



CÔTE D'IVOIRE

"Stimulating Economic Growth through
Technological Innovation in Our Young Nation".

VIVA JUNE 14-17
2023 PARIS
TECHNOLOGY

Africa Stage

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Speaker



H.E. Amadou COULIBALY
Minister of Communications
and Digital Economy of Côte
d'Ivoire
Government Spokesman

Côte d'Ivoire: A regional economic powerhouse

In 2023

- Surface area: 322 463 km²
- Capital: Yamoussoukro
- Official language: French
- Currency: CFA Franc
- Bank holidays: 7 August
- Population: 29,389,150 million
 - Economic growth: 7%.
 - Young population under 35: 75.6
- Agricultural nation: world's leading cocoa producer



- Internet: 9.94 million users
 - Mobile phone subscribers: 168%
 - Mobile Internet subscribers: 88%
 - 4G population coverage rate - 64.52%
- Growth in the digital economy (2017): 9%.

Côte d'Ivoire: A strategic vision for the Digital Economy



- **Promoting digital technologies as a driving force behind the structural transformation of the national economy**
- **Positioning Côte d'Ivoire as a major player in innovation.**



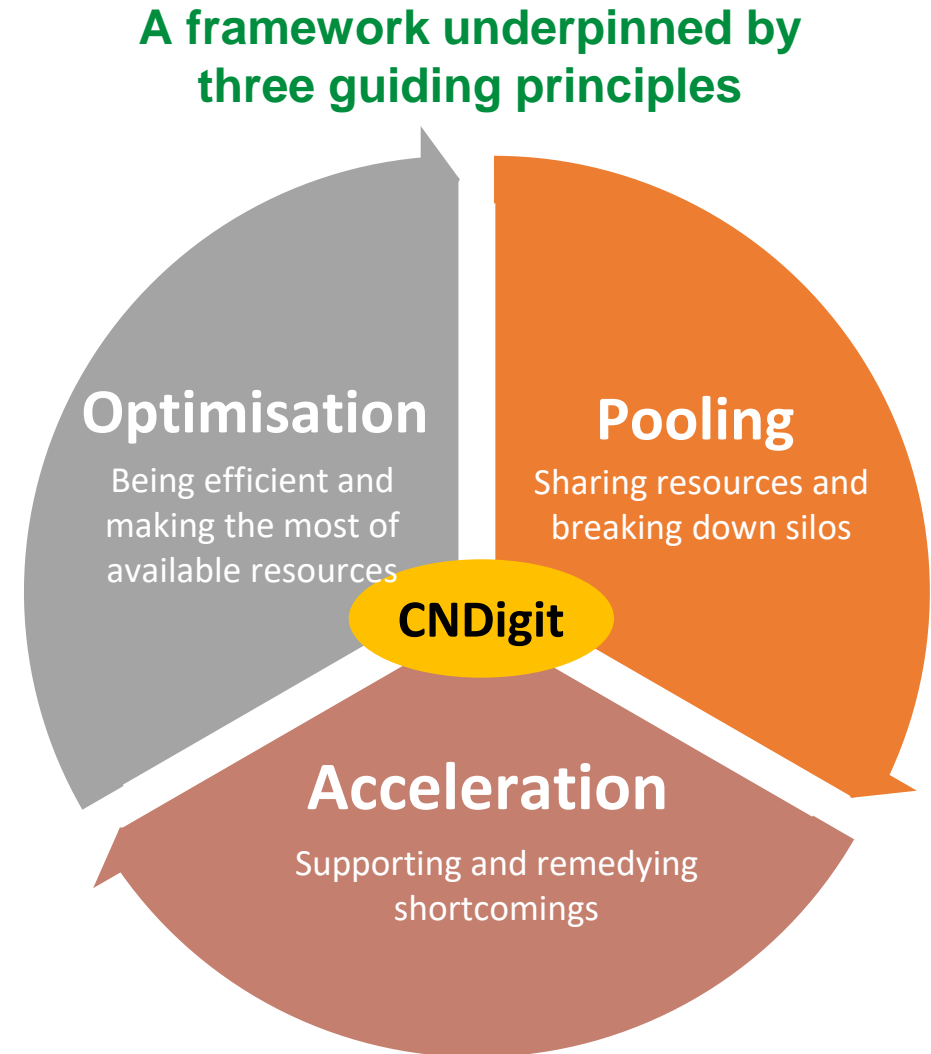
Focusing on the promotion of start-ups and innovative companies in the digital sector to achieve government objectives.



