She Leads Africa launches accelerator for beauty startups

By Tom Jackson 23 Aug 2017

She Leads Africa has opened applications for its Dark and Lovely x SLA Beauty Accelerator, a 10-week entrepreneurship development programme aimed at supporting early-stage entrepreneurs building businesses in the beauty industry.

Five entrepreneurs will be selected participate in an intensive programme which includes a bootcamp in Johannesburg, South Africa and access to business coaches with experience in the skills entrepreneurs need to succeed. Applications are open here until September 1.

The programme will help take beauty businesses to the next level by helping develop strategy and management skills, connecting them with beauty industry stakeholders, and providing $5,000 in funding.

“Entrepreneurs in the programme will focus on business strategy, growth marketing, finance and branding. selected, you’ll receive intensive support from the SLA team, Dark and Lovely team and industry experts. The programme will end with an opportunity to pitch your business to investors and stakeholders in the beauty industry for a chance to win cash to support your growth,” She Leads Africa said.

She Leads Africa is looking for creative businesses from all across the beauty industry, including software and services that enhance the beauty process, platforms that make it easier for women to learn beauty techniques, discover new styles and connect with customers, and platforms that simplify the buying proce for consumers.

The programme is open to startups based in Ghana, Ivory Coast, Kenya, Nigeria and South Africa, that ha at least one woman aged between 18 and 35 as a founder or owner, have been in operation for less than three years, and have received no more than $50,000 in external investment.

ABOUT TOM JACKSON

Co-founder @DisruptAfrica. Tech and business journalist in Africa. Passionate about the vibrant tech startups scene in Africa, Tom can usually be found sniffing out the continent's m exciting new companies and entrepreneurs, funding rounds and any other developments within the growing ecosystem.
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