



DISCUSSION GUIDE

GROWING YOUR STARTUP

Presenter: Saran Kaba Jones, Founder and CEO of FACE Africa

Entrepreneurship

Lesson Description

Every entrepreneur to open a business knows that growth is the key to success. Knowing the proper conditions for growth can avoid costly mistakes and financial ruin. In this lesson we'll examine the right time to expand a business, as well as ideas for finding new markets and raising capital.

Learning Objectives

1. Learn the key to growing your startup and getting to the next level.
2. How to raise additional funds.
3. How to move beyond your comfort zone.

Discussion Questions

1. Are you planning or have you opened a business? If so, what is the demand for your products or services, what are your competitors doing, and what is your plan for growing your business? How will you continue to meet your customers' demands at the same level or higher of service? What are the practical considerations of your particular business that must be addressed before you expand?
2. How did you fund your business and how do you plan to fund your expansion? Who are you targeting for funding? What value will you show a potential funder?
3. How will you prepare your team for growth? What skills will you need in employees in order to expand?

Developmental Actions

1. Research and create a business plan for business expansion. Use your personal experiences and market data to identify the product need, funding sources, marketing strategy and human resources needed. Review the plan with a qualified group of advisers and incorporate their feedback.

About the Video Presenter

Saran Kaba Jones is the founder and CEO of FACE Africa, a community development organization working to build and strengthen water, sanitation and hygiene infrastructure and services in remote communities across sub-Saharan Africa. Saran was born in Liberia but left in 1989 at the age of 8, shortly before the country's civil war began. The daughter of a career diplomat, Saran spent her formative years living in Cote d'Ivoire, Egypt, France and Cyprus before moving to the United States in 1999. Since launching FACE Africa in January 2009, the organization has raised over \$500,000 for water, sanitation and hygiene projects in sub-Saharan Africa. Saran is a board member of the U.N. Women Civil Society Advisory Group West/Center Africa and a 2013 World Economic Forum Young Global Leader. She is listed as one of Forbes Magazine's 20 Youngest Power Women in Africa. Her work with FACE Africa has been profiled in the *Boston Globe*, *Harper's Bazaar Arabia*, *ARISE* magazine, BBC Focus on Africa, Town & Country, *New African Woman* magazine, *InStyle* magazine and CNN. For more information about FACE Africa, please visit: www.faceafrica.org. Follow her on Twitter @sarankjones.

