

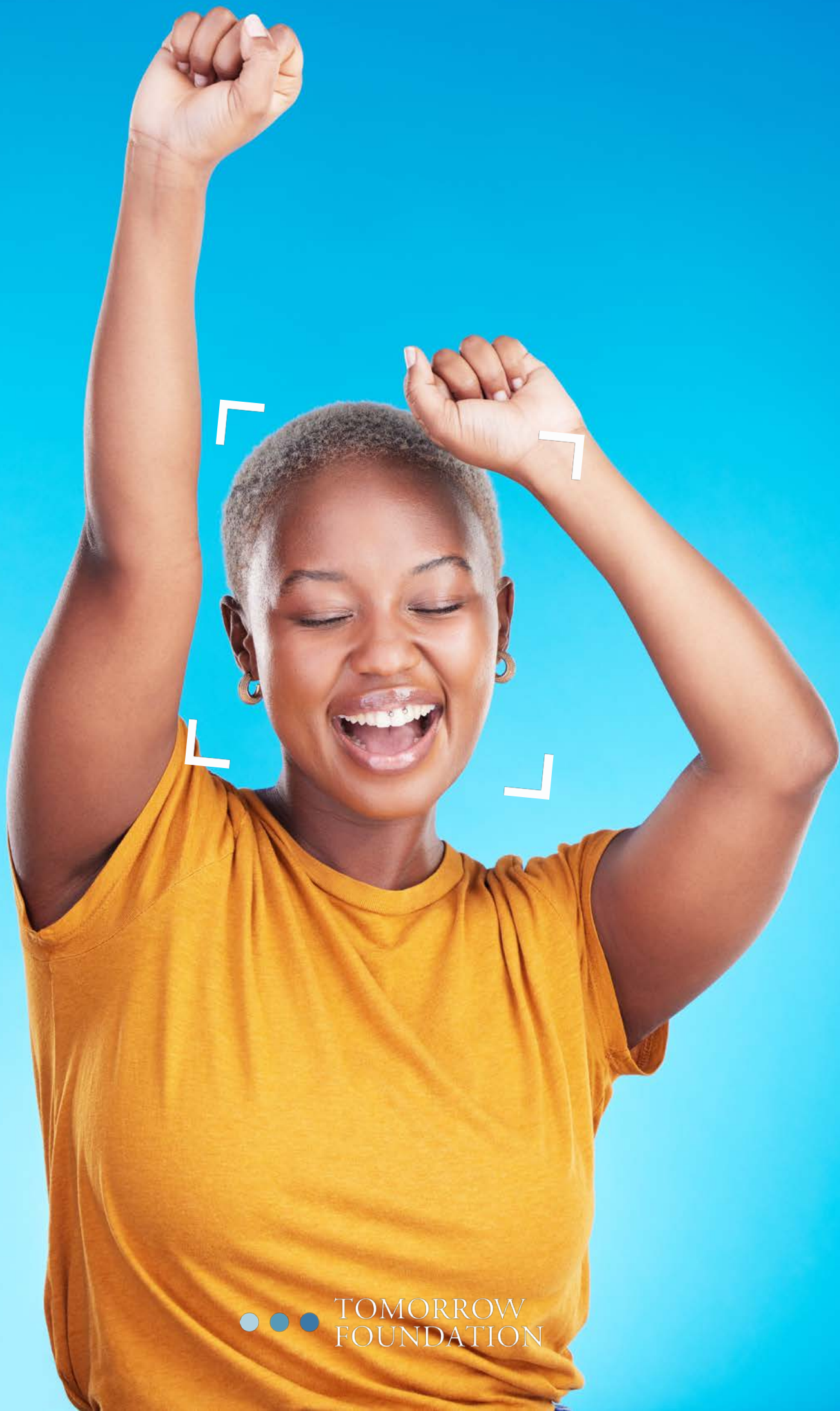
A smiling Black woman with short, curly hair, wearing a bright blue double-breasted blazer, stands on a city street. The background is blurred, showing city lights and buildings. In the top left corner, there is a dark grey rectangular box with white text. In the bottom right corner, there is a logo consisting of three dots followed by the text 'TOMORROW FOUNDATION'.

