Introduction

The Catalyst For Entrepreneurship Growth In Africa: The Journey So Far

A Story of Demonstrable Impact

The Coalition For African Entrepreneurs

Call To Action
WHY AFRICA?  
WHY ENTREPRENEURSHIP?  
WHY NOW?

Africa is the continent with the youngest population worldwide. Around 70% of the population is aged 30 years and younger. By 2050, 30% of the world’s population will live in Africa. Yet, unemployment remains a fundamental issue to be tackled threatening peace and security in the region, with spill over effects globally.

Micro Small and Medium Enterprises (MSMEs) constitute nearly 90% of businesses and generate 80% of jobs and 50% of GDP in Africa.

Over the past decade, Africa has been the world’s second-fastest-growing continental economy, after Asia.

The full power of Africa’s entrepreneurship capacity has not been unlocked for many individuals, and small businesses – predominantly among women, youth, rural, and other low-income communities in Africa.

Africa’s digital economy is estimated at US$115 billion today and is expected to grow six-fold to US$712 billion by 2050.

Yet, unlike in other regions, African MSMEs are mostly ‘non digital’ and historically have insufficient access to capital, training, and other tools needed to launch, grow, and scale their business.
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 Tony Elumelu Foundation (TEF) is the leading philanthropy empowering young African entrepreneurs from all 54 African countries, to ensure job creation, poverty alleviation and inclusive economic empowerment for young African entrepreneurs.

• In 2015, the Foundation made a ten-year commitment of US$100 million to identify, train, mentor, and fund young entrepreneurs across the continent through its flagship TEF Entrepreneurship Programme.

• A robust monitoring and evaluation (M&E) methodology and focus on gender inclusion and sustainability have enabled TEF to enter innovative partnerships with the European Commission, United Nations Development Programme (UNDP), the International Committee of the Red Cross (ICRC), Google, IKEA Foundation, UNICEF, and others.

Scale

• We reach all 54 African countries.

• Over 1,000,000 applications from aspiring young African entrepreneurs since inception in 2015.

• Digital reach of over 1.5 million young people.

• Strong focus on gender inclusion and sustainability.

• Innovative partnerships and programmes with BADEA, UNDP, Sightsavers and others for fragile states and vulnerable demographics.
Tool Kit

- Reputational credibility
- Digital infrastructure
- Bespoke curriculum
- Monitoring & Evaluation
- Governance

- Annual Reports
- Impact Reports

Policy And Advocacy

- TEF engages in extensive public sector collaboration and advocacy to foster a conducive and enabling environment for young entrepreneurs across all 54 African countries, which is critical to success.

Seed Funding

- The Foundation has disbursed US$100 million in seed capital to 20,000 young entrepreneurs from across all 54 African countries, who have now collectively created over 400,000 jobs and generated over US$2.3 billion in revenue across Africa.

Training And Capacity Building

- To date, 1.5 million young Africans have accessed business management training and bespoke curriculum on digitalisation, green, and gender on the Foundation’s digital proprietary platform, TEFConnect.

Monitoring, Evaluation, Research, Learning And Adapting

- TEF retains a robust MERLA system with an evidence-based mechanism across Africa that ensures an adequately informed intervention with an accountability framework for tracking, effective reporting, extensive research engagement and adaptive learning.
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 over 20,000 African entrepreneurs till date.
In 2021, the European Union and the Tony Elumelu Foundation (TEF) joined forces to support 2500 African women entrepreneurs, directly addressing some of the most endemic challenges to African women – skills and capacity gaps, financial constraints and lack of access to mentoring, networks and market linkages. This partnership has supported women entrepreneurs across Africa through increased access to finance and venture capital investment with a contribution of €20 million. In 2024, the Foundation renewed its partnership with the EU to fund an additional 1800 women across 8 countries with a focus on green entrepreneurship and the creation of green jobs.

“In this partnership with the Tony Elumelu Foundation will help women participate in economic development, realise their full potential, and accelerate economic inclusion. Empowering women entrepreneurs is a key driver for sustainable jobs and growth, in line with the objectives of our EU-Africa Strategy. Women and girls represent half of the world’s population, and they deserve equal opportunities”.

- Jutta Urpilainen, Commissioner for International Partnerships, European Union

The United Nations Development Programme (UNDP) and the Tony Elumelu Foundation (TEF) have partnered to harness the entrepreneurial, creative and innovative spirit of Africa’s youth especially those in vulnerable and under-served communities, through quality business training, mentoring, access to key networks and markets, and funding opportunities for promising start-ups, to generate productive businesses and opportunities. Since 2018, UNDP and TEF have jointly empowered and funded over 5,000 entrepreneurs across Africa, and in particular, in the Sahel region, who have gone on to create over 50,000 jobs, creating economic hope and opportunity for sustainable livelihoods across Africa.

