

WORLD HEAVYWEIGHT CHAMPIONSHIP
DIRECT FROM KINSHASA, ZAIRE • TUES. OCT. 29
15 ROUNDS

NO HOME TV NO RADIO



GEORGE FOREMAN vs. **MUHAMMAD ALI**
WORLD HEAVYWEIGHT CHAMPION FORMER WORLD HEAVYWEIGHT CHAMPION



OFFICIAL AIRLINE TO THE FIGHT

PRESENTED BY HEMDALE LEISURE CORPORATION • VIDEO TECHNIQUES, Inc. • DON KING PRODUCTIONS
PRODUCED BY JOHN DALY • HENRY A. SCHWARTZ • DON KING

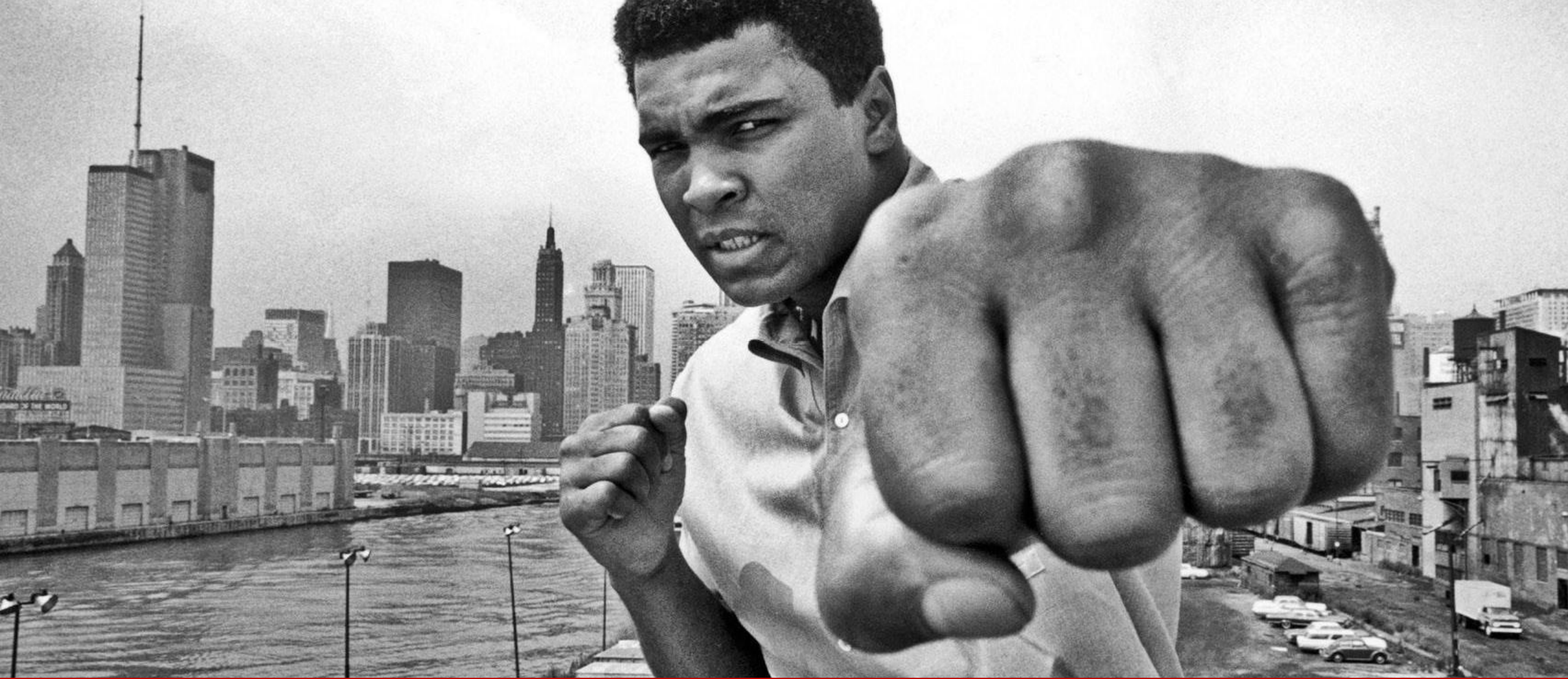
WINNING BUSINESS IN AFRICA

**RUMBLE IN
THE JUNGLE
RELOADED**

1. **Territory**
2. **Innovation**
3. **Threats & Opportunity**
4. **Relentless Drive & Determination**

**THE 4 NUGGETS FOR A WINNING BUSINESS IN
AFRICA**

TITORD



WHO AM I ?

