PRDI COMPANY PROFILE
PAICTA Research & Development Innovation
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PURPOSE OF PRDI

The main purpose of PRDI is to advance research and development and innovation to have a positive impact on society and the economy. This will be achieved among other things through working with young, talented individuals to develop scientific and innovative solutions, and using a framework to guide and encourage researchers towards breakthrough discoveries that can drive impactful and evidence-based societal solutions.

Overall, the purpose of PRDI is to contribute to the advancement and progress of society and the economy through the promotion and support of research and development activities.
2.1. VISION:
• To be a world-renowned leader in research and development, driving positive change through innovative and evidence-based solutions.

2.2. MISSION:
• To advance scientific and technological knowledge and understanding through cutting-edge research and development activities.
• To work with talented young individuals and partner with leading organisations to develop innovative solutions that have a positive impact on society and the economy.
• To use our expertise and resources to support and mentor the next generation of leaders in science and innovation.
• To communicate the results and impact of our research and development activities to a wide audience, and to use this knowledge to inform policy and practice.
• To seek out and secure funding opportunities to support our research and development activities and achieve our vision.
2.3. VALUES:

1. We are Uncompromisingly Committed to Success and Teamwork
   We define our success by the success of our partners and community stakeholders, working persistently towards shared goals and celebrating shared victories. We include and inspire others, share, and communicate openly, and celebrate success as one PRDI team.

2. We approach our work with A Spirit of Generosity and Purpose.
   We treat our partners, colleagues, and communities with an ethos of service that defies expectation. We bring a spirit of kindness and resolve to every interaction, always assuming positive intent and acting with empathy.

3. We believe in the Power of Insight, Innovation, and Impact.
   We work tirelessly to discover new insights, innovative practices, and powerful impactful socio-economic solutions. We think creatively, pursue innovative ideas, and deliver excellence to positively change our community, nation, and world. Beyond discovery, we help communities apply insights to accelerate progress and compel positive change. PRDI is a catalyst for community transformation.

4. We Think Big with Integrity.
   We are not afraid of big goals, nor of the risks, challenges and failures required to achieve them. We celebrate the people, communities and efforts where extraordinary commitment yields extraordinary results. We are honest, keep our commitments, and take responsibility for our actions and outcomes.

5. We Act with Promptness and Intention.
   We are achievers and problem-solvers who act and operate with a strong sense of purpose. We favour courage over hesitation, and always act with forward progress in mind.

6. We are Built on Connectedness, Safety and Respect.
   We bring ideas, data, and solutions together in unconventional ways to create transformative value. We build bridges, break silos, and prioritise the success of the whole over individual interests. We take personal responsibility for the safety, security, and well-being of ourselves, those around us, and our environment. We embrace diversity, value the perspectives and contributions of others, and act professionally toward all.
2.4. GOALS:

Based on PRDI’s focus and priorities. The following are goals that PRDI endeavour to fulfil:

1. To advance scientific and technological knowledge and understanding in specific areas of research.
2. To develop new products, processes, or services that can have a positive impact on society or the economy.
3. To foster collaboration and partnerships with other organisations, institutions, or individuals to facilitate research and development activities.
4. To support and mentor young, talented individuals in the field of research and development.
5. To contribute to the body of evidence-based knowledge on specific topics or issues, and to use this knowledge to inform policy or practice.
6. To communicate the results and impact of research and development activities to a wider audience, including the public, policymakers, and industry leaders.
7. To seek out funding opportunities and secure resources to support the organisation’s research and development activities.

