



African
Management
Institute

Africa's Moment: Investing in entrepreneurs to power prosperity

2024 IMPACT REPORT

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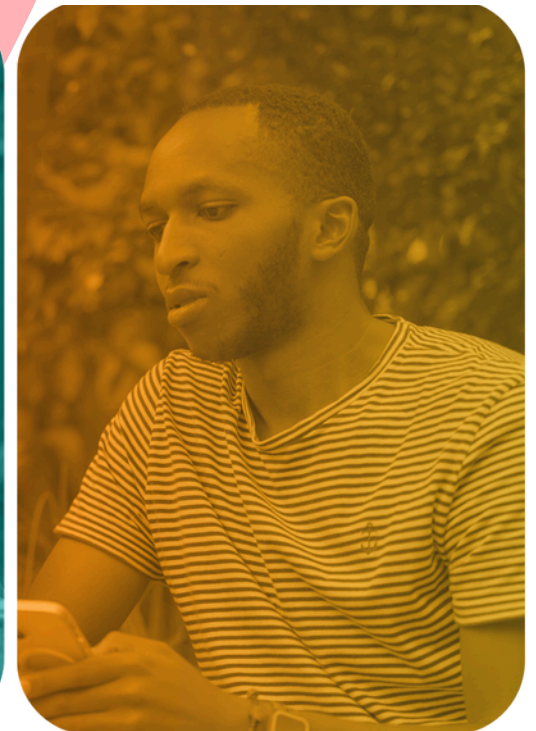
AMI's Impact in Motion



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About AMI







Africa's Moment: Investing in entrepreneurs to power prosperity

We know that African entrepreneurs hold the solutions to Africa's challenges. Now with global development funding in flux, it is urgent that we unlock their power.

AMI supported over **28k businesses** to grow in 2024, both directly (3k) and through other providers (25k) - versus 34k in the whole of the previous decade! This **massive increase** was thanks to innovation in technology and indirect delivery.

With **every \$1** invested in AMI programmes generating **\$9.85** for business employees in new jobs and increased wages, **and 85% of jobs created going to women**, it's clear - building enterprise is *the* most effective way to address the jobs crisis, drive prosperity and improve livelihoods in an uncertain global environment.

Africa's entrepreneurs are already investing in themselves and their teams.

In this impact report, we make the case that their ambition must urgently be matched with support. From livelihood-generating micro businesses to industry-shaping scale-ups, no entrepreneur can be left behind.



‘I chose to grow’

The Grow Your Business (GYB) programme pushed me to face tough truths about my business, from poor planning to staff issues. But it also gave me practical tools to turn things around. I became more organised, improved accountability, and learned how to motivate my team. Since then, our revenue has grown by over 84% and we’ve hired a young team member for fulfilment.

Wanjiku Ng'ethe,
Founder Karen Fruits & Veges

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Our key learnings from 2024

1 Growth = Jobs = Impact

Evidence-backed business support works. It works for growth, for jobs, and for communities. And with the 7.5x annual increase in SMEs supported, to 28k in 2024, we now know it can work at scale. Businesses supported by AMI grew 17% in 2024 and increased jobs by 18%. The 3 year CAGR is 16.8%



I can now run the business more effectively. We expanded from 16 employees to 64. Many of the new hires are women, including single mothers and young people who now support their families.



Mayowa Eremiokhale,
Founder, Modssalon



2 SME growth is a big bet for livelihoods

Supporting businesses to grow is the most effective way to drive African prosperity in an uncertain global environment. For every \$1 invested in AMI programmes, \$9.85 flows to employees. 85% of jobs created were for women



I learned to lead better, delegate, and track performance. Since then, our revenue has grown by 40%, we've expanded our team from 15 to 25, many of them young people and women, and we've improved the lives of over 200 farmers. One women's group we trained earned over UGX 2 million from just one harvest.



Hillary Maniku,
Olube Agro Dealers



3 Entrepreneurs are investing in themselves

In addition to the hundreds of larger businesses who have invested in the growth of their teams with AMI's workplace learning offer, 259 founders of small/ growing businesses paid for their own AMI growth support in 2024. Africa's entrepreneurs aren't waiting for change, they're building it.



What Aspire gave me was the shift I needed. I realised that growth doesn't happen through energy or creativity alone. It takes structure, a clear vision, a real action plan, and the right tools to steer the business forward.



Adama Gorou
Founder, A+ Coaching



4 Youth and women are leading the way

Youth (77%) and women (50%) accounted for the majority of participants and outperformed the average on business growth. 85% of all direct jobs created were FOR women and 64% of all jobs were created BY women.



The AMI programme transformed our business. We improved our operations, expanded our reach, and grew our team, bringing on 16 new employees, including 8 women. Seeing how our work is creating opportunities and changing lives keeps us motivated to do even more.



Shiphrah Muturi
Arvia Waters



5 Every entrepreneur. Every dream

To unlock the continent's potential, we need to build businesses at every level. Big businesses matter, but so do the nano entrepreneurs working at grassroots to generate income for families and communities. A small change here goes a long way.



