



# REIMAGINE

*the possible*



**LAPID  
LEADERS  
AFRICA**

Igniting Prowess

[www.lapidleaders.africa](http://www.lapidleaders.africa)

# WHAT'S INSIDE?

## What will you find in this booklet?

- 1 - Our Story
- 2 - Why "Re-Imagine The Possible"
- 3 - Why The Brand Refresh
- 4 - Our 5-year Strategic Plan
- 5 - Testimonials

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# THE PROBLEM

In East Africa, 60% of graduates from local universities are ill-equipped for the marketplace upon graduation. Yet 80% of African CEOs see lack of human capital as the biggest threat to growth of businesses. This large opportunity gap for college graduates who aren't yet ready or prepared to join the workforce keeps economies moving slowly.

# OUR VISION

A community of value-driven young leaders, dedicated to being solution-providers and change-makers across the African continent.

# OUR MISSION

Our goal is to ignite prowess in the next generation of African leaders, and cause them to “re-imagine the possible”. Through our one-year flagship program, we equip the youth with the skills, mindset, networks and experiences that enable you to be an exceptional leader in the marketplace.





# OUR STORY

It gives me great joy to invite you into the story of Lapid Leaders Africa, and welcome you to our brand relaunch.

Lapid Leaders Africa (LLA) is a non-profit organisation whose vision is to build a community of value-driven young leaders, dedicated to being solution-providers and change-makers across the African continent. We deliver a distinguished experience that provides world-class leadership, innovation, and entrepreneurship education to Africa's young outstanding talent.

At Lapid Leaders Africa, we believe in Africa, and in the potential of its young people. We believe that in the same way that Africa is replete with gold, diamonds and all sorts of precious stones, it is rich in young men and women ready to stand up, be counted, and make a difference – young men and women ready to be shaped into the gems this continent needs.

Our goal is to ignite prowess in the next generation of African leaders, and cause them to “re-imagine the possible”. Through our one-year flagship program, we equip our youth with the skills, mindset, networks and experiences that enable them to be exceptional leaders in the marketplace.

### **Time For The Future**

Over the past six years, Lapid Leaders Africa has developed over 600 transformational young African leaders, with over 75% of them going on to start their own businesses. Over 100 young leaders have been deployed on business and study trips across various African countries, and they have gone on to impact lives in at least 11 African countries.

As we look into the future, we believe it is now time to  
RE-IMAGINE THE POSSIBLE!

It's time for us to re-imagine our brand, and align it with our vision for Africa. As such we are inviting you into our brand relaunch, where many of our brand elements will be refreshed. In addition, we will also be launching our new 5-year strategic plan, which revolves heavily on taking almost 20,000 students from the East-African region through our existing and new programs.

Ladies and gentlemen.... welcome to the New Lapid Leaders Africa!  
Let's re-imagine the possible together.

*Esther Mwaniki.*

**Founder and Chief Service Officer,  
Lapid Leaders Africa.**

OUR STORY

# QUICK FACTS



Igniting Prowess



**7000**

7000 students have applied to join the program to date



**600+**

600+ to date



**60:40**

60:40 gender parity in our population



**74% EMPLOYED**

74% of our graduates find employment within 6 months or go ahead and start business



**6 COUNTRIES**

6 African countries represented in the Lapid Leaders Tribe; Kenya, South Sudan, Burundi, Uganda, Liberia, Rwanda



**CASH AWARDS**

USD 197k awarded to Lapid graduates in form partial program scholarship funding



**SOCIAL ENTERPRISES**

13 innovative social enterprises founded by our graduates, serving over 1000 people



**BUILDING SOLUTIONS**

5 countries where alumni are building solutions, Kenya, South Africa, Tanzania, Nigeria and Ghana

## LAPID AT WORK

Alumni from the first seven cohorts have mostly completed undergraduate studies. While some are building businesses, many are transitioning into the world of work and working for organisations like Milhan Capital, Hudson Sandler, KPMG East Africa, United Nations, Proctor and Gamble, Filamujuani, East Africa Breweries Limited among many others.

