



Project42

Team members

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The problem is the scattered and limited availability of information regarding the procedures and legal requirements for starting a business in various African countries.

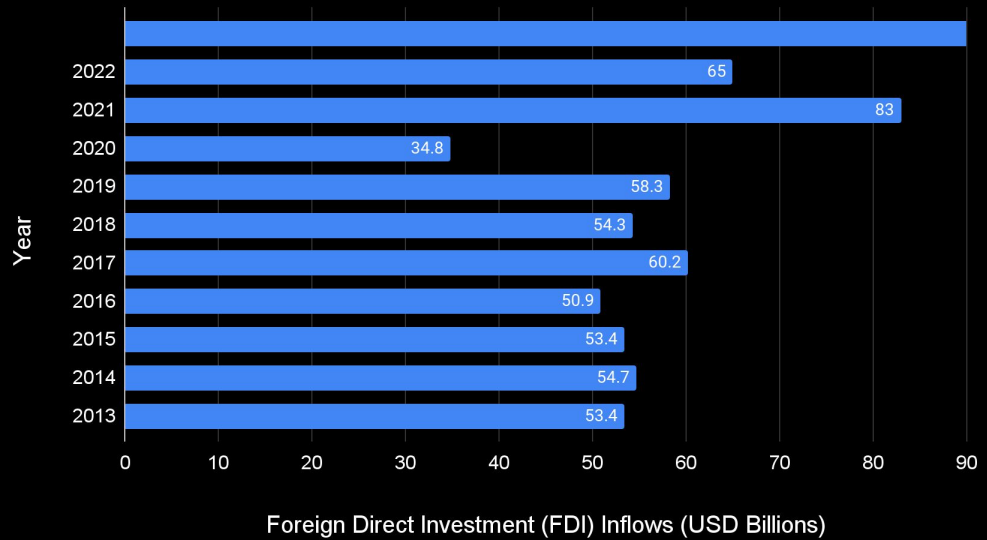
GCGO : Regional Integration

This issue discourages foreign investments, which therefore impedes economic growth in Africa.

The investors who are actively seeking to invest in African countries have been greatly affected by lack of accurate information for starting a business in certain countries. Some have lost money in shady deals , others have given up their business pursuits in the region and decided to head to Asia. As this continues, the African people are directly impacted since no new jobs are being created by these potential investors.

There has been over \$500 Billion in Total Foreign Direct Investment (FDI) inflows to Africa over the past decade.

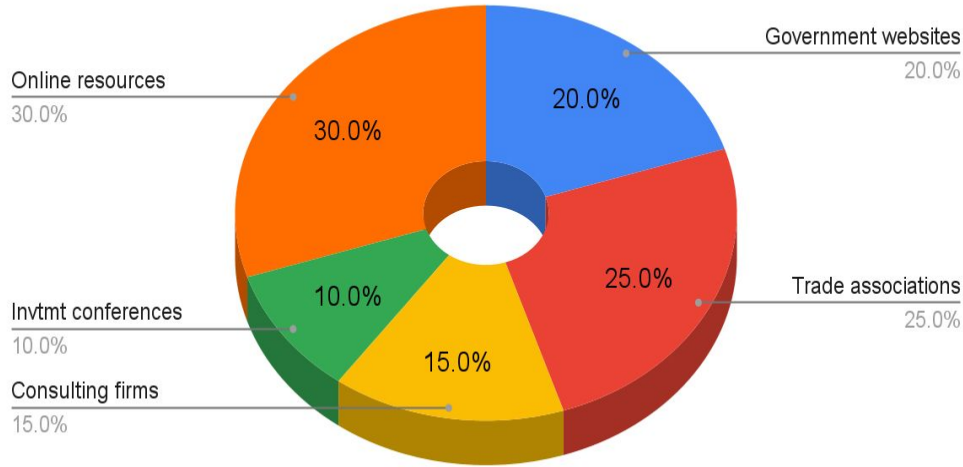
Total Foreign Direct Investment (FDI) inflows to Africa over the past decade (upto 2022)



Source: United Nations Conference on Trade and Development (UNCTAD) annual report on global FDI flows.

<https://unctad.org/>

Sources of information for investors looking to invest in Africa.



50% of investors looking to invest in Africa, get their information from Government resources and other online resources.