Through AMI's Micro Enterprise Accelerator, I learned how to manage cash flow, set goals, and track performance. This helped me increase revenue by over 65%, hire two young staff, formalise my business, and strengthen relationships with local suppliers.



Nadine Umutoni,
IJABO Farming Group



6 Systems innovation for the last mile

To effectively support MSMEs in rural areas, we need to reach them with inclusive offline tech (e.g. Telegram courses in local languages) and connect them to AMI-equipped, hyper-local BDS providers. Government partnership is critical to this strategy.



Thanks to AMI's BDS provider programme, I've established training centres, built value chain networks, and secured major agribusiness contracts, without relying on donor funding.



Davidson Madria,
Business Development Services Provider, Uganda

7 Beyond the founder

Long-term success depends on leadership development at all levels. In 2024, we trained 4035 managers, leaders and high potential young people to drive organisational competitiveness and transform practice and policy in critical sectors.



AMI's Customer Journey Mapping helped me shift quality checks earlier and train my team. Quality jumped from 60% to 90%, and on-time deliveries are now consistent. Now, we are not just fixing issues, we are preventing them.



Charlotte Amizero
Quality Control Supervisor, Ampersand (Electric vehicles)



Investing in business champions at every level

To address the jobs crisis, we need thriving businesses and people at every level - from rural nano businesses to resilient SMEs to industry-shaping scaleups and corporate titans. That's why we've developed a tailored and data-driven approach to business and human capital support that equips leaders and their teams to achieve their dreams, drive progress and create jobs, no matter their size.

Medium

businesses create the largest numbers of absolute jobs, and with the right support can become regional and sector champions.



"Before joining the programme, scaling felt like a challenge. Now, we've not only grown our business but also created 41 new jobs. The impact goes beyond us. We're helping small farmers increase production, earn more, and build a more food-secure future"

Michael Mwangi,
Founder,
Greenponics Solutions

Small

businesses are the engine of our economies. Our programmes help unlock their potential.



"The programme gave us the tools we needed to scale, and the results speak for themselves. We improved our processes, set clear goals, and created a stronger team culture."

Pascal Aloo
Founder, Pro Strategy

Micro

Our data shows that supporting nano and micro businesses drives resilience and protects jobs in the most fragile businesses - and we regularly see job-creating champions emerge from this segment, with those in the top 20% creating almost 5 jobs each - a huge increase from a small base.

"The AMI programme didn't just give me tools, it changed how I think and lead. For the first time, I am running my business with confidence, clarity, and purpose."



Salama Umuhoza
Tourism entrepreneur

Larger businesses

create the most jobs, and Africa has too few of them. Human capital is a critical challenge for businesses aiming to compete at a regional, continental and global level. Our Enterprise division works with hundreds of these larger businesses - on a fully commercial basis - to train their teams, strengthen leadership and management, and drive performance for large scale impact and job creation.



I can't overstate how relatable every aspect of this programme is to my daily life as a manager. The moderator's approachable nature and attentive listening made a huge difference. It's refreshing to engage with someone who always has something valuable to add and never dismisses your input.

Amina Amazah,
Access ARM Pensions, Nigeria



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DOUBLING DOWN ON THE CHAMPIONS

The Top 20% of performers of businesses in programmes:



Created **81%**
of the jobs



DOUBLED
their jobs



66%
increase in revenue
on avg. per business

63%
average
CAGR



44.4%
accessed finance
at an average ticket size
of \$47,500 - evidence
that bankable businesses
are in the market,
without finance yet!



From women-led rural microbusinesses....

In Rwanda, AMI-trained women Growth Guides support women-owned microbusinesses with a combination of tech-enabled diagnostics and tools and face-to-face support, at the last mile'



... To Africa's leading cutting edge businesses

In Uganda, AMI empowered a cohort of senior leaders at Stanbic Bank through its flagship Leadership Development Programme—equipping them with the tools to lead with vision, agility, and impact.



AMI's Impact in Motion

Building the skills for an Africa in motion since 2013

AMI has been building the skills that power an Africa in motion for over a decade - **equipping individuals, strengthening enterprises, and accelerating the economic progress** that drives livelihoods and prosperity across the continent.

In 2024

85%
of all jobs
created were
for women!



100,796
people reached directly
(all time participants)



39,713
businesses supported plus
25,297 indirectly



108,965
indirect and direct jobs
created by flagship MSME
growth programme alone



291,001
jobs improved



1,639,860
livelihoods impacted

**Latest data on
cost efficiency**

ROI

\$9,85

For every \$1 invested in AMI programs, the SMEs we supported generated \$9,85 in incremental income for African workers.

\$31 was generated in SME
revenue, per training dollar.



2024 Impact IN NUMBERS



Reach

2,976

Businesses reached directly in 2024

An extra 25,297 through BDS provider support, for a total of

28,273



6,541

Participants [Workplace Learning (4025) and SME (2506)]



Revenue

\$82m

Total incremental revenue added to the African economy in 2024.

