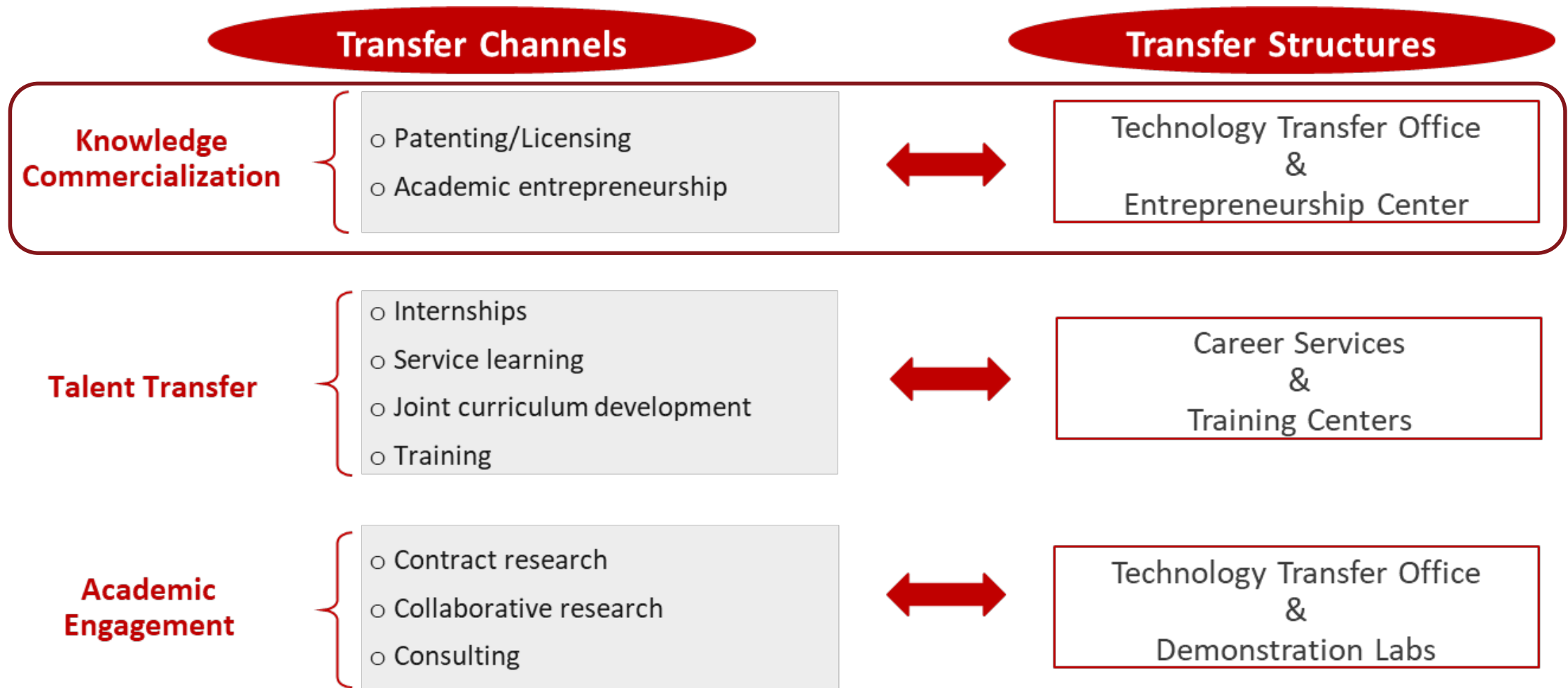


Promoting Academic Entrepreneurship in Africa: Insights from AGEA

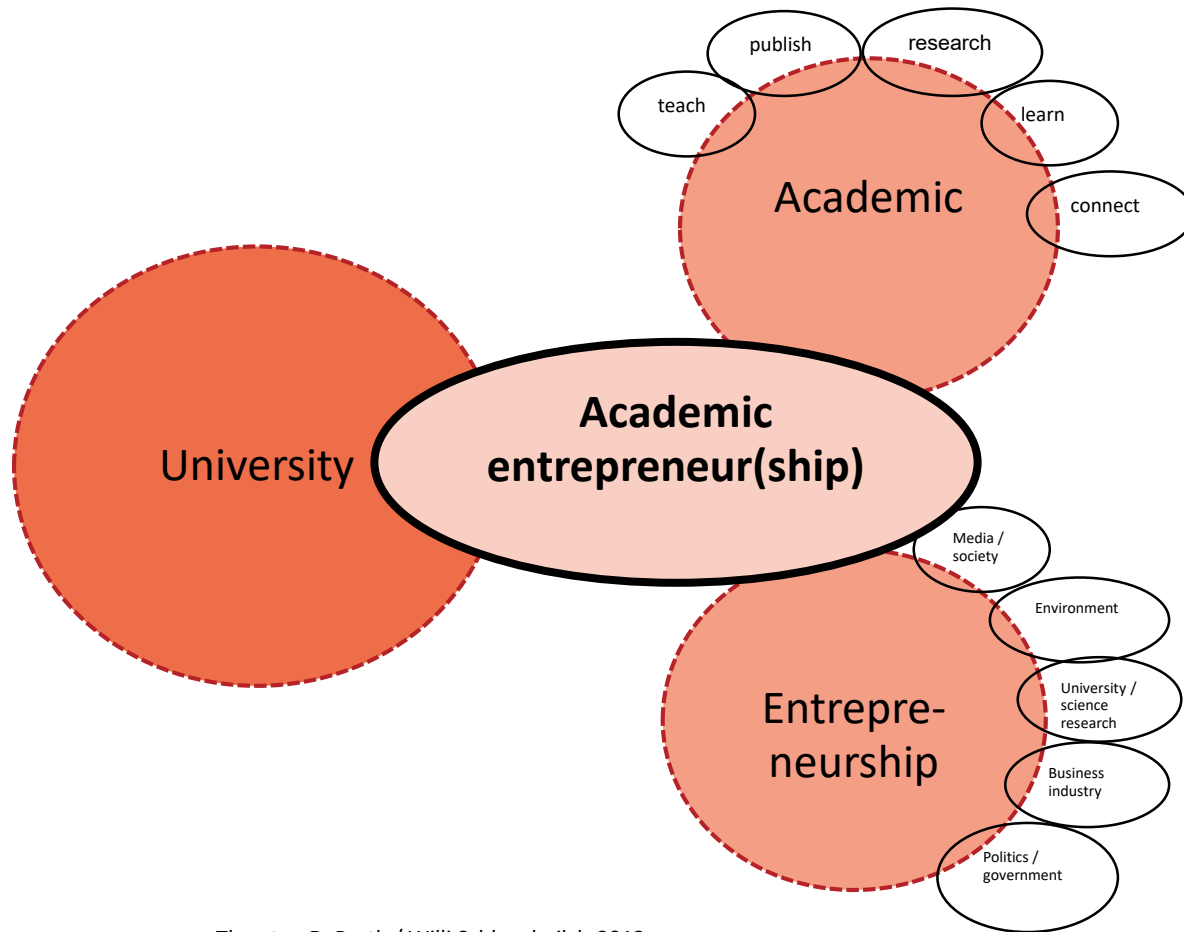
Bismark Agyei Yeboah
(Coordinator, AGEA)

