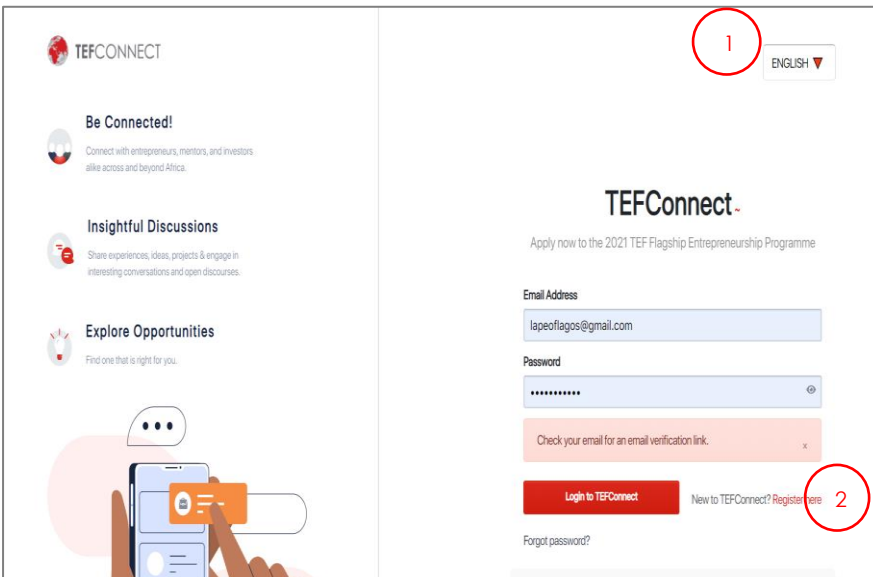


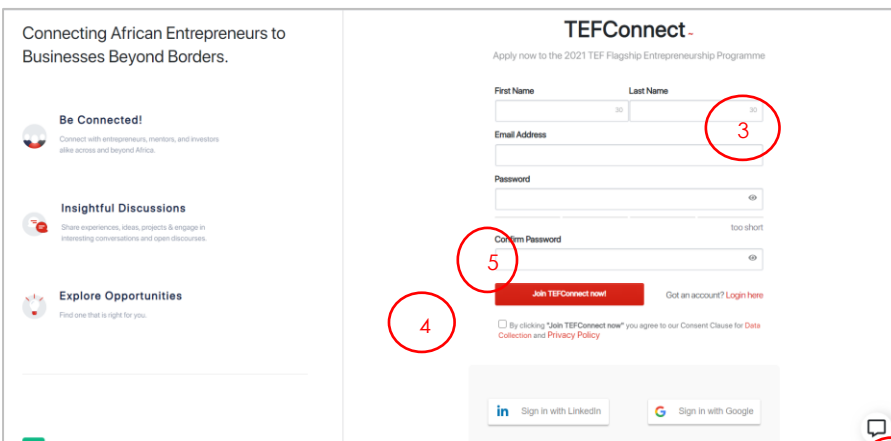
## 2021 TEF FLAGSHIP PROGRAMME- HOW TO REGISTER & APPLY GUIDE DOCUMENT

### 1. Platform Registration



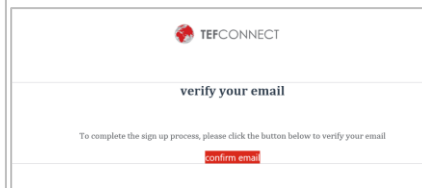
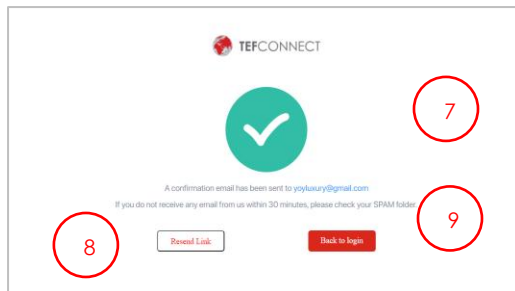
The screenshot shows the TEFConnect homepage. On the left, there are three sections: 'Be Connected!', 'Insightful Discussions', and 'Explore Opportunities'. On the right, there is a registration form. The form includes a language dropdown menu (circled 1) set to 'ENGLISH'. Below it, the TEFConnect logo and a heading 'Apply now to the 2021 TEF Flagship Entrepreneurship Programme'. The form fields are 'Email Address' (with 'lapeoflagos@gmail.com' entered) and 'Password' (with '\*\*\*\*\*' entered). Below the password field is a red button 'Check your email for an email verification link.' and a red button 'Login to TEFConnect'. To the right of the login button is a link 'New to TEFConnect? Register here' (circled 2). At the bottom, there is a link 'Forgot password?'.