# LLA IS GOING PLACES



## 15000 LEADERS

15,000 transformational young leaders in the next 5 years



## 18000 BUSINESSES

18,000 businesses to be recipients of our digital apprentices



## 410 ENTERPRISES

410 innovative social enterprises founded by our graduates, serving over 10,000 people



## 300 PARTNERS

300 Corporate and Employer Partners



## 10 UNIVERSITIES

10 University Partners across East Africa



## SCHOLARSHIPS

USD 4.7M raised to award as partial scholarships

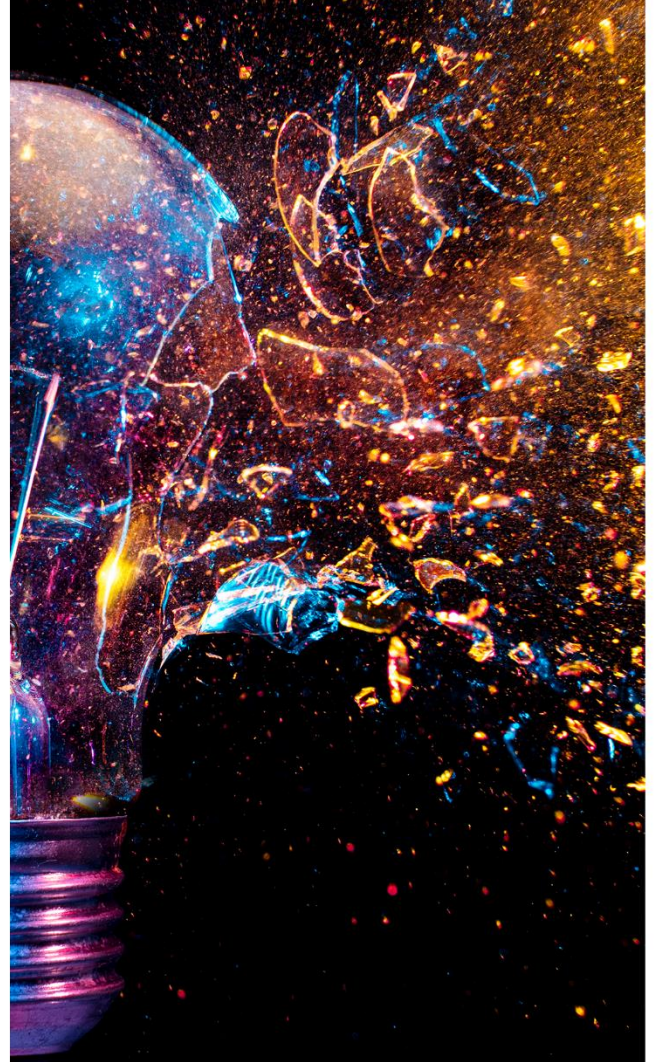


# WHY RE-IMAGINE THE POSSIBLE?

If there is anything the year 2020 taught us, it is that the world is changing, and that, very rapidly. We are in a highly disruptive age where digital disruption is changing the way we work, the way we live and the way we think.

As a result, not only are our young men and women being faced with altogether new and unique challenges, they are also being presented with exciting new opportunities to reshape the future. Yet if they are to take advantage of these opportunities, they are going to have to have to approach life and work with a different mindset. They will have to re-imagine what work looks like, re-imagine what education means, re-imagine their concept of money and finances, and ultimately, re-imagine their lives.

“**REIMAGINE THE POSSIBLE**” is our new theme, and is driving our engagement with Africa's young leaders. It is a call to question existing systems, a call to innovate and think differently, and a call to place the youth at the center of Africa's growth.



## REIMAGINE

*the possible*

### It is a call to...

1. Re-imagine ourselves and our values
2. Re-imagine our careers and career paths
3. Re-imagine business
4. Re-imagine leadership and governance
5. Re-imagine Africa!



# WHY THE BRAND REFRESH?

**A**s we build a Pan-African movement of young leaders who will reimagine the possible and drive change in Africa, we want to continue to build a brand that represents their dreams and aspirations. A brand that continues to invite Africa's young leaders to chart their own future.

