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In On Africa (IOA)* was established in 2007 with the goal of becoming the definitive source of expert research and analysis in Africa, on Africa.

**VISION**

IOA envisions the African continent overflowing with opportunity for its people, and as a hub for innovation and development across all sectors.

IOA’s vision is to become the top authority on African intelligence, ranging from political to environmental, social to economic issues - IOA will be the definitive portal for expert insights into the complexities of the African continent.

**MISSION**

IOA’s mission is to contribute in as many ways as possible to the continuing rise of Africa – to play a key role in the African renaissance and to see Africa’s people unite and share in the riches of their land.

IOA endeavors to provide increasing opportunities for its team, most of whom are African, to contribute to the continent’s evolution.

IOA strives for excellence in all aspects of our work.

**CORE VALUES**

- Collaboration
- Honesty
- Insight
- Innovation
- Intelligence
- Passion
- Perfection
- Persistence
- Respect
- Transparency

IOA provides Private, Public, Donor and Civil Society Organisation (CSO) entities with superior insight into the African continent’s political, economic, financial and social affairs.

*Previously Consultancy Africa Intelligence (CAI)
Jonathan Mundell, CEO co-founded IOA in 2007 and is primarily responsible for overseeing the functioning of CAI as a whole, working closely with each project team and communicating with clients. Jonathan holds a BA and BA Hons in Psychology, as well as a MA degree in Research Psychology (all achieved cum laude) from the University of Pretoria and has been involved in Africa-focused research (quantitative and qualitative) and consultancy over the past decade. Jonathan has overseen large-scale research and advisory projects for clients such as Caterpillar, Cummins, Ernst & Young, G4S, First Bank Nigeria, Interbrand, Sappi and various governments and embassies.

Charlotte Sutherland, CMO has been intimately involved in various aspects of IOA since 2008, including the management of IOA’s research units, strategic partnership development, internship programmes, team management, process design, marketing and HR. Charlotte holds an MA degree in Sociology from the University of Pretoria and worked as a lecturer and researcher at UP before joining IOA.

Charlotte has presented her research both locally and internationally, with her primary research expertise including human rights, social development, justice and reconciliation, identity and gender issues.

Owners Jonathan Mundell and Charlotte Sutherland have been driving the growth of IOA since 2007. They remain intimately involved in the daily operations and growth of IOA.

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At IOA our clients trust us to inform the growth of their enterprises, sometimes via once-off projects and often on an on-going basis. IOA supports clients by becoming their partner in Africa, on Africa.

The team at IOA not only strives to uphold excellence in everything we do, but to source and create opportunities to contribute to the growth of the continent.
IOA meets your Africa-focused research and advisory needs by providing exclusive solutions such as:

- synthesis of large amounts of data into clear and succinct reports for informed decision-making
- translation of client requirements into tailored, insight-driven intelligence products
- customised methodologies to suit the specific needs and requirements of our clients
- engagement of experts and key role-players across the continent
- multi-country and multi-stakeholder project management
- non-English research capabilities (specifically for Francophone and Lusophone countries)
IoA clients rely on IoA for superior delivery across our four core competencies, namely research, analysis, synthesis and reporting.

**Core Competencies**

1. **Research**
   - Tried and tested primary and secondary data collection methodologies—qualitative and quantitative—tailored to the needs of each individual project. IoA specialises in desktop research, interviews (CAPI and CATI), web surveys, research panels and focus groups.

2. **Analysis**
   - IoA's team of experts specialise in the translation of research findings into meaningful insights to guide our clients. This includes not only technical qualitative and quantitative data analysis, but also the expert contextualisation and clinical interpretation of data, developments and trends.

3. **Synthesis**
   - Synthesis of data into clear, concise and targeted outputs is key to the client journey with IoA. Research findings and analyses are dissected, assessed, reworked and refined from every possible angle to ensure final outputs moulded to our clients' needs and expectations.

4. **Reporting**
   - Skilled editing, design and production teams develop reports and briefs in line with client specifications, ranging from the length and depth of analysis and language, to the format (PDF, PPT, Word, Infograph etc.), frequency of production and graphic content (diagrams, tables, photos etc.).
As IOA grows, it continues to deliver customised research services and publications to international corporate clients, governments and more. Three core capabilities guide each project, regardless of the size, focus, scope or geographic location thereof.