1. Change to your preferred language option
2. Click on register here on the TEFConnect Platform



The screenshot shows the TEFConnect registration form. The form includes fields for 'First Name', 'Last Name', 'Email Address', 'Password', and 'Confirm Password'. The 'Email Address' field is circled 3. The 'Password' field is circled 4. The 'Confirm Password' field is circled 5. Below the password fields is a red button 'Join TEFConnect now!' and a link 'Got an account? Login here'. Below the login button is a checkbox 'By clicking "Join TEFConnect now" you agree to our Consent Clause for Data Collection and Privacy Policy'. At the bottom, there are two buttons: 'Sign in with LinkedIn' and 'Sign in with Google'. A small icon in the bottom right corner is circled 6.

3. Fill in your First Name, Surname, email address and select password.
4. Tick the box to accept Data & Privacy Policy.
5. Click on the Join TEFConnect button to continue.
6. You may click here to report any issues you may have on the platform.

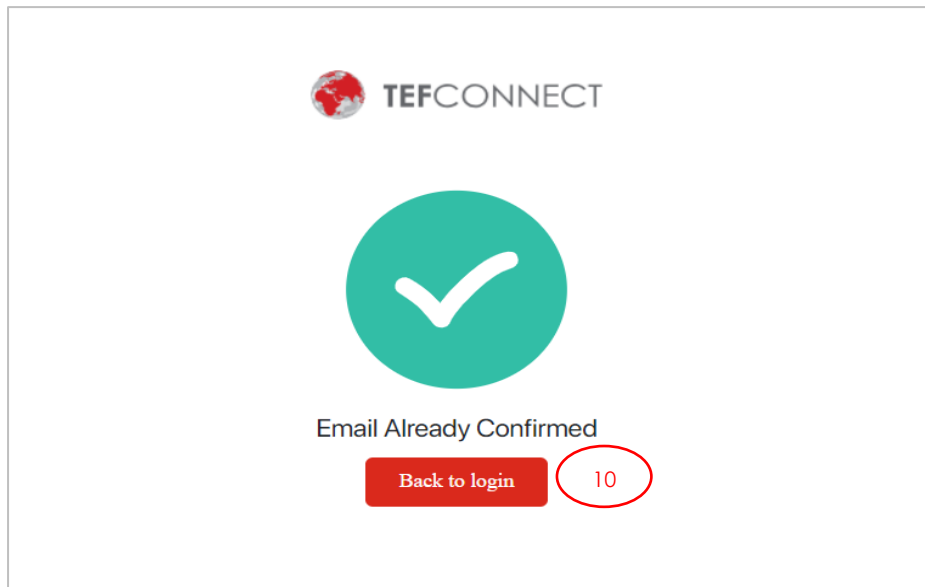


7. You will receive a notification to confirm your email.

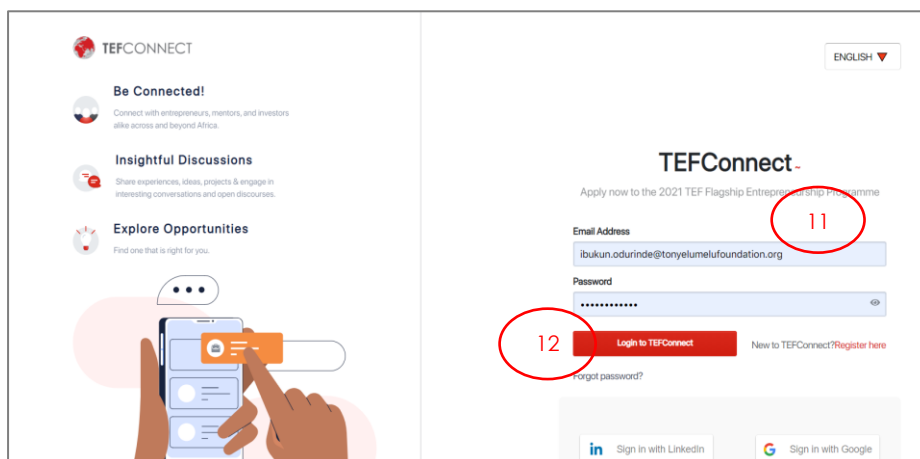
Check your provided email and click on the "Confirm Email" button.

8. You can also ask for the link to be resent

9. Click on Confirm Email button.



10. Once your email successfully confirmed, click on this button to sign into the platform.



11. Fill in your selected email address and password.

12. Click on the sign in to TEFConnect button

