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

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**

<table>
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<th>Metric</th>
<th>Description</th>
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<tr>
<td><strong>1.5 million</strong></td>
<td>Trained entrepreneurs</td>
</tr>
<tr>
<td><strong>$100 million+</strong></td>
<td>Disbursed Seed Capital</td>
</tr>
<tr>
<td><strong>$2.3 Billion</strong></td>
<td>Generated in revenue by TEF funded businesses since 2015</td>
</tr>
<tr>
<td><strong>20,000</strong></td>
<td>Beneficiaries across 54 African countries</td>
</tr>
<tr>
<td><strong>400,000+</strong></td>
<td>Jobs created with 58% created by female owned businesses.</td>
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<tr>
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<td>TEF beneficiaries’ annual profits were on average over <strong>22X</strong></td>
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<td>the average annual income per capita in their corresponding countries</td>
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**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.
- **44% to 52%** women employment rate has increased from.
- **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

- **74%** contribution to SDG 8: Decent work and Economic Growth
- **76%** contribution to SDG 2: Quality Education
- **16,400** youth between ages 18 and 36 supported in Africa
Showcasing TEF’s Contributions To

**Gender mainstreaming:**
40% women supported

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

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

**Green entrepreneurship:**
500+ green entrepreneurs

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

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

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

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

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

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

**Sustainable collaborations:**
36 partners

**Business growth and expansion:**
77% advanced in business stage
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 biogas digester 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
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
The Coalition
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**

1. **01** To provide between $100m and up to $500m in funding to support female African entrepreneurs through partnerships and collaborations.

2. **02** Empower a generation of innovative entrepreneurs

3. **03** Champion for African entrepreneurs

4. **04** Create an alliance for entrepreneurship partnerships

   Bring together relevant partners across key sectors to support the training and funding of entrepreneurs.
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.

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.

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**

**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

Pillar 1
- Bespoke Training
- Mentorship & Coaching
- Access to Funding
- Alumni Networking
- Advocacy
- Monitoring and Evaluation

Pillar 2
- Market and supply chain linkages
- Business Advisory and Support
- Trade linkages

Pillar 3
- Blended Finance
- Second stage seed capital

Coalition Pillar 1

Access to Finance
provide an option for organizations to pipeline all entrepreneurship funding through the Foundation

Training & Mentorship
custom training programme to teach female entrepreneurs business management fundamentals

Advocacy
engage stakeholders to leverage the Foundation’s platform as an advocate for entrepreneurship

Alumni Networking
offer access to data on entrepreneurs across Africa; opportunities for second stage funding, access to market, etc.

TEFConnect
digital ecosystem with the capacity to connect female entrepreneurs and provide marketing opportunities for goods and services
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.

**Why Join The Coalition?**
Expected Outcome Of The Partnership

Mentor and Grow MSMEs to enable transitioning into investible SMEs that will access larger ticket funding ($5million+) from the ecosystem to catalyze economic growth and job creation.

Digital & Financial Inclusivity for African Entrepreneurs with TA and training to upskill and equip them to maximize impact as regards Climate Action and the realization of the SDGs.

A More Suitable Ecosystem for the sustainable development of more entrepreneurs and increase the contribution of MSMEs to socio-economic growth in Africa.

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!
CONTACT

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