



A O G

VISION 2030

'By 2030, Rwanda's Most Successful Person Will Be a Young Social Entrepreneur.'



10,000

Social Entrepreneurs
Supported



1,000

Recorded impact
stories



20,000

Jobs created for
youth



10,000,000

People served



30

Innovation Hubs



3

International Offices



\$ 1,000,000

Average Annual
Budget



70%

sales' contribution to
annual budget



5

contributions
to national policies



\$ 3,000

income per capital

AOG Vision 2030 Indicator 1:



10,000

Social Entrepreneurs
Supported

- AOG encourages unemployed youth to become social entrepreneurs who solve not only youth unemployment but also other social problems such as poverty.
- The goal is to support 10,000 by 2030
- Assumptions:
 - * AOG will establish 30 district-based innovation hubs with each hub contributing a minimum of 100 supported social entrepreneurs each year
 - * AOG has financial capacity to deliver its vision 2030

AOG Vision 2030 Indicator 2:

- AOG believes that storytelling is a key factor in making its Vision 2030 a success.
- AOG will record at least 1,000 impact stories of social entrepreneurs creating decent jobs in their respective communities.
- Assumption:
 - * All impact stories will be recorded and shared on YouTube, in print reports or other media
 - * YouTube will still be the main social media platform used to share videos.

#MyImpact
#MyMoney



1,000

Recorded impact
stories

AOG Vision 2030 Indicator 3:



20,000

Jobs created for
youth

- AOG will conduct annual surveys about jobs created by AOG community members
- AOG targets to create 20,000 jobs for youth
- Assumptions:
 - * Each social entrepreneur employs 2 employees on average
 - * AOG will have a strong M&E system for effective impact measurement

AOG Vision 2030 Indicator 4:

- AOG's goal is to help create impactful social enterprises that change people's lives in local communities

- AOG targets to serve 10 Million people through supported social enterprises by 2030

- Assumptions:

* AOG will have an M&E tool that effectively measures the number of served individuals.

* AOG's strategy of training/supporting startup social enterprises won't change.



10,000,000

People served

AOG Vision 2030 Indicator 5:



30

Innovation Hubs

- AOG is achieving its vision through establishing district-based innovation hubs that offer Skills training, Consultancy, Coworking space, Investment and Networking to social changemakers.
- AOG Targets to start 30 innovation hubs across the whole country, by establishing at least 1 innovation hub in each district.
- Assumptions:
 - * Rwanda's local administrative structure won't change
 - * There will be financial capacity to establish all new AOG innovation hubs

AOG Vision 2030 Indicator 6:

- As the youth unemployment problem is affecting the whole African continent, AOG would like to serve more African youth through launching international offices

- AOG plans to introduce 3 international offices by 2030

- Assumptions:

* There will be financial capacity to start international offices

* The political climate will be favorable to have an international office for Rwandan enterprise



3

International Offices



AOG Vision 2030 Indicator 7:



\$ 1,000,000

Average Annual
Budget

- AOG's growth will be determined by the size of its annual budget as it is the base for AOG's annual activities.
- AOG wants to have an average annual budget of \$1 Million by 2030
- Assumptions:
 - * AOG will be able to raise investment required through sales, grants and donations.
 - * AOG will have a strategic plan of how to utilise the \$1 Million annual budget.

AOG Vision 2030 Indicator 8:

- AOG's sustainability model will be based on sales made from AOG services and programs.
- AOG's sales will be contributing 70% to AOG annual revenues by 2030
- Assumptions:
 - * AOG will be delivering popular services and programs to youthful changemakers
 - * AOG will continue to support all promising changemakers who went through AOG programs.



70%

sales' contribution to
annual budget

AOG Vision 2030 Indicator 9:



5

contributions
to national policies

- AOG's vision is aligned with national policies that guide youth development and job creation
- AOG will make contributions to at least 5 national policies
- Assumptions:
 - * Rwandan government will still welcome policy contributions from third parties
 - * AOG will have innovative ideas to share with policymakers

AOG Vision 2030 Indicator 10:

- AOG community development is measured by USD Income per capita
- An AOG community member will be having an annual income per capital of \$ 3,000
- Assumptions:
 - * The country's political climate will remain stable through 2030 and beyond
 - * All or majority of AOG community members will share data about their annual income



\$ 3,000

income per capital

Story Headlines: 2021 vs 2030

WHAT PEOPLE SAY ABOUT AOG IN 2021

- * AOG is bringing impactful training
- * AOG is working with high institutions (Queen, Ambassadors, H.E, etc). Curiously, who is/will be next?
- * AOG offers practical business skills to the youth
- * AOG is a business
- * AOG is an amazing organization. How did you get to work in AOG?
- * AOG is becoming famous
- * AOG is thriving (Financially)
- * AOG is bringing what's really needed (impactful Training, co-working space, etc.)
- * Trainees (Changemakers) are proud of AOG
- * AOG needs to work more with local institutions (districts and below etc.)
- * AOG offers practical skills to young people
- * AOG Rwanda celebrates ten-year anniversary, opens new innovation hub
- * UK High Commissioner visits AOG Rwanda

WHAT PEOPLE WILL SAY ABOUT AOG IN 2030

- * Rwanda's Most Successful Person is a Young Social Entrepreneur.
- * AOG makes Businesses Successful
- * AOG: your solution to ending poverty
- * AOG creates 2,000 new jobs for youth every year
- * AOG lifted 10,000 youth out of poverty
- * AOG is key in the development of social entrepreneurship in Rwanda
- * AOG: the hub of changemakers
- * AOG: a community of business practitioners
- * AOG: step 1 for realizing your dreams
- * Rwanda's youth in businesses: AOG's success stories
- * 10% of Rwandans know about AOG
- * 10% of surveyed people agree that AOG is a social enterprise
- * 1% of surveyed people agree that AOG pioneered social entrepreneurship in Rwanda
- * 1% of surveyed people agree that AOG helps to create jobs for youth
- * 5% of surveyed people agree that AOG has the largest network of innovation Hubs in Rwanda



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