



**SLA**  
She.Leads.Africa

**Brand Introduction to She Leads Africa**



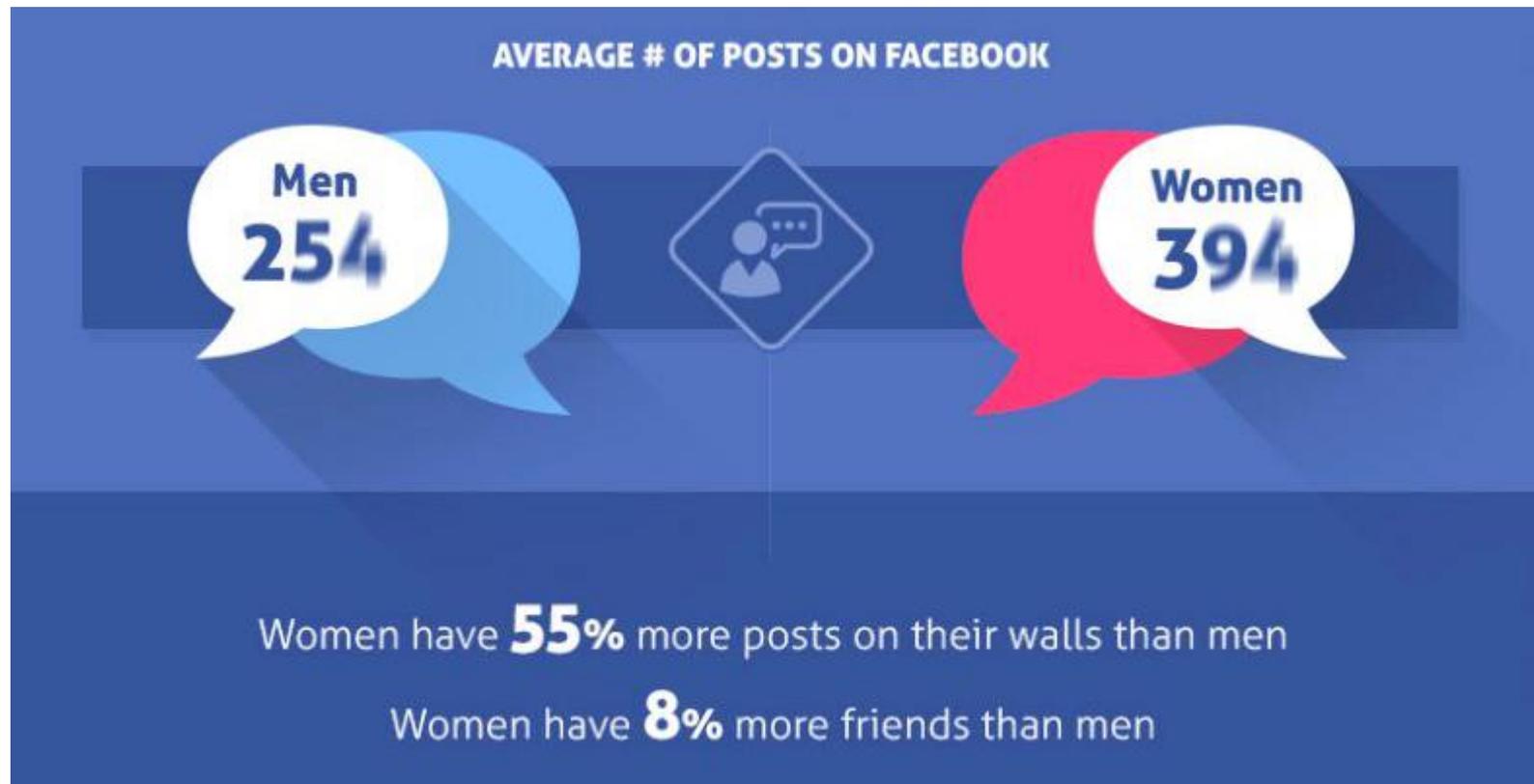
**She Leads Africa is a digital media company connecting smart young African women with brands and resources to help them live their best professional lives**



## Our Values

- We are committed to helping smart and ambitious young African women live their best lives
- We promote and uplift local talent by proactively identifying promising African experts and practitioners and providing them a platform to grow
- We deliver the best career and business content focused on our community

# Women control 70-80% of all consumer purchasing decisions and they are the most active influencers on social media





**We have an active community of more than 250,000 smart, ambitious and upwardly mobile young women**

**30+** Countries represented

**4.5** Average feedback from SLA events

**15%** Average monthly growth rate

**6** # of countries we've hosted events in 2016



**Ibukun** @TheOnlyIbukun

1/29/16

I love what @SheLeadsAfrica is doing for women in business in Africa. Makes me smile when y'all pop-up on my timeline



**Nour Drissi**

@Nour\_Drissi



Follow

So grateful to @SheLeadsAfrica for their trust. It's an amazing competition organized by brilliant women & a talented team. It was fabulous!



