



THE TONY ELUMELU  
FOUNDATION



# **The Coalition for African Entrepreneurs**

Job creation, poverty  
alleviation and inclusive  
economic empowerment for  
Female and Young African  
Entrepreneurs



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# **WHY AFRICA? WHY ENTREPRENEURSHIP? WHY NOW?**

- The Tony Elumelu Foundation is the leading philanthropy empowering African entrepreneurs from all 54 African countries to ensure job creation, poverty alleviation and inclusive economic empowerment for young African entrepreneurs.
- We believe catalysing entrepreneurship offers a robust and scalable tool to drive growth and sustainable development in Africa.
- In 2015, the Foundation made a ten-year commitment of \$100m to identify, train, mentor, and fund 1000 young entrepreneurs across the continent through its Entrepreneurship Programme.
- To date, 18,000 entrepreneurs have been funded of which 40% are women and over 1,500,000 young Africans have accessed training on the Foundation's digital ecosystem, TEFConnect.
- We have a combined digital media reach of over 50 million impressions across the globe.

# The Catalyst For Entrepreneurship Growth In Africa

## The Journey So Far



EMPOWER  
AFRICAN  
ENTREPRENEURS

Build capacity and connect with over 1million African entrepreneurs operationalise and scale your business

APPLY NOW

## A Clear Road Map To **Sustainable And High Impact Development** Through Entrepreneurship

### Track Record

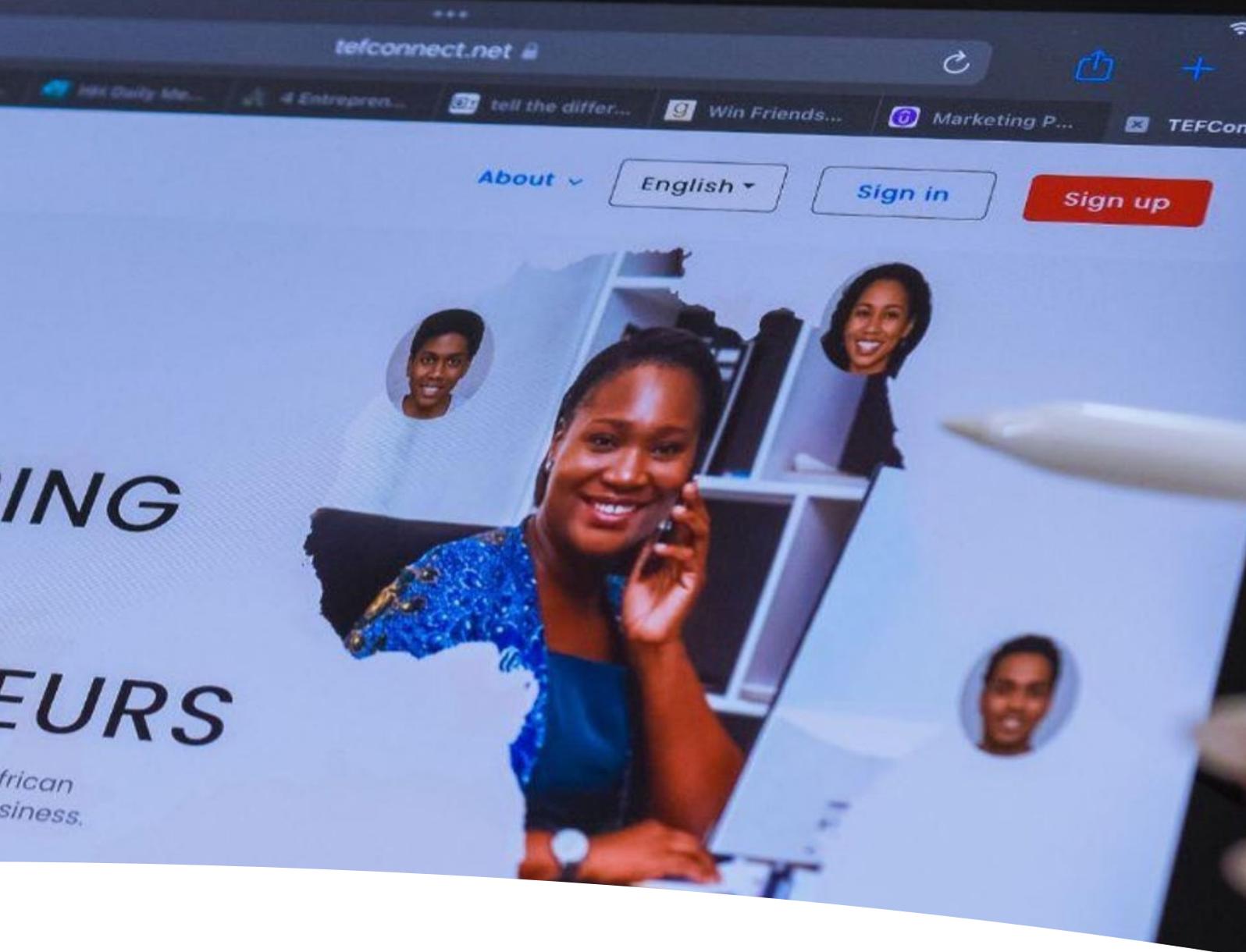
- Founded in 2010
- The Entrepreneurship Programme launched 2015
- Strong M&E function and governance structure
- Innovative partnerships with EU, USADF, ICRC, UNDP, Google.org and others

