



**JOHN CABOT UNIVERSITY**



INSTITUTE FOR ENTREPRENEURSHIP  
Real Ideas Real People Real Community

**COMPETERE**  
Policies for Sustainable Development

*The JCU Institute for Entrepreneurship and Competere  
present:*

**THE HARAMBE ENTREPRENEUR ALLIANCE'S**

**ROME FORUM 2013**

**ENTREPRENEURSHIP FOR AFRICA**



Capture. Inform. Engage.

**HARAMBE | ENTREPRENEUR | ALLIANCE**

*The JCU Institute for Entrepreneurship*

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*Or contact the Director of the Institute at*

[entrepreneurship@johncabot.edu](mailto:entrepreneurship@johncabot.edu)

*Friday, October 11, 2013 – 2.00-6.30pm*

*John Cabot University, Lungotevere Raffaello Sanzio 12*

*The Forum will illustrate how entrepreneurship can help meet the needs of marginalized communities across Africa. Directors of innovative CSR departments at international corporations, leading humanitarian groups, young African social entrepreneurs and leading academics and players in the Italian entrepreneurial landscape will gather to promote social change in Africa.*

## PROGRAM SCHEDULE

### 2.00 pm Welcome

Dean Mary Merva

### 2.30 pm Entrepreneurship in Africa



**OKENDO LEWIS GAYLE**  
FOUNDER AND CHAIRMAN  
HARAMBE ENTREPRENEUR ALLIANCE



**Mr. Ukwuani** – Nigeria, Massachusetts Institute of Technology  
EXPOSURE ROBOTICS LEAGUE  
Cultivates Nigerian creativity and technical problem solving skills by exposing young minds to robotics.



**Mr. Imende** – Kenya, University of North Carolina  
ENZI FOOTWEAR  
Brand that develops and markets 100% African footwear using world-class sheepskin leather.



**Ms. Moreira** – South Africa, University of Cambridge  
MOWOZA  
MoWoza is a simple-to-use mobile commerce service. It is a cost efficient alternative by eliminating long and costly journeys.



**Ms. Mushavi** – Zimbabwe, Harvard University  
POULTRY MICROENTERPRISES  
Study the effects of economic empowerment on health indicators as well as the outcome of HIV treatment.



**Mr. Ly** – Senegal, Massachusetts Institute of Technology  
TRUE MOBILE AFRICA  
Free mobile directory that aims to put 100,000 bottom of the pyramid African professionals on the map within 12 months.



**Ms. Shah** – Kenya, City University London  
MAISHA CONCEPT  
Fashion label in Hong Kong which is focused on African fashion



**Ms. Rabana** – Botswana, University of Cape Town  
REKINDLE LEARNING  
Mobile learning application that gives school learners greater personal control and ownership of their learning process.



**Mr. Bello** – Nigeria, University of Oxford  
WENNOVATION HUB  
Provides administrative, technical, management and financing services to startups and existing entrepreneurs.



**Mr. Milandri** – South Africa, University of Oxford  
BLOOD PRESSURE DEVICE  
Use a low-cost, award-winning blood pressure device to provide a means for people to remotely record their blood pressure.

### 4.00 pm Italian Entrepreneurship in the 21st Century

Federico Barilli - General Secretary, Italia Startup

Stefano Benedikter - Co-founder, Altvest Africa

Gianmarco Carnovale - President, Roma Startup, Moderator

Pietro Paganini - Adjunct Professor of Business, John Cabot University

Marco Sgroi - Board of Directors, BAIA

Alessandro Signorini - Assistant Professor of Marketing, John Cabot University

Jean-Leonard Touadi - Member of Parliament

### 5.30 pm Closing Remarks