Leipzig, 21.09.2022

Model for University Business Linkages



Academic Entrepreneurship



Thorsten D. Barth / Willi Schlegelmilch 2012

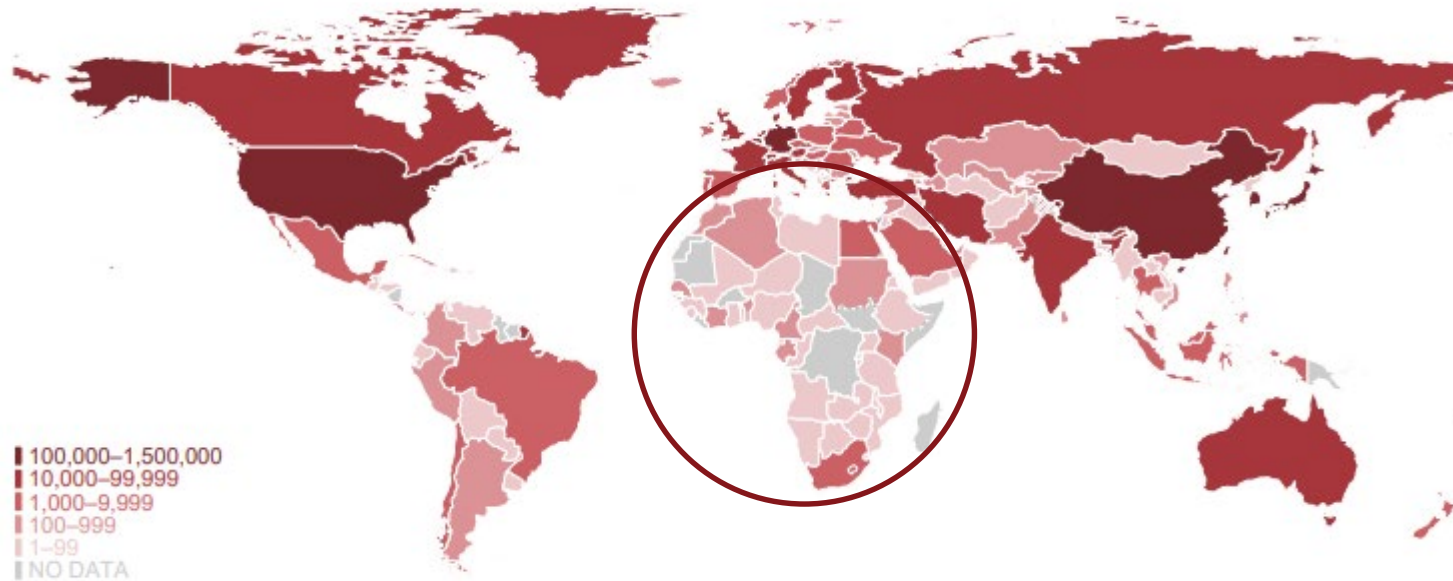
- **Academic Spin-offs** - Start-up companies founded by an **academic inventor** to exploit **technological knowledge** within a university setting to develop products or services.

What is Academic Entrepreneurship?

- A “university spin-off” or an institutional transfer of research, development, or technology to start innovations or ventures (Shane, 2004).
- Mostly as spin-offs or start-ups established by universities or by university graduates based on innovative ideas, developments, or patents.
- Establish the needed link between the academic world and the world of private enterprises and thus satisfy the existing demand of societies for new products, services and ideas.