As we refresh our brand, we believe it represents our commitment to propel our work to greater heights, and further partner with Africa's youth.

As a result of the refresh, a number of things will be changing.

## 1 OUR BRAND STORY

We are launching our brand story, and aligning it to the story of Africa. It speaks to Africa's resourcefulness and the African ability to always find ways to get things done. Africa may be rich in gems and minerals, but we believe our greatest resource is our young people who are able to turn adversity into opportunities.

## 2 OUR BRAND IDENTITY & LOGO

We are refreshing our logo and adding yellow to our brand colors. Yellow is said to be a color of miracles and magic; a color of creativity. Yellow gemstones are believed to aid in clarity for decision-making, boost concentration, increase energy, and offer relief from exhaustion. We have adopted it to represent the vibrancy and energy of our young leaders and ultimately their capacity to re-imagine.

LAPID  
LEADERS  
AFRICA

### 3 OUR WEBSITE

We are relaunching our website. It will now represent not only our past and present, but also our future. It will capture the new realities of our brand, and continually invite our young people into a journey of re-imagining the possible.

### 4 OUR YOUTUBE CHANNEL

We are beginning the work of refreshing our YouTube channel. Stories have always been central to the narrative and people of Africa, and we would like our YouTube channel to begin to capture and document the stories of young African leaders who are beginning to make a change on the continent.

### 5 OUR STRATEGIC PLAN

This brand relaunch also affords us the opportunity for us to launch our five-year strategic goals. From diversifying our product offering and reaching many more young Africans, to taking advantage of the digital disruption and we are excited about what the future holds.





# AN AMBITIOUS FIVE-YEAR PLAN

Building on the success of the last six years and positioning Lapid for long-term impact in the continent.

## 1 PROGRAMS AND POLICY

Our programs are designed to enhance the leadership skills of the next generation of African Leaders, connect them to a pan-African network of peers and enable them to reimagine the possible. We create platforms and pathways that increase the productivity of Africa's youth and position them for the future of work. Here's a summary of our progress so far and our plans ahead.

### TO DATE

#### LAPID LEADERS EXPERIENCE (FLAGSHIP PROGRAM)

- ✔ We strive to equip university students and fresh graduates with the skills, mindsets, networks and experiences they need to successfully transition to the marketplace
- ✔ Our flagship program has developed 600+ young leaders in the last 6 years, with 75% of them either finding employment within 6 months of completing the program, or going on to start their own businesses.

### NEXT FIVE YEARS

- ✔ We intend to graduate 15,000 young transformational leaders from across East Africa in the next 5 years.
- ✔ Over the next five years, we will invest in our programs, sales, marketing, and storytelling such that we are even more effectively communicating our mission and attracting young leaders from across the country and the region.

## TO DATE

- ✔ We currently have over 13 innovative Social Impact businesses have been set up; they are creating employment opportunities and serving over 1000 people in the country.

### CROSSROADS PROGRAM

- ✔ This program equips young professionals and emerging leaders with more than 5 years' experience with the management and leadership skills they need to lead change in organizations.

### DIGITAL APPRENTICESHIP PROGRAM

- ✔ This is a new program that seeks to embed high-capacity young leaders as digital apprentices to work with small businesses for 3-6 months.
- ✔ The digital apprentices support the businesses in transitioning to the digital economy and enable the businesses to build their digital presence.

### CROSS-CULTURAL EXCHANGE PROGRAMS

- ✔ This is a new program built to provide opportunities for our young leaders to engage with other leaders across the world and build a broad perspective on pertinent issues facing the world.
- ✔ It provides a platform for young leaders to engage with and learn from institutions across the world. Together they then craft a deeper understanding of the world and foster lifelong relationships

## NEXT FIVE YEARS

- ✔ We strive to build an ecosystem that support our young leaders as they embark on entrepreneurship and offer exciting alternatives to drive employment and economic growth in Africa
- ✔ We strive to develop at least 410 high impact enterprises that serve at least 30,000 people in the next 5 years

- ✔ We strive to build a collaborative ecosystem that supports small and medium enterprises the needed middle managers and leaders in the businesses
- ✔ We intend to graduate 1,800 young professionals emerging leaders from the program in the next five years.