## Select your Profile

We have designed unique experiences for you

Partner/Investor

Entrepreneur

Mentor

Save & Continue

Step 1 of 3

13. Select Entrepreneur

14. Click on Save & Continue

## Welcome to your new profile!

This is what people see when they find you on TEFCConnect.  
Data shows that the more details you include, the more opportunities you will get. Follow the tips below to make your profile shine.

Upload Photo

**ojuolape Odurinde** Entrepreneur [Change](#)

**Bio - Required**

I am an entrepreneur and a business [add a video to make your bio shine](#)  
self in the beauty and wellness industry. I am hardworking, creative, innovative  
and passionate. 173 / 1000

**Select Role - Optional**

Founder and CEO

**Years of Experience**

1

**Gender - Required**

Female

**Marital Status**

Single

**Date of Birth - Required** **Phone - Required**

15. Fill the form with accurate information

16 Click on Save & Continue

Save & Continue

Step 2 of 3

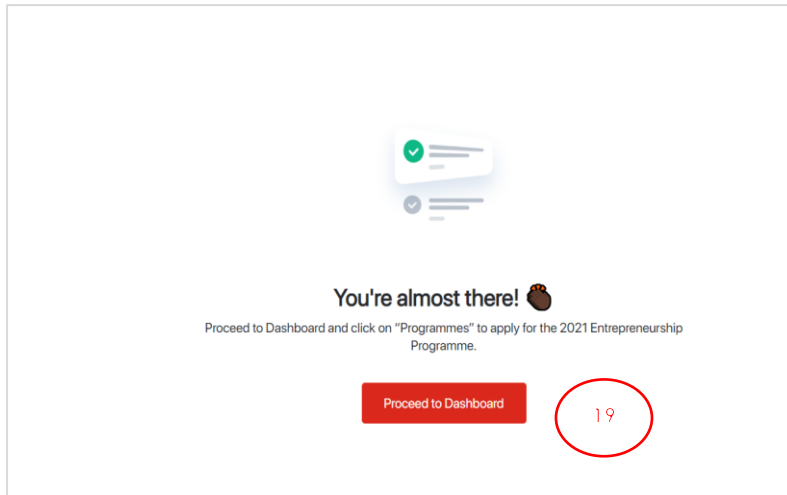
## Explore Topics by Categories

<p>Technology</p> <p>15561 Follower(s)</p> <p>Select</p>	<p>Ecommerce</p> <p>12898 Follower(s)</p> <p>Select</p>	<p>Investment</p> <p>15312 Follower(s)</p> <p>Select</p>	<p>Import &amp; Export</p> <p>10993 Follower(s)</p> <p>Select</p>
<p>Oil &amp; Gas</p> <p>3857 Follower(s)</p> <p>Select</p>	<p>Fashion</p> <p>7684 Follower(s)</p> <p>Select</p>	<p>Entertainment</p> <p>4439 Follower(s)</p> <p>Select</p>	<p>Logistics</p> <p>6018 Follower(s)</p> <p>Select</p>

