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## **KGOMOTSO PHATSIMA:**

Meet the First Female  
Military Pilot in  
Botswana Advancing Girls  
in STEM & Entrepreneurship

## **Hermine Mbondo:**

Keeping The Tradition  
Of StoryTelling Alive



## **LOLA AKINMADE ÅKERSTRÖM**

Award Winning Travel Photographer Of African  
Descent Exploring The World Through The Lens



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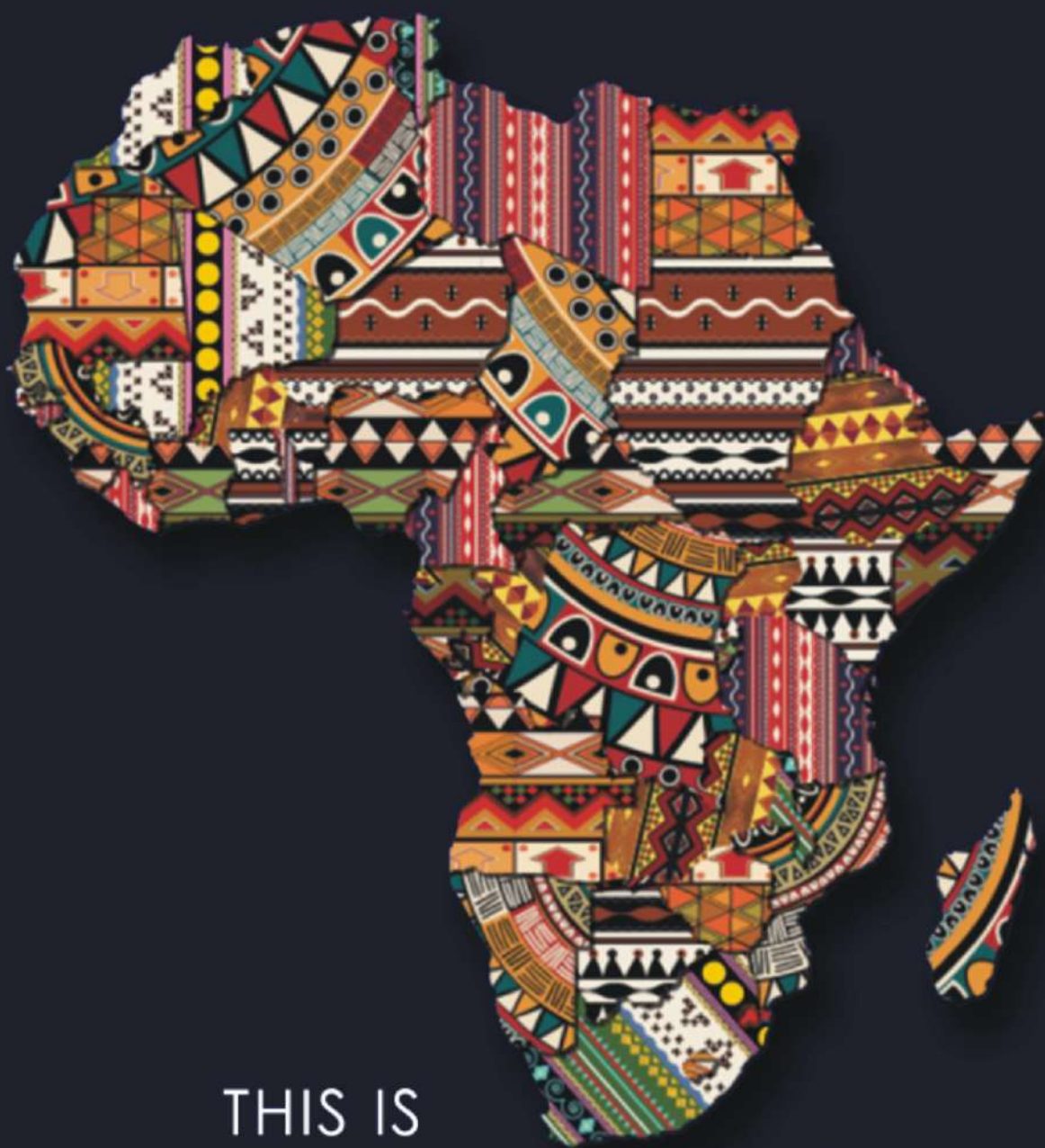
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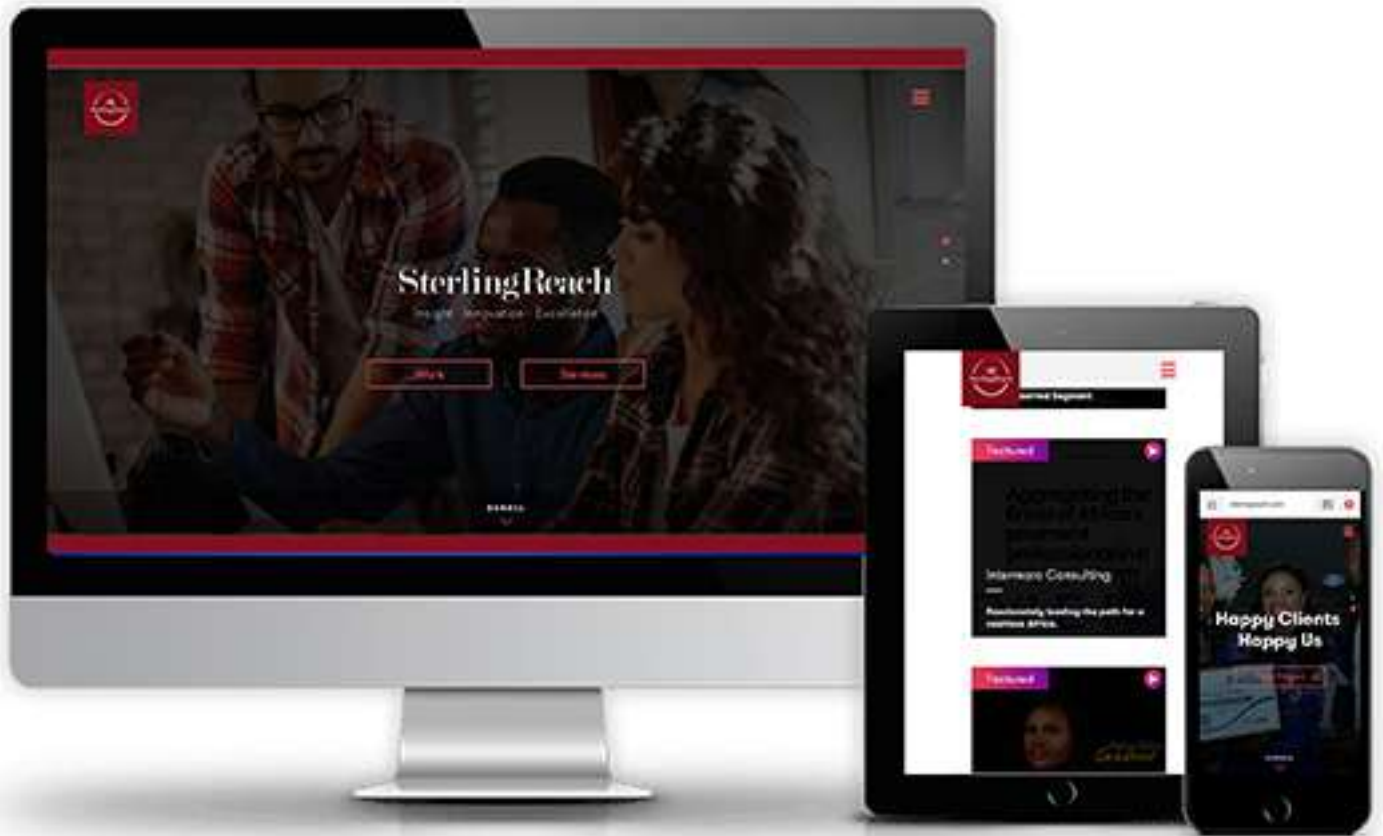


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# Rwanda is Building Africa's Very Own Silicon Valley

– Kigali Innovation City (KIC)



A multi-billion dollar project inspired by America's Silicon Valley for the production and development of technological advancement is being built in Rwanda's capital, Kigali.