Top 9 Foreign Direct Investment inflows to Africa by country :

1. South Africa
2. Egypt
3. Nigeria
4. Morocco
5. Ethiopia
6. Kenya
7. Ghana
8. Tunisia
9. Algeria



Source: United Nations Conference on Trade and Development (UNCTAD) FDI flows. <https://unctad.org/>



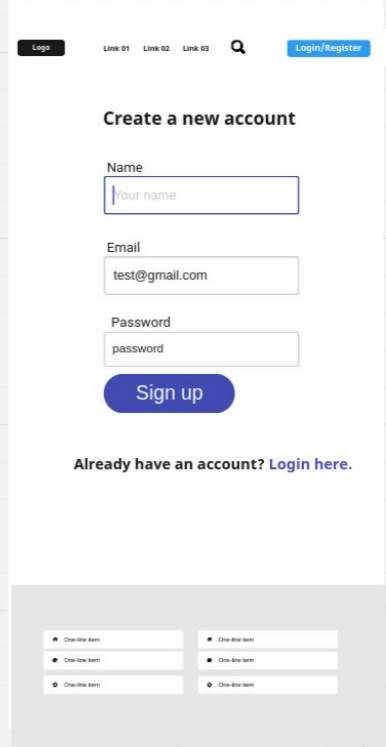
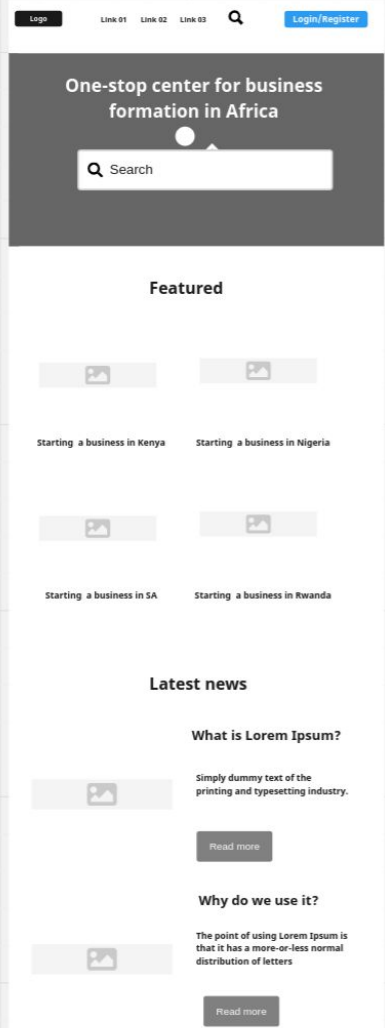
Proposed solution

Create a website where critical information on how to start and run businesses in each of the member countries is uploaded and updated on a regular basis. Provide a 'help desk' where people can submit queries and get feedback in real time.

Why: A website is readily accessible and will not require users to download it to get started. It is accessible on any device browser regardless of screen size. It is also easier to update and publish.