17. Select Topics that you would like to follow on the platform.

This is not compulsory, and you can choose to Skip it Fill the form with accurate information

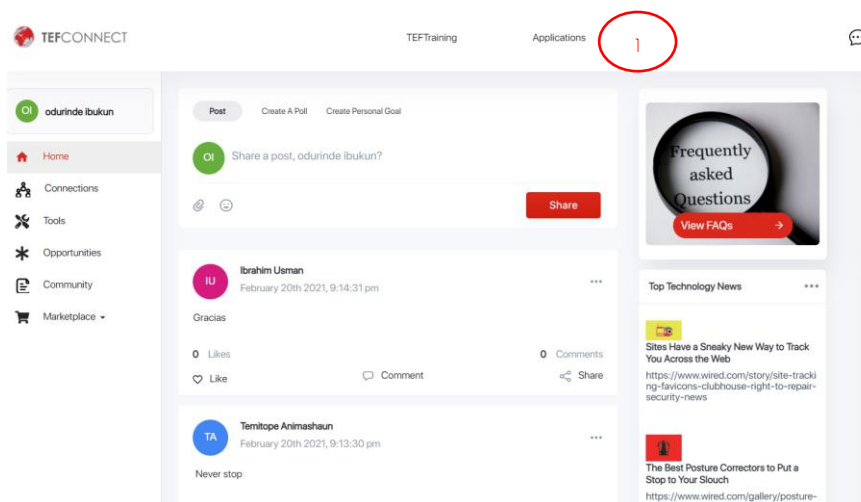
18 Click on Save & Continue.



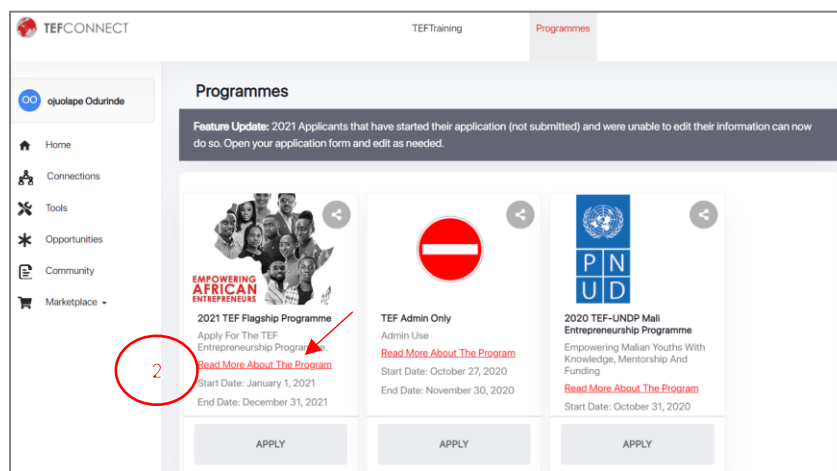
This concludes your registration on the Platform.