This is an innovative effort, the first of its kind on the continent. The aim is to build a critical mass of talent, research and innovative ideas that will transform the continent. The government of Rwanda plans to attract both domestic and foreign universities, technology companies, biotech firms, agriculture, healthcare and financial services; infrastructure including commercial and retail real estate.

According to Paula Ingabire, Rwanda's Minister of ICT and Innovation, the KIC project has set itself the objectives of creating more than 50,000 jobs, generating \$150 million in ICT exports per year and attracting more than \$300 million in foreign direct investment.

The project started in 2018 and its said to cost \$2 Billion US Dollars. I believe this is the kind of initiative the rest of African leaders/governments should emulate instead of promising jobs that no longer exist to the masses as a means to secure more votes. Times are changing, and so should the approach to solving economic/social ills. The new era being ushered in by Industry 4.0 demands that people be given the right resources/infrastructure

and in so doing, they'll create their own employment/livelihoods. As mentioned in my new book **Disrupt Yourself Or**

**Be Disrupted**, "You can do more today with your life having just an internet connection and that's an opportunity our parents and grandparents never had." And so, Rwanda is committed to becoming the gateway to a technologically developed Africa and it is realizing this with a consistent development strategy that is a sight to behold. Rwanda is one of the world's fastest-growing economies and leads the African continent in technological advancement and infrastructural development.

Rwanda is yet again preparing to build a \$5 billion US Dollar model green city in Kigali from January 2020. This will also be the first in Africa – to focus on green technologies and innovations for green and climate-resilient urbanisation. Many African nations complain about the negative impact on their development resulting from the legacy of colonialism which positioned Africa to be perpetually at the mercy of the Western World however Rwanda has chosen the noble and daring act of rewriting the script of her future. Rwanda is consciously positioning herself for the Fourth Industrial Revolution(4IR) and genuinely giving the future generations tools to succeed in an era of exponential technologies.





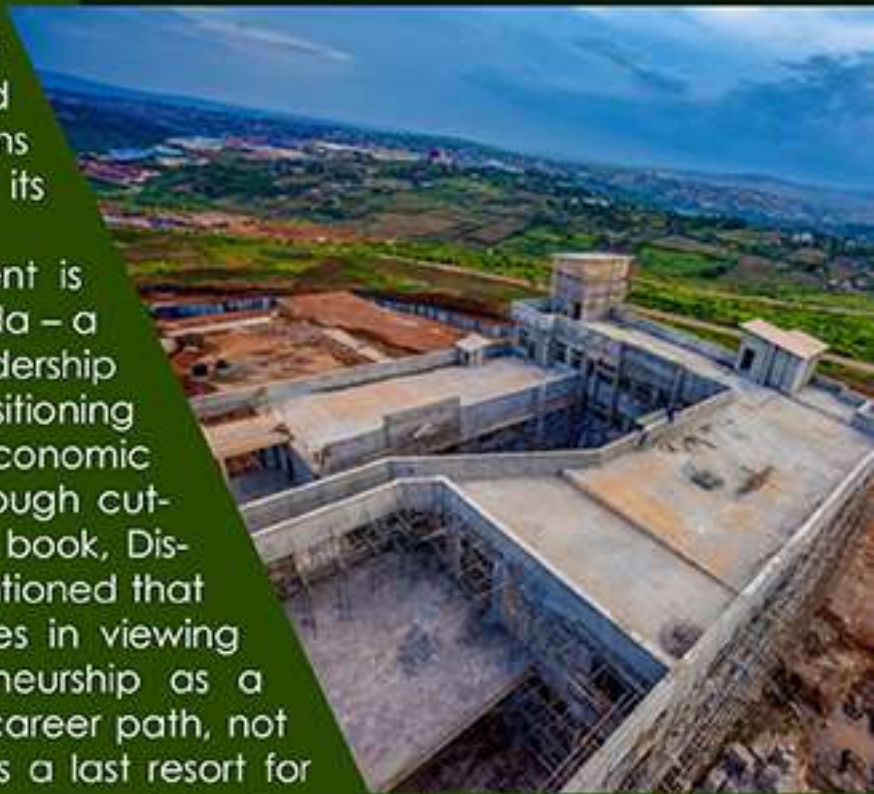


In the 21 years since the 1994 genocide, Rwanda has come a long way. Despite a near-total lack of natural resources, the country continues to rise, making it one of the fastest-growing economies in the world. One key to this turnaround is technology. It seems that President Paul Kagame; also known as the "digital president" is positioning the country for an extraordinary leapfrog in the Fourth Industrial Revolution. jobs," says Jean Philbert Nsengimana, Rwanda's Minister of Youth and Information Technology.

It's really interesting to note that Rwanda has a Minister of Youth and Information Technology. This means the country is paying attention to its greatest asset – the youths!

Hopefully, the rest of the continent is watching and learning from Rwanda – a purposeful Government and leadership abreast with what is trending, positioning itself to be a reference point for economic advancement and innovation through cutting edge technology. In my new book, *Disrupt Yourself Or Be Disrupted*, I mentioned that "Africa's hopeful transformation lies in viewing entrepreneurship as a viable career path, not only as a last resort for

joblessness. As the Fourth Industrial Revolution takes centre stage, Africa needs more entrepreneurs, innovators, start-ups, disruptors, inventors, pioneers and thought leaders and we cannot afford to be reckless about what will transform our continent." The time for disruption is now! The Fourth Industrial Revolution is Africa's greatest opportunity to leapfrog and compete on a global scale.





"The Fourth Industrial Revolution is not about technology; It is about a new era, new ways of thinking and new ways of doing business" ~Nicky Verd

We have a continent to build! We are the heroes we've been waiting for. Wakanda is Real!

Get My New Book "Disrupt Yourself Or Be Disrupted" – A book born out of an authentic passion to ignite human potential in an era of Artificial Intelligence(AI). You cannot out-work, out-learn or out-efficient the machines but you can out-human them!

Article By:

**Nicky Verd**



**Rwanda is  
Building  
Africa's  
Very Own  
Silicon Valley**

– Kigali Innovation City (KIC)



A portrait of Lola Akinmade Åkerström, a woman with dark, curly hair, wearing a dark blue top and a colorful, circular necklace. She is looking directly at the camera with a slight smile. The background is a blurred green foliage.

