

OM SEED



INTRODUCTION

Old Mutual Namibia alongside local partners, the United Nations Development Programme (UNDP) Accelerator Lab, Financial Literacy Initiative (FLI), and Launch Namibia embarked on the launch of the Old Mutual Sustainable, Economic & Empowerment Drive (OM SEED). An initiative that is focused on uplifting grassroots entrepreneurs across all 14 regions over the next three years.

Old Mutual initiated this project and engaged the UNDP Accelerator Lab to implement the initial three phases, to explore methods of empowering local entrepreneurs in the informal market.

The initiative is tailored to promote the growth of financial literacy and skills development within the Namibian market.

TARGET IMPACTS

- ✓ Training and Skills Development: Equip participants with essential business and marketing skills.
- ✓ Increased Awareness and Confidence: Foster awareness of digital tools and build confidence in business management.
- ✓ Market Readiness: Improve understanding of customer needs, market conditions, and supply chains.
- ✓ Business Formalization: Guide participants on business registration and compliance with local regulations.
- ✓ Resilience Building: Enhance participants' resilience in uncertain times through robust business principles.

STATISTICS



Number of Locations: 3 (Windhoek, Keetmanshoop, Oshakati)



Number of Participants: 180



Number of winners: 9



Prize Money distributed: N\$255,000



Cost to Participants: None



Female to Male: 44% /56%



Highest Industry Representation: Agri 20%

ABOUT IMPACT TANK



- We are Namibia's first social impact venture builder, founded in 2020.
- Our projects focus on 3 thematic areas: Emerging Technology, Blue & Green economy and Indigenous knowledge.
- We aim to impact the lives of thousands of Namibians and inspire further action by the market.
- Visit www.impacttank.org.na