**Ngozi Cole**

@sepiadahlia



Follow

Taking a moment to appreciate the gem that is @SheLeadsAfrica !! I'm learning so much from the website

# DESCRIBE SHE LEADS AFRICA IN ONE WORD

**SLA**  
She.Leads.Africa



sheleadsafrica

82 likes

2w

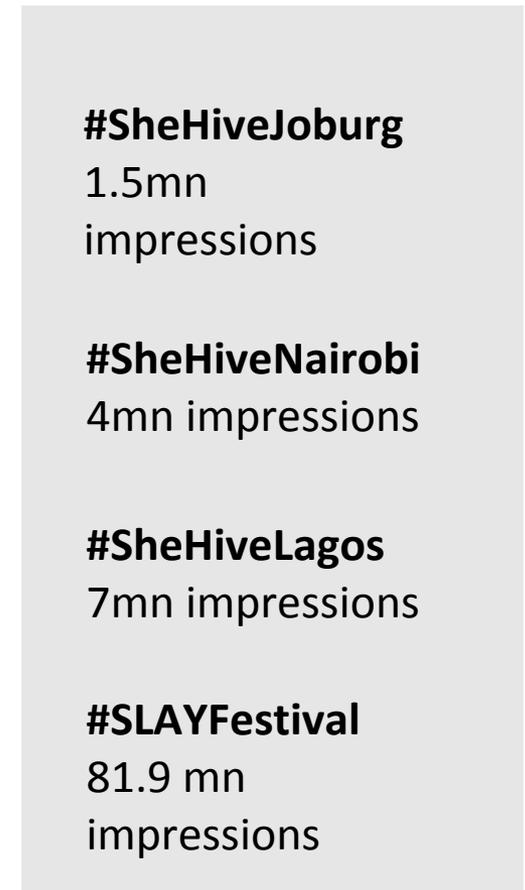
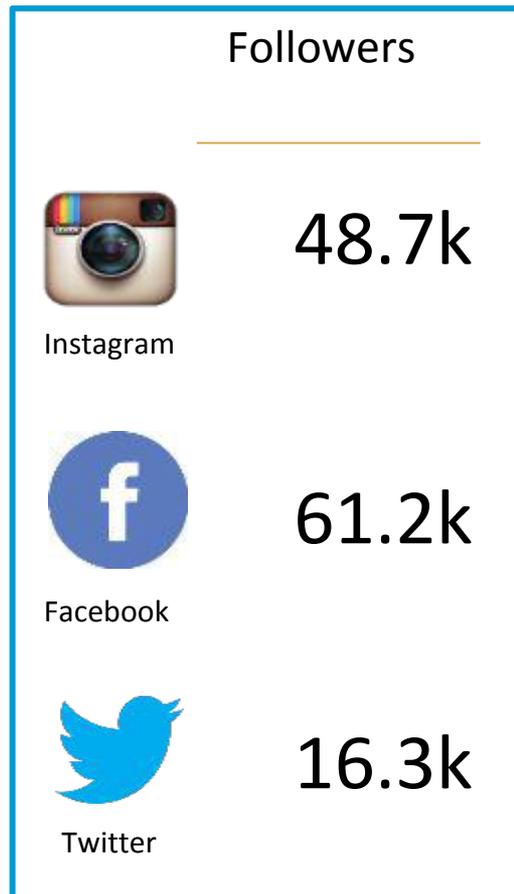
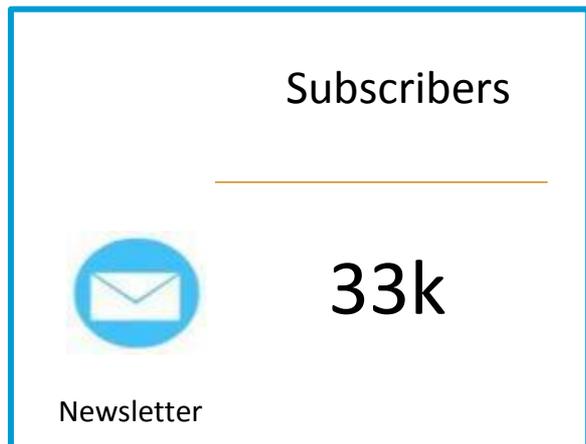
- titiadewale Empowerment ×
- ladychi05 Perfection ×
- the\_oluwadamilola Pheenomenal ×
- arqosuyah\_glawryah Empowerment ×
- ankaranista Fulfilling ×
- wekumei Inspirational ×
- lelioachanga #Empowering ×
- miss\_capital\_city Just one 🤔? Fierce! ×
- yetundeshorters Inspiring ×
- aje\_butter Valuable ×
- \_margarittya\_ Uplifting ×
- ijeomaachinivu Avant Garde ×
- honestlychels Dope. ×
- lachyscloset Motivational. I see myself on here someday ×
- nikkinzula Inspiring ×



