

PARENTING **THE BOSS**

INSIGHTS FROM THOSE IN THE KNOW



African Leadership Academy
Developing the next generation of African Leaders



All You Need to Know About Raising Africa's Young Entrepreneurs

FOREWORD

MASTERCARD FOUNDATION

When the Mastercard Foundation and African Leadership Academy launched the Centre for Entrepreneurial Leadership and the Anzisha Prize in 2010, our goal was to nurture the continent's burgeoning entrepreneurial culture. Our focus, more specifically, was on Africa's youngest entrepreneurs. Building on the Academy's efforts to identify and develop young business leaders, we wanted to create a space where entrepreneurs under the age of 22 could access financing, training, and support one another.

We saw in these young leaders an opportunity to plant an entrepreneurial seed. But to do this they needed a specific kind of support, putting them at the centre of a network that includes mentors, thought-leaders, industry practitioners, and, of course, parents. Today, the Centre has moved well-beyond the "start-up" phase and boasts a suite of activities to benefit young entrepreneurs and ultimately the wider system of support, including parents, creating a pathway

for African youth become transformative entrepreneurial leaders on the continent.

Increasingly, the potential of young Africans to create critically needed jobs for their peers is being recognized. The Foundation recently launched its new strategy, Young Africa Works that sets out a goal of enabling 30 million young people to secure work by 2030. Key to our reaching this goal is supporting the talented and ambitious young people of Africa as they create opportunities for themselves, those around them, and those to come.

Over the course of this initiative, it has become clear to us that parents must be a part of the entrepreneurial ecosystem. They are often these young leaders' first educator and investor, and their most passionate supporter. In **Parenting The Boss: Insights from Those in the Know**, the parents of some of the bright young entrepreneurs we've met through the Centre tell their stories. How they inspired and influenced their children, and some of the challenges they faced along



African Leadership Academy

Developing the next generation of African leaders



the way. It highlights the important role that parents play in shaping their children's journey, and in doing so, we hope it provides a guide to others raising young people with big ideas.

I would like to thank the parents who shared their experience and best advice in **Parenting The Boss**. These young entrepreneurs – their children -- are building a movement. They are creating their own jobs, and opportunities for others – and they are inspiring their peers to follow in their footsteps.

Koffi Assouan
Program Manager, Youth Livelihoods
Mastercard Foundation

FOREWORD

PARENTS AS A WHOLE ENTREPRENEURSHIP ECOSYSTEM

BY JOSH ADLER & SIHLE MAGUBANE

Over the past 8 years, the Anzisha Prize has selected and supported over 100 astounding very young entrepreneurs from across Africa. We have deeply immersed ourselves in the world of the high potential, very young African entrepreneur, continuing to explore, debate, and experiment. It is with deep conviction that we focus on finding young business leaders under the age of 22, believing that they are a critical driving force of the continent's economic transformation.

The same conviction presents questions and challenges from many of our peers: "Why not support more experienced entrepreneurs?" or "Why not invest money in enterprises that will generate exponential revenue?" and: "Isn't it particularly challenging to work with younger entrepreneurs?"

The truth is, we may not have a winning formula to solve each of the challenges represented by these questions, but our self-imposed mandate is to seek solutions, not back away from them.

Over time, with all the discussions and debates on very young entrepreneurship,

one fact became increasingly clear: parents are not included in the entrepreneurship ecosystem – and they should be.

Parents may also find that they lack meaningful support on how to better enable their entrepreneurial children. Very often, parents are the first investors in their children's ventures. They are their educators and coaches at home, their most ardent evangelists once they buy-in, and most importantly, they celebrate and take pride in their children's success, arguably more than anyone else.

So, who better than to be the voices of this book then the parents themselves?

We believe it is time we find out about the nurturers of these young visionaries; their challenges and experiences; their joys in their children's exceptional journey and how they fit into the puzzle of increasing entrepreneurship across Africa.

Each of the stories captured in this book represents parents as fulfilling one or more roles in the entrepreneurial ecosystem.



African Leadership Academy

Developing the next generation of African leaders



They express their challenges, their hopes and their dreams. It highlights what would be helpful for themselves and other parents in order for them to support their children better.

In exploring the development of very young entrepreneurs, traits such as personal initiative and responsibility – amongst others – are emerging as robust indicators of entrepreneurial orientation and success. Parents, more than anyone, wish for their children to be responsible adults, to take their own decisions and chart their own path – consciously or not –and have been imparting vital entrepreneurial skills to their children!

Parenting The Boss reveals the massive contribution of parents to their children’s entrepreneurial journey. It marks the beginning of our research and investment into parents of very young entrepreneurs in Africa, and we are excited to see where this journey will take us.

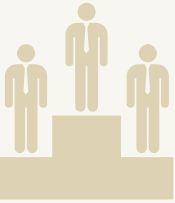
Finally, we would like to extend our heartfelt gratitude to Mastercard Foundation for their continued support of our work. To the parents of young entrepreneurs both highlighted in this edition of the book and those across the continent: Thank You for raising, encouraging, and supporting our African change makers!

Yours in Impact,

Josh Adler
VP, Growth & Entrepreneurship
African Leadership Academy

Sihle Magubane
Community Manager & Editor
The Anzisha Effect

CONTENTS



CHAPTER 1

In Conversation with **The Role Model**

Serial entrepreneur Vincent Ologbo couldn't have been a better ad for self-employment to his son, Ajiro...

10

CHAPTER 2

In Conversation with **The Brand Evangelists**

Ugandan farmers Betty and Joseph Kabanda share how the entire family – and community – have been won over by their son's business.

INSIGHT

HOW TO Use Social Media as a Marketing Tool

See how easy it is to ignite your young entrepreneur's mission online

18

22



CHAPTER 3

In Conversation with

The **Entrepreneurial Coach**

Babatunde Akinfolarin proves that home is the ultimate incubator, and tells how he inspired and mentored his enterprising young daughter.

EXPERT ADVICE

Salient Tips for Parents of Young Entrepreneurs

Nigerian Entrepreneurial Coach Babatunde Akinfolarin shares advice from his experience as both coach and father to an award-winning young entrepreneur...

26



31

CHAPTER 4



In Conversation with **The Activist Father**

The Abbas family share how their daughter's entrepreneurial success brought the issue of gender equality to the fore for this Tanzanian family ...

Girl Power

Asha Abbas on How Her Journey Inspired A Change in Mindset Within her Family

33

40



CHAPTER 5

In Conversation with **The Convert**
Ugandan Event Specialist Angella Nafula Odongo tells how she had to shift gears when she discovered the enterprising path her young son had veered onto...

42

INSIGHT

From Idea to Action

3 Questions to Ask Your Very Young Entrepreneur

48

CHAPTER 6

In Conversation with **The Investor**
Claudia Makwela explains why she sold all her shares to fund the publishing of her teenage son Ntando's book...

ADVICE

Getting Real about Triumphs and Failures

South African entrepreneur Thokoza Mjo advocates an open approach to discussing the highs and lows of following an entrepreneurial path

52



58



African Leadership Academy

Developing the next generation of African leaders

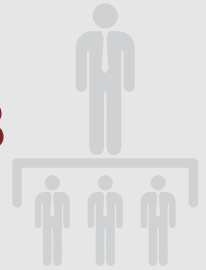
CONTENTS

CHAPTER 7

In Conversation with **The Incubator**

Inspired by her son's serial entrepreneurial ventures, Mpati Khuele shifted her focus to paving the way for his success – and finding her niche as a Business Incubation specialist for township youth.

