

# TalkShop Africa

The New Educational Program for Africa



# Education - Just a Click Away

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# Education for Africa

## Let's make change happen

TalkShop Africa is an innovative educational program that gives young and ambitious business start-ups in Tanzania and Uganda a realistic chance to break fresh ground and improve their quality of living. The unique business development and language learning program enables talented young Africans to acquire business know-how and English skills – both a pre-requisite for generating a sustainable income.

**TalkShop Africa provides practice-based education and prospects for social and economic growth.**

TalkShop Africa is a pioneer development aid project initiated by a private company in Austria and aimed at individuals, private companies as well as public-sector organizations who want to provide hands-on educational support to talented yet underprivileged young people in emerging markets.

Be a true pioneer and join the innovative TalkShop Africa educational program to better the lives of Africans in their own country!



# TalkShop Africa

## Who we are and what we do

**Global networking requires English skills and intercultural understanding.**

TalkShop Africa stands for improving business and communication skills with a clear focus on practical usage. The innovative educational program provides hands-on educational support to talented and ambitious young people in emerging markets. TalkShop Africa students learn in groups and individually, directly in the workplace, independent of time and place. They acquire English skills, cross-cultural competence, and practical business know-how that can bring them forward. At the same time, they become part of a broad network of practitioners (community of practice) where they can exchange their ideas and experiences and gain new insights.

The TalkShop Africa team consists of highly qualified and experienced language coaches, intercultural trainers, business trainers, community of practice and IT experts. Our unique blend of Austrian, Swiss, American and African business backgrounds makes up the ideal conditions to meet the challenges of a global market.



# Team



**Christina Merl** is the owner of TalkShop.cc. She holds a Ph.D. in translation science from the University of Vienna, where her work synthesized concepts from the fields of translation science, communities of practice, intercultural communication, and diversity management. Her integrated TalkShop /2CG® methodology focuses on community- and social-driven learning and knowledge sharing in communities of practice. "TalkShop Africa gives people in emerging markets a real prospect for future growth and sustainable development. Our goal is to empower these people to improve their quality of living."



**Sonja Jauernig** holds an MA in translation science from the University of Vienna. Sonja's main interests include translation analysis, competency measurement, and professional writing. She is responsible for the TalkShop quality management and learners' business profiles. "TalkShop Africa is promising in more than one way: It means empowering local individuals and obtaining tangible results and fruitful cultural exchange. I am delighted to support this development project as a way to improve the situation of disadvantaged African youth and I look forward to learning more about African culture."



**Ueli Scheuermeier** is a Swiss agronomist with more than 30 years of experience in rural areas in many parts of Africa. He has a long career as a trainer and consultant for various governments, sponsor agencies, and international NGOs. "Over the years, I have come to the conclusion that a) the huge African potential is still largely untapped; b) in order to tap this enormous potential for the poor population, commercial approaches to development are most promising; and c) the real emerging power in Africa is with the youth. TalkShop /2CG® is clearly one of the tools required to unleash this power."



**Erick Farahani** was born in the Rombo District of the Kilimanjaro region in Tanzania. He holds a certificate of Advanced English from St Francis de Sales Seminary, Tanzania and is currently studying at Mzumbe University, where he takes a Bachelor of Public Administration and Management. Erick Farahani works as a local TalkShop coach. He teaches English and facilitates the TalkShop community in Kilosa. At the same time Erick is a TalkShop trainee and enjoys business and language coaching. "I enjoy TalkShop Africa and I like to support African youth in developing their communication and ICT skills."



**Mark Farahani** holds a diploma in general agriculture and leadership development and is based in Kilosa, Tanzania. There, he plays a double role: he is a local government official and an entrepreneur. Mark Farahani runs the first Internet café and rural farmers information center in Kilosa - KIRSEC FARAHANS ROMBO. In cooperation with TalkShop.cc and Pessoss, Kirsec offers computer skills training and English training as well as business coaching for young ambitious people in the Kilosa district and surroundings. "Rural youth development is my passion and I help young Africans to connect with the world."



**Felix Maganjila** is based in Dar es Salaam where he started his own consulting company, Marketing Partner, in 1998. From 1995 to 1997 he was employed with the German-based Hanns Seidel Foundation. Felix Maganjila offers high-quality business services to individuals and institutions in Tanzania, both in the profit and non-profit sector. His focus is on marketing and business development. "There is a lack of business coaching in African schools and colleges. TalkShop Africa provides tailored business training young people need in order to start their own business and generate a sustainable income."