2023

**ANNUAL
REPORT**



**TOMORROW
FOUNDATION**



TOMORROW
FOUNDATION

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MAGGIE GU

● Tomorrow Foundation
● Chairwoman

A word from the President

The continent still struggles with major job challenges for the world's youngest and fastest-growing population, but it represents huge opportunities for the private sector. In consumer goods, entertainment, financial services, or agriculture, Africa's attractiveness no longer needs to be demonstrated.

Following another economically challenging year for the continent due to the soaring food and energy prices from conflicts in Europe and the Middle East, climate issues, and political instability, Africa's real GDP growth dropped from 4.1% in 2022 to 3.1% in 2023. Three sets of actions constantly come back in all the discussions related to the employment issue: development of infrastructure and technology transfer, skills development, and female labor. Actions that the Foundation not only continued to support in 2023 in this challenging environment but also developed with two new initiatives.

100 Million Learners is one of the greatest initiatives in education history. It proposes high-quality education content for free everywhere on the planet, developed by Thunderbird School of Global Management, one of the best institutions in the world in that field. The online classes, translated into 40 languages, are geared to enhance work and entrepreneurship readiness by covering topics such as innovation, digital marketing, accounting, or global management. The Foundation has committed to supporting access to the platform in Africa for several years.

Her Startup is addressing the funding issue of women-led tech-enabled businesses in Africa and encouraging private-sector development. It represents a unique combination of skills development, funding, and mentoring for female entrepreneurs. Women founders generate an ROI 35% higher than men on average. The initiative will not only help job creation, but it will also accelerate the sensitization of the population to the digital economy and support businesses that are solving broader social and gender-related issues.

These two new initiatives have a very particular meaning to me, as I am an alumni of Thunderbird, and Her Startup is a joint initiative on our own that represents exactly what the Foundation stands for: creating the leaders of tomorrow.

During the past year, the Foundation has also attended many key events. Among them, I had the honour to speak at the United Nations headquarters in New York following the invitation of the Italian Diplomatic Academy, associated with the United Nations DGC and the World Council for Youth and Diplomacy. We also attended COP 28 and allowed a youth delegation from Ghana to join. These occasions always give new opportunities to unite and coordinate efforts to find solutions on a small or larger scale.

By working together, we can transform Africa's youth potential into a powerful driver of sustainable development and inclusive growth. We eagerly anticipate the advancement of our new initiatives in 2024 and look forward to undertaking even more ambitious and impactful projects.

Maggie Gu

Actions





Global Initiative for Young Leaders in the UN headquarters New York

The Italian Diplomatic Academy, in partnership with the United Nations DGC and the World Council for Youth and Diplomacy, organised a conference on April 14, 2023, at the United Nations headquarters in New York under the theme “Future we want: global initiative for young leaders”.

The conference was also associated with the Future We Want Model United Nations (FWWM) initiative, which is committed to promoting a united international community, a better future, and a more sustainable world through the achievement of the Sustainable Development Goals (SDGs). FWWMUN has identified 10 goals from the 17 SDGs as key focus areas related to youth and education to guide the work of the organisation.

Mrs. Gu, founder of Tomorrow Foundation, was invited to speak about development opportunities and international cooperation in Africa.





The panel was led by:

- Prof. Abramo A. Chabib, Executive Director, Italian Diplomatic Academy
- H.E. Csaba Kőrösi, President of the 77th session of the UN General Assembly
- H.E. Amb. Maurizio Massari, Permanent Representative of Italy to the UN
- Mr. Ruggero Aricò, Head of International Institutional Affairs, CEO Office, ENEL
- Dr. Ned Gandevani, Professor of Graduate Programs at Harvard University



The audience included United Nations members and many young people who were part of the FWWMUN. During her speech, Mrs. Gu highlighted the active work and coming initiatives of Tomorrow Foundation in the fields of education and digital skills and our vision for an Africa engaged in digital transformation and industrial modernization. Africa's industrial upgrade and digital journey will be ultimately driven forward by innovators and new leaders only if we give them the proper tools and skills.

