

**GLOBAL EXPERTISE TOGO**

Sustainable and Inclusive Investing

# **START-UPS IMPACTS TOGO**

**CONTINUOUS  
IMPROVEMENT  
OF IMPACTS**

**Assessment and understanding of impacts of  
Start-ups in order to amplify them for start-up  
success and a thriving economy**

**GLOBAL EXPERTISE RESEARCH**

# CLUB DES AMIS POUR LE DEVELOPPEMENT, L'UNION, LA PAIX ET LA SOLIDARITE

## CLUB DES AMIS POUR LE DEVELOPPEMENT L'UNION LA PAIX ET LA SOLIDARITE

### Description du projet

Le Club des Amis pour le Développement, l'Union, la Paix et la Solidarité (CADEU-PS) veut promouvoir les fruits tropicaux par la commercialisation de jus de fruits naturels. Il s'agit de la mise en place d'une coopérative qui transformera les fruits locaux tels que: ananas, orange, bissap en jus de fruits naturels.

### Expected Impact

Ce projet va permettre de créer 12 emplois directs pour les jeunes de togblekopé à travers la mise en place d'une coopérative rentable de production et de vente de jus de fruits naturels. A termes, il devrait également permettre un renforcement des producteurs de fruits locaux.

**Subvention: \$27,903,42**



# TURN OPPORTUNITY TO PROSPERITY

## GEI CAPABILITY MATRIX (GEI CM)

A tool to optimize investments and their impacts through the best use of opportunities and capabilities to achieve best results

**GEI CM** is designed to help **funding agencies** and also directly entrepreneurs use the best of their capabilities by understanding, acknowledging, and leveraging them in a way that optimizes their actions, results, and impacts.



**GEI CM** combines opportunity, capability, and situational strategy analysis for the entrepreneur based on his specific situation and aptitude to adjust and to become successful.

**GEI CM** brings in a significant use of "agency" of the entrepreneur in a way that not only espoused the Nobel winner Amartya Sen's human-based Capability Approach, but also the business strategy and competition approaches developed by Harvard Strategy professor, Michael Porter.

This unique analysis provides the funding agency with insights on best finding strategies to adopt and the entrepreneur with the means not only to survive at the launch of his venture, but also to growth and prosper in a way that is secured for the long term.

**GEI CM** was among selected presentations at the 11th Global Youth Economic Opportunities Summit (GYES) in Washington DC. The concept of "agency" central to GEI CM was voted #1 theme of the Summit.

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