**Paul Nyende** is the Managing Director of AgriNet Uganda Ltd, a private business company involved in agricultural marketing. Paul holds a M.Sc. in Agriculture from Makerere University, Kampala. Over the past 12 years, Paul has been involved in rural development and agribusiness. He is currently managing a business network for brokering agricultural inputs and outputs and marketing. For TalkShop Africa, he provides business coaching and mentoring through ICT. "I believe that poverty in Africa can to a large extent be eradicated through access to developed markets, fair trade, and equitable marketing."



**Gian Reto Saner**, owner of Zurich-based Pessoss Services AG, has a master in law and economics. His experience in the telecommunications sector and interest in economic and political issues brought him to investigate challenges in emerging markets that keep people in the poverty trap. This is where he started to develop the innovative aid management and distribution system Pessoss. "By the end of 2011 the number of mobile phone connections passed 6 bio. Reaching out to individuals has never been easier. Pessoss allows organizations to establish a direct connection between sponsors and people in need."



**Christian Weckemann** is partner and CTO of the Zurich-based Pessoss Services AG. He studied business informatics and holds an MAS in Business Process Engineering. Christian Weckemann is convinced that there is a huge potential for the use of Information Technologies in emerging markets. "Access to the Internet and media and communication skills offer young and ambitious Africans a good prospects for a better future. TalkShop and Pessoss provide an innovative and promising educational approach for under-privileged young people in Africa."

# Ambitious

## Our vision

TalkShop Africa provides constructive solutions to the daily challenges of survival that ambitious yet under-privileged young people in emerging markets face, such as low incomes that make them a financial burden on their families, frustration with the social setting they are forced to live in, and a considerable lack of business know-how and communication skills.

Our vision is to create an innovative, collaborative and ICT-based cross-cultural learning space where these young people can acquire the practical skills and know-how they need to build their own business and to generate a sustainable income. Further, we want to empower them to join broad professional networks and exchange their business ideas and experiences.

Our plan is to successfully implement TalkShop Africa in Tanzania and Uganda in 2012 and then move forward with a significant expansion effort.





# Looking to the Future

## Innovation through diversity

Through access to tailored education, TalkShop Africa gives talented young people in emerging markets a real prospect for personal growth and a better future. The innovative educational program considers diversity as a resource and as a driver for innovation.

### What TalkShop Africa does

TalkShop members develop a sense of “coopetition”, the balance between cooperation and competition as a strategy for survival in a globally connected world.

- ▶ **Support African talents in exploring their business ideas to generate a sustainable income for themselves** – by providing professional business expert advice and English training, and by helping them develop a sense of what we believe is the new strategy for survival in a globally connected world: “coopetition” or the healthy balance between cooperation + competition.
- ▶ **Strengthen overall African business and communication capacities** – by promoting networking and knowledge exchange in communities of practice; by providing tailor-made language training and business coaching online and on site; and by recognizing diversity as a resource and making use of it.
- ▶ **Focus on cultural, pragmatic and sociolinguistic communication aspects** – as an innovative way of promoting language learning and generating cross-cultural understanding.
- ▶ **Support business innovation driven by talented yet underprivileged young Africans** that can help them build sustainable livelihoods.
- ▶ **Build cross-cultural, inter-disciplinary networks and communities of practice where members choose to share their valuable business experience** – by promoting the transfer of new knowledge to the benefit of individuals and society as a whole, thus developing a knowledge sharing culture across borders.
- ▶ **Reinforce communication and collaboration between Africa and the “wider world” (the western and, increasingly, the Asian world - India, China, Vietnam)** – by promoting language learning and business networking to achieve effective cross-cultural communication skills and knowledge transfer.

# Key to Success

## The mutual leverage effect

TalkShop Africa facilitates a cross-cultural, collaborative, online and face-to-face learning space for talented yet underprivileged business starters in Tanzania and Uganda and provides tailored business coaching, language training, and mentoring.

**TalkShop participants are selected on the basis of their ambitious business ideas.**

TalkShop Africa members are carefully selected on the basis of their ambitious business ideas and

- ▶ receive expert business support from our local business coaches in Africa;
- ▶ get tailored English language coaching and intercultural training through the TalkShop online language learning service;
- ▶ are given the opportunity to connect and learn from each other on our facilitated TalkShop business community platform.

TalkShop Africa members thus enjoy a double benefit: they are motivated to explore their business ideas and to build their own business while improving their communication and networking skills. We call this the "mutual leverage effect".

