**Building successful investment cases to strengthen West-Africa’s position as a leading manufacturer of health commodities: A masterclass project**

As a follow up on the Health Value chain market analysis presented by the UNECA in partnership with ABCHealth in the Africa Investment Summit Health , ABCHealth partners with GBCHealth, Wilton Park Total Impact Capital and Health Finance Coalition to take concrete steps in preparing health entrepreneurs to make compelling business cases to Health focused investors in Africa to enable investors decision making as well as scale investment and funding opportunities with capacity to strengthen West-Africa’s position as a leading manufacturer of health commodities:

The Masterclass in Health Investment Project will bring together industry leaders & senior investment managers with entrepreneurs to build and present successful investment pitches to interested investors. The initiative builds on the Wilton Park series of events ‘*Mobilizing Private Capital for Public Health Goals in Africa’* and includes a 1-day masterclass, a 1-day pitch event and up to 2 months’ mentorship for the entrepreneurs involved in the project.

The project will designed & delivered through a collaboration between ABCHealth, GBCHealth & Total Impact Capital, in partnership with industry leaders and investors.

**We are seeking $80,000 sponsorship for the project**.

**Introduction**

West Africa has what it takes to become a leading player in the production of essential medicines, vaccines and other essential health commodities. To date however, this potential has not been realized, making sub Saharan Africa as a region for 70-90% dependent on expensive import (McKinsey, 2019).

As Covid -19 laid bare the consequences of a lack of investment in local manufacturing capacity and supply chain solutions for Africa’s health security and its economies, public and private partners have stepped up their game to take matters in their own hands. Numerous entrepreneurs have started manufacturing plants and innovative supply chain businesses, privately, some in close collaboration with government partners in public private partnerships.

Accessing financing to grow their enterprises remains, however, a major bottleneck to scaling these initiatives. This is in part due to investors perceiving these deals as too high risk, but also because entrepreneurs fail to build and demonstrate the capacity and value proposition needed to meet investor appetite and risk absorption capacity. Evidence suggests that many entrepreneurs would benefit from skills training and the “value of real life experience” (HBR, 2020) even those who have well established start-ups and are looking to scale.

**Wilton Park Innovative Financing Series**

Wilton Park, GBCHealth, ABCHealth, Health Finance Coalition and Total Impact Capital have joined forces to mobilize private investments in manufacturing and supply chain solutions in West Africa, as part of a series of events titled ‘*Mobilizing Private Capital for Public Health Goals in Africa’*. The series started with ‘setting the scene’ at a virtual event in November 2021, which brought together investors, private sector, NGOs, civil society and government officials to consider how to mobilize private capital and private enterprise to help accelerate better health outcomes across the continent. Following this, the partners hosted two successful Dragon’s Den style events in Nairobi (March 2), and Lagos (22 March), where a handful of entrepreneurs pitched their investment case in front of a panel of critical but constructive investors.

The series has to date attracted $214,000 support from sponsors and partners.

**Masterclass Project**

The Masterclass project will build on the momentum of the first three events and intensify efforts to mobilize investment capital for promising healthcare entrepreneurs. The poject will bring together industry leaders and senior investment managers with entrepreneurs in an intensive 1-day work session, followed by a 1-day dragon’s den style meeting, to build and present a successful investment pitch to a group of interested investors. Both events will be held in Lagos.

The Masterclass will comprise four elements:

1. Pre-class reading/guidance
2. One-day Masterclass with leading investors and business leaders
3. One-day event (at least one day after the Masterclass) where entrepreneurs will pitch to the investors in a Dragon’s Den style format
4. 1-2 months’ mentorship from an industry leader

*Pre-reads & Guidance*: Entrepreneurs will be provided with reading materials/guidance on the capacity requirements of different types of investors in different growth stages of a business. This will include information on how to develop an investment case and create a strong pitch deck to support their ‘ask’.

*Masterclass:* Entrepreneurs will come together with investors & business leaders to better understand how to create impactful and robust scale-up plans and investment pitches. The class will include how to design a compelling fundraising strategy, including do’s and don’ts, and practical tips that set the stage for success. Entrepreneurs will have a chance to work on improving their pitches, supported by the masterclass facilitators who will provide constructive feedback and indicate what further information they would need to move their potential investment interest to the next stage.

The Masterclass Day will include the following:

* Interactive discussions with investors & business leaders on how to build a solid investment case, pitch deck and fundraising strategy
* Pitch deck preparation with support from investors and business leaders
* Closing discussion, and outline of next steps for the Dragon’s Den style event.

*Dragon’s Den style event:* Following the Masterclass, entrepreneurs will work on their pitch and present these to 4-6 investors and receive further feedback on next steps.

*Mentorship:* Following the Dragon’s Den style day, entrepreneurs will have the opportunity to work with a mentor (senior leaders from ABCHealth and GBCHealth’s business communities) for two months to help advance their engagement with investors. The mentorship phase will take place during June and July 2022.

The Masterclass model is an approach for strengthening entrepreneurs’ skills and unlocking investment for local manufacturing and supply chain solutions. If successful, the organizing partners plan to establish a series of Masterclasses across different geographies in sub Saharan Africa, starting with Nairobi, Accra and Cape Town. There will also be scope to expand the focus to other parts of the health sector, in addition to local manufacturing and supply chain.