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### About the Foundation

The Tony Elumelu Foundation is the leading champion of entrepreneurship in Africa. Our objective is to empower women and men across our continent, catalysing economic growth, driving poverty eradication and ensuring job creation. We believe the private sector's role, especially that of young entrepreneurs, is critical for Africa's development, and in fulfilment of this responsibility, the private sector must create both economic and social wealth.

TEF represents the personal commitment of our Founder, Mr. Tony. O. Elumelu and his investment company, Heirs Holdings, in creating a new generation of entrepreneurs across all 54 African countries.

Our mission is implemented through our programmes, policy, research, communities, advocacy and convenings, including the annual TEF Forum, the largest gathering of entrepreneurs in Africa, and TEFConnect, Africa's digital hub for entrepreneurs. The Foundation leverages its strong relationships in the public, private and development sectors to drive its mission of creating prosperity for all.

### Our Mission

We believe that the private sector holds the key to unlocking Africa's economic potential. To that end, our mission is to catalyse economic and social development in Africa through entrepreneurship, focusing on three areas:

The empowerment of entrepreneurs through capacity development, seed capital, mentoring and networking.

3.

The promotion of thought leadership on entrepreneurship through advocacy and evidence-based research as a guide for policymakers across African governments.

The creation of an integrated entrepreneurial ecosystem that promotes African entrepreneurship.

### About the Programme

The Tony Elumelu Foundation Entrepreneurship Programme is a \$100million commitment made by the Elumelu family to empower 10,000 African entrepreneurs over 10- years to train, mentor and fund. The goal is to create at least 1 million jobs and contribute over \$10billion in revenue to the African economy. Since the launch of the programme on January 1, 2015, we have supported over 9000 African entrepreneurs from 54 countries across the continent. These entrepreneurs are already making an impact, creating jobs, generating wealth in their communities and countries.

### **Original Mission**

In 10 years.....

10,000
Businesses

1,000,000

Jobs

\$10 billion
Revenue

### Impact in 7 years

**Trained & Coached** 

over **250,000** 

**Entrepreneurs** 

**Funded over** 

10,000

**Businesses** 



### Programme Impact

Since its inception, the Tony Elumelu Foundation has trained, mentored, and funded over 9,000 young African entrepreneurs across 54 African countries through its Entrepreneurship Programmes, while continuing to provide capacity-building support, advisory and market linkages to over 1 million Africans through its digital networking platform, TEFConnect. Our beneficiaries are creating and growing trailblazing businesses that directly and indirectly create jobs and means of livelihood in their communities. They support all 17 Sustainable development Goals (SDGs) and are committed to achieving the United Nation's 2030 Agenda for Sustainable Development. Beyond this impact, the Tony Elumelu Foundation continues to advocate and propagate the more distinct and sustainable narrative of African youth entrepreneurship as the solution to unlocking the continent's potential.









### Benefits of the Programme

### Seven Pillars

The Programme is based on 7 pillars aimed at addressing the essential needs of African Entrepreneurs, which include:

- ✓ TEF Business Management 
  Training
- ✓ Mentoring
- ✓ TEFConnect

- ✓ Meet ups
- ✓ TEF Entrepreneurship Forum
- Seed Capital Funding
- ✓ Alumni Network



12 Week Business Training



TEFConnect



Online Mentoring



Meetups



TEF Entrepreneurship Forum



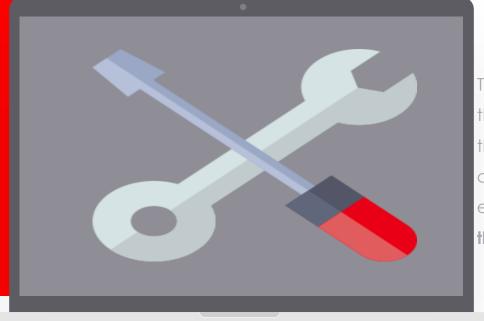
Seed Capital



Alumni Network

### TEF Business Management Training

The TEF Business Management Training is designed to equip start-ups with basic skills required to launch and run their businesses at early growth stage. It covers several topics including starting and scaling a business, business development, marketing strategy, effective management, product design etc.



The entrepreneurship training will take place online via TEFConnect, which is the Foundation's proprietary, networking platform for entrepreneurs. During the training entrepreneurs will be a custom-made compendium of materials, case studies, videos, tasks, templates and interesting articles designed to expand your business acumen. This will also include the 12-module series on the TOE Way, which expounds the core business values of our Founder.

### Mentorship



Upon successful competition of the Programme, the Foundation will also pair entrepreneurs with seasoned mentors who will be responsible for providing them with strategic guidance as they embark on their entrepreneurship journey. Our mentors are very familiar with the African business landscape and will be able to use their invaluable experience to guide our entrepreneurs as the continue to develop and grow their businesses.