2.5. KEY STAKEHOLDERS FOR PRDI:

1. FUNDING ORGANISATIONS: PRDI will seek funding from various sources, including government agencies, foundations, corporations, or individual donors. These organisations will have an interest in PRDI activities and outcomes and will provide resources or support in exchange for transparency and accountability.
2. PARTNERS: PRDI will work with a variety of partners, including other research institutions, universities, NGOs, or private sector organisations. These partners will contribute expertise, resources, or other support to PRDI’s activities, and will have an interest in the outcomes of our work.
3. RESEARCHERS: PRDI will have its own team of researchers, or it will work with researchers from other institutions or organisations. These researchers will have a strong interest in the organisation’s activities and outcomes and will contribute their expertise and knowledge to its work.
4. BENEFICIARIES: The ultimate beneficiaries of PRDI’s activities will be the communities, individuals, or organisations that are impacted by its research and development efforts. These beneficiaries will include but not limited to farmers, healthcare providers, or policy makers, and will have an interest in the outcomes and impact of PRDI’s work.
5. POLICYMAKERS: Policymakers at various levels, including local, national, and international, will have an interest in PRDI’s activities and outcomes, particularly for all research that has implications for policy or practice.
6. INDUSTRY LEADERS: Industry leaders in various sectors will also be stakeholders in PRDI’s work, particularly for research and development activities that have potential applications in their industries.
2.6. SWOT ANALYSIS FOR PRDI:

STRENGTHS:
• Strong reputation and credibility in the research and development community
• A highly skilled and experienced team of researchers and staff
• Strong partnerships with leading organisations and institutions
• A well-established framework for guiding and encouraging research and development activities

WEAKNESSES:
• Limited funding and resources compared to larger, more established organisations
• Limited geographical reach and impact, particularly in underrepresented or underserved regions
• Limited ability to influence policy or practice at a larger scale

OPPORTUNITIES:
1. The growing demand for innovative and evidence-based solutions to address pressing social and economic challenges
2. The increasing importance of skills development and innovation in the global economy
3. The potential for new partnerships and collaborations with organisations and institutions that share PRDI’s mission and vision

THREATS:
4. Competition for funding and resources from other organisations
5. Changes in government policies or funding priorities that could impact PRDI’s activities
6. Economic or political instability in the regions where PRDI operates

2.7. STRATEGIC GOALS & STRATEGY FOR PRDI:

1. INCREASE FUNDING AND RESOURCES: PRDI will seek to increase its funding and resources to support the expansion and sustainability of its research and development activities. This will involve developing a comprehensive fundraising plan that includes a variety of strategies, such as grant writing, donor cultivation, and partnerships with corporations or foundations.

2. EXPAND GEOGRAPHICAL REACH AND IMPACT: PRDI will work to expand its geographical reach and impact, particularly in underserved or underrepresented regions. This will involve establishing new research centres or partnerships in these regions and developing targeted initiatives that address specific challenges or needs.

3. BUILD PARTNERSHIPS AND COLLABORATIONS: PRDI will seek to build partnerships and collaborations with other organisations, institutions, or individuals that share its mission and vision. These partnerships will help to increase the reach and impact of PRDI’s work, and will facilitate the sharing of expertise, resources, and knowledge.

4. DEVELOP AND MENTOR YOUNG TALENT: PRDI will work to develop and mentor young, talented individuals in the field of research and development. This will involve offering internships, fellowships, or other training and development opportunities, and collaborating with universities or other institutions to provide access to resources and expertise.

5. INCREASE INFLUENCE AND IMPACT: PRDI will seek to increase its influence and impact by communicating the results and impact of its research and development activities to a wider audience, including policymakers, industry leaders, and the public. This will involve publishing research papers, participating in conferences or events, and developing targeted outreach and engagement initiatives.
1. ASSIGN ROLES AND RESPONSIBILITIES: PRDI will assign specific roles and responsibilities for the implementation of its strategic plan, including staff members who will be responsible for coordinating and overseeing the various initiatives and activities.

2. DEVELOP A TIMELINE: PRDI will develop a timeline for the implementation of its strategic plan, including specific deadlines for the completion of key actions and milestones.

3. ALLOCATE RESOURCES: PRDI will allocate the necessary resources for the implementation of its strategic plan, including funding, staff time, equipment, and other materials.

4. IMPLEMENT THE PLAN: PRDI will begin implementing its strategic plan, including taking the necessary actions and initiatives as outlined in the plan.

5. MONITOR PROGRESS: PRDI will regularly monitor the progress of its strategic plan, including tracking the completion of key actions and milestones, and measuring the impact and outcomes of its activities.

6. EVALUATE AND ADJUST: PRDI will evaluate the progress of its strategic plan on a regular basis and will make any necessary adjustments as needed to ensure that it is on track to achieve its goals.

7. COMMUNICATE AND REPORT: PRDI will communicate its progress and results to its stakeholders, including funders, partners, researchers, and beneficiaries, to ensure transparency and accountability. It will also report on its progress and impact to demonstrate the value and effectiveness of its work.