Double the contribution of the digital economy to GDP: from 3% to 6% by 2025.

Côte d'Ivoire: A National Digitalisation Committee (CNDigit)

- **Creation:** Entity dedicated to the coordination, coherence and monitoring-evaluation of digitalisation initiatives in Côte d'Ivoire, placed under the authority of the Prime Minister and created by Order No. **0910/PM/CAB** of 26 September 2022.
- **Objective:** To make digital transformation a lever for economic growth by implementing a roadmap based on the **ZERO PAPER by 2030** vision in Côte d'Ivoire.



Côte d'Ivoire: A roadmap for digitalisation



➤ **Six (6) Priority Programmes to be rolled out by 2030**



National Digital Social Inclusion Programme

- Individual digital identifiers for the entire population
- Platform for interoperability between government information systems
- Delivering digital services
- ...



Development of digital infrastructures

- Completion of the 7000 km national "Backbone"
- Construction of a centralised national data centre
- Launch of 5G
- ...



Securing the Digital Space

- Creation of the Agence Nationale de Sécurité des Systèmes d'Information ("National Information Systems Security Agency")
- Implementation of the national cybersecurity strategy
- ...



Communication and Change Management

- Communication, raising awareness of the challenges of digital inclusion;
- Developing skills through training and supporting the players
- ...



Programme to Train and Develop Digital Skills

- Training and awareness-raising in the use of digital services
- Financial education and gender prosperity: training session for 2,000 women in Abidjan district



Programme to Support and Develop Start-ups

- Joint private-public initiative to defend the common interests of ecosystem players and participate in the activities of the PADS (Elephant TECH ivoirienne).
- Technology park offering incubation, financing and training for start-ups (Start-up campus project).
- Prototyping laboratories (Houphouet Boigny Polytechnic National Institute, start-up campus, etc.).
- ...

Côte d'Ivoire: a Programme to Support and Develop Start-ups (PADS)

An ecosystem synonymous with dynamism and opportunities

07

Start-up development stages

Start-ups have a development cycle ranging from pre-ideation to maturity, but 80% are at the creation and bootstrapping stage.

71%

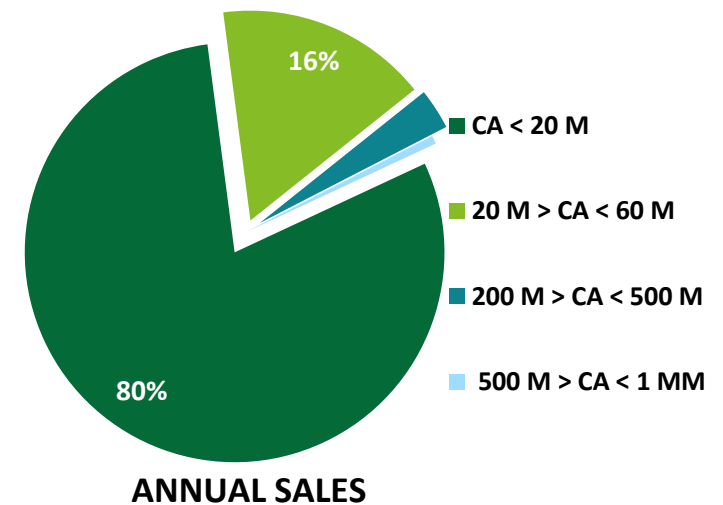
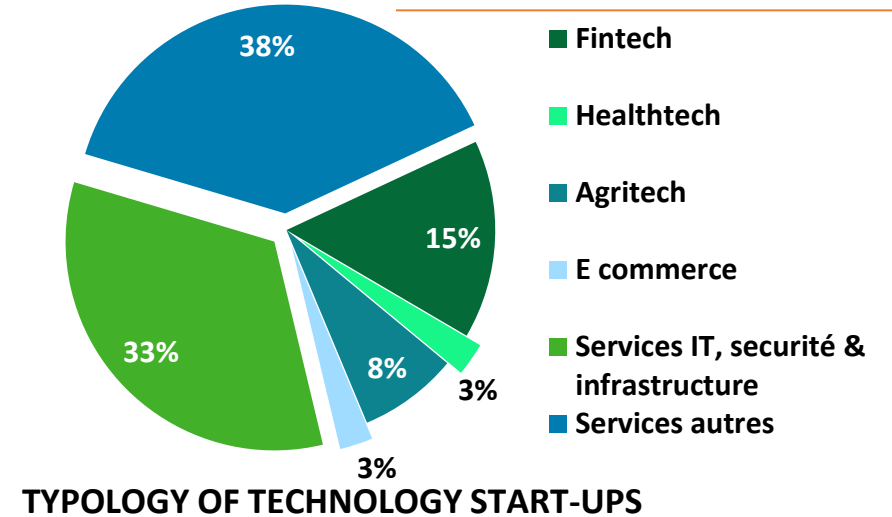
Small and micro businesses with fewer than 10 employees