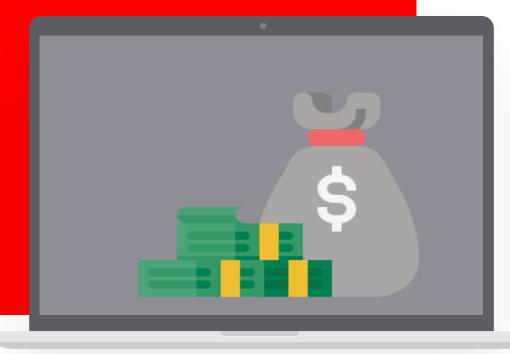
### Pitching Competition

In order to select the most promising entrepreneurs across continent and to ensure that those selected have fully grasped the training, as part of the final stage of the Programme entrepreneurs will be required to participate in a virtual pitching competition where they will have the opportunity to defend their business ideas to a panel of judges.





Entrepreneurs that has successfully passed the pitching round will be eligible for a non-returnable seed capital of \$5,000. The seed capital is calculated on the official Central Bank of Nigeria naira equivalent value at the date of selection for the programme. The aim is to support early growth, proof-of-concept and/or enhance their business operation. This seed capital is tied to clear milestones in a well-articulated and relevant business plan.



### TEF Entrepreneurship Forum

At the end of the Programme, the Foundation organizes and hosts its dedicated world-class annual **TEF Entrepreneurship Forum** that brings together key persons in the African and global entrepreneurial eco-system with an aim of leveraging our convening powers to promote African entrepreneurs and entrepreneurship; and to connect with local and regional decision makers.

The TEF Forum is the largest gather of African entrepreneurs with an estimated audience of around 50,000 people participating each year both physically and virtually. As a entrepreneur participating in our Programme, you have automatic access to attend this event and benefit from the opportunity to **learn**, **connect**, and **form cross-border partnerships**.





### TEF Alumni Network

Entrepreneurs who have successfully completed our Programme and received their seed capital, will join the **TEF Alumni Network**, a vibrant and community of over **9,000 entrepreneurs** from across the continent. By joining this network entrepreneurs will have the opportunity to exchange ideas, establish partnerships, and interact with those within the broader entrepreneurship ecosystem.

Alumni also benefit from additional opportunities to help grow and develop their businesses, such as country and state-level **meet-ups** where Alumni are afforded the opportunity to engage with not only one another, but also local hubs and key government agencies within their communities.

### **TEFConnect**

TEFConnect is Foundation's proprietary online platform, which leverages the digital economy to create more business and networking opportunities for African entrepreneurs. The digital platform provides access to markets across Africa, as well as facilitates interaction and direct networking with other entrepreneurs, investors, mentors and other stakeholders. In 2020, the number of registered users grew to 1,000,000 comprising of entrepreneurs, mentors and other representatives in the African entrepreneurship ecosystem. The platform has become the single largest listing of data on the African entrepreneurship space, with a wide reach across the African continent







# TEFCONNECT REGISTRATION PROCESS HOW TO REGISTER

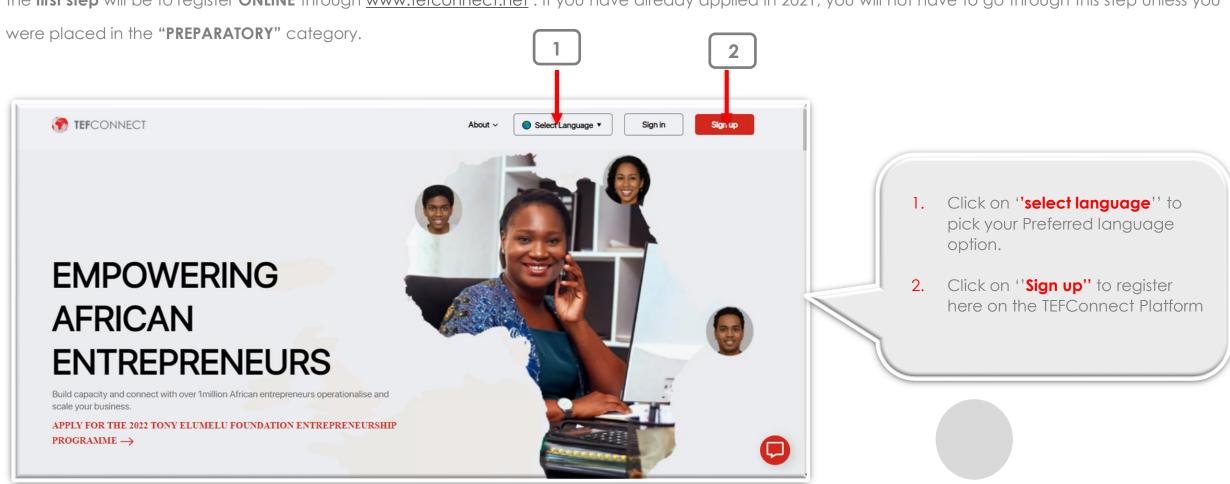
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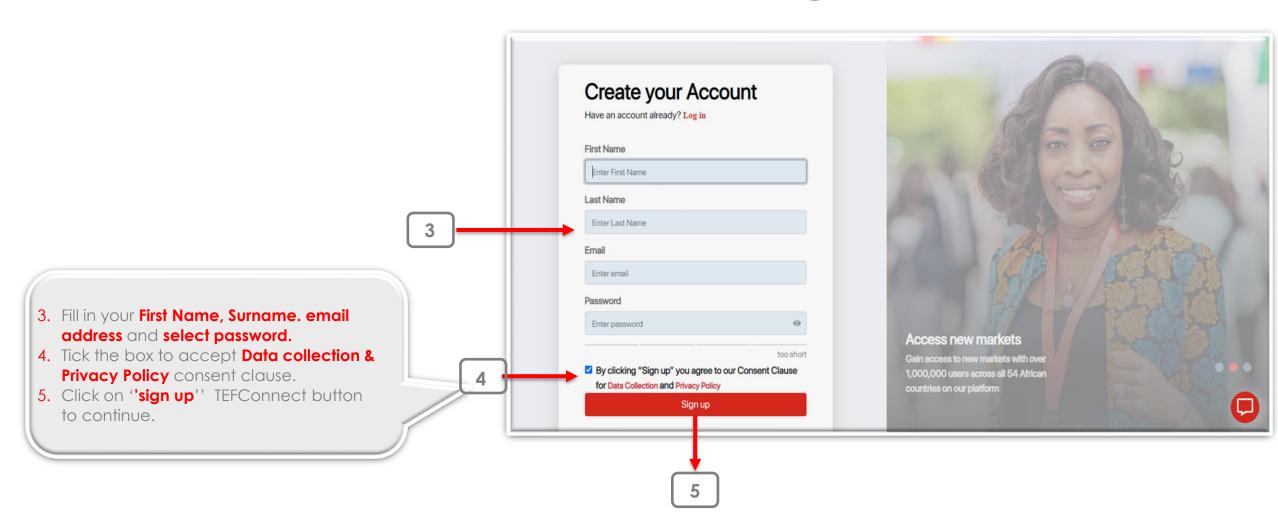
### Registration 1/1