### Scale

- We reach all 54 African countries
- 400,000 applicants in 2022
- Digital reach of over 1.5m
- Strong focus on gender inclusion and sustainability

### Tool Kit

- Reputational credibility
- Digital infrastructure
- Bespoke curriculum
- Monitoring & Evaluation
- Public sector engagement
- Governance



## Training And Capacity Building

- Upskilling and training for tomorrow's world is key.
- Climate awareness, digital skills and entrepreneurship as well as sector specific training are all integral pieces of the road map to success.

## Access To Funding

- Innovative funding solutions to ensure inclusivity and financial mobility thus democratizing opportunity.
- Access to second stage funding options for alumni.

## Policy Development & Advocacy

- Public Sector collaboration to foster an enabling environment for young entrepreneurs which is critical to success.

# Leadership



**TONY O. ELUMELU CFR**  
FOUNDER



**DR AWELE V. ELUMELU OFR**  
CO-FOUNDER



**ALEXANDER TROTTER**  
TRUSTEE



**SOMACHI CHRIS-ASOLUKA**  
CHIEF EXECUTIVE OFFICER



**FATOU ASSAH**  
ADVISORY BOARD MEMBER



**LIONEL ZINSOU**  
ADVISORY BOARD MEMBER

# Partnership Track Record

Below are some of our Partners who have joined the effort to catalyse entrepreneurship as a scalable tool to drive growth and sustainable development in Africa. With these partnerships, the programme has supported 18,000 African entrepreneurs till date.





# Our Story of Demonstrable Impact

## MAXIMIZED IMPACT

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**1.5million**

Trained entrepreneurs

**20,000**

Beneficiaries across 54 African countries

**\$100million+**

Disbursed Seed Capital

**400,000+**

Jobs created with 58% created by female owned businesses.

**\$2.3 Billion**

generated in revenue by TEF funded businesses since 2015

TEF beneficiaries' annual profits were on average

**over 22X**

the average annual income per capita in their corresponding countries

SCALED PROGRAMME OUTCOME



**23%**  
report living  
with a disability



**over  
25%**

of TEF beneficiaries have acquired additional investors in their business since receiving seed funding.

Women employment rate has increased from

**44%** → **52%**

The program has empowered over 7,183 women with 85% of these women leading their businesses.

**80%**

are currently making revenue, up from only 40% of business owners at the time of applying to the TEF Programme.

**77%**

of beneficiaries' businesses have advanced in stages from the time of applying to the program.

**80%**

of funded businesses since 2015 are still existing.

SUSTAINABILITY

**83%**

of beneficiaries are contributing to minimization of carbon footprints

**91%**

of beneficiaries are contributing to waste minimisation and the use of natural product and sustainable materials