- ✔ Our goal is to unlock business value of small and medium enterprises across Africa by enabling them to embrace digitization within their business models
- ✔ Businesses with a clear digital strategy will be able to derive value from both additional revenue sources and cost-saving sources.
- ✔ We intend to directly serve at least 18,000 businesses across Africa in the next five years.

- ✔ We will work with institutions across the world to build programs and platforms that equip our young leaders with leadership skills and a global mindset to drive change
- ✔ We intend to graduate 1,600 leaders in the next 3 years.

## 2 PARTNERSHIPS

We are building powerful connections to propel our work forward because we believe that it takes a village to bring up a child. Through the years, we have built robust partnership with a number of organizations:

**(a) Corporate & employment Partners** – Our partnerships with employers provide business value, while opening doors for our leaders to employment. We have partnered with leading organizations such as CDI and Bayer East Africa to provide support to innovative social enterprises and many other employers who provide mentorship to our young leaders. Other employment partners include - Cedar Consulting, Delve Training, Milhan Capital, Taslimu Capital. Other organizations that have employed Lapidars: Hudson Sandler, KPMG, United Nations, Proctor and Gamble, Filamujuani, EABL and many others

We intend to grow our corporate partnership base to over 300 corporate partners in the next five years.

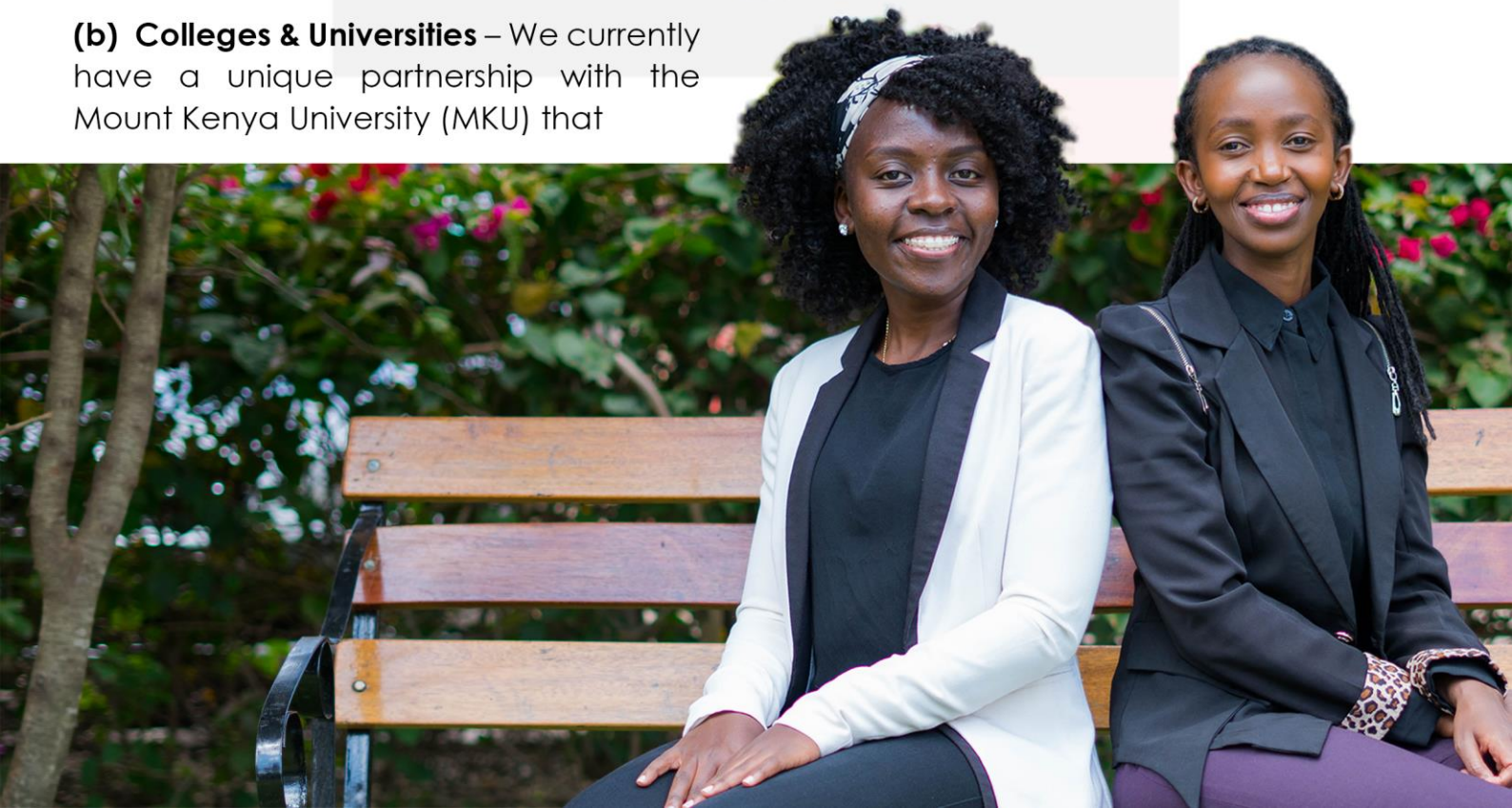
**(b) Colleges & Universities** – We currently have a unique partnership with the Mount Kenya University (MKU) that

