

TEFCIRCLE | AUGUST 2024 EDITION





Dell's Day 1 DO N

elebotino International Youth Month!

AUGUST 2024 INSIDE THIS EDITION

03

04

Editor's note

TEF Alumni Spotlight

Nora Chaynane is bridging the gap between traditional education and real-world skills in Morocco through Shine Space.

TEF Alumni Spotlight How Haythem Dabbabi's Robots Are Helping Young African Girls in Tunisia get into STEM.

TEF Alumni Spotlight

Shadi Sabeh Is Revolutionising Education, Breaking Stereotypes, And Building Futures.

12

Mentor Spotlight Franklin Taira Daliwa

14

17



Partner Spotlight

Aquka Ideation Programme

TEF Squad Corner-

TEF Research & Impact

Spotlighting Chidinma Nwaukwa Communication Executive at **Tony Elumelu Foundation**



The Tony Elumelu Foundation has produced a television commercial to share the story of it's impact across the 54 African countries.

The TV Commercial is airing across Africa, the Middle East, Europe, and the America for the next 12 weeks on Arise TV, AI Jazeera, Canal+, CNN, and DSTv.



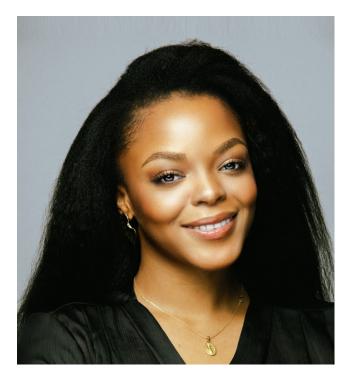
Editor's Note

In this August edition, we proudly celebrate International Youth Month by highlighting the powerful stories of youth empowerment, innovation, and leadership across Africa. We have curated an inspiring collection of articles showcasing three alumni of the Tony Elumelu Foundation who are making incredible strides in their communities, transforming lives through their entrepreneurial ventures.

This edition also features a special spotlight on one of our dedicated mentors, who is passionate about guiding the next generation of African entrepreneurs. Their unwavering commitment to nurturing young talent embodies the spirit of mentorship that is integral to the work we do at the Tony Elumelu Foundation.

We also take a closer look at a remarkable partner initiative that is equipping Rwandan youth aged 18 to 30 with specialised, greenfocused training, mentorship, access to vital networks, and seed capital funding. This initiative called Aguka Ideation Entrepreneurship Programme is powered by the Tony Elumelu Foundation, the United Nations Development Programme, the Rwandan Ministry of Youth and Arts, and the European Union, and demonstrates the power of collaboration in creating sustainable, long-term change for young people.

Additionally, one of our very own TEF colleagues shares her inspiring story of joining the Foundation at a young age and making an extraordinary impact through her work with youth. Her journey highlights the potential of young leaders to create meaningful change within their organisations and beyond.



Finally, we are excited to introduce a new content pillar to our newsletter: TEF Research and Impact. This new section will feature newly published research reports that offer deeper insights into the work we're doing across the continent. These reports are produced in collaboration with reputable organisations and serve as a testament to the measurable impact of our initiatives.

This month's edition is a testament to the incredible contributions of young people across Africa. They are not just the future of our continent but the driving force behind today's solutions. We hope these stories inspire you to continue supporting the youth who are shaping a brighter, more prosperous Africa.

Enjoy the stories of Africa's bold and brilliant young changemakers!

Warm Regards, Moyo Awotile Editor-In-Chief, TEFCircle

TEF Alumni Spotlight

Nora Chaynane is bridging the gap between traditional education and real-world skills in Morocco through Shine Space.



My name is Nora Chaynane, and I am the founder and CEO Shine Space. My journey b e g a n I i k e m a n y o t h e r s i n Morocco—uncertain of the future and unsure of what path to follow. As a young student, I faced the pressure of choosing a career without much guidance, just like so many students in our country. And that's why I created Shine Space. I wanted to ensure that students have the support and tools they need to make informed choices about their futures, rather than being pushed into professions that don't resonate with who they are.

Shine Space started as a vision to bridge the gap between traditional education and real-world skills.

Our education system is full of potential, but too often it lacks the personal development tools that young people need to thrive—skills like communication, time management, and self-awareness. From the very beginning, I was passionate about creating a socioeducational enterprise that didn't just teach technical knowledge but also prepared students for the challenges of the professional world.

