

L&A IMPACT STORY

EDGET Engagement at FDRE JCC A Year In Review



E thiopia's T ransformation

1 ENVISION

- Proposed DEV2025 to FDRE JCC
- Defined DEV2025 Strategic Execution Roadmap
- Mobilized resources in partnership with JCC

2 LAUNCH

- Launched EDGET in September 2020
- Established the Digital Entrepreneurship Team

3 EXECUTE

- Structured the Entrepreneurship Fund, a bespoke financial instrument, mainly equity based, to invest in start-ups and high-growth innovative firms and the DE ecosystem (with Swaye Ventures & LFS)
- Designed and implemented "Enkopa: Ethiopian Entrepreneurship at Work", a movement to put Ethiopia in the spotlight as a land of opportunity & talent for Entrepreneurship (with Zeleman)
- Partnered with local ecosystem builders to incubate startups who can become leaders (with xHub) & to train IT professionals who can secure freelancing/outsourcing jobs and compete on the global market (with Gebeya)

4 UNIFY

- Built the FROG community
- Helped establish the Ethiopian Outsourcing Association
- Helped establish a National Gigs Framework

5 SUSTAIN

- Advocated for the ratification of the Ethiopian Start-up Act
- Defined interventions for the next five years in DE in general and the FROG economy in particular

FDRE JCC: Federal Democratic Republic of Ethiopia, Jobs Creation Commission
DEV2025: Digital Entrepreneurship Vision and Strategy for Ethiopia to achieve by 2025
EDGET: Empower, Digitize, and Globalize Entrepreneurs for Ethiopia's Transformation
DE: Digital Entrepreneurship
FROG: Freelancing, Outsourcing & Gig economy