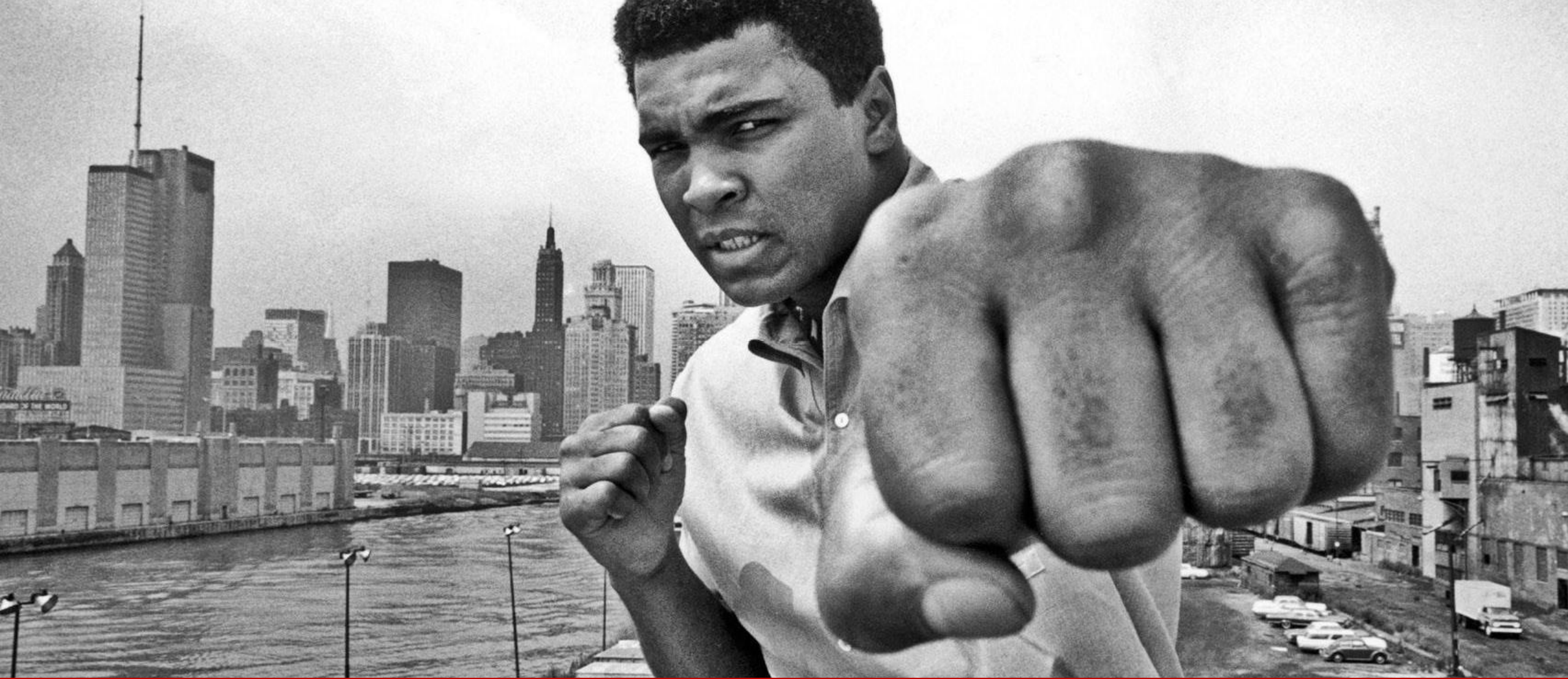
sage

Deloitte.



Alchemy
by Deloitte

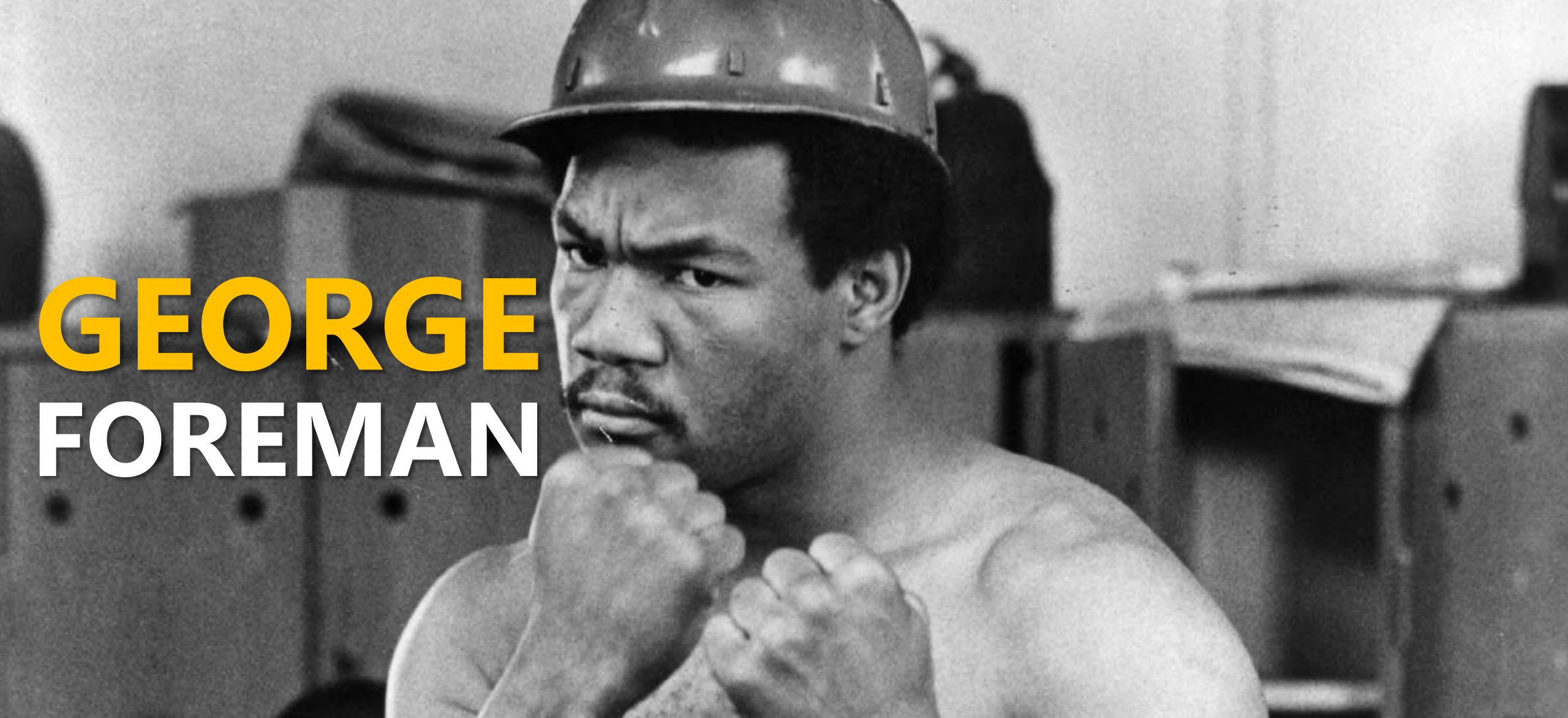




WHY AM I HERE ?



