

New products, new distribution, new clients

Impact and results in Zambia



- > 22 women and 2 male entrepreneurs trained in SAIS project
- > 14 men and 9 women online trained in Level Up project
- > The entrepreneurs continued their businesses despite Covid
- > 14 entrepreneurs innovated products, invested in new production lines, found new clients or new distribution channels
- > Increased confidence, courage and skills for all entrepreneurs
- > Stronger teams, through using the talents of team members
- > Connections made with impact investors in the Netherlands, one loan agreement materialized
- > One third of the Level Up participants received a grant

Southern Africa Innovation Support (SAIS) program

From January 2020 until February 2021 the Brilliant Entrepreneur partnered with [WEAC Zambia](#) in the implementation of the Africa Food 360 program, a project financed through the SAIS (Southern Africa Innovation Support) program of the Finnish government. 22 women entrepreneurs and 2 men participated in the program. The men were employed by women owned businesses. At the eve of the Covid crisis, the program started with a training on location in February 2020. The training kicked off with the identification of the individual talents of the participants. This was an absolute eye opener for all of them who had rarely looked at themselves in this way before.

After that, the Covid 19 pandemic challenged us to continue the trainings in a digital way. Interactive trainings, lively discussions, exchange of knowledge and encouragement to continue with the business innovation projects were all in the digital game. Despite the extreme difficulties, the Brilliant Entrepreneurs kept their heads up and managed to bring their talents and their businesses to the next level!

'My talent gave me the courage to go on!'



Better teamwork with Talent!

Knowing their talent was a surprise and a gift for all participants. And not only for them. Also for their staff! Once they started discussing with their team members about their unique talents, they discovered what great potential was available to them, right at hand! Problems are discussed and solved in the team now, while before the entrepreneur thought she had to do it all on her own and was merely giving out tasks. Many participants have become better in delegating tasks and responsibilities. Participants indicated that the enhanced teams definitely played a big role in surviving the Covid crisis.

'Our mindset has really changed. Using the talents in my teams makes life easier!'

Business results

The Covid pandemic was a tough challenge to the achievement of the business innovation projects that the entrepreneurs had defined for themselves. Surviving with the business was challenge number 1, let alone to make it grow. Nevertheless, Zambian women agripreneurs showed great persistence and creativity and set great steps to achieve their targets. Some extraordinary examples:

- [WellCrop](#) normally delivers its fertilisers to agrodealers. Many of them stopped working due to the Covid lockdown. Through working with NGOs they still managed to reach the planned number of 8,000 farmers and even managed to sell 6,400 boxes instead of the planned 2,500.
- Since the demand for luxury food products decreased because of Covid, [ChiumpheCooks](#) decided to start cooking food and deliver it to homes. This became a great success, that she will continue after the crisis, next to her food products.
- [Kamano Seeds](#) had export plans. Because of Covid the Zambian government started promoting local agriculture. Kamano used this opportunity and achieved the planned turnover through sales in Zambia.
- One of the participants started an online training program for young farmers, with 800 participants in the first months.

Online training for the Level Up Accelerator

The Accelerated Growth for Small and Medium Sized Enterprises (AGS) program in Zambia was impressed by the results that were achieved by WEAC and Brilliant Entrepreneur in the SAIS program. This led to their request to provide a series of eight online sessions for a group of 23 SMEs, of which two third were male entrepreneurs. The Level Up Accelerator comprised of in total of four groups of entrepreneurs, who all received training from another Business Development Services provider.

The best entrepreneurs would receive a grant from AGS to accelerate their business. We are proud to tell that the group that was trained by WEAC and Brilliant Entrepreneur had the highest percentage of participants who received the grant. No less than one third of the entrepreneurs received the grant that helped them to further accelerate their business and reach sustainability.