## **Lola Akinmade Åkerström**

Award-winning Stockholm-based author and photographer Lola Akinmade Åkerström explores culture through food, tradition, and lifestyle for high profile publications such as National Geographic Traveler, BBC, The Guardian, Lonely Planet, amongst others. As a photographer, she has collaborated with many well-known brands - from Mercedes Benz and Dove to Intrepid Travel and National Geographic Channel. She is the author of two books – award-winning *Due North* & bestselling *LAGOM: Swedish Secret of Living Well*. *LAGOM* is available in 18 foreign language editions around the world. She is editor-in-chief of *Slow Travel Stockholm* and founder of *NordicTB Collective* which brings together the top professional travel bloggers and digital storytellers from Sweden, Finland, Norway, Denmark, and Iceland. She is the 2018 Travel Photographer of the Year Bill Muster Award recipient and was honoured with a MIPAD 100 (Most Influential People of African Descent) Award within media and culture. Her photography is represented by National Geographic Image Collection.





***Tell us about the Geotraveler media and the gap its filling?***

Geotraveler Media is my umbrella company that covers all aspects of my work within travel media and culture. In essence, I am sharing through words, photography, and video how I am experiencing the world as an African and through those lens. Whether it's exploring Greenland or working with local communities in Nepal. It is sharing my voice and others on a mainstream level.

***What inspired you to go into writing and travel photography?***

I've always loved writing and used to pen fictional short stories all through secondary school while growing up in Nigeria. Then over time, I replaced fiction with creative non-fiction once I ventured into travel writing because I love exploring culture through food, tradition, and lifestyle. Photography, at the time, was a means to an end. I used to be an oil painter and so I took photographs of various scenes I wanted to paint when I returned from my travels.

**A**ward-winning

Stockholm-based author and photographer Lola Akinmade Åkerström explores culture through food, tradition, and lifestyle for high profile publications such as National Geographic Traveler, BBC, The Guardian, Lonely Planet, amongst others. As a photographer, she has collaborated with many well-known brands - from Mercedes Benz and Dove to Intrepid Travel and National Geographic Channel. She is the author of two books - award-winning *Due North* & bestselling *LAGOM: Swedish Secret of Living Well*. *LAGOM* is available in 18 foreign language editions around the world. She is editor-in-chief of *Slow Travel Stockholm* and founder of *NordicTB Collective* which brings together the top professional travel bloggers and digital storytellers from Sweden, Finland, Norway, Denmark, and Iceland. She is the 2018 Travel Photographer of the Year Bill Muster Award recipient and was honoured with a MIPAD 100 (Most Influential People of African Descent) Award within media and culture. Her photography is represented by National Geographic Image Collection.







Then over time, I realized my photography could stand on its own and I began to use it as a medium of expression over oil painting. But this career path came together many years ago, while volunteering with an expedition race in Fiji. It was while in a remote part of the country I realized that could create a career from becoming a travel writer and photographer. Once when I returned back to my job as a GIS programmer and system architect, I started plotting my career transition.

### ***Which came first, the writing or the photography?***

Writing came first as I love exploring and describing worlds through words. Photography became that ultimate complementary skill, because sometimes, painstakingly describing a detail can be answered through a single powerful shot that takes away all doubt and stops the viewer in their tracks. I started out as an oil painter and used photography as a way of capturing scenes I wanted to paint once back. After awhile, I realized my photography was strong enough to stand on its own and so I stopped painting and started exploring photography as my new medium of expression. Semblances of my past life as an oil painter can be seen in the way I edit my photos - very vivid with a lot of heavy contrasts.

### ***How have your writing skills as a writer helped further your photography journey?***

Within the world of travel, if you can do both and do them very well, then you're at an advantage when it comes to getting assignments. Because editors know you can illustrate your stories powerfully with your own photographs. As an artist, you can choose whichever medium you'd like to focus on more, based on when you feel inspired or not. Sometimes, it's writing, other days, it's photography. My writing skills have helped me develop my visual voice as a photographer as well. So my images feel like my own writing voice visualized.

### ***What makes a great image stand out from a good one?***

For me, a great image is one that answers as many of these questions as possible: When, why, what, who, and other details, while leaving a bit of mystery. For me, a great image is not a technically perfect one, but one that moves me emotionally. There are thousands of amazing landscape photographers who have perfected technical settings to the point of not being able to differentiate whose photo of

Patagonia is whose. I would rather have a less technically perfect shot with a clear visual style than a technically perfect shot and no visual voice.

### ***How has photography enabled you to connect with local cultures across the world?***

For me, I love observing interactions and connections... from how light is interacting with the landscape in front of me to capturing that moment of awareness and connection in the eyes of my subjects. I especially love environmental portraits of people and capturing a sense of them and their personality as wholly as I can.

### ***What is the impact of social media (Instagram and Pinterest) on travel photography?***





Social media has ushered in a raise in overly staged travel photos. What once inspired people to go explore a new place, enjoy its cuisine and learn about different cultures is now forcing people to relegate places to just backdrops in search of the most creative angle. The main advantage is that it's inspiring more people to get out there and see the world. The main irony is that they may end up not seeing as much of the world with their backs turned towards it.

I use Instagram and think it's a great platform to play creatively as a photographer and take bold risks, regardless of whether Instagram rewards you or not based on its weird algorithms.

We can do much better by turning around and taking time to soak up and appreciate the places we're exploring. Think about longevity and timelessness. We can always find a balance between the types of images we share. That cool visual trend today will become tiring and predictable tomorrow.

### ***How do you balance your time on the road between work and travel?***

I always say you can't raise the walls of a house without a solid foundation. In other words, taking time to develop roots for your company, business or brand. So I'm not always on the road and often plan my longer travels so I have at least four weeks in between. Overall, I keep my travels short and targeted, so I am exploring a place through a focused, deeper theme instead of skimming its surface. That's why I'm an advocate of slow travel. It's not duration for me, but rather, the pace with which you explore a place. Whether it's 24 days or 24 hours, you can still slow travel based on how you explore a place.

### ***How are you telling the African story in the Diaspora?***

I am showing that as an African, I am richly layered and multi-dimensional. That as an African, I can be a professional travel photographer on a mainstream level. I've worked with many high profile publications (National Geographic, BBC, CNN, The Guardian, Lonely Planet, to name a few), yet I still get "Did you shoot that?" questions while my white male colleagues are revered with no questions asked.

My photography has been represented by National Geographic Image Collection for over years, I have contributed to the Nat Geo brand and magazines with writing and photography, and I'm one of the contributing photographers at National Geographic Traveller (UK).

I am showing up and taking space as an African within travel media to represent as well as inspire the next generation of travel writers and travel photographers of African-descent.







### ***How do you feel as an African travel photographer?***

As a professional travel photographer of Nigerian descent, it is extremely vital for me to show the world through my own eyes. That my voice and way of capturing the world is valid and relevant on a higher level too. Sometimes people react and interact with me in a way that's different from the traditional white male travel photographer, and I can capture those special interactions on camera. This diversifies the stories of places we visually tell.

