

# THE LAST CALL



JANUARY 2024

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*Spread the word!*

## Editor's Note



Time truly does compound all of our efforts. This is something I have always believed - that consistent and persistent efforts, when sustained over a period of time, can lead to substantial and meaningful results. This conviction has only strengthened during my years at the Tony Elumelu Foundation, evident in the success stories of Tony Elumelu entrepreneurs and the Foundation's transformative journey from 2010 till date.

The thing about consistently doing something over a period of time is that beyond getting skin in the game, you have enough experiences/insights to streamline your efforts to achieve even more impact. It has been fifteen years since our Co-Founders Mr. Tony O. Elumelu and Dr. Awele Elumelu decided to start the Tony Elumelu Foundation. At the beginning of this journey (2010-2015) all of our past programmes were focused around recognising and rewarding excellence in education, identifying and empowering promising businesses and pioneering true catalytic philanthropy on the continent. It was in 2015 that Our Co-Founders made a \$100 million commitment to fund, train and mentor 10,000 entrepreneurs over 10 years as a means to catalyse entrepreneurship on the continent. At the time the commitment was made, I'm sure Our Founder's could not have had a full grasp of how much impact it would have across Africa. Today, we have trained

over 1.5 million Africans on TEFConnect, and funded the businesses of 20,000 young men and women entrepreneurs across all 54 African countries, who have gone on to create over 400,000 jobs in their communities.

As we prepare to conclude the Tony Elumelu Foundation Entrepreneurship Programme, we are thrilled to present this edition of TEF Circle, themed 'The Last Call.' This edition celebrates the nine years of empowering young entrepreneurs across the continent and marks the final opportunity for aspiring Tony Elumelu entrepreneurs to seize this once-in-a-lifetime chance.

**In this edition, we showcase our partnership with the Government of Botswana, where additional entrepreneurs have been empowered thanks to this partnership. The Foundation has disbursed nearly \$900,000 directly in seed capital to over 160 Botswana entrepreneurs. Tony Elumelu entrepreneurs from Botswana share their experiences and impactful milestones, offering insights and encouragement to those considering answering this last call and applying to the TEF Entrepreneurship Programme.**

Our esteemed TEF Mentor, Kemi Oni, shares her thoughts on how mentorship contributes to the growth of aspiring African entrepreneurs, aligning with the values and goals of the Tony Elumelu Foundation's mission. Chiemezie Nwosu, TEF Off-Cycle Programmes Executive, also shares key highlights and success stories from previous off-cycle programmes, inspiring potential applicants.

This edition of TEF Circle is not just a digest; it's a testament to the power of youth, innovation, and collaboration. We invite you to delve into these stories and join us in celebrating decade of impact of impact and spotlighting the change-makers who are at the forefront of Africa's transformation.

**Chidinma Nwaukwa**

## TEF Alumni Corner



### **Dr. Carolyn Lebogang Gasefete**

2019 TEF Entrepreneur

**Founder, Naturomedic | Healthcare**

**Tell us a bit about yourself and your motivation to become an entrepreneur.**

My name is Dr Carolyn Lebogang Gasefete and I am an ND/NMD (Doctor of Naturopathy/Natural Medicine), Herbalist and Wellness Coach. I am founder and owner of Naturomedic, a Natural Health and Wellness company that focuses on prevention and provides support to patients with Chronic diseases. Naturomedic produces a number of Herbal Teas for chronic ailments and to help those who have suffered side effects of drug medication and needs natural support.

An entrepreneur to me is one who is self employed, who contributes to the economy of the nation by employing others and solving basic problems. Freedom and passion for natural Health and wellness and the alleviation of suffering have motivated

me to be an entrepreneur. I specifically became curious after I avoided an ovarian surgery by just using home remedies. I realised that it takes only determination to make a lot of changes in life.

**What is the mission of your business, and what has been the impact of the Tony Elumelu Foundation in advancing this mission?**

Our mission is to introduce and implement a regimen of drug-less, natural, prophylactic treatments and promote related lifestyle so that enables the larger society to lead a natural and healthier lifestyle. The Tony Elumelu Foundation was able to give a financial boost that was needed at the time to further realise this goal and accelerated our mission by giving knowledge and networking opportunities. This helped us to see entrepreneurship in a new light.

**The Tony Elumelu Foundation places a strong emphasis on entrepreneurship as a catalyst for Africa's development. How has your business contributed to local economic growth and job creation in your community or country?**

My company employs women, in my culture we believe that a woman is the pillar of the nation, you feed a woman you feed the nation and we are promoting just that. Sourcing our material locally also helps to boost the economic growth of the nation.

