

#AFRICACOY22

EVENT REPORT

**THEME:
FUELING
CHANGEMAKERS**

**HOST:
NIGERIA**

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EVENT SUMMARY



The competition returned this year for the 12th edition and first in-person meeting post-COVID, after two successful virtual competitions, from December 7-9, 2022 under the theme Fueling Changemakers. Nine student startups representing Eswatini, Kenya, Ghana, Nigeria, South Africa, Tanzania, Uganda, Zambia and Zimbabwe put their business acumen to the test as they presented the achievements of their businesses in numerous formats in order to win the prestigious title of JA Company of the Year and other amazing prizes from the sponsors.

The highest among the prizes at stake was the opportunity to represent the Africa region at the Ralph de la Vega Global Entrepreneurship Competition which brings together COY winners from the six regions where JA Worldwide operates to compete for awards, \$15,000, educational opportunities, and more.

Day One of the three-day event featured student seminars by PMIEF, Rise and Johnson & Johnson. A press conference featuring representatives of JA leadership and COY sponsors was held to engage the media on the importance and impact of JA across Africa. Day two, dubbed competition day, saw this year's competitors take to the stage to pitch their business achievements. They also exhibited their products at the trade fair and were interviewed by finalist award judges in closed board room interviews. The students blew off some steam on day three, with a visit to Landmark Beach in Lagos. The event culminated with an award ceremony where the COY 2022 champions were crowned and various signature awards were awarded to the best performing teams. See winning teams on page 6.



THE TEAMS



TIME OUT (PTY) LTD



Time Out (PTY) Ltd from Sifundzani High School, Eswatini.

Time Out produces power monitors called Smart Switch which work hand in hand with a mobile app to help manage electricity consumption in households.



SEKSOLIN COMPANY



Seksolin Company from Serwaa Kesse Girls Senior High School, Ghana.

Seksolin built a product which converts solar energy into electrical energy to be used for clean cooking and powering electrical appliances.



AQUATECH JA ENTERPRISE



Aquatech JA Enterprise from Limuru Girls High School, Kenya.

Aquatech produces portable fish ponds which come in various sizes. The ponds can be fitted with filters, and solar pumps to recycle water.



GREEN APEX



Green Apex from International School University of Lagos, Nigeria.

Green Apex student company produces biodegradable sanitary pads for women, especially those in rural areas to help them access affordable sanitary pads that are hygienic and can be reused.



AQUA PURE



Aqua Pure from JM Ntsime Secondary School, South Africa.

Aqua Pure is a student company which produces instant water purifiers.



KIBEGA APP



Kibega from Arusha Science School, Tanzania.

Kibega Company created an application known as Kibega which is a digital platform where grocery carriers can earn a living as they assist people get fresh produce from local markets.



CITY MULT-TECH JA COMPANY



City Multi Tech Stars JA Company from St. Bernards' SSS Mannyra, Uganda.

The company produces in-carrier trolleys, drones and DIY wifi devices.



MOXES JA COMPANY



MOXES Sanitary Sports Enterprise from State Lodge B Secondary School, Zambia.

Moxes Sanitary Sports Enterprises is a student company that creates unique and original sportswear with an artistic touch yet focusing on improving sanitary aspects for athletes.



HEKIMA INC



Hekima Inc. from Maranatha Christian High, Zimbabwe.

Hekima Inc. is a software development company that specializes in making education specific technology with the aim of making education accessible to all.

THE JUDGES

FINALIST AWARD JUDGES



Sanyade Okoli
CEO,
Alpha African
Advisory Limited
HEAD JUDGE



Paul Onwuanibe
Chairman,
Landmark Group



Lola Cardoso
Head of
Retail Banking & Digital,
Union Bank of Nigeria



Danladi Verheijen
Managing Partner & Co-Founder,
Verod Capital Management



Naana Winful Fynn
Regional Director,
West Africa, Norfund



Adebola Williams
Group CEO,
Red Media Africa



Teju Abisoye
Executive Secretary,
Lagos State
Employment Trust Fund

SIGNATURE AWARD JUDGES



Adeola Ogunlabi
Marketing Manager,
Red Star Express Plc - FedEx



Chinedu Ndubuisi
Commercial Manager,
Red Star Express Plc - FedEx



Adebola Adebisi
Customer Service Manager,
Red Star Express Plc - FedEx



Arael Ndosa
Board Member &
Chair of Strategy
Oversight Committee,
PMIEF

BRANDED AWARD JUDGES



Jimmy Eichelgruen
Director Sales Africa,
Middle East, India,
Delta Air Lines



Olubukola Rokosu
Manager, Commercial –
Sky Logistics Limited (GSA)
Nigeria, Delta Air Lines