**Setting the
scene**



GEORGE
FOREMAN

MARKET LEADER



MUHAMMED
ALI

UNDERDOG



**FIGHT
SPECTATORS**

CUSTOMER



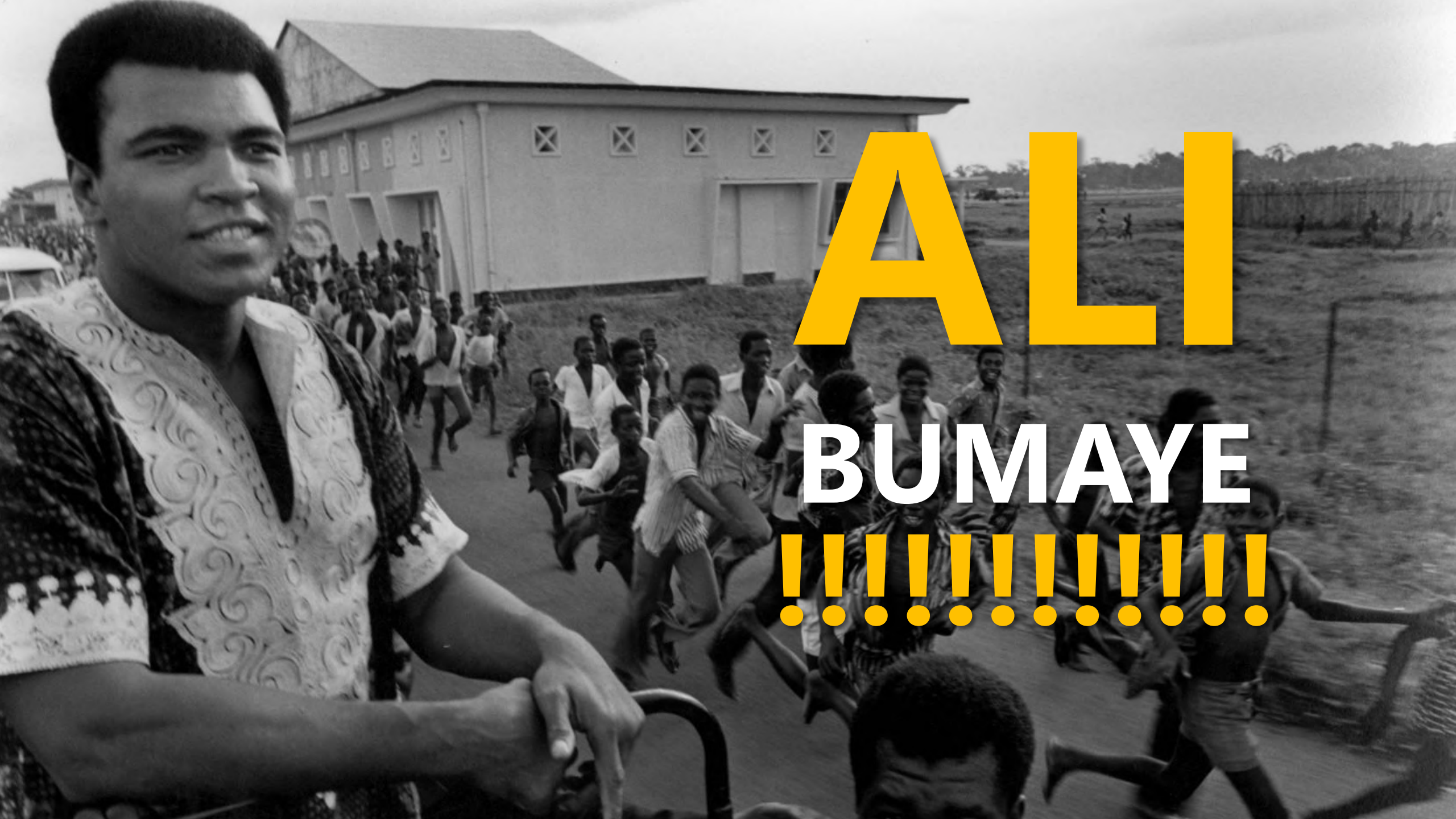
KINSHASA 1974 D.R. CONGO
(FORMERLY ZAIRE)