Applications for the 8<sup>h</sup> cycle of the TEF Entrepreneurship Programme are open from January 1<sup>st</sup>, 2022, until 11:59 pm (WAT) on March 31<sup>st</sup>. As a new user, the first step will be to register ONLINE through <a href="https://www.tefconnect.net">www.tefconnect.net</a>. If you have already applied in 2021, you will not have to go through this step unless you





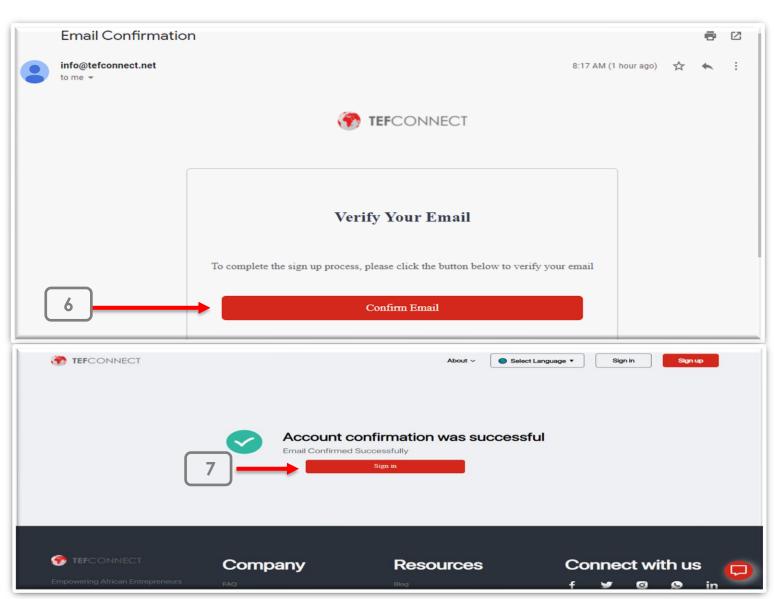
### Registration 1/2



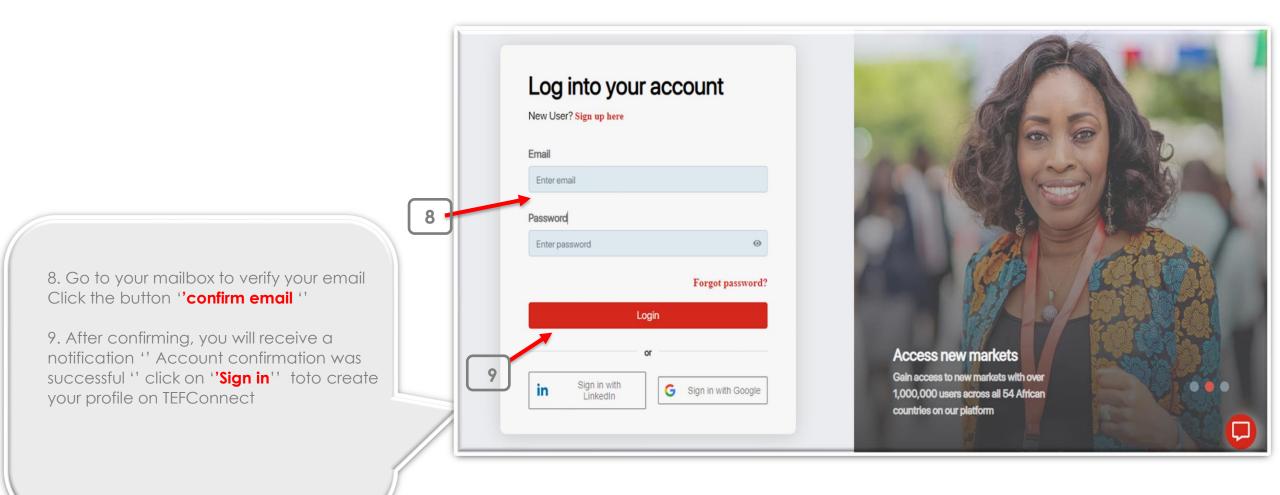
### Registration 1/3

Once you sign up, you will receive an email notification from <a href="mailto:info@tefconnect.net">info@tefconnect.net</a>

- 6. Go to your mailbox to verify your email Click the button ''confirm email ''
- 7. After confirming, you will receive a notification '' Account confirmation was successful '' click on ''Sign in'' to login and create your profile on TEFConnect









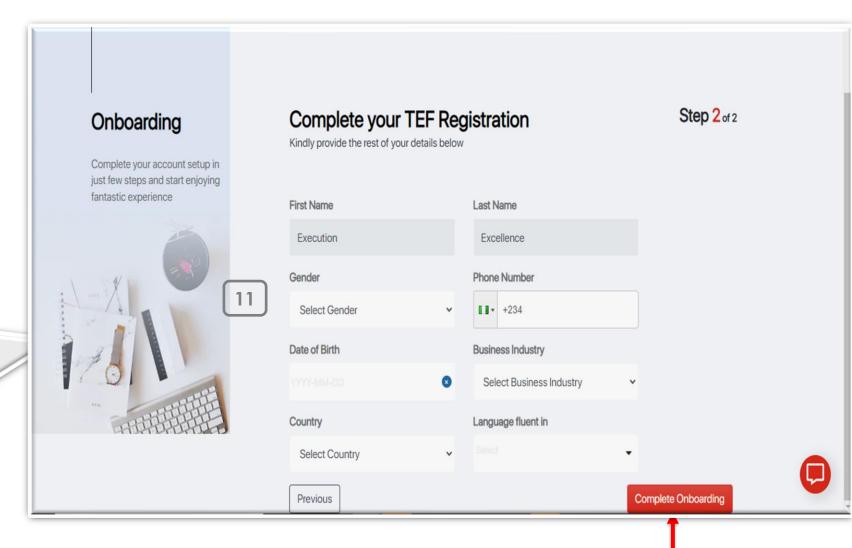
**TEF**CONNECT Choose Profile type Kindly select the profile type you would like to register with Mentor Entrepreneur

10. Select Entrepreneur



12. Click on "Complete Onboarding" to proceed to Dashboard





12



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## TEFCONNECT APPLICATION PROCESS HOW TO APPLY

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### **Application Process**