Emuejevoke Sefia
Head of Sales team –
Sky Logistics Limited (GSA)
Nigeria, Delta Air Lines



Peju Odjiko
Technology Leader,
Delta Air Lines



Nkechi Ukaiwe
Country Manager,
Johnson & Johnson



Chibuikwe Uzor
Medical Science Liaison,
Johnson & Johnson



Peace Olumese
Local Safety Officer,
Johnson & Johnson



Muyiwa Olulaja
Group Head, HCMD,
FirstBank Nigeria



Olayinka Ijabiye
Head Brands & Stakeholder
Management, FirstBank
Nigeria



Vincent Egbe
General Manager,
GB Foods



Denis Lebsis-Daronnat
Board Member,
Tomorrow Foundation



Sope Adekola
Selection Manager,
Rise

AWARD WINNERS



HEKIMA INC, ZIMBABWE
GRAND PRIZE WINNERS



GREEN APEX, NIGERIA
2ND PRIZE WINNERS



TIME OUT, ESWATINI
3RD PRIZE WINNERS



GREEN APEX, NIGERIA
FEDEX GLOBAL POSSIBILITIES
AWARD WINNERS



TIME OUT, ESWATINI
CITI FOUNDATION CLIENT
FOCUS AWARD WINNERS



HEKIMA INC, ZIMBABWE
PMIEF OUTSTANDING PROJECT
MANAGEMENT AWARD WINNERS



KIBEGA, TANZANIA
CHANGEMAKER AWARD BY
BLOOMBERG WINNERS



**CITI MULT-TECH STARS,
UGANDA**
DELTA SOCIAL IMPACT
AWARD WINNERS



GREEN APEX, NIGERIA
FIRSTBANK FUTURE FIRST
AWARD FOR FINANCE
WINNERS



GREEN APEX, NIGERIA
J&J INNOVATION AWARD
WINNERS



HEKIMA INC, ZIMBABWE
TOMORROW FOUNDATION
FUTURE TECH AWARD
WINNERS



AQUATECH, KENYA
NASCON ENTREPRENEURIAL
EXCELLENCE AWARD WINNERS



HEKIMA INC, ZIMBABWE
RISE AWARD WINNERS



GREEN APEX, NIGERIA
PUBLIC CHOICE AWARD WINNERS



SHADRECK GIFT SAKALA, CEO, MOXES, ZAMBIA
MILLICENT KUSI-ADJEI - VICE CEO, SEKSOLIN GHANA
KOKO GEORGIES - CEO, KIBEGA, TANZANIA
GB RISING LEADER AWARD WINNERS

COY22 CHAMPION



COY 2022 Champion, Hekima Inc., is a JA student company started by students of Maranatha High School in Harare, Zimbabwe. Led by four students: Tinovonga Sagonda, In'utu Mubiana, Kudzai Katambarare and Blessing Bvunzawabaya, this software development company specializes in making education specific technology with the aim of making education accessible to all. The name “Hekima” is a Swahili word which means knowledge or wisdom and goes in line with their aim to make education accessible both locally in Zimbabwe and globally.

Through research, the teen company found that examination boards like Cambridge and ZIMSEC, a local examination board in Zimbabwe, had record-breaking low pass rates which was influenced by the COVID-19 pandemic. There was disruption in learning and most students were stressed and demotivated when they had to study. Student grades dropped drastically and pass rates went down. In response, Hekima developed an application called “Study Buddie” which allows students to create a community where they are able to interact with their peers, receive and share study materials and get assistance from teachers. Within their first year, Hekima was able to sell 80 basic plans and 20 premium plans to students, parents and schools in their community.



Our JA journey has been memorable because we learned and applied what we learned, and this has been key in developing the entrepreneurial mindsets we now have. With guidance from the Project Management Integrated Company Program manual, we were able to design, execute, manage, and monitor all stages of our project. The experience has exposed us to a whole new field which will allow us to be entrepreneurs and job creators instead of being employees.

KEYNOTE SPEAKER

Uche Pedro is a Nigerian entrepreneur. She is the founder and CEO of BellaNaija, a media tech brand known for entertainment and lifestyle content. Under her leadership, BellaNaija's social footprint has grown through its collective brands - BellaNaija.com, BellaNaija Weddings and BellaNaija Style - to be the largest on the African continent with more than 200 million impressions each month.



