Wharton Africa Business Forum

GAPSA General Assembly
Presentation
Discretionary Fund

March 15, 2023
Since the inaugural forum in 1992, Wharton Africa Business Forum (WABF) has welcomed industry leaders, dignitaries, CEOs, visionaries, and young professionals from across the globe to champion Africa’s economic potential. WABF provides dynamic content across multiple industries (e.g., agribusiness, fintech, media & entertainment, energy, infrastructure, fashion, and more).

WABF is Wharton Africa Students Association’s (WASA) annual student run business conference.

The purpose of the conference is to discuss the current state of Africa’s business environment, champion solutions to promote economic growth on the continent, provide networking opportunities for students/professionals and celebrate African culture.

- **Who is organizing the event/program?** Wharton Africa Students Association
- **Who is the target audience?** Graduate students, undergraduate students & professionals
- **What is the estimated number of participants?** 350

**WHERE**

The Convene & The University of Pennsylvania

**WHEN**

November 4-5 2023
FUNDING REQUEST

• Funding request: **$25,000**
• Total budgeted expenses: ~$200,000

PLANNED USE OF FUNDING

• What are the major expenses that the grant (if approved) would support?
  ○ Venue costs - we had to take the conference off campus because we did not get space on Wharton/Penn campus
  ○ Printing costs - printed banners, conference brochures, participant gifts
  ○ New Venture competition prize money
  ○ Conference website

OTHER SOURCES OF FUNDING

• How much money is your group contributing for the event/program? **$38,225 (ticket sales)**
• Who else is financially sponsoring the event/program & how much are they paying?
  Corporate sponsors: McKinsey ($20,000), Platform Capital ($20,000), Bain ($10,000), Seplat ($10,000), Huaze ($10,000), (American Tower ($10,000), Cardinal Stone ($5,000), Benin Ministry of Finance ($30,000).
  Penn Sponsors: WGA ($25,000), Mack Institute ($5,000), Penn Africana Center ($500)
WHY

- How would GAPSA, the graduate community, and/or Penn community benefit from the event/initiative?
  - Networking opportunities with students & professionals
  - Access to employment opportunities through career Fair with prominent employers in various industries
  - Knowledge sharing opportunity to showcase deep context expertise on topical issues relevant to African professionals and professionals interested in Africa

- To what extent is the event/program inclusive of other graduate schools?
  - What is the expected distribution of participation among Penn grad schools? Well rounded representation from Law school, Medical school, Engineering school, School of Arts & sciences, School of education, with a strong attendance from the Wharton School
  - What (if any) requirements/restrictions are there for participation? (Is this an open/closed event/program?) Ticket purchase
  - What (if any) targeting/marketing/benefits are directed to your constituents vs. the general GAPSA community? Provide engagement/marketing plan GAPSA members have been targeted through customized emails, group package offerings, group chats messages, WABF ambassadors from various Penn orgs, and social media tactics.
  - How do you plan to involve other graduate schools? In the lead-up to the conference, our goal this year was to bring on individuals from other schools across Penn to support in planning the conference - we had individuals from SAS and the School of Medicine in key roles such as VP of Content. Furthermore, we attempted to form a partnership with the law school, and while we couldn’t make it work for WABF29, it is in the plans for WABF30. In terms of attendance for the conference, we advertised across Penn-wide channels, such as GAPSA and BGAPSA. We offered discounted student tickets to all Penn graduate students, not just Wharton students. And we opened our program up to involve anyone in the Penn community to advertise, receiving one advertisement for a SAS student with a travel company.
Q & A