Once you have successfully registered and created your profile, The next step will be to apply to get a chance to be shortlisted & participate in the 2022 TEF Flagship Programme. The application is in the form of a series of questions that are designed to test your business acumen. After submission, you will receive a confirmation notification on the portal and an email receipt within 1 working day via your registered email.



### Profile Page

Click on "Applications"

△ EE Execution Excellence ▼

Members with State of Origin

in their profile get 3 times more

Add your State of Origin

**FOLLOW TOP INTERESTS** 

Technology ( Ecommerce

Entertainment ) ( Logistics Waste Management Agriculture

Oil & Gas

Import & Export

show more

Invite your friends to grow

profile views

2. Select the 2022 TEF Flagship Programme and click "Apply". You can choose to read more about the programme by clicking on the "Read More About the Programme link".

Upload Media

HELLO ENTREPRENEUR!

We wish you all the best!

The Entrepreneurship Programme application portal opens on

01/01/2022. To commence your application, click on the "Applications" link and select the 2022 TEF Flagship Programme.

This notice board will contain vital Programme information throughout the Programme cycle. Watch this space!

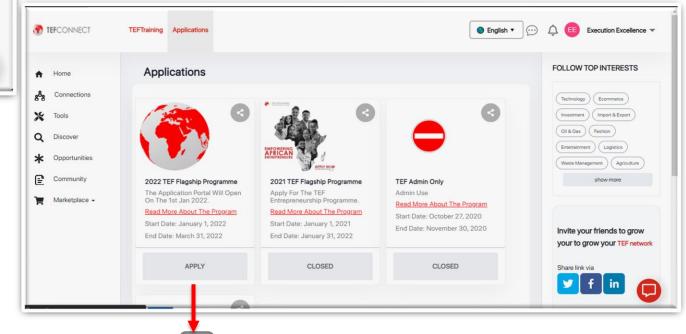
THE TONY ELUMELU

TEFTraining Applications

NOTICE BOARD

Share an update

What's on your mind?