MOBUTU SESE SEKO

1. Territory

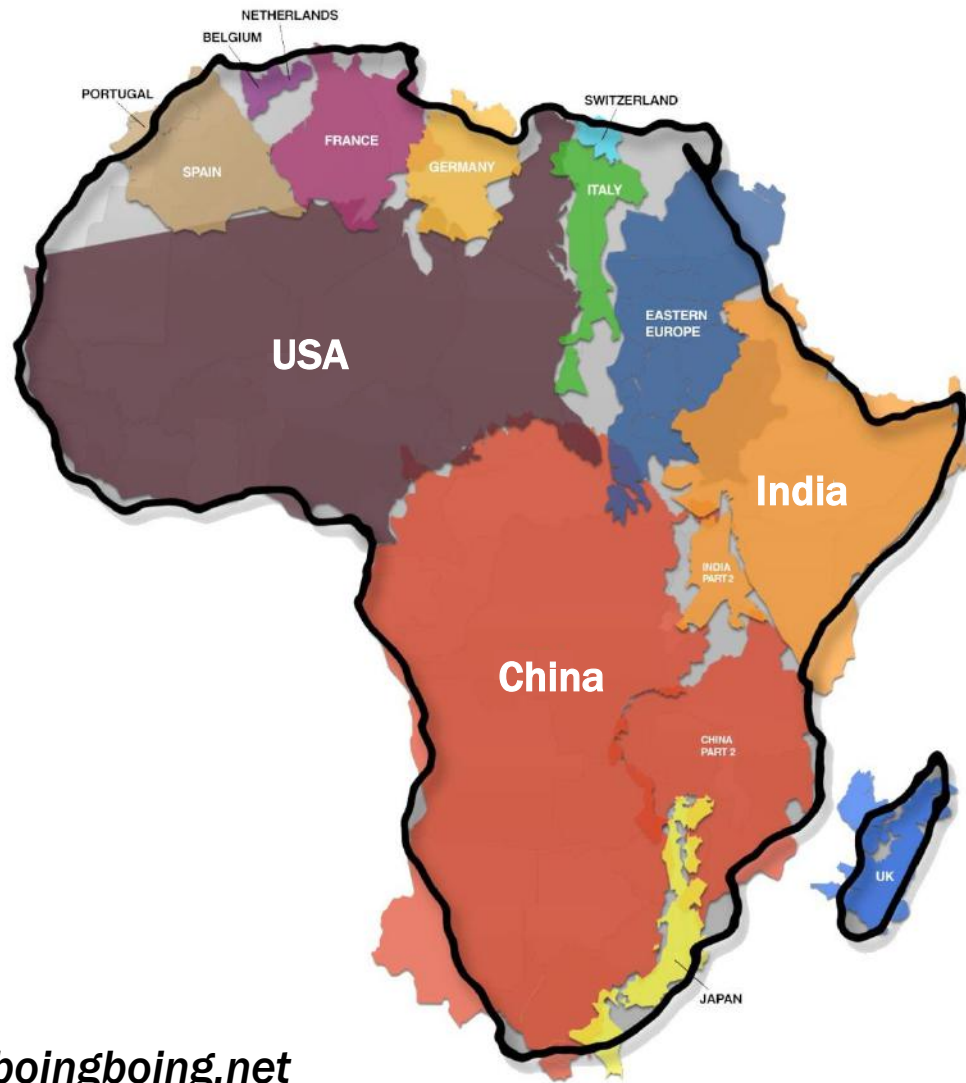




ALI

BUMAYE

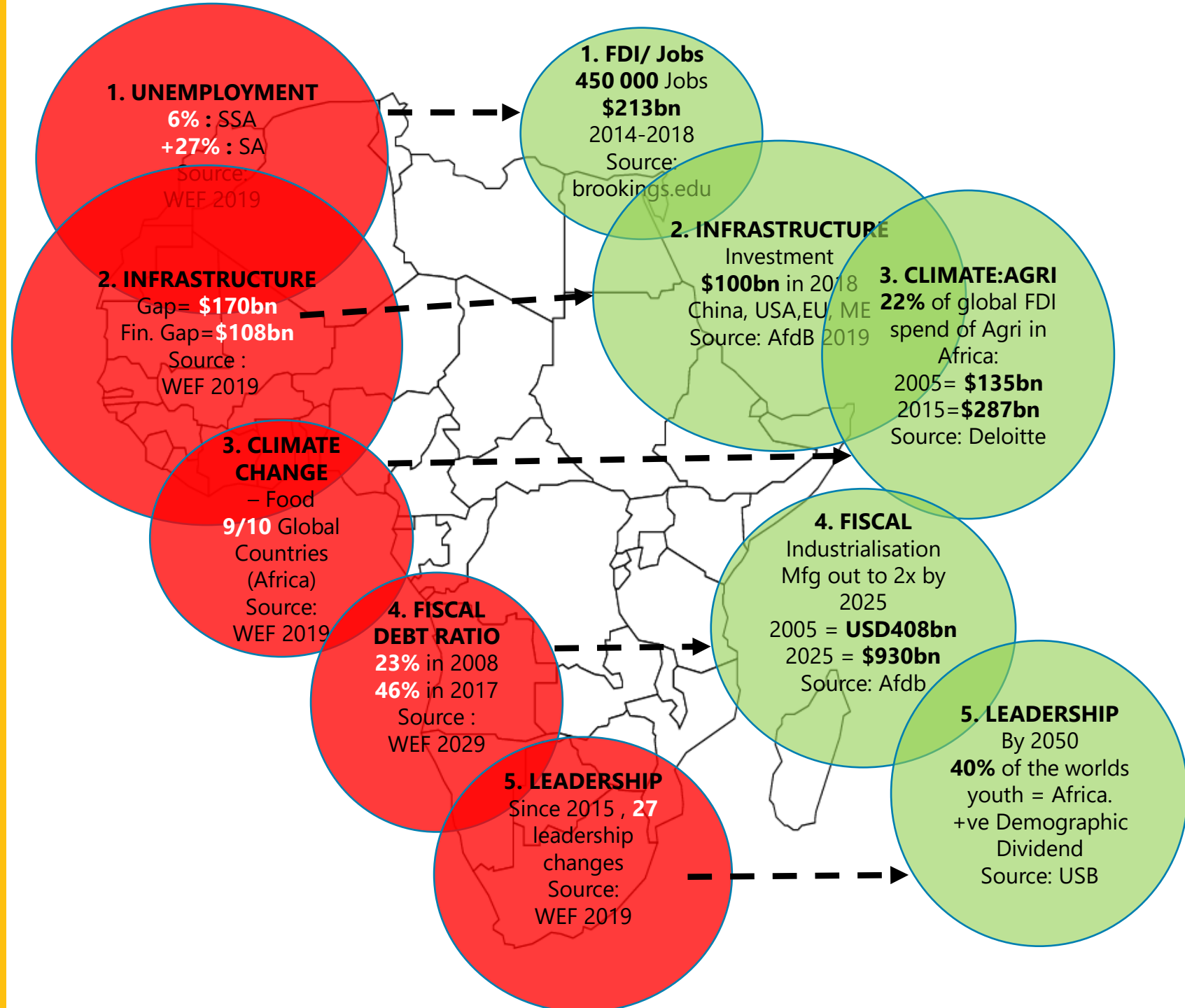
!!!!!!!!!!!!



