



# RENOVATE

Academy for Entrepreneurial Development

by **Ribe**

Reimagining secondary education  
through entrepreneurial development

# We have an audacious plan to inspire and nurture the entrepreneurial genius of every young African.



With RE-Novate, TRIBE is pioneering an entrepreneurial model for African high school students to foster innovation and creativity among young Africans.

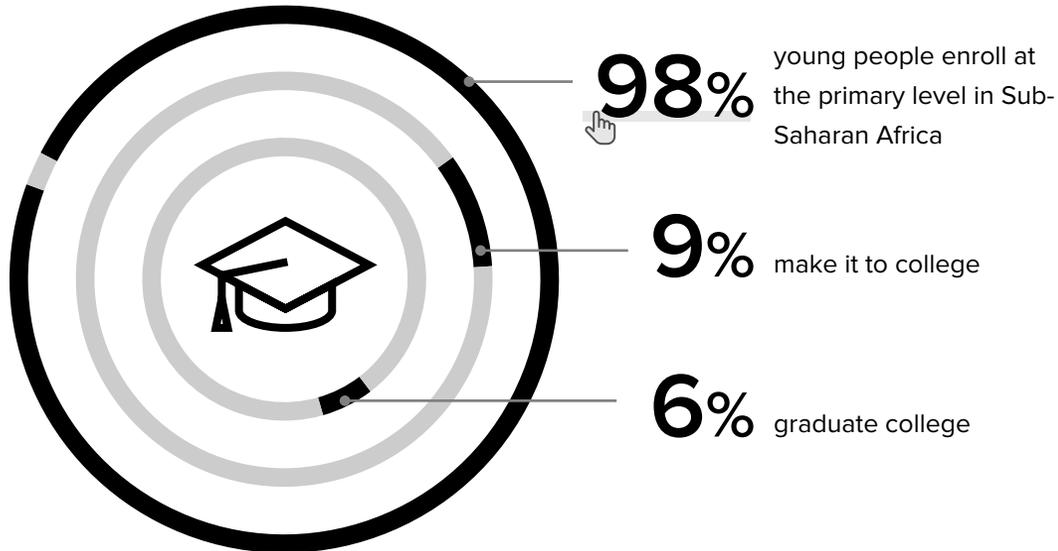
 Cultivating entrepreneurial mindsets

 Harnessing entrepreneurship

 Developing young problem solvers

# What keeps us *up* at night

We're awake at night because – A student acquiring secondary education may never go to college and is neither adequately prepared for the real world.



## ILLITERACY IN LIBERIA among the youth 15–24 years old



Traditionally, a college degree, formal tertiary education or essential hard skills are required to obtain a job. With only a few young people meeting these criteria, Africa struggles with high youth unemployment, underemployment, or vulnerable employment, negatively impacting creativity and innovation, personal financial stability, and the continent's economy.

Africa will have the largest working-age population by 2034. Harnessing this potential demographic dividend will bring prosperity to the continent. However, it requires intentional education and entrepreneurial development efforts to prepare and transition these young people into the workforce while creating new market opportunities for employment and economic mobility.

# We have the expertise

In countries with disproportionately large youth populations, such as Liberia, the productivity of recent high school graduates is amplified within the larger economy. Over the past three years, we have studied and understood the gaps of pre-employment institutions and systems in order to identify how education frameworks can be updated to work for the country's prosperity. Based on in-depth background research\*, assessments with Liberian high schools and interviews with hundreds of practitioners, entrepreneurs, leaders, educators, youth and students, our findings show three fundamental root causes for poor education quality and low outcomes.

- 1 Poor learning framework and outcome:**  
Students are not learning | learning outcomes are inadequately measured | curriculum is outdated | teachers are demotivated and in some cases, untrained.
- 2 Inadequate school structures:**  
Poor school infrastructures and learning conditions.
- 3 Unproductive education system:**  
Inadequate investments in education | lack of innovation | gender gap | the employment nightmare

\*Our research has been presented at Oxford University Said Business School's Map the System Global research program.