58

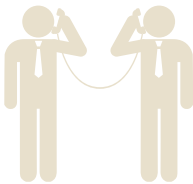


CHAPTER 8

FURTHER INSIGHTS

Our Parents Reveal

Lessons We Learnt About **Parenting The Boss**



66

FURTHER INSIGHTS


Our Parents Offer

Advice to Others on **Parenting The Boss**

70



THE ROLE MODEL



IN CONVERSATION WITH

THE ROLE MODEL



Vincent Omanudhowo Ologbo and his wife Grace hail from the Ketu area of Lagos, Nigeria, where Vincent runs a laundry soap production business. His son, Ajiroghene

We parents influence our children in a myriad ways. Sometimes, it can be subtle and indirect. Or we could be walking billboards - like Vincent Ologbo, whose son Ajiro, followed in his father's enterprising footsteps and became a serial entrepreneur...

Omanudhowo (23) is an Anzisha Fellow and serial entrepreneur who operates a delivery service, sells Educational software and heads up various social venture projects.

“As much as we watch to see what our children do with their lives, they are watching us to see what we do with ours. When he was in primary school – Class five to be precise – Ajiro demonstrated my soap production at his school, in front of all the teachers and staff. This was surprising to me because I never knew he had carefully been observing what I always did as he and he's brother always helped me out while I worked

at from time to time. At this point, I was sure he was up to something and a few years later he started practicing modeling, to the extent that one of the biggest beverage producer in the world used his photos on their billboards and newsprint for their adverts.

A Chip off the old Block

“As an entrepreneur myself, this one is a chip off the old block. I was pleased and happy



seeing that he was following in my footsteps even though I have always wanted more for my children. His mother, Grace, on the other hand was worried, fearing that modelling would be giving her son a worldly exposure – which is unacceptable, as we are strong believers of Christ. I was sure he wasn't going to let go, then I decided to make my wife see that we can direct and guide him in the right things to do as he continues in his journey.

Watching and Learning

“They say the apple doesn't fall too far from the tree. There is no doubt that my children's interest in entrepreneurship was piqued from watching and learning from me. While growing up myself it was difficult to further my education due to my parents' lack of finances – but this didn't stop my dreams of becoming a business owner: over the past 35 years I have started and successfully managed more than four different businesses that have aided in sponsoring my siblings to higher institutions, and even paid for my marriage. My children have seen all this over time.

Hands-on Support

“Because his business is many miles away from Lagos, where we live – the business hub of the country and in fact West Africa as a

whole – I have had to help him buy materials needed for work or items for supply. From time to time he comes to me for advice and probable solutions for challenges in his business dealings, ventures and so on. Only recently he was hoping to co-found a laundry service leveraged on technology, and I could share from my wealth of experience, and together we were able to come up with a formidable plan to begin this venture.

My Hopes and Dreams

“I have three children and sincerely I have wanted for my eldest son, who is also an entrepreneur now, to become an accountant and the second to become a computer scientist – but he ended up studying Industrial Chemistry while running businesses. So my hopes for them have changed, but are still impressive as they are successful and happy at what they are engaged in. “As a parent, having realized that my children have found things that they are passionate about and are putting in intense effort towards making it a success, we have to give them maximum support and encouragement in every possible way that we can which is what I have done.

A Positive Impact

“Ajiro’s entrepreneurship interests and activities have had a great, positive impact on the family. This includes financial support, and helping his siblings in their individual entrepreneurship journeys. On many occasions his business has involved myself, his older brother and my wife; we are a close-knitted family. Ajiro’s progress has been overwhelming and encouraging in that he has been able to even buy a car for the family to get around in.

My Wishlist

“If I knew that entrepreneurship could be studied at University, giving him a deeper understanding of this path he had chosen, I would have asked him to go for it straight away.

“I wish there was some type of parental entrepreneurship tutorial, or maybe a network of qualified and successful entrepreneurs who would have broader knowledge and can share some of these experience, making it possible for me to impact my children. Right now with my personal experience in running business and having been able to help my son come this far, I would be willing share with other parents how we survived and together overcame challenges together.”

“As much as we watch to see what our children do with their lives, they are watching us to see what we do with ours.”



LIKE FATHER, LIKE SON

Ajiro Ologbo's entrepreneurial journey

Ajiro completed school at 15, and followed this with a gap year. He secretly joined a modeling agency, only informing his parents when he was selected for a TV commercial. But entrepreneurship was in his blood, and he founded 3 businesses under a parent company called 360 Needs: ASAFood, delivers Food to Universities; ASADROP is a logistics company specialising in parcel delivery and Beta Grades delivers computer training to students that helps them prepare for their exams. In January 2018, Ajiro also founded #ProjectREED, which is aimed at Redefining Education in Africa and



provides students with access to youth coaching, mentoring programs and more.

“My entrepreneurial drive comes from my father, no contest! Initially it was about the fact that, in contrast to what my friends said about their absent parents, my father was always available: helping my siblings and I get ready for school, and sometimes home assignments... We went to Church together, ate together, and he never missed a birthday or family function. He sometimes knew what

pen I had when I went off to school and if I returned with a different one I had to answer questions.

The lure of self-employment

“This was possible because he was self-employed, he could work and live on his terms. He was helpful; when people needed products they called him, he was practically

satisfying these people's needs. Seeing this while I grew up I was sure I wanted the same freedom and to make impact without dealing with a lot of bureaucracy.

The Ups and Downs

"I singlehandedly paid my way through my five-year study of Industrial Chemistry at university. On the flipside, because I schooled and ran my business many miles away from home, I was not spending any time with the family; I barely saw my parents or siblings but it was a sacrifice towards building a sustainable business and the family encouraged this."

“Africa is crying out for entrepreneurial leaders & for leaders who are entrepreneurial.”

Onyi Anyado (award-winning Global Leadership Speaker, Entrepreneur, Business Coach and Author)





THE **BRAND** EVANGELISTS



IN CONVERSATION WITH

The Brand Evangelists

Namusisi Betty Kabanda and Joseph Kabanda are farmers in Bakuli, Kampala, Uganda who have been won over by – and roped into – their son’s business, tailoring and knitting customised garments. Betty describes how Noah’s journey became a family affair.



Namusisi Betty Kabanda and Joseph Kabanda are parents to Noah Walakira, who was 14 when he founded the Namirembe Sweater Makers. The company has diversified to also

produce uniforms and school supplies. Namirembe Sweater Makers employs 20 people and offers vocational training to the community’s youth or free.



Kampala: **Uganda**

“From childhood Noah was special. He was curious, active in school, the village and among his peers. He was active in sports, played football in schools teams, He was also on a school basketball team in his primary school. He was active in debate clubs and other social clubs. He was also a student leader in all his schools. He was sold out to leadership and received good reports about his leadership activities. I think his entrepreneurship comes from his leadership and management abilities that he practiced since early school days.

Weaving a dream

“After Noah had joined secondary school in 2007, he started making sweaters for babies, and selling them to mothers in the village. He would knit these sweaters with bicycle spokes, which he had learnt from his grandmother. We didn’t take it seriously at first, because he would take a long time (about 3-4 weeks) to finish one sweater. When the nursery schools started showing interest in his work, we asked what he was planning, and learnt about his goal to save and acquire a machine that would allow him to make a sweater in one hour.