Knowledge commercialisation in Africa

Patent applications by origin, 2019



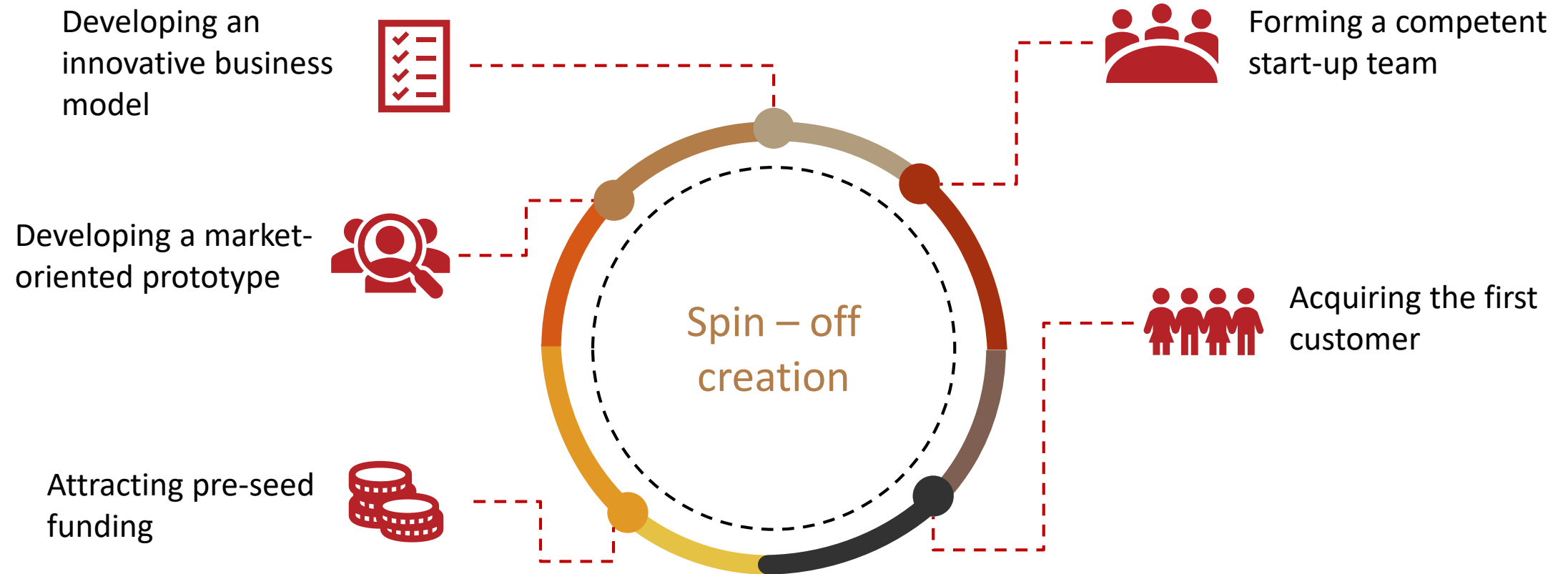
- Low commercialisation of research knowledge in Africa
- European universities and public research institutions
 - **36%** of inventions are already commercialised (**41%** through **spin-off companies**) (EPO, 2020).