**One of the core values of the Tony Elumelu Foundation is "collaboration". In your experience, how has collaboration with other entrepreneurs and mentors within the Tony Elumelu Foundation's network helped you overcome challenges and achieve your goals?**

I have grown a lot since participating in the Tony Elumelu Foundation Entrepreneurship Programme; my whole mindset towards entrepreneurship changed for the better. It was like a burst of motivation and a re-birth from an ordinary Naturopath to a business minded and focused individual. I can never thank the Tony Elumelu Foundation enough for being such an eye opener and for enriching

my journey. We collaborated with organisations like OCI to further improve the quality of life of the communities we work in. We have collaborated with SANBIO as well which helps to empower women in Southern Africa.

**As the Tony Elumelu Foundation Entrepreneurship Programme ends this year, can you share your most memorable experience as a Tony Elumelu entrepreneur from the application phase to the point of receiving the seed capital?**

Oh No! its so sad to hear the programme ends this year as many more Young Africans are particularly looking forward to benefiting. I could say I enjoyed every step in the Tony Elumelu Foundation experience since it was even the first time to go through such vigorous entrepreneurship training. I had never seen so much effort before being put in an entrepreneurship programme and soon I learnt to be as serious and put in the extra effort myself and my business. Receiving the seed capital was a crowning moment and a true reward for all the work and lessons learnt. Beyond the seed Capital I treasure the lessons learnt at no cost on Business Management, that is something no one can take away from me.



**Sustainable development is a critical goal for the Tony Elumelu Foundation. How does your business incorporate sustainable practices, and have you engaged in partnerships that promote sustainability in your industry?**

Aligned with our mission, we are dedicated to advancing the Sustainable Development Goal (SDG) 3: Good Health and Wellbeing. We have through our operations empowered individuals to make deliberate decisions to change their health for the better and reduce the burden of Lifestyle Diseases in the country and on the Economy. We have so far collaborated with OCI to make this a possibility.

**What is your message to young entrepreneurs who are yet to take advantage of this final call and apply to the 2024 Tony Elumelu Foundation Entrepreneurship Programme?**

My advice to them is to definitely go for it. The Tony Elumelu Foundation is heaven sent for Africans. One cannot get such valuable training and mentorship for free anywhere in this world. They should take advantage of this gift with open hands and fast too.



*Cana*

## TEF Alumni Corner



### Lame Moahi

2019 TEF Entrepreneur

**Founder, Webmart | Technology**

**Tell us a bit about yourself and your motivation to become an entrepreneur.**

I am Lame Moahi, co-founder of Webmart. My journey into entrepreneurship was sparked by my wife's firm belief that we could not only offer superior solutions but also provide better services than other players in the IT industry. This conviction fueled the establishment of Webmart, where we aim to excel in website design, development, domain registration, and hosting services.

**What is the mission of your business and what has been the impact of the Tony Elumelu Foundation in advancing this mission?**

The mission of Webmart is to provide comprehensive online services in

Botswana, covering website design, development, domain registration, and hosting. The Tony Elumelu Foundation played a pivotal role in advancing this mission by providing the seed capital which facilitated the creation of an online self-service portal. This not only expanded our reach beyond borders but also provided crucial funding during the formative stages of our company. Insights and resources from the TEF Entrepreneurship Programme have been invaluable in guiding Webmart's entrepreneurial journey. Whether through mentorship, knowledge sharing, or practical tools, these resources have played a crucial role in our ongoing success.

**As the Tony Elumelu Foundation Entrepreneurship Programme ends this year, can you share your most memorable experience as a Tony Elumelu**

**entrepreneur from the application phase to the point of receiving the seed capital?**

From the initial application phase to receiving the seed capital, the Tony Elumelu Foundation Entrepreneurship Programme has been a transformative journey for Webmart. The support and resources provided have significantly contributed to our growth, marking a memorable milestone in our entrepreneurial endeavors..

**Sustainable development is a critical goal for the Tony Elumelu Foundation. How does your business incorporate sustainable practices, and have you engaged in partnerships that promote sustainability in your industry?**

Webmart is committed to incorporating sustainable practices in its operations. By offering online services, we actively contribute to a greener environment. Additionally, we engage in partnerships that promote sustainability within the IT industry, aligning our business practices with the goal of sustainable development.