### Advantages of the mutual leverage effect

**Africans need to improve their English skills so that they can share knowledge across borders.**

The TalkShop /2CG® coaching methodology (TalkShop Tips) and its mutual leverage effect has already been proved in the framework of TalkShop DDS (Linking Local Learners), where online knowledge exchange among agricultural experts (DDS members) in Tanzania, Uganda and Kenya was promoted. DDS is a legitimized virtual community of agricultural experts in East Africa who exchange knowledge in the framework of the "Linking Local Learners" (LLL) program. Participants had an urgent need to improve their English language skills in order to be able to share knowledge and information and to improve their economic situation.

According to self-evaluation by participants and verification of data, active participants improved their language skills and at the same time pushed the professional debate ahead thanks to TalkShop coaching. The study further showed that regular participation - which is a mix of good Internet access and professional interest - provided the best learning results. It could be shown that the TalkShop methodology is effective and provides for fast individual and collective learning progress and thus for future personal and professional growth.

# Sponsorship Opportunities

## TalkShop Tips and sponsor benefits



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TalkShop Africa is looking for individuals, private companies, and public sector organizations who want to join the innovative TalkShop educational program and make change happen – concretely and sustainably. We give you an excellent opportunity to give young Africans a prospect for personal and future growth, and to stand out in the crowd and raise the awareness for your company or organization. Promoting your business brand and corporate social responsibility via one of our customized sponsorship solutions is a compelling way to raise your organization's profile.

### Choose between three kinds of TalkShop Tips

#### 1. TalkShop Language Tips

English skills and overall communication skills are pre-requisite to personal and professional growth in a globally connected world. TalkShop members learn to communicate in English, present their business ideas, send e-mails, make statements, and write blog entries and business reports. A professional TalkShop coach corrects their grammar mistakes and gives tailor-made TalkShop Language Tips. We cater for students of all ranges of proficiency in the language, from beginners to advanced.

#### Benefits of TalkShop Language Tips

- ▶ Learners improve their English fast and effectively;
- ▶ They can apply immediately what they have learned and thus memorize better what they have learned (TalkShop "on the job" coaching);
- ▶ They get the chance to connect and communicate with like-minded people and experts;
- ▶ They establish their business and generate sustainable income.

#### 2. TalkShop Cross-cultural Tips

In today's global business environment, we need to communicate across cultural boundaries. Cultural misunderstandings are often the result and can lead to setbacks in business. A professional TalkShop coach checks written communication not only for grammar mistakes but also for cultural, functional and sociolinguistic aspects and gives tailor-made TalkShop Cross-cultural Tips.

**TalkShop Africa offers ambitious people in emerging markets a real prospect for future development.**

Through TalkShop Tips learners acquire business know-how, improve their English and intercultural skills.

### Benefits of TalkShop Cross-cultural Tips

- ▶ TalkShop Cross-cultural tips contain relevant background information on various aspects of culture that are important for successful communication and negotiation;
- ▶ Examples are social, political and cultural background information; comparisons between Africa and the “wider world”; and other cultural “tidbits”, such as stories, photos, reports, recipes;
- ▶ Learners build intercultural competence systematically;
- ▶ They can better understand cultural backgrounds and thus avoid misunderstandings with communication and cooperation partners from other countries and cultures;
- ▶ They can increase chances of professional and personal success.

### 3. TalkShop Business Tips

Successful business people need to join professional networks and exchange ideas and know-how with like-minded people and experts across borders. They need to constantly update their skills and keep up-to-date with new market developments. TalkShop Africa addresses individual (communication) needs of successful business people and provides expert business coaching for start-ups, and also for executives and owners of small and medium enterprises.

### Here is how

- ▶ In a first interview, TalkShop members discuss their business idea with our local business coach, via Skype or face to face;
- ▶ They develop a road-map for their business project and learn how to implement a good business idea;
- ▶ They conduct a feasibility study to find out if their business idea can work;
- ▶ They learn how to write a bankable business plan;
- ▶ In tailor-made follow-up coaching sessions, participants deal with all relevant types of business interventions, including marketing, record keeping, loan management, etc.

### Benefits of TalkShop Cross-cultural Tips

- ▶ Talented young Africans can successfully start and develop their business;
- ▶ They can generate a sustainable income and improve their quality of living;
- ▶ They learn to focus on practical, hands-on strategies and negotiation tactics they can actually use for their business development;
- ▶ They learn to find ways to leverage and optimize their success, starting with assets they already have in place.