TEFCONNECT

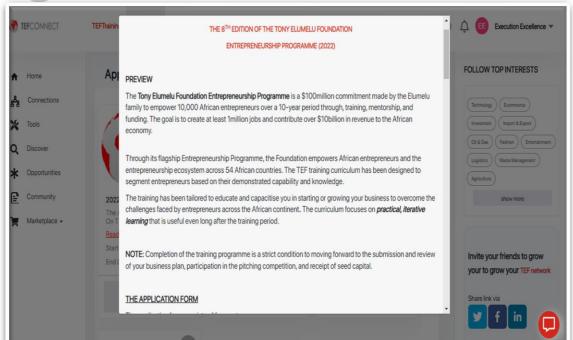
& Connections

Q Discover

Opportunities

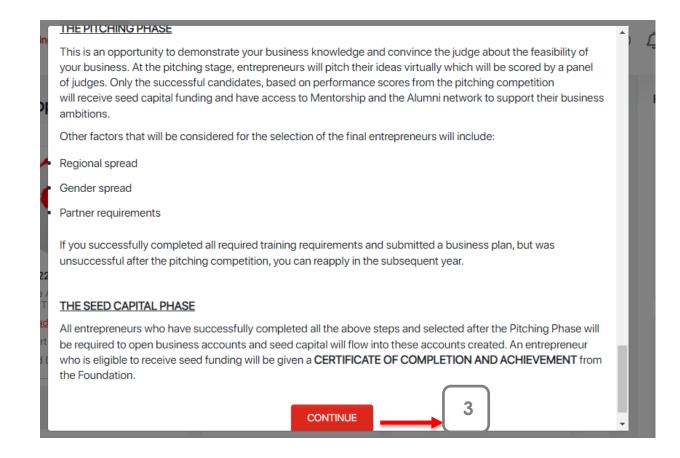
Community

Marketplace -

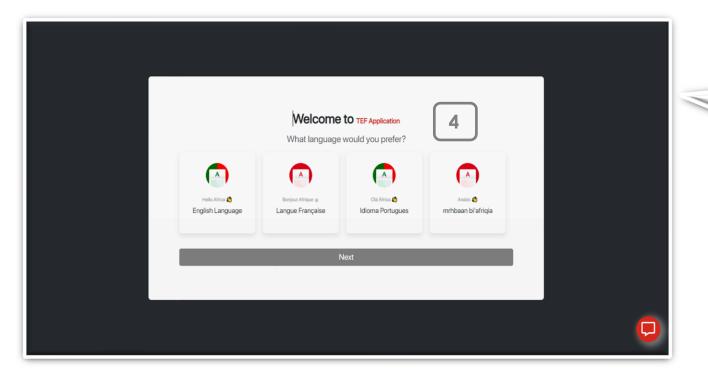


3. Once done reading, click on **Continue** 

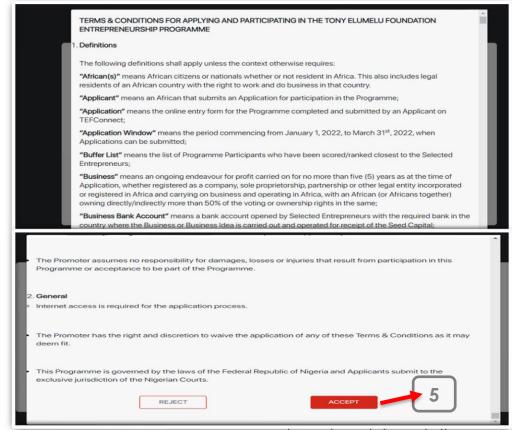
### Application Page



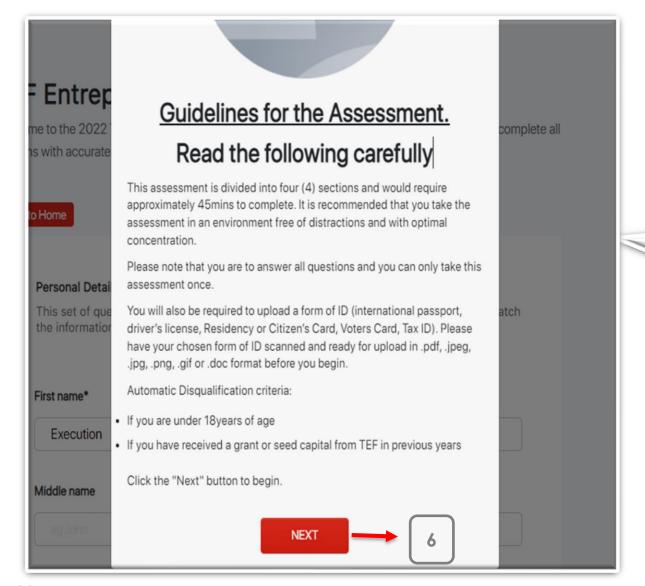




Please read the terms & conditions and click to Accept or "Reject." 4. Select your preferred application language and click on'' Next''

