation, UNFPA, AWDF and the Global Fund among others for a combined portfolio of about \$20 million. Working with NGOs, she has contributed to empowering women and girls, improving sexual reproductive health among vulnerable and marginalized groups, youth empowerment, community development and social inclusion..



**Kafui Anson-Yevu**  
Programs Director

Kafui's 9-year career has spanned product development and management for some of the most innovative companies in Ghana. She is also a community activist with a strong sense of civic engagement; contributing to empowering women and girls in technology, improving Ghanaian content & global digital footprint. She has held voluntary roles with leading social organisations such as GhanaThink, Google Women Techmakers, PhotoWalk GH & Kasahorow. As Programs Lead, Kafui works closely with the CEO, DFA and in developing and implementing programs for different strategic partners..

# The Ask

*Join our round!*

|                             |   |
|-----------------------------|---|
| Investment Instrument       | Debt  |
| Loan Amount                 | <b>\$1,000,000</b>  |
| Amount of Financing         | Minimum of \$50,000 to participate  |
| Annual Interest Rate        | 8% p.a interest (annual percentage rate)  |
| Loan Term                   | 60 months   |
| Repayment Terms & Frequency | Quarterly payments principal with interest. 6 months grace period after loan disbursement. Interest accrues upon disbursement with repayment starting after the 6 months grace period |
| Closing                     | Before or on August 31st 2018   |



**Accra**

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