As our founder reminded us in conclusion, her mission, the Tomorrow Foundation, is to guide future generations, give them light and hope, and keep believing in the capacities of humanity.



2023 National Business Pitch Competition by Junior Achievement Ghana

Junior Achievement (JA) Ghana's National Business Pitch Competition is the annual celebration of the achievements of high school entrepreneurs who have participated in the JA Company Program. Throughout the year, students from 40 high schools participated in JA's flagship entrepreneurship program for high school students. After the rigorous competition, 15 schools earned their place as finalists in the national competition.



Tomorrow Foundation has participated in the 2023 National Business Pitch Competition, a prestigious event celebrating youth entrepreneurship in Ghana. This remarkable competition brought together 60 young entrepreneurs from fifteen outstanding high schools across Ghana: Legacy Girls College, Aburi Girls Senior High School, Northern School of Business, Adonten Senior High, Presbyterian Boys Secondary, St. Thomas Aquinas SHS, O'Reilly Senior High, Bolgatanga Senior High, Ghana Senior High School - Koforidua, Adukrom Presbyterian Senior High Technical, St. Francis Girls' Senior High, Tema International School, Archbishop Porter Girls SHS, Keta Senior High, and Tarkwa Senior High School.

The fiercely contested event culminated in an awards gala and was attended by distinguished guests, including the Deputy Minister for Education in Ghana, Hon. Rev. John Ntim Fordjour, the UN Resident Coordinator, Charles Abani, the Deputy CEO of the National Youth Authority, Hon. Akosua Manu, board members of JA Ghana, and senior executives and business leaders. Nadia Owusu, representative of Tomorrow Foundation and youth advocate using digital channels to support human rights, youth engagement and development, and climate change, had the honour to present the Tomorrow Foundation's Future Tech Innovation Award. The award went to Tarkwa Senior High School, which presented an automated multifunctional tractor called 'EVA G1' focused on using renewable energy technology to mechanise agricultural operations.

The overall winner of the 2023 Company of the Year title was Adonten Senior High School from Aburi in the Eastern Region. They formed a company called PELB, specialising in eco-friendly Portable Electronic Lunch Bags that can warm food using regular electricity and solar energy. In recognition of their achievement, they received a cash prize of GHS 15,000.

15th edition of MEDays Forum

Under the theme
"Polycrisis, Polyworld"



Tomorrow Foundation, a long-standing partner of the Amadeus Institute, took part in the 15th edition of the MEDAYS Forum in Tangier, held under the high patronage of His Majesty King Mohammed VI.

This edition was attended by H.E. Azali Assoumani, President of the Union of Comoros, and H.E. Carlos Vila Nova, President of the Democratic Republic of Sao Tomé and Príncipe.

Tomorrow Foundation was represented by its Principal Advisor, Mr. Soleman, and its representative in Morocco, Mr. Ernest Coppée.

The impact of investments in key sectors such as education was addressed in panels such as "Investing in education: Accelerating development to foster economic sovereignty". During this discussion moderated by Mrs. Fathia El Aouni, Tomorrow Foundation was hailed for its initiatives in giving thousands of young people access to education and vocational training, notably through its joint initiatives with the Junior Achievement organisation and the Coca-Cola Foundation.

Mr. Soleman took part in the panel discussion entitled "Africa - Europe: Equal to Equal or Nothing at All,". In his speech, Mr. Soleman welcomed the diversification of economic and political partnerships that Africa has embarked upon. Mr. Soleman stressed the need to build African sovereignty in all productive sectors.

At the Medays Forum, Tomorrow Foundation reiterated that overall investment in Africa is of growing strategic importance from an economic, social, and geopolitical point of view, with current global competition around new technologies highlighting the need for strong African regional cooperation.

In this context, Tomorrow Foundation warned against the risk of giving in to division, despite the evolving political situation in West Africa. Tomorrow Foundation, therefore, continued to encourage investors to believe in West Africa while calling on the new governments of Niger, Mali, Burkina Faso, Guinea, and Gabon to maintain a favourable environment in which investment in education can have the greatest impact.