Source: World Intellectual Property Indicators (WIPI) 2020

Knowledge commercialisation in Africa



Critical factors in Academic spin-off creation

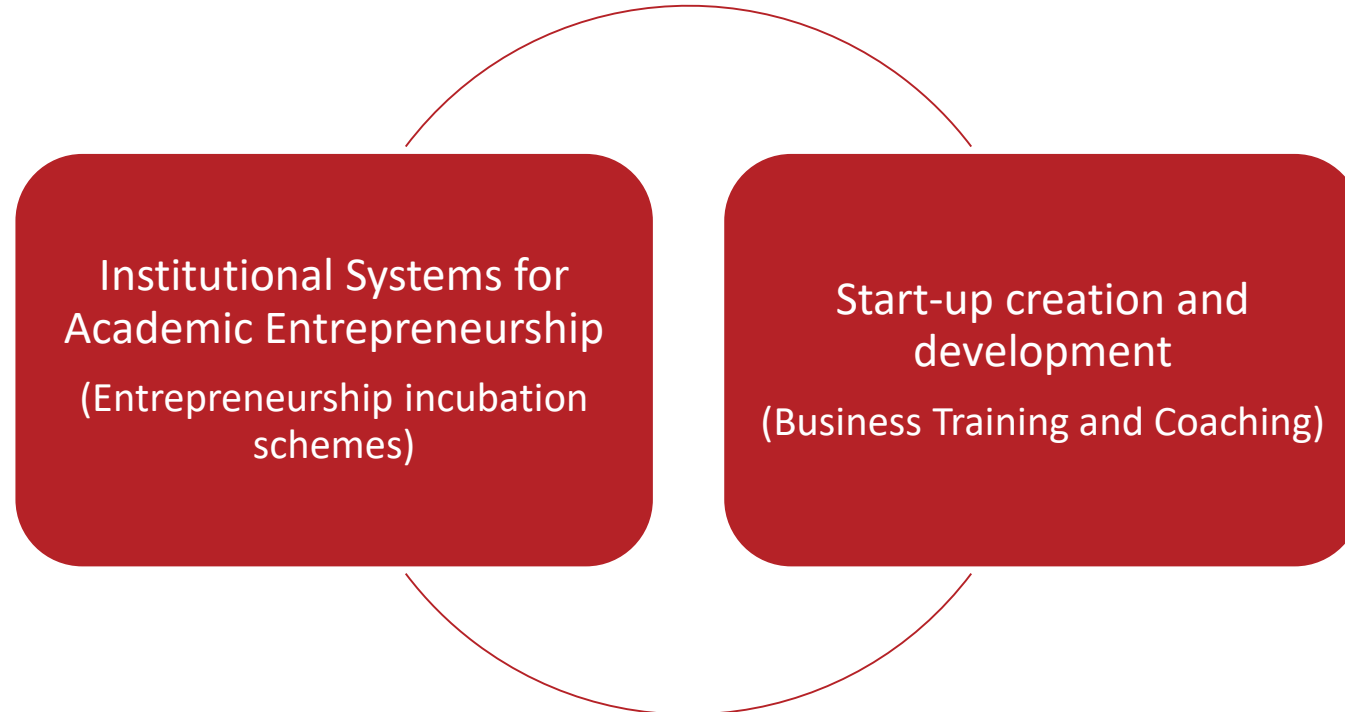


African German Entrepreneurship Academy (AGEA)

- An entrepreneurship development initiative of SEPT Competence Center (Leipzig University) focusing on African HEIs.
 - To promote **academic/research-based entrepreneurship** and **start-up development** at **African HEIs**.
 - **42** African universities
 - Links to companies and business associations in Germany and Africa.
 - **Related Projects** – ABSbio, ACCESS, IDEAS, VOITURE



Our Offerings



Our Offerings



Entrepreneurship Education and Entrepreneurship Centres