The vast majority of start-ups are small/micro businesses, with a minority (22%) having between 10 and 49 employees.

73%

Self-financing of start-ups

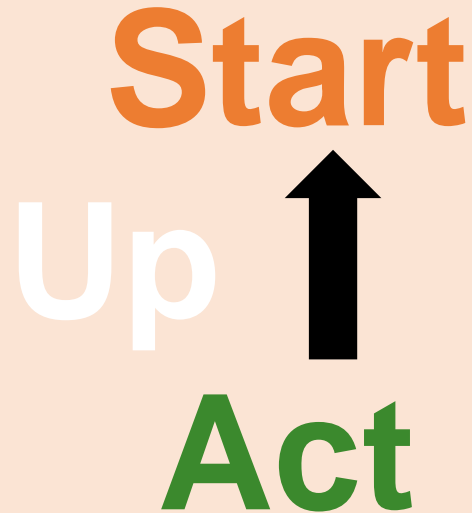
Start-up financing from financial partners such as banks is difficult, especially at the ideation and creation stages. Most start-ups in the early stages of their cycle finance themselves or turn to friends and family for funding.



Côte d'Ivoire: some initiatives to help start-ups

- Encourage the growth of digital start-ups, by putting in place an appropriate legal framework for their registration and labelling.
- Establish a specific support and governance framework for digital start-ups.
- Implement support measures for accredited start-ups to boost their contribution to the national economy.

Start
Up
Act

The logo for 'Start Up Act' features the words 'Start', 'Up', and 'Act' stacked vertically. 'Start' is in orange, 'Up' is in white, and 'Act' is in green. A black upward-pointing arrow is positioned between 'Up' and 'Act'.

- Improve the maturity of the digital start-up ecosystem by capitalising on the achievements of the Fondation Jeunesse Numérique (“Digital Youth Foundation”) initiated in 2016 by the Ministry in charge of Digital Economy.
- Making start-ups a vector for employability and value creation.
- Raising the profile of Côte d'Ivoire

Programme to Support and Develop Start-ups (PADS)



PEPITE

PROGRAMME ÉCONOMIQUE POUR
L'INNOVATION ET LA TRANSFORMATION
DES ENTREPRISES

CÔTE D'IVOIRE 2030

- Improving the local business ecosystem by selecting and supporting Ivorian start-ups, VSEs, SMEs and medium enterprises with strong under-exploited potential.
- Accelerate the growth of selected companies to conquer markets beyond their borders.
- Promote economic, social and environmental progress, while strengthening Côte d'Ivoire's international reputation and including all stakeholders in a national project for an emerging economy..

Start-up Campus



- To create a space for exchange and training, inspired by the Station F model, for all the players in Côte d'Ivoire's digital ecosystem.
- Provide a home for entrepreneurs and start-ups at different stages of development, with access to essential services (public and private) for their growth.
- Implement the project in two phases, starting with a pilot project before a larger-scale expansion.