19 Click on Continue to Dashboard to Dashboard

## 2. THE TONY ELUMELU ENTREPRENEURSHIP PROGRAMME APPLICATION

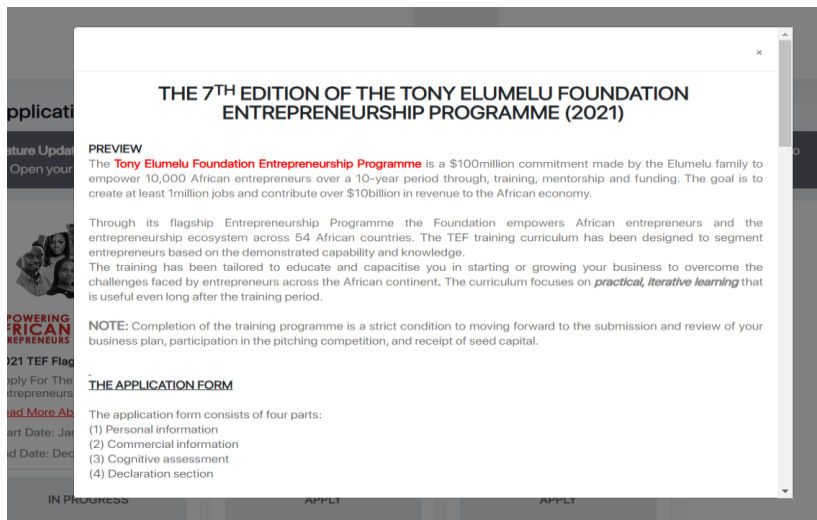


1. Click on **Applications**



2. Select the 2021 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"



### THE PITCHING PHASE

This is an opportunity to demonstrate your business knowledge and convince the judge about the feasibility of your business. At the pitching stage, entrepreneurs will pitch their ideas before a panel of judges. Only the successful candidates from the pitching competition will receive seed capital funding and access to the Alumni network to support their business ambitions.

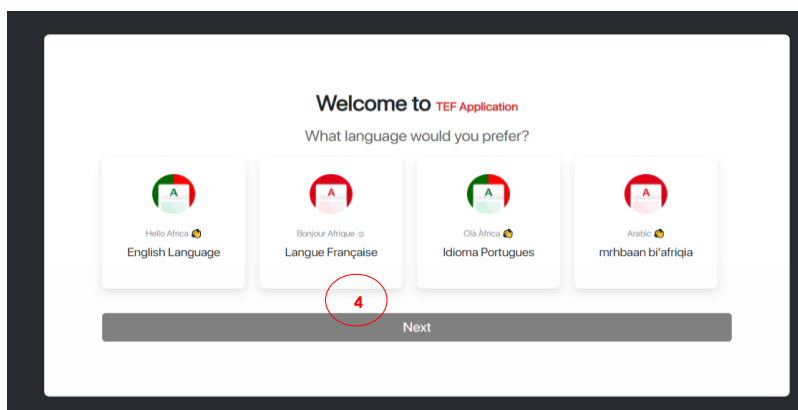
If you successfully completed all required training requirements and submitted a business plan, but was unsuccessful after the pitching competition, you will receive a training completion certificate and can reapply next year.

Please note that this phase is another key outcome of this training programme and all shortlisted entrepreneurs must go through this phase to be eligible for **SEED CAPITAL**.

### THE SEED CAPITAL PHASE

All entrepreneurs who have successfully completed all of the above steps will be required to open business accounts and seed capital will flow into these accounts created. An entrepreneur who is eligible to receive seed funding will be given a **CERTIFICATE OF COMPLETION AND ACHIEVEMENT** from the Foundation.

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



4. Select your preferred application language and click on **Next**

**TERMS & CONDITIONS FOR APPLYING AND PARTICIPATING IN THE TONY ELUMELU FOUNDATION ENTREPRENEURSHIP PROGRAMME**

**1. Definitions**

The following definitions shall apply unless the context otherwise requires:

**"African(s)"** means African citizens or nationals whether resident in Africa. This also includes legal residents of an African country with the right to work and do business in that country.

**"Applicant"** means an African that submits an Application for participation in the Programme;

**"Application"** means the online entry form for the Programme completed and submitted by an Applicant on TEFConnect;

**"Application Window"** means the period commencing from January 1 2021 to March 31<sup>st</sup> 2021 when Applications can be submitted;

**"Buffer List"** means the list of Programme Participants who have been scored/ranked closest to the Selected Entrepreneurs;

**"Business"** means an ongoing endeavour for profit carried on for no more than five (5) years as at the time of Application, whether registered as a company, sole proprietorship, partnership or other legal entity incorporated or registered in Africa and carrying on business and operating in Africa, with an African (or Africans together) owning directly/indirectly more than 50% of the voting or ownership rights in the same;

**"Business Bank Account"** means a bank account opened by Selected Entrepreneurs with the required bank in the country where the Business or Business Idea is carried out and operated for receipt of the Seed Capital;

**"Business Idea"** means a proposed business to be carried out and operated in Africa that is attributable to an Applicant and which is yet to be an ongoing endeavour;

**"Business Partner"** means any individual or entity with which an Applicant is doing or intends to carry on a Business or Business Idea, and in relation to a TEF Alumni, means any individual or entity with which the TEF

**5. Please read the terms & conditions and click to **Accept** or **Reject**.**

The Promoter assumes no responsibility for damages, losses or injuries that result from participation in this Programme or acceptance to be part of the Programme.

