




# The REN of the Future in Africa

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***A beautiful healthy baby!***

***But...A large number of our RENs are stillborn, or perish from infant mortality, or are stunted***

A newborn baby with dark skin and curly hair is lying on a colorful, patterned blanket. The baby is partially covered by a blue cloth, with only their head and one hand visible. The baby's eyes are closed, and they appear to be sleeping. The background is dark and out of focus.

***Why??!!***

# THE ORGANISATION

THE BUSINESS

THE SERVICES

# ***Focus on Function, not Form:*** ***Let the Function Define the Form!***



***We have many transplanted models of RENs***  
***WE have built beautiful Igloos in the Sahara***

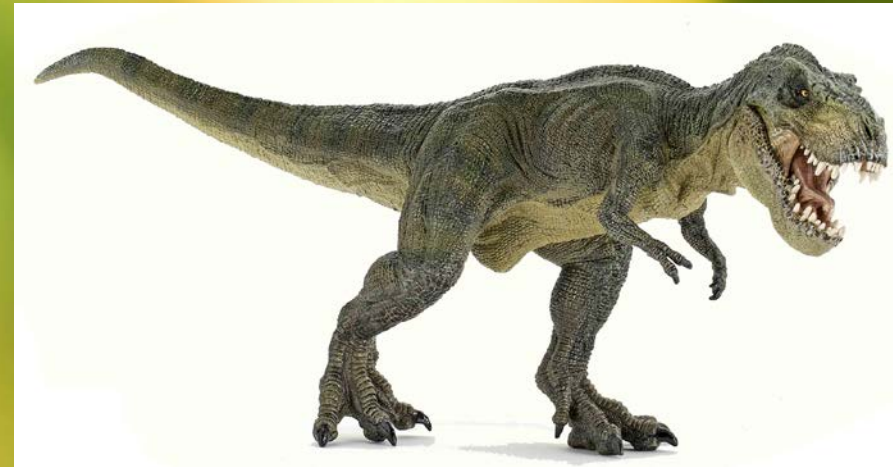
# *Survival and growth*

*Adapt to the Environment, Respond to Change*

*Social-economic, Technology, Culture*



*Which of these survived?*



# ***RENS are mostly Monopolies!***

***Will yours survive the Competition?***



*RENS in Africa Must have a societal mission  
Respond to the needs of your country or region*