Côte d'Ivoire: a Programme to Support and Develop Start-ups (PADS)

An ecosystem synonymous with dynamism and opportunities

1 Develop and operationalise the institutional and legal framework to support the growth of start-ups in Côte d'Ivoire

Creation of regulations and mechanisms to support digital start-ups

Setting up bodies dedicated to supporting the start-up ecosystem

Projects planned : Setting up a labelling committee, Private-public collaboration (Ivorian Eléphant TECH), Restructuring the existing tax optimisation system...

2 Supporting and boosting the financing of digital start-ups

Facilitating access to finance for digital start-ups in Côte d'Ivoire

Propose projects to support the development of start-ups through appropriate funding

Projects under consideration : Opportunity study on alternative financing, Definition and operationalisation of a seed fund, Creation of an online platform to connect start-ups with potential investors...

3 Developing local skills and attracting the right talent to build the technical capabilities of digital start-ups

Identifying training needs

Strengthening the structure of innovative entrepreneurship support structures (Structures d'accompagnement à l'Entrepreneuriat innovant - SAEI)

Planned projects: Drawing up a skills development programme, Creating a Start-up Campus offering incubation, financing and training services, Organising an annual venture capital fair to train local financiers and investors...

4 Create an attractive business environment conducive to the development of digital start-ups

Developing appropriate infrastructure (technology parks, research institutes, etc.)

Favouring access to public procurement deals that are conducive to the promotion of innovative solutions developed by start-ups.

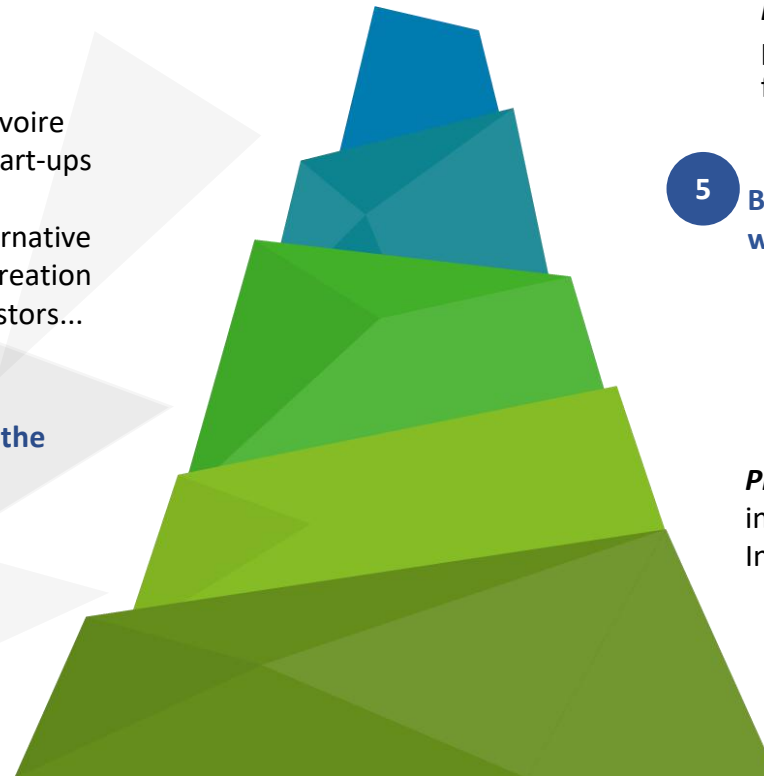
Projects planned : Putting in place a policy to promote national champions, Carrying out a feasibility study on setting up an innovation bank...

5 Building strong communications and driving change within the digital start-up ecosystem

Raising awareness of digital entrepreneurship and instilling a genuine start-up culture

Highlighting the economic potential of digital entrepreneurship as a business sector

Projects planned: Programme of participation in key international events in the start-up ecosystem, Intellectual property awareness programme.



One ambition, 03 strategic priorities and 03 guiding principles



"Government Programme for the Youth (PJ-GOUV) 2023-2025".