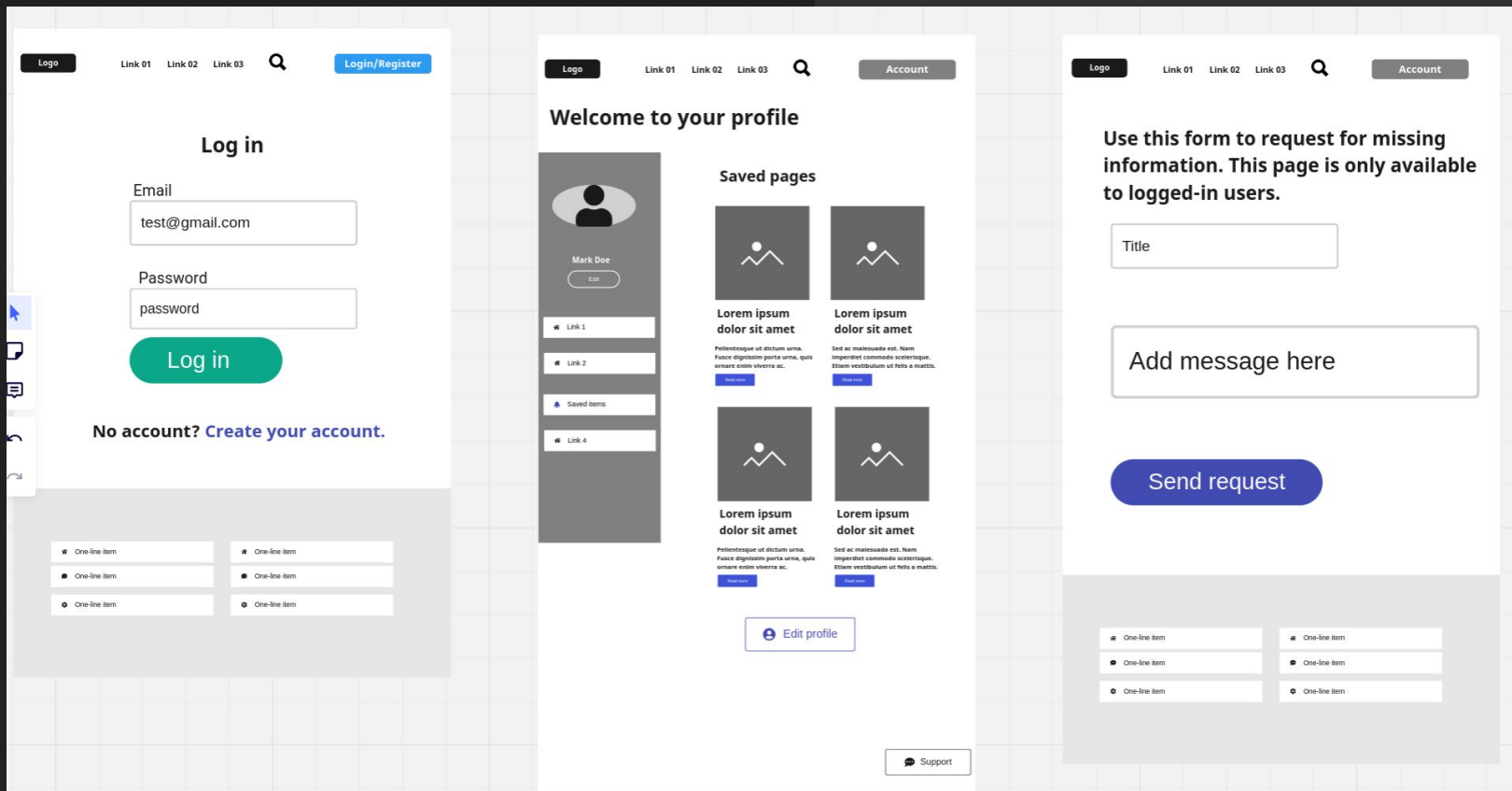
Wireframes

- Homepage
- Search results page
- Signup page

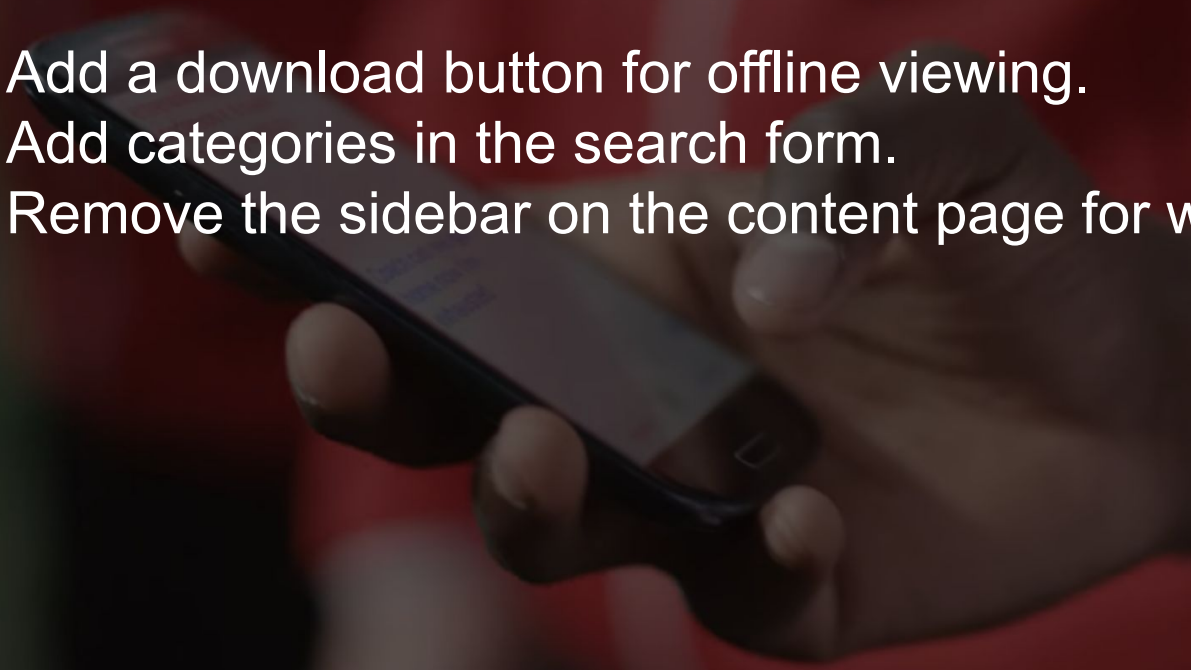


Wireframes

- Login page
- Profile page
- Requests page



Needs and pain points (Test user)

1. Add a download button for offline viewing.
 2. Add categories in the search form.
 3. Remove the sidebar on the content page for wider viewing.
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- A hand holding a smartphone, with the screen displaying a blurred interface. The background is a dark red, textured surface.



Proposed changes based on Test user feedback

1. We will need to add a download button.
2. Redesign the search form with category inputs.
3. Content page will not be changed.
4. Design more wireframes to add missing/additional functionality.



Next steps after funding

Build a team with the skills needed to bring the idea to life.

Come up with a go-to-market strategy after the initial MVP is ready.

A stylized map of Africa is shown in a dark, muted color. Overlaid on the map is a large, dense crowd of small, dark silhouettes of people, suggesting a large population or a significant social issue. The background is a dark, textured grey.

This problem discourages foreign investments. This impedes economic growth in Africa. Without new investments, it is difficult to create new jobs for the African youth.

Creating this website is one way of easing the process of investing in Africa.

Thank you !

→ All images are courtesy
of Bing AI generator :

[https://www.bing.com
/images/create](https://www.bing.com/images/create)