**69%**

of beneficiaries are contributing safer energy source

**8** DECENT WORK AND ECONOMIC GROWTH



**74%**

contribution to SDG 8: Decent work and Economic Growth

**2** ZERO HUNGER



**76%**

contribution to SDG 2: Quality Education

**16,400**

youth between ages 18 and 36 supported in Africa

# Showcasing TEF's Contributions To

# SUSTAINABLE DEVELOPMENT GOALS



Gender mainstreaming:  
**40% women supported**



Community support:  
**58% supporting their communities**



Food security & Agriculture: **4,375 funded in Agri-business**



Fragile context:  
**11,000+ funded in fragile regions**



Revenue generation:  
**2.3 billion+ revenue generated**



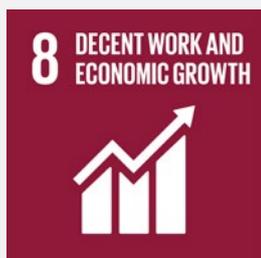
Contribution to livelihood:  
**76% providing sole income for a family**



Green entrepreneurship:  
**500+ green entrepreneurs**



Sustainable collaborations:  
**36 partners**



Access to finance:  
**20,000 funded**

Youth entrepreneurship:  
**16,400 youth funded**

Business growth and expansion:  
**77% advanced in business stage**

Job creation:  
**400,000+ direct and indirect jobs created**

## Impact Stories



### Maureen Amakabane

#### Usafi Sanitation | KENYA

Maureen Amakabane is the Founder of Usafi Sanitation, a waste management company that provides cross-cutting solutions for the environment by adopting an eco-friendly and zero waste approach to waste management. It does so with a waterless toilet system that offers an affordable yet elegant alternative to conventional sewer, septic systems or pit latrines for people in remote areas or areas unserved by a sewer system. It also has a biological waste biodigester system that breaks down waste into grey matter, which is then sold as fertilizer to farmers. The waterless toilet system has been installed across rural Kenya, at urban construction sites and in several elementary schools across the country.

Usafi Sanitation was established through passion and has garnered over 10 years' experience in the sanitation industry. The team works throughout Kenya, with schools and institutions, resorts/lodges, outdoor event organizers, construction sites, people with remote homes or offices, camping sites, and non-governmental organizations involved in emergency sanitation management.

<http://usafisanitation.com>



### Leroy Mwasaru

#### Greenpact | KENYA

Leroy Mwasaru is the founder of Greenpact, a company that produces and distributes affordable and high-quality innovative biogas digester systems to obtain biogas from both agricultural and human refuse. Greenpact's mission is to build circular and low-carbon economies in developing countries by catalysing dialogue and using collaboration models and cutting-edge technology from developed economies to create innovative and responsible solutions. The team believes this can happen in a responsible way without compromising natural resources for future generations.

Greenpact's projects contribute to the Sustainable Development Goals in the following areas:

- clean water and sanitation
- solid waste management
- use of renewable energy applications
- sustainable infrastructure and innovation

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

# Impact Stories



## Chioma Ukonu

### RecyclePoints | NIGERIA

Chioma Ukonu is the founder of RecyclePoints, Nigeria's foremost waste recycling and social benefit venture that motivates consumers to recycle by creating value from their everyday waste. The team has developed a points-based incentive model via which it collects pure water sachets, PET plastic bottles, used beverage cans, glass bottles, old newspapers and brown corrugated cartons from registered consumers. In turn, the consumers are rewarded with points, which can be redeemed for household items and cash. Points are allocated based on a Points Earning Chart, with the number of points earned based on the quantity of items recycled. The team operates a drop-off/door-to-door collection model and the collected recyclables are processed at its Collection and Sorting HUBs. The recyclables are then sold on to manufacturing/recycling plants, which use the raw materials to produce a wide range of items including, but not limited to, polyester fibre, carpets, hangers, pegs, aluminium ingots, and craft papers for making carton.

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



### ALERO THOMPSON

Is an educationist who is passionate tech education for the girl child.

Alero's enterprise, Blue Sands Academy has impacted the lives of over 3000 girls in northern Nigeria and created over 200 jobs.



### CONSTANCE AYIHOUNOUN

Is a climate entrepreneur who produces organic fertilizers and pesticides and sells them to agricultural cooperatives and green spaces thus reducing nitrate based emissions



### IDAYAT BRIGGS

One year after launching her furniture company in a male-dominated industry, with no credit history to qualify for a loan, Idayat was selected by the Foundation. In 2021, her business reached a N100million (\$250k) turnover mark, placing her in the league of fastest-growing local furniture manufacturing companies in West Africa.



### CHARLOT MAGAYI

Mukuru Clean Stoves is a social enterprise in Mukuru the third largest slum-dwelling in Kenya, Charlot has sold over 70,000 clean stoves and impacted over 350,000 individuals with cost effective cooking stoves. 100% of Mukuru clean stoves sales agents are women and 85% of their staff are from the communities which they serve.

