Creating my start-up in Africa

Entrepreneurship with Orange
Starting a business in Africa

Entrepreneurship is first and foremost about people! You can count on Orange and its ecosystem: whatever your business venture, we’re there to support you. We offer products and services to integrate digital and communication into all aspects of your business and also a whole range of professional support, solutions and partnerships to help you succeed.

Africans are the world champions of business creation,

25% of working women starting their own business compared to 12% in North America and 6% in Europe and central Asia.


Your entrepreneurial journey with Orange

Starting a business in Africa 02
From the idea to a business 03
Entrepreneurship is learning 04
High-speed connectivity 05
Making yourself known... 06
Mobile money at your service 07
No need to crack the code 08
Protect your business 09
1,001 ideas to brainstorm together 10
Playing in the big leagues 11

72% of young Africans say they’re attracted to entrepreneurship.


1,001 ideas to brainstorm together
Right from the very early stages of your project, you can rely on the support of our incubator partners and Orange Digital Centers initiative.

From the idea to a business

Our incubator partners:
For information, advice and mentoring, find your first partners... You’ll meet experienced entrepreneurs and managers as well as experts from all specialities, who will challenge your initial idea and help you to improve it.

Entrepreneurship in community mode
Because there's strength in unity, we have created a platform for sharing innovative ideas, allowing entrepreneurs to connect to an active online community from around the world. On Imagine with Orange, you can test your concept, assess the appeal of your idea or identify market expectations with a community of enthusiasts in 56 countries.

Mali: www.createam.ml
Senegal: www.cticdakar.com
Africa: https://www.africinnov.com/fr

Entrepreneurship with Orange

Our Orange Digital Centers initiative
We will gradually offer Orange Digital Centers across all our 18 operating countries in Africa and the Middle East. Their purpose is to bring together all the various programmes the local digital ecosystem might need under one roof:

- A coding school for practical tuition in programming, open to everyone and especially young people and women
- A Solidarity FabLab workshop for prototyping and 3D printing and learning by doing
- An Orange Fab accelerator for incubating entrepreneurs coming out of the coding school and developing the most innovative business ideas
- Our Orange Ventures Africa investment fund

Following recent openings in Tunisia and Senegal, Orange Digital Centers will soon be rolled out in Jordan, Cameroon, Morocco and Côte d’Ivoire. Over the next two years, we’re forecasting an operational facility in each of our countries in the region.
Fortunately digital technology now puts knowledge within everyone’s reach, whatever their background or initial education. Orange Campus is an innovative training offer with many topics relevant to entrepreneurs: from digital basics to the most advanced digital topics as well as the fundamentals of management. This helps develop vital skills and offers even more chances to succeed.

Entrepreneurship is learning

Our initiatives make it possible to roll out wide-scale training, either via digital or on digital skills, for example Orange Campus Africa, which provides online training, and Orange Digital Centers, where people can access practical face-to-face learning methods.

100% digital Africa

Available in Mali, Democratic Republic of the Congo, Senegal and Burkina Faso, our Pass Education offer provides low-cost training from recognised academic institutions: thousands of courses, hundreds of videos and ten thousand different tests accessible via a mobile.

campusafrica.orange.com

Orange takes part in the VC4A Startup Academy – an online university offering free high-level education in key subjects: finance, management, marketing, law etc.

academy.vc4a.com
Ready to start your business? It’s time to settle a fundamental issue: connectivity. Because whatever your sector, you can’t really do business without the internet, or being accessible anywhere and at any time, or interacting in real-time and remotely with customers, suppliers and partners around the world.

Explore our offers for professionals and small businesses on your country’s local Orange website.
Having become a benchmark contest, the Orange Social Venture Prize in Africa and the Middle East (POESAM) is celebrating its 10th anniversary. Every year, it rewards the best technological projects with a positive impact in Africa and the Middle East. The competition is organised in two stages: first a national competition in 17 countries; then an international jury chooses the Grand Prix winners. To mark its 10th anniversary, Orange will reward even more start-ups, with the launch of the international women’s prize worth €20,000 and the addition of a “special prize” worth €10,000 that is dedicated to this edition. A total of five prizes will therefore be awarded by the international Grand Prix jury.

In addition to an award of up to €25,000, the Grand Prix winners benefit from personalised support from Orange experts, and high media coverage of their project on the continent and beyond.