Our Family Immersed

“When Noah started getting orders from

the school, we helped him by joining his business. We started by learning to make the sweaters as he did, with bicycle spokes. We also encouraged him by listening to his ideas and respecting them. We helped him save to buy a machine and gave him a room to use as his first workstation. We have groomed him on how to handle finances and saving since childhood. He was given money to take to the bank and save on his father’s account, and this taught him to save.

“All his siblings, younger and elder, have learnt the work he does and have worked with him. Both of us have worked in his venture: his father helps in accounts and I am still one of the tailors, sewing uniforms and joining the knitted textiles that are supplied to schools and companies.

A positive impact for all

“Noah’s business brought positive results to our household, and to the village. We all learnt to use the knitting and sewing machines. This increased the family’s income. Before, we used to get money from only agriculture and temporary jobs. Sewing and knitting enabled us cover school fees for Noah, cover house bills and expenditure.

Noah extended this to teach other children in the village, and this helped in upskilling the youth to sustain them.

“Noah is independent and we don’t spend on him but rather help in educating others and supporting home bills. He has also inspired and been a good example for his 4 younger siblings.

Challenging Times

“Noah takes risks and is always trying out new things. He is so curious – at times we would worry about his life and wonder whether he will settle his focus on one thing. It was a challenge for us to let him go ahead with decisions of running a business with no proof of the outcomes.


“We also had a challenge to let him stand and manage people who are older than him: he worked with Headmasters and schools administrators, who contracted his services. He proved to us that he was a mature and responsible child.”

Hopes and Dreams

“We hope for the best for all our children. We are open to them pursuing their ambitions as long as it is legal, and beneficial to their lives. We don’t support imposing a career or dream but rather want to see what they dream and guide them. We are open to all activities as long as he is happy with what he does. So we didn’t have specific dreams but we wanted them to live decent lives.”

“If we had known that he would take on the entrepreneur journey, we would have supported him much early through getting him resources such as books and taking him to entrepreneurship conferences and workshops.

“Noah started without any knowledge in entrepreneurship. He even didn’t know that what he was doing was entrepreneurship – it was a part of him.”

A man with short dark hair is sitting on a light-colored couch. He is wearing a white shirt with a black and white geometric pattern. He is looking towards the camera with a slight smile. The entire image has a semi-transparent red overlay. A white text box is positioned in the lower-left quadrant.

‘Noah’s business brought positive results to our household, and to the village. We all learnt to use the knitting and sewing machines.’

INSIGHT: HOW TO

Get social media savvy to help your children launch their business



Marketing a product or brand is one of the most challenging aspects of launching a business – and social media offers the ultimate solution for parents wanting to help their children bring their dreams to life.

Social media is the number one option for marketers because this is where their customers increasingly are, spending time on at least one or two social media channels. The younger your market is, the more they're on social media.

The statistics prove it: the number of social media users globally is expected to reach about 2.5 billion people by the end of this year (2018), according to research, with Africans embracing digital technology more rapidly than the rest of the world. Internet penetration in Africa was over 35% at last count, and in December 2017

there were already over 177 million African Facebook users.

Young entrepreneurs use all social media platforms – Facebook, Twitter, Instagram, Pinterest, Youtube, Whatsapp, Snapchat and LinkedIn – to get the word out there, and often, when they have built a customer base, they graduate to launching an e-commerce (online shop) where they sell their product, service or brand.

Savvy parents can familiarise themselves with these platforms to help build their children's enterprises, too.

Here's How

- Create a page or profile for the business, then encourage your friends and family to like and share that.
- Find out where your target customer spends time online. Then aim most of your campaign on that social platform. Create profiles on other platforms, but focus mainly on your target platform.
- Use the same profile image of the business or product across all your social media platforms. Include the business name, with a clear description of what it is and how people can access it.
- Attract attention by adding good quality, interesting photos and videos to your content.
- Get people to engage in or share your content by keeping it fresh and interesting. Share news or interesting facts about the product or company, or ask questions that relate, such as: 'What is your favourite colour/flavour'?
- If you are using Instagram or Twitter, use hashtags (the # sign) that relate to your area, service and product. This will ~ amplify your reach to other users, and not just your friends.
- Remember to thank your supporters online. Like, follow and share their messages, too. They will appreciate your gesture and continue to support your efforts.





THE ENTREPRENEURIAL COACH

IN CONVERSATION WITH

The Entrepreneurial Coach



Proving that home is the ultimate incubator, Babatunde Akinfolarin has not only inculcated a savings mentality in his daughter – thus inspiring her entrepreneurial journey at the tender age of 11 – he’s also been on hand as mentor, to help steer her on her path.

Entrepreneurial Coach and civil servant Babatunde Mike Akinfolarin is father to Anzisha Fellow Victoria Akinfolarin (16), the founder and Managing Director/CEO of Edutainment Games Limited, which produces an educational board game called BIZKIDZ for children between the ages 7 and 13 years. The family hails from Kaduna in Nigeria.

“Victoria started her entrepreneurial journey by selling pastries to her fellow students, a skill she learnt from her mother, Jumoke, who is a caterer. She later developed a passion for saving money as she discovered most kids spend all money given to them, especially on consumables, not tangible items. She felt kids should save, invest and

become entrepreneurs in the future due to the dearth of job opportunities in Nigeria and Africa as a continent. When she was 11 years old she came up with BIZKIDZ, which was formalised as a business a year later, in 2014.

“I was not taken aback by her entrepreneurial vision because I had been an Entrepreneurship



Coach some years before then, and her mother has been involved in various kinds of businesses. I felt it was a good thing because there has always been a vacuum for entrepreneurship education in Nigeria especially in the primary schools, so I felt her innovation could address this vacuum to an extent. I was not sure it was going to get this far, but I knew it was a laudable idea that could stand the test of time if properly followed up.

“I started guiding her and telling her the experiences of some of the students whom I have coached and have started their own businesses. I guess that gave her more confidence that she could succeed in her chosen business venture, too.

Our Concerns and Challenges

“As parents, my wife and I believe that our children would decide what they want to become and we would guide them. When she started her business venture, it was not difficult for us to support her through mentorship, financial support and guidance.

The initial concern was how she would

“ I started guiding her and telling her the experiences of some of the students whom I have coached and have started their own businesses. I guess that gave her more confidence that she could succeed in her chosen business venture, too. ”



combine education and business because she actually started very early. When she got to senior high school, she was doing well academically – she was a Social Prefect and emerged as the best student in her class and also had one of the best West African School Certificate Examination’s result in her school – so we felt there was no need to be worried. Her activities have not affected the household because she is the first child and she carries out her domestic activities without complaints.

“It has required involvement from me and her mother, though. I do most of the mentorship and also give financial support at the beginning of her business especially. Her mother accompanies her to most of the schools as Victoria personally markets BIZKIDZ. Later, she employed 2 staff and other part time marketers to sell the products to schools on commission basis.



My Wishlist

“I wish there was collaboration with corporate organisations to give her product more popularity, and enough resources to market her board game nationally and internationally.

“The support I would give to parents in similar situation is professional mentorship and guidance as a trained entrepreneurship coach. Most parents also need to be assured that their child can succeed in both business and academics.