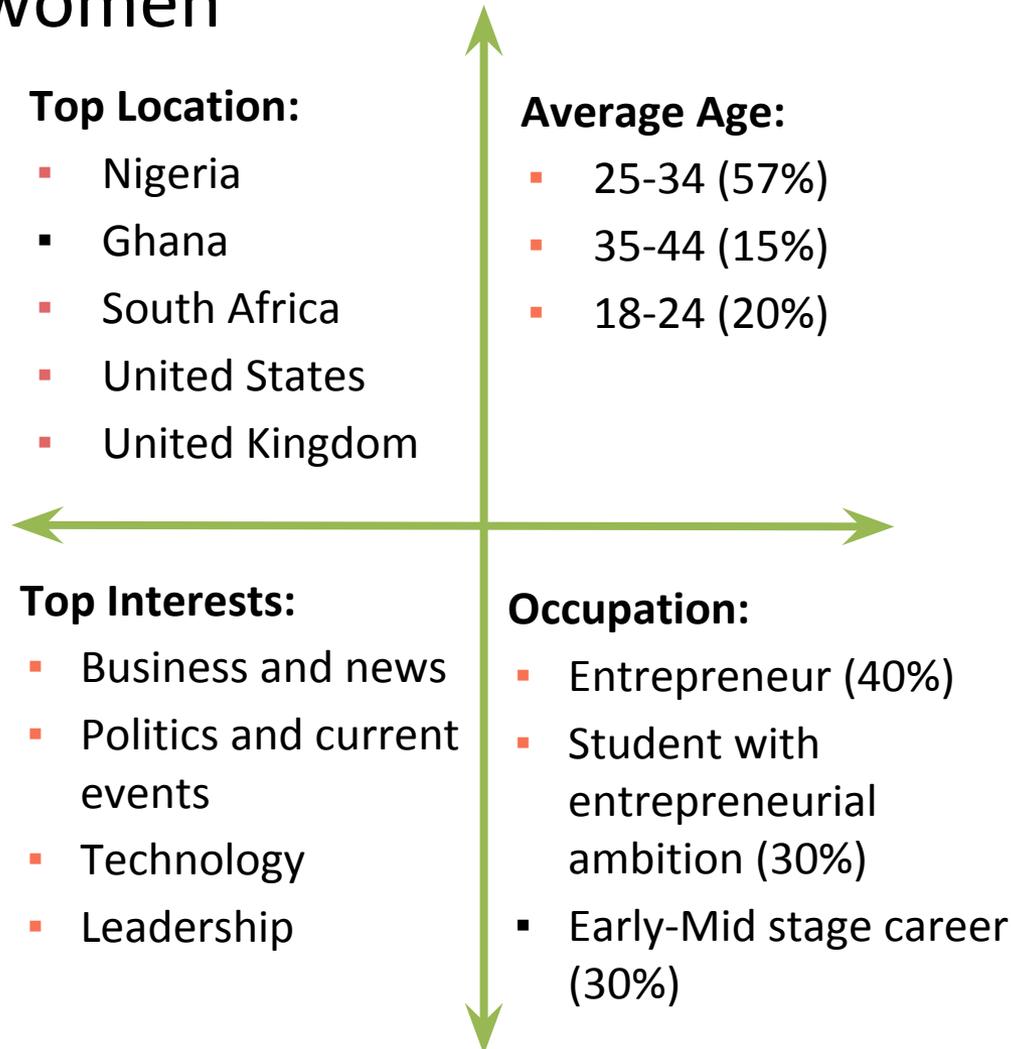
Add a comment...