**What is your message to young entrepreneurs who are yet to take advantage of this final call and apply to the 2024 Tony Elumelu Foundation Entrepreneurship Programme?**

To young entrepreneurs considering the 2024 TEF Entrepreneurship Programme, I encourage you to seize this transformative opportunity. The programme provides not only financial support but also a wealth of resources, mentorship, and connections crucial for the success of your business. Embrace this chance to propel your entrepreneurial journey forward.



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YOUR...  
IDEAS  
DREAMS  
PASSIONS**

Apply for **\$5000 funding**, training, mentorship,  
and access to a vibrant Alumni network  
through the Tony Elumelu Foundation  
Entrepreneurship Programme.

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## TEF Mentor Corner



### Kemi Oni

**Can you share your personal journey as a mentor with the Tony Elumelu Foundation? What motivated you to get involved in mentoring young Tony Elumelu Entrepreneurs?**

What motivated me to get involved as a TEF Mentor was a deep-seated belief in the transformative power of entrepreneurship and a desire to contribute to Africa's economic development.

Having navigated the intricate landscape of entrepreneurship myself, I vividly remember the challenges and uncertainties that marked my early days. The absence of a mentor during that pivotal phase made me realise the invaluable impact a guiding hand can have on one's entrepreneurial journey. It was not just about overcoming hurdles; it was about accelerating growth through shared experiences and insights.

I spent over 15 years as a corporate in-house counsel and was motivated by the desire to give back, so I embarked on this mentoring venture. To me, mentorship is not just about imparting business acumen but fostering resilience, instilling confidence, and nurturing innovative thinking. As a TEF mentor, I have had the privilege of working with passionate and driven individuals who are eager to make a difference in their communities. Guiding them through challenges, offering practical advice, and witnessing their growth and success has been incredibly fulfilling.

**Mentorship plays a vital role in the success of entrepreneurs. How do you believe mentorship contributes to the growth and development of aspiring African entrepreneurs?**

Mentorship is not just a concept; it is a lifeline for aspiring entrepreneurs, especially in Africa where the journey can be as unpredictable as it is rewarding. Through my own experiences, I have witnessed firsthand how mentorship can be transformative for aspiring African entrepreneurs. As a mother of three beautiful children and a seasoned legal practitioner with over 15 years of experience as a corporate in-house counsel, I understand the intricate balance required to juggle multiple roles while pursuing professional growth.

My journey, marked by a Master of Law degree from the University of Lagos and certifications from prestigious international bodies such as the International Organization of Standardization (ISO), has been enriched by my role as a mentor. As a volunteer mentor for the Tony Elumelu Foundation, I have had the privilege of witnessing the transformative power of guidance and support in the lives of aspiring entrepreneurs across Africa and has equally equipped me with a unique perspective on the intersection of legal expertise and entrepreneurial spirit.

Drawing from my experience, I believe mentorship contributes to the growth and development of aspiring African entrepreneurs because it offers valuable access to the insights and expertise of experienced professionals who have encountered similar challenges. I have been able to provide guidance on legal frameworks, compliance matters, and risk mitigation strategies crucial for the success of African entrepreneurs across the continent and this would not have been possible without the Tony Elumelu Foundation.

**The Tony Elumelu Foundation is known for its commitment to empowering African entrepreneurs. How do you see the Foundation's mission aligning with your own values and goals as a mentor?**

The mission of the Tony Elumelu Foundation to empower African entrepreneurs strongly resonates with my own values and goals as a mentor, aligning with my commitment to fostering entrepreneurship and driving positive change in Africa. My involvement with the Foundation is not only rooted in a desire to give back but also stems from a shared vision of creating opportunities for individuals to thrive and succeed. As a mentor, I am driven by the belief that entrepreneurship should be inclusive and accessible to individuals from diverse backgrounds. The Tony Elumelu Foundation's mission echoes this sentiment, emphasising the empowerment of all entrepreneurs, irrespective of gender, background, or socioeconomic status.

**Could you provide an example of a particularly rewarding mentoring experience that you had through the Tony Elumelu Foundation? How did your guidance impact the mentee's journey?**

I have been opportune to be among the selected mentors to review the pitch videos of 2021 TEF Entrepreneurship Programme applicants, which was part of the criteria for selection from a pool of over 400,000 applications from African youth entrepreneurs across 54 African Countries. The impact of my mentoring relationship extended beyond TEFConnect. The guidance received by my mentees will not only shape their business decisions but also fosters personal developments.