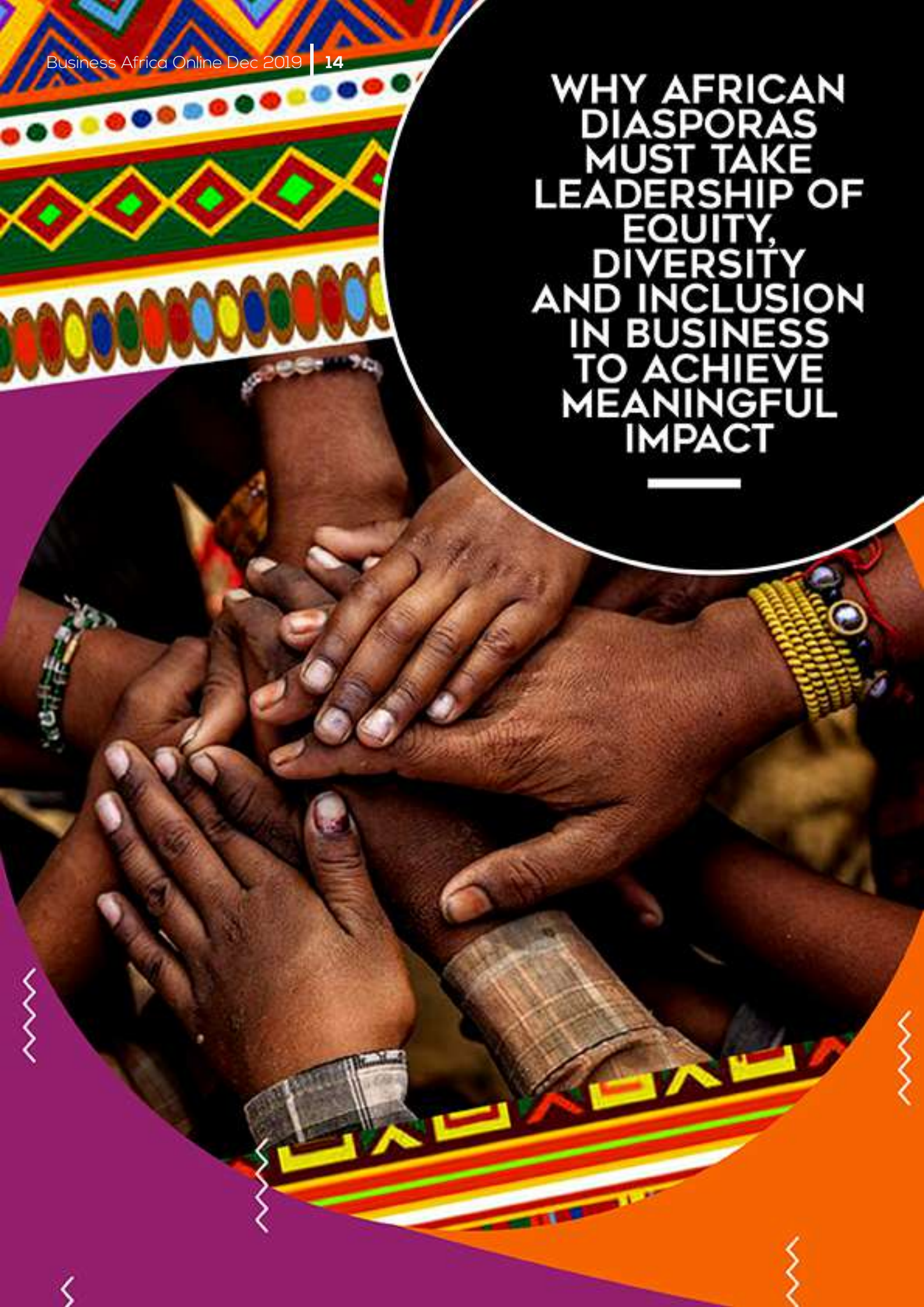
### ***What is your view on the travel and leisure ecosystem in Africa?***

There are still so many untapped opportunities and stories we could be telling, including advocating for us to explore our own backyards a lot more. With people like Pelu Awofeso championing travel within Nigeria, PaJohn Bentsifi Dadson championing travel within Ghana, and Cherae Robinson of Tastemaskers, championing local niche experiences across the continent as a whole (just to name a few), I am excited about the deeper, more nuanced direction of travel and leisure within the continent.



# WHY AFRICAN DIASPORAS MUST TAKE LEADERSHIP OF EQUITY, DIVERSITY AND INCLUSION IN BUSINESS TO ACHIEVE MEANINGFUL IMPACT

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**SSCG** Consulting hosted One Africa Network Diversity and Inclusion in Business Forum on Friday 29 November 2019 in Birmingham, UK, held under the theme of "Breaking down barriers to boost resilience and success". The event was attended by notable speakers, diverse professionals, business leaders, entrepreneurs and academia across the Midlands.

Panel speakers included Eugene Nizeyimana, CEO, SSCG Consulting, Chair, One Africa Network; Fajli Bibi MA, Chair of West Midlands Combined Authority (WMCA) Inclusive Leadership Group; Prof Kiran Trehan, Professor of Leadership and Enterprise Development, Director of the Centre for Women's Enterprise, Leadership, Economy & Diversity (WE LEAD), University of Birmingham; Jacynth Ivey, Non-executive directors (NED), Birmingham Community Healthcare NHS Foundation, Associate NED, Health Education England, NED, West Midlands Ambulance Service NHS Trust and Founder of Inspiring Hope and Jacynth Ivey; Dr. Rochelle

A. Haynes, Senior HRM Consultant, Performance Works International, Senior Lecturer, UWE Bristol; and Mayokun – Mac Alonge, Founder and CEO, The Equal Group – A data-driven, equality, diversity and inclusion tech company, who shared their career experiences working in diverse organisations and leadership levels.

The discussions and topical issues addressed include: Demystifying Diversity and Inclusion (D&I), creating inclusive businesses that harnesses inclusive leadership at the front, closing ethnic minority pay gap disparities, bridging the opportunity gaps in recruitment and career growth, harnessing diverse workplace culture that foster and leverage best thinking and ability, challenging stereotypes, un/conscious and implicit bias to shape everyday right decisions, intercultural communication, using Big Data and analytics to make a difference, deliver impactful actions and reporting; and achieving superior performance and

profitability through diversity.

The speakers highlighted



and emphasised the importance of why Africans in the diaspora and minorities leaders in the UK should be disruptive and take leadership charge to create a future they want to see, the adaption to create inclusive and diverse environment that deliver meaningful impact. Brings new perspectives and encourage broader decisions in every place and help businesses to customise their own approaches in creating value through improving diversity and fostering an inclusive culture.



They must take actions to help businesses and organisations transform how they select and develop people in workplaces, develop inclusive leadership capabilities that understand the new trends of a diverse World (markets, customers, ideas, and talent), empower individuals, effective in cross-cultural interactions as well as create and leverage the thinking of diverse groups.

Several delegates also signed up to the Inclusive Leadership Pledge join West Midlands Combined Authority (WMCA) movement to make the region's leadership more inclusive of the diverse communities who live and work in the West Midlands.

The next OAN Diversity and Inclusion in Business Forum 2020 will take place on Thursday 05 November 2020 in Birmingham.





A full-page photograph of a peacock dressed in a dark grey business suit, a light pink shirt, and a pink patterned tie. The peacock is looking slightly to the left, and its hand is visible adjusting the tie. The background is a solid blue color. The text 'WHEN WAS THE LAST TIME' is overlaid on the left side in white, bold, sans-serif capital letters, with each word on a new line. The text 'YOU CHECKED YOUR EGO?' is overlaid on the right side in white, bold, sans-serif capital letters, with each word on a new line. The author's name '-Ahmadou DIALLO' is at the bottom right in white, sans-serif capital letters.

**WHEN  
WAS  
THE  
LAST  
TIME**

**YOU  
CHECKED  
YOUR  
EGO?**

-Ahmadou DIALLO



A couple of weeks ago, I was invited by the Airbus Leadership University team, Nelida Al Hussein and Paul Conway, to participate in their yearly event: "Partners' days" in the Toulouse campus. It's a two days yearly event where they invite all the partners (coaches, connectors, facilitators) to thank them for their support. They are helping add values to our journey as Airbus employees via coaching, trainings, workshops and team events. It was a thrilling experience for me to be part of these two days and I could feel the positive energy in the room for those two days. What was even more exciting for me was the possibility to meet coaches that provided me with some trainings that were life changing for me.