Ambition

Supporting young Ivorians on their path to autonomy, so that they have access to all the resources they need to become self-sufficient.
the assets that will enable them to integrate into society and participate in the development of Côte d'Ivoire.

1

Accelerating training, professional integration and the promotion of youth entrepreneurship

2

Strengthening the civic commitment and social ethics of young people

3

Improving conditions for the development and well-being of young people

Strategic priorities

Targeted training and support for young people with a view to their development and their successful integration into working life

A win-win strategic partnership with the private sector

Guiding principles

Government action for young people: consistent, integrated and innovative



Total PJGOUV 2023-2025 budget: **1,118 billion CFA Francs**



Budget for 2023: **361 billion Francs**, of which **99,280,291,089 CFA Francs** will be allocated to building, renovating and equipping infrastructure dedicated to young people.



Part 1

**Accelerating training,
professional integration and the
promotion of youth
entrepreneurship**



Part 2

**Strengthening the civic
commitment and social ethics
of young people**



Part 3

**Improving conditions for the
development and well-being of
young people**

Support for start-ups from the Agence Emploi Jeunes (Agency for Young People's Employment)

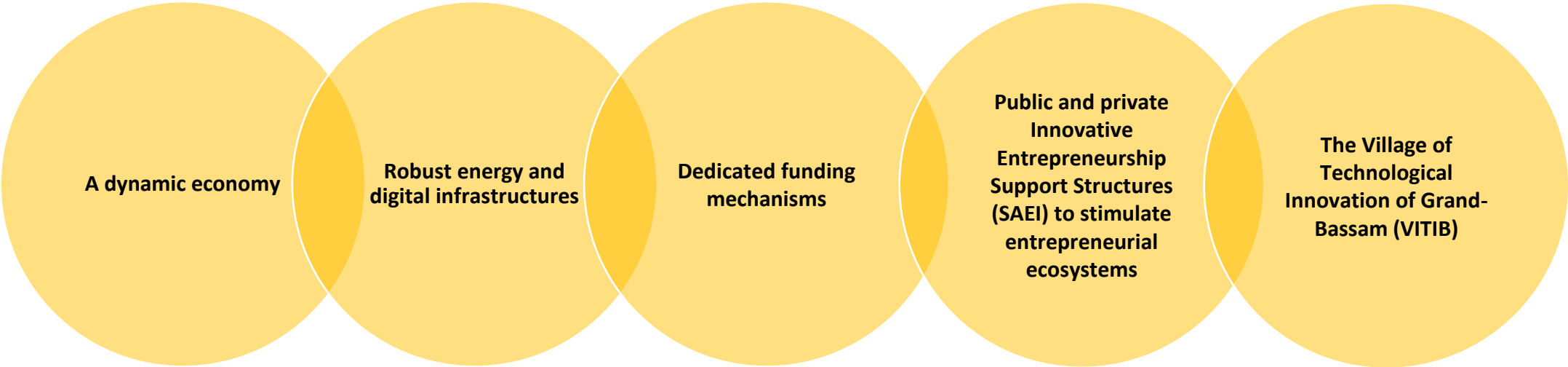
The Agence Emploi Jeunes is implementing a series of initiatives to support and finance start-ups.

- The **SEEDSTAR CI incubation programme** for 100 young people, including 60 in **agritech** and 40 in **IT development**.
- The **Enable Youth programme** with the African Development Bank, in partnership with the Ecole Supérieure d'Agronomie de l'Institut Polytechnique de Yamoussoukro, supported 20 young men and women in incubation for two years. The projects led by these young people were financed by the Agence Emploi Jeunes with **individual amounts of 50 million francs (around 76,000 Euros)**.
- The **"Start Up Boost Capital" initiative** is a scheme for financing start-ups via banking institutions, in the form of a medium-term loan (12-60 months maximum) at a annual rate of 8% incl. taxes. **In its first year, it has a total budget of FCFA 1,000,000,000 (€1.5m)**, financed entirely by the Ministry of Youth through the Agency for Young People's Employment, and plans to finance innovative business projects with a strong technological component up to FCFA 50,000,000 by 2023.