1. PROJECT SCOPING
   IOA holds an in-depth understanding of our clients’ needs and interests. Each project is implemented from a customised methodological approach, tailored to ensure optimal results and top quality analysis. Projects are undertaken by a hand-picked team of complementary specialists, ranging from project managers and analysts, to researchers, editors and designers.

2. PROJECT EXECUTION & MANAGEMENT
   Highly experienced project managers and key consultants oversee the implementation of each project from start to finish, with constant monitoring and evaluation, guided by industry best practices and on-going quality control. IOA also ensures ample flexibility for unexpected challenges and unforeseen needs to refine project processes along the way.

3. PROJECT REPORTING & RECONCILIATION
   IOA prioritises communication with clients throughout every project phase, extending our tailored approach from planning and implementation to reporting. IOA reports are clear, insightful, easily digestible, visually stimulating and presented in the style, format and regularity required by each client – whether a once-off submission or an on-going series of reports, presentations or briefs.
IOA products and services are housed in three company divisions, namely **CONSULTING**, **CONTENT MARKETING** and **PUBLISHING**.

**CONSULTING DIVISION**

IOA's Consulting Division offers clients tailored research intelligence solutions which include, among others, country and market intelligence, consumer and customer intelligence, due diligence investigations, regulatory and policy analysis, partner and key supplier intelligence, client reputation monitoring and client intelligence reports.

**CONTENT MARKETING DIVISION**

IOA's Content Marketing Division provides a range of services to clients that strengthen their positions as leaders in the African market, as well as enhancing their service to better meet the needs of their clients. Services include, but are not limited to, the production of Africa-related reports, briefs, position papers, newsletters and website content.

**PUBLISHING DIVISION**

IOA's Publishing Division houses the firm's own publications, spearheaded by the Africa Conflict Monitor (ACM), which is released monthly and analyses conflict-related developments and trends across the African continent. Plans are currently in motion for a range of new IOA publications to be rolled out during 2016.
IOA Consulting provides clients with tailored research solutions that range from short, analytical reports for private clients to large-scale research projects for governments and international organisations and companies.

**CLIENTS TYPICALLY ENTRUST IOA WITH THE FOLLOWING TAILORED RESEARCH REQUIREMENTS:**

- commercial landscape analyses
- feasibility studies
- brand strength and equity studies
- market and consumer research
- geopolitical analyses
- risk analyses
- due diligence investigations
- social research
- custom-made report series
- bespoke weighted scoring systems to inform indices and rankings

**PRESENCE**

The IOA team has international reach through its team and partners. IOA currently holds presence in 31 African countries. Team members combined speak more than 30 indigenous African languages, and 25 Asian, European and Middle-Eastern languages.

IOA’s network of strategic partners and other associates extend across all 54 African states.

"A key research partner for Interbrand Africa across many clients and markets, In On Africa (IOA), has proven time and again that there is simply no substitute for smart, and IOA has this in bucket loads. We certainly look forward to our ongoing relationship, both within the Interbrand Africa business, and amongst our extended continental Intergroup companies."

- Doug de Villiers, Group CEO, Interbrand Sampson de Villiers.

"IOA (formerly CAI) provided expert, efficient and flexible market and consumer research and analysis services to Capricorn Investment Holdings (CIH) for a large-scale project conducted across Botswana, Namibia, South Africa and Zambia. Various research methodologies, including face-to-face interviews, web surveys, telephonic interviews and a research panel, were conducted with professionalism and skill, and the huge amount of data was analysed and presented in insightful, analytical reports that have guided the CIH group in our efforts to strengthen our market position in Southern Africa."

- Gida Nakazibwe-Sekandi, Executive Director, Capricorn Investment Holdings (CIH)

Each project is unique. Discuss your project needs by contacting Jonathan at jonathan@inonafrica.com.
IOA CONSULTING
PROJECT EXAMPLES

A large-scale market attractiveness study across 47 African countries, including both primary and secondary research, in which the focus countries were assessed across 12 relevant criteria and ranked according to market attractiveness. This research was conducted over a three-month period, and was followed by further project phases whereby IOA assisted the client in determining which African markets to enter and the manner in which to do so.

