

## **The Opportunity of a Lifetime: Africa's Business Heroes 2022!**

A competition akin to the African Football Cup— but the entrepreneurial version.

Africa's Business Heroes is an annual televised event, run by the Jack Ma Foundation, that showcases all sorts of businesses from around Africa.

Entrepreneurs from all 54 countries across the continent apply to stand on stage and tell the world about their businesses. They're offered guidance from renowned experts, training programs and bootcamps, and the top 10 entrepreneurs win a shared grand prize of \$1.5 million!

**“Africa's Business Heroes Are Change-Makers That Believe in the Power of Entrepreneurship.”**

### **How has Africa's Business Heroes helped African entrepreneurs?**

To date, the competition has engaged with over 43,564 African entrepreneurs, awarded over \$4 million in prize money to 30 entrepreneurs, who've created over 1,616 jobs and counting.

The show is annually televised all throughout Africa, with an average rating of 99%, and has reached millions around the world through YouTube and social media.

### **Why was Africa's Business Heroes created, and why has it become so popular?**

The success of Africa's Business Heroes is rooted in the power of storytelling. Amplifying every African entrepreneur's journey has not only empowered participating entrepreneurs, but has helped shed light on how vibrant Africa's entrepreneurial ecosystem is.

By highlighting the passion, resilience and proactiveness of Africa's entrepreneurs, ABH has been showing the world and Africans alike just how much the continent is a land of opportunity— it's gained the intrigue of investors, connected businesses to customers,

potential partners and investors, and is slowly encouraging aspiring entrepreneurs to start taking steps towards building their own dream companies.

ABH is creating a positive cycle to help Africans start unlocking opportunities, solving challenges and building great things together. As the domino effect continues, every Africa's Business Heroes competition will outdo the ones before.

### **Am I eligible to apply?**

The competition only has a few prerequisites to be eligible to apply:

- 1) Are you an African Founder/Cofounder?
- 2) Has your business been around for 3 years or more?
- 3) Are you or your parents/grandparents African citizens?
- 4) Is your headquarters registered in an African country?

If all answers are yes, you are eligible to apply!

### **Which industries does the competition focus on?**

Entrepreneurs from all industries are welcome to apply— it doesn't matter whether you're running a medical research company or a catering business, as long as you're offering value to your community, you're eligible to become an African Business Hero.

### **When can I start applying?**

[Click here](#) to start applying right away! Applications are open until June 6th 2022, and the competition will run until August 2022.

It's African's time to start telling Africa's story!

