Introduction

African Development Bank commissioned the development of a web-portal focused on the African cuisine market.

PURPOSE

to enhance the viability of any chef and or food entrepreneur seeking to start and grow a food business, restaurant and or associated food related business.

OBJECTIVE

to provide:
(i) knowledge sharing;
(ii) mentorship services;
(iii) Skills development and
(iv) blogging

AIM

to empower the food community, support young entrepreneurs, connect food innovators, and provide a platform to showcase new products in Africa.
Why is the platform required?

The African Development Bank (AfDB) under the leadership of the Department of Gender Women and CSOs, is starting to support the growth of African MSMEs operating in the creative industries, notably the fashion, film and food value chain.

By using technology as a driver for the development of the skills and capacity of the African creatives, the Bank would like to stimulate job creation in the continent, especially for women and youth. The initiative is in line with the High-5 agenda, specifically: (i) Feed Africa; (ii) Industrialize Africa and (v) improve the lives of African people through the Jobs for Youth Strategy 2016-2025 and the AfDB’s Gender Strategy 2014-2018.
Platform Strategy and Plan

Lifecycle of the Business

Legend Key
Financial Support Services
Business support services

How is the platform going to assist industry?
Platform Strategy and Plan (cont...)

- Catalyst for the Pan-African Agri-Food Industry
- Functional and content sub-sections to guide and inform users
- Function will be to practically aid users
- Content will be to inform and educate users
Content Plan and Strategy

• Communicational and collaborative approach
• Community and partner contributors to content
• Community drives web-platform
• 2-way user engagement (forums, surveys and polls)
• All information to guide and inform users
• Link to opportunities highlight through community and platform
Technical Features

• Responsive design for all computers, tablets and mobile phones
• Bandwidth sensitive
• Visually driven
Strategic Partnerships and Initiatives

**ONLINE BUSINESS TOOLS**
An online business planner and management platform assisting MSMEs to manage and administer their business.

**AGRIFOODS CROWDFUNDING PLATFORM**
An online Pan-African food- and agri-preneur crowdfunding platform providing alternative finance to MSMEs in the agrifood sector.

**SHARED KITCHEN PRODUCTION HUBS**
A food shared co-production and processing focused on providing the agrifood MSME with business support, market access, access to finance and product production support.

**AGRIBUSINESS DEVELOPMENT SUPPORT**
Provides services to the public private sectors on sustainable development programs and policies focused on market-driven business solutions in the agriculture inputs and agribusiness value chain.

**AGRIFOOD & FMCG FUNDER**
A food-preneur event focused on building capacity and sustainability in the food & beverage sector.
THANK YOU