# The Coalition



# Coalition Objectives

In 2015, the Tony Elumelu Foundation committed \$100m to launch its flagship Entrepreneurship Programme to fund 1,000 young African entrepreneurs annually for 10 years. To date, with its partners, the Foundation has funded over 18,000 entrepreneurs.

The Coalition for African Entrepreneurs is an opportunity to bring organizations together to invest in more young Africans who will unlock Africa’s potential through entrepreneurship. The \$100-\$500 million Coalition is open to development agencies, the private sector, philanthropic organizations, and governments.

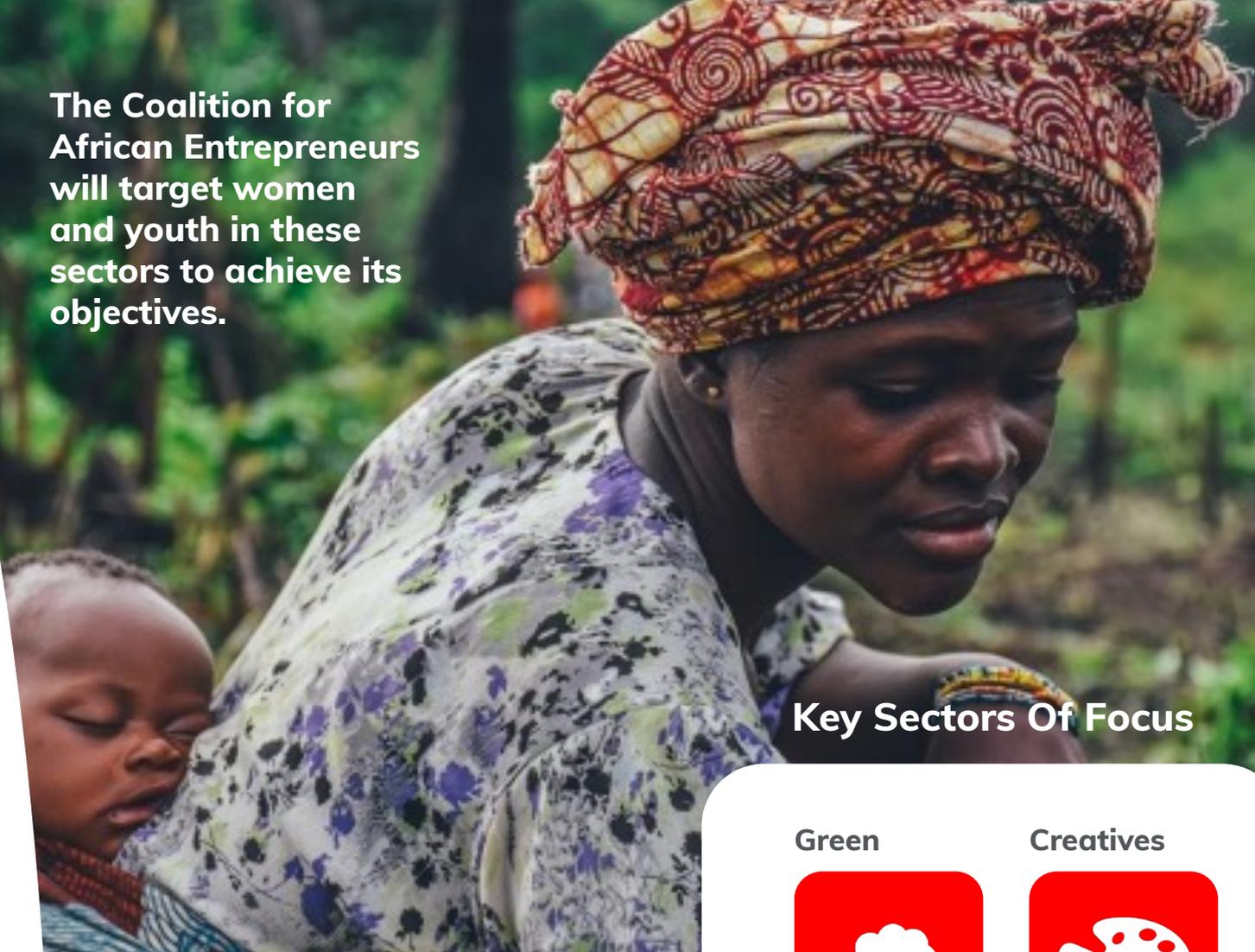
To create jobs, alleviate poverty and promote economic empowerment, the Coalition for African Entrepreneurs aims to support 100,000 young African entrepreneurs, including 50,000 women, and create 1,000,000 by 2033.