Sponsors get regular updates about TalkShop learners’ progress.

## TalkShop Sponsor Benefits

As a sponsor you decide to join the TalkShop Africa educational program and can support talented yet underprivileged young Africans through TalkShop Tips. Feel free to choose from a number of customized sponsorship solutions – all tailor-made for your specific requirements.

Tailored sponsoring packages offer an excellent opportunity to strengthen your organization's image and profile.

### TalkShop Basic

- ▶ Recognition as a TalkShop Africa sponsor with company logo on the business profiles of the beneficiaries and on our TalkShop website  
From 50 TalkShop Tips onward (450 Euro)\*

### TalkShop Basic Plus

- ▶ Recognition at educational and business conferences where TalkShop Africa is presented  
From 100 TalkShop Tips onward (870 Euro)\*

### TalkShop Plus

- ▶ Placement of company name and logo in relevant TalkShop Africa publications and on the TalkShop website  
From 300 TalkShop Tips onward (2,550 Euro)\*

### TalkShop Certificate

- ▶ Special TalkShop Certificate of Appreciation  
From 500 TalkShop Tips onward (4,000 Euro)\*

### TalkShop Events

- ▶ Authorization to place appropriate marketing materials at sponsored TalkShop Africa events  
From 500 TalkShop Tips onward (4,000 Euro)\*

### TalkShop Presentation

- ▶ Presenting your company or organization on our TalkShop Africa sponsoring page  
From 500 TalkShop Tips onward (4,000 Euro)\*

Your donation goes directly to the beneficiary – as educational vouchers with a focus on direct practical usage.

\*All prices excluding VAT.

Education is key to a better life: TalkShop Africa offers tailored educational support.

#### TalkShop All-inclusive Program

- Placement of company name and company logo on all relevant advertising material, including TalkShop Africa booklets, flyers, folders and events  
From 500 TalkShop Tips onward (4,000 Euros)\*

#### TalkShop Corporate Social Responsibility

- TalkShop Africa can be your innovative CSR story: We provide you with the relevant stories, photos, data and facts and you tell your customers that you support an innovative, practice-based educational curriculum that offers a real prospect for personal and professional future growth in emerging markets.  
From 1000 TalkShop Tipps onward (7,700 Euros)\*

If you do not see the opportunity that is right for you, contact us and we'll be happy to make a tailor-made offer that meets your wishes and budget. And which allows you to support talented young people in emerging markets.



# Hands-on Support

## Training on the job

TalkShop Africa aims to promote economic growth and sustainable development in Africa, which is still the world's poorest continent.

**Providing access to education is a responsible way of making change happen – concretely and sustainably.**

To this end, TalkShop Africa offers hands-on educational support in the form of business coaching, English language training, and intercultural training. The transparent and effective educational program is tailored to the needs of talented yet underprivileged young Africans who are capable of building their own business and generating a sustainable income.

We are convinced that empowering local individuals to explore and implement their business ideas as well as develop the necessary communication skills and business know-how is a responsible way of achieving sustainable economic and social development in emerging markets like Tanzania and Uganda.

Accordingly, our focus is on providing hands-on support and taking concrete educational measures (TalkShop Tips) that are tailored to individuals' needs and aimed at the immediate improvement of the quality of living of underprivileged young Africans. We think that this in turn will trigger the courage of the young people to face their development challenges and climb out of the depths of poverty.

Individuals, companies and public organizations who want to offer a prospect for future professional and personal growth to people in emerging markets can support our approach by financing TalkShop Tips. Tips are practice-based educational units where participants can acquire business skills, English skills and intercultural understanding.

What differentiates TalkShop Africa from other charities is that we provide tailor-made and professional educational support with a focus on immediate practical usage. This is how we make sure that your money goes where you want it to go - directly to the beneficiary.

# Open to the World

## Connecting and succeeding

TalkShop Africa encourages networking and knowledge sharing across national borders.

TalkShop Africa supports capable young Africans in starting a business and generating sustainable income, step-by-step, and focused on lasting success. Members of the educational program benefit through improving their business know-how, their English and communication skills, and also their cross-cultural understanding, which will open up a series of new possibilities for them. While developing their individual business strategies, learners get the opportunity to connect with like-minded people and experts, share ideas, develop skills and engage in continued training. We help learners to connect and acquire the skills they need to successfully implement their own business ideas, become independent, and achieve a lasting income.

