



# African Publishing Startups Incubator

by OAPE AFRICA

## Call for applications

**Launch of the first dynamic hub dedicated to the development of young publishing houses in Africa and the Caribbean**

**Deadline: 15 May 2024**

# Call for applications (2/4)

## On the occasion of the launch of the first dynamic hub dedicated to the development of young publishing houses in Africa and the Caribbean

### Origin of the project:

APSI is a dynamic hub dedicated to the growth of publishing businesses in Africa and the Caribbean. Our mission is to catalyse innovation and development in the publishing sector by providing strategic and operational support to promising start-ups.

This project represents the first concrete step in the plan to 'professionalise the book sector in Africa(s)', initiated by the **African Observatory of Publishing Professionals** during the Yaoundé International Children's Book and Comics Fair (2023).

This initiative is invaluable in its aim to support young entrepreneurs in the book sector in Africa and the Caribbean. The creation of this incubator is a direct response to the needs expressed by these players, providing them with the key skills and resources they need to overcome the challenges they face.

Thanks to this incubator, these entrepreneurs will be able to benefit from personalised support, training tailored to their specific needs and a wider professional network. This should not only strengthen their entrepreneurial skills, but also encourage the development and sustainability of their businesses in an environment as difficult as that of publishing in southern countries. This initiative also aims to highlight the importance of collaboration between the

various stakeholders in the book industry, whether established professionals or young entrepreneurs. By joining forces, they can work together to overcome obstacles and create an environment more conducive to innovation and growth in publishing in our respective countries.

### Our objectives:

**1. Stimulating innovation:** We believe in the power of innovation and professionalisation to transform the publishing landscape in developing countries. We seek out and support start-ups that are rethinking the storytelling, distribution and consumption of content through innovative and creative solutions.

**2. Encouraging a diversity of voices:** Africa is a continent rich in stories and perspectives. Our aim is to support young companies that celebrate this diversity by providing a space for voices that are often under-represented in the publishing world.

**3. Strengthening entrepreneurial skills:** We offer personalised support to editorial entrepreneurs, helping them to develop their skills in business management, graphic design, marketing strategy, financial management and much more.

**4. Facilitating access to the market:** We establish strategic partnerships with distributors, bookshops, online platforms and other key players in the industry to help our start-ups gain easier access to local, regional and international markets.

# Call for applications (3/4)

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### Our Action Plan:

**1. Rigorous selection:** We identify and select the most promising start-ups through a rigorous application process, focusing on the originality of the concept, growth potential and social impact.

**2. Customised incubation:** Once selected, start-ups benefit from a tailored incubation programme including one-to-one mentoring, training sessions, access to specialist resources and a collaborative workspace.

**3. Access to finance:** We facilitate access to initial financing through our network of investors.

**4. Networking and partnerships:** We encourage collaboration between the start-ups in our incubator and create networking opportunities with industry professionals, sector experts and other entrepreneurs.

### Provisional timetable:

**January 2024:** Maturation of the project in Committee at OAPE AFRICA.

**February 2024:** Validation of the project by the Executive Council of the African Observatory of Publishing Professionals.

**March 2024:** Search for partnerships to bring the project to fruition & Selection of tutors, trainers, etc.

**April 2024:** Launch of the call for applications for young start-ups in book publishing in Africa and the Caribbean.

**May 2024:** Selection of applications by an evaluation committee and announcement of the selected start-ups.

**June 2024:** Start of the incubation programme (development of individual action plans with each selected start-up).

**July 2024:** Accelerated, hands-on sessions, tailored to each selected start-up (detailed programme content reserved exclusively for successful applicants).

**August 2024:** Monitoring and evaluating start-up results after the incubation period.

**September 2024:** Preparation of progress reports and balance sheets for partners and investors.

**October 2024:** Reflection on lessons learned and improvements to be made for the next incubation cycle.

**November 2024:** Seeking funding for the 2025 incubation cycle.

**December 2024:** Presentation of the results of the incubation cycle at SALIJEY 2024.

### Eligibility criteria:

**1. Statut:** Be a legally registered start-up, in accordance with the laws in force in the country of origin.

**2. Sector:** Be active in book publishing in Africa or the Caribbean.

**3. Stage of development:** Be a young start-up, generally defined as being in the early stages of its development (ideation, start-up, initial growth). Priority will be given to start-ups that have been in existence for less than 03 years.

**4. Innovation:** Present innovative ideas, creative solutions or unique approaches to publishing.

**5. Relevance:** Have a project aligned with

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the incubator's objectives and the development of the book sector in Africa or the Caribbean.

**6. Commitment:** Demonstrate a strong commitment to the development of their publishing house and a willingness to take advantage of the opportunities offered by the incubator.

**7. Capacity:** A motivated team capable of effectively implementing the action plans drawn up during the incubation programme.

**8. Language:** Be able to participate in the programme's activities in one of the incubator's working languages (English and/or French).

### Deadline for entries:

Applications for the call for start-ups are open until **15 May 2024, at 23:00 (GMT)**. The application form is only available at: <https://oapeafrica.org/apsi/>

APSI is a project by:

The *African Publishing Professionals Institute (APPI)*



APSI is funded by:



APSI has the support of:



If you too would like to become an APSI partner and follow the project more closely, please contact us:

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