## Coalition Objectives:

**To empower up to 100,000 young African entrepreneurs by 2033**



**The Coalition for African Entrepreneurs will target women and youth in these sectors to achieve its objectives.**



### Key Sectors Of Focus

Green



Creatives



Digital/Tech



Agriculture

### Gender Focus

African women, as the largest proportion of our population; still remain vulnerable, at-risk and impoverished due to the challenges caused by social, economic, cultural and political marginalization, gender-based violence and discrimination against women, terrorism, conflict, and fundamentalism.

### Technology

Young female entrepreneurs in the tech sector will receive financial grants and mentorship to scale in a predominantly male sector.

### Agriculture

Connecting young female entrepreneurs with the tools and funds to ensure food security in the African continent.

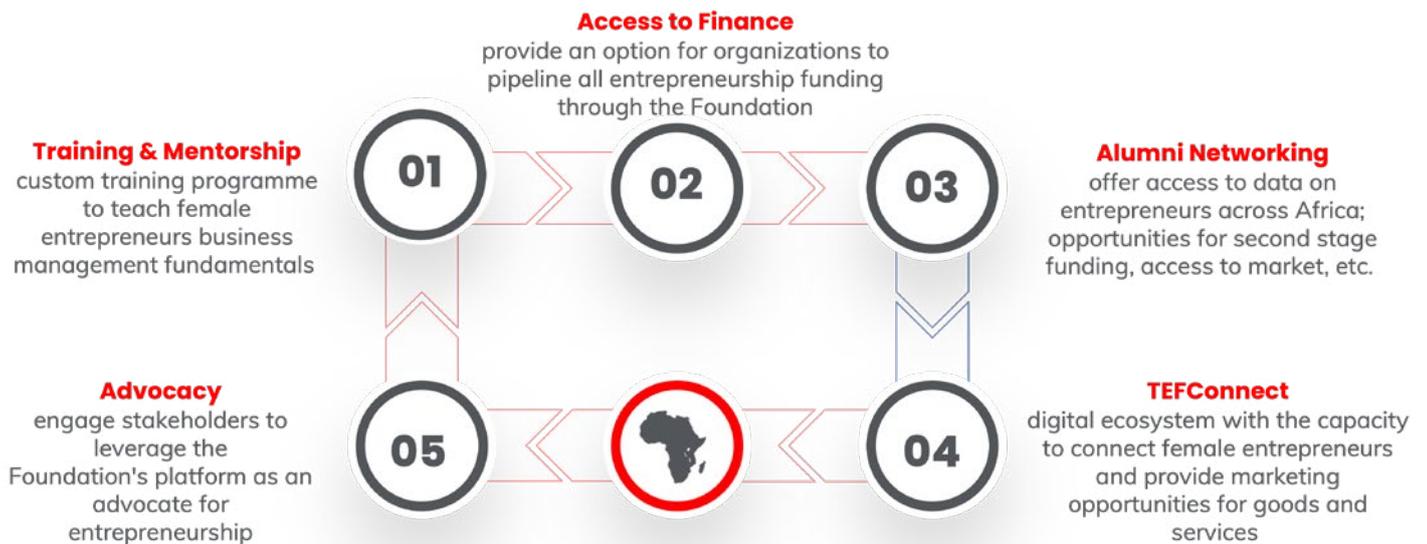
### Energy

Empower young female entrepreneurs in the green economy with grants to develop alternative energy options to enable smart and clean power growth in the continent.

## The Coalition's Pillars



## Coalition Pillar 1



## Why Join The Coalition?

Coalition Partners will be co-creators of a transformative initiative with demonstratable impact in Africa's sustainable development.

