



PRODUCT  
LEADERSHIP  
ACCELERATOR

**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 multi-tiered 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 delivers collaborative, 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, group-focused 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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