1. Developing Entrepreneurship Education Courses at HEIs

- Knowledge and skills in designing entrepreneurship courses
- Raising awareness and reflection on methodologies and processes in entrepreneurship courses

2. Strategy Development for Entrepreneurship Centers at HEIs

- Necessary resources for Entrepreneurship Centres
- Process and management tools for coaching start-ups
- Networking strategy in the local Entrepreneurship Ecosystem



**118 Lecturers and
University staff**



19 African Universities



11 Countries



35 Outputs

- 30 Entrepreneurship Center Strategies
- 5 Entrepreneurial Course Designs)

Entrepreneurship Education and Entrepreneurship Centres



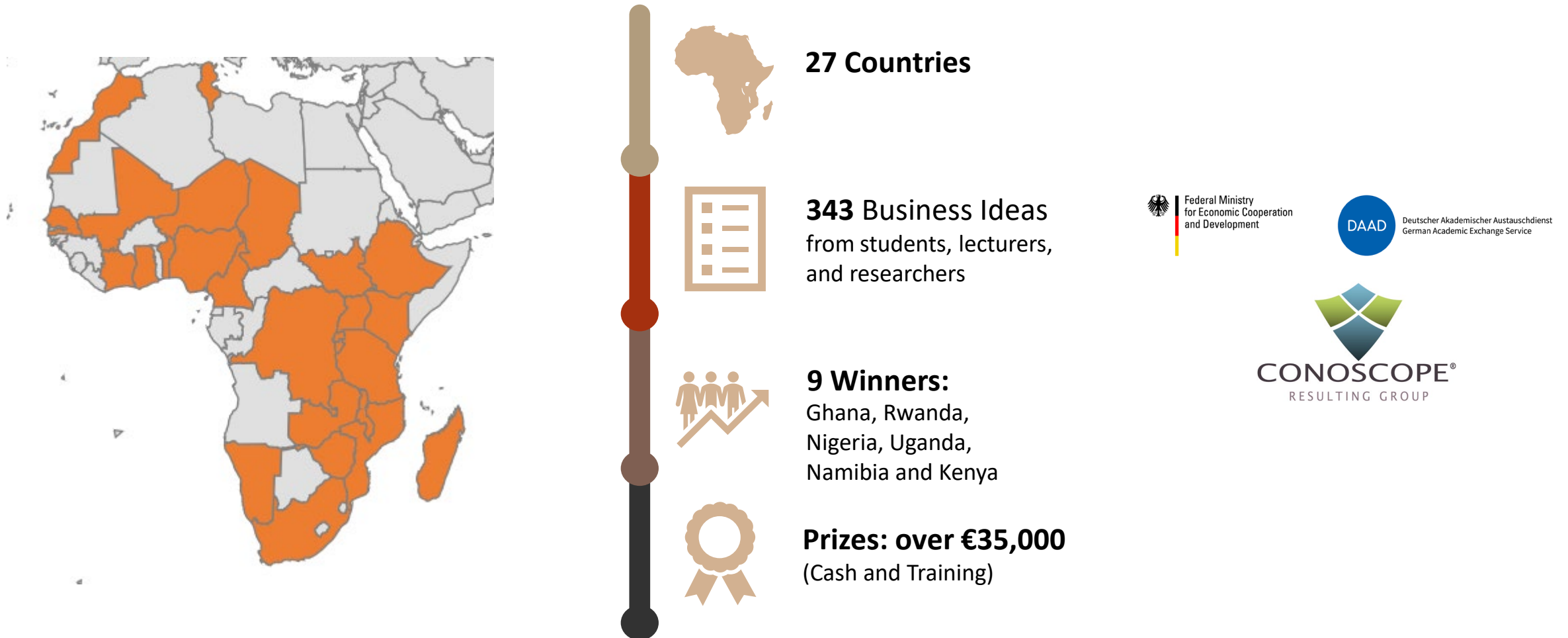
Centre for Business Development (KNUST, Ghana)