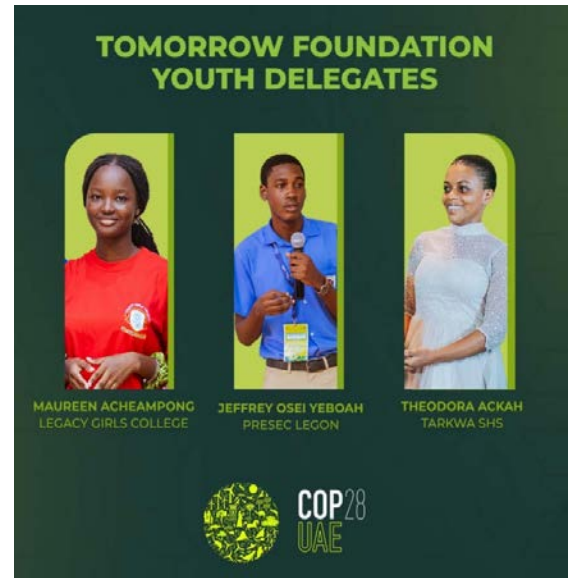


COP²⁸
UAE

Tomorrow Foundation Youth Delegation from Ghana at COP 28 UAE

Recognising climate change as a paramount threat, COP 28 underscored the urgency of making critical decisions for our planet's future, with a resolute commitment to achieving net-zero emissions by 2050.

Tomorrow Foundation supported three students to participate in COP 28 as youth delegates in Ghana's Official Party. They aimed to advocate for action to tackle the climate crisis by calling on governments, corporations, civil society, and youth collaboration. The students were selected following their participation in the national Company of the Year competition, where they presented projects related to climate change, global health, and SDG goals.



They were accompanied by Nadia Owusu, Tomorrow Foundation's representative in Ghana, and Joshua Andrews, Director of JA Ghana. It was the first time they participated in an international climate change conference. It was a formidable platform to showcase their remarkable business ideas, develop networking, and source funding.



The students attended multiple events, pavilions, and sessions during their stay, including the session *From Pitch to Purpose: The Role of Youth In Tackling Climate Change* led by them in the Climate Live Pavillon, EY Pavillon sessions, *Foreign Policy Roundtable on Women-led Nature-Based Solutions to Climate Change* at Climate Investment Funds event, and *Digital transformation and decentralised climate data infrastructure*, co-hosted with the World Bank Climate Action Data Trust in the KPMG COP 28 Agenda.



They also met our board member M. Daronnat and shared their experiences with our representative in Morocco, M. Coppée.

The support shows the alignment between Tomorrow Foundation and JA Ghana's belief that youths can make a significant impact in addressing climate change. It was a global recognition for the work JA Ghana and Tomorrow Foundation are doing by investing in youth entrepreneurship and sustainability through their various programs.



12th edition of JA Africa's Company of the Year Competition



Member of
JA Worldwide



The 12th edition of JA Africa's Company of the Year Competition was held in Kigali, Rwanda from 6 to 8 December 2023



The Tomorrow Foundation participated in the 2023 JA Africa Company of the Year (COY) Competition, held in Kigali, Rwanda, from December 6 to 8, 2023. This event brought together finalist teams comprising high school entrepreneurs from 10 African countries who underwent training through the Company Program. For five years, the Tomorrow Foundation actively supported the Company Program. Presently, it extends its support to JA DEEP, the digital adaptation of the Company Program.". The Company Program is an entrepreneurship development initiative, engaging 30,000 high school students in acquiring the fundamental skills required to manage a business.

During the competition, 40 young students showcased their business projects, products, and services, including presenting their company reports, pitching on stage, and in a trade fair.





The award ceremony, held on Friday, December 8, 2023, commenced with captivating local dance and music performances that infused a vibrant and positive energy into the event. Team MI Tech from Zimbabwe won first prize for their innovative virtual reality environment. This platform enables students without access to scientific labs to conduct experiments, thereby supporting their learning. As winners, they earned the opportunity to compete globally against winners from five other continents at JA Worldwide's Ralph De la Vega Global Entrepreneurship Competition. During her address, Simi Nwogugu, President of JA Africa, emphasised the empowerment of Africa's youth, stating, "At JA Africa, we firmly believe in the potential of Africa's future."

