



REQUEST FOR PROPOSAL (RFP) – INVESTING IN YOUNG BUSINESSES IN AFRICA – WOMEN ENTREPRENEURSHIP FOR AFRICA (IYBA-WE4A) PROGRAMME DOCUMENTARY PRODUCTION

Briefing Document

Project Name: IYBA-WE4A Documentary

Project Coordinator: - Chidinma Nwaukwa – Acting Head, Marketing and Corporate Communications
Oniye Okolo – Partnerships Manager

Contact email address:

chidinma.nwaukwa@tonyelumelufoundation.org,
oniye.okolo@tonyelumelufoundation.org

Proposal Submission Deadline: October 24, 2026

Organisation: The Tony Elumelu Foundation

Expected Completion Date: 8 weeks from commencement

Summary:

The Tony Elumelu Foundation (TEF) is the leading philanthropy empowering a new generation of African entrepreneurs, driving poverty eradication, catalysing job creation across all 54 African countries, and increasing women economic empowerment.

Founded in 2010 by leading African investor and philanthropist, Tony O. Elumelu, CFR, the Tony Elumelu Foundation has always had a singular mission, to catalyse economic development across the African continent through entrepreneurship. The Foundation's mission is rooted in Africapitalism, which positions the private sector, and most importantly entrepreneurs, as the catalyst for the social and economic development of the African continent.

Over the years, the Foundation has launched multiple initiatives in line with this mission. In 2015, Mr. Elumelu and his wife committed USD100 million of their personal funds to launch a flagship Entrepreneurship Programme with the goal of identifying, training, mentoring and funding 10,000 entrepreneurs, across all 54 African countries, over 10 years.

Today, TEF has met and surpassed its initial goal. Through its proprietary digital platform, TEFConnect, the Foundation has provided up to 2.5 million Africans with access to trainings and disbursed over USD\$100 million in direct funding to over 27,000



African women and men, who have collectively created over 1.5 million direct and indirect jobs, and generated over \$4.2 billion in revenue.

TEF's ability to fund, train, mentor, and network young African entrepreneurs, has created a unique platform for catalysing growth across the African continent.

Through the first cohort of the IYBA-WE4A Programme in 2024, 751 African women entrepreneurs were trained, mentored, and funded to run businesses in key green sectors across 8 countries in Africa. Following the successful implementation of the first cohort and together with our partners, we are empowering more African women entrepreneurs with the capital, knowledge, and support they need to build sustainable businesses, create jobs, and drive Africa's green transformation.

This initiative is delivered in collaboration with the European Union, the Organisation of African, Caribbean and Pacific States (OACPS), the German Federal Ministry for Economic Cooperation and Development (BMZ), and GIZ. The IYBA-WE4A Programme directly contributes to increasing the economic participation of women and gender equality while creating sustainable, inclusive, green growth, and financial inclusion for women in selected African countries (Cameroon, Kenya, Malawi, Mozambique, Senegal, Tanzania, Togo and Uganda). Furthermore, the programme aims at creating and securing existing jobs in the supported women-led businesses, enhancing their capacities and promoting their growth path.

This partnership builds on our inaugural partnership in 2021, "Employment and Skills for Development in Africa (E4D): Promotion of female Entrepreneurs" where 2420 African women entrepreneurs were given access to the Foundation's business management training, access to markets and networks, mentorship, and additional technical assistance support as well as additional funding opportunities for 30 high-flying women alumni.

This documentary seeks to capture the impact of the intervention by telling the human stories behind the programme—highlighting resilience, transformation, and community impact. The documentary should also deliver 60-second and 5-minute cuts for various platforms and audiences.

Project Overview:

The Tony Elumelu Foundation seeks proposals from qualified video production companies for the production of **eight separate, country-specific documentaries**, with one documentary dedicated to each of the eight IYBA-WE4A participating countries.

The purpose of this assignment is to capture the human stories behind the programme and demonstrate its impact on women entrepreneurs, their businesses, their families and their communities.

Each documentary must tell a distinct and authentic story grounded in the experiences of beneficiaries within its assigned country. It should demonstrate the programme's contribution to business growth, job creation, poverty alleviation, women's economic empowerment and sustainable development, supported by verifiable data, compelling interviews and strong visual storytelling.