- Improving capacities of Incubation centres
- North-south and south-south Knowledge transfer
- Involving business partners and associations

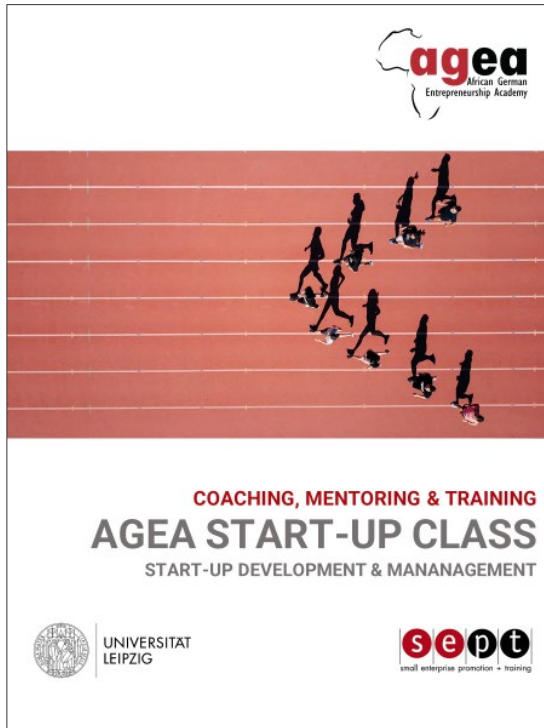


INES Business Incubator (INES Ruhengeri, Rwanda)

AGEA Business Idea Competition, 2000 - 2022



AGEA Start-Up Class: Business Model Development



Content

- 1: Business Idea Development
- 2: Business Model Development
- 3: Enterprise Resource Planning

Approach

- 1: Interactive 90 minutes knowledge transfer
- 2: Business model development tools and templates
- 3: Teams work on the tools to develop their models
- 4: Coaching

