



Corporate Social Responsibility

Activity Report

CAMEROONIAN YOUTH ENTREPRENEURSHIP SUPPORT
held at PREPAVOGT BUSINESS SCHOOL (ORA & LABORA)

APRIL 2024

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INTRODUCTION

The social responsibility of **PRIMA FINANCE & INVESTMENT** aims to integrate the challenges of sustainable development, in the medium and long term, through its vision and strategy.

Through a voluntary approach, with the main objective of empowering young entrepreneurs, start-ups through innovation and creativity, of all sizes and sectors, with regard to the environmental and human impact of their activities.

Our approach to skills development, organizational and technological innovations. Economic Indicators; Social Indicators; Environmental Indicators.



OUR MAIN GOAL

This report summarizes the activity carried out on April 29, 2024 at PREPAVOGT, an international business school, during the unpublished event entitled **"Talent Evening"** organized by competent actors in youth entrepreneurship: M for M Overalls represented by **Dr Mathias Mondo (Chairman of the Pfi Audit Committee)** and Prima Intellengencia Agency led by **Prof. Kelly Mua Kingsley (Chairman of Pfi)**.

The 2024 **"Talent Evening"** saw the birth of 7 projects mobilizing artificial intelligence for a structural transformation of the African continent, focused on the ethical use of digital services and products.

As Chairman of a jury of renowned experts

(Stéphane Belinga Atanga, Managing Director of Groupe Marie Albert, Jacques koukam, CEO of Harmatan Cameroon, Mrs Ateba, Head of Marketing Department Camtel, Dr Mikanda, Rep of the Managing Director of Prepavogt), Prof. Kelly Mua reaffirmed the role of PRIMAFI in supporting and financing initiatives of young Africans with high potential for impact. He focused on the following key points:

The dynamism that the financial sector can acquire by mobilizing corporate social responsibility as an investment criterion.

The role of PRIMAFI as a player close to the success of potential customers.

Strengthening relationships with communities through win-win partnerships.



PRESENTATION OF PRIMAFI'S PRODUCTS AND SERVICES



Prima Finance and Investment a digital microfinance whose vision is to meet the economic, social and psychosocial empowerment needs of micro-businesses entrepreneurs, young entrepreneurs and low-income people by providing them with access to sustainable and equitable financial services, allowing them the prosperity they dream of through increased financial service.

We support all laudable initiatives and stabilize their expansion and innovative approaches to decent employment by reducing youth underemployment in Africa. We are committed to fighting poverty through more inclusive GDP growth in Africa to improve the living standards of our people.

We actively contribute to the achievement of the Sustainable Development Goals (SDGs), including by providing ethical financing services to support investment projects, innovative solutions for development challenges focused on the wealth of nations and the well-being of populations.

OUR MENTORSHIP TO THE FUTURE GENERATION

Detection of a young leader By Professor Kelly Mua Kingsly
Chairman of PRIMA FINANCE & INVESTMENT



DISCOVERING A YOUNG ENTREPRENEUR AND FUTURE LEADER: ENDAMAN NDI JOSEPH VICTORIEN student in Management and Finance Level 1

The Talents PrépaVogt evening in full bloom with young talents who stand out every year a little more, but for the 2024 edition, Joseph Victorien, a young student in management and finance, is distinguished by his bravery and eloquence during the exhibition of his project called ECO-POWER with its winning group that offers an innovative solution for the production of eco-fuel from plastic waste.

He has achieved virtually everything he has undertaken in the post-academic and para-academic fields. In addition to his studies, JOSEPH VICTORIEN is a remarkable football player with leadership qualities. He was elected Mister PREPAVOGT 2023

BALANCE SHEET OPENING ACCOUNTS

DESIGNATIONS	QUANTITIES
PARTICIPANTS	250
CUSTOMERS IDENTIFIED	52
SAVINGS ACCOUNTS OPEN	12
CORPORATE ACCOUNTS FOR YOUNG TALENT	7



START-UP PREPAVOGT ORA ET LABORA



CollabInnovate

Mercato de l'innovation: a platform for pooling for R&D investment by SMEs



Project Grade forecast

Digital application to improve academic performance.



Project SME-CITY

Digital platform for optimising the value chain value chain



Project Xkorin

Digital platform for the credibility of the operating cycle of SMEs



Project I-JURY

Phygital platform for marking academic and non-academic tests



Dr Mondo unbeatable winning coaching



ECO-POWER winner of the prepavogt 2024 talent show

**PROJECT TO PRODUCE
ECO-FUEL FROM PLASTIC WASTE.**



catalyst for innovation
innovative solutions for your business
outsourcing r&d for smes

PROJECT COLLABINNONATE

FAMILY PICTURE





Responsabilité Sociétale des Entreprises

START-UP PRÉPAVOGT ORA ET LABORA

Rebuild Connect & Grow

P.O. BOX : 7059 Yaounde - Cameroon
Tel: +237 6653 792 116 - 691 714 401 - 242 059 720
info@primamf.com | Website: www.primamf.com