...

We have a direct reach of ~250k but our campaigns and hashtags have made up to 81.9mn impressions



# Our community is comprised of working age, middle to high income and trend seeking women



# Experiential marketing is winning the hearts and minds of younger consumers



**Consumers are more interested in buying into an experience rather than a product**

**If you want to reach smart and influential young African women, She Leads Africa is the best place for you to do that**



# What makes She Leads Africa different?



AB x MeeMee  
@thekinkandixx



Really happy I have  
[@SheLeadsAfrica](#) in my life. I mean  
it :)



# Single Audience

**Our target is clear so you won't waste valuable marketing spend reaching people you don't want to connect to**



## Target Demographic:

- African woman between the **ages of 18 - 35**
  - Our largest segment is the 27-34 age group
- Works outside of the home or is looking to have a business
- Lives in an **urban environment** in Africa's major cities
- Has consistent access to the internet and is an active social media user
- At least a **secondary school education**
- Looking for advice on products and services to help her live a more **balanced and productive life**



# **Brand Loyalty**

**Our audience loves us and trusts the advice and information we provide to them**



Ms. Adjei  
@MsAdjei



I am so overwhelmed by what [@SheLeadsAfrica](#) has done and is doing. Thank you for giving young African women a platform to hope & dream & do.



Sissi Johnson  
@asksissi



Loving the sisterhood and energy [@SheLeadsAfrica](#) - Excited to be here !



ekuaarmah



♥ 42 likes

ekuaarmah Transformative is the word I would use to describe my last four days attending [#SheHiveNYC](#)! From the dynamic business bootcamp, to hearing what it takes to scale a diasporic centered ventures, trials-tribulations and milestones, I can attest that traveling across the country was worthwhile.

I can say this was my first time in a room full of women from the Diaspora. Ever. Women who believed and challenged, and are successfully disrupting industries. I am inspired, I intend to live in my purpose. I filled an entire legal pad notebook, have a portfolio stuffed with business cards and a few exciting ideas to iron out. Will not be sleeping tonight. Afua and Yasmin, thank you for leading with an unrelenting vision, tenacity and sass.

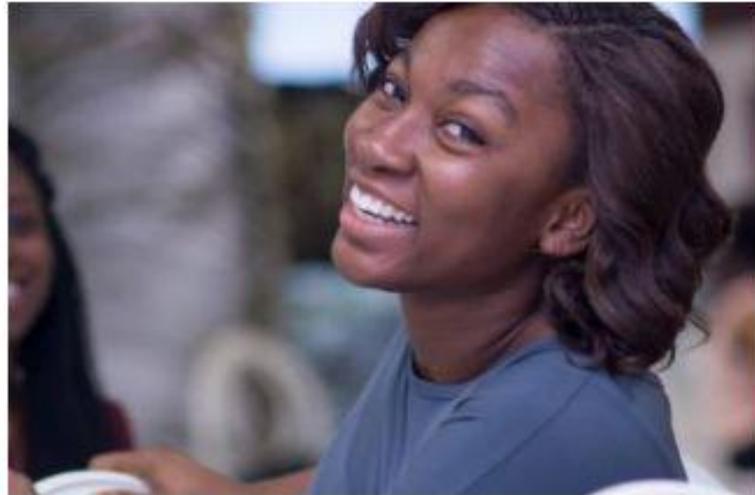
Thank you, [@SheLeadsAfrica](#)  
[#SheHiveNYC](#) [#MotherlandMoguls](#)



# **Value Adding**

**We focus on providing information and resources that is more meaningful than the general entertainment and lifestyle content found in the market**

# GROW YOUR BUSINESS



## 6 TOP TIPS YOU NEED TO CROWD FUND WELL!

BAYO ADELAJA

When you're ready to crowd fund, at first, it might seem like a lot of math and very little reward, but that is not always the case. After you read this, you wi... [READ MORE...](#)



## HOW TO BRAND AND MARKET YOUR IDEAS USING YOUTUBE

MOROUNTODUN OBAIGBO

I picked this phrase from a favorite series of mine 'New Girl', where a character said, "Marketing is the backbone of capitalism". What is capitalism? Very simp... [READ MORE...](#)