I have also been able to use my experience with TEF to help in guiding my daughter of age 13 who is gifted with spoken words to start using this rare talent to influence her world and start looking on how to build this into making profit. I look forward to

TEF inviting her in the near future to grace their programmes.

In essence, my mentoring journey with Tony Elumelu Foundation has reinforced my commitment to empowering entrepreneurs across Africa and beyond. Through personalised mentorship and collaborative efforts, I am dedicated to fostering a thriving ecosystem where entrepreneurship thrives and drives positive change.

**What is your message to young entrepreneurs who are yet to take advantage of this final call and apply to the 2024 Tony Elumelu Foundation Entrepreneurship Programme?**

Now is the time to seize the opportunity of a lifetime and take your entrepreneurial journey to new heights by applying to the 2024 Tony Elumelu Foundation Entrepreneurship Programme.

As someone who has experienced firsthand the transformative power of the TEF programme, I cannot emphasise enough the immense value it offers to aspiring entrepreneurs like yourselves. TEF's network has been a linchpin in my career, entrepreneurial and mentoring pursuits. It's not merely a collection of individuals; it's a dynamic ecosystem that nurtures collaboration, knowledge-sharing, and collective growth. As an entrepreneur and mentor, I am not only a beneficiary of this network but also a contributor to its vibrant tapestry, weaving together the aspirations and achievements of a diverse community working towards a shared vision of empowerment and prosperity across the African continent.



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# A decade of impact

**Over 1.5 million**

young Africans trained on the digital hub, TEFCConnect

**Over 400,000 jobs**

created by our entrepreneurs

**Over USD\$100 million disbursed**

in direct funding to 18,000 African women and men

The Tony Elumelu Foundation is the leading philanthropy empowering a new generation of African entrepreneurs, driving poverty eradication, catalysing jobs creation in all 54 African countries, and ensuring inclusive economic empowerment.

[www.tefconnect.com](http://www.tefconnect.com)



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IMPACT REPORT

# TEF Squad Corner



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**Chiemezie Nwosu**  
TEF Off-Cycle Programmes Officer

**It is good to catch up with you Chiemezie. How have you been and what does life look like as the Off-Cycle Lead at the Tony Elumelu Foundation?**

Thanks Chidinma, I will say it's been challenging and exciting at the same time. I am constantly being challenged to push myself, and I can say I have grown; both personally and professionally

**As we focus on 'The Last Call' for entrepreneurs applying to the 2024 TEF Entrepreneurship Programme, could you share some key highlights and success stories from previous off-cycle programmes to inspire potential applicants?**

We've achieved a lot of success in our off-cycle programmes over the years, but one of the key highlights was the 2023 Entrepreneurship Programme in partnership with BADEA (Arab Bank for Economic Development in Africa); especially because of the target focus: Young women in Nigeria with another sub focus on wives of deceased military

officers in Nigeria. I would like to use this medium to thank our Founder, Mr Tony O. Elumelu CFR for remembering these widows who are facing difficult times in their lives and empowering them financially to start up and sustain their businesses which is the major source of income and livelihood. Studies show that Nigerian women entrepreneurs operate in an unfavourable business environment, characterised by various challenges such as low access and high cost of finance and I am proud to have played my little part in ensuring that women who play a vital role in any country's economic development are financially empowered.

**In what ways do the TEF Off Cycle Programmes complement the main annual Entrepreneurship Programme, and how does it address unique challenges and opportunities for entrepreneurs?**

Our flagship programmes are similar yet different in its own little way. The TEF offcycle programme is tailored to meet different partner needs and requirements, and while the phases often do not run simultaneously, learnings from the off cycle programmes are imbibed in the flagship programme to make implementation more efficient and vice-versa.

**For entrepreneurs who may be hesitant about applying for the last time, what words of encouragement or advice would you offer to motivate them to take this opportunity and be a part of the 2024 TEF Entrepreneurship Programme?**

Just one sentence. You've come this far, and you owe it to yourself to take that one last step and let this be the chapter where you surprise yourself.



**Twiteguye kugushyigikira!**

Ushobora gutsindira igishoro cyo \$3,000, amahugurwa na gufashwa kunoza umushinga wawe. Iyandikishe muri gahunda igamije guteza imbere ba rwiyezomirimo b'urubyiruko washyirweho na TEF, UNDP na MYCULTURE.