enables their students to go through the Lapid Leaders Experience. With a shared focus on student success, opportunity, and innovation, together we have successfully empowered 80+ students toward graduation and career success. We plan to serve 3,500 students in the university in the next 5 years.

We intend to grow our education partner base to 10 universities across East Africa.

**(c) Global Partners** – Our global partners align with our brand story that is committed to ensuring that our young leaders have global impact and acquire a global perspective on business and entrepreneurship. They provide opportunities for our young leaders to drive change locally and beyond. Our global partners include: Obama Foundation, Fundación Privada Nous Cims, Green Our Planet, Mentor Foundation, Meltwater Entrepreneurial School of Technology among others.

We intend to grow our network of global partners and connect Africa's top talent and future leaders to the world.



### **3 PAN-AFRICAN NETWORK**

We are a Pan-African Network of young leaders and changemakers. Over the next five years, we will nurture diverse pathways to impact and foster a life-long, collaborative relationship with the alumni. We will continue to work with young people across the continent as summarised below

#### **(a) Study Trips**

We have deployed over 100 students to study trips across four African countries - Rwanda, Uganda, Zambia and Ethiopia. We intend to take 300 more students on African study trips – this represents 20% of our targeted 15,000 graduands. This provides our young leaders with the opportunity to interact with corporate and business leaders across the continent and build a Pan-African mindset

#### **(b) Students**

We have served students from six African countries to date – Kenya, Rwanda, South Sudan, Burundi, Uganda and Liberia.

We intend to grow our footprint to 7 East African nations, and have at least 10% of our graduates be from outside Kenya.

#### **(c) Solutions**

Our alumni are already building solutions in Kenya, South Africa, Tanzania, Burundi and Ghana.

We intend to continue serving young leaders across the region as we work towards building a Pan-African movement of young leaders.

#### **(d) Gender**

Women in Africa endure unique challenges as they enter male-dominated fields and aspire to move into positions of leadership.

We are therefore keen on ensuring that we support young women and equip them with the skills they need to realize their potential. At least 60% of our participants have and will continue to be young women.

### **4 PLACE OF RESOURCE**

As per an intensive and thorough financial check process conducted by Open Capital in 2019, the cost of the flagship program was determined to be USD 1,350 per person. Through partnerships, we have continued to subsidize the cost to only \$450 per person.

Over the next five years, we intend to take 19,000 students through our various programs. At a cost of \$1,350 per student, we are looking to raise resources equivalent to \$5.4M over the next five years. We will continue to source for possible partners who can invest in our young leaders.