My Story, My Drive

I remember being 19, running my first company from my university dorm. That experience taught me that while determination is key, having a clear sense of direction and purpose is equally important. Many students, especially in Morocco, struggle because they aren't given the space or guidance to explore their strengths, passions, and career interests. It's why I felt so driven to launch Shine Space.

How Shine Space Empowers Students

Through Shine Space, we provide both offline and online programs aimed at equipping students with essential life skills. Our offline programs are highly interactive and focus on experimental learning. Students engage in workshops that help them develop their technical, communication, and personal skills—areas that often get overlooked in school. But Shine Space is more than just a workshop provider; we offer students a support system, mentorship, and a community that believes in their potential. When the COVID-19 pandemic hit, we adapted by offering online workshops, ensuring that students could still access learning opportunities. The pandemic highlighted how critical it is for students to be resilient and flexible, qualities that Shine Space emphasizes in our programs. I also had the opportunity to work with small health centers and the Ministry of Health to raise awareness about the social impacts of COVID-19, which was another way I felt I could contribute to my community during a difficult time.

Launching Glisa bla VISA

Another exciting chapter in our journey has been the development of Glisa bla VISA, Morocco's first interactive platform designed to improve students' foreign language skills through engaging conversations. The idea came from seeing how critical language proficiency is for students' professional success. With Glisa bla VISA, we're helping students not only learn new languages but also practice and refine their communication skills, building their confidence for the global stage.

Our Impact

Shine Space has grown beyond what I ever imagined, and it's all thanks to the training, mentoring and funding that we received from the TEF Entrepreneurship Programme. During the COVID-19 pandemic, we hosted over 20 workshops since the pandemic began, reaching more than 2,500 participants. Through our in-person mentorship programmes, we've supported around 100 students, giving them personalised guidance and helping them chart their career paths. We've even been recognised with awards like the Social Impact Prize at the National Entrepreneurship Competition in Kenitra and gained visibility through programs like the American Student Leaders Programme.



But our journey is far from over. There are still so many students out there who need support and encouragement. Shine Space is a lifelong project for me because I believe in the potential of every young person to shine, to find their purpose, and to create a future that aligns with who they are at their core.

This is my story—one of resilience, determination, and an unwavering belief in the power of education and mentorship to change lives. Through Shine Space, I hope to continue empowering the next generation of Moroccan youth to discover their paths and thrive in whatever they choose to do.

TEF Alumni Spotlight

How Haythem Dabbabi's Robots Are Helping Young African Girls in Tunisia get into STEM.



It has been predicted that by the next decade, more than 50% of all jobs around the world will be STEM-based (Science, Technology, Engineering and Mathematics). Newsflash: It's already happening!

Meet 2019 Tunisian Tony Elumelu Entrepreneur, Haythem Dabbabi, who is helping young children and adults become more familiar with STEM, robotics and software programming using fun non-traditional approaches.

What changes have been made since the start of EvoCraft?

It was a huge change for us going through the Tony Elumelu Foundation Entrepreneurship Programme. Before the programme, we just had a concept, which was just finding the robot, but during the programme, we found multiple services to explore with the robot itself. The TEF seed capital combined with the very important advice from the training helped us implement these new additions. As a result of the TEF coaching, we have also made significant changes to our business model and operations – This has helped us essentially expand to more schools and sell more robots everywhere. Our future plans include expanding more on the national territory, to reach more schools.

What motivates and drives you?

I will say in a nutshell, seeing the change across Africa that we are driving using the robots. Because, what drove me to start creating robots in Africa was seeing developed countries use certain technologies for children, and I wondered why we did not have such in our own countries. I saw the potential in our countries and after I started, I saw how much really changed and the opportunities it gave to those kids. It initially started like that but now, it's like my purpose in life is to help other people's development skills.

What would you say are the elements for starting and running a successful business?

Understanding your customers' needs, that's the most important and the key that will help you succeed in your business.

Once you understand what your customers really need, and you meet that need with your product or service, you will be successful.

Who inspires you?

Elon Musk. He has very crazy ideas and when he tells people he would do something, he would do it! And, that's a very important thing.

What is the most rewarding part of running your business?

The passion. Waking up in the morning and really having fun every day.

How did you find out about the TEF Entrepreneurship Programme?

I found the TEF page on Facebook and started reading about it and I applied and gladly I was accepted, and it helped us a lot to grow.

What kind of support did you receive? We usually were focused on the technical aspects more than the commercial arm of the business and that changed a lot during the TEF Programme. At the programme, we got a lot of ideas and perspectives we weren't thinking about before.