*Mossi Village near Ouagadougou, Burkina Faso, West Africa | by Bencito*



THE ORGANISATION

**THE BUSINESS**

THE SERVICES



# *Tailor RENS to their environment*

*But never lose private sector thinking, even when funded by government*



# Think Lean and Mean!

**How many people do you need to sell these products?  
Must you also grow them?**

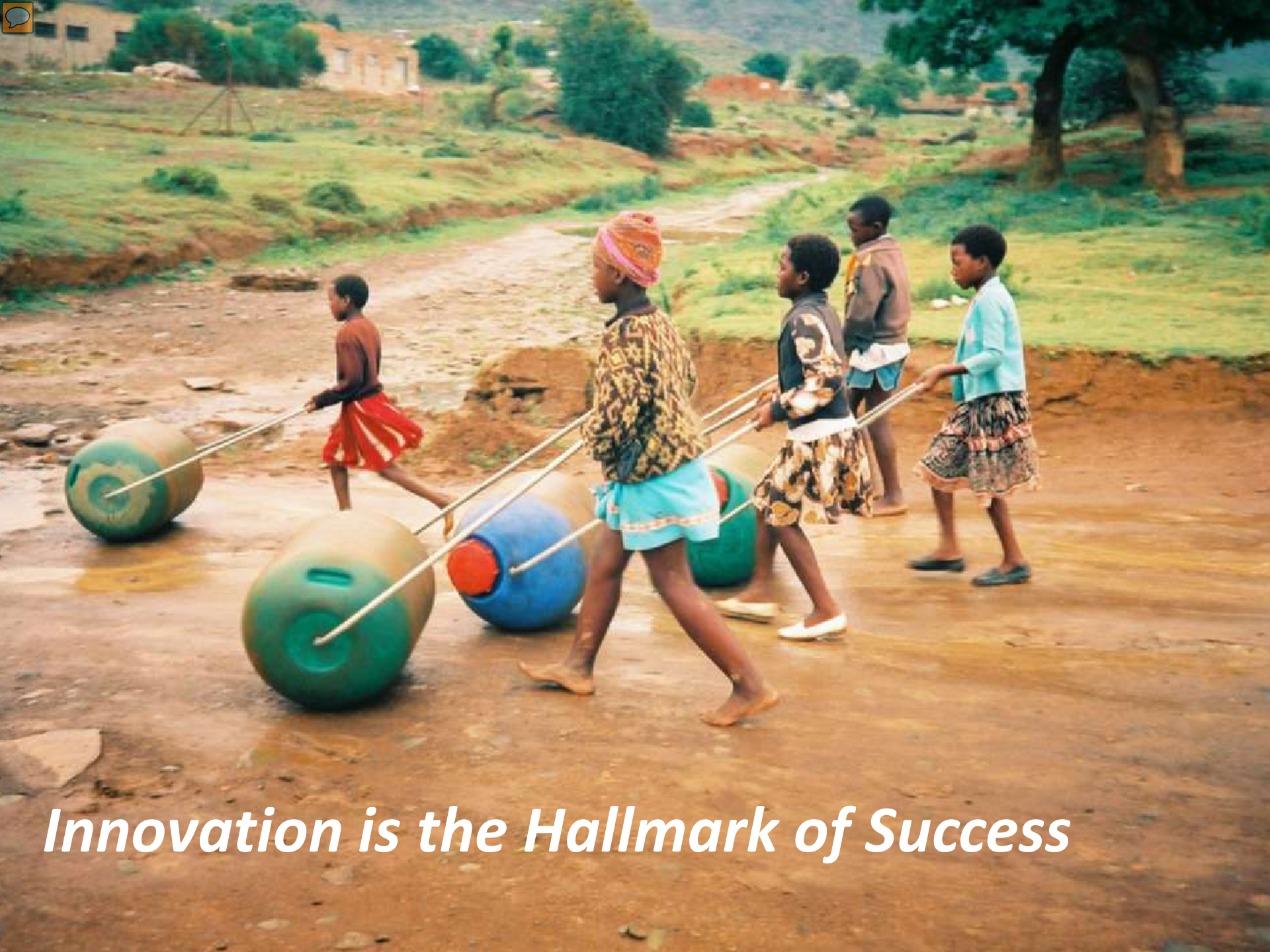


# ***What Business are you in?***

***Being a REN is not a Business!***

***“My business  
is Love!”***

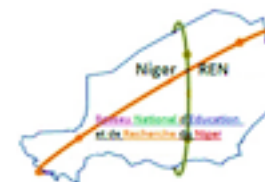




*Innovation is the Hallmark of Success*

# What is your brand?

What comes to your customers' minds when they think about you as a REN?



THE ORGANISATION

THE BUSINESS

**THE SERVICES**

*Connectivity is food stuff for the starving, But NOT the stuff of life*



*Connectivity should become as available as Oxygen – that is when your business really starts*

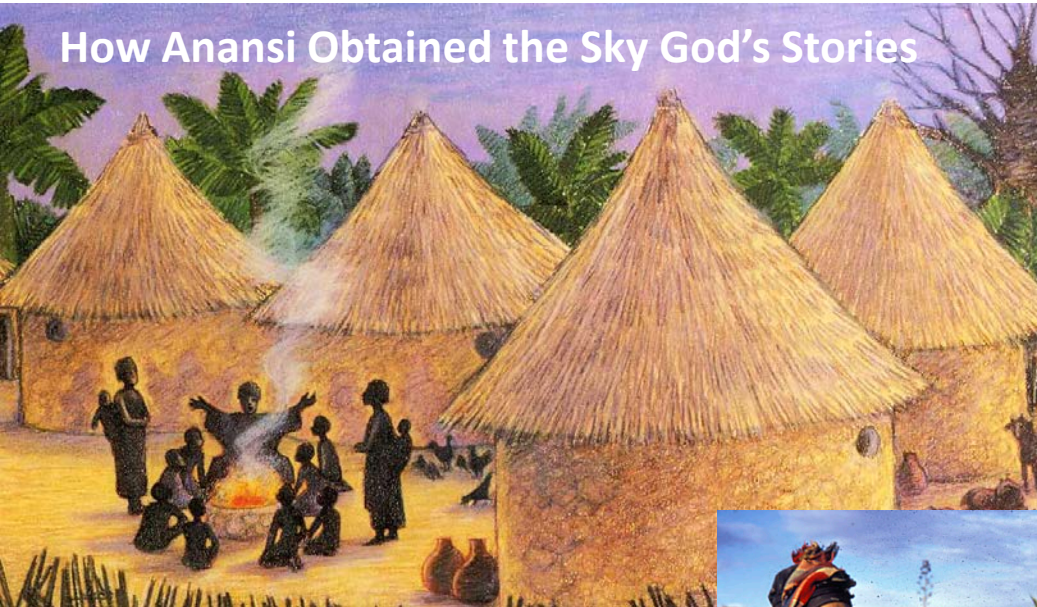


*Invest in knowing what your clients want*



# Mobility, Collaboration, Cloud Services – they are all in our blood!

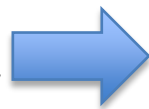
How Anansi Obtained the Sky God's Stories



Niger-Nomads-Herdsman-Tua-027.jpg  
copyright: The Guardian



**Accessing the  
Human Cloud**





*You cannot afford to be exclusive, elitist...*



## ***Our Assurance, Our Commitment, Our Certainty***

- I am an African...My mind and my knowledge of myself is formed by the victories that are the jewels in our African crown, the victories we earned from Isandhlwana to Khartoum, as Ethiopians and as Ashanti of Ghana, as Berbers of the desert....The pain of the violent conflict that the peoples of Liberia, and of Somalia, of the Sudan, of Burundi and Algeria is a pain I also bear.... The dismal shame of poverty, suffering and human degradation of my continent is a blight that we share....The evolution of humanity says that Africa reaffirms that she is continuing her rise from the ashes....Whatever the setbacks of the moment, nothing can stop us now! - Thabo Mbeki***