One of those coaches was Olivier LASSERRE, who provided me with a training on how people can make the difference in project management. It was almost 10 years ago since I attended that training and as of today, I have a vivid memory of those 5 days we spent together. Olivier introduced me to three books that will go to change my life:

- **Nonviolent Communication:** A Language of Life: Life-Changing Tools for Healthy by Relationships (Nonviolent Communication Guides) by Marshall B. Rosenberg
- **Who Moved My Cheese?:** An A-Mazing Way to Deal with Change in Your Work and in Your Life by Spencer Johnson
- **How Full Is Your Bucket?** from Tom Rath

I cannot tell you how often I was frustrated by people and how using nonviolent communication helped me, both in the professional and

personal aspects of my life. I embraced and welcomed change in my life after reading the book "Who moved my cheese?". This is the first time I realised that my comfort zone is my dead zone. While reading the third book, "How Full Is your Bucket?", I learned a lot about myself and how it was important to fill my bucket with positive energy.

Talking about energy, one of the main sources of depletion of our energy is our EGO:

- *E as Energie*
- *G as Go*
- *O as Out*

I found that, by checking my EGO from time to time, I was able to protect my bucket from depleting. I found myself having more willpower because I let things go more quickly and I don't lose my energy and my time trying to bend the universe beyond my sphere of influence.

So I would like to thank you Olivier LASSERRE for the impact that you had and

you are still having in my life.

"The best athletes in the day, the Gretzkys, the Michael Jordans, they all had a coach. Still to this day, the best have coaches. Because the coach can see what you can't see." Tony Robbins

During those partners' days, I was surprised to see Olivier again as part of the partners. He did not recognise me. I went to him to remind him about our encounter and how he has impacted my life. He has his own coaching firm: Vert Girafe. If you happen to look for a person that can help you see the unseen, go to Olivier and say to him that "Mad sends his regards!".

And thank you to Nelida and Paul from the Airbus Leadership University for giving me the opportunity to be part of the partners' days.



**When was the last time you did an EGO check?/  
How full is your bucket?/  
Who is your life coach, and why?**

By: Ahmadou DIALLO  
(Storyteller and Coach)



Facebook Hosts Its First

# 'Facebook iD8 Nairobi'

Aimed At Celebrating The Tech Ecosystem Across Africa



**"FACEBOOK ID8 NAIROBI" CREATED A SPACE FOR DEVELOPERS AND STARTUPS TO SHOWCASE AND CELEBRATE TALENT FROM ACROSS THE CONTINENT, WHILE SHARING THEIR DEVELOPER JOURNEY**

NAIROBI, Kenya, November 22, 2019- Today, Facebook brought together over 400 developers, startups and businesses from across Sub-Saharan Africa in a first of its kind conference dubbed "Facebook iD8 Nairobi". As part of its effort to create opportunities for innovation, community building and education throughout the continent, "Facebook iD8 Nairobi" created a space for developers and startups to showcase and celebrate talent from across the continent, while sharing their developer journey. Highlights from the conference and activities included:

- A KEYNOTE SPEECH from Emeka Afigbo, Facebook's Global Head of Developer Programmes – highlighted Facebook's plan in partnership



with Andela to train and equip thousands of developers from its Developer Circles across 10 countries in Africa with technical and non-technical skills in 2020. This follows Facebook's successful three-month training programme with Andela across Nigeria and Kenya in 2019.

#### ● A CAREER FAIR

Aimed at connecting this year's top developers from Facebook's and Andela's three-month training programme in Nigeria and Kenya with employment opportunities through meet ups with potential employers.

#### ● THE 2019 FACEBOOK SSA DEVELOPER CIRCLE LEADS SUMMIT,

brought together 60 Developer Circle leaders, who represented 45 circles in 17 countries across the continent in a two-day networking event. Facebook iD8 Nairobi also highlighted the latest insights from Facebook, with new technologies and products for attendees to build and experiment with, and programmes to help them at any stage of their journey. There were hands-on demonstrations and discussions with Facebook product experts who provided guidance and help to unlock challenges developers face in their development process. The conference also provided an opportunity for developers and startups to learn how technology such as AR/VR, Messaging and Open Source can offer tangible solutions for businesses in Africa

Speaking at the conference Emeka Afigbo, Facebook's Global Head of Developer Programs said, "We look forward to re-connecting with the ecosystem to share the latest technology, product and program updates.

Facebook iD8 is a two-way dialogue where we also have a chance to hear from our developer and startup community' about their experiences and roadblocks as well as provide an opportunity for members of our community to connect with others who share their challenges and aspirations."

Fatma Ali a Developer Lead for a Facebook Developer Circle in Eldoret stated, "This opportunity has enabled me to connect and get mentorship to build my career while equipping me with leadership skills to work with the developer community. Through my Facebook Developer Circle I have gotten exposure and recognition in the Developer ecosystem. The experience has been enlightening and I am confident that I will have a successful career in technology."

Sewagodimo Matlapeng a Developer Lead for a Facebook Developer Circle in Cape Town concluded, "My experience leading a Developer Circle in Cape Town has enabled me to advocate for the inclusion of women in the developer community in Cape Town with my circle having the highest female members in Africa. Through Facebook iD8, I gained insights on how we as developers, male and female can seize opportunities and curb challenges in the developer community."





# The 4th Industrial Revolution:

An Opportunity for **South Africa**  
to Define Its Relationship  
with Science And Innovation



At the beginning of the year, I stumbled upon a movie called *The Boy Who Harnessed the Wind*. The movie which is based on a true story is an inspirational film which reflects the realities and the impact of poverty, climate change and poor governance amongst many other themes. However, the one theme that resonated with me most is education. The young boy fuelled by his love for science and technology and the desire to understand the subject, manages to solve a water crisis in his community by successfully building a large windmill that powers an electric water pump.

After watching this incredibly strong and practical representation of how Science and Technology can be used as a tool to solve problems faced by communities, I wondered, what if this 4th industrial revolution wave is an opportunity for South Africans to interrogate its relationship with science, after all, it is about new technology advancements. I wondered, what if this 4th industrial revolution is demanding that as South Africans we engage in open conversations about what science means to us as a collective?

Undoubtedly, the 4th industrial revolution is a very important aspect of an ever-changing science and technology landscape. However, just like the 1st, 2nd and 3rd revolution it will pass. Very soon if not already, the world will introduce the 5th industrial revolution –while we will still be grappling with the 4th. We therefore must be careful not to limit the science narrative in the country to just the 4th industrial revolution if the intention is to champion science and innovation that is fit for context.

Instead, there needs to be a concerted effort by government to promote the development of indigenous innovations that respond to the rising inequality, poverty and unemployment faced by many underdeveloped communities. Therefore in my view, the 4th industrial revolution should be seen by South Africans as an era that demands a more intentional definition of how science and technology ought to be used to uplift communities.



With that in mind, I am reminded that, the revolution cannot be defined without those who live the day to day realities of the triple challenge. Historically, the science and technology conversation was reserved for industry and white old males. Years later, the face of this sector is changing and while science research relevant for industry is still very much at the helm, added emphasis is now being placed on doing research for social impact. Therefore, with this element now on the table, the conversation is incomplete without two-way engagements with underdeveloped communities who are in dire need for innovative and scientific driven solutions. So, we must be relentless in creating inclusive spaces of engagement around science and innovation. The risk that we run as a country, of limiting the conversation to captains of industry and government is that, the interpretation of science in the era of 4IR becomes one-dimensional.