### **5 PROCESSES**

We are realigning all our internal systems and processes to be able to better serve our leaders in a more sustainable way. We are cognisant that there's no point in making a brand look good, if our young leaders flock in but are not developed because they experience poor or non-existent service, which leaves them frustrated.

We are committed to building a world-class e-learning platform to accelerate the growth of the programs. We are also committed to growing the staff team from the current 6 committed full-time employees and 20 associate volunteer teams to a full-time staff team of 30 individuals who will be at the forefront of serving our young leaders.

We continue to look for partners that we will work with to build scalable and sustainable processes.



# SUMMARY OF THE 5 YEAR STRATEGIC PLAN



## PROGRAMS

Precise, thorough and polished programs that shape the young leaders to reimagine the possible



## PARTNERSHIPS

Building powerful connections anchored on the African proverb that it takes a village to raise a child



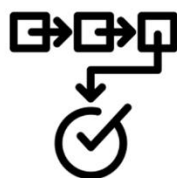
## PAN-AFRICAN NETWORK

Building a diverse pan-African community



## PLACE OF RESOURCE

Rigorous fundraising and resource mobilization processes



## PROCESSES

Precise, thorough and polished systems, processes and exemplary network of facilitators

# TRIBE

The Tribe is a dynamic community of our alumni and internal partners. We believe that Africa's greatest resource is its people. We are therefore building a community of individuals who are passionate explorers of ideas and connector of people, fostering excellence and originality being part of something much bigger – the ability to have a remarkable impact in the world. Over the next 5 years we aim to enhance our sense of belonging as a peer-to-peer community of young leaders who are reimagining the possible.







“

**TESTIMONIALS**

**WHAT PEOPLE**

**SAY ABOUT**

**US**

## PRESENT

The three founders all currently work part-time on the business. One is now working as a software engineer, the other is focused on hardware and firmware and Chang'ach has shifted to data science. All this knowledge they are acquiring will lead to better products as now the team will have broad knowledge with their skill sets

## 2020

Worked with one of the Lapid mentors to increase their market

## 2020 MAR

Attended mushroom farmer's trainings to get target customers to market their humidifiers

## 2018 APR

Secured \$ 30,000 in funding  
- Prototyping and working with poultry and mushroom farmers

## 2018 FEB

Worked on budgets and financial modeling to submit for funding

## 2017 DEC

Applied for Kenya National Innovation Agency and were selected for a fellowship in London