We have developed a framework for an effective learning ecosystem:

# Access + Quality + Relevance.

RE-Novate is developed on this framework.

# About TRIBE

TRIBE seeks to inspire a new generation of purpose-driven young African problem-solvers, entrepreneurs, innovators, and storytellers. Through our education [startup](#) and workforce development and entrepreneurial consultancy, we are reimagining secondary education and creating an entrepreneurial ecosystem to bridge the learning and workforce development gap between students, schools, and employers. Formed on [academic research and design thinking](#), our model was first presented at the 2020 Oxford University Said Business School's global Map the System research program.

TRIBE has been designing and implementing entrepreneurial programs for high schools students. Our [virtual entrepreneurship program](#) series was designed to

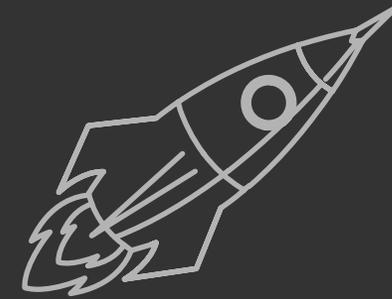
bridge the learning gaps for students during COVID, while our [Young Entrepreneurs Boot Camp](#) annually convenes students for four weeks of intensive entrepreneurial development training. We also led a study for Mercy Corps Liberia and the Government of Liberia and designed the framework for a proposed National Youth Employment Taskforce in Liberia. We designed and implemented the inaugural [JPL Startup Challenge](#) for young entrepreneurs to receive business development training and win non-equity capital.

TRIBE is a 2021 investee of Acumen Angels Fund, a 2021 winner of the Samuel Huntington Public Service Award and a finalist of the Rockefeller Foundation-Acumen Student Innovation Startup Accelerator.

## PARTNERS



# Timeline



2018



## Research and Conceptualization

Outcomes: academic studies, pilot programs and reports on secondary learning and entrepreneurial development

2020



## Design and model development

Outcomes: an alternative learning model, four school partnerships to validate RE-Novate, 50 students and five facilitators

2021



## Validation

Outcomes: testing and validation of the RE-Novate model in partner schools

2022

2023

The transition and launch of RE-Novate as a workforce development institute and entrepreneurial academy for high school students.

# Here's how it works

In year one, we are partnering with three high schools to recruit 50 students to join our pre-academy.

1  
Component

**Phase one:** designing and delivering workshops and learning dialogues and mentorship.

**Phase two:** experiential learning, student internships and career development.

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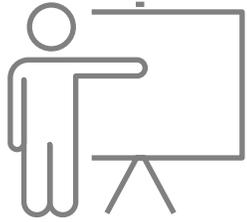
2  
Component

**Focus:** scale and sustainability in schools.

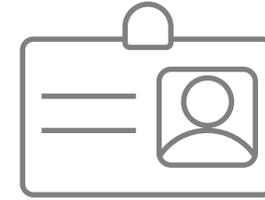
Build integrated school models and train school administrators

## PARTNER SCHOOLS





**50 students** and **10 school administrators** will be recruited and trained.



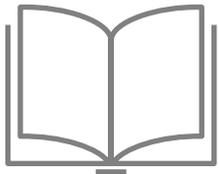
At least **20 students** will be recruited for internships with local institutions.

YEAR **1**

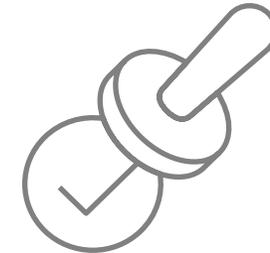
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**OUTCOMES**

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A **guide to design and teach entrepreneurial programs** will be produced for Liberian high schools.



The **model for teaching entrepreneurship** to high school students and long-term impact will be established and validated.

# The focus of our design

To deliver an entrepreneurial education that makes students adequately prepared and relevant, we focus on four areas of development.