Babatunde's Salient Tips



Entrepreneurial coach Babatunde Mike Akinfolarin shares advice from his experience as both coach and father to a young entrepreneur...

“Most parents also need to be assured that their child can succeed in both business and academics.”

Recognise the key traits of a young entrepreneur

Financial discipline; a passion for solving problems of other people; the ability to focus on a particular line of thought and not give up; creativity and innovation; the ability to source information about how to run a business successfully; confidence in talking about your business; inquisitiveness and constant learning from others about how to improve the business.

Encourage Learning

Test the idea in a competitive space, something that parents can help their children to navigate. “I train young people, especially students, how to develop their ideas into businesses and prepare them for regional, national and international entrepreneurship competitions. My daughter makes it a point of duty to go through all the stages of preparation activities involved, and she has learnt a lot through observation and asking questions.

Encourage Resilience There is no guarantee that a young entrepreneur will succeed, and this is where the lesson of resilience lies. “It is very important to teach children about the lessons of disappointment in business, to prepare them for unexpected business failures or business down-times. Allowing them to think life is a bed of roses may eventually lead to the death of their dreams due to lack of preparedness. Disappointments are actually what gives them the impetus to want to succeed, despite the odds,” says Babatunde.

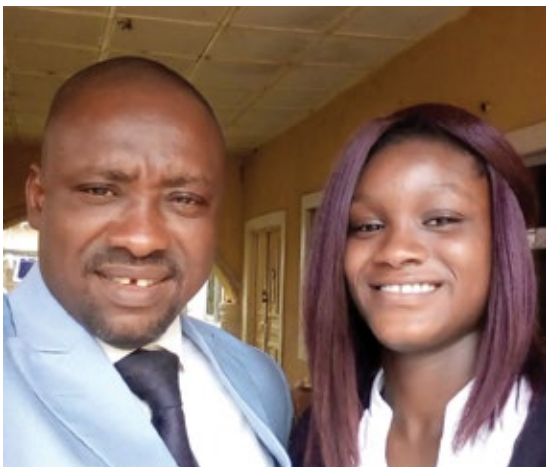
Learn to let go the reins

As soon as everything necessary to make the business function has been put in place, it

is important to allow young entrepreneurs to make their business decisions without interference or with minimal interference. It will get to a stage that a parent or a business mentor will realise that their involvement is not longer necessary, because the business is running smoothly and their advice is no longer sought. It varies with different people and depends on the level of involvement by the parent.

Seek out incubation programmes

young entrepreneur can join. Young entrepreneurs cannot run their businesses successfully if they depend on their parents only. It is germane for them to be involved in as many incubation programmes as possible.





THE **ACTIVIST** FATHER



IN CONVERSATION WITH

The **Activist** Father



Asha Abba's entrepreneurial success has brought the issue of gender equality to the fore for the family ...

The Abbas family hails from Dar es salaam, Tanzania where Hamad is businessman and driver, and Salma is an entrepreneur with various small enterprises, including a grocery store. Their daughter, Asha, is an Anzisha Fellow and founder of a non-profit organization that provides sexual health awareness and professional support to teenagers.

“**W**hen Asha's work gets too much and she comes home late we worry about her safety, especially as she is a girl,” says dad Hamad. “But I would advise other parents to erase the idea that girls are useless and that they will not bring success to the family. Girls could be the great source of change in the family and society itself, so they should not deny them any opportunities they need to succeed in life.”

Mom Salma agrees: “She gave her siblings the courage to work hard and hope that

they would one day succeed and create jobs themselves, without waiting for an employment. We are proud of the work effort she is putting in for the family and herself, and support her by motivating her to keep pushing harder.”

Hamad adds: “She has become an inspiration to her siblings and relatives, and a source of awareness around entrepreneurship because most of us in the family did not know what it means to be an entrepreneur.”



Das-es-salaam: **Tanzania**

Hopes and Dreams

Salma admits that she hoped Asha would become a successful doctor, while Hamad wanted her to complete university before starting any entrepreneurial or employment ventures. “Now that she has her own organizations my hopes and dreams for her have changed: I am not going to dictate what she should do for her life because she has clearly demonstrated that being employed is not everything – and she knows what is best for her,” he reveals .

“When she told me about her plans in entrepreneurship and her visions, that she wants to help create positive impact in the community, I was happy to hear that from her and all I could do is let her try and do what she loves,” adds Hamad.



“I would advise other parents to erase the idea that girls are useless and that they will not bring success to the family. Girls could be the great source of change in the family and society itself, so they should not deny them any opportunities they need to succeed in life.”




Challenging issues

“She is involved in so many things at the same time and I cannot stop her and try to make her do one thing at a time,” says Salma. “It gets overwhelming for her sometimes and there is no way we could help the workload. I wish I knew how it would feel to raise a child who does so many things at the same time so that I would know how to stop it or help her.” “Sometimes she turns out to be the smart

one when it comes to arguments in the family. It is hard to tell her what to do and

make decisions for her. Telling her she is wrong is hard, unless you have valid reasons to prove that she is wrong,” says Hamad. “I wish I knew how hard it would be controlling her life – knowing that she is strong and that I should not be so fearful that she will do something negative.”

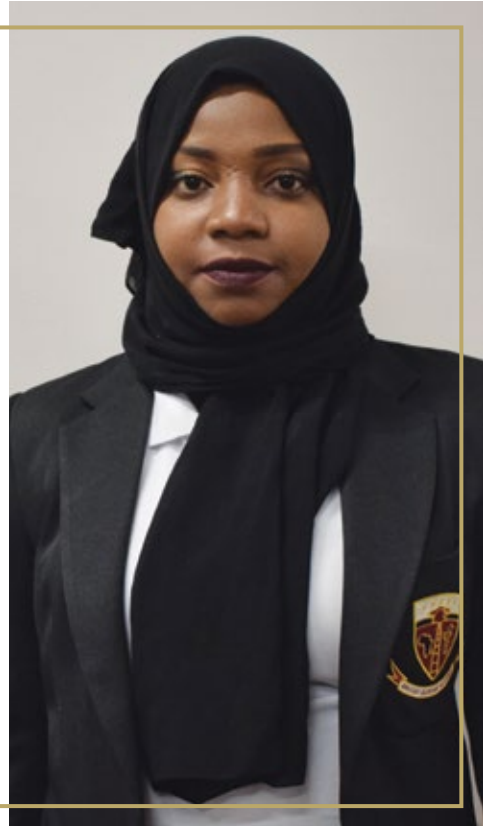


‘I wish I knew how hard it would be controlling her life – knowing that she is strong and that I should not be so fearful that she will do something negative.’



Asha Abbas on How Her Journey Influenced Her Family

Asha Abbas Kombo hails from Dar es Salaam Tanzania. A student at African Leadership Academy, she is the founder and CEO of Aurateen (www.aurateen.org), an organization that provides sexual health awareness to teenagers online, and via seminars with qualified health experts. She is also the founder of Entrepreneurship Network Summit, which organises Entrepreneurship summits in Tanzania to motivate and inspire entrepreneurial journeys.



When I started to attend off-school programming classes my parents were a bit worried about me losing my focus on my academics, like most African parents would be. They almost stopped me from going to the coding incubation but because I had a twin sister joining me and she did coding as well, it was easier to convince them that it is a great thing we were trying

to do. When my twin sister Fatma and I launched our first websites, it was easier for them to understand better as in why are we attending extracurricular classes and they could see the progress then they started feeling proud and happy that we were trying to look for opportunities out there are engaging ourselves in community activities.