This is not a request for one documentary covering all eight countries. Each country assignment is a distinct production, with its own beneficiaries, storyline, filming locations, local context, evidence of impact and final deliverables.

The Foundation intends to select production vendors for the individual country assignments. Each vendor must clearly identify the country for which it is submitting a proposal and the country in which its company is based.

The eight documentary assignments are:

1. Cameroon
2. Kenya
3. Malawi
4. Mozambique
5. Senegal
6. Tanzania
7. Togo
8. Uganda

Vendors must identify their proposed country assignment in their submission. To ensure local knowledge, access and contextual understanding, preference and eligibility will be restricted to production companies based in the country for which they are pitching, in line with the requirements of this RFP.

A vendor wishing to be considered for more than one country must clearly identify every country it is pitching for and demonstrate its capacity to deliver each assignment. Separate country-specific proposals must be submitted for each country, with a tailored creative approach, production plan, team structure, budget and relevant experience.

The Foundation reserves the right to evaluate and award each country assignment independently.

Project Objectives

The objectives of the documentaries are to:

- Showcase the impact of the IYBA-WE4A Programme on women entrepreneurs and their businesses in each participating country.
- Highlight the role of entrepreneurship in poverty alleviation, job creation, women's economic empowerment and sustainable green growth.
- Demonstrate the impact of the programme's model, including training, mentoring, seed capital, access to networks and market opportunities.
- Document the transformation of selected beneficiaries by comparing their circumstances and business performance before and after receiving programme support.
- Present verifiable statistics, measurable business outcomes, testimonials and other evidence of programme effectiveness.
- Highlight the distinctive entrepreneurial journeys, business innovations, challenges and achievements of women entrepreneurs in each country.
- Inspire stakeholders, development partners, prospective partners and the wider public to support women-led enterprises and African entrepreneurship.

Scope of Work

The selected vendor for each country will be responsible for the end-to-end production of a documentary focused exclusively on its assigned country.

Pre-Production

The vendor shall:

- Review the Foundation's previous productions, programme materials, impact data and brand guidelines.
- Work with TEF to identify and profile suitable beneficiaries in the assigned country.
- Develop a country-specific creative concept, storyline, script outline and Director's Treatment.
- Submit a visual mood board and proposed documentary structure for approval.
- Develop a filming schedule, production timeline, interview guide and location plan.
- Identify the key interviews, business activities, locations and impact evidence required to tell a compelling story.
- Secure the necessary filming permissions, releases and access arrangements in coordination with TEF.
- Obtain approval from TEF before commencing principal photography.

Production

The vendor shall:

- Film interviews with selected women entrepreneurs and other relevant stakeholders in the assigned country.
- Capture on-location footage of beneficiaries, their businesses, production processes, employees, customers and communities, as relevant.
- Document the entrepreneurs' journeys, including their circumstances before programme support, the challenges they have overcome and the progress they have achieved.
- Illustrate the contribution of programme training, mentoring, funding and access to networks and markets to business development.
- Capture relevant supporting interviews with programme representatives, partners or other stakeholders, subject to TEF's approval.
- Collect and incorporate approved, verifiable data and evidence demonstrating business growth, job creation and wider socio-economic impact.
- Ensure high production quality, authentic storytelling, appropriate representation and sensitivity to local cultural contexts.

Post-Production

The vendor shall:

- Edit the documentary and develop all required shorter versions.
- Undertake professional sound design, colour grading, music selection, narration and final audio mixing.
- Develop appropriate graphics, text overlays, animations and infographics to communicate key results and data.
- Incorporate TEF's feedback at the agreed review stages.
- Produce all final versions in the required formats, resolutions, aspect ratios and languages.
- Provide English, French and Portuguese subtitle versions, as applicable to the approved deliverables.
- Deliver final exports, project files, raw footage and other agreed production assets.

Required Documentary Deliverables

Each country assignment must produce its own complete set of deliverables. The selected vendor must not combine the eight country assignments into a single master documentary in place of the individual productions.