16.8%

Compound Annual Growth Rate

17.5%

median revenue increase



Jobs

49,653

Jobs improved in 2024



7,161

Direct and indirect jobs created



Livelihoods

232,940

Livelihoods impacted this year



Across **36** African countries

2024 Impact HIGHLIGHTS

Women and youth are at the forefront of growth in Africa, with both outperforming the average on revenue growth

3,166

Women directly supported



50%
of all 2024
participants
were women



Women



85%

of all jobs created
were for women!

Female business owners achieved
**19.2% median revenue growth and 19.5%
Compound Annual Growth Rate (CAGR)**
vs. male who achieved **17% median revenue growth and 13.6% CAGR.**

Women created

64% of the jobs



Youth

**20% median
revenue growth
& 17.5% CAGR**

With thanks to
the clients we
worked with in
2024.



- Advance Consulting
- Africa Guarantee Fund
- African Diaspora Network
- African Leadership Academy
- Afrodrip
- AFSIA SOLAR
- AGRA
- Anka Africa
- Argidius Foundation
- Biolite
- Burness
- CapPlus
- CARE
- Casava
- Centre for Reproductive Rights
- Challenge Fund for Youth Employment (CFYE)
- Co-operative Bank of Kenya
- DELAGUA
- Development Bank of Rwanda
- Dr. Stash Clinic
- Dutch Good Growth Fund
- Elewa
- Equity Group Foundation
- Foreign and Commonwealth Development Organisation
- French Development Agency (AFD) Fund for Innovation in Development (FID)
- Gatsby Africa
- GoShop Energy
- Gould Family Foundation
- Grassroots Business Fund
- Innovex
- International Justice Mission
- Jonathan Jackson Foundation
- Kidogo
- Kifiya Financial Technology
- KOKO Networks
- Koolboks
- Livelihood Impact Fund
- Lori Systems
- Maisha Meds
- Malaria Consortium
- Mastercard Foundation
- Mbele FX
- Mr Green Africa (MGA)
- National Bank of Rwanda
- Odyssey Energy
- Policy Link
- PSFU
- Qotto
- Raising The Village
- Shortlist
- Solener Technologies
- Sonatel
- Spring Valley Coffee
- STA Senegal
- Stanford Seed
- Ubongo
- United Nations Development Programme
- Visiola
- Vitol Foundation
- Weetabix
- WeLight Madagascar
- WeLight Mali
- Zevoli Growth Partners

Under the Hood of Our Impact Data

Behind every number in this report lies a consistent and transparent approach to measuring impact. Here's a quick look at how we do it:

- **Sample:** Insights are based on responses to our self-administered annual business survey, completed by 1,248 businesses — a 38% response rate from a total population of 3,311 businesses supported between 2022 and 2024. We compare results to self-reported baselines or previous survey rounds to track change over time.
- **Jobs and livelihoods:** We calculate full-time equivalent (FTE) job creation and improvement across our portfolio, applying employment and household multipliers to estimate total livelihoods supported. In 2024, we estimate both new and improved jobs contributed to household-level impact.
- **Livelihoods ROI:** We estimate the income generated through new jobs and improved salaries, then divide this by total programme cost. In 2024, every \$1 spent led to \$9.85 in additional income for African workers.
- **Revenue ROI:** We track changes in revenue for each business over a three-year period (2022–2024), comparing reported figures to baselines, and divide the average revenue gain by the cost of delivery. In 2024, every \$1 spent generated \$31 in increased business revenue, on average.
- **Business size:** We classify enterprises based on annual revenue:
 - Micro: Less than \$10,000
 - Small: \$10,000 – \$100,000
 - Medium: More than \$100,000
 - This helps us benchmark growth and tailor support across our portfolio.



If you're interested in a deeper dive into our methodology, you can access [**the full technical appendix on this link.**](#)

About

The African Management Institute (AMI) enables ambitious businesses across Africa to thrive through practical tools, training, and support.

With a presence in Kenya, Nigeria, Rwanda, Senegal, South Africa, Ethiopia and Uganda, AMI has supported over 39,000 businesses and participants in 39 African countries to drive growth, strengthen leadership, and build resilient teams.

We leverage technology and an evidence-based approach to help enterprises and business leaders adopt improved management practices and cultivate strong mindsets.

This model — proven through research and real-world results — is one of the most effective drivers of enterprise growth and impact at scale. Our 2024 data reaffirms that AMI's programmes consistently deliver tangible improvements in business performance.

AMI is a recognized leader in business learning, having been listed for two consecutive years on the Financial Times ranking of Africa's fastest-growing companies.

[Click to read our Stories of Impact in 2024](#)



Celebrating the builders

100+ staff with offices
and presence
in 10 countries

Cote d'Ivoire, Ghana, Kenya,
Mauritius, Nigeria, Rwanda,
Senegal, South Africa,
Ethiopia and Uganda.

Country Hubs



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