media.boingboing.net

Snapshot of Africa

The African Conundrum



**The
Economist**

Winter for Chinese tech startups

Kinder, gentler Republicans in Texas

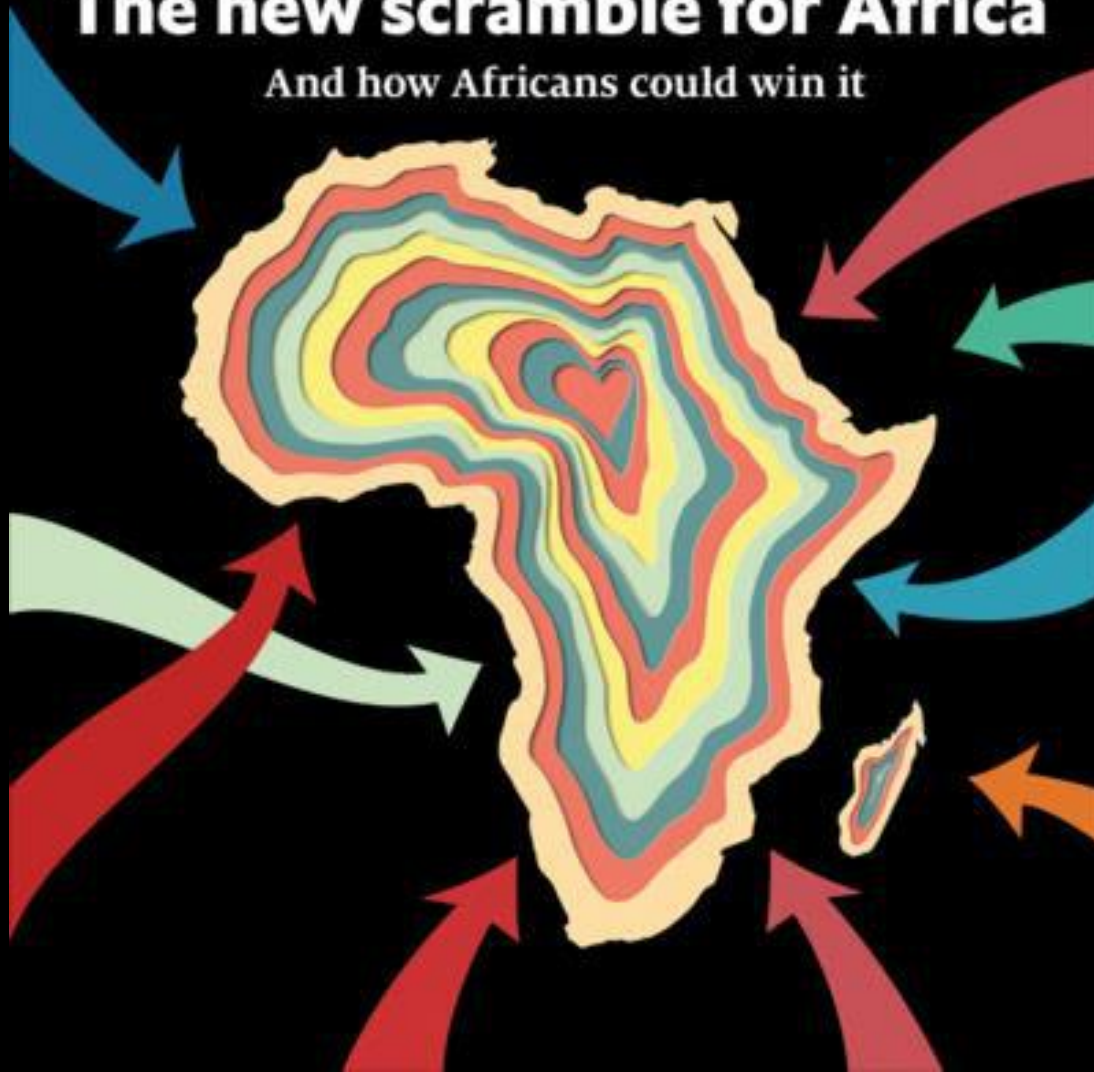
Make Europe's companies great again

The death of the first-class cabin

MARCH 9TH–15TH 2019

The new scramble for Africa

And how Africans could win it

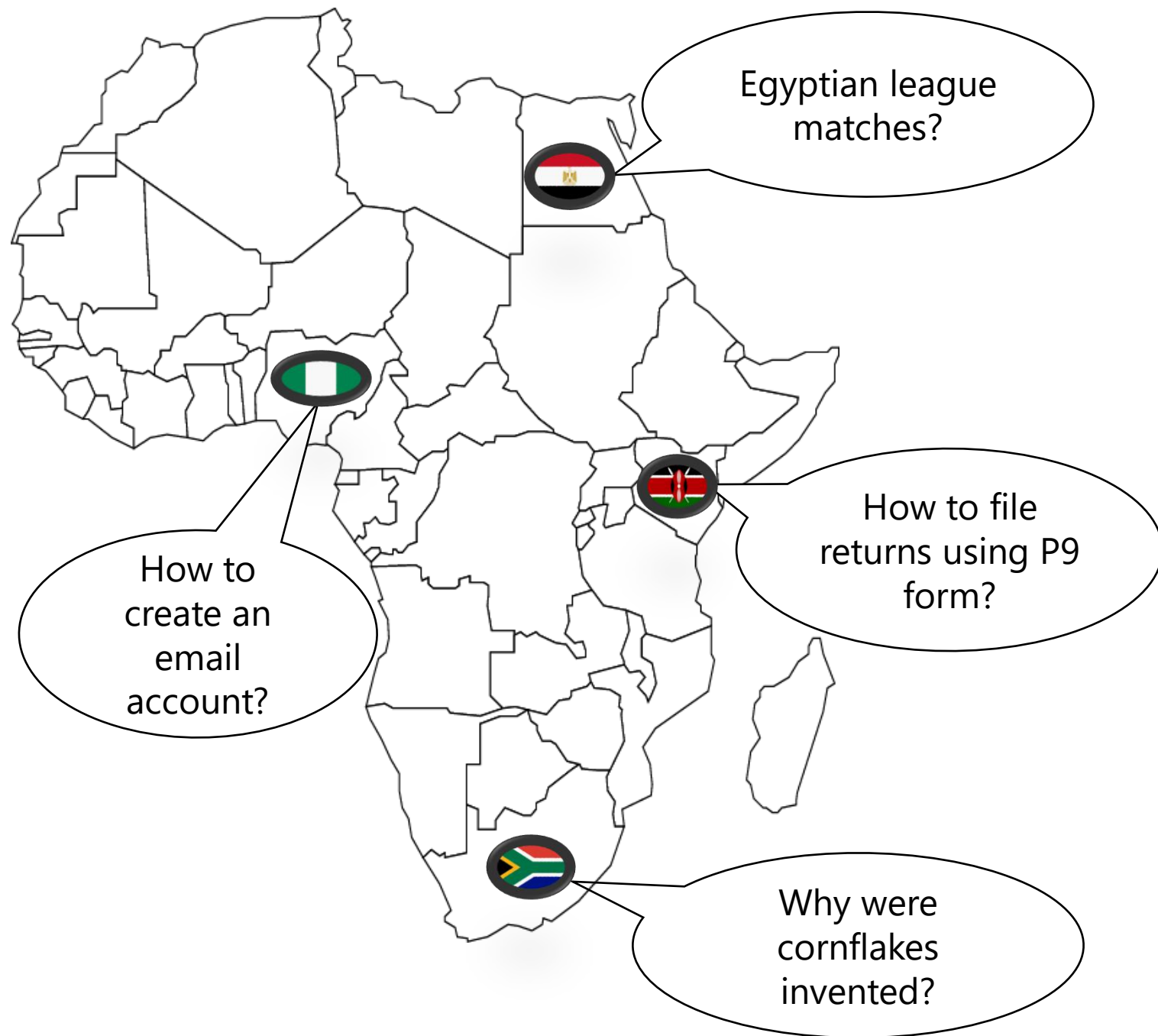


AFRICAN CONTINENTAL FREE TRADE AREA CREATING ONE AFRICAN MARKET

#AfCFTA2018 | 17-21 March 2018 | Kigali, Rwanda



1.2bill. pple releasing \$3.4Trillion



Top Trending Questions

Google 2019

Case Study 1

Zimbabwe



**Zimbabwe's
inflation rate
surges to
231,000,000%**
theguardian.com

2008



Tradingeconomics.com | Reserve Bank of Zimbabwe

2019
GDP 21.4bill
GDP Growth Rate -6.5%
Inflation 785%

**Probability of dying under 5
years old.
(per 1 000 live births in 2018)**

**Zimbabwe : 46 lives
USA : 7 lives**



**Probability of dying between
15 and 60 years
(per 1 000 population in
2016/17)**

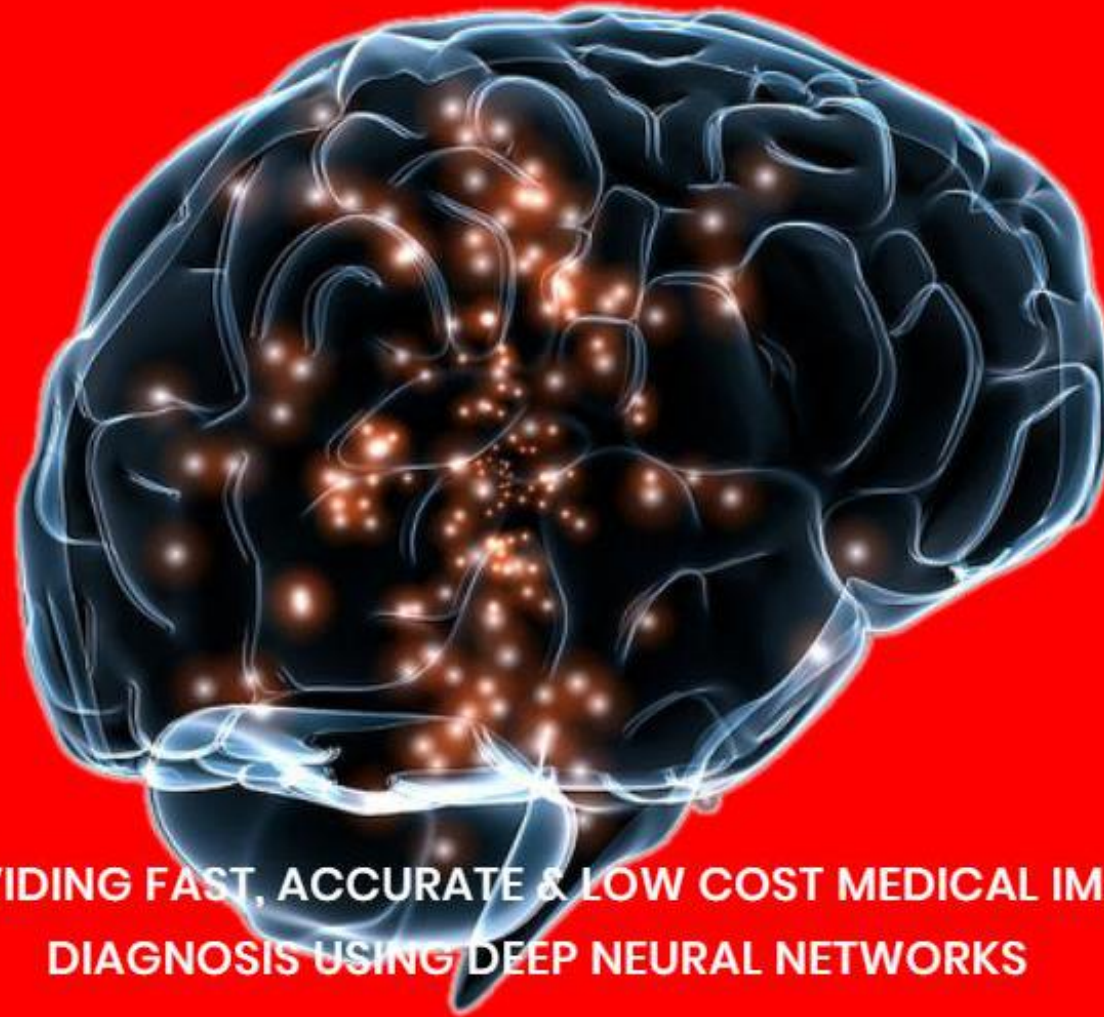
**Zimbabwe : 337 lives
USA : 8 lives**



Source (WHO)

HEALTHCARE IN ZIMBAWE

Dr CADx



PROVIDING FAST, ACCURATE & LOW COST MEDICAL IMAGE
DIAGNOSIS USING DEEP NEURAL NETWORKS

**Artificial Intelligence | Cost Reduction
Rural & Urban | Zimbabwe Doctors**

Forbes



STARTUPPER
OF THE YEAR

INNOVATION PRIZE FOR AFRICA NAMES ITS