This initiative is a tangible expression of the government's support for the start-up sector, and is being carried out in partnership with the Côte d'Ivoire Innovation 20 association (#CI20).

Côte d'Ivoire: a favourable ecosystem for the development of start-ups and innovation

Favourable opportunities and incentive mechanisms





Presentation of our Start-ups





ALAIN CAPO CHICHI
CEO of CERCO/OPEN

Mobile
Tech/Tech

CERCO/OPEN

CERCO's smartphones can speak more than 50 African languages, including 17 Ivorian languages. As well as assembling smartphones, CERCO offers a diverse range of technological services: Super-App functionalities, a Voice-enabled Marketplace, Voice payment, Voice authentication, Voice sell, etc.

As an innovative technology company, CERCO offers specialist training in artificial intelligence, augmented reality, Big Data and other areas to promote local skills.

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coliba
AFRICA



Yaya OUATTARA
CEO of COLIBA

Greentech

COLIBA

COLIBA is an Ivorian start-up active in the collection, recycling of plastics and education on them, supported by mobile technology.

Coliba employs and trains young Africans in recycling. The company is committed to establishing a circular economy by supplying raw materials to many local plastic manufacturers.

The mobile application improves waste collection structures by indicating where waste should be collected by its collectors.

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PASS 
MOUSSO



CORINNE OUATTARA
CEO OF PASS MOUSSO

Healthtech

PASS MOUSSO

PASS SANTE MOUSSO is a digital health record system that allows patients to store all their medical and personal information in one place, accessible at any time via a web and mobile application. The system also uses a physical medium, such as a bracelet, medallion or card, to facilitate access to medical information in the event of an emergency.

PASS SANTE MOUSSO gives healthcare professionals rapid access to vital medical information in an emergency.

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JOSEPH BILEY
CEO OF JOOL INTERNATIONAL

Agritech

JOOL INTERNATIONAL

Jool International has introduced drones to agriculture in Côte d'Ivoire to make it profitable, safe, efficient and attractive.

The 1st Ivorian start-up to acquire a French start-up, Jool has built a complete ecosystem around the drone, with a training academy, a local manufacturing and repair laboratory, mapping, theft and disease detection software and a farmer identification platform.

It has recently developed a remote security system for sites such as building sites, forests, plantations and others.

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DIGITECH

Hyperion is a virtual reinsurance marketplace based on machine learning, bringing together nearly 200 companies and processing more than 100,000 policies a day.

In Africa, almost 99% of reinsured policies are processed by spreadsheet and email, representing significant operational and compliance risks. Hyperion, our solution, is capable of automating and securing 100% of all processes involving reinsurers, insurers and brokers. All premium, claims, transaction and billing management is orchestrated by Hyperion.

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ALEXANDRE N'DJORE
CEO of DIGITECH

LIFILED

LIFILED is an Ivorian technology company that combines information and communication technologies (ICT) with renewable energies (solar).

It produces and implements a communication technology that provides electricity and broadband internet connection in white spots, whether in rural or urban areas. The lighting network is made more energy-efficient.

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ANGE FREDERICK BALMA
CEO OF LIFILED



KEVIN SESSE
CEO OF MY CRAFTSMAN

eCommerc
e

MON ARTISAN

Mon Artisan offers customers a credible web and mobile platform for requesting quotes or booking services and work from pre-screened qualified tradespeople at transparent prices. It also gives tradespeople convenient access to an organised list of customers' work needs.

Using the service, customers can obtain free cost estimates, make an appointment with a craftsman and track the progress of the work.

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CinetPay

DANIEL DINDJI
CEO OF CINETPAY

Fintech

CINETPAY

Founded in Côte d'Ivoire, CinetPay is a digital payment platform based in Africa.

It enables merchants to receive payments via the most popular mobile payment methods in Africa. Its aim is to facilitate financial transactions for businesses and individuals throughout Africa, contributing to the digitalisation of the economy.

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IVORY COAST

"Stimulating Economic Growth through Technological Innovation in Our Young Nation".

Thank you

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