## Entrepreneurial development

Nurturing students' entrepreneurial potential and providing them the tools to grow.



## Socio-emotional growth

Promoting and developing self-awareness and purpose as critical to leadership and entrepreneurship.



## Behavioral skills

Putting students through experiences that build strong character, which are essential to personal development, leadership and entrepreneurship.



## Cognitive abilities

Improving student's critical thinking, problem-solving and general cognitive abilities.

# Our Tribe

Our team is young, skilled and experienced. We have firsthand experience of the challenge we are addressing, and have the expertise to innovate practical and applicable solutions. Together, we have over 20 years of professional experience and are skilled in entrepreneurship, business development, programs, finance, communications, marketing, design, partnership, research, reporting, data and analytics. We conducted a study that led to the development of a plan for a proposed Multi-stakeholder National Youth Employment Taskforce, designed the framework for formally supporting young entrepreneurs, and have led the design and execution of multiple entrepreneurial programs for youth and students.



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BSc, University of Liberia



**Gboko Stewart**  
Media and Communications  
Associate



**Jallah Sumbo**  
Technical Assistant

Companies and organizations we have worked for:



# We need your investment

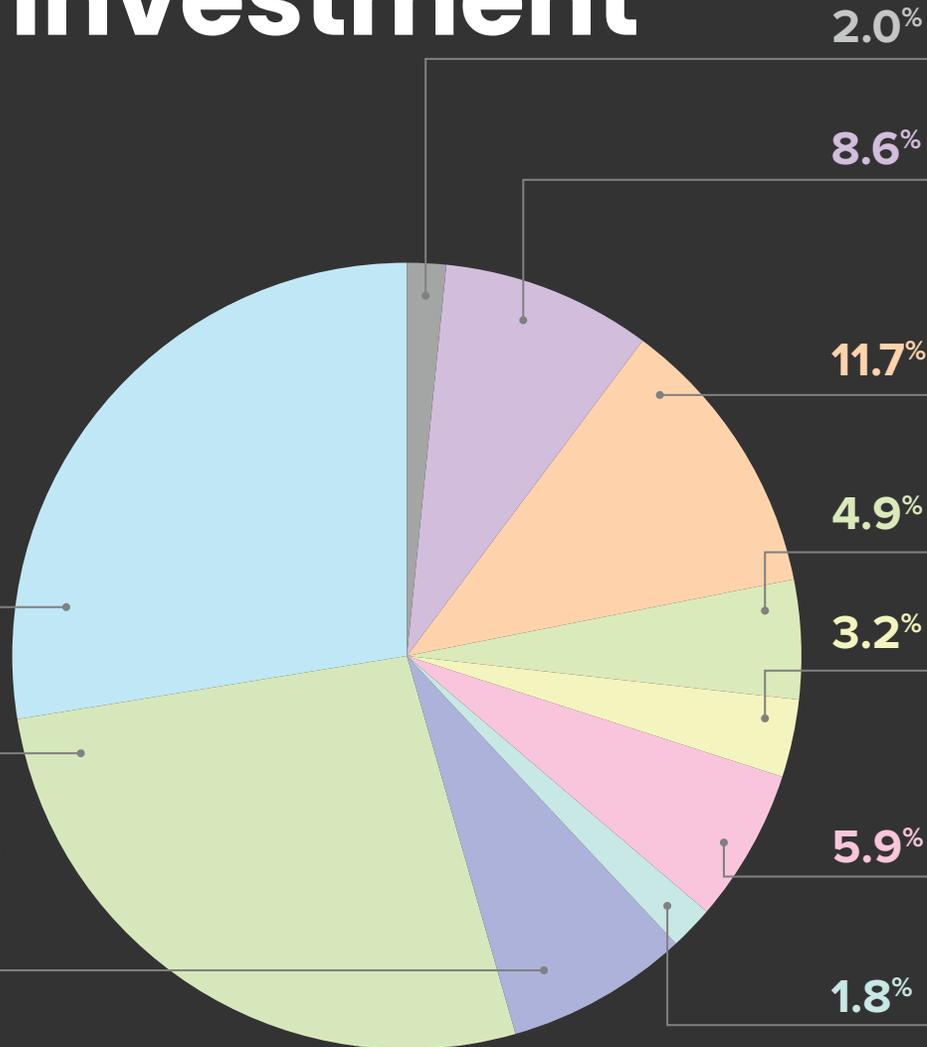
**\$60,000 RAISED!**

We are raising \$162,914 to validate and develop our model, retain a top-notch team and secure the tools to get our work done over the next year until December 2022. Take a look at how we plan to spend the money we are raising and make your own investment in our work.

**27.6% Programs**  
Our program model drives wide scale and sustainable impact. We are working to design the most effective models and impactful programs with quality, relevance and access.

**26.9% Salaries and compensation**  
Our work is people. Our team determines our output, impact and overall success. After 20 months of working voluntarily, and believing in our vision, we are now investing in retaining, recruiting and compensating the best talents to deliver more excellent results than we ever have.

**7.5% Professional fees**  
We also have limitations, so we work with some of the best external talents to deliver results. This money is mostly spent on improving our model and communicating our story for impact.



## Capacity development

The key drivers of our work are skills and talents. We want to develop a talented and versatile team in our sector.

## Rent and utilities

For 22 months, we worked remotely, at restaurants, in hotel lobbies, at one another's homes, and even in the streets, sometimes. But the results we have seen in the five months of sharing an office space are unmatched – we want to maintain this momentum.