1st Place

MI Tech
Zimbabwe

2nd Place

AID Electronics
Ghana

3rd Place

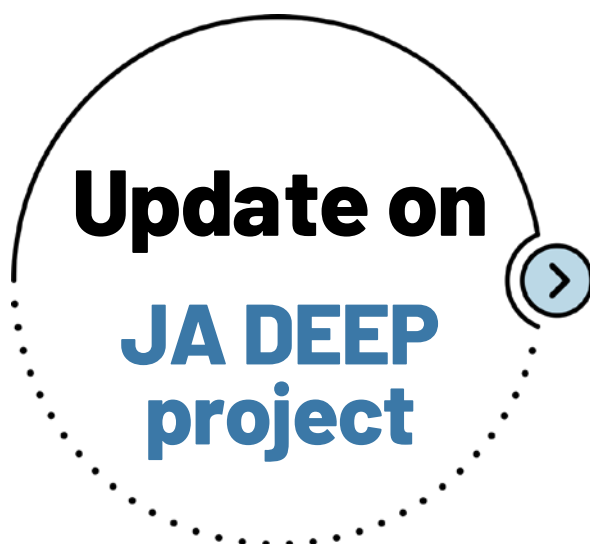
Unwind,
South Africa

We must equip Africa's youth to envision themselves as CEOs and global leaders as early as ages 14, 15, or 16. By doing so, by the time they assume leadership positions at 25 or 26, they will do so fearlessly."



[P] rogress

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At the initiative of
Tomorrow Foundation for
francophone countries

In June 2022, Tomorrow Foundation launched the translation and implementation of JA DEEP (Junior Achievement Digital Entrepreneurial Educational Program) in Francophone Africa with JA Africa.

JA DEEP is an online interactive entrepreneurship curriculum modelled after the JA Company Program aimed at young African learners. The program is an online educational curriculum that aims to provide young African students with essential entrepreneurial skills. It includes short modules that cover a wide range of entrepreneurship topics, such as business idea generation, financial management, or marketing. Depending on locations and infrastructure, learners can have the support of in-person mentors, experienced entrepreneurs, and educators. The program's goal is to provide young Africans with the necessary skills and confidence to start their businesses and become self-sufficient.

It was important for Tomorrow Foundation that the French-speaking African countries were not left behind.

1932 students already
engaged
5 countries

The implementation initially targeted young learners in Côte d'Ivoire, Senegal, the Democratic Republic of the Congo, and Gabon, with a total of over 10,600 participants by 2026. However, after its pilot in Ivory Coast in 2022 and with the help of new partners, the program has rapidly expanded into new francophone countries in addition to its initial scope.

	Countries implementing JA DEEP / Q3 2023				
Country	Burkina Faso	Côte d'Ivoire	DRC	Madagascar	Senegal
Number of students	212	885	400	435	Registration started

**16 to 26
years old**

Mainly

**University
Technical
schools**

Mainly

68% girls

Madagascar

In 2023, JA Africa also organised the first-ever Francophone Entrepreneurship Competition (JED 2023), with 212 students participating from Burkina Faso, 400 from the Democratic Republic of Congo, 435 from Madagascar, and nearly 900 from Côte d'Ivoire and Senegal.

The competition involved a 5-minute pitch and a 5-minute Q&A session, with teams evaluated on innovation, project feasibility, and market understanding. Participants also engaged in capacity-building sessions to enhance their entrepreneurship skills. The winner, JD AGRO from DRC, received \$1,000 in seed funding. Second place went to Solar Market & Services, which received \$500, while the other teams received \$200 each.

In 2023, Tomorrow Foundation has also started to prepare a fundraising plan for JA Deep with ACommunity, which consists of consultations on the project structures, budget planning, prospecting and qualification of potential foundations, and finally funding requests.



Focus





Isaac Kojo Yedonu Aboah's Journey with Tomorrow Foundation

At Tomorrow Foundation, we believe in the power of opportunities and the potential of young leaders. Our collaboration with Isaac began when we sponsored his participation at the UNFCCC's Conference of Parties in Glasgow (COP 26). During this event, Isaac connected with Subbu Loganathan from the Commonwealth Human Ecology Council (CHEC), a UK-based charity focused on sustainability.