Iyi gahunda ireba abari hagati y'imyaka 18 na 30 bafite ibitekerezo byavamo imishinga cyangwa umushinga utarengeje umwaka umwe ushyirwa mu bikorwa.

[www.TEFConnect.com](http://www.TEFConnect.com)

PARTNERS

## FAQ ANSWERED

# A Comprehensive Guide to the Tony Elumelu Foundation Entrepreneurship Programme Application

### 1. Q: How do I apply for TEF grant

A: The Tony Elumelu Foundation Entrepreneurship Programme is open to Africans from all 54 African countries with scalable business ideas or a business that has been operational for no more than 3 years. Applicants must be 18 years of age and above. Interested applicants may register on [www.tefconnect.com](http://www.tefconnect.com)

### 2. Q: Is there a registration fee to be paid before TEF Application?

A: TEF has NOT appointed anyone to act on her behalf to conduct any part of this Programme. This Programme is online, and it is FREE! If anyone is asking you to pay any amount of money in exchange for developing your business plan or pitch, it is a scam. Please report it immediately by sending an email to [tefimpact@tonyelumelufoundation.org](mailto:tefimpact@tonyelumelufoundation.org). We will ensure the confidentiality of your information.

### 3. Q: I have signed up on [tefconnect.net](http://tefconnect.net) but no confirmation email received

A: Kindly ensure to check your inbox, spam, promotional and junk mailboxes for confirmation emails. Be sure to send an email to [enquiries@tonyelumelufoundation.org](mailto:enquiries@tonyelumelufoundation.org) for any further assistance.

### 4. Q: While filling my application on [tefconnect.com](http://tefconnect.com), I am unable to click on "CONTINUE" to move to the next part of my application

A: If you experience any issues with filling your application, kindly send an email to [enquiries@tonyelumelufoundation.org](mailto:enquiries@tonyelumelufoundation.org) with detailed reference either with text, image or video and we will resolve immediately.

**5. Q: Can I use a student ID to apply?**

A: We are only able to admit government issued ID, any other ID will render the application null & void.

**6. Q: I am unable to upload my ID/photo**

A: Kindly ensure that you are uploading a Jpeg/png file no more than 1mb in size. If issue persists, kindly send a screenshot of the error message to enquiries@tonyelumelufoundation.orgn.

**7. Q: Who is eligible to apply?**

A: The Tony Elumelu Foundation Entrepreneurship Programme is open to Africans from all 54 African countries with scalable business ideas or businesses from 0 – 5 years..

**8. Q: What is the next step after applying on TEFConnect?**

A: Once you have successfully submitted your application, you will get a notification about your status.

**9. Q: I am unable to log in with my registered email address**

A: If you experience any log-in issues, kindly send an email to enquiries@tonyelumelufoundation.org with detailed reference to the issue and we will resolve it immediately. You could explain to us in detail the problems you face when trying to log in? If you can, please also send us an error screenshot.

**10.Q: Can I reapply after being rejected in previous years?**

A: Yes, we encourage you to reapply to our programme until you are successful.

**11.Q: Is it possible for a couple to apply for the TEF Entrepreneurship Programme separately?**

A: Members of the same family are not allowed to apply to the Programme, doing so would result in disqualification.

**12.Q: I have two ideas. Can I submit them separately?**

A: Unfortunately, this is not allowed by the Foundation. Applicants are expected to apply with only one existing business or business idea. Applicants found to have applied multiple times in the same cycle or in different cycles will be disqualified.

**13.Q: What documents do we need to upload when applying?**

A: When filling the application form on TEFConnect, you will be required to upload the documents below. Also, please ensure to use valid phone numbers that are on WhatsApp to apply to the programme. The documents are:

Valid Government-issued Identification- This applies to everyone.

Official Business Registration Certificate- Businesses already operational.

Official Evidence of Business Ownership- Businesses already operational.

Official Evidence of Directors- Businesses already operational

Official Consent by Partners to apply- This applies to businesses with partners

Empowering Young African Entrepreneurs:  
**A Decade of Impact**



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# THE TONY ELUMELU ENTREPRENEURSHIP



**TEFCircle is the Tony Elumelu Foundation's monthly publication sharing updates on our alumni, partners, mentor network, and our activities in the global entrepreneurship ecosystem.**

## **CREDITS**

Executive Producer: Somachi Chris-Asoluka

Producer: Moyosore Awotile

Editor: Chidinma Nwaukwa

TEF Staff Feature: Adaobi Chukwujekwu

Creative Director: Ayodeji Akinwande



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