

# **CHEETAHS POLICY INSTITUTE**

## **Structure of Business Plan**

### **The problem, Solution, Customer**

#### **Problem**

In recent times, the continent of Africa has found itself at a crossroads caused by the economic recession, criminality, corruption, and ineptitude of leadership that has led to national insecurity and poverty. It is a better time now to join forces in searching for solutions to address the multifaceted challenges facing sustainable development in Africa.

#### **Solution**

To educate, increase, and promote individual knowledge on public policies based on individual liberty, limited government, and free markets by providing platforms for individuals. There should be the participation of the target beneficiaries in any policy design to better their lives. These will ensure ownership and avoid sabotage.

#### **Customer**

Students: Our attempt to promote our values in a relatively hostile environment requires synergies and cooperation with the students. Our approach will always be constructive and we will pursue synergies with the students. And the Salvation of Africa rests on these cheetahs.

Cheetahs Institute will carry out its mission by:

- Introducing innovative advocacy campaigns on the sustenance of the rule of law in the region.
- Organizing events that advance the understanding of a free society.
- Publishing its research findings and recommendations and making them available to all advocates through op-eds, newsletters, and website blog.
- Producing high-quality content for each of its audiences through the use of social media.

## Competition, Comparative Advantages, and Strategy

### **Competition**

- We don't have much competition as this is the first policy school in Africa but we have institutes like IMANI, OMINIRA INITIATIVE, and FACE OF LIBERTY.
- Members of the public, media, and politicians will be suspicious if not hostile at first: We must be ready to inoculate suspicion with transparency, a clear agenda, and openness in our outreach efforts.
  - Internet Freedom is gradually going to an end: we are gradually shifting to an era whereby freedom of internet usage is coming to a climax.
  - Hate speech bill passed: of recent, hate speech was passed, they make the law themselves and we don't know their capability of blame-shifting.

### **Comparative Advantages**

A vast support network of international think tanks. Our leadership and organization have been active in the international pro-market think tank scene and have established a vast network of think tanks, intellectuals, and business persons that are in favor of our mission.

- A focused advocacy campaign with clear goals and strategies. Every research program, event, publication, or outreach effort will be the result of our plan and according to our mission. We are not rushing into the creation of an organization based on the existence of a "nice" idea. In order to ensure consistency with our mission, we shall develop and apply strategic tools in our decision-making process.

## **Strategy**

- Proven record and steady growth. The Institute came about due to our previous meetups as volunteers for libertarian organizations such as Africa Students for liberty, Horizen officials, and frequent training from Atlas Leadership Academy and CPPR so we are building up from this momentum.
- Proven track record in coalition building and networking. Our leadership has been active in civil society organizations and has demonstrated the ability to bring together leaders who show interest in Liberty from different areas of focus or other affiliations in order to achieve a common goal which is a freer society during our involvement with other libertarian organizations and startups.
- Funding is not dependent on government grants. Our institute will be independent, for-profit, and non-partisan allowing us to be open and constructive in our agenda promotion

## **GOALS**

### **MOVE AND GOALS**

Within the first year of our operation, we plan to implement 3 strategic moves in order to improve our SWOT analysis and test our proof of concept. By strategic moves we mean the utilization of our strengths in order to eliminate weakness, counter a threat, or benefit from an opportunity

These 3 moves are the following:

1. Combine our independence from government funding with a great degree of transparency in our financial and policy position in order to counter initial hostility and suspicion.
2. We will focus our ability to conduct advocacy campaigns in order to become the voice of pro-reform constituencies.
3. We would improve our speaking and activism skills among the individuals particularly the students by organizing debates, seminars, and education programs.

## **SERVICES**

### **Courses**

- 1. Public Policy Research and Methodology**
- 2. Introduction to data making and policy analysis**
- 3. Public policy essentials**
- 4. Global Policy School**
- 5. Objectivism 101**