Isaac's dedication and passion led him to be appointed by CHEC to its governing board as its youngest member in December 2022. Following that, Isaac represented CHEC at the Commonwealth People's Forum in Rwanda and also at the 10th Commonwealth Youth Ministers Meeting held at Marlborough House in London from September 11-15, 2023. The meeting contributes to broader social and sustainable development goals from a youth development perspective. Chaired by the Government of Pakistan, it brought together Youth Ministers, senior government officials, youth representatives, youth workers, and other stakeholders from across the Commonwealth. Through the discussions during the different meetings on youth engagement, digital transformation, and climate activism, Isaac's voice continued to resonate with the aspirations of many young leaders.

He also holds a podcast on Apple Podcasts named Change Africa Podcast, where he and Daniel Merki engage with African leaders and doers who are contributing to the continent's development, such as Mr. Eazi and many other numerous talents. They interview African moguls in technology, entrepreneurship, entertainment, creative arts, and nonprofits.



Your voice matters

Tomorrow Foundation is honoured to have played a role in Isaac's journey, and it's stories like his that inspire us to continue our mission. To every young leader out there, remember: Your voice matters, and together, we can make a difference.



External Fundraising in Switzerland with a.Community

In September 2023, Tomorrow Foundation started to collaborate with a.Community, a Swiss-based fundraising company specializing in consulting for both small and large non-profit organizations, social and environmental impact projects, and NGOs.

Tomorrow Foundation aimed to develop external funding, further expand its networks of potential donors, and ultimately obtain more resources for the initiatives carried out. A.Community was founded in 2017 by Abena Lauber after more than 20 years of experience in the fields of fundraising, strategic partnerships, and event planning.

The objective of the collaboration was to launch and prepare fundraising requests for at least 10 institutions or charity organisations for the JA DEEP program. A.Community will help to source and target potential donors, define the content of the funding request, and perform follow-up on the request.



A close-up portrait of a woman with voluminous, curly, reddish-brown hair. She is looking directly at the camera with a thoughtful expression, her hand resting under her chin. She is wearing a coral-colored top and a chunky, grey, textured necklace. The background is a blurred office or home workspace.

[N]ew

initiatives

100 Million Learners program in partnership with Thunderbird School of Global Management



In April 2023, Tomorrow Foundation signed a partnership with Thunderbird School of Global Management (Thunderbird), home of the world's No. 1 ranked Master's in Management, and Arizona State University (ASU), ranked No. 1 for innovation in the U.S. and No. 1 in the US ranking for SDGs, to collaborate on the implementation of the 100 million learners program in Africa.

100 Million Learners offers three high-quality online courses that can be accessed at no cost everywhere in the world by anyone with internet access and a computer or a mobile device.



Over 300 hours of
classes in 40
languages for free

The three programs cover any educational background and age:

1. **Foundational Program:** 35 hours of courses covering multiple entrepreneurship and innovation topics for learners with any level of education
2. **Intermediate Program:** 135 hours of courses related to global management, marketing, accounting, entrepreneurship, and the economy for secondary schools or undergraduate education level
3. **Advanced Program:** 135 hours of courses related to global leadership, entrepreneurship, sustainable business, accounting, digital marketing, data analytics, and digital transformation for advanced graduates.

All learners who complete a program will earn a Certificate from ASU/Thunderbird. In Intermediate and advanced programs, they can get **accredited academic certificates** from ASU or Thunderbird. Learners can pursue pathways to become full degree-seeking students and apply these credits towards a degree program with the transcribed credits.

100 Million Learners aims to reach **25 million African learners** in the next 10 years, with **70% being women**. Tomorrow Foundation has committed to helping find local partners to promote the platform and facilitate access to it in Africa. The overall objective is to recruit at least 1.5 million learners in the next 3 years.

