



COMPANY PROFILE

www.businessboomafrica.com





WELCOME TO

**Africa's Home for the Bold and Audacious
in Business and Innovation.**



WHO WE ARE

01

We Are Business Boom Africa

A business development agency inspired by the untapped economic potential for growth in Africa. Through data-driven insights and foresight we build to accelerate enterprises, mobilize capital and enable cross border business synergies.

We envision an Africa where economies leap exponentially and entrepreneurship drives inclusive prosperity. We are committed to supporting innovators, decision makers and investors to act boldly while building scalable ventures, solutions and systems.





**Our
Vision**

An economically exponential Africa

An Africa where entrepreneurship drives inclusive prosperity, Businesses scale fast and economies leap exponentially.



To build efficient business ecosystems in Africa for economic success.

Driving exponential business growth through data-driven insights, digital adoption, capital mobilization and start-Up Innovations.

Our Values



Professionalism



Integrity



Team Work



Transparency



Innovation &
Creativity



WHAT WE DO

02

We Offer Business and Economic Intelligence

We provide business and economic intelligence that helps organizations make better decisions. By analyzing markets, industries, and economic trends, we turn data into clear insights that support strategy, planning, and risk management. Our work enables leaders to anticipate changes, identify opportunities, and stay competitive in a fast-moving business environment.





BUILD • SCALE • LEAD

Our Strategic Focus Areas



Business Intelligence & Market Data Analysis



Enterprise Development (Business Incubation & Acceleration)



Investment Intelligence, Capital Mobilization & Access



Ecosystems Innovations & Digital Economy Adoption



Opportunity Intelligence & Skills Capacity Building



Market Integration and global partnerships (Trade and Business exchange)



Economic Intelligence, Interpretation and Policy Advocacy



We are Bridging The Gap

We are bridging the gap in retail, startups, SMEs, corporations, governments, investors, support programs, and consumers across Africa.