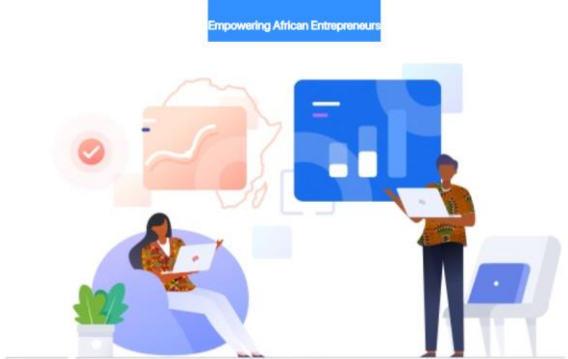
**12. General**

Internet access is required for the Application process.

The Promoter has the right and discretion to waive the application of any of these Terms & Conditions as it may deem fit.

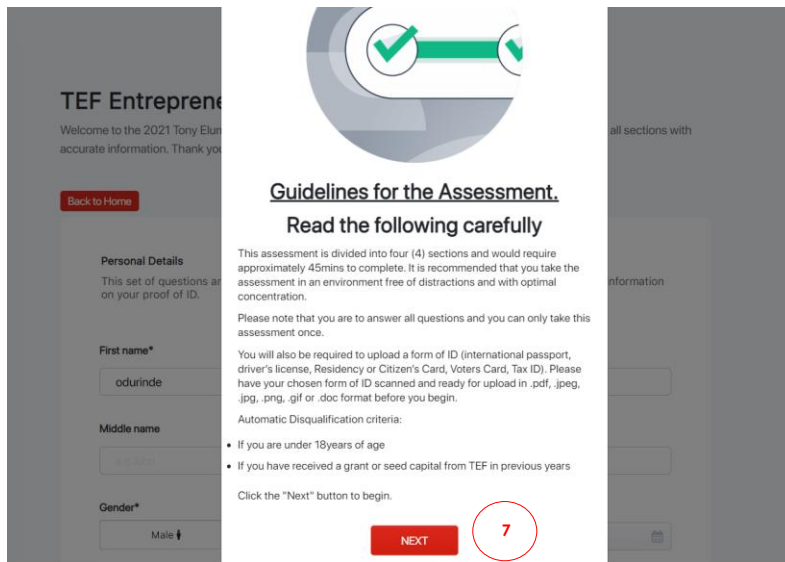
This Programme is governed by the laws of the Federal Republic of Nigeria and Applicants submit to the exclusive jurisdiction of the Nigerian Courts.

**Empowering African Entrepreneurs**



Looking to get funding? The TEF Foundation will help you reach new heights

**6. You may choose to take a quick tour by clicking on the "Next" button or click on "Skip tour" to go straight into the application form.**



**TEF Entrepreneurship Application**

Welcome to the 2021 Tony Elumelu Foundation Entrepreneurship Programme Application. Please complete all sections with accurate information. Thank you.

[Back to Home](#)

**Personal Details**

This set of questions are about you. Please ensure that the personal details you provide match the information on your proof of ID.

First name\*  
odurinde

Middle name  
e.g. John

Gender\*  
Male

**Guidelines for the Assessment.**  
**Read the following carefully**

This assessment is divided into four (4) sections and would require approximately 45mins to complete. It is recommended that you take the assessment in an environment free of distractions and with optimal concentration.

Please note that you are to answer all questions and you can only take this assessment once.