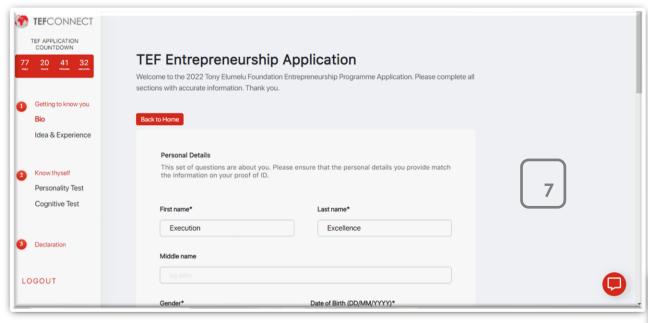






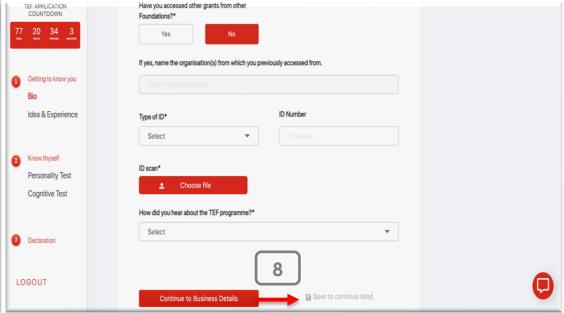
6. Please read application guide and click on "Next"

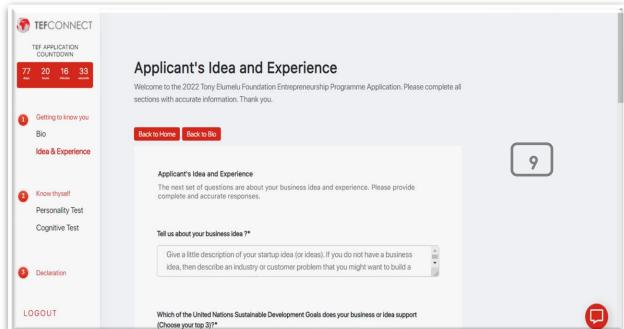




7. Fill the application form with accurate details. **Note**: Some information has been pre-filled with information provided during the platform registration

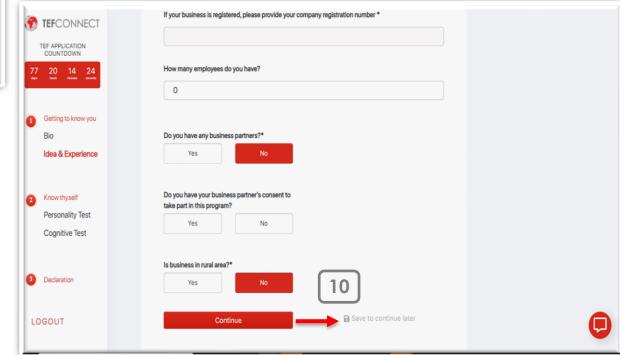
8. Once you complete this section you can click on "Continue to Business details "to proceed to the next page or "Save to continue later"

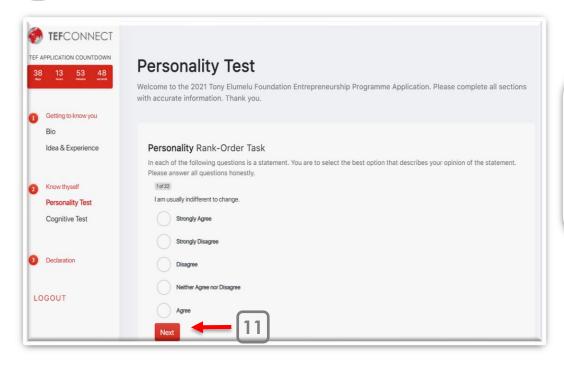




10. Once you complete this section you can click on "Continue to Business details "to proceed to the next page or "Save to continue later"

