



Inspiring Entrepreneurs

A profile of The Icon Magazine





Our Story



Started in 2014, the Icon Magazine is the bestselling inspiration and entrepreneurship magazine in Uganda. We aim at inspiring people through entrepreneurship success stories. We focus on in-depth interviews with iconic successful entrepreneurs to make their experiences and success a source of knowledge and inspiration for other entrepreneurs. Alongside this, we feature well researched business ideas with their complete plans for our readership to leverage on.

“ The simplified business plans, ideas for business and the everyday financial tips all make it so easy to read The Icon Magazine. There is a special way and style of writing used that captures the reader’s attention to read all the way to the end! The success stories are so inspiring, well done!! ”

Jane Sharda, Kampala.



Vision

A leading source of inspiration for entrepreneurs in East Africa.

Mission

Empower entrepreneurs to reduce entrepreneurship mortality in the region through capturing, sharing and applying available knowledge and experiences of successful entrepreneurs.

Objectives

1. Document and make success stories of entrepreneurs available in print as a source of knowledge for others to benchmark.
2. Nurture the entrepreneurship skills and abilities in individuals through inspiring true life stories of success.
3. Strengthen the dissemination of entrepreneurship success stories through innovative platforms to influence and inspire other entrepreneurs.



How we do it

The Icon Magazine is published quarterly and distributed both physically and electronically to subscribers. To subscribe, simply send an email to **theiconmagazineug@gmail.com** with your address and remit Ugx 20,000/- or USD20 or the equivalent by cash or otherwise as may be advised. Copies are also made available with book and newspaper vendors across the region.

The Icon Magazine also runs an entrepreneurship contest every year; crowning the prize winners in November of every year. We invite emerging entrepreneurs to submit their entrepreneurship ideas

in form of a business plans. These ideas are judged by a panel of professional and experienced business experts. The best three ideas are awarded at a ceremony held every November. The contest announcements and procedures are published in the magazine. The Magazine is also a platform through which inspiration sessions are held in schools, universities and auditoriums, spread across the year.

Partners

We partner with the business world through banking institution, incubation centres, individuals, civil society organisations, development partners, Entrepreneurship clubs in secondary schools, vocational institutions, universities and other higher institutions of learning.

Products and Services

- The Icon Magazine Publication
- Inspirational seminars and Coaching
- Business planning and development
- Graphics Designing, Documentation and Printing
- Advertising







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