**Nigerian Goddess**

@LaVidaLolaaa



You have no idea how much  
[@SheLeadsAfrica](#) and the  
[#SheHiveNYC](#) have changed my  
life in the past 2 days. I feel like I  
can accomplish anything



# **Authentic Voice**

**Our voice is honest, real and resonates  
with young African women**

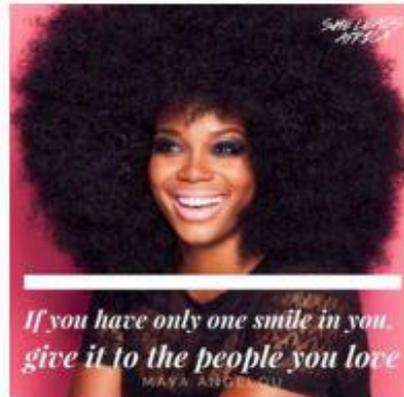


**Dzithe** @MudzithePhiri

3h

[@UnitedCap](#) Nice brand collaboration by the way. [@SheLeadsAfrica](#) knows how to communicate with us African girls. they speak our language :)







Ada

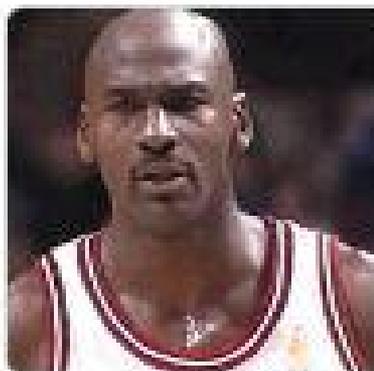
@AisforAdaeze



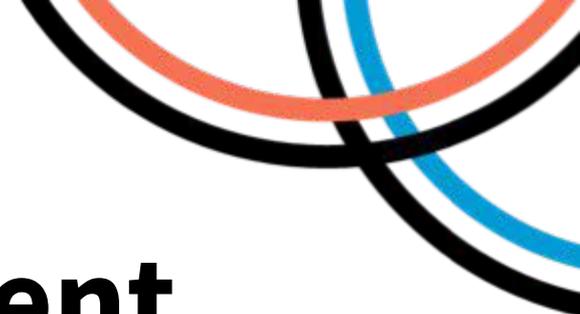
Just came across

[@SheLeadsAfrica](#) great content!

This article is on point 🤔



#YasminSays: Here's why the interviewer never called back  
[sheleadsafrica.org](http://sheleadsafrica.org)



# **Skyscraper Content**

**Our content has longevity and can generate engagement weeks and months after originally posted.**

**SLA**  
She.Leads.Africa

**Archel  
Bernard**

How I raised  
\$65,000 using  
crowdfunding



Friday September 23

3pm Monrovia / 4pm Lagos/ 6pm Nairobi

Make your business pop  
with Facebook



A simple guide to how  
Facebook can help you  
grow your business and  
stack them \$\$\$s

**SLA**  
She.Leads.Africa

SheLeadsAfrica.org



How to start a  
natural hair care  
brand with pocket  
change

w/ Nibi Lawson

**SLA**  
She.Leads.Africa  
1:07:55

She Leads Africa Webinar: How  
to start a natural hair care bran...



What you need to  
know about a  
private trust

w/ Ada Ijara

**SLA** United Capital  
She.Leads.Africa  
35:31

She Leads Africa Webinar: What  
you should know about a privat...



Hiring An Army of  
Top Performers and  
Keeping Them

w/ Chika Uwazie

**SLA**  
She.Leads.Africa  
44:36

She Leads Africa Webinar: How  
to Hire An Army Of Great...



Managing the  
Freelance Life  
w/ Clarissa Banner

**SLA**  
She.Leads.Africa  
56:51

She Leads Africa Webinar:  
Managing the Freelance Life wi...

**SLA**  
She.Leads.Africa



**Stephanie Anyadike**

@Ada\_Daddy



When you find out the [@SheLeadsAfrica](#) Youtube page has a wealth of information & you have to plan your day to binge-watch it all!

## Digital Content

- **SheLeadsAfrica.org**
- **Newsletter**
- **Instagram**
- **Twitter**
- **Facebook**
- **YouTube**
- **Webseries**

## Experiential Events

- **SheHive bootcamps**
- **SLAY Festival**
- **Curated events**
- **Accelerator**

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# **Ways for your brand to engage:**

- Native advertising**
- Integrated campaigns**
- Talent recruitment**

# Case Study: United Capital

## SLA SAVINGS CALCULATOR

She.Leads.Africa

How long will it take for you to reach your next financial goal?

