

MTN partner with Jumia to launch first of its kind entrepreneurship challenge across Africa



Info Johannesburg, South Africa | Published on: February 16, 2016

AFRICA INTERNET GROUP

Summary **MTN, in partnership with the MTN Solution Space and Jumia, are proud to announce the launch of the MTN Entrepreneurship Challenge powered by Jumia.**

Spokesperson

Bankole Cardoso
Head of Communications at
Africa Internet Group
bankole.cardoso@africainternet
group.com
🐦 BankyC

Details **Johannesburg, SOUTH AFRICA, 16 February 2016** - MTN, in partnership with the MTN Solution Space and Jumia, are proud to announce the launch of the MTN Entrepreneurship Challenge powered by Jumia.

The Pan-African competition launching today, will be the first of its kind in Africa, bringing together over 1000 entrepreneurs, students and investors, to collaborate on ways to amplify and consolidate the continent's entrepreneurs. Targeting more than 60 universities in 13 countries across Africa, the competition will challenge students to develop a unique digital application or smart solution that will solve a tangible problem faced on the continent.

"We are incredibly excited to partner with Jumia to launch the entrepreneurship challenge. Africa is a continent of promise, and our aim with the MTN Solution Space has always been to help fulfil this promise by developing uniquely African solutions. We believe that the entrepreneurship challenge is a key element of this. The response and willingness from universities across Africa to collaborate on this initiative has been truly remarkable and certainly exemplifies the impact of collective efforts to foster entrepreneurship among our next generation of business leaders," says Sarah-Anne Arnold, Manager of the MTN Solution Space.

MTN's Group Chief Digital Officer, Herman Singh, says the company is proud to both sponsor and endorse the initiative.

"The Entrepreneurship Challenge is strongly aligned to MTN's own entrepreneurial culture and history as well as our values as a business. We believe inspiration of new business leaders in Africa and their enablement to success, will be key drivers for the future rapid evolution of a broader start-up culture on the continent. This is an environment already teeming with excellent potential and we hope to assist in accelerating its further growth and to raise MTN's role in creating new businesses in Africa," says Singh.

Applications for the first round of the multi-phased competition are open from today and will close on 27 March 2016. Aspiring entrepreneurs from participating universities can enter in teams by logging onto www.gsb.uct.ac.za/MTNECbyJumia . All applications will be judged by

campus captains, who consist of successful entrepreneurs in their respective market. Shortlisted teams will then move on to a live pitching phase at their selected universities between 1-8 April 2016, after which the final five projects will be selected to move through to the Semi-Final.

The finalists will be announced on 16 April 2016, and as part of this achievement, the successful teams will get the opportunity to attend the Entrepreneurship festival, hosted at the University of Cape Town Graduate School of Business in South Africa on May 27 2016. The festival, aims to facilitate the collaboration of over a thousand attendees with prominent and innovative speakers and workshop experts from across the world. Finalists will have to pitch their business to a room of successful entrepreneurs, business leaders, judges, investors and international media, after which the winner of the challenge will be announced.

The winner of the MTN Entrepreneurship Challenge powered by Jumia will win a cash prize of US \$25 000 towards their start-up, and will also benefit from a yearlong partnership with Jumia, where they will have the opportunity to work from any of JUMIA's offices across Africa. This will enable the winner to learn from, and be mentored by experienced and successful entrepreneurs in the JUMIA network. The winner will also have access to a Facebook Start Program to the value of US \$15 000, which includes tools and services needed to build mobile applications. In addition, they will have the opportunity to work from the MTN Solution Space at the University of Cape Town's Graduate School of Business. The two runners-up will each receive US \$5 000 towards their projects.

"This competition will contribute to building a stronger and more sustainable business environment across Africa. Its main goal is to boost and fuel African entrepreneurship by enabling young and smart entrepreneurs to kick off with their own projects. The key for us is to give full and adapted support to young talents, from funding to mentorship from experienced entrepreneurs," says Bankole Cardoso, Head of Communications from Jumia.

For more information about the MTN Entrepreneurship Challenge powered by Jumia, visit the MTN Solution Space at www.gsb.uct.ac.za and Jumia at www.Jumia.com or visit their social media pages on Facebook: facebook.com/uctgsbsolutions. More information will also be available on Twitter at [@uctgsbsolutions](https://twitter.com/uctgsbsolutions) and [@Africa_IG](https://twitter.com/Africa_IG), where regular updates, articles and interviews will be shared.

-END-

About the MTN Group

Launched in 1994, the MTN Group is a leading emerging market operator, connecting subscribers in 22 countries in Africa, Asia and the Middle East. The MTN Group is listed on the JSE Securities Exchange in South Africa under the share code: "MTN." As of 30 September 2015, MTN recorded 233 million subscribers across its operations in Afghanistan, Benin, Botswana, Cameroon, Cote d'Ivoire, Cyprus, Ghana, Guinea Bissau, Guinea Republic, Iran, Liberia, Nigeria, Republic of Congo (Congo-Brazzaville), Rwanda, South Africa, Sudan, South Sudan, Swaziland, Syria, Uganda, Yemen and Zambia. Visit us at, www.mtnbusiness.com and www.mtn.com

About the MTN Solution Space:

Born out of a partnership between MTN and the University of Cape Town Graduate School of Business, the MTN Solution Space is distinctly African. Started in 2014 as an African innovation hub, we seek to inspire, nurture and equip the next generation of African innovators to not only envision, but actually build a better future. Through our core values of learning, venturing and exchanging we create an environment where students, entrepreneurs and researchers alike can develop real, innovative solutions to the challenges facing Africa and its people. Our programme includes the pioneering Master of Philosophy course specialising in Inclusive Innovation – an interdisciplinary, research based degree aimed at the practical development of innovative business models, aligned to African markets.

About Jumia:

Jumia (www.Jumia.com) is Africa's leading online shopping destination with a presence in 11 countries. Since launching in 2012, the company has transformed the way that African consumers shop by offering them the opportunity to buy everything from fashion items to consumer electronics to home appliances all online. Jumia is part of a larger ecosystem of companies supported by Africa Internet Group (AIG), a leading internet company in Africa with a network of companies including Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando across 23 African countries.

Relevant links

-  Applications
-  MTN Solution Space
-  Jumia
-  MTN
-  Africa Internet Group

Images



About AFRICA INTERNET GROUP

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use

services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.