“We are proud to cooperate with the Tony Elumelu Foundation to empower 100,000 young entrepreneurs across the continent over 10 years through training, mentorship, and financial support. Such support is helping to ensure that young people are equipped with the skills they need for the jobs of today while anticipating the future of work that will be characterized by the increasing use of digital technologies and innovation. Crucially, such efforts recognize that young Africans -- who are expected to constitute 42% of global youth by 2030 -- hold the key to unlocking game-changing progress on the Sustainable Development Goals both in Africa and across the world.”

- Achim Steiner, Administrator, UNDP
Tony Elumelu Foundation, UNICEF Generation Unlimited, & IKEA Foundation – Green Focus

The Tony Elumelu Foundation, UNICEF’s Generation Unlimited (GenU), and IKEA Foundation entered a strategic partnership in 2023 to launch a pioneering Green Entrepreneurship Programme called BeGreen Africa which is designed to provide young African entrepreneurs with the training, mentoring, and funding needed to develop innovative solutions for Africa’s sustainable future. Through a series of workshops, mentorship programmes, and funding opportunities, participants of the Programme will be empowered to create green businesses that address pressing environmental issues. In a world where environmental challenges are becoming increasingly urgent, we have joined forces to create a dynamic initiative that will provide sustainable job opportunities for the next generation of African entrepreneurs.

“Together with the Tony Elumelu Foundation and Generation Unlimited, we’re proud to launch the #BeGreenAfrica Programme. This initiative is aimed at empowering young African entrepreneurs to develop solutions to the triple planetary crisis of climate change, biodiversity loss, and resource scarcity and create jobs that will positively impact the planet.”

- Jessica Anderen, CEO, IKEA Foundation
# Our Story of Demonstrable Impact

## MAXIMIZED IMPACT

<table>
<thead>
<tr>
<th>Metric</th>
<th>Number</th>
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<tbody>
<tr>
<td>1.5million trained entrepreneurs</td>
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<tr>
<td>US$100million+ Disbursed Seed Capital</td>
<td></td>
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<td>US$2.3billion generated in revenue</td>
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<td>20,000 beneficiaries across 54 African countries</td>
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<td>400,000+ Jobs created with 58% created by female owned businesses</td>
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<td>TEF beneficiaries’ annual profits were on average</td>
<td>over 22X</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
- **Women employment rate has increased from 44% to 52%**
  - The programme 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 Programme
- **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

**Decent Work and Economic Growth**

- **74%** contribution to SDG 8: Decent work and Economic Growth

**Zero Hunger**

- **76%** contribution to SDG 2: Zero Hunger

**Youth between ages 18 and 36 supported in Africa**

- **16,400**
Showcasing TEF’s Contributions To Sustainable Development Goals

5 Gender Equality
- Gender mainstreaming: 40% women supported

11 Sustainable Cities and Communities
- Community support: 58% supporting their communities

2 Zero Hunger
- Food security & agriculture: 4,375 funded in Agri-business

16 Peace, Justice and Strong Institutions
- Fragile context: 11,000+ funded in fragile regions

1 No Poverty
- Revenue generation: USD$2.3 billion+ revenue generated

3 Good Health and Well-Being
- Contribution to livelihood: 76% providing sole income for a family

13 Climate Action
- Green entrepreneurship: 500+ green entrepreneurs

17 Partnerships for the Goals
- Sustainable collaborations: 36 partners

8 Decent Work and Economic Growth
- Access to finance: 20,000 funded

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

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

- Contribution to livelihood: 76% providing sole income for a family
The knowledge that 74% of Africa’s population does not use clean energy for cooking exposes the population to dangers such as respiratory illness and climate change. Wanting to exercise the initiative to increase the uptake of clean cooking technologies and bring social change to households in Sub-Saharan Africa, Mildred Ondusi decided to become an entrepreneur.

For Mildred Ondusi, the TEF programme’s seed funding helped in acquiring digital equipment and paying salaries. The business management training received helped to change the direction of the business.

“The TEF programme was all-inclusive regarding supporting ventures like mine. I appreciated the training content, from the business management training to the generation of a business plan and most importantly the seed funding which helped us in acquiring digital tools and paying salaries that time.”