Market and consumer research conducted in four sub-Saharan countries (Botswana, Namibia, South Africa and Zambia) in the financial services sector, using an assortment of research methodologies, including 450 face-to-face interviews, a web survey of 600 clients, panel research with 150 respondents and 22 in-depth telephonic interviews with key informants. This culminated in the production of nine +-80-page reports.

A monthly series developed for a government client, entitled ‘Africa Energy Monitor’, which provided analytical overviews of and insights into Africa’s energy sector on a monthly basis. The report provided both regional and country-specific analyses of general trends across African energy sectors, as well as more in-depth assessments of developments relating to extractive and renewable energy.

A monthly series developed for a government client, entitled ‘China in Africa Series’, which provided analytical overviews of and insights into China’s increasing involvement in Africa. This included reports focusing on topics such as China’s evolving foreign policy for Africa, an assessment of China’s trade with the continent, and commentary regarding trends in China’s leadership in relation to cooperation with Africa.
Qualitative and quantitative research for a multinational corporation in the energy sector, focusing on their current and potential operations in Nigeria and South Africa. The project involved desktop research and an opportunity analysis, together with reputational research on clients and employees, conducted through face-to-face and telephonic interviews, as well as web surveys.

A comprehensive 3-part risk assessment of the Trans Nigeria Gas Pipeline that runs through several Nigerian provinces. Each of the three assessments focused on a different portion of the pipeline, providing the client (an international engineering firm) with in-depth security assessments regarding crime, kidnappings, civil unrest, terrorism, Ebola, corruption, political sentiment and extortion.

A 5-year series of publications focusing on issues relating to nuclear energy, non-proliferation and the energy sector in Africa more generally. Reports in the series, which totalled more than 50, covered topics ranging from analyses of African countries’ nuclear plans, movements and objectives, to assessments of new policies, foreign relations and investment, and proliferation risks.

A series of papers developed for an international humanitarian organisation. The papers serve to inform the organisation of relevant trends, developments and prognoses relating to current and potential humanitarian threats in Africa. Examples of topics covered include an assessment of the state of security along the Tunisia-Libya border, and roadblocks for humanitarian assistance in Niger.

A report examining the growing international interest in Africa’s construction sector, outlining key opportunities for foreign construction firms while also providing an overview of the risks and challenges that should be considered. This included an extensive competitor analysis, which drew upon CAI’s expertise in desktop research, media analysis and due diligence undertakings.

A comprehensive analysis of the Angolan food industry, identifying consumer demand trends, key players, risks, and financial incentives. This 50-page report also assessed Angola’s legal and import-export policies and frameworks, value and supply chains and distribution channels. Finally, the report presented a thorough competitor analysis, followed by an opportunity analysis that provided detailed recommendations for the client.

Accessing a high potential market with little knowledge and without any guiding “light” will waste your time and money. We chose IOA, an expert in the African business landscape, as our guiding “light” and partner, and acquired the intelligence we needed to move into the African continent.

- Japanese Oil & Gas Company.
IOA CONTENT MARKETING

IOA Content Marketing positions IOA clients as thought leaders on the African continent.

IOA clients boost their marketing efforts using the following services:

- development of thought-leadership papers, position papers, press releases and full reports/magazines
- ghost writing
- social media content development

Product design flexibility enables clients to combine content produced by IOA specialists with value-adds such as original graphics and news updates, and various promotional features that boost clients’ marketing strategies and enrich client relationships.

One of our satisfied clients, Adams & Adams (A&A), is the largest intellectual property (IP) practice in the Southern Hemisphere and one of the biggest general law firms in South Africa. A&A partnered with CAI in 2012 to produce their quarterly Corporate Publication series, the Adams & Adams Africa Focus.

Over the past year Adams & Adams has been working closely with CAI to produce a quarterly in-house publication, Africa Focus, with the sole purpose of advising clients on the economic, political and social developments across Africa. The final product is slick, professional and to our specification and satisfaction. CAI operate with a high level of professionalism and integrity and we continue to work with CAI in delivering relevant and up to date information which is of value to our clients.

To enquire about customised marketing content options for your business, contact Jonathan at jonathan@inonafrica.com today.
IOA regularly produces and publishes insight-driven reports such as the IOA Africa Country Benchmark (ACB) Report.

**IOA Africa Country Benchmark (ACB) Report 2016**

A holistic assessment of African nations across business, economic, political and social spheres.