2017 FINALISTS FOR SOLVING AFRICA'S
PROBLEMS

PERMANENT ACCELERATION, REMOTE
ASSISTANCE, AND NO COHORTS: MEET THE
BAOBAB NETWORK

STARTUPPER OF THE YEAR BY TOTAL -
WINNERS OF 2018-2019 EDITION



ehealthnews+



Dr CADx

5 AFRICAN STARTUPS SECURE \$25K
FUNDING EACH VIA THE BAOBAB NETWORK
ACCELERATOR

DR CADX DEVELOPS DIAGNOSTIC SOLUTION
FOR DEVELOPING COUNTRIES

DR CADX: THE START-UP THAT SEES
THROUGH YOU



SEEDSTARS ZIMBABWE WINNER DR CADX
PLOTING E-HEALTH REVOLUTION

ZIM STARTUP SHORTLISTED FOR
INNOVATION PRIZE FOR AFRICA

12 AFRICAN STARTUPS TO WATCH IN 2017

AWARDS



**2019
With H.E
Prof. Mthuli
Ncube
Finance Minister
of Zimbabwe**

***At the Zimbabwe Diaspora Business Engagement
(On the side-lines of the 2019 World Economic Forum Africa
Cape town)***

**2019
With H.E
Emmerson
Mnangagwa
President of
Zimbabwe**



An aerial photograph of a wide, powerful waterfall cascading over a dark, rocky ledge. The water is white and turbulent as it falls, creating a thick mist at the base. The surrounding cliffs are covered in dense, vibrant green vegetation. The scene is captured from a high angle, emphasizing the scale and power of the natural formation.

Where water is the boss, the land must obey
African Proverb

TERRITORY

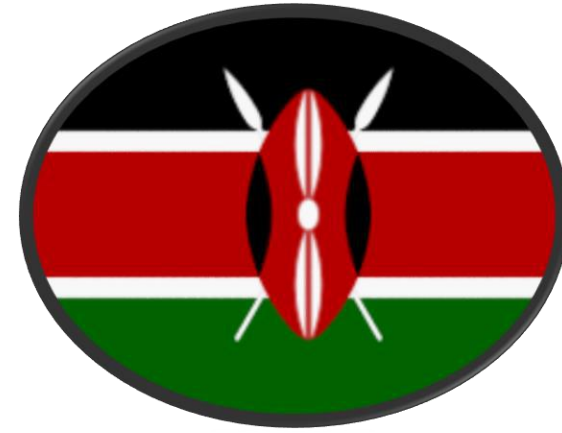
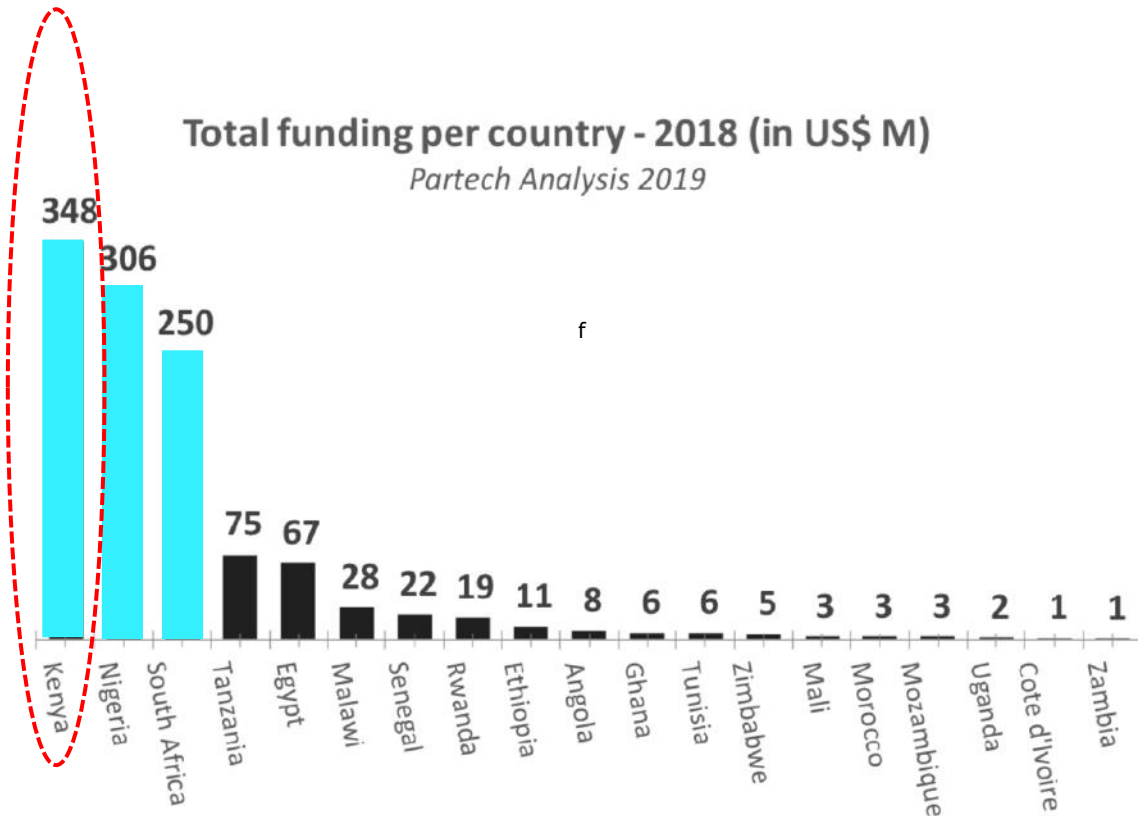
2. Innovation