Changing Mindsets

The success of Aurateen has affected a change with regards to respect and understanding. My siblings, especially my twin sister, have been inspired by the efforts I have been putting in everything I do and my parents listen to my opinions and advice. They let me make my own decisions, thinking that I have grownup enough to do so; if I can handle businesses I can handle everything.

“Before starting my entrepreneurship journey my parents wanted me to be a doctor because it has a high salary income and respect in our country. Now they are coming to realize that entrepreneurship offers more than what a doctor can offer – moreover, instead of becoming a doctor, I am employing doctors even before finishing high school.”

My family’s mindset is very different now, especially when it comes to entrepreneurship perspectives. My younger siblings aspire to be change makers and they are making many efforts on their studies. Our financial status is now stable and it is not scary if something goes wrong on my parent’s side because they know I will always be there to hold their back as I am now paying my own school fees and my twin sister’s. That makes my parents very proud of who I am and they give me hope and motivation to work harder.





THE CONVERT



IN CONVERSATION WITH

The Convert

It happens all too often: children veer from the path we steer them on, and somehow neglect to inform us of their real intentions. Often, this is out of fear of reprisal – or that we parents would try to stop them, as Angella Nafula Odongo discovered of her young rule breaker.



Angela and Fredrick Odongo are events organisers specialising in weddings and corporate events in Uganda. Their son Daniel Mukisa, 24, founded

Ridelink, a peer-to-peer car rental platform currently operating in Uganda and Kenya, with plans to scale across the continent.



“I found out that Daniel was involved in some form of entrepreneurship in his second year at university, but I took it lightly,” says Angela. “It was when I kept pushing him into getting a job and he was hesitant that I was curious to know how he was surviving in the city. He then opened up to me on his venture, Ridelink.”

Daniel wrote his first business plan during his first year at university, while pursuing a Bachelors degree in Commerce. The logistics company closed down after 3 years. “I think it was these years that shaped me the most as I made lots of mistakes financially,” he says. “At a certain point though, my academics were greatly affected and I even contemplated dropping out of school. My parents thought I was rushing into business and I needed to put a hold to it so I could focus on my education. I remember my mum calling me in the wee hours of the night just to confirm if I was doing some revision – most of these times, I’d be responding to emails and looking for finance off the internet.”

A Change in Policy

Daniel says it was the dire unemployment gap in his country that propelled him to pursue his entrepreneurial journey. “Well, I was worried that he was probably too

young to want to indulge in business,” reveals Angela. “However he sounded courageous and seemed to like this rather than be employed by someone else. We have therefore resorted to encouraging him to continue pursuing his dream. Having both parents running business since he was young goes a long way into pushing him in that direction. I think his friends too, have been of much influence.

Parental Pressures

“Usually, 90% of raising children is payments: from their education to medical bills even small things like taking them to play games at a sports centre. When your income source as a family isn’t so big, it’s never a simple task to bring up children,” reflects Angela. “At some point Daniel needed a laptop for his work, or some money to attend an event, and so many other such moments. Sometimes, you’d sacrifice what you have just so he can get what he wants.

“As a mother, usually after the child is done with university, you’re under pressure, especially if he hasn’t got a job yet,” she adds. “His scenario was rather difficult not because he had no job but because whenever I asked

him if he had gotten a job, he said no and didn't seem bothered. He would instead say, he's not in need of a job, rather he wants to create other people jobs."

Changing Dynamics

The success of his business has impacted Daniel – and his family, says Angella. "Growing up, he was very sensitive. Surprisingly though, he now speaks to his elder brothers as though he's the eldest. As a matter of fact, he even takes care of his young brother every time he returns from school. To us this is special especially for a child you didn't think would be so responsible. He also advises us on how to better run our businesses. He's very good with finances in particular. There's a certain level of contentment and courage that with the way the young man is getting on with life, he surely will end up a success, the joy of any parent."

"We hoped and dreamt that at one time when he grows up, he would become a responsible citizen. We were not particularly sure of what we wanted him to be but at least we had wished he became one of the most renowned engineers in the country. We gave him the best education we could possibly afford. Now, we only can afford to give him social and developmental advice.

Changing Lanes: Daniel's Perspective

"At the start of my entrepreneurship journey, honestly most of my family didn't believe in it as a way to salvage the future. Lately though, they see it's working and are more supportive especially emotionally.

"Recently, my elder brother was looking for a job and had been at the hunt for over a year. So I had my mum lecture him over the phone to put his degrees aside and start thinking of how to use his skills so he can start earning some money without any one having to restrict him. Thankfully, Ridelink has grown and he got himself a job with the company that I founded. Also, usually I take care of my young brothers shopping when he's going to school and this is such a relief to both my parents.

Turning Points

"My dad wished that I'd turn out a doctor or engineer since I was very good with science subjects especially at ordinary level of my secondary school. My mum on the other hand was convinced I'd make the best accountant in the world. I'm not sure what they think of me now but most of their support has really been emotional and on some occasions financial, especially at the start: the first ever business loan I got was from my mum, about US\$60 back in 2013."



INSIGHT

From Idea to Action: 3 Questions to Ask Your Very Young Entrepreneur



Every side hustle starts with an idea. The most successful enterprises start with the most farfetched ideas. Necessity, being the mother of invention, means there is no shortage of bright ideas to meet Africa's most pressing needs.

There is, however, a pressing need for Africa's bright young ones to be given

all the encouragement they need to rev their entrepreneurial spirit into high gear, and create as many business and employment opportunities as possible.

There's no doubt that parents are integral to the success of any young entrepreneur's success. How you show that support depends on individual situations. For some, finances play a key role. For others, helping them with time management, marketing and even logistics can be crucial.

There's one more thing parents can do to help young entrepreneurs, though: helping them ensure their dream is doable – without bursting their bubble.

all the encouragement they need to rev their entrepreneurial spirit into high gear, and create as many business and employment opportunities as possible.

Here's how to tell if your child's bright idea has the potential to do so...

1. Is Their Idea Feasible?

A feasible idea is one that can be turned into reality using available skills, time, and resources – or by having a clear idea of how to source these, if lacking.

Whether the goal is for positive social impact or a proposed money spinner, there's a few surefire means to ensure it they'll have the momentum to get it going. For starters, listen to how they discuss it: Are they excited? Do they have a plan of action – or is it all talk? Are their next steps clear?

Then there's the time factor: How soon can they start? When will they be able to work at it – and get it going? Any business takes some time before it generates a profit or reach sustainability – but any project that takes years just to get going will not go far, or for long... Get them to formulate a real plan of action.

“You can't succeed if you don't start. Start your idea with friends and family being your focus group. Also make sure the market is in need of your product and then push ahead. In Africa it's key to have connections in place. Make sure you build them... The further you can take the idea yourself the easier it will get funded – and the more fundable you will become for investors. It's a journey worth taking because you contribute towards Africa's success while building your own – and that's a journey filled with joy.” –
Chris Folayan, founder of Mall for Africa
(Source: How We Made it In Africa)



2. Is The Idea Sustainable?

For every problem, there is a solution. Some problems may seem insurmountable, some may be minor; the ability to overcome them will determine the success of any venture. But practicality – and logistics – plays a pivotal role here, too. A business plan is the next step to putting an idea into action, and will highlight obstacles, as well as address the practicality of dealing with them appropriately. Use the Anzisha Business Model Canvas to guide you through the process of creating a business plan. It will also help them to take a good look at the finances, skills and resources needed to get started, and build a strategy to keep it going and determine it's true viability. Questions to ask here include: Is there a market for your venture?