For more information, rules and application details, visit: startup.orange.com
Mobile money at your service

Offering micro-payment for your digital content

Pay with Orange Bill is a billing solution that’s easy to integrate into your online services. Customers can use it to pay for small digital purchases such as games, video, music or news content directly from their mobile credit. It is practical and reassuring for both you and them, thanks to mobile number ID and transaction validation by Orange.

Find out more on: developer.orange.com

Offer the Orange Money payment solution on your website

More than 10 years after the creation of Orange Money, Orange is continuing to innovate by offering essential mobile financial services that facilitate financial transactions and entrepreneurial initiatives.

The electronic wallet includes multiple services and is synonymous with financial inclusion for millions of people who have little access to traditional banking but are equipped with mobile phones.

It’s also a great tool for business owners: by integrating Orange Money Web Payment, you can offer a simple and secure online payment solution for all your products to a potential base of 48 million customers in 17 countries.

Find out more on: developer.orange.com
No need to crack the code

SMS, #303# My Store, Pay with Orange Bill, Orange Money Web Payment and more – you can integrate all of these services into your solutions via APIs available from developer.orange.com.

But that’s not all. Orange Developer also offers the following solutions:

- website content optimisation via our CDNs,
- personal data management for your users,
- backend dedicated to real-time services,
- machine-to-machine fleet management.

With Orange Developer, you can access the best Orange APIs developed according to the latest market standards, sign up online, and integrate them independently into your services using our detailed documentation and toolkits as well as support from experts.

Discover our developer portal:

developer.orange.com
Protected your business

Orange Cyberdefense expertise

From compromised customer data to a break in your production chain, or theft of design plans, contracts or client contacts etc: the digital world sometimes resembles the Wild West. Fortunately, there are 2,100 experts at Orange Cyberdefence watching over our networks and protecting your data on a daily basis. These ‘guardians of the cyber galaxy’ help companies of all sizes and sectors secure their business activities. Our expert teams in Morocco, Egypt, Mauritius and South Africa respond to cybersecurity incidents 24/7/365.

Find out more on: cyberdefense.orange.com

Responsible data management

Protecting and processing personal data responsibly is a major concern for a growing number of consumers. In some countries, it has even become an unavoidable legal issue regardless of the business size or sector. That’s why we offer expertise, tools and best practices for managing your data in an ethical manner.

Take the test on: diagnostic-pro-rgpdf.fr

Securing your digital professional life

In some countries, we offer additional peace of mind: smartphone and data insurance contracts to protect your equipment against oxidation, breakage, loss and theft as well as fraudulent use. The aim is to avoid the hassle, time and money it takes to manage an incident so you can stay focused on developing your core business!

Head to your country’s local Orange website to explore our latest offers.
1,001 ideas to brainstorm together

You have some great ideas, we have vast technological resources: what if we innovated together?

Co-innovation is at the heart of our strategy, and one of our key pillars when it comes to supporting entrepreneurs. Through joint programmes and dedicated locations, we can brainstorm how best to capture new markets, accelerate while sharing the risks and, ultimately, make progress faster together.

Find out more about our co-innovation approach on: orange.com

Connect your start-up to Datavenue

The Orange Datavenue range offers resources to help design and develop your IoT project. You’ll have access to equipment, connectivity and platforms specifically designed for device manufacturers, application developers, data managers and more. Start-uppers welcome!

Explore the range on: developer.orange.com
Playing in the big leagues

Boost your business through our network of accelerators

Our network of business accelerators, Orange Fab, is now present in 18 countries on 4 continents. The goal is to help boost your business, conquer new markets, internationalise your products and services or even forge partnerships with the leading companies in your sector.

Apply to an Orange Fab in Africa and the Middle East:

- Cameroon
- Côte d’Ivoire: orangefab.ci
- Jordan: BIG powered by Orange
- Madagascar: orangefab.mg
- Tunisia: orangefab.tn
- Senegal: orangefab.sn
About Orange

Orange is one of the world’s leading telecommunications operators with sales of 42 billion euros in 2019 and 147,000 employees worldwide at 31 December 2019, including 87,000 employees in France. The Group has a total customer base of 266 million customers worldwide at 31 December 2019, including 207 million mobile customers and 21 million fixed broadband customers. The Group is present in 26 countries.

Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In December 2019, the Group presented its new “Engage 2025” strategic plan, which, guided by social and environmental accountability, aims to reinvent its operator model. While accelerating in growth areas and placing data and AI at the heart of its innovation model, the Group will be an attractive and responsible employer, adapted to emerging professions.

Find us on:

- orange.com
- orange-business.com