9. Fill the ''Idea &
Experience'' section with
accurate details.

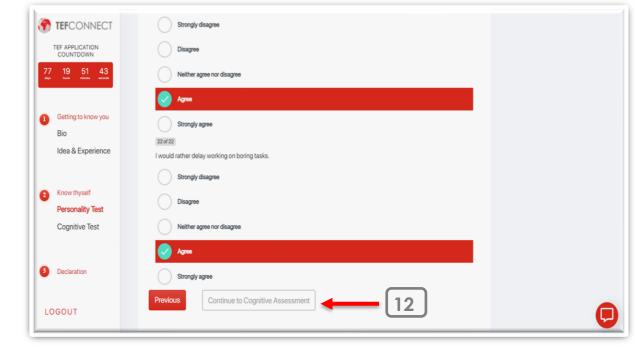


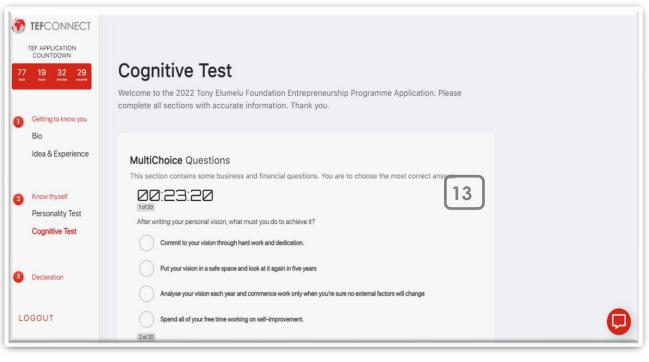


This is the "Personality Assessment" section. This simply helps us know you a little better. Answer all question as honestly as you can.

11. Click on "Next" to move to the next page

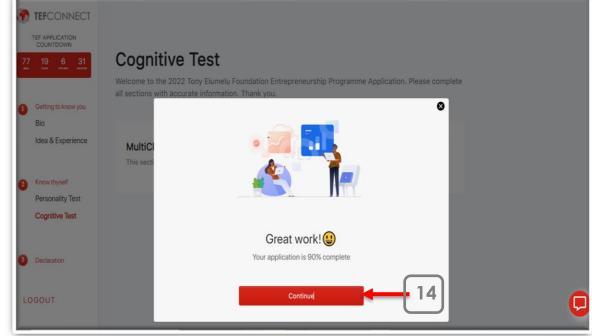
12. Click on ''Continue to Cognitive Assessment " to proceed.





14. Once you complete the **Cognitive Test**'' Click on ''**Continue**''

13. This is the "Cognitive test assessment". It tests your business knowledge and reasoning skills.
Answer all question as correctly as you can.



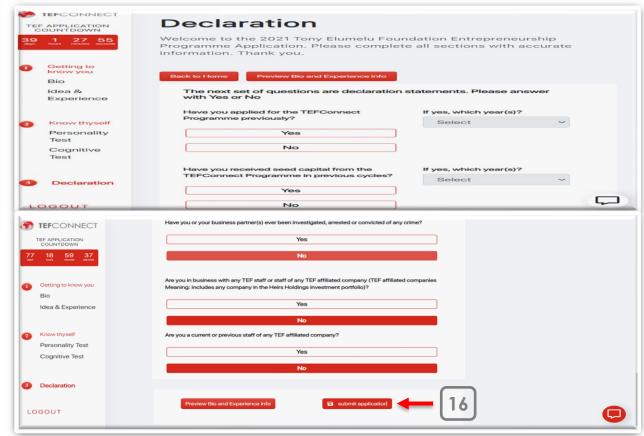


**TEFCONNECT** TEF APPLICATION COUNTDOWN 20 of 20 Tayo, a Ghanian citizen won 8,000 Naira at a business pitching competition. She invested 3,500 Naira in a property in Lagos and 4,500 Naira another property in Abuja. After a year, both properties are now worth 7,150 Naira and 8,800 Naira respectively. The Abuja Property is in an urban area and requires a land use tax payment of 15%. Getting to know you Which of the properties is likely to give Tayo more profit? Choose the best option Idea & Experience The Lagos Property The Abuja Property Both will give the same revenue Personality Test Cognitive Test None of the options 3 Declaration LOGOUT

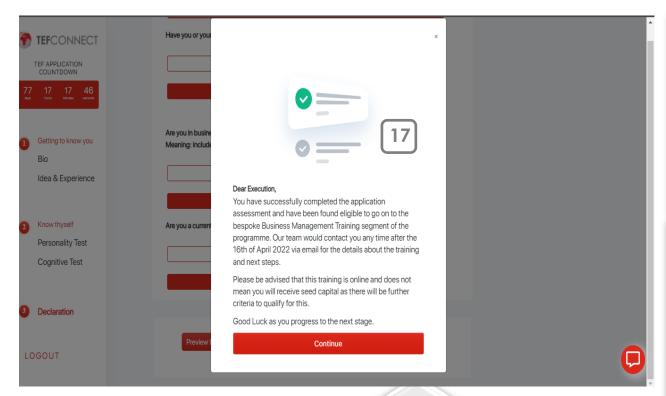
15. Click on "Continue" to Declarations" to complete your application

Answer the questions honestly.