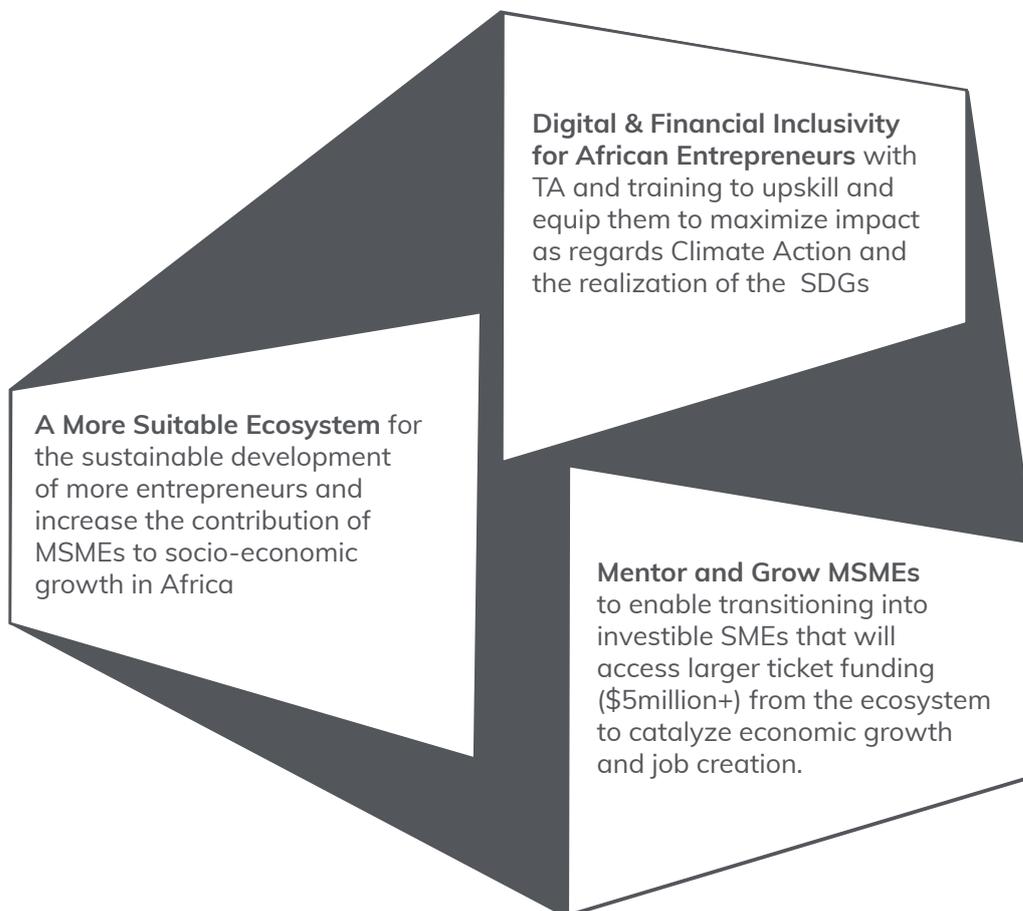
The Coalition will offer **Bespoke Training for MSMEs** with a focus on women SMEs, the Foundation will offer entrepreneurship trainings in its focus sectors of green entrepreneurship, the creative sector, technology and agriculture.

Coalition Partners will be positioned as part of the foremost global alliance committed to empowering Africans to create innovative solutions that address the continent's unique challenges.

**The Coalition will also leverage TEF's Ecosystem** to reach a wider pool of female entrepreneurs across all 54 African countries while leveraging the Foundation's reach and convening power to continue providing sustainable development solutions for women.

One-on-One mentor and mentee matching for African Entrepreneurs to support their journey in the entrepreneurial ecosystem while also addressing the challenges of being a female African entrepreneur, and customized support for success.

## Expected Outcome Of The Partnership



**OVER**

**1,000,000**

Direct and Indirect Jobs to be added by 100,000 SMEs in 10 years

Drive revenue above

**100%**

in the first critical start-up year and **up to 400%** by the third year

Increase business success rate by

**20%**

in the first critical start-up years while **reducing attrition to a remarkable 0.45%** in the third year.



# The time for Africa is now!

With over 1 million applications on our platform since inception in 2015, it is clear that the demand for support far outweighs the supply.

Over the last 8 years, we have monitored and evaluated the impact of over 18,000 entrepreneurs on their communities. Now, imagine if we empowered 500,000 Africans over the next 5 years or 1,500,000 Africans over the next 10 years?

This is our Call-to-Action!



READ OUR IMPACT REPORT

## CONTACT

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