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# The UN SDGs

A primer for African student innovators.

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## Why the SDGs

The 17 Sustainable Development Goals are the world's shared blueprint for 2030. For a young African builder they are not a poster on a wall they are a map of where the biggest, most fundable problems are.

### How to use them

Pick the one goal closest to a problem you have actually seen. Anchor your venture to it. It sharpens your story, opens grant doors, and tells mentors exactly where you are aiming.

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**SDG 7 Affordable & clean energy solar kits,  
mini-grids, clean cooking.**

Where is the value being destroyed in this system today? That gap is your venture.

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**SDG 6 Clean water & sanitation metering,  
purification, irrigation.**

Where is the value being destroyed in this system today? That gap is your venture.

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## **SDG 12 Responsible consumption circular economy, recycling, waste-to-value.**

Where is the value being destroyed in this system today? That gap is your venture.

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**SDG 4 Quality education access tools, edtech, skills for the informal sector.**

Where is the value being destroyed in this system today? That gap is your venture.

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## **SDG 5 Gender equality products and services that work for everyone.**

Where is the value being destroyed in this system today? That gap is your venture.