

Transform Your Organization Through Africa's Premier Product Leadership Program

Introduction: The Grand Vision

Building Africa's Product Future

The Product Leadership Accelerator (PLA) is Africa's premier product talent engine, fostering product leadership at every level. Our vision is to create a self-sustaining ecosystem where African product leaders and professionals drive innovation, create and scale impactful products, and shape the continent's digital economy.



Bridging Africa's Product Talent Gap



The Innovation Imperative

Africa's \$180B digital economy is growing rapidly, yet a critical gap remains: a limited roster of world-class product talent and leadership.

Organizations struggle to build, scale, and sustain competitive products, limiting market potential.

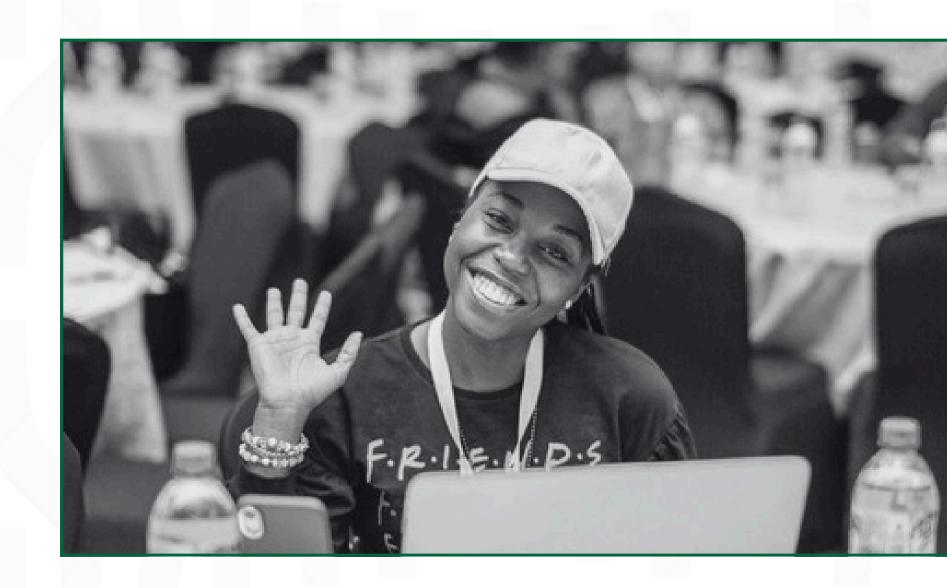
Without structured training and real-world experience, promising talent remains untapped, and products fail to reach their full potential.

A New Era of Product Leadership

The PLA Advantage

PLA addresses this challenge through a multitiered slate of offerings :

- The PLA Fellowship Top tier rising product talent are recruited and developed via a six month rotation and training experience.
- Cohort Based Training Large scale product training for professionals to learn business viability, technical feasibility, and customer centric design.
- Custom Programs For Organizations and industries that need tailored product offerings.



Where Talent Meets Opportunity

Key Differentiators:



Practical, hands-on learning from African and global product experts.



Exposure to real-world product challenges within leading organizations.



Cohort-based training that deliverscollaborative, peer-driven learning

The Community We Serve

Who Benefits?



Organizations & Startups

Build in-house product excellence and leadership capacity.



Government & NGOs

Leverage the product operating model for digital transformation.



Product Professionals

Become skilled product operators, and access to networks and mentors

Scaling Product Leadership

PLA's Projected Impact



Our goal is to transform Africa's product landscape by developing top-tier talent and shaping the future of innovation by 2027.

We anticipate over 200 Fellows trained, with 70% securing roles within three months of graduation, representing 10+ African countries. Our roadmap is designed to have 50+ strategic partnerships with startups, governments, and global tech companies by 2027 to strengthen the ecosystem

Through our Fellowship, cohort-based training programs, and organizational APM partnerships, we will develop over 2000 product practitioners, creating a powerful network that positions Africa at the forefront of product innovation, and PLA as a catalyst developing Africa's product leaders.

Program Design

How It Works

PLA delivers value through three key initiatives:

- Cohort Based Training A dynamic, groupfocused learning experience.
- Custom APM Programs Bespoke product training from one week sessions to annual programs.
- Elite Fellowship Six month paid rotational stints at top companies over a period of six months, mentorship from industry experts, and hands-on project delivery for host companies.



Partnering with PLA

Driving Product Excellence Across Africa

Fellowship Subscribers

- Brand Leadership Position your organization as a leader in Africa's product space.
- Talent Pipeline Gain early access to top-tier product talent ready to drive innovation.
- Thought Leadership & Visibility Feature in PLA events, including exclusive sessions with SVPG.

Training Funders & Supporters

- Strategic Co-Creation Collaborate in shaping the curriculum and industry conversations.
- **High-Impact Investment** Directly contribute to Africa's growing product talent ecosystem.
- Innovation Hub Recognition Establish your organization as a center for product excellence.

Bespoke APM Partners

- Tailored Talent Solutions Access product management training to address your unique challenges.
- ROI-Driven Partnerships Work with top industry experts who will provide coaching and advisory.
- Scalable Product Teams Build a skilled product workforce aligned with your customers' and organization's goals.

Let's Build Africa One Product Leader at a Time

Join Us in Shaping Africa's Product Future!

Be a catalyst in developing the next generation of African product leaders. Whether through subscription, partnership, or mentorship, your engagement will drive sustainable innovation and economic growth.



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