However, when we expand the conversation to teachers, young scientists and engineers, professionals, students, unemployed persons, entrepreneurs and the pensioner, the conversation changes. Pertinent questions like how should science in the 4IR era be translating in our public school system? How is it translating in underdeveloped communities and what are the shortfalls? And for an entrepreneur, the question is very much about, how does it enable me to create more jobs and products/services fit for my context?

It is in such moments, when we come together as a collective, that we become more intentional about how science and innovation will drive and achieve meaningful socio-economic development. Further, it compels us to zoom into what does the face of socio-economic development look like for different sectors of society and more importantly, what problems science and innovation need to be solving in order to achieve this goal?

The inability for us to understand this on a much deeper level will have us shooting in the dark and adopting technologies and systems that are not fit for context and will only widen the gap

# The 4th Industrial Revolution:

An Opportunity for South Africa  
to Define Its Relationship  
with Science And Innovation

So, before we make sweeping statements about bullet-trains and creating smart cities, we must get the fundamentals right. The unfortunate reality is, majority of public schools, especially in black communities, do not have science laboratories and equipment – a key component that gives a child the opportunity to “practicalise” science..

Innovation and incubation hubs should not just reside in the cities, when we know that as a country, we have an issue of accessibility due to the historical context of spatial planning. If driving socio-economic development through science and innovation is part of the countries agenda, we must invest in a skills retention strategy and building infrastructure for underdeveloped communities that will promote a culture of innovation and inspire an inclusive economy that responds to the triple challenges.

A meaningful revolution is not birthed by a passing wave, instead, it is founded on a strong foundation that has an appreciation for getting the fundamentals right. So in as much as the concept of the 4th industrial revolution sounds exciting, the vision has to be bigger than that. The vision has to be driven by government and industry in collaboration with the young scientists and engineers, the entrepreneur, the student, the learner and the unemployed member of the community. When we do this as a collective, a shared meaning of how science and innovation translates into socio-economic development can be established.

I am convinced now more than ever, that no revolution for us, whether political or industrial, should be defined without us!

-Chumisa Ndlazi



## Meet the First Female Military Pilot in Botswana Advancing Girls in STEM & Entrepreneurship



**K**gomotso Phatsima (Captain) is among the first female military pilots in the Botswana Defense Force and the President and Founder of Dare to Dream, a social enterprise dedicated to the advancement of youth, women, and girls in STEM with a focus on aviation, aerospace, and entrepreneurship development. Also, she is a Co-Founder of Women in Aviation, Botswana Chapter. In this exclusive interview, Alaba Ayinuola spoke with Captain Kgomotso to learn more about her social enterprise Dare To Dream and why she's helping to inspire today's youth women and girls to discover their passion for STEM, AVIATION and ENTREPRENEURSHIP.

### ***Tell us about Dare To Dream and the role you play?***

I am the President and Founder of Dare To Dream, a social enterprise dedicated to the advancement of youth women and girls in STEM, Aviation and Aerospace as well as entrepreneurship development skills.

### ***What spark your interest in the military, aviation and STEM?***

I grew up in a small village near Sir Seretse Khama International Airport, I used to see planes passing over my mother's house, for an early

young age I knew I was born to fly, this made me develop interest in STEM from an early young age and ultimately served as a foundation for my career.

### ***How does it feel as one of the first female military pilots in the Botswana Defense Force?***

It has been a beautiful experience, challenging but remarkably exciting. I used my pioneering place to advocate and inspire more learners to venture into careers in the Aviation industry not only in Botswana but across the African Continent.

### ***Why do you think girls or women are underrepresented in aviation and STEM?***

STEM subjects are believed to be hard and intimidating for women hence the need to have positive role models and Mentorship to encourage female participation in this fields, secondly our cul-



culture for example, when I told my mother that I wanted to fly she said "During our time it was unheard of for a girl child from very humble beginning to fly planes" this stereotypes and limiting beliefs affect female and discourage them.

***How can we get more girls interested in STEM?***

By encouraging girls at grassroots level, partnering them with mentors, exposing them to different fields of STEM, hosting STEM Career days, Competitions and hackathons to celebrate science.

***What are the obstacles faced and how are you overcoming them?***

Back then when we started flying most of the guys did not want to fly with us, but as the stereotypes started disenterafrating and female pilot's celebrated across the world, they started accepting and even encouraging and mentoring us to be better aviators.



***How does your organisation measure its impact?***

We have monitoring and evaluation techniques such as questionnaires before and after our programs, we also keep a database of all our students and reach out to them track their progress and share with them opportunities.

***Do you have a female role model who inspires you?***

My Mother- even though we had a 45 year old difference we still remained the best of friends. May her soul rest in peace.

***What is your advice for someone who wants to be in your role or a STEM career field?***

Be Fearless in the pursuit of what's sets your soul on fire, you are going to fail many times, a lot doors will be closed on your face, never give up raise your sights and see possibilities, dust yourself and go back into the fighting arena and pursue that which resonates in your heart.

***How do you relax and what books do you read?***





I love traveling. Meeting new people and learning new cultures. I just returned back from Dubai. I am currently reading and finishing my first book titled :- BORN TO FLY – The Story of a Female Military Pilot rising in Africa!

***Teach us one word in your local language. What is your favourite – local dish and holiday spot within Africa?***

Dumelang means hello. My favorite local dish are serobe morogo and bogobe. Holiday Spot – Cape Town in Africa



## BIOGRAPHY

# Kgomotso Phatsima

is the President and Founder of Dare to Dream, a social enterprise dedicated to the advancement of youth, women, and girls in STEM with a focus on aviation, aerospace, and entrepreneurship development. She is a Co-Founder of Women in Aviation, Botswana Chapter. She holds a Master of Science in Strategic Management (University of Derby) and a Bachelor of Education Science (University of Botswana). She is also a qualified trainer by the Botswana Qualification Authority.

Captain Kgomotso Phatsima is among the first female military pilots in the Botswana Defense Force. She holds a Commercial Pilot License from the Civil Aviation Authority of Botswana. She is the winner of the 2017 Botswana Youth Awards for the Best Female of the Year Award and a recipient of the 80th British High Commission Commonwealth Point of Light Award. Kgomotso is also a 2018 Fellow of the Obama Foundation Africa Leaders Program and an Alumna of the International Visitor Leadership Program, USA Leadership Tour.

Phatsima is a professional coach and sought-after motivational speaker. Together with her company, she conducts team building trainings and several other coaching and training services.



# Hermine Mbondo

keeping the tradition of African storytelling Alive



**M**y name is Hermine Mbondo. I'm the founder of B4brand, a Toronto-based bilingual English/French storytelling-driven marketing agency for purpose-driven brands. While consumers are always enticed to buy more, at B4brand we believe that marketing has a greater purpose than consumerism and should empower people to buy smart, by putting their money where their heart is. So we made it our mission to create stories that connect brands that take a stand on values with people who share those values through engaging storytelling content.

## BIOGRAPHY

Cameroonian-born B4brand founder, Hermine Mbondo, is an enthusiastic entrepreneur who is writing her story in her own unique way. Born in "Little Africa", raised in France and now living in Canada, this bilingual English/French Marketing Consultant by day also happens to be a world-traveler by addiction, and a foodie by passion.