### 1. Tailored education

While the young people work on their business strategies they can connect with like-minded people and experts and exchange ideas across national and language boundaries; gain new insights and find solutions to their challenges.

### 2. Mutual leverage effect

TalkShop Africa makes sure that members are ambitious and motivated to implement their business idea while improving their business skills, English skills and intercultural understanding (“mutual leverage effect”). They are encouraged to join and build professional networks. The long-term goal of the TalkShop Africa educational program is to empower young Africans to become independent and generate a sustainable income.

### 3. TalkShop Tips

In order to reach their learning goals, TalkShop Africa members get tailored business coaching, English training and intercultural training. The TalkShop coaching methodology provides for fast and effective learning progress and can help ambitious learners to improve their quality of living in the long run.

### 4. Business blogs and online community

TalkShop learners keep their own personalized websites (business blogs) where they can present their business ideas, their background and motives, and also give regular updates about their learning progress. This is how they can connect and communicate with like-minded people and experts all over the world, including sponsors. Further, they are encouraged to join facilitated debates about topics of their interests in online expert communities.

TalkShop learners keep personalized business blogs.



# Pioneering

## How to participate



[www.talkshop.cc](http://www.talkshop.cc)

**Innovative and transparent: your money is turned into an educational voucher and goes directly to the beneficiary in Africa.**

**Erick's business blog: <http://erickmarandutalkshop.wordpress.com/>**

TalkShop Africa is looking for individuals, private companies, and public organizations who are ready to support ambitious and gifted young Africans who need to acquire business know-how, English language skills and intercultural skills in order to survive and improve their quality of living in the long run. You can give these young people a real prospect for future personal and professional growth.

### Here is how

You decide which business idea you want to support and buy TalkShop tips on our website. You can buy TalkShop language tips, cross-cultural tips, and/or business tips. Once you have bought the tips, the beneficiary in Africa receives a voucher per SMS. This voucher defines the type and amount of educational services that he or she can consume. In other words: Your money is transferred directly to the beneficiary in the form of educational vouchers.

For example, you think Erick needs to improve his English so that he can connect and exchange ideas with people who have similar goals or challenges. All you need to do is go to our website and buy TalkShop language tips for him. Erick will receive a voucher via SMS and can start with the online English training at once. If you think Rehema needs to improve her business skills, you can finance business coaching for her. She will receive an SMS message that tells her how many business tips she can get. Rehema can start her tailored business coaching at once.

At the same time, beneficiaries like Erick and Rehema will report about their learning progress on their personalized websites (business blogs). There, you can see their pictures and videos and read their latest success stories. You can even interact with them and ask questions about their business venture. We make sure that you can observe online how your money helps to improve the situation of talented young Africans like Erick and Rehema.

Through our unique and transparent approach to sponsorship you can make change happen – concretely and sustainably. TalkShop Africa offers you to support talented young Africans today and check the positive impact on their quality of living tomorrow. TalkShop Africa traces where your donation goes - from sponsor to beneficiary.

**Be a true pioneer and join the innovative TalkShop program!**

## Education - Just a click away

### Step 1

You choose to finance

- ▶ TalkShop Language Tips
- ▶ TalkShop Business Tips
- ▶ TalkShop Cross-cultural Tips

**Click for a better life: TalkShop members receive educational vouchers.**

Each tip is represented by a TalkShop voucher that is sent to the TalkShop member in Africa via SMS by the PESSOSS aid management and distribution system. Once the learner receives your voucher, he or she can start with the TalkShop coaching. You can check online how he or she has benefitted from it. You can follow the learners' progress, even comment and ask questions online, on their personalized business blogs.

### Step 2

You click on the TalkShop 'sponsor button' - a yellow pear - on our TalkShop website to purchase as many vouchers as you like. You pay via Paypal or we can send you an invoice if you prefer.

**The unique, mobile phone-based aid management and distribution system Pessoss makes sure that your money goes directly to the beneficiary.**

To facilitate our sponsorship processes, we cooperate with Pessoss, an innovative Swiss-based service for donation management.

Pessoss operates with a unique mobile-based aid management and distribution system. That means: once your money is on our account your vouchers will be distributed via SMS by PESSOSS.

The beneficiaries are given a clearly defined period of time during which they can use the vouchers. This is how we guarantee that your money goes where it is meant to go - directly to the beneficiary, in the form of hands-on educational support. Be a true pioneer by participating in TalkShop Africa. Join our innovative movement and support young Africans in acquiring the business know-how and communication skills they need in order to improve their quality of living.

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