A. Main Documentary – 30 Minutes

One 30-minute documentary dedicated to the assigned country. The documentary must:

- Introduce the IYBA-WE4A Programme and its objectives.
- Feature selected women entrepreneurs and their businesses in the assigned country.
- Present authentic beneficiary stories, showing their journeys before and after programme support.
- Demonstrate the role of training, mentoring, funding, networks and market access in business development.
- Highlight measurable outcomes, including business growth, employment, women's economic empowerment and community impact.
- Use compelling interviews, on-location footage, verified statistics and supporting visuals.
- Conclude with an appropriate call to action for partnership, support or engagement with TEF.

B. Short Feature – 5 Minutes

One five-minute version of the country documentary, designed for events, presentations and stakeholder engagement.

It should include:

- A concise introduction to the programme and its objectives.
- Short profiles of featured entrepreneurs.
- Key results and impact evidence from the assigned country.
- Appropriate narration or text to guide the story.
- An emotional, engaging and inspiring narrative.

C. Social Media Cut – 60 Seconds

One 60-second version of the country documentary, produced in portrait format for social media promotion and audience engagement.

It should include:

- A compelling opening hook, such as a powerful beneficiary quote or visual.
- Quick snapshots of the featured entrepreneurs and their businesses.
- Strong visual highlights of entrepreneurial activity and impact.
- Brief narration or on-screen text introducing the programme.
- An appropriate closing message or call to action.

D. Language, Technical and Supporting Assets

For each country assignment, the vendor must deliver:

- Final versions of the 30-minute, five-minute and 60-second videos.
- English, French and Portuguese subtitle versions, as applicable to the approved delivery requirements.
- Broadcast-quality master files and digital-optimised exports.
- Editable project files, graphics, animations and other agreed production assets.
- Raw footage and audio recordings from the production.
- Relevant releases, permissions and other production documentation.
- Final files delivered through secure download links or agreed storage media without compromising quality.

All deliverables must be approved by TEF before final acceptance.

Expected Outcomes / Terms of Reference

The Documentary should:

- Showcase the impact and success of the IYBA-WE4A Programme on women entrepreneurship in Africa
- Give audiences a clear understanding of how TEF is **creating prosperity by investing in African entrepreneurs**.
- Position TEF as one of the **premium go-to partners** for development projects in Africa related to entrepreneurship and social development.
- Make the TEF brand so **aspirational** that strategically aligned organisations want to be affiliated with us.
- Boost TEF's affinity with all members of its network: Board, HH Group, partners, alumni, mentors, staff, and friends of TEF.
- Inform audiences about TEF's values and mission, and how these align with their own.
- End with a **clear call-to-action** to partner, support, or apply.

Target Audience

The documentary is primarily intended to showcase the impact of the IYBA-WE4A Programme, as well as the importance of partnerships with the Tony Elumelu Foundation.



The documentary is also targeted at medium- and long-term players in the global entrepreneurship ecosystem who are passionate about Africa and wish to empower African entrepreneurs through capacity building, mentoring, networks, tools and seed capital:

Private sector entities – large corporations, multinationals, professional associations.

Public sector entities – governments, public agencies, legislators, policymakers.

Global development agencies – multilateral and bilateral institutions, INGOs. Individual contributors – high net worth individuals and philanthropists.

African entrepreneurs (present and future beneficiaries). Internal

audiences – TEF Board, HH Group executives and staff.

Messages

Core creative messages (for guidance):

- *Catalysing Women's Economic Empowerment*

Action Response

- **FEEL:**
Emotionally moved and inspired by the real stories of African women entrepreneurs whose lives, families and communities have been transformed through TEF.
- **THINK:**
Gain a deeper, evidence-backed understanding of TEF's model and impact, and see entrepreneurship as a powerful, scalable solution to Africa's development challenges.
- **DO:**
 - For partners: Engage TEF for collaboration and co-funding.
 - For entrepreneurs: Be empowered by TEF
 - For wider audiences: Share, advocate, and support TEF's work.

Timeframe

Each country assignment must be completed within **eight weeks of commencement**, subject to the approved work plan and timely provision of required information, access and feedback.