## 2017

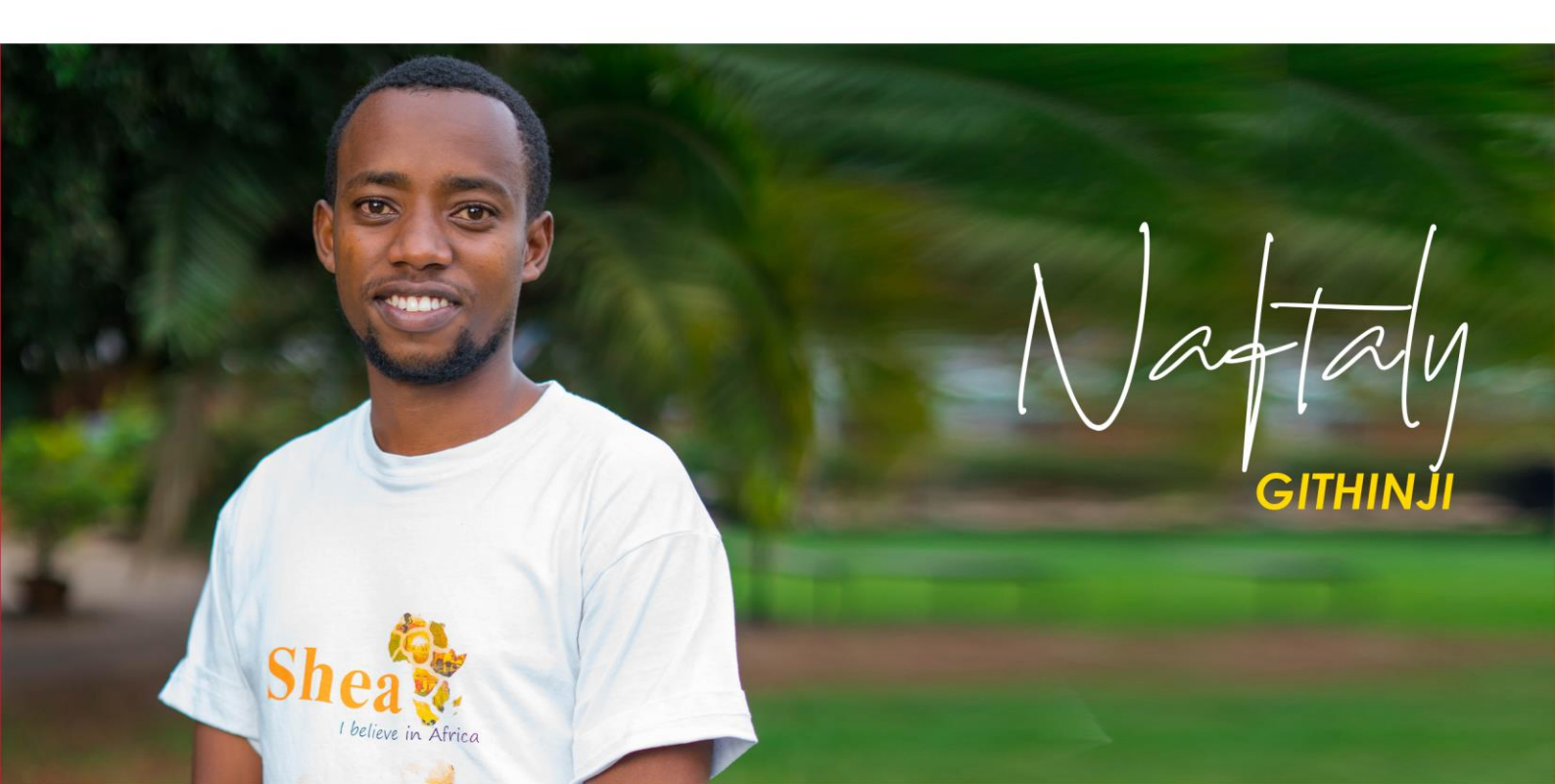
Utilized the lesson in Lapid to participant in the JKUAT Annual Engineering Expo

## 2017

Joining Lapid Leaders Africa



Dennis  
CHANGACH



Naftaly  
GITHINJI

**2020**

Certification from Kenya Bureau of Standards

**2018 APR**

Registered business as Shea Africa  
- Winning two awards : 254 Youth Entrepreneurship Awards in the Manufacturing Category and the second was by the Kenya Business Awards where the Kenya National Chambers of Commerce and Industry recognized them as a winning SME in manufacturing

**2018**

Team formed with some of the team members dropping off leaving Martin and Naftaly, both of whom are Lapid Leaders

**2018**

Setting up the business, business name and raising initial capital

**2017 JULY**

Traveled to Uganda for the Lapid Leaders study trip and met ladies who produce Shea butter but did not have a market for it

**2017**

Joining Lapid Leaders Africa





Ripper  
WANJA

**2021**

Lapid becomes a place of belonging for her, she has a community around her

**2020**

Build strong sense of self awareness and strong leadership skills as she served in the Lapid Leaders Council

**2020**

Served as the President of the Lapid Leaders Council leading the team of over 10 volunteers

**2019**

Served as head of Community Service at Lapid

**2018**

Joining Lapid Leaders Africa



# GIVE TO LAPID

You can support our vision to reimagine the possible by:



**APPLY TO SERVE AS A  
MENTOR IN OUR PROGRAMS**



**SPONSOR OUR EVENTS AND  
LEARNING EXPERIENCES**



**CONNECT OUR TALENT TO JOB  
AND BUSINESS OPPORTUNITIES**



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