ANZISHA BUSINESS MODEL CANVAS



Brainstorm the precise idea for your next business innovation by using the following list of questions!

<div style="background-color: #800000; color: white; padding: 5px; text-align: center; font-weight: bold;"> ⚠️ 1. Problem </div> <ul style="list-style-type: none"> What problem is your community experiencing that you would like to solve? Is there already a product/service on the market that addresses this problem? In what ways does your product/service satisfy the needs of the market? 	<div style="background-color: #800000; color: white; padding: 5px; text-align: center; font-weight: bold;"> 👤 2. Customer Segmentation </div> <ul style="list-style-type: none"> Who will buy your product / service? Who would you like to buy your product/ service? Where are your customers located? What lifestyle do they lead? How old are your customers? Are your customers male or female? What are the general likes/hobbies of your potential customers? 		
<div style="background-color: #800000; color: white; padding: 5px; text-align: center; font-weight: bold;"> ★ 3. Value Proposition </div> <ul style="list-style-type: none"> How does your product add value to your customers? What makes your product unique? Why would customers buy your product / service and not your competitors? How will your customers benefit from using your product / service? 			
<div style="background-color: #800000; color: white; padding: 5px; text-align: center; font-weight: bold;"> 👷 4. Key Resources </div> <ul style="list-style-type: none"> What does your business need to operate? What are the most important assets needed to make the business work? What type of human resources are needed? i.e. number of staff, staff experience and qualifications. What type of financial resources are needed? i.e. start-up costs, operational costs, working capital etc... 	<div style="background-color: #800000; color: white; padding: 5px; text-align: center; font-weight: bold;"> 🤝 5. Key Partners </div> <ul style="list-style-type: none"> Who are your key partners? What type of strategic partners do you have? i.e. Non-competitors and joint ventures. What are the motivations for your partnerships? What are your suppliers and what key activities do they perform? 	<div style="background-color: #800000; color: white; padding: 5px; text-align: center; font-weight: bold;"> ⚙️ 6. Key Activities </div> <ul style="list-style-type: none"> How can you use your key resources together with your key partners to provide a product / service? What are the different steps that need to be performed in order to produce your product / service? How do you order raw materials? How are the raw materials transformed into the end product? How do you manage your stock? How do you ensure the quality of your product/ service is maintained? How is your product packaged? 	<div style="background-color: #800000; color: white; padding: 5px; text-align: center; font-weight: bold;"> 🚚 7. Distribution Channels </div> <ul style="list-style-type: none"> What is the best method of distributing your product/ service to your different customer groups? How do you market to your customers? Are your different distribution methods working well together and which ones are working best? Which distribution method is most cost-efficient?
<div style="background-color: #800000; color: white; padding: 5px; text-align: center; font-weight: bold;"> 💰 8. Cost Structure </div> <ul style="list-style-type: none"> What are the start-up costs of your business? What are the operating costs of your business? / Can your costs be depreciated? How much will you spend on your key activities and key resources? How much needs to be spent on keeping partnerships? What are the most important costs? What are the most expensive resources and activities? 		<div style="background-color: #800000; color: white; padding: 5px; text-align: center; font-weight: bold;"> 💰 9. Revenue </div> <ul style="list-style-type: none"> How much are your customers willing to pay for your product /service? How are your customers paying? i.e. Cash, credit or card. How much profit is your business making? What are your different revenue streams? 	

How would others benefit from your service? Would they be interested in supporting the service you provide? Can you keep that support – and your service – going? What would prevent you from providing that service – and how would you overcome this?

“[Entrepreneurs] need to get a business plan. And that is a term that is easily misunderstood. People think this is a sheet of paper that people go the internet and download and fill in the gaps. What they need to do is outline their business. You need to understand what you are selling, who you are selling to, why people will buy from you and how much people will pay you.” – Kehinde Oyeleke, founder of Seedvest (Nigeria)

3. Can They Sell Their Idea?

Supporting our children means buying into their ideas. But others don't have the same vested interest in them – and need to be persuaded into buying into it, too. So get them to try it out on others: if they struggle to clearly explain the benefits

of their venture, they may have trouble winning others over.

So get them to rethink, and reshape – and come up with an idea that they can easily sell to others.

Remind them that the win factor is guaranteed by supply and demand: if your product or service meets demand, there will be a demand for supply.

“Our biggest mistake was perfectionism. For months, we did not want to go out without having a perfect and fully finished product. But we realised that our main source of improvement would be customers' reviews. And thus we decided to go out with a MVP [minimal viable product] and gather customer feedback. This made us progress a lot more quickly and efficiently.” – Ted Boulou, founder of Somtou (Cameroon)



THE INVESTOR



IN CONVERSATION WITH

The Investor



Claudia Makwela sold all her shares to fund the publishing of her teenage son Thando's book – and happily, has no regrets...

Claudia Makwela is mom to Ntando Makwela, the 15-year-old co-founder of Molo Africa, an initiative to strengthen youth involvement, tourism, and arts on the continent. Ntando is also motivational speaker and author of *The Dynamic Kid: 9 Keys to Unlock your Future*.

Before investing her finances into Ntando's publishing venture, Claudia invested time and effort into raising her children. "Ntando is the firstborn of three sons. As such, I wanted to make sure that he had the best education possible.

"As first-time parents, we wanted to do everything according to the book, so we made sure we had to educate ourselves a lot

about a whole range of things in order to be the best parents we could be to Ntando. We researched everything, and we taught him some soft skills such as time management, which he embodies to this day. Also as our first child, he just intrigued us with the way he thinks, which was, in a way, a challenge for us, because he was growing at his own pace. I think that allowed him to develop independence quite early on."



Jumpstarting the Journey

“When Ntando was 10, he started writing a book about a fictional character who overcame all the odds to become a great netball player. Although the book was never published, I believe that was when the seed was planted. His intention through this book was to show how one can overcome any odds to become anyone they want to be. Currently, he is working on three things: Writing a new book, and he’s working on Molo Africa, a company that he co-owns with Megan Werner. He also does motivational speaking, mostly to his peers.

Fostering Independence

“Ntando is very curious. So at the time he was doing a lot of research and reading a lot, his understanding of being action oriented. Everything happened so fast! But, he was doing well at school, which was important to both of us, so I allowed him to be. I believe that’s why he is so independent. He and his brothers would do mock radio shows at home, he was developed games, wrote poems and all other kinds of interesting things. Because I was so focused on my career and I felt that he was just a child, I saw this as him just having fun. Knowing what I know now, should have supported him to start sooner.

Challenging Moments

“My biggest challenge was that I was never fully there, as a career woman, I was so focused on my own career, and I missed the opportunity to support him earlier. I also missed the opportunity to share these experiences with other parents, as a way of creating support for each other. When Ntando was doing Grade 7, he became the Dux Scholar at his school. He had been planning this. Even long before Grade 7, he always said he would work hard to achieve all he set out to. So, in 2015, when he was 13, he started the year by writing down all his goals for the year: One was to finish his book, The Dynamic Kid, one was to become the Dux Scholar. What makes me proudest is the fact that I was not fully there, but he was able to prove himself.”