## Office equipment and supplies

Thanks to our passionate and generous team, we improvised for our work for nearly two years. As an institution, we cannot work and deliver results without the basic but vital tools.

## Marketing and communications

We cannot share our story and vision with you, or a larger audience, without effective communications and marketing.

## Fundraising and partnerships

We are designing alternative solutions to urgent challenges, and we are keen to answering how we can sustain this effort. Long-term money availability, resources, and strategic partnerships provide some answers. We are finding out more. We also plan to organize ways to thank you and everyone who support our work.

## Travels

Whether by air, road or water, we are daring to mobilize the resources, build the most strategic partnerships, tell our story, and create the impact we demand for our ecosystem.

## Other general operating expenses

Other general operating expenses include bank and debit card fees, transaction fees and miscellaneous.

# The impact of your investment

**1** A new model to integrate the teaching of entrepreneurship in Liberian high schools

**2** A project-based, workforce-focused curriculum for high schools

**3** A guide that helps schools to teach entrepreneurship and enable students obtain real-world experiences in high schools

**4** Training of school administrators and educators on designing and implementing programs that prepare students for the workforce

**5** Creating employment for young people by providing salaries and recruiting additional team members

**6** Procuring capital assets and equipment to enhance work productivity and deliver results

# Join our **TRIBE.**

We are placing a big bet on the future of Liberia and Africa. We invite you to make an investment in the potential of young people who we believe will grow to create transformational change on the continent. Students and partner schools in our pre-academy are enrolled at zero cost to the students and their school. We are covering 100% operational, administrative and programmatic costs. Your contribution will ensure we successfully run and validate this model by 2023!

## Funding levels / partnership categories:

### SUPPORTER

Up to \$500

Support a student to keep learning.

### DONOR

Up to \$1,500

Donate to keep our program running.

### PARTNER

Up to \$5,000

Partner with us to reimagine secondary education through entrepreneurship.

### STAKEHOLDER

Up to \$10,000

Have a stake in the future of quality education and productive workforce for Liberia.

### INVESTOR

Above \$10,000

Invest in a new generation of entrepreneurs and innovators.



## Learn more about us.

[REPORTS AND PUBLICATIONS](#)

[CASE STUDIES](#)

[www.weareatribe.org](http://www.weareatribe.org)

## Contact

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