She graduated from a top French business school with a Master's degree in Management, majoring in Consumer Marketing. Prior to focusing on storytelling, Hermine Mbondo started her career in Communications at a Paris-based agency then landed a position on a client side at Carrefour Group, one of the world's largest retailers. She then expanded her skills and horizons and acquired valuable trade marketing skills, working directly with buyers and managing sales reps in the US.



In 2012, she was appointed Marketing Manager of a French cookware manufacturer and spearheaded the rebranding of a portfolio of foodservice and retail brands, implementing effective online and offline worldwide marketing strategies. With over a decade of international marketing experience under her belt, Hermine Mbondo decided in 2017, just a year after moving to Toronto, to use her proven marketing expertise for the greater good and founded B4brand, a storytelling-driven marketing agency for purpose-driven brands.

## For some, storytelling has lately become a marketing buzzword.

For us, at B4brand, storytelling is rooted in our identity. In fact, the B in B4brand stands for:

- **Brand** – because we promote brands that are making a difference and have a positive impact –
- **Bilingual** – since we provide our services in English and French, Canada's official languages, but we also offer a multilingual platform – and

- **Bassa** – because our storytelling originates from the Bassa tribe of Cameroon, a tribe that has been using storytelling as part of their oral traditions to pass down knowledge from one generation to the next.

So, this is where my journey starts. I was born in the hinge of Africa, in a land where West and Central Africa meet. I grew up listening to these amazing tales during my summer vacations in our village. At twilight, one of my aunts would gather all the kids and start telling us stories before going to bed. Those legends, myths, tales, riddles, songs, and proverbs rocked my early childhood and inspired me to read more, write more, and somehow instilled in me a lifelong love for storytelling. I left my native Cameroon and moved to France at 8 years of age. Among the many things that France has given to me, education by far was the game changer. I graduated from a business school with Master's degree in Management, majoring in Consumer Marketing, and I quickly gained international work







work experience, holding various marketing and communications positions in France, Canada, and the US. But it wasn't until I moved to Toronto in April 2016 that I fully embraced entrepreneurship. I arrived in Toronto in a snowy yet beautiful day with my suitcase, a need for a change of scenery, my Master's degree in my pocket, and a decade's worth of international work experience. This cosmopolitan, vibrant, and bustling city seemed just like the perfect place for a fresh start. Toronto also turned out to be a great place to start a business venture and ignited my entrepreneurial spirit. So much so that I founded B4brand in 2017 and a few months later,

I turned my side hustle into a full time business in 2018. Entrepreneurship is not an easy road. Fortunately, Toronto's booming entrepreneurial ecosystem provides resources to support business ideas and turn them into start-ups, from settlement and community organizations, to incubators, and accelerators, to name a few. Living in such a diverse city also gave me an unique opportunity to connect with a whole portion of the African Diaspora that I knew little to nothing about before, including Africans originally from English speaking countries. In my three years in Toronto, I have met so many smart, driven professionals, entrepreneurs, and investors who share the same desire to participate in Africa's economic development.

We might be away from the motherland. We might not even share the same experiences or the same attachment to the motherland. However, it provides great hope to witness and take part in this rising movement of individuals who each, at their own level, contributes to take control of the African narrative and write our own story, by investing in and using technology to create a better future for Africans, among so many other entrepreneurial initiatives.



# UGANDA, THE PEARL OF AFRICA.



**Uganda** is a landlocked country in East Africa that lies within the Nile basin, and has a varied but generally a modified equatorial climate. Famously called the Pearl of Africa by Winston Churchill, it is home to one of the most diverse and concentrated ranges of African fauna including the highly endangered mountain gorilla and the endangered common chimpanzee. Popular dishes include matoke (a staple made from bananas), millet bread, cassava (tapioca or manioc), sweet potatoes, chicken and beef stews, and

Bwindi Forest is famously known for being the home of half the world's population of endangered Mountain Gorillas as well as being one of the most biologically diverse areas on earth. Bwindi Impenetrable National Park, is part of Bwindi Impenetrable Forest consists of 120 species of mammals, 346 bird species, 202 butterfly species, 163 tree species, 100 fern species, 27 frog species, as well as other many endangered species including chameleon, gecko to mention a few.

The best time, the best months of the year to visit would be December to late February and from June to September.

The Murchison Falls National Park is one of Uganda's oldest conservation areas. Tourists who visit there normally have five regular launch trips to the base of the falls offer fine game viewing and bird watching. Boat trips to the Lake Albert delta are also taken which provide the best chance in Africa of sighting Shoebills. There is also chimpanzee tracking at Rabongo Forest, and thereafter en route from Masindi in the Budongo Forest.





There are so many cultural and historical sites that you would not love to miss in the Western region including; Kitagata hot springs, Sempaya hot springs, Karambi Royal Tombs, Igongo Cultural Center in Mbarara, Great Lakes Museum in Kabale, Amabere Caves, Mparo Tombs, and Bigo Bya Mugenyi among others. Uganda is an awesome and beautiful place to visit as it is rich in wildlife, nature, culture, heritage and history.

Credit: Team Afrikaziara [www.afrikaziara.com](http://www.afrikaziara.com)

# UGANDA,

THE PEARL OF AFRICA.





# Terms And Conditions

Tola runs a beauty consultancy outfit where she helps ladies look their best by choosing the right outfits, in the right colours, shapes and sizes, to suit them. She also runs an academy where she teaches young ladies how to make a living from beauty consultancy.

She offers different training packages with the longest spanning 12 months. Vee enrolls in the training and pays the requisite fees. Midway into the program, she gets a job and decides she's not completing the program again.

She asks Tola to give her a refund of the fees. Tola refuses and says she's not entitled to pay her a refund. After a lot of threats, including a threatened visit to the police station with Vee making a scene at Tola's academy, she is forced to make the refund.

After the incident, she meets her friend and recounts what happened to her. Her friend tells her, that early in business, she learned to draw up terms and conditions for her clients who use her services.

That way refund policy, delivery policy, and other scenarios are expressly stated and agreed upon beforehand. She ensures that all the clients sign it to avoid problems in the future.

Tola, now wiser, has drawn up a written standard terms and conditions for her beauty consulting academy.

Do you have one for your business? What are your thoughts about a standard contract for your transactions with your clients and customers? Are they necessary?



**Tosin Omotosho**  
Partner, Charis LP



# AFRI-COMMERCE:

Giving Customers the Best  
African Experience.





Mckinsey's Lions go Digital report predicts that, online shopping in Africa could account up to 10% of retail sales, with a value of around \$75 billion by 2025. The reason for this rise according to ForFive is as a direct result of the increasing internet penetration in Africa. Online shopping is a form of **eCommerce** which is the act of commercial transactions conducted electronically on the Internet. **Afri-Commerce** is eCommerce in an African context. It is impossible to believe that eCommerce as practised in the rest of world will work in the Africa market.

The African market is a very different market that faces many challenges, it is therefore imperative for African businesses operating in the **Afri-Commerce** space to find innovative ways to overcome these challenges in order to serve their market.

**1. A large segment of the African population is unbanked:** Instead of just relying on online payments, Alternative ways of making payments need to be included such as **mobile money** and **cash on delivery (COD)**.

**2. Online fraud:**

As we all know there are many scammers out there in the wide web, therefore Afri-Commerce stores need to ensure that their online security systems are vigorous, they should look for reputable payment solutions that will ensure safety of consumer information such as personal and financial information.