“The harder you work, the luckier you get.”

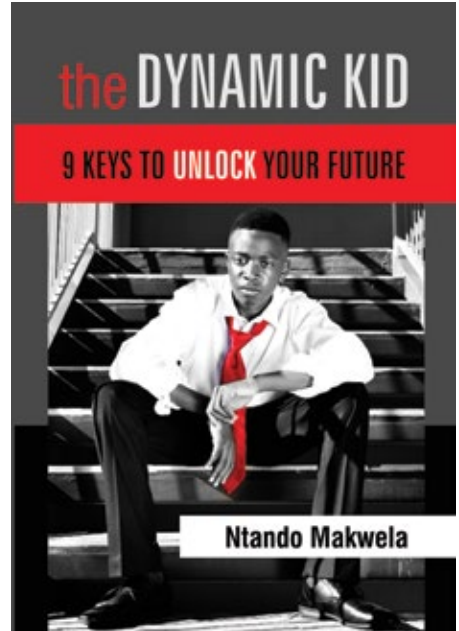
Mike Adenuga, Nigerian telecoms tycoon

Claudia's Advice to Parents

Be present. Be there, give them all the support they need. If being an entrepreneur is what your child wants, it is the best gift you can give them. You instill and support something that will be there for the rest of your child's life.

One thing about children is that they are daring. As adults, we could learn a lot from them.

We always want to have our ducks in a row, which is not necessarily their concern. Finally, get to know your child. Understand that you are dealing with an individual, who is perhaps different from you, but your role is to build that up. I believe that there is a diamond in every child; we just need to give them the space to realize it for themselves.





Getting Real about Triumphs and Failures



Life is full of triumphs and failures, and in speaking openly about these in your home, you are preparing your children well should they choose an entrepreneurial path, says **Thokoza Mjo**, founder of Beyond the Lemonade Stand, an organization that works with young people and their families to build an entrepreneurial culture.

“Life is all about recovering from disappointment, learning and continuing to build on past failures. Part of conditioning at home is to encourage open discourse about life’s lows, unpacking these rationally and analysing what went wrong.

This not only makes it for children to be more confident in taking on opportunities that don’t guarantee success, but teaches them

that failure is not something to be feared, but rather viewed as an important step in finding solutions and succeeding in the end,” says Thokoza.

Home is the best incubator for innovators, she adds. “If parents saw their homes as incubators for innovators, we’d probably have a higher uptake by young entrepreneurs. Think about why kids express the wish to

be doctors or accountants ... it is because these are the professions preached at home and held in high esteem. Children would be similarly influenced by discussions at home about owning your own business,” she says.

Of Finances – and Security

While it is common for parents to prefer their children to land high paying jobs – “it comes from a good place, wishing them financial security’ - it’s important for them to recognise and support their child if they want to open their own business instead, says Mjo.

“The opportunity to start your own business is a privilege, and having your parents support you is a huge confidence booster. You can come home and share your failures and triumphs with them, and also seek advice. More than that, if they’re supportive, they might cover some of the initial expenses of starting up,” she says.

Thokoza feels that parents’ financial support at the beginning is critically important. “I think parents play such an important role in teaching kids how to engage positively with the world. Funding or investing in your child’s business shows a belief in their ability to create value for other people. Instead of giving your children pocket money, you can

maybe position it as an investment in their business venture,” she notes.

Asked how parents can discern whether an idea has real potential, Thokoza says the only way to tell is to get started. “Do it quickly, cheaply and see how market responds. Feedback from market will show if it has potential or it was a pipe dream,” she advises. The key traits of a young entrepreneur? “Anyone interested in finding solutions, finding out how things work, is curious to try out different things, and is not afraid of being a little different. Someone who has a lot of questions, and is comfortable working independently.”



THE INCUBATOR



IN CONVERSATION WITH

The Incubator



Inspired by her son's serial entrepreneurial ventures, Mpati Khuele shifted her focus to paving the way for his success – and finding her niche as a Business Incubation specialist for township youth.

An accountant by profession, Mpati has first-hand entrepreneurial experience, having successfully started two initiatives. The first, in catering, was one she took up while employed as a junior accountant. Finding the company's canteen empty, she took it over – and ended up supplying the entire factory.

“**W**hen Hloni was two, Mpati also opened a chain of boutiques (called JAMMIN’), which she started by transforming a small corner shop in the Eastern Cape. It exploded into 14 boutiques nationwide. That’s also when she first discovered her son’s intrinsic business acumen: the toddler would accompany her everywhere, and made his opinions known. “He would assist me in sourcing ranges, and say ‘that’s for your

friends’, not knowing they were my clients. He took a strong interest in the value, the image, income streams and promoting the business and pushing success,” reveals Mpati, adding that Hloni’s interest was “too much; his dad was the one who would highlight that to me – he’d say: ‘This boy is the most talented negotiator.’” His dad – a respected businessman and ANC veteran who served 11 years on Robben Island, has since passed.



A Matter of Interpretation

Mpati admits to being envious of her son's strong sales techniques. "Hloni would pitch to anyone – if he passed Obama on the way to the bathroom, he would pitch," she laughs. What some saw as strong negotiation skills, others interpreted as manipulation. "I was judged for being bullied by my son," reveals Mpati. "Hloni's always been assertive, and I've had to come up with techniques to handling this, by constantly referencing life lessons in dealing with people tactfully and diplomatically – and to groom him on acceptable behaviour in the business and social world. He's a strong character; with time, I noticed that if I want him to not self-destruct, I have to not be at his level. I have to cool down, then bring him down... I didn't allow any wrestling matches. People who are talented and gifted are very emotional and sensitive, and he is a loving, caring, person. Hloni has always been imaginative, curious, and a risk taker. He always was an entrepreneur. I also had to teach him to phone me first when things are bad... He knows that if he's messed up, I'll be here for him."

Laying Firm Foundations

She proved this when, late last year, her son called her up to let her know that he was

on his way to Durban for business – and then called her from there to say: "Mum, this is what I am doing now. I don't want to work for anyone – I want to start my own business.... Please register this company." ***Mpati had already had two companies registered and waiting for him – for two years. "I had arranged the platform and foundation to prepare for implementation," she notes.***

There's more to supporting a young entrepreneur than laying the foundation for their growth and success, though. "There's a lot of dynamics we are dealing with," admits Mpati. There's the hormonal changes, because they're still growing; and the pressure of running a business – he's hands on at all levels – and he's just started a steady relationship. Then there's the stress of studying – and having to choose between sitting for an exam, or meeting with someone for business."

This latter choice led to a huge argument, reveals Mpati: when Hloni admitted earlier this year that he had decided to skip an exam in favour of a business meeting. "At that stage, when you are paying so much in university fees, you want them to make

it through,” says Mpati, “and I tried to make him see that the opportunity would come back.” A conversation with a friend and colleague had her changing perspectives, though: “She pointed out that I’d allowed him to follow his instincts until now, and that I’d been his indirect instigator and incubator

– and suggested I allow him to explore this business opportunity, because you just don’t know what the outcome will be. So it’s easy to advise your kids to prioritise. And it’s hard to watch them prioritise in a way that doesn’t make sense... “

The Difference Parental Support Can Make



Ajiro Ologbo see page 14 highlights the impact family support can have on a young entrepreneur, even if it goes against their initial hopes and dreams

“My father initially wanted me to be a Doctor when he realised I had no interests at all but I have increased love for computers he settled for been a computer scientist. They believed I loved it and it was sort of a job that would remain relevant in the future. That, and Evangelism, serving in the church, was what they hoped for me.

