

The logo features the lowercase letters 'ose' in a large, white, rounded, sans-serif font. Below it, the words 'in Africa' are written in a smaller, white, sans-serif font. The entire logo is centered on a vertical gradient background that transitions from a deep red at the top to a dark blue at the bottom.

ose  
in Africa

fostering  
entrepreneurship  
in africa

**Enter in the Entrepreneurial Economic Intelligence Era in Africa**

**why only**

**1,5%**

**of world wide startup  
investments land in  
African new ventures ?**

Africa is :

- 18,89% of ww population
- ± 30% of ww resources

... with such high stakes

## **Unknown Entrepreneurial Ecosystem value chains**

Policy makers, academics, and professionals in the field of entrepreneurship possess **restricted resources** to comprehend the ways in which the entrepreneurial environment influences the **formation of new businesses** and the rise of licorns, particularly in developing or low-income countries. Global observatories and international agencies supply a variety of data at the macro level that only addresses long-term strategies. However, when it comes to actual and tangible action plans, those players encounter a **lack of relevant data and analysis** to guide their tactics.

The purpose of OSE if Africa is to monitor and evaluate the **organizational value chains of the Entrepreneurial Ecosystems** in areas that most require it : Africa. Our Observatory offers policy makers, academics, and professionals an **unparalleled collection of data and analysis** via the use of cutting edge methodologies that combine big data, ecological network analysis, prediction tools, and longitudinal data. The most difficult questions about "what makes a territory more conducive to entrepreneurial ecosystem than another" may be answered by our Economic Intelligence services.

We provide **more than just an observatory**; we also give your entrepreneurial ecosystems and entrepreneurs access to a special set of tools.

*Gregory Guéneau, founder*



*«More policies in african shall be driven by data»*



## Why do i need Entrepreneurial Ecosystem value chain data ?

Our subscribers have particular requirements. OSE in Africa helps provide accurate and contextually precise answers to the following:

- **Empower policymakers:** Get comprehensive, useful data to inform your plans and initiatives.
- **Target your action plans:** Recognize the distinctive features of your entrepreneurial environment and pinpoint areas in need of development.
- **Make decisions based on data:** Utilize state-of-the-art techniques and instruments to assess and forecast the dynamics of the entrepreneurial environment.
- **Boost the success of your Startups:** Give entrepreneurs the knowledge they need to negotiate intricate environments
- **Analyze the success of the initiatives:** Keep an eye on how your policies and initiatives are affecting entrepreneurial ecosystems and make necessary modifications.



## Unmatched expertise and research

Based on the most **cutting-edge research** on entrepreneurial ecosystems, OSE in Africa makes use of superior analytic models derived from big data, deep learning, longitudinal network analysis, and artificial intelligence. This distinction enables us to:

- Publish studies in **prestigious research journals**.
- Present our findings in the **most stringent scientific conferences**.
- Participate in fostering the **first research community** on the entrepreneurial ecosystem.
- Distribute this study at events and through a variety of media.

Harvard  
Business  
Review

  
ACADEMY OF  
Management

Technological  
Forecasting  
&  
Social Change  
An International Journal

SMALL  
BUSINESS  
ECONOMICS  


BABSON COLLEGE  
ENTREPRENEURSHIP  
RESEARCH CONFERENCE

«Research based knowledge on  
Entrepreneurial Ecosystem networks»

# «What gets measured, gets managed»

P. Drucker





## Is OSE in Africa right for me ?

Our subscribers share the same values and missions. You can join our community if :

- You have interest on Entrepreneurial Dynamics **in one or more of these countries** : Algeria, Bahrain, Benin, Burkina Faso, Cameroon, Congo, Egypt, Gabon, Ghana, Iran, Ivory Coast, Jordan, Kenya, Kumait, Libya, Madagascar, Mali, Mauritania, Morocco, Mozambique, Nigeria, Oman, Ouganda, Qatar, RDC, Rwanda, Saudi Arabia, Senegal, South Africa, Tanzania, Togo, Tunisia, UAE ;
- You are **acting in Entrepreneurial Ecosystems**, as a policy maker, investor, analyst or scholar

