

# **G//G THEORY OF CHANGE**



# GOAL OF GIIG AFRICA: to connect innovation stakeholders in a trusted network, which catalyses the finding, funding & growth of world-changing tech innovations<sup>1</sup>, to stimulate new industries and accelerate cross-border collaboration, giving access to new markets across Africa<sup>2</sup>

## 01 INPUTS

(What we invest)

## 02 OUTPUTS

PARTICIPATION

(Who we target)

ACTIVITIES

(What we do)

## 03 OUTCOMES (How beneficiaries change)

SHORT TERM

(0-2 years)

MEDIUM TERM

(2-4 years)

LONG TERM

(4-6 years)

IMPACT  
AFRICA SEEN AS A GLOBAL PLAYER IN BUILDING SUSTAINABLE BUSINESSES WITH POSITIVE IMPACT, LEVERAGING INNOVATION

### CAPITAL FUNDING

#### STAFF:

- Stakeholder managers
- Entrepreneurs

### START-UPS/ INNOVATORS/ TECH LEADERS

### INVESTORS, DONORS, DEVELOPMENT AGENCIES

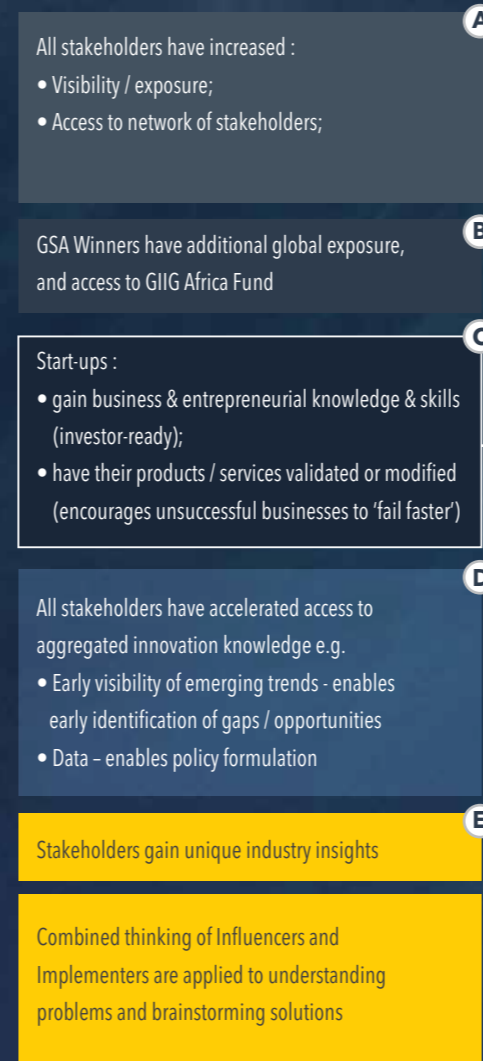
### DECISION- MAKERS IN: CORPORATES; GOVERNMENTS; ACADEMIA

### MEDIA

### TRUSTED NETWORK

#### PARTNERS:

- Innovation Hubs
- Academic partners
- Research units
- Government depts focused on Tech, Innovation & Policy



### Start-ups secure commercial opportunities & funding opportunities

### Start-ups grow

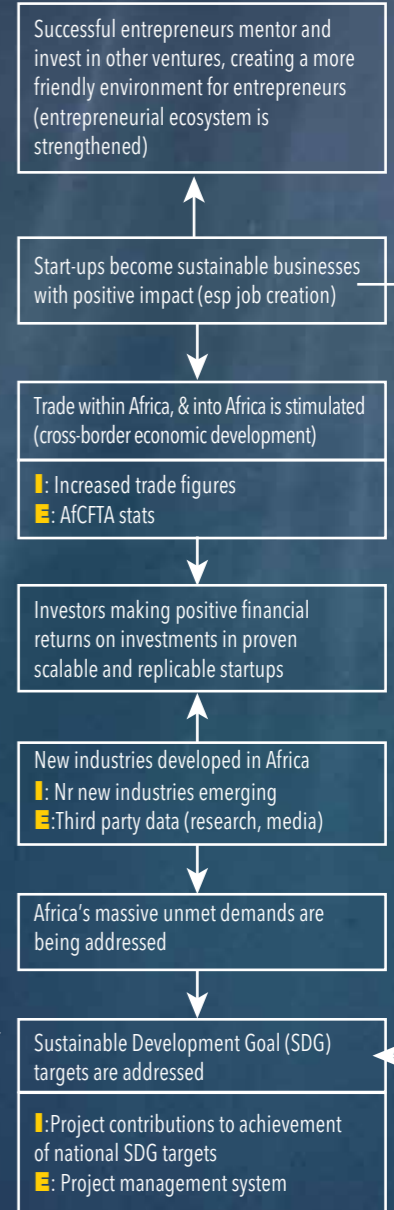
- I**: Creation of job opportunities; increased social or environmental impact; increased customer base; increased market share / expansion into new markets; etc.
- E**: Online Surveys; Stories of Change; (For GIIG Africa fund beneficiaries: Bi-annual evaluation by Ernst & Young)

Corporates, Govts and Academia grow & evolve their operations to remain competitive & resilient

Policy makers identify growth opportunities and barriers to be addressed at regional / continental level

Projects and opportunities for the continent are initiated

- I**: Achievement of project deliverables & milestones
- E**: Project management system



### ASSUMPTIONS:

1. Technology companies are the catalyst for dramatic change across all industries and sectors. Their ground-breaking innovations alter businesses and business models, connecting people with services and requiring entire industries to reimagine their futures.
2. Africa is the tech continent of the future. It has 65% of the world's arable land and about 75% of the continent's population are under 35 years of age, young people therefore make up the bulk of Africa's total population. The Africa Continental Free Trade Area (AfCFTA) further presents unparalleled opportunities.

### NOTES ON PERFORMANCE MONITORING:

For detailed information, refer to our GIIG Performance Monitoring Plan, which describes: Our output results: tracked through our various internal systems.  
**Our outcome results:** 5 key outcomes are highlighted above, most other behaviour changes are tracked via online surveys & stories of change, analysed thematically.

#### KEY:

- I** = Indicator
- E** = Evidence (our means of verification)