She currently has 4 full-time and 2 part-time employees and can generate a monthly revenue of US$1250. Furthermore, she has created a strong network with over 50 entrepreneurs in Africa. She has ensured people in communities get involved in saving towards acquiring clean energy for use while cooking in their homes, thus improving their cooking experiences. They have been known for their success in the programme with other acceleration programmes such as the Women Entrepreneurship for Africa (WE4A) programme. She has benefited from more business skills, networking, partnerships, and funding.

Blandine Umuziranenge
Kosmotive | Rwanda | 2017 Beneficiary

Providing young girls in Rwanda with affordable sanitary products.

Blandine Umuziranenge is the Founder and Chief Executive Officer of Kosmotive, a social enterprise that focuses on improving reproductive, maternal, and child health in Rwanda and throughout Africa. Blandine created the KosmoPad, an eco-friendly and low-cost sanitary pad, that has been supplied to over 54,000 girls to help them continue their education while menstruating. In addition, she has created around 25 jobs in Kosmotive’s manufacturing plant for underprivileged women. Blandine was named one of the Top 50 African Business Heroes in 2021, and a finalist in the We Empower United Nations Social Development Goals Challenge in 2022.

Blandine believes that as girls and women break the silence about menstruation and benefit financially from making and selling pads, they will see their periods as a source of pride and power. Aligning with UN SDG 3: Good Health and Well-being, UN SDG 8: Decent Work and Economic Growth, UN SDG 12: Responsible Consumption and Production, Kosmotive’s goals “include the provision of access to menstrual, maternal and child health information and products.” Kosmotive offers more resources to those who do not have access to healthcare through their Cosmos Magazine, KosmoHealth App and Helpline.
Babajide Ipaye
KEEXS | Nigeria | 2016 Beneficiary

Creation of an African sneaker brand - the first innovative and social footwear brand in Africa.

Babajide Ipaye, the Founder and CEO of KEEXS, represents the transformative power of the foundation’s support in nurturing African footwear brands and empowering them to thrive in a competitive global market. Initially driven by his personal challenge of finding stylish shoes in his size, Babajide embarked on a journey to create his own footwear. After acquiring the necessary skills in shoe design and manufacturing from a school in the Netherlands, Babajide realized the challenge of producing shoes to his desired standard at an affordable cost. However, he saw an opportunity to not only address his own needs but also fill a gap in the market. Inspired by the lack of African sneaker brands, he founded KEEXS, the first innovative and social footwear brand in Africa.

The Foundation’s support helped Babajide launch Keexs through Kickstarter, a platform where they successfully raised US$20,000 in just 40 days from preorders worldwide. This initial boost enabled KEEXS to establish a strong presence and compete with global shoe manufacturers. Babajide’s story exemplifies how the foundation’s assistance has fostered the growth of African footwear brands. By providing funding, mentorship, and a network of like-minded entrepreneurs, the foundation has empowered African entrepreneurs like Babajide to pursue their dreams and make their mark in the industry. Today, KEEXS stands as a testament to the foundation’s commitment to nurturing and showcasing African talent in the global market.

Coumba Diakite
BY'RECYCL | Mali | 2019 Beneficiary

Offering water treatment systems to institutions and individuals to help them access safe drinking water.

Coumba Diakite is the founder of the company BY'RECYCL, which aims to put an end to the waste thrown in the streets of Mali. The company produces furniture and decorative objects made from used tires. BY'RECYCL is a social enterprise created in 2018 to fight against the enormous pollution caused by waste thrown out in the open.

It recycles used tires into furniture, children’s toys, decorative objects, as well as plastic bags into baskets, decorative baskets and shopping bags. Through these activities, BY'RECYCL is raising awareness about the consequences of human behaviour on the environment. In the long term the company wants to become a big player in the waste management industry and make West Africa an ecological pillar worldwide. In the city of Bamako, every day nearly 30,000 cubic metres of household waste is thrown away and less than a fifth of this is recycled. To contribute to the reduction of pollution caused by this waste thrown through incineration, Diakite has created the company BY'RECYCL. The company recycles used tyres into furniture, decorative objects and other products.
Impact Stories

Maher Oudira
Green ALAFCO | Tunisia | 2018 Beneficiary

End-to-end livestock chain.

Maher Oudira is the CEO of Green ALAFCO; a recycling company that recycles and exports aluminium cans to international buyers. Currently, his company has been able to rid the streets of Tunisia of over 1,000 tons of cans with the hope of reaching 4,000 tons in the next few years. His goal is to make Tunisia the African hub for recycling.