ROPE-A-DOPE



VC Investments per African country \$1Bill+



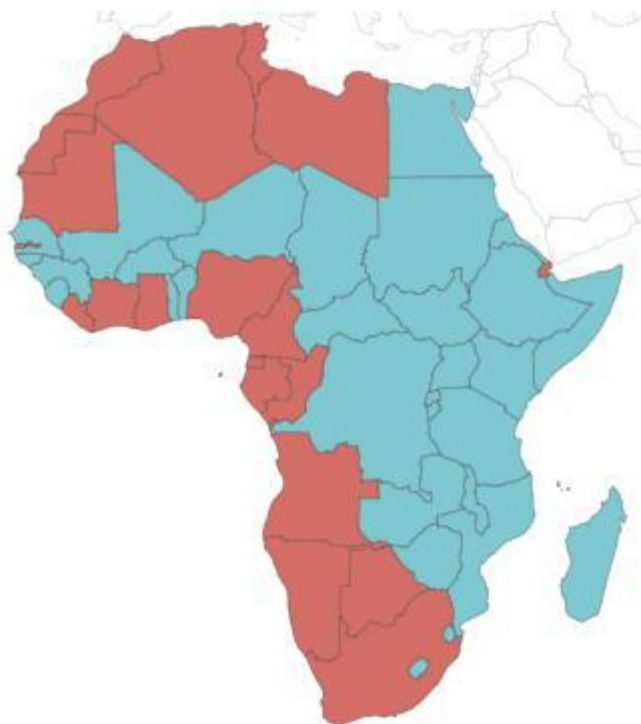
2018

Kenya, Nigeria and South Africa account for 78% of the total funding with Egypt and Tanzania showing growth.

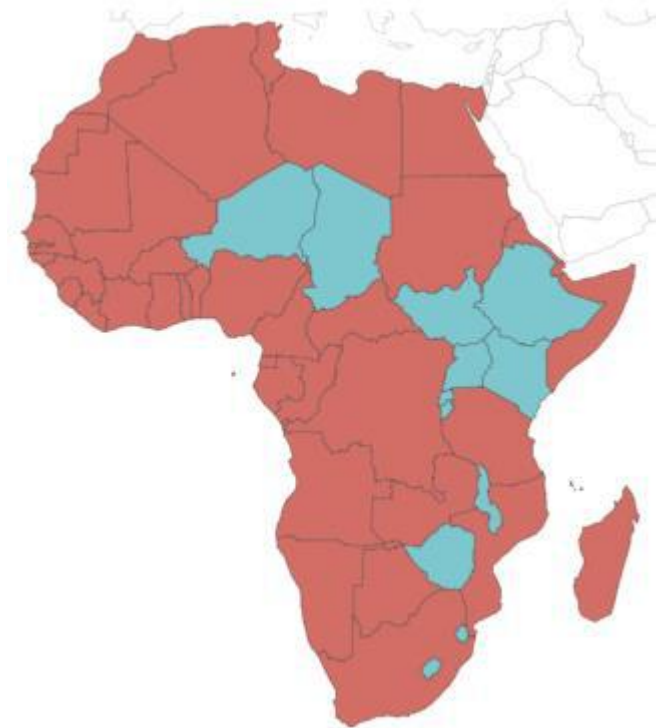
1990



2020



2050



Majority rural

Majority urban

visualcapitalist.com

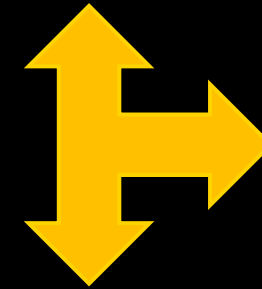
**2050 : Africa will have a
majority Urban Population**



**better work
life balance**



**healthier
diet**



**exercise
more**

LIFESTYLE CHANGES

Vertical Agriculture 'A game changer'

Agriculture in Africa:
65% of workforce and 32% of GDP

SSA Agriculture:
Market increase \$200bill(2015) to 1 trillion(2030)

**INNOVATIVE AGRICULTURE IS THE FUTURE FOR
AFRICA**

Case Study 2

Nigeria



Nigeria

South Africa

Trading Economics | World Bank

2013 *Nigeria*

GDP \$515bill

Population 172mill

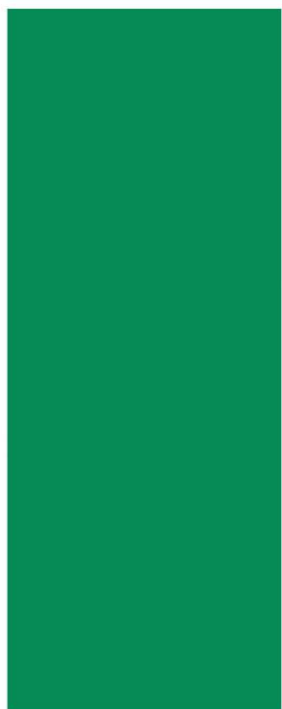
Total consumer spend: \$412bill

2013 *South Africa*

GDP \$367bill

Population 54mill

Total consumer spend: \$297bill



Sharing a moment with H.E President of Nigeria Muhammadu Buhari at the 2020 UK-Africa Investment Summit hosted by Prime Minister Boris Johnson



“High rental costs and duties and complex supply chain processes made trading in Nigeria highly challenging”.

Woolworths CEO – Ian Moir

“Nigerians don’t know Woolworths. Insofar as they’ve heard the name, Nigerians associate it with the downmarket British retailer that went bust”.

**Financial Derivatives CEO
(Nigeria Analyst) - Bismarck Rewane**

“Nigeria not so easy: Woolworths of South Africa is closing its three stores in Nigeria, just a couple of years after opening”. *Financial Times 2013*