1. IDENTIFY KEY STAKEHOLDERS: PRDI will identify its key stakeholders, including funders, partners, researchers, and beneficiaries, and will determine their communication preferences and needs.

2. DEVELOP COMMUNICATION CHANNELS: PRDI will develop a range of communication channels to reach its stakeholders, including email, social media, newsletters, press releases, and events.

3. ESTABLISH A REGULAR COMMUNICATION SCHEDULE: PRDI will establish a regular communication schedule, including regular updates on its activities and progress, to ensure that its stakeholders are informed and engaged.

4. RESPOND TO INQUIRIES: PRDI will respond to inquiries from its stakeholders in a timely and professional manner, to ensure that their needs and concerns are addressed.

5. PUBLISH RESEARCH PAPERS AND REPORTS: PRDI will publish research papers and reports on its activities and findings, to communicate its results and impact to a wider audience.

6. PARTICIPATE IN CONFERENCES AND EVENTS: PRDI will participate in conferences and events, to share its knowledge and expertise with a wider audience and to build relationships with other organisations and individuals.

7. DEVELOP TARGETED OUTREACH AND ENGAGEMENT INITIATIVES: PRDI will develop targeted outreach and engagement initiatives, such as workshops or webinars, to share its expertise and knowledge with specific groups or communities.
POTENTIAL FUTURE PROJECTS FOR PRDI

Based on current challenges and opportunities in the African continent and beyond:

1. Developing renewable energy technologies to address the growing demand for clean and sustainable energy sources.
2. Researching and developing new and improved agricultural practices and technologies to increase food security and improve livelihoods in rural communities.
3. Investigating new approaches to healthcare delivery and disease prevention, particularly in underserved or remote areas.
4. Exploring the use of artificial intelligence and machine learning to solve complex problems in various sectors, such as healthcare, agriculture, or transportation.
5. Developing new materials and technologies for use in various industries, such as construction, manufacturing, or telecommunications.
6. Conducting research on the impacts of climate change and developing strategies for adaptation and mitigation.
7. Investigating new approaches to education and training, particularly in the context of digital transformation and the increasing importance of skills development.
8. Researching and developing new technologies and approaches for environmental conservation and biodiversity protection.
9. Investigating the use of blockchain and other distributed ledger technologies to improve transparency and efficiency in various sectors.
10. Developing new products, services, or business models that take advantage of the increasing connectivity and interdependence of the global economy.
1. **VALUE PROPOSITION:** PRDI’s value proposition is to advance scientific and innovative technological solutions through research and development, and to work with Pan African youth to positively impact communities across the African continent and beyond.

2. **CUSTOMER SEGMENTS:** PRDI’s customer segments include funders, partners, researchers, beneficiaries, and any other stakeholders who have an interest in or may be impacted by its activities.

3. **CHANNELS:** PRDI will use a variety of channels to reach and engage with its customer segments, including email, social media, newsletters, press releases, events, and targeted outreach and engagement initiatives.

4. **CUSTOMER RELATIONSHIPS:** PRDI will seek to build strong and lasting relationships with its customers by engaging with them regularly and seeking their input and feedback. It will also work to provide value and support to its customers through its research and development activities.

5. **REVENUE STREAMS:** PRDI’s primary revenue streams will come from funding sources, including grants, donations, and partnerships with corporations or foundations.

6. **KEY RESOURCES:** PRDI’s key resources will include its team of researchers and staff, its partnerships and collaborations, its research centres and facilities, and its intellectual property.

7. **KEY ACTIVITIES:** PRDI’s key activities will include conducting research and development activities, building partnerships and collaborations, developing, and mentoring young talent, and communicating and reporting on its activities and results.

8. **KEY PARTNERSHIPS:** PRDI’s key partnerships will include other research institutions, universities, NGOs, and private sector organisations that share its mission and vision.

9. **COST STRUCTURE:** PRDI’s cost structure will include expenses related to its research and development activities, such as staff salaries, equipment and supplies, and travel and other operational costs.
PRDI EXECUTIVE TEAM

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DR. GLORIA IYAWA
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MS. DIMPHO MDWABA
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