**3. Expensive internet:**

This is a major challenge which can be changed through putting pressure to change national policy lower internet costs. Alternatively, you can send potential customers catalogues and enable them to buy via text (SMS) and pay using mobile money or COD.

**4. High delivery costs:** These can be overcome by trying alternative methods of delivery such as drone delivery or crowd-sourced delivery services which is basically using method of fulfilment that leverages networks of local, non-professional couriers to deliver packages to customers' doors. Companies such as Jumia have in sourced their delivery function to lower costs.

**5. Consumer knowledge and awareness:**

In Africa online shopping is mostly popular in the growing middle class consumers, some lower class consumers lack awareness of online shopping and may be hesitant shop and make online payments. Afri-commerce stores need to build awareness of their online channels, through physical pop-ups at markets and malls. Companies such as Jumia and Zando go as far as establishing a physical sales force with tablets that will walk consumers through the online experience, even identifying items to order later by text message or phone.

**MY TOP 7  
AFRICOMMERCE  
CHALLENGES  
AND POSSIBLE  
WAYS OF  
OVERCOMING  
THEM:**



## 6. Supplier professionalism:

Most Afri-commerce stores sell on behalf of suppliers mostly those in the informal sector, some of these suppliers are not knowledgeable on how to run a professional business. One of the ways to overcome this is to start from the top to bottom. What does this mean? Start by listing the top end suppliers, then get funding and start listing the informal traders. However, it is important to remember that you need to simultaneously put in considerable time into training and empowering them to become professional.

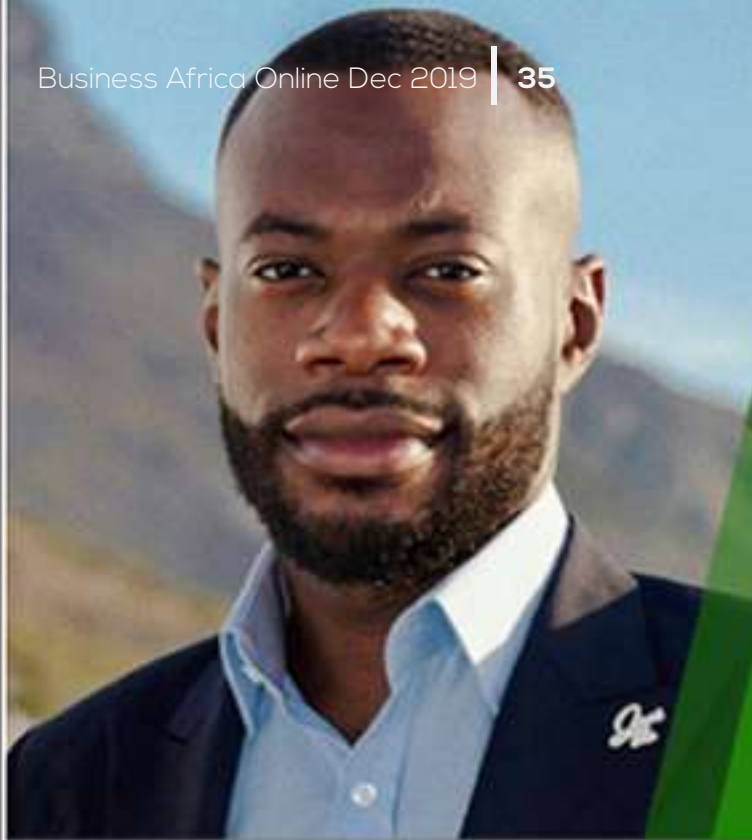
**7. Abundance of Markets:** There are many markets selling products at different prices and quality. Afri-commerce need to differentiate themselves based on their customer service, quality and social impact. Nothing beats quality service. Lets do Afri-Commerce and give our customers the best African experience. Remember to buy African brands to boost the African economy.  
By Tshiwela Ncube Co-founder and CTO at Vuuqa



**Tshiwela Ncube**  
Co-founder and CTO at Vuuqa







# 5 Reasons

why i left the western world and moved back to Africa to start a business

**David Ilt**

I understand and appreciate the sacrifice my parents made of leaving the conflicted Democratic Republic of the Congo some years ago in hopes to offer my siblings and I a better chance at life, and until this day, I consider that to be the greatest gift they've given me. As time passed, I've learned over the years that problems aren't stop-signs but guidelines instead. Running away from your challenges is the equivalent of turning your back on the opportunity of finding a solution.

Although I'm undoubtedly grateful for my Canadian citizenship, the world-class education and the quality of life amongst many other benefits of growing up in the western world, the fact remains that it's just not where I feel I genuinely serve a purpose. Growing up in the west has granted this young African boy the ability not only to dream but to realize those dreams if I put my mind to it. With that said, it would be a blunder on my part if I didn't utilize that advantage to do my part in helping build an Africa I'm proud of can all my home.

Thus, let's get straight to it. But, let's get straight to it. But, let's keep in mind that this isn't a template for all, just my honest and most conspicuous reasons.

## 1. opportunity

I find this to be accurately common with entrepreneurs; the fact that our perspective when coming across something intriguing is always to see it for what it could be and not what it is. We're problem solvers by nature, and we understand the benefits and see value solving some of the world's most significant challenges. We get goosebumps thinking about hows when put in front of a problem, the challenge of problem-solving keeps us up at night pondering on the right codes, strategies and tactics. For this reason alone, you'll probably similarly react to this fact; "Africa's population is the fastest growing in the world. It is expected to increase by roughly 50% over the next 18 years,



growing from 1.2 billion people today to over 1.8 billion 2035." Some might look at this as a burden, while I can only see it as an ample amount of opportunity.

"The opportunities that everyone cannot see are the real opportunities."

Jjack Ma

## 2. Majority Priviledge

For the longest time, I thought white privilege was a thing... I was exposed to it throughout my whole life! Don't get me wrong here, it is a thing, but it appears to be the case only in the western world.

The fact is, Asian privilege is a thing too, in Asian countries. This statement might sound extremely foolish to some readers, but black privilege is alive and thriving, in majority black countries, which all happen to be in sub-saharan Africa. Use it to your advantage; the possibilities are endless when you have the support of your people.

## 3. wakanda forever?

Goes without being said- just a subtle yet essential reminder... wakanda won't build itself.

## 4.challenges

"most African governments aren't sta..." blah blah. "it's hard to do business in Africa becau..." go on, let's hear! We've heard it all before. Do yourself a favour, become antifragile. Allowing myself to be challenged by the hurdles of conducting business in this continent will only make me a better entrepreneur, there's no other way around it. If it's too easy, believe me when I say it's just not worth having... Rome wasn't built in one day, neither was it easy to complete.

I don't condone corruption in any shape or form, but I do have this to say to entrepreneurs thinking of starting up in Africa; when raising rounds of capital, always ask for slightly more than you think you need. you'll need extra cash because bribery is a common practice here, let's just say it helps cut the time in half for when in need of some services

# 5 Rea sons

why i left the western  
world and moved  
back to Africa to start  
a business

David Lit

## 5. It's Home

When it's all said and done, it's home. I was born here, and although my parents' sacrifice significantly impacted my life, I don't believe removing a child from his natural habitat should be something young African kids should experience.

The challenge is simple, helping economics across Africa- to allow our people to have access to jobs, education, and the quality of life they deserve. We as Africans must innovate at a rapid rate if we hope not to be left behind. It's time we understand that home is what we make it and it's our duty as entrepreneurs to play our role in helping create the Africa of tomorrow.

"Time waits for no one, and it's certainly not going to wait for us to get this right..."

-David Lit





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