You will also be required to upload a form of ID (international passport, driver's license, Residency or Citizen's Card, Voters Card, Tax ID). Please have your chosen form of ID scanned and ready for upload in .pdf, .jpeg, .jpg, .png, .gif or .doc format before you begin.

Automatic Disqualification criteria:

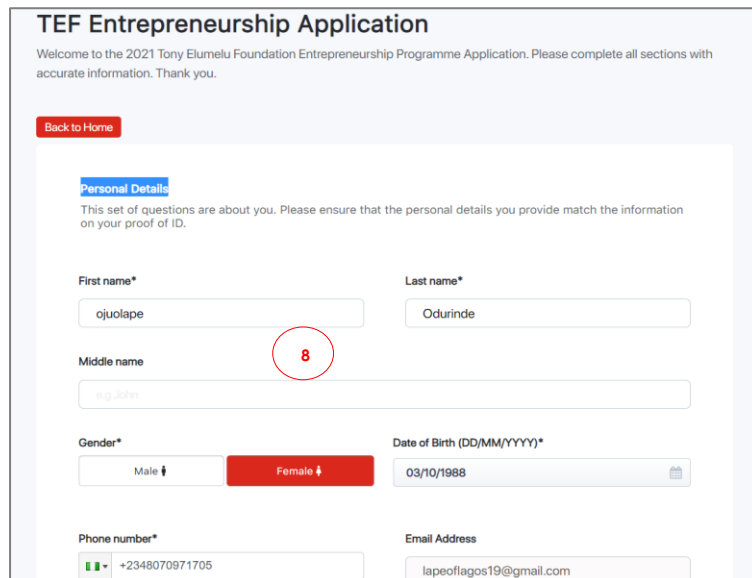
- If you are under 18 years of age
- If you have received a grant or seed capital from TEF in previous years

Click the "Next" button to begin.

[NEXT](#)

7

7. Please read application guide and click on **Continue**



**TEF Entrepreneurship Application**

Welcome to the 2021 Tony Elumelu Foundation Entrepreneurship Programme Application. Please complete all sections with accurate information. Thank you.

[Back to Home](#)

**Personal Details**

This set of questions are about you. Please ensure that the personal details you provide match the information on your proof of ID.

First name\*  
ojuolape

Last name\*  
Odurinde

Middle name  
e.g. John

Gender\*  
Male ☐ Female ☒

Date of Birth (DD/MM/YYYY)\*  
03/10/1988

Phone number\*  
+2348070971705

Email Address  
lapeoflagos19@gmail.com


8

8. Fill the application form with accurate details.

Note: Some information has been pre-filled with information provided during the platform registration

erson  
come to  
h accurat

Person  
In each of  
Please an



Please read the following carefully.

The next two (2) sections contain Personality questions, Financial and Business Acumen Questions.

This is a timed assessment. You have 45mins to complete both sections.

It is recommended that you take the assessment in an environment with stable internet connection, free of distractions and with optimal concentration.

Note: You can only take this assessment once after you click start and you cannot Save & Continue

Click the "Start" button to begin.

9

Start Save now and Continue Later Update bio and experience data

9. The next section is an assessment section. You will be required to answer some business-related and reasoning questions.

You cannot pause and continue later. It must be completed in one sitting.

Click on the **Start** button to continue

TEFCONNECT

TEF APPLICATION COUNTDOWN

38 13 53 48

1 Getting to know you  
Bio  
Idea & Experience

2 Know thyself  
Personality Test  
Cognitive Test

3 Declaration

LOGOUT

## Personality Test

Welcome to the 2021 Tony Elumelu Foundation Entrepreneurship Programme Application. Please complete all sections with accurate information. Thank you.

### Personality Rank-Order Task

In each of the following questions is a statement. You are to select the best option that describes your opinion of the statement. Please answer all questions honestly.

1 of 22

I am usually indifferent to change.

☐ Strongly Agree

☐ Strongly Disagree

☐ Disagree

☐ Neither Agree nor Disagree

☐ Agree

10

Next

10. This is the Personality Assessment section. This simply helps us know you a little better.

Answer all question as honestly as you can.



