



# The Entrepreneur Club for start-ups in Africa and the Middle East

Orange ([www.Orange.com](http://www.Orange.com)) is launching the Entrepreneur Club, a new space for information in French and English devoted to entrepreneurs in Africa and the Middle East.



The website (<http://entrepreneurclub.orange>) is a source of information for entrepreneurs that puts them in touch with a variety of instruments from Orange that support entrepreneurship. The Entrepreneur Club also provides practical information and tools for company creation.

## Orange supports start-ups in Africa and the Middle East

Entrepreneurs in Africa and the Middle East are contributing to their countries' development and reputation. Orange collaborates with them on a daily basis by giving them access to quality voice and data services. Orange also supports small and medium companies in the region as part of its policy of corporate social responsibility, for example through the Orange Prize for the social entrepreneur in Africa and by working with a number of local incubators (CTIC in Senegal, CIPMEN in Niger, etc.).

## A single window towards support by Orange

The Entrepreneur Club redirects the entrepreneur towards ecosystem instruments suited to his or her situation. For example, the entrepreneur can find pertinent information on numerous aspects of his or her business, including the legal environment, how-to sheets, best practices, tips and video verbatims.

Some entrepreneurs need the support, hosting and coaching that incubators provide, others want to improve their payment options with Orange's APIs, still others are looking for financing. In addition to Orange's local B2B services, the Net surfer is introduced to Imagine with Orange, Orange Partner, Orange Developer, Orange Fab and Orange Digital Ventures.

## A survival kit for entrepreneurs

The business entrepreneur has to respond to a variety of questions, depending on the maturity of his or her start-up. At Entrepreneur Club, experienced entrepreneurs from Africa and the Middle East talk about the problems they have encountered and what they do to overcome them. Specialized journalists and lawyers contribute technical articles and practical advice in easy-to-understand language.

*Distributed by APO (African Press Organization) on behalf of Orange.*

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