“Yet my parents have always supported my vision and mission, and I believe they have always seen potential in me. In November of 2015, when I was nursing

the ASAPFOODS delivery idea. I thought I would not be able to start for another 8-10 months because of insufficient capital. My mom, who had just returned from a trade trip, gave me three bicycles and I was able to start my business two months later, providing employment for about 7 people immediately.


“Right now my parents seeing how much progress I’m making in entrepreneurship journey and are fully behind me every step of the way and are encouraging me 100%.”



Hloni 'CJ' Khuele started selling clothing accessories to his schoolmates when he was only 9; today, the 20-year-old student is also the co-founder of a Logistics company, Avion Express, which has already opened two new divisions and operations in its first year: Avion Mining and Avion Foundation. The latter is a non-profit organisation that founded on his own, with a focus to bridge social inequality throughout Africa.



OUR PARENTS REVEAL



Our Parents Reveal

'LESSONS WE LEARNT ABOUT PARENTING THE BOSS'

Salma Abbas

I have learned that the way you raise your child is the way they are going to think and behave. I would keep on praying and remind her of who she is and to remember God in what she is doing.



Namusisi Betty Kabanda

We have learnt to continue to let children have freedom to express their interests and talents without limiting them. We have to follow them as they unveil their talents and skills.

Hamad Abbas

I have learned that every big thing starts small and every problem or challenge has a solution. What I would do better is keep on praying for her and encourage in everything she is doing.





Babatunde Akinfolarin

I have learnt that a child can combine business and academics successfully and that as parents we should give our children the freedom to express themselves business-wise and help them nurture their visions as soon quickly as possible. What I would do differently would be to give my support as quickly as possible.

Vincent Omanudhowo Ologbo

Don't worry that children never listen to you; worry that they are always watching you. I have learnt that parents have the greatest influence on their children and I would have been a lot open minded by showing my children the ropes, pushed my businesses even father and harder, paid more attention to actually preparing them a lot earlier for this journey.



“The first lesson I learned was that patience and perseverance overcome mountains. What truly defines success in challenging markets is the ability to recreate oneself from one failure to another.”
Rohan Garg, co-founder of Belvie in Niger

INSIGHTS

Our Parents Offer

'ADVICE ON PARENTING YOUR BOSS'

Vincent Omanudhowo Ologbo

Treat your children as your biggest investment; observe them and their interests, encourage and assist them through their challenges, they need you more than you can ever know. Also, learn to trust their decisions and judgments when they try to take risks in their businesses. Lastly, do not feel alone, even if in your local community there are no other parents in your shoes look on the internet, source for books, videos, financial aids and other helpful materials for your children; they would forever be grateful as this would greatly accelerate their progress.



Babatunde Akinfolarin

My advice to parents is to give their full support to their children who have business ideas by encouraging them. They should also get entrepreneurship coach or mentor for their children if possible.

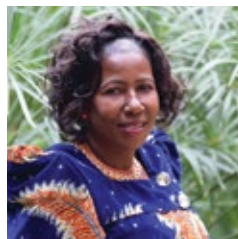
Joseph and Betty Kabanda

Parents should relate more with their children from childhood; it's then that they will know their child's motivations and ambitions. Also, as the saying goes, charity begins at home. Parents should train and groom their children in good values such as honest, faithfulness, financial management, and giving back.



Angella Nafula Odongo

I wish I was told that their journey isn't so straight and predictable. I have learnt to be patient with such children and to continually pray for them and their businesses. I think if you discover your child is pursuing entrepreneurship for a career, encourage them all the way and never despise their achievements however small. Even as little as your child being recognised by a local newspaper. Celebrate them.



Salma Abbas

I would advise other parents to raise awareness about entrepreneurship to their children – and for the children themselves to work hard and stay committed in school.

“Aspiring entrepreneurs have to actually do something that they feel strongly passionate about, and in most cases they should seek inspiration from their own experience... If you had a terrible experience, you should despise the experience to the extent that you are continuously seeking a solution for it.”

Best Ayiorwoth, 2013 Anzisha Prize Winner and Ugandan entrepreneur

MPATI KHUELE'S Top 10 Tips TO SUPPORTING YOUR YOUNG ENTREPRENEUR



- **Strengthen their Resilience** Hloni had always been able to push past setbacks and I encouraged that behaviour to a level that it developed to a skill.
- **Push their negotiation skills** The answer “No” to him had always been a motivation to negotiate his way in or out of a situation. Encourage this: remove your emotions and just listen to what your child has to say.
- **Fuel their optimism** Hloni always was a strategist, implementer and believed that the impossible is possible, always about providing a solution to a problem and not focusing on the problem. Encourage this optimism in your child.
- **Motivate your children** and provide them with assurance instead of making them feel guilty when they fail.
- **Empower them with empathy** Developing empathy toward others will empower your children to positively affect those with whom they collaborate. Encourage your child to give and to give back.
- **Provide financial support** When my child asked for money to buy lollipops that he could sell when he was still at crèche, I supported him on this.
- **Make them money wise** Teach them to save money at an early stage.
- **Cheer and mentor** Be your child’s mentor and cheerleader but do not ignore the emotional impact of stress levels caused by failure to achieve.
- **Develop their social skills** Teach your children to look for the best in others, and to act their best with others, at every opportunity.
- **Counsel them** Talented, creative children and those with leadership qualities can get frustrated easily. Help them to deal with the stress this can cause.



ABOUT the Anzisha Prize

The Anzisha Prize is delivered by African Leadership Academy in partnership with Mastercard Foundation. Through the Anzisha Prize, the organisers seek to fundamentally and significantly increase the number of job generative entrepreneurs in Africa. They believe that a key to doing so is to test, implement and then share models for identifying, training and connecting high potential, very young entrepreneurs (15 to 22 year olds) so that many more organisations have better collective success in creating a pipeline of entrepreneurs with the capabilities for scale.

ABOUT the Mastercard Foundation

The Mastercard Foundation seeks a world where everyone has the opportunity to learn and prosper. The Foundation's work is guided by its mission to advance learning and promote financial inclusion for people living in poverty. One of the largest foundations in the world, it works almost exclusively in Africa. It was created in 2006 by Mastercard International and operates independently under the governance of its own Board of Directors. The Foundation is based in Toronto, Canada. For more information and to sign up for the Foundation's newsletter, please visit www.mastercardfdn.org. Follow the Foundation at @MastercardFdn on Twitter.



ABOUT African Leadership Academy

African Leadership Academy (ALA) seeks to transform Africa by developing a powerful network of entrepreneurial leaders who will work together to achieve extraordinary social impact. Each year, ALA brings together the most promising young leaders from all 54 African nations for a pre-university program in South Africa with a focus on leadership, entrepreneurship and African studies. ALA continues to cultivate these leaders throughout their lives, in university and beyond, by providing on-going leadership and entrepreneurial training and connecting them to high-impact networks of people and capital that can catalyse large-scale change. For more information, visit <http://africanleadershipacademy.org>.



African Leadership Academy
Developing the next generation of African leaders



www.anzishaprize.org