IOA's Africa Country Benchmark (ACB) Report assesses African country performance from a holistic perspective, with the primary objective of providing readers with an all-encompassing picture that provides the most accurate profile of every country on the African continent.

With this in mind, the ACB Report draws on various reputable indices spanning a complementary array of focus areas – business, economic, political and social – as well as the insights from more than 40 IOA experts across the African continent. The result is a clear view of African country performance through a comparative assessment, revealing the true country 'benchmarks' of the continent.

IOA team published more than 2,000 position papers since 2008, illustrating thought leadership on current African matters. These papers are released via website, social media networks and our content partners.

Some of IOA’s content partners are:

- African Defence Review
- All Africa
- International Business Times
- Polity
- Sangonet
- Sabinet

Subscribe to the IOA newsletter to receive free access to reports at [www.inonafrica.com](http://www.inonafrica.com).
IOA PUBLICATIONS
AFRICA CONFLICT MONITOR (ACM)

ACM is the leading publication on conflict and terrorism in Africa.

ACM is the essential tool for anyone with stakes in security and political stability across the African continent (ISSN 2311-6943). Since its launch in 2013, the publication has grown in popularity and boasts an impressive array of subscribers, including top academic institutions, multinational organisations, private companies, NGOs and governments.

Subscribers benefit from expert insight and commentary on African conflict and conflict resolution, augmented with updates on key recent developments, regional overviews, infographics and prognoses.

The ACM team features a number of African peace and security experts, as well as talented IOA researchers, editors and designers. Founding Editor James Hall infuses every edition with meticulous, expert insights.

The Africa Conflict Monitor (ACM) is just one example of CAI’s balanced and insightful products. The ACM is perfectly organised and laid out in sub-regional sections for quicker reference, but without any shortcuts. The writing of the expert analysts who contribute is relevant, concise, well argued and pertinent. CAI seeks to inform an international readership of investors, international relations practitioners and academics and the articles contained in each edition are of immense value to anyone who wishes to remain current on continental affairs in Africa – a wholly misunderstood and overlooked region of the world that impacts western lives each and every day.

- ACM subscriber Joel Krauss. Mr Krauss is a retired US Army officer with extensive experience in Europe and Africa.

James Hall, the Founding Editor of IOA’s Africa Conflict Monitor (ACM) and critically acclaimed author, columnist and filmmaker, pioneered insider coverage and analysis of Africa, in Africa. James holds extensive and diverse experience in commentating on African issues, with six books and thousands of articles and news stories for publications worldwide.

Described by TIME magazine as a “Chicago-born Swazi” and by Reuters as “a seasoned African observer,” Hall has garnered numerous journalism, filmmaking and photography awards.

Subscribe to the ACM through Sabinet or contact info@inonafrica.com.
A SELECTION OF IOA TEAM MEMBERS

The IOA team includes experienced statisticians, economists, journalists, professors, editors, researchers, analysts and strategists, amongst others. Team members hold advanced qualifications: ranging from international relations, law, communications and politics, to philosophy, psychology, public health and sociology.

Ogi Williams

Ogi Williams, Senior Research Analyst is a researcher and analyst with market research experience covering most of the continent. He has worked on a large number of projects at IOA using primary and secondary research methods and analyses across multiple markets and sectors. His work has focused on aspects of the energy, banking and automotive sectors, amongst others.

Claire Furphy

Claire Furphy has been a researcher and writer at IOA since 2010. She has managed several research units, overseen content management and web survey creation. Claire holds an MA degree in Psychology from Stellenbosch University. In her current role as Web Publications Manager Claire has overseen the production of numerous analytical papers and mentored scores of research assistants.

Prof. Israel Kodiaga

Professor Kodiaga is recognised as a leading marketing strategist, political analyst, futurist, researcher and passionate keynote speaker in Africa. He currently serves as the Director of Programmes, Research and Strategic Development at The African Centre for International Studies and, a core faculty and Director at Southern Delta International. He has over 15 years experience in delivering stimulating, insightful and thought provoking presentations on North-South relationships, e.g. BRICS. He is a regular face on CCTV Africa and other leading international media on incisive political discourses.

