Microsoft 4Afrika - Overview
Our Framework

**Innovation**
Smart applications, for Africa, by Africans

**World-Class Skills**
World-class skills for employability & entrepreneurship

**Affordable Access**
Devices for consumers and relevant web services for SMEs

Deliverables

**Grow Business**

**Capture Hearts & Minds**

**Win Market Share**

Enablers

Outcomes
What we are focusing on for FY14

World Class Skills
- Scholarship
- Internships

Innovation
- Innovation Partnerships
- Top Apps
- VC

Affordable Access
- TV White Spaces
- 4Afrika Devices

Youth
- Employee Volunteer

SMEs
- SMEs 4Afrika

Enablers

Audience

National Plans

Marketing + PR + Operations + LCA