



## **SISU AFRICA: THE WIN-WIN-WIN BUSINESS MODEL**

**/ SISU AFRICA: DO GOOD TO DO GOOD**

**/ SISU AFRICA: ETHICAL, SUSTAINABLE, PROFITABLE**

**/ SISU AFRICA: BUSINESS WITH A GOOD HEART**

Sisu Africa set out to showcase how business in Africa can be ethical, sustainable, transparent – and profitable. Combining Nordic business ethics with African business opportunities, our aim is to create long-term benefits for both locals, investors and the environment.

The Sisu Africa brand and concept are developed and owned by Mr. Joakim Berndtsson (Finnish citizen) and Mr. Amara Doumbouya (Ivory Coast citizen).

### **1. Concept**

Sisu Africa is the core brand and business framework for business from, to, and within Africa. The business concept has its origin in combining Nordic countries' business ethics and guidelines with business related to Africa – avoiding the bureaucracy and slowness associated with Nordic countries in general. The Sisu Africa concept can be seen as a business platform for a diversity of different businesses and companies with aim to long-term, win-win-win ("Win3") operations that benefits the local community, the investors and the Sisu Africa team.

Our mission is to ensure that when the Sisu Africa concept and brand are used, it becomes a universal guarantee for doing business in a correct, sustainable way. The stakeholders, whether investor, business partner, or employee, will be selected based on *coeur*, or heart – the will and intention to participate in doing business with a good heart. Technical skill can be taught; good will and heart cannot.

Concept elements and values:

- Sustainability in terms of environment, social responsibility and human rights
- Employing and empowering locals, utilizing external expertise when needed. Actively supporting education and training of locals
- Paying taxes locally, allocating a part of the profit for non-profit investments and activities
- Incrementally increasing added value
- Sisu Africa companies will strive to keep the majority of the profit in respective

country, re-investing the profit locally

- Avoid corruption: good deeds shall be honored by good deeds and positive publicity
- Long-term Win-win-win model, where all stakeholders – the local community, investors, and SisU Africa benefit
- Transparency: active usage of media, social media, blogging
- Enabling new non-profit charity models, increasing the output/input ratio

## 2. Strategy

- Cooperate intensely with the government and local authorities, remaining politically neutral
- Differentiate from other companies and business models by implementing the SisU Africa concept
- Ally on long-term basis with partners that have complementing resources or abilities
- Strong branding, marketing and media presence
- Move fast on opportunities by having dynamic personnel, sufficient funding and minimized bureaucracy
- Employing and partnering with persons and organizations that are sharing the core of the SisU Africa concept

## 3. Mission

Initiate, activate, implement and develop sustainable long term business within, to and from Africa. Create new opportunities for locals to develop their working habits, their know-how and increase their wealth. Reveal to the world that there exists the possibility to do sustainable business in Africa profitably.

## 4. Vision

Become the most preferred and respected cooperation partner in Africa, operating profitably and sustainably. Our vision is that by implementing the SisU Africa concept, the company will be provided with the best business opportunities in the area leading to a very strong market position while developing the environment together with the locals.