Uche Pedro
CEO & Co-Founder
BellaNaija

Uche was born and raised in Nigeria, where she finished her primary and secondary school education. Uche holds a Business Administration Degree from Ivey Business School, where she graduated with distinction in 2006. In 2020, she graduated from the Harvard Kennedy School with a Masters Degree in Public Administration.

Uche is passionate about impacting her community and nurturing the next generation. She is the founder of #BNDoGood - an impact -driven initiative which consistently supports a wide variety of non-profits and social impact organizations including LEAP Africa, Slum2School, Django Girls, Junior Achievement Nigeria and a long list of others.

I have been privy to and witnessed rapid innovations over the last decade. Innovations that have been leveraged to build successful companies. As we look at what my generation has done, I can say with utmost confidence, looking at the COY finalists, that we have changemakers that are going to change the world.

GUEST OF HONOUR



Sunday Akin Dare

Honourable Minister, Federal Ministry of
Youth and Sports Development, Nigeria

Represented by:



Kemi Areola

Special Assistant (Youth and ICT) to the
Honourable Minister of Youth and Sports Development

EVENT INSIGHTS



1.4k+
Views

3.7K
Impressions

35.6H
Watch Hours



36k

video views

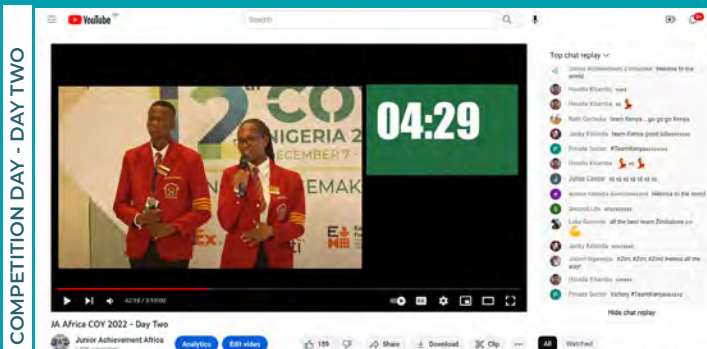
1.3k

new subscribers

in the last

15
days

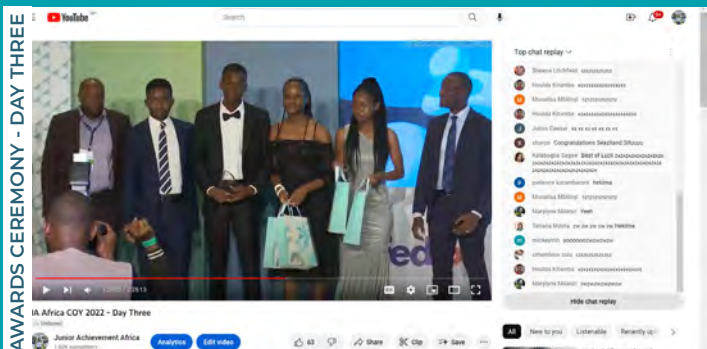
YOUTUBE ANALYTICS



2.5k+
Views

9.7K
Impressions

81.5H
Watch Hours



1.3k+
Views

5.7K
Impressions

266.1H
Watch Hours

SOCIAL MEDIA ANALYTICS



41
Posts

212.8k
Reach

13.4k
Engagements



38
Posts

8.9k
Reach

296
Engagements



56
Posts

1.7k
Reach

834
Engagements



64
Posts

13.6k
Reach

3.2k
Engagements

EVENT GALLERY





EVENT SPONSORS



Citi Foundation



**Educational
Foundation**

Project
Management
Institute.

Bloomberg

Johnson & Johnson



ABOUT JA AFRICA

JA (Junior Achievement) Africa is one of Africa's largest organizations working on youth economic empowerment. JA Africa has a presence in 13 countries in Sub-Saharan Africa and collectively reaches over 300,000 youth in more than 3,000 schools each year. JA Africa works in Côte d'Ivoire, Eswatini, Gabon, Ghana, Kenya, Mauritius, Nigeria, Senegal, South Africa, Tanzania, Uganda, Zambia, and Zimbabwe.

JA Africa empowers young people to grow their entrepreneurial ideas, hone their work skills, manage their earnings and secure better lives for themselves, their families, and their communities. We do this through the delivery of hands-on, experiential learning in financial literacy, digital literacy, work readiness and entrepreneurship.

Let's Work Together:

Mujeni Aseli,

Marketing and Partnerships Director, JA Africa

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YOUTH
EMPOWERMENT