In 2023, Tomorrow Foundation conducted an assessment of all 55 African countries to identify in which country the platform could have the strongest impact. The study included 10 criteria such as population number, internet access, mobile phone penetration, or education index. An assessment was also done on Tomorrow Foundation and Thunderbird/ASU respective resources in each country, and actions were already initiated. Following this study, Tomorrow Foundation and ASU/Thunderbird decided to prioritise actions in Nigeria, Morocco, and Gabon. However, following the political coup in Gabon and the earthquake in Morocco, it has been decided to focus first on Nigeria. This program, fully funded by scholarships, advances UN SDG 4 and aligns with the foundation's focus on entrepreneurship, digital skills, and innovation to create the possibility of future leaders, thereby empowering global leaders and managers.





HER STARTUP

Program addressing underfunding for African women-led businesses

In Africa, women-led businesses encounter substantial challenges in securing funding, with 93% of the funding raised by start-ups with a male CEO. Additionally, less than 1% of funding for African start-ups in 2022 went to female founders, and female-only start-ups raised only US\$6 million.

The main reason is the fact that there are fewer female founders in sub-sectors like fintech, which attracts the most investor financing. Furthermore, due to insufficient training and acquaintance, women are less confident in their ability to pitch to investors for equity financing. They are also less confident in their start-up's ability to grow. It results in limited financing, limited business development, and a preference for bank loans, which are notoriously hard to get.

This situation is caused by limited access to high-quality training and financing, as well as inadequate support systems. Representing a unique combination of entrepreneurship training from one of the best start-up accelerator programs in the world, significant capital funding, and continuous mentoring, Her Start-up program offers comprehensive and long-term solutions to the funding issue for female founders or led start-ups.

The program was initiated by the KSH Foundation, a non-profit organisation founded by Khalil Halilu, the current CEO and Vice Chairman of the National Agency for Science and Engineering Infrastructure in Nigeria. Khalil is also a serial entrepreneur himself, a philanthropist with several foundations, and has developed multiple applications with a strong social impact in the country and ecosystems for entrepreneurs. Along with KSH, the initiative is supported by Tomorrow Foundation and EHA Impact Ventures, a philanthropic impact investing enterprise founded by Evelyn Castle that supports early-stage, high-impact, female-led businesses in Africa. The steps of selection are the following:

Main steps of the program:

1. We will collaboratively **select female founders and CEOs of active tech-enabled start-ups** from all over the African continent. "Active" means that they have already generate revenues for at least 6 months.
2. The applicants selected will undergo an **intensive 4-month high-level entrepreneurship training program from the Founder's Institute**, the world's largest pre-seed start-up accelerator program.
3. The learners who complete the training will be entitled to pitch their company business to the Investment Committee of the program.
4. The companies selected by the investment committee will receive **seed funding of 5,000 US dollars on average** in the form of a convertible loan.
5. The companies will also benefit from **mentoring** and support during the first year.

2023 was dedicated to the definition of the responsibilities and budget for the launch of a pilot of the initiative in 2024, and an agreement was signed between all parties in October 2023. Teams from the three organisations have also collaborated to define the selection and investment criteria for the companies and started to prepare the pilot for 2024.

- ***Female founder or CEO***
- ***Tech-enabled***
- ***18-35 age bracket***
- ***Monthly gross revenue of not less than \$500***
- ***Operation of business not less than 6 months***
- ***Maximum 20% of selected companies will be Fintechs***
- ***At least 15% of selected companies will be from Francophone Africa***



Priority to the development and implementation of the new initiatives

- Official press announcement for the launch of Her Startup
- Launch of the Her Startup pilot with a first cohort of approx. 10 female led or founded startups
- Support the implementation of 100 Million learners in Nigeria and Morocco with signature of partnership with local institutions
- Cooperate closely with Thunderbird School of Global Management and Arizona State University to identify opportunities of development in other African countries and increase efficiency of the program promotion such as marketing materials and tools.



Diversify and reinforce the historical partnership with Junior Achievement

- Pursuing the implementation of JA Deep in Francophone Africa
- Initiate relations with Junior Achievement INJAZ in charge of Middle-East and North African countries
- Identify synergies between Junior Achievement's programs and resources with the new initiatives Her Startup and 100 Million learners




Launch the external fundraising

- Start to request funding from Swiss institutions, foundations and individuals

THANKS

We would like to thank all the donors of Tomorrow Foundation, public and private insitituions, companies, and volunteers who support us





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