**"NO ONE TESTS THE
DEPTH OF A RIVER
WITH BOTH FEET
UNLESS THEY ARE
PREPARED TO SWIM"**

African Proverb – Guinea Bissau

INNOVATION

3. Threats & Oppportunity



**Identify the threats &
opportunities**







THREAT



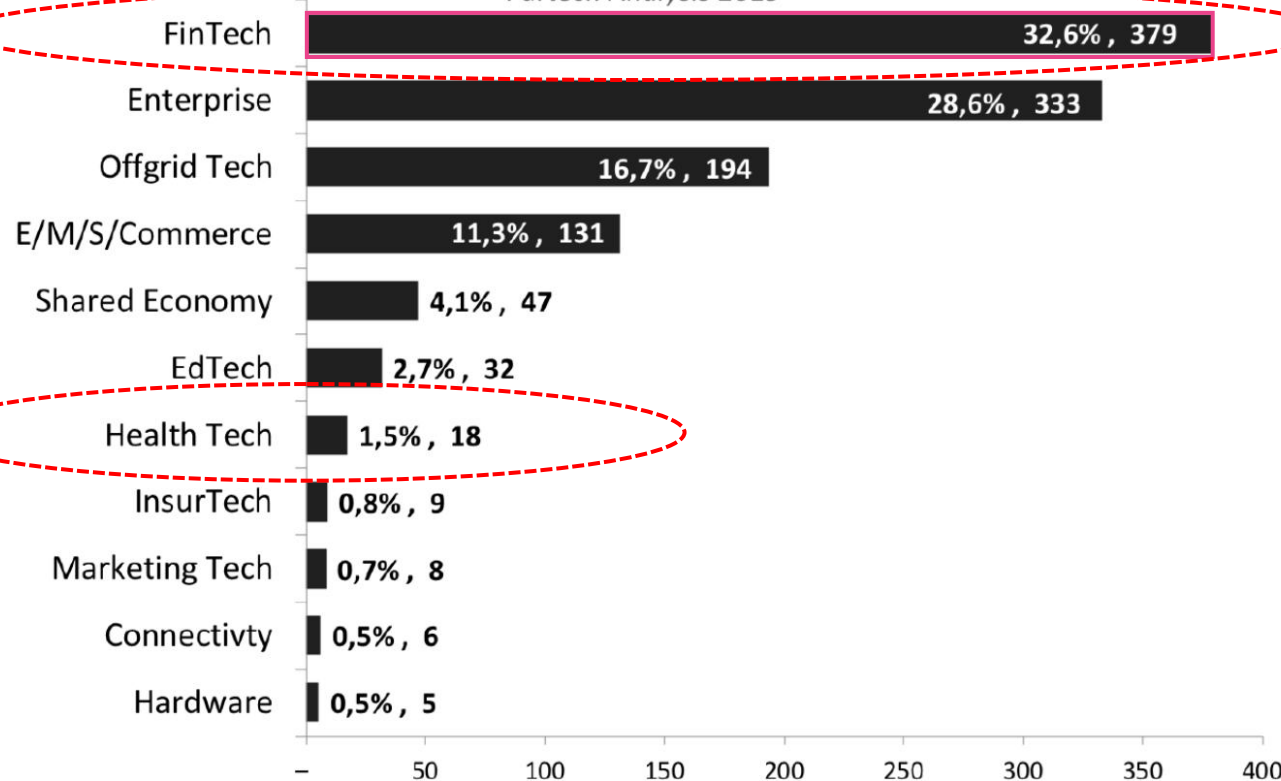
Everyone has a plan ‘till they
get punched in the mouth’

Mike Tyson

VC Africa Investments per sector \$1 Bill+

Top funded verticals - 2018 (in US\$ M)

Partech Analysis 2019



2018

Key investment areas are fintech, enterprise, off-grid tech, digital commerce and shared economy.

Case Study 3

Ethiopia



World Bank | Research & Markets

2020

GDP \$91bill

Population 115mill

Market Value of Construction Industry \$7.1bill₂₀₁₈

“Ethiopian construction industry loses billions each year from inefficiency and corruption because of the manual paper-based systems”

Abel Gebreananya - Founder



ConDigital: Providing Cloud Data Management for Construction Projects & Companies



**Grab the
OPPORTUNITY**



2019
Meeting H.E
Sahle-Work
Zewde
President of
Ethiopia
2019 Ethiopia
(Deloitte Automobile
CEO Ethiopia Roadshow)



**“The Elephant does not limp when walking on thorns”
African Proverb**



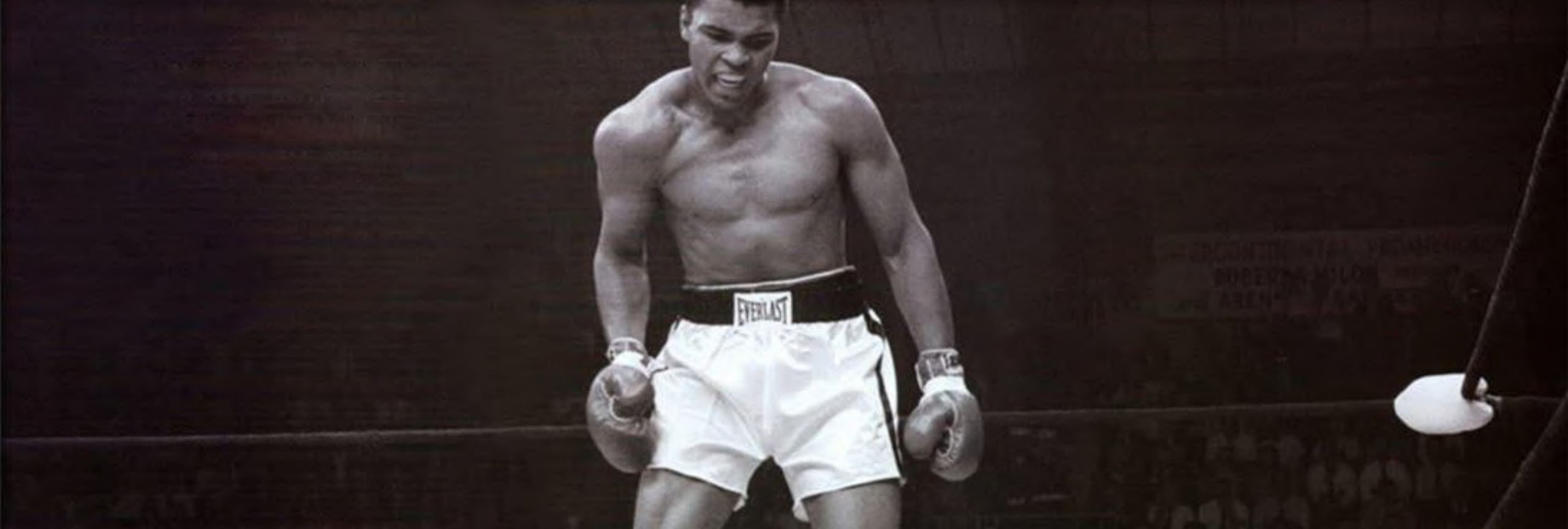
THREATS



"A roaring lion kills no game"
African Proverb

OPPORTUNITY

4. Relentless Drive & Determination



Relentless Drive & Determination





Eliud KIPCHOGE 2019

**“If you want to go
fast go alone. If you
want to go far go
together”.**

African Proverb

1:59:40

Marathon World Record Holder

1. **Territory**
2. **Innovation**
3. **Threats & Opportunity**
4. **Relentless drive & Determination**

**THE 4 NUGGETS FOR A WINNING BUSINESS IN
AFRICA**

TITORD



Speaker



Dr Rutendo Hwindingwi

Business Development Leader | Africa & Emerging Markets

Programme Director - Alchemy by Deloitte School of Leadership

rhwindingwi@deloitte.co.za





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