



N°1 / March 2020

A monthly newsletter of Africa 4.0 - supported by the Social Impact Lab Bonn

IN FOCUS

The Goals of Africa 4.0

The project "Africa 4.0", which is supported by the 'Social Impact Lab Bonn', has very ambitious but realistic goals. Above all, German companies are to be supported in opening up markets in the pilot country Ghana and at the same time the necessary SME structure in Ghana is to be established.

The key terms to be mentioned in the first place are **artificial intelligence (AI)** and **swarm intelligence**. AI plays a key role in Africa 4.0 because the software used makes extensive use of AI. Swarm intelligence is generated by the fact that at least 100,000 Ghanaian university graduates or students in the last year of their education embody the 'swarm'. The interplay of the two elements takes place in steps that build on each other:

1. Companies use the digital platform of Africa 4.0 to test a product or service for its market potential in the pilot country Ghana.
2. Africa 4.0 formulates short texts with an appealing photo and sends this impulse to the 'swarm'.
3. The Ghanaian participants evaluate this impulse on its market potential.
4. The software calculates the market potential and identifies the persons who should play a role on the Ghanaian side in opening the market.
5. Thru the help of the software, digital processes are carried out in Ghana to establish and support companies.

Inspiration durch den täglichen Zukunftsimpuls

Für jede gesellschaftliche Herausforderung



TREND
Tägliche Inspiration durch Microtrends

EVALUATION
Wie relevant ist der Trend um ein gesellschaftliches Problem zu lösen?

VALUE CREATION
Feedback und Ideen für die Adaption und Einbindung des Trends in das eigene Umfeld

platform3l GmbH | Fontanestraße 8 | 53173 Bonn | Geschäftsführung: Gabriele Riedmann de Trinidad

12

Short future-impulses are assessed for their market potential in Ghana

6. The emerging Ghanaian companies are working with the German companies to open their markets.

At the end of the first project year, at least 10 German companies are expected to successfully enter the market and at least 50 Ghanaian companies to be founded.

What's the actual stage of Africa 4.0

The project is currently developing the basis for the launch in August 2020.

The project idea was born in February 2019 and since then, contacts have been established with institutional Ghanaian partners such as the Ministry of Education, various universities and chambers/associations as well as their German counterparts. In April a test run with at least 5 German companies and 1,000 Ghanaian university graduates is planned to prepare the full

implementation from August 2020.

Who is Africa 4.0

The project is supported by the Bonn-based digital company platform3L GmbH.

Ms Riedmann de Trinidad presents Africa 4.0 in Dortmund



Matthew Kwabena Adeyanju (Sekondi-Takoradi CCI - right) supports the project



The Africa 4.0 team