*The "Missing Link" in African  
Entrepreneurial Ecosystems Knowledge*



## Reports on 33 African, MENA and GCC countries

Algeria, Bahrain, Benin, Burkina Faso, Cameroon, Congo, Egypt, Gabon, Ghana, Iran, Ivory Coast, Jordan, Kenya, Kumait, Libya, Madagascar, Mali, Mauritania, Morocco, Mozambique, Nigeria, Oman, Ouganda, Qatar, RDC, Rwanda, Saudi Arabia, Senegal, South Africa, Tanzania, Togo, Tunisia, UAE



Our publications focus on the structural and configurational specificities of the entrepreneurial ecosystem. Inside our reports (80 to 100 pages each), you'll discover:

- **Longitudinal data** with a depth of investigation of up to **15 years** to comprehend their "Entrepreneurial Engine".
- Examine the **value chain** of the entrepreneurial ecosystem in the GCC, MENA, and Africa ;
- Using an analytical model **customized for African issues**
- **Rank** your territory according to a variety of metrics
- Determine the **potential for generating opportunities** for entrepreneurship inside your entrepreneurial ecosystem.

Furthermore, we offer insightful analysis of the **effects of previous policies** to help create new, effective action plans that will stimulate entrepreneurship in your territory.

You can download a report specimen here :  
<https://www.ose.africa/observatory/reports/specimen/>

« *The only Economic Intelligence tool with accurate longitudinal data* »



And a cherry on the cake

**An App for all**





We need you

**Become a Member of  
OSE community**



## Subscription plans

More than your logo on the reports, or basic press relations, we propose a set of high value services in order to empower you about Entrepreneurial Ecosystems in your territory. Some of our subscribers request a larger scale of access to data and visibility, this is the reason why we propose plans at a Country level (see below), or at a Chapter level (GCC, MENA, Africa), or globally.

We also propose plans fitting either Scholars needs (Research plan), Policy Makers needs (Action plan) or other stakeholders (Overview plan).

Please contact us to know more about our plans :  
contact@ose.africa

### Research

- Raw data access
- Research support
- Methodology memos
- Access to CC research reports
- Visibility on Reports

starting  
**650 us\$**

/month/organisation

*more services for higher plans : dedicated expert, platform statistics, on demand research, etc.*

### Action

- Dedicated Workshops
- Access to CC research reports and Platform Statistics
- Special Reports
- Visibility on Reports

starting  
**1.700 us\$**

/month/organisation

*more services for higher plans : dedicated expert, on demand research, PR support, action plan support, etc.*

### Overview

- Actor repository
- Access to CC research reports
- Professional workshops
- Visibility on Reports

starting  
**1.250 us\$**

/month/organisation

*more services for higher plans : dedicated expert, platform statistics, on demand research, etc.*

All plans billed annually

*Tailored made plans for scholars, policy makers and other stakeholders*

## Join the events

OSE organises online and physical events to present its results, announce its reports, organize collective workshop with subscribers, free online trainings for actors, and many other activities in order to stimulate and inspire cutting edge strategies to foster entrepreneurship around you.

Those events are all included in your subscription.

To know more, please contact : [events@ose.afrca](mailto:events@ose.afrca)



*An Ecosystem needs to be animated  
to be efficient*



## Contact us



Gregory Guéneau  
CEO & Founder



Eric Leguay  
CTO & Partner



Majdouline Ettahri  
CPO & Partner

[www.ose.africa](http://www.ose.africa)

+212 6 18 04 53 05



+33 7 67 53 04 04



[contact@ose.africa](mailto:contact@ose.africa)

Paris : 1 rue de StockHolm, 75008  
Casablanca : BD Massira, Rue 6 Octobre, Casablanca