

# **Core Keynote Topics: Llewellyn Devereaux**

## **1. Entrepreneurship**

People will learn about a range of topics including anything from idea selection, product development, Innovation, sales, marketing, capital raising, route to market, scaling and strategy.

## **2. Self Mastery**

Learnings will include principles that help people and organisations deal with fear, adversity, personal leadership, resilience, adaptability and changing your life. The outcome of these talks is a fresh perspective, inspiration and empowerment.

## **3. Winning Mindset**

The keynote will teach individuals and companies what it takes to win using an aggressive mindset approach. The outcome of this talk is for individuals to really understand just how different in terms of effort required, the winning philosophy is to how the world incorrectly teaches us.

## **4. The Future of Africa (AfCFTA Agreement)**

The talk focuses on new things happening in Africa from an Economics perspective with emphasis on the AfCFTA (African Continental Free Trade Agreement) that came into operation on the 1st of January 2021. It opens the minds of individuals and companies on new opportunities for expansion that are opening as a result of the agreement and how it will turn Africa's 55 countries into one single multi-trillion dollar market.