**My Name is:**

First Name

**I'm trying to save:**

Savings Goal

Amount in Naira

**So that I can:**

---

**In the next:**

Years

**SUBMIT >**

# Case Study: Huawei

Ventureburn SUBSCRIBE ABOUT CONTACT ADVERTISE BURN MEDIA



NEWS

STARTUPS

ENTREPRENEURSHIP

ECOMMERCE

VENTURE CAPITAL

COMPANY OFFICE

Regions / Africa /

## She Leads Africa announces 5 female entrepreneurs for China Innovation Visit

By [Graham van der Made](#): Staff Reporter on 13 July, 2015



Social enterprise for women [She Leads Africa](#), a [Huawei](#) sponsored event, has selected five female tech entrepreneurs from Africa for its programme this year. These lucky individuals will head to Shenzhen and Shanghai in China to learn more about business and innovation in the far East.

She Leads Africa is said to be the first programme dedicated to providing female tech entrepreneurs the opportunity to visit China and connect with industry leaders.

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## Experiential Events

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**She Hive: 4 day networking and learning bootcamp for women looking to break through, live their purpose and get real results in their businesses & careers.**





# **Ways for your brand to engage:**

- Speaking opportunities**
- Venue branding**
- Market research**
- Corporate social responsibility**



# The SLAY Festival: Putting African women at the centre of technology, innovation and creativity





## GOALS

- **Change mindsets.** Change how the world sees African women and how African women see themselves
- **Highlight innovators** on the continent and **bring the latest innovations** to the continent
- **Showcase brands** that take African women seriously as leaders, innovators and creators



# **Ways for your brand to engage:**

- Event sponsorship**
- Venue branding**
- Product activation**
- Speaking opportunities**

# A business accelerator program for young women looking to take their business to the next level

## Highlights:

- 4 month business accelerator program supported by Oxfam and Venture Capital 4 Africa to encourage job creation among female entrepreneurs in Nigeria
- Cohorts to be held in Lagos Island, Lagos Mainland, Abuja, Kaduna and Port Harcourt
- Entrepreneurs get access to a SLA coach, monthly meetups, mentors and trainings
- Five entrepreneurs selected to pitch their business at the end of the program in front of business leaders and the media





**She Leads Africa is looking to  
work with brands who know  
that young African women are  
key to their long term  
commercial success**

# A little bit about us



Our team is uniquely positioned to deliver impact for this project...



**Yasmin Belo-Osagie**  
Co-Founder



McKinsey&Company

- *Strategy*
- *Business Development*
- *Investments*



**Afua Osei**  
Co-Founder



McKinsey&Company

- *Content Development*
- *Communications*
- *Marketing*



**Rafeeat Aliyu**  
Content



**Ellen Houston**  
Programmes

**SciencesPo**



Our team is uniquely positioned to deliver impact for this project...



**Caitlin Craig**  
Community



**Osayomon Gaius Obaseki**  
Programmes



We were the first African startup (male or female led) to be invited to ring the bell at the New York Stock Exchange



...and has already been recognized as pan-African leaders in the fields of women empowerment, leadership and business



“ She Leads Africa is set to become a staple of the African investment community with VC funds already seeking access to its database of female entrepreneurs. It has the potential to become the 500 Startups of Africa. - Forbes ”



HOW TWO YOUNG WEST AFRICAN WOMEN ARE CREATING AFRICA'S NEXT BILLIONAIRES



The power duo making your startup dreams come true

The 20 Youngest Power Women In Africa 2014



We were featured in a Microsoft / Windows advert that delivered 5x more ROI than any other ad in the industry



### Microsoft Windows 10 TV Spot, 'Lenovo Yoga: She Leads Africa'

Co-founder of She Leads Africa, Yasmin Belo-Osagie counts on technology including the Lenovo Yoga and Windows 10 to do her job.

ISPOT.TV



iSpot.tv  
@ispottv

.@Windows ad ft @SheLeadsAfrica drove nearly 5x more digital ROI in last 2 weeks than any other ad in its industry!  
[ow.ly/eEW6306Q72b](http://ow.ly/eEW6306Q72b)

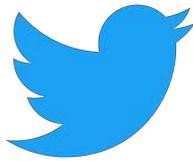


12/6/16, 1:01 PM



# We look forward to working with you and your team!

@SheLeadsAfrica



info@SheLeadsAfrica.org