

Ye! Community Q1 2023 Meetup

Theme: Youth at the intersection of agribusiness x technology

Featured YEs:

1. Noreen Bautista, Philippines, Company: Panublix

2. Gilbert Mwale, Zambia, Company: eMsika

Moderator: Neo Mosimane, Botswana, Company: Lebone

Big picture questions we want to address in the opening discussion:

1- What is agri-tech and why is it a big topic today in entrepreneurship?
2- How can youth entrepreneurs (YEs) attending understand the role of technology in agriculture and agribusiness and other resource intensive industries.
3- How can they learn from those doing it to get inspired to build a solution themselves?
4- What are some key learnings from the speakers on this interesting nexus between a very product oriented and physical industry and one that intangible/digital solutions?

This discussion should provide insights to the audience on what agri-tech is, who it benefits, and how youth-led innovators are making their mark in this increasingly talked about industry. It is also important that the audience hear what challenges each of the speakers has overcome so that they know it has not been easy to get where they are.

This discussion should shed light on the work of YEs and inspire the audience, setting the tone for the networking that will happen after.



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Session Plan

Time	Activity
11:02 – 11:05 CET *(3 mins)*	Open remarks ITC
11:05 – 11:08 *(3 mins)*	Welcome from Moderator
11:08 – 11:32 *(24 mins)*	Q&A with Noreen & Gilbert Moderated by Neo
11:32 – 11:45 *(12 mins)*	Audience Q&A
11:45 – 11:55 *10 mins*	Breakout Session 1
11:55 – 12:05 *(10 mins)*	Breakout Session 2
12:05 – 12:15 *(10 mins)*	Breakout Session 3
2 mins	Closing remarks Moderator

Speaker Bios



Noreen Bautista
Panublix

Noreen has been co-founding social enterprises and startups since 2010 and is a Certified Innovation Professional by the Global Innovation Management Institute. She was recognized by the World Economic Forum as a Global Shaper and is also one of the 40 pioneer Women Social Entrepreneurs of Ashoka Philippines and S&P Global's "Women Together for a Better Normal" program and a Fellow of the Young Founders Programme of the Westerwelle Foundation in Berlin, Germany. She is co-founder and CEO of Panublix, a tech sourcing platform & marketplace that aims to connect designers with sustainable tropical textiles & artisan craft in Southeast Asia starting with the Philippines.

Noreen holds a Masters of Science in Innovation & Business from the Asian Institute of Management. She is also the Founder and Chief Igniter of SlashIgnite, a social venture studio based in Iloilo City, former Entrepreneur-in-Residence for Marketing & Programs at Kwadra TBI, the technology business incubator of the Iloilo Science and Technology University, and now of Ateneo de Manila University - one of the top universities in the Philippines.





Gilbert Mwale
[eMsika]
Gilbert is the CEO and Founder of eMsika. Launched in 2016, eMsika.com is the leading platform for wholesale and retail trade in Africa in Agriculture related products. We serve a multitude of buyers and suppliers across the continent.

When Gilbert's father lost his job as Head of Marketing, the family resorted to farming as the only form of survival. At the time, Gilbert's family was growing maize and tobacco which they could sell but got little profits.



Neo Mosimane
Neo Mosimane is a serial entrepreneur based in Gaborone, Botswana. She studied Business Management with a focus on Strategy but decided to pursue her passion for food and beverage and trained as a Chef. She began her journey providing food and beverage solutions for events with her company Itumeleng Cuisines. She later founded a coffee roasting company (Romatic Coffee) which grew into a coffee shop and mobile coffee Bar. (Home Ground Coffee Bar) Neo is passionate about Entrepreneurship and building the entrepreneurship ecosystem in Botswana. She has been the Ye! Advisor for Botswana since 2020 and has been a peer mentor for other entrepreneurs since she started her career. Her latest venture is built to empower entrepreneurs by easing their journey to starting enterprises in Botswana though providing them with access to information and opportunities, business development services and advocacy for favourable policies. Her goal is to assist in creating at least 10 African millionaires in the next 10 years.