



Sustainable Entrepreneurship in Africa and the Diaspora

The Africa Café Case and the Sustainable Entrepreneurship Framework for Africa (SEFA)

By Dr. Steven W. Day

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Narrates the story of Cape Town's Africa Café and introduces the Sustainable Entrepreneurship Framework for Africa (SEFA), explaining how excluded entrepreneurs build and convert social, cultural, human, and political capital into financial capital across Africa and its diaspora.

An in-depth study of Cape Town's celebrated Africa Café, and an original framework explaining how African and diaspora entrepreneurs convert culture, community, and knowledge into enterprises that endure.

Key selling points

- Presents the first book-length scholarly study of the Africa Café, one of post-apartheid South Africa's most celebrated cultural enterprises, told through primary interviews with its co-owner.
- Introduces an original, testable framework, SEFA, for understanding sustainable entrepreneurship in African and diaspora contexts.
- Connects South African enterprise to the historic Black Wall Streets of the United States in a single analytical story spanning the diaspora.
- Grounds entrepreneurship theory in the African philosophy of Ubuntu, engaging both its promise and its critics.
- Includes classroom discussion questions and a chapter of practical implications for entrepreneurs, policymakers, and educators, so the book is ready for adoption in graduate and executive education courses.

About the Author(s) / Editor(s)

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