The vendor must submit a detailed production schedule showing the proposed milestones for:

- Research and pre-production.
- Storyline, script and Director's Treatment development.
- Filming and interviews.
- Rough cut submission and review.
- Fine cut revisions.
- Final approval and delivery of all required versions and assets.

The timeline must allow for review and approval by TEF at the agreed stages.

Required Proposal Structure & Submission Requirement

Vendors must submit a technical proposal and a separate financial proposal for each country assignment for which they wish to be considered.

Every proposal must clearly state:

A. Country of Assignment: The specific IYBA-WE4A country for which the vendor is submitting the proposal.

B. Country of Company Registration and Operations: The country in which the production company is registered and primarily based, including its local production presence and relevant experience.

C. Company Profile and Experience: An overview of the company, its capabilities, relevant experience and suitability for the proposed country assignment.

D. Proposed Creative Approach: A preliminary country-specific concept, storyline, storytelling approach and Director's Treatment. The proposal should demonstrate an understanding of the local context and the potential stories of women entrepreneurs in that country.

E. Project Execution Plan: A detailed methodology covering research, beneficiary profiling, filming, interviews, post-production, quality assurance, approvals and final delivery.

F. Project Timeline: A realistic eight-week work plan with clear milestones and dependencies.

G. Team Structure: Details of the proposed team, including the director, producer, scriptwriter, director of photography, sound personnel, editor, animator and other relevant specialists.

H. Relevant Portfolio: At least three samples of previous documentary or comparable video productions demonstrating storytelling quality and technical expertise.

I. Client References: Recommendation letters or references from two reputable clients.

J. Financial Proposal: A detailed, country-specific budget covering all anticipated production costs, including personnel, travel, logistics, filming, equipment, editing, graphics, subtitles, revisions, taxes and other applicable expenses. Any assumptions, exclusions or additional costs must be stated clearly.

Vendors must demonstrate that the proposed budget and production plan cover all required deliverables for their specified country.



Intellectual Property

All information pertaining to this project (documentary, audio, digital files, project documents, etc.) belonging to The Tony Elumelu Foundation **and IYBA-WE4A Partners**, which the production company may come into contact within the performance of its duties, shall remain the property of The Tony Elumelu Foundation. TEF shall have **exclusive rights** over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in any manner without TEF's prior written consent.

Recommended Presentation of Technical Proposal

Applicants' proposals must address all requirements detailed in this Terms of Reference and must clearly address:

1. Documentary Production (8-week project).

Technical Proposal Evaluation (Summary)

S/N	Technical Proposal Evaluation	Score Weight	Points Obtainable
1	Production company expertise	30%	30
2	Proposed project execution plan (Documentary)	40%	40
3	Team structure and key technical personnel	30%	30
	Total	100%	100

Production Company Expertise (30)

- Reputation / credibility / reliability – 10
- Quality assurance and risk management processes – 5
- Three sample works of past similar projects (documentaries) – 10
- Recommendation notes from two reputable clients – 5

Proposed Project Execution Plan (40)

- Demonstrated understanding of the task and objectives – 10
- Scope of work and critical aspects addressed in sufficient detail – 15
- Clear, compelling creative and realistic execution approach – 15

Team Structure and Key Technical Personnel (30)

- Film Director's qualifications and relevant professional experience – 10
- Qualifications and experience of assigned professional staff (scriptwriter, DP, sound, editor, animator, etc.) – 10
- Experience and achievements of the creative team (CVs and samples) – 10



Technical Expertise Requirement

Minimum Organisation Technical Requirements

- Demonstrated ability in video development and scriptwriting (minimum 5 years).
- Experience with professional video production and post-production software.
- Access to creative design teams for infographics and animation.
- Proven multi-country production or coordination experience (an advantage).

Expected Functional Competencies

- Accountability
- Planning and organisation
- Creativity and storytelling excellence
- Technological awareness
- Agility and reliability in delivery

Reference Materials

Past PRODUCTION TEAMS & Documentaries (for reference):

- TEF Impact, 2018: <https://www.youtube.com/watch?v=t14xCnnYOXw>
- TEF Documentary, 2018: <https://www.youtube.com/watch?v=DRk8uTRwKI>