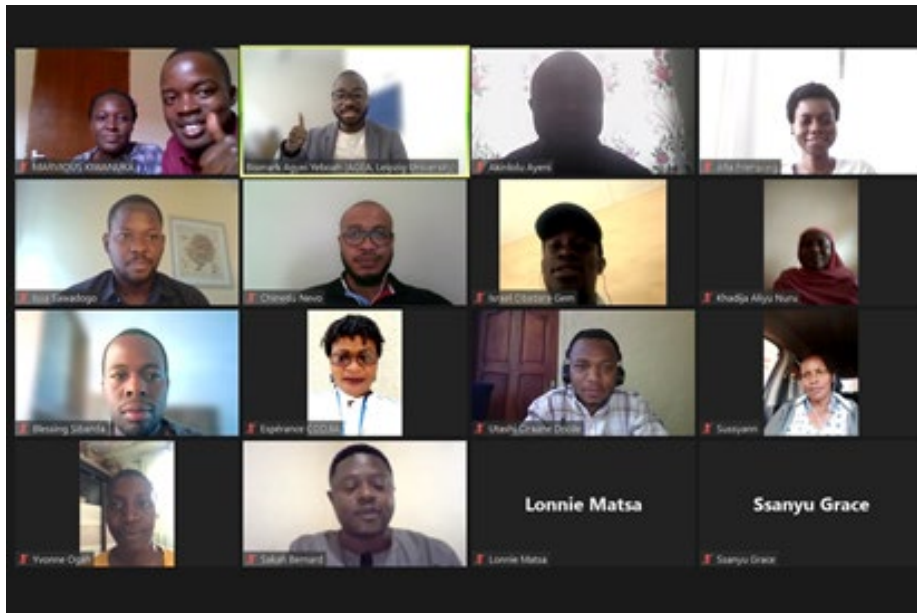
Outputs

- 1: Innovative Business Models
- 2: Resources Development for Start-ups

AGEA Start-Up Class: Content

TOPICS	METHODOLOGY & TOOLS	TRAINERS & COACHES
Value Proposition Design	<ul style="list-style-type: none"> • Customer Demand Profile • Value Map • Product Model 	<ul style="list-style-type: none"> • Johannes Göckeritz • Gundula von Fintel
Marketing & Distribution	<ul style="list-style-type: none"> • Customer Growth Canvas 	<ul style="list-style-type: none"> • Markus Maier
Profit Model Design	<ul style="list-style-type: none"> • 10 Types of Innovation 	<ul style="list-style-type: none"> • Christian Hauke
Business System Development	<ul style="list-style-type: none"> • Unique Resource Analysis • Production Process Mapping 	<ul style="list-style-type: none"> • Prof. Dr. Utz Dornberger
Financial Planning	<ul style="list-style-type: none"> • Financial Planning Tools 	<ul style="list-style-type: none"> • Markus Maier
Start-up Financing Opportunities		<ul style="list-style-type: none"> • Christian Scheffler

AGEA Start-Up Class: Business Model Development



- **15 start-up** projects (lecturers and researchers, students)
 - AGEA
 - ABSbio
 - Pan Africa University (PAU) Challenge
- **9 African universities** (Algeria, Burundi, Cameroon, Ghana, Kenya, Namibia, Nigeria, South Africa, Uganda).
 - 6 start-ups shortlisted for pitching
 - 5 to be observed for future

AGEA Start-Up Pitch: Linking start-ups to resources



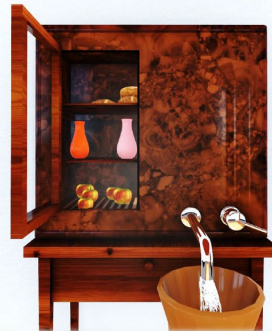
Success Stories: Student Ventures



Progress Stories: SoCool Start-up (PAUWES)



Affordable Solar
Cooling
& Filtration Technology



THE TEAM

The team is comprised of 5 young students from 5 different African countries, pursuing Master study at PAUWES in Tlemcen Algeria.

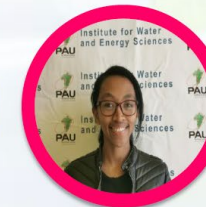
PAUWES (Pan African University for Water and Energy Sciences) is one of the five university across Africa, under the flagship of the African Union



CHINEDU NEVO
Nigeria
Energy Policy Expert



ALVIN TEPE
Liberia
Energy Engineer



MIRANA ANDRIARISOA
Madagascar
Energy Policy Expert



JOASH BWAMBALE
Uganda
Water Engineer



UTASHI CIRAANE
D.R. Congo
Water Engineer

Conclusion

- Potential for academic entrepreneurship in Africa exists.
- Interest from few individual academics exists.
- Institutional orientation and structures are necessary to unearth this potential.
- Need for academic spin-off examples.

More information and Contact

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www.sept.uni-leipzig.de

Email: bayeboah@uni-leipzig.de