Fritz Nganje

Fritz Nganje has been a consultant with IOA since 2010 and is currently also a researcher at the Institute for Global Dialogue (IGD). Fritz's research focuses on conflict, peace and security in Africa, South-South cooperation, and the diplomacy of sub-national governments. Fritz has been involved in the research activities of government departments and development organisations both in Cameroon and South Africa.
Maxwell Ojelede

Maxwell Ojelede has more than a decade of experience in investment banking, research, consulting, credit and corporate governance ratings, PR, media, oil & gas and FMCG. He is Principal Partner at Oldstone & Green and a partner at En-pact Solutions Limited. Maxwell is a country economist for Euromoney Country Risk (ECR) and In-Country Analyst for Euromonitor International London.

Abdul Elgoni

Dr Abdul-Karim Gibril Elgoni has more than fifteen years’ experience in the private and public sector, working in health project development, implementation and management, focusing on monitoring, evaluation and support. He has worked with various stakeholders in the SADC region and UN agencies and NGOs and established the Elgoni Charitable Organisation in Western Sudan in 2002.

Prof. Jo-Ansie van Wyk

Prof Jo-Ansie van Wyk (Department of Political Sciences, University of South Africa, Pretoria) has conducted consultancies for the World Bank and UNESCO. Her publications and research experience focus on political leadership in Africa; nuclear diplomacy and energy; environmental politics; and international security.

Chofor Che Christian Aimé

Chofor Che Christian Aimé is a civil servant and co-founder of the Central African Centre for Libertarian Thought and Action. He has published on constitutionalism and was a panelist at the World Summit of Local and Regional Leaders, Morocco. Chofor has worked with the Washington D.C.-based Cato Institute, the State Chancellery of Bern, Switzerland and International IDEA, Netherlands.

Dan Kaiser

Dan Kaiser is a business development professional with international experience covering a wide range of markets and industries. He routinely manages relationships with key stakeholders, customers and contractors to ensure delivery of services in West Africa. He has worked extensively in development of trade, business and humanitarian missions between the United States and Iraq, where he maintains relations with business leaders and the regional government in Irbil.

Prof. Joleen Steyn Kotze

Prof. Joleen Steyn Kotze is an Associate Professor of Political Science at the Nelson Mandela Metropolitan University in Port Elizabeth. She is an NRF Rated Researcher and was selected as one of the Nelson Mandela Bay Business Chamber’s Top 40 Under 40 in 2014. Joleen is the President of the South African Association of Political Studies and the Editor of the journal Politikon.
A SELECTION OF IOA CLIENTS
IOA RESEARCH
ASSISTANT PROGRAMMES

THE PROGRAMMES INVOLVE:

• assisting senior analysts with research papers
• developing graphics
• compiling data and fact checking
• assisting with analysis and writing of research reports

APPLICANTS SHOULD:

• possess strong writing ability and research skills;
• have an interest in, and a passion for Africa;
• be motivated to acquire relevant experience and exposure;
• be diligent and reliable;
• have relevant experience
• Study Economics, International Relations, Journalism, Law, Philosophy, Political Science, Psychology, Sociology, etc.

“When I joined IOA as a Research Assistant I was not sure how I was going to fit in my duties into an already hectic postgraduate studies schedule. But early into the programme my fears were dispelled. The research and writing skills I gained under the guidance of brilliant professional supervisors also helped me produce an excellent research paper for my own postgraduate studies. Furthermore, through the social media duties that were part of the internship, I was cured of my aversion to anything digital and came to appreciate the power of social media in keeping one up-to-date with current events in Africa. My knowledge and passion for Africa have grown tremendously. I am grateful to have been part of the IOA internship programme. It was worth every minute of it!”
- Sizo Nkala

“My experience with IOA as a RA ... has been challenging but great, exciting and rewarding. My ability to create and share meaning has been greatly enhanced through writing thought-provoking discussion papers and interacting with diverse people on the IOA platforms. You will be under the guidance of experts to help you develop your ideas and be in a position to share them with a diverse audience, which in turn will offer you an enriching experience.”
- Tariro Kamuti

“This has been a terrific experience for me and it has taught me a lot. I have learnt to communicate with different audiences using different platforms such as social networks and discussion papers. In particular, writing discussion papers has honed my writing skills and I have certainly improved from what I was before I started the programme. Being a RA at IOA is exciting because you are also provided with a midterm evaluation of your performance, which in a way helps you to channel more attention to areas that you are weak at.”
- Zenzo Moyo

Visit www.inonafrica.com for more information.
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