16. After answering the questions, click on "Submit Application"

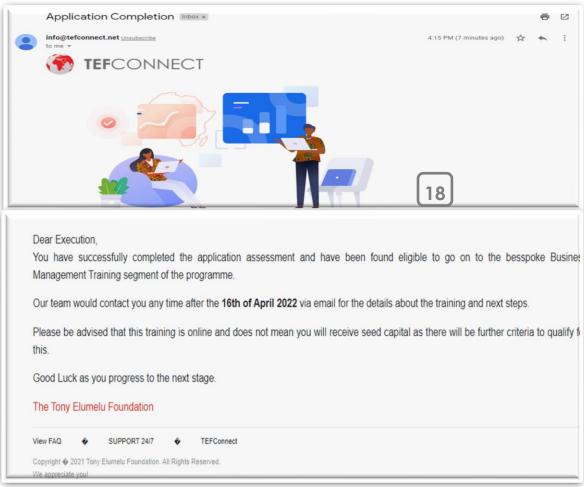






17. You will receive a message to indicate you are eligible or not eligible for the next phase.

Kindly read the message thoroughly



18. Same message will also be sent to your email box.



Q1: Who is eligible to apply?

A1: 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.

Q2: Is there a registration fee to be paid before TEF Application?

A2: The Tony Elumelu Foundation Entrepreneurship Programme is free for all applicants. TEF does not engage or work with any third parties to facilitate applications or trainings and will not ask for payment for any aspect of the Programme.

Q3: Where do I apply? What is the difference between .com and .net?

A3: To start your application, please register on <a href="https://tefconnect.net/">https://tefconnect.net/</a> Application closes on March 31, 2021. Please note that both .net and .com are our web spaces, and our current programmes are being hosted there.

Q4: How do I apply for TEF grant

A4 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 <a href="https://tefconnect.net//">https://tefconnect.net//</a>

Q5: What is the next step after applying on TEFConnect?

A5: Once your application is successfully submitted, our team will contact you with details about the training and next steps In April.

Q6: I've experienced a technical error while trying to apply, what should I do?

A6: Kindly send an email to <a href="mailto:enquiries@tonyelumelufoundation.org">enquiries@tonyelumelufoundation.org</a> with a screenshot/video of the issue and we will resolve immediately.



Q7: Is there a registration fee to be paid before TEF Application?

A7: Kindly note that the Tony Elumelu Foundation Entrepreneurship Programme is free for all applicants. The Tony Elumelu Foundation does not engage or work with any third parties to facilitate applications or trainings and will not ask for payment for any aspect of the Programme.

Q8: I have signed up on tefconnect.net but no confirmation email received

A8: Kindly ensure to check your inbox, spam and junk mailboxes for confirmation emails. Be sure to send an email to <a href="mailto:enquiries@tonyelumelufoundation.org">enquiries@tonyelumelufoundation.org</a> for any further assistance

Q9: While filling my application on tefconnect.com, I am unable to click on "CONTINUE" to move to the next part of my application

A9: If you experience any issues with filling your application, kindly send an email to <a href="mailto:enquiries@tonyelumelufoundation.org">enquiries@tonyelumelufoundation.org</a> with detailed reference either with text, image or video and we will resolve immediately.

Q10: Can I use a student ID to apply?

A10: We are only able to admit government issued ID and any other ID will render the application void.

Q11: I am unable to upload my ID/photo

A11: Kindly ensure that you are uploading a PDF/JPEG document no more than 1mb in size. If issue persists, kindly send a screenshot of the error message to <a href="mailto:enquiries@tonyelumelufoundation.org">enquiries@tonyelumelufoundation.org</a>



Q12: Tell me about the TEF training

A12. The TEF training content called our Start-up enterprise toolkit is a bespoke programme, tailored to support young and dynamic entrepreneurs in their business journey. It focuses on the successful execution of business plans and ideas. This training is self-paced for each entrepreneur, allowing the necessary flexibility for participants of the programme (with respects to time and technical constraints) to attend the training course whilst carrying on their usual activities.

Q13: How long is the training?

A13: The training phase of the programme lasts for 6 weeks.

Q14: Can I reapply after being rejected before?

A14: Yes, we encourage you to reapply to our programme until you are successful. In the meantime, please visit TEFConnect for resources that can be helpful to your next application. If you are an Alumni of the Programme, you are not able to reapply.

Q15: Is there a TEF number that I can call/WhatsApp?

A15: Kindly use the link below to access our WhatsApp. Our team is available 24/7. <a href="https://bit.ly/3bFp7De">https://bit.ly/3bFp7De</a>

Q16: Are pregnant or nursing mothers allowed to apply for TEF grant?

A16: Yes, they can.

Q17: Is it possible for couple to apply for TEF Entrepreneurship Programme separately?

A17: Members of the same family are not allowed to apply to the Programme, doing so would result in disqualification.



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A17: Members of the same family are not allowed to apply to the Programme, doing so would result in disqualification.

Q18: I have two ideas. Can I submit them separately?

A18: 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.

Q19: What documents do we need to upload when applying?

A19: When filling the application form on TEFConnect platform, you will be required to upload a government registered ID and a passport photograph.

Q 20: How can I confirm my eligibility and not reapply

A20: Please check the congratulatory message that was sent to you via email immediately after your application on TEFConnect.

### Contact us

If you have any additional questions on how to apply to the Programme, please send us an email at

enquiries@tonyelumelufoundation.org

or send us a message on WhatsApp

+23417006713