Green ALAFCO is a Tunisian recycling company of aluminium used beverage Cans (UBC) through the integration of the informal sector of waste pickers and by using a new technological innovation of smart recycling containers developed by their team.

The mission of Green ALAFCO is to make Tunisia an African hub for circular economy activities by optimizing the recycling closed loop process from door-to-door collection to producing finished products from UBC and by replicating this across the African continent.

Lumbie Mlambo
JB Dondolo | Zimbabwe | 2021 Beneficiary

Social intervention program to provide access to clean water in rural communities.

Access to safe water and sanitation remains a significant issue in Zimbabwe, mainly in rural areas. 67% of people living in rural Zimbabwe do not have access to safe drinking water due to severe drought or floods (CARE), while only about 35% of Zimbabwe’s population has access to improved sanitation (UNICEF). Women and girls bear the responsibility of collecting water, walking an average of about 3.7 miles per day (USAID). In Zimbabwe, however, it’s been recorded that women and girls walk up to 18 miles a day, leaving no time to advance their lives.

Lumbie Mlambo was determined to solve the lack of access to clean water in underserved and impoverished rural communities in Zimbabwe by intentionally placing solar, borehole water systems within the communities to benefit women and girls so they did not spend hours walking to collect water. In response to this problem, JB Dondolo provides access to clean water, sanitation, and hygiene in underserved communities to reduce poverty and promote gender equity. This solution has relieved them of the stress of traveling to access water, especially women, since they no longer need to walk up to 18 miles to fetch water. Availability of clean water means good health for everyone, especially mothers and new-born babies. These changes mean girls have more time to go to school. As a result, there have been various requests for similar water systems as preferred solutions.

“I really appreciated the TEF training sessions delivered via YouTube throughout the programme. I was able to watch these at my own time as they were always available online. Also, I learned to create a powerful business plan summary which I later used to create a winning pitch. I appreciated the free coaching provided by TEF coaches who spent a lot of time with each entrepreneur.”

Since receiving the US$5,000 grant, Lumbie has empowered over 8,000 people in the global community through the solarization of boreholes for irrigation and farming in Matobo hills. This has enabled farmers to cultivate crops for consumption and for sale in the markets. Lumbie has also committed 5% of the earnings from sales to her organization, JB Dondolo through a “Pay-it-forward” programme so that the model can be replicated and expanded to other communities.
The Coalition

THE COALITION’S PILLARS

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

Training & Mentorship
Custom training programme to teach 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 entrepreneurs and provide marketing opportunities for goods and services.
Coalition Objectives

In 2015, the Tony Elumelu Foundation committed US$100million to launch its flagship Entrepreneurship Programme to fund 10,000 young African entrepreneurs annually for 10 years. To date, with its partners, the Foundation has funded over 20,000 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 US$100-500million 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 jobs by 2035.

Coalition Objectives:
To empower up to 100,000 young African entrepreneurs by 2035

1. To Mobilize Funding for African Entrepreneurs
   To provide between US$100million and up to US$500million in funding to support African entrepreneurs through partnerships and collaborations.

2. Empower a generation of innovative entrepreneurs
   To create a generation of innovative, climate smart, tech enabled, digitally included and financially empowered value creators on the continent.

3. Champion for African entrepreneurs
   To become the leading philanthropy supporting entrepreneurs with funding and additional business support.

4. 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.

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

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 entrepreneurs in the tech sector will receive financial grants and mentorship to scale.

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

Green Economy
Empowering young entrepreneurs in the green economy with grants to develop alternative climate smart options to enable smart and clean power growth in the continent.
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 youth entrepreneurs, 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 entrepreneurs across all 54 African countries while leveraging the Foundation’s reach and convening power to continue providing sustainable development solutions for young Africans.

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 an African entrepreneur, and customized support for success.
EXPECTED OUTCOME OF THE PARTNERSHIP

Mentor and Grow MSMEs to enable transitioning into investible SMEs that will access larger ticket funding (US$5million+) from the ecosystem to catalyse 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 created by 100,000 SMEs in 10 years.

Drive revenue above 100% in the first critical start-up years and up to 400% by the third year.

Increase business success rate by 20% in the initial critical start-up years while reducing attrition and maintaining steady growth and investment readiness.
With over 1 million applications received from aspiring young African entrepreneurs on our digital platform, TEFConnect, since the launch of our flagship Entrepreneurship Programme in 2015, it is clear that the demand for support far outweighs the supply.

Over the last 10 years, we have monitored and evaluated the impact of over 20,000 entrepreneurs who each received US$5,000 in seed capital funding, and have gone on to create 400,000 jobs in 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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