PRODUCTS & SERVICES

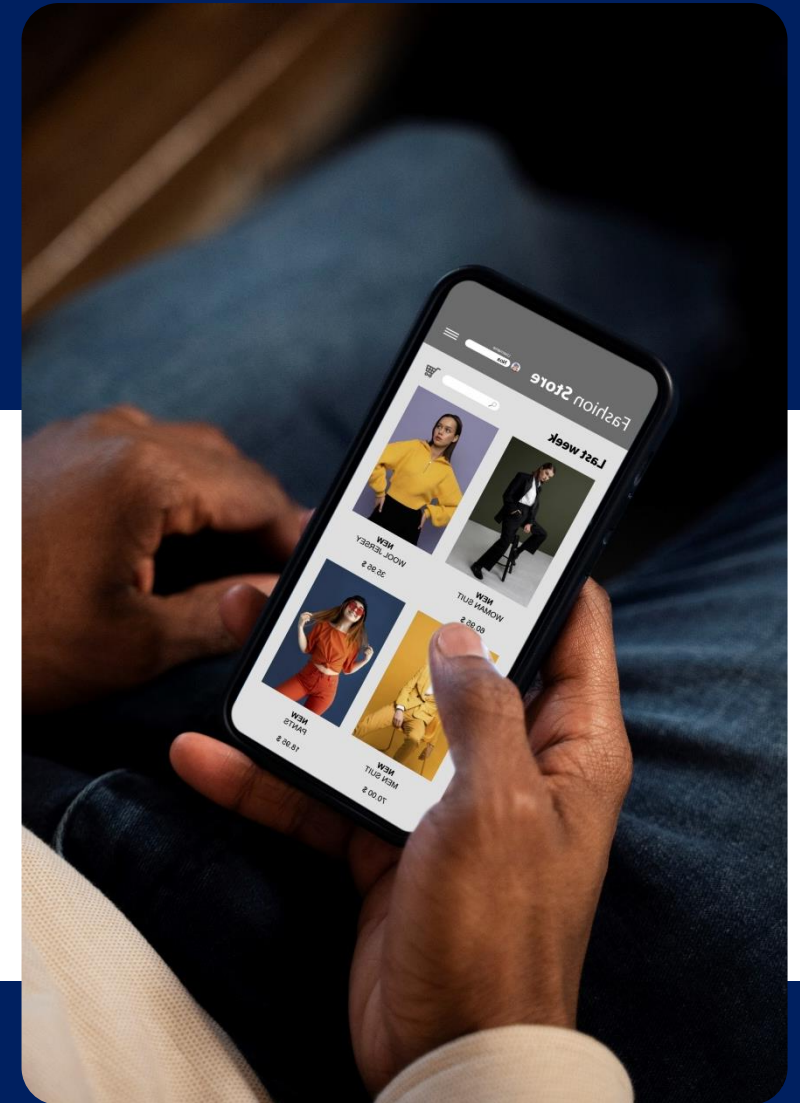
03

Powering Africa's Digital Economy & Trade

Unlocking inclusive growth, innovation, and global competitiveness across the continent

Go- Digital Campaign

Designed to equip entrepreneurs, student and all stakeholders with practical digital skills and tools for today's fast-evolving business world. It focuses on leveraging digital tools, innovations and technology- driven strategies to enhance productivity, entrepreneurship and competitiveness in the digital economy



Go-Digital Products & Services



E-commerce /Digital Trade

Easing the buying, selling and exchange of goods and services through online platforms and digital networks.

We provide tools/Apps like; Digital E-Shop, Digital Menu, Real Estate App, Bx marketplace

Digital Skilling/Learning

Empowering individuals to participate meaningfully in the Digital Economy.

Through inclusive access to digital tools, training, online learning platforms.

Digital Marketing

Enabling businesses reach targeted audiences, measure performance in real time and engage customers more effectively.

By leveraging online channels such as social media, search engines, websites, emails, and mobile platforms to promote products, services and brands.

Digital Leadership Audit & Certification

A digital readiness assessment designed for companies, SMEs and organization to evaluate their capacity to lead, adapt and compete in the digital economy.

We assess leadership, strategy, skills, technology and organization culture, providing clear insights, benchmarks, and recommendations.

Target Audience



Early-stage ideators & startups



Creators & freelancers



Small & medium enterprises



Corporate organizations



Government institutions & agencies

Key Stats

Uganda has
1.1 million MSMEs

Accounting for
80% of GDP
90% of it, is in the Private sector

1.8 million
Businesses are run by women,
youth and refugees



PRODUCT PROGRAMS

04

We Offer Innovative Solutions

Our innovative solutions convert complex business and economic challenges into clear, actionable products and services which give our customers and partners a strategic and competitive advantage



Product Initiatives



Investment Options Training (IO)

The Investment Options Training program supports existing economic groups by helping them understand and diversify investment options.

The training focuses on expanding economic potential through informed capital allocation.

BTL (Business Thought Leadership) Business Network

The BTL Business Network is a structured platform for National business collaboration, growth and expansion.

It connects businesses across sectors and countries, enabling partnerships, knowledge exchange, and market access.

Organized Retail

The Organized Retail Initiative is a business development program designed to strengthen small and medium retail businesses across Africa.

The initiative develops locally adapted retail models, supports capacity building, and connects retailers to structured growth pathways.

The Foundry Economic Leadership Fellowship

This is a leadership development platform designed to cultivate Africa's next generation of economic, business minds and leaders.

The fellowship convenes emerging leaders in different universities on Africa into structured engagements focused on economic strategy, institutional thinking and execution.

BBA Brands



Our Theory of Change

When we equip entrepreneurs, empower enterprises, mobilize capital and create enabling ecosystems that catalyze exponential innovations then Africa's businesses and economies will scale and leapfrog sustainably into prosperity making Africa the next global economic powerhouse

Meet the Team



Racheal Kyomuhendo
Team Lead /Head
Business Development



Emmanuel Ahurira
Product Development &
Innovation Lead



Paul Mugume
Marketing & Sales Lead



Faith Namara
Administration & Finance



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