



Global Impact Summit – Nairobi 2019

Theme: Unleashing Collaborative Power: Maximizing Positive Impact

When: August 22/23 (or August 29/30)

Where: Strathmore Business School, Nairobi City

Estimated Attendees: 200 – 250

Cost: \$15 USD (subject to change)

Confirmed Company Speakers:

Andela

Complete Farmer

Dubai Chamber of Commerce

Elastic

Ethiojobs

Microsoft

SunCulture

**we are still in discussions to lock down the speakers, these companies have confirmed that they will participate as panelists and/or judges*

Confirmed Partners:

Strathmore Business School

iHub

Swahili Box

Vertex Ecosystem

Organizing Committee:

Abdullah Arif (Lead Organizer)

Mohammed Ahmed (Lead Organizer)

Marc Watum (Vertex CEO)

Tesfaye Tekelu

Carine Terpanjian

John Munyui

Naeem Henry

Steven Huang

Javier Sisto

Past Events

The East African Seminar 2017

(<https://www.crowdrise.com/2017-east-african-seminar>)

A collaboration between ISA and Aikido Ethiopia gathered 150 young Africans from Ethiopia, Kenya, Somalia, Tanzania, Uganda, and Djibouti to learn from world renowned international experts in Aikido embodied leadership, somatic education, and conflict resolution. The workshop brought respected East African elders to share their wisdom and ancient traditions in resolving conflict. This provided a unique stage that places African tools and approaches to leadership and conflict resolution on par with Western and Asian practices and perspectives.

African young adults, as well as their non-African peers were part of this rich cultural exchange between ancient traditions of African nations.

Reference Name: Demelash Desta (*participant*)

Email: demelash.desta@gmail.com

Phone number: +251911046277

M Powered Summit 2016

(https://www.dubai.com/event/2016-09-14_M-Powered-Summit-2016_280730/)

M Powered Summit was the first global summit and platform exclusively dedicated to empowering, inspiring and connecting entrepreneurs and start-ups in the Islamic economy. The event brought in 200 well-known entrepreneurs, business magnates and investors from the Middle East, Europe and the US.

It's a "by entrepreneur for entrepreneur event" aimed by helping empower the next generation of global entrepreneurs and brands within the Islamic economy to thrive by connecting them to relevant resources. Over the course of two days, renowned Islamic entrepreneurs and investors spoke on the state of the startup economy, gave an entrepreneurship crash course, and launched the first \$250million fund to support Muslim-founded startups.

Reference Name: Syed Hayat (*panelist*)

Email: syedkhayat@gmail.com

Phone number: +13475929205

Event Details & Strategy

Details:

The Global Impact Summit (GIS) 2019 will gather tech innovators, thought leaders, aspiring entrepreneurs, early stage VC's, and students, for two days to advance the startup ecosystem agenda. We will invite CEOs, executives, and leaders across the world to Nairobi to help develop an entrepreneurship ecosystem that will facilitate growth, sustainability and more importantly, build the foundation for investment in the region.

Entrepreneurs attending the summit will either be individuals who have already begun their entrepreneurial journey (pre-seed stage) or are looking to get started (ideation). Either way,

they'll have access to the intellectual capital at the event and build long-lasting relationships to resource and empower them in their pursuits.

The theme of the 2019 summit is “Unleashing Collaborative Power: Maximizing Positive Impact.” GIS will explore impact areas that have the potential for innovation.

For Day 1 of GIS, we will have breakout sessions and workshops led by invited entrepreneurs and executives of startups, tech companies, and innovative ventures. All attendees will have the opportunity to join breakout sessions that they have an interest in.

Day 2 will be the main event where we will bring together a panel of executives who will share their experiences navigating the startup space, discuss areas of strength, challenges and pitfalls and discuss innovation in their respective impact areas.

GIS is working with several partners to identify entrepreneurs who are in the discovery phase or is an early stage startup to provide them a platform to pitch in front of a VC panel. The summit will close by reinforcing our mission of creating a thriving entrepreneurship ecosystem.

Strategy:

ISA's strategy for GIS is to work with local on-the-ground volunteers and staff members to help coordinate a successful event. Our target market is entrepreneurs/intrapreneurs, early stage startup founders, universities, investors and thought leaders across the ecosystem from all over the African continent. We will hold 50% of tickets for exclusive guests and 50% for the general public which can be purchased for 25 USD through Eventbrite.

The event will be held at Strathmore Business School. We are estimating 150 guests for Day 1 and 250 guests for Day 2 with the goal of curating and inviting a high-quality group of participants. We are currently in focused conversations with select partners within the local community. Partners will help push marketing and promotion of this event to their networks through social media, digital marketing and direct advertising. Participants will sign up through an event registration platform.

On the day of the event, we will work closely with our partners to drive logistics and event agenda. We plan on collecting participant data in order to build a network of investors, mentors and speakers for future events. Furthermore, our agenda is to help spread awareness for ISA programs through this event in the hopes that we can inspire and involve summit attendees to participate in future projects. The list of attendees and all data will be shared with our sponsors /

Our goal is to use this first event as a foundation to host future workshops and meetups around topics like angel/social impact investing, innovation and community building.