TEF APPLICATION COUNTDOWN

39 days 1 hour 45 minutes 38 seconds

- 1 Getting to know you
  - Bio
  - Idea & Experience
- 2 Know thyself
  - Personality Test
  - Cognitive Test
- 3 Declaration

LOGOUT

## Cognitive Test

Welcome to the 2021 Tony Elumelu Foundation Entrepreneurship Programme Application. Please complete all sections with accurate information. Thank you.

### MultiChoice Questions

This section contains some business and financial questions. You are to choose the most correct answer.

00:39:48 (1 of 20)

Having a structured business would lead to the following except

- ☐ Happier working environment
- ☐ System failure
- ☐ Lasting processes
- ☐ Growing the business

Next

**11.** This is the Cognitive test assessment. It tests your business knowledge and reasoning skills.

Answer all question as correctly as you can.

TEF APPLICATION COUNTDOWN

39 days 1 hour 30 minutes 54 seconds

- 1 Getting to know you
  - Bio
  - Idea & Experience
- 2 Know thyself
  - Personality Test
  - Cognitive Test
- 3 Declaration

LOGOUT

## Cognitive Test

Great work! 😊

Your application is 90% complete

Continue

**12.** Once you complete the Cognitive test

Click on **Continue**

TEF APPLICATION COUNTDOWN

39 days 1 hour 27 minutes 55 seconds

- 1 Getting to know you
  - Bio
  - Idea & Experience
- 2 Know thyself
  - Personality Test
  - Cognitive Test
- 3 Declaration

LOGOUT

## Declaration

Welcome to the 2021 Tony Elumelu Foundation Entrepreneurship Programme Application. Please complete all sections with accurate information. Thank you.

[Back to Home](#) [Preview Bio and Experience Info](#)

The next set of questions are declaration statements. Please answer with Yes or No

Have you applied for the TEFConnect Programme previously?

If yes, which year(s)?

Select

Have you received seed capital from the TEFConnect Programme in previous cycles?

If yes, which year(s)?

Select

13

**TEFCONNECT**

**No**

Are you in business with any TEF staff or staff of any TEF affiliated company (TEF affiliated companies Meaning: includes any company in the Heirs Holdings investment portfolio)?

**Yes**

**No**

Are you a current or previous staff of any TEF affiliated company?

**Yes**

**No**

Preview Bio and Experience info

**submit application**

**14**

**13.** Last section is a declarations section.

Answer as honestly

**14.** After answering the questions, click on **submit application**

**TEFCONNECT**

TEF APPLICATION COUNTDOWN

39 days 1 hour 19 minutes 56 seconds

**1** Getting to know you

Bio

Idea & Experience

**2** Know thyself

Personality Test

Cognitive Test

**3** Declaration

**Dear odurinde,**

You have successfully completed the application assessment. Based on your responses, you are in the Disruptor Category of the TEF 2021 Program. This means that you are eligible to go on to the Advanced training segment. Our team would contact you any time after the 31st of March 2021 with details about the training and next steps.

Please be advised that this training does not mean you will receive seed capital as there will be further criteria to qualify for this.

Good Luck as you progress to the next stage.

Welcome on board the TEF Entrepreneurship Program!

**Continue**

**15**

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

**16.** Same message will also be sent to your email box

## Application Completion

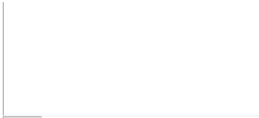


info@tefconnect.net  
To Ibukun Odurinde

16



Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.



Dear odurinde,  
You have successfully completed the application assessment.

Based on your responses, you are in the **disruptors** category of the TEF 2021 Program.  
This means that you are eligible to go on to the training segment for disruptors.

Our team would contact you any time after the **31st of March 2021** with details about the training and next steps.

Please be advised that this training does not mean you will receive seed capital as there will be further criteria to qualify for this.

Good Luck as you progress to the next stage.  
Welcome on board the TEF Entrepreneurship Program!

**The Tony Elumelu Foundation**

## THE END