

Role-Model Videos for Maputo's Microentrepreneurs — NOVAFRICA's Aspirations Field Experiment

City Innovation Library · Good practice · Mozambique

Quality score: 57/100

Evidence strength: Moderate

Summary

A randomised field experiment with roughly 600 microentrepreneurs in greater Maputo's markets found that role-model videos raising aspirations lifted sales by 99% and profits by 89% a year later versus a control group — though setting a fixed one-year goal weakened and eventually

Key dimensions

Dimension	Score
Evidence of impact / measured results	3/3
Transferability / demonstrated replication	2/3
Scalability	1/3
Sustainability / continuity	1/3
Innovation	2/3
Inclusiveness / equity	2/3
Multi-stakeholder collaboration	1/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-28

[NOVAFRICA \(Nova School of Business and Economics\)](#) — accessed 2026-09-28

[NOVAFRICA working paper \(RePEc\)](#) — accessed 2026-09-28

[IGC project page](#) — accessed 2026-09-28

[NOVAFRICA research page](#) — accessed 2026-09-28

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