What do you hope to see happen soon for small businesses in your country?

Taxes. If you are working in the technology field, you would need to pay a lot of taxes. We usually don't have a culture of working on technology products in our country and we are just starting now, so some rules need to be adjusted for people like us. One of those is taxation, especially in my country.

What is your advice to young entrepreneurs who are just starting out?

I would say believe in yourself, even when other people don't believe in that project.

I know a lot of entrepreneurs that have started a project, and in the middle of that project, they keep hearing it's not going to work. Once they abandon that project, they see other people working on the same project and succeed.

You don't want to hear "people", you want to hear your customers and the market. If the market refuses it, you need to change something. If the market accepts, it is telling you that you need to work hard on it.

What project(s) are you working on?

We are working on something called TechBus. It's an initiative where the Techbus goes to rural areas to teach kids about software development and programming. We are focusing a lot on teaching STEM to girls in those regions because a lot of girls in there, don't finish schooling.

We discovered that most of the girls are passionate about technology and they most likely understand even better than those in other areas that have more advanced technology. So, we started this initiative one month ago where we go to different schools in those underserved areas to see what we can change, and how we can give more opportunities to those kids around there.

What are your plans for the future?

I hope we get to be on an international level. We hope to be in all the African markets–we have been engaging people in Egypt, Morocco and we have few contacts also from Nigeria to initiate partnerships in order to sell our robots there.

Shadi Sabeh Is Revolutionising Education, Breaking Stereotypes, And Building Futures.



I remember when I won the Tony & Awele Elumelu Prize for best graduating MSC student back then. I got the prize money in 2012, N500,000 Naira, and that was the same year I started my school. The prize money came at the best of times. It reinforced what I was doing to build the infrastructure of the school, furniture, and all these other things. I put every penny of the prize money into the business and started the school Brilliant Footsteps, International Academy which today competes with BUA.

Before I won the Elumelu prize money, I was lecturing at the university.

I hoped I would be able to release my passion, connect, and impact lives but it wasn't 100% until I eventually stumbled onto a nursery/primary school.

At that point, I decided to look at the way of entrepreneurship. This felt natural as before becoming a lecturer after my service, I did a lot of hustles. I travelled between Lagos and Kano buying and selling items like shoes and even cars (I was a bus driver at this point). I set up Brilliant Footsteps, International Academy in 2012 with the Elumelu prize money and fully faced entrepreneurship. Brilliant Footsteps, International Academy is a solution to an obvious problem. When we started, we looked at the situation especially up here in the North. We saw that there were schools around but of course, we had to emphasize quality standards.

We wanted to build a one-stop shop in a school that would solve, the problems of quality education as well as, build a growth mindset of development in young people from this part of the country. We are not a school, but rather a one-stop facility that takes care of conventional educational needs as well as gives a blend of Islamic curricula that emphasizes development, progress, and exposure to love, and kindness.

We are driven by three principles: conventional standards, Islamic curricula, and skill acquisition for entrepreneurship. We blended these three things together in a way that will disrupt, the status quo basically, we are out to give, an unusual service.

As part of the steps, we took to evolve and stay on top of our customers' needs we observed some inconveniences that were already attached to parents, and it had become normalized. We provide lunch for these kids. They observe one hour of siesta, they pray in the school, and they play in the school. We plan both Islamia and skills and entrepreneurship training.

Presently we offer physical services. We incorporate different aspects of technology, into what we do. It will surprise you to know that as early as primary two, up to the last class and secondary all the girls are taking practical catering classes. All the students are taking programming computer classes and are into artificial intelligence. They're also into soft skills like bag making, bead making, and so on. We also brought in guys from Lagos who take them diction. We ensure to provide them with the world and currently, we are the first choice of every parent in Sokoto State.

Presently we have 6 branches across the state 3000 learners, 570 plus staff. We haven't gotten to where we want to be because I always said when I was leaving the university, I was leaving to build a university and I think we're working towards that.

This story might seem inspiring but all these results that we're now seeing did not just come overnight and I must say it has not been easy. I think the toughest challenge I have had is ensuring I am always making the right decisions to build a 100-year-old business that stays even after I am gone.

I foresaw this time 10 years ago when I will talk to people and tell them I grew a business. The highest moment for me is pondering on Mr. Tony Elumelu's, statement and belief that you become successful when you don't have to micromanage.

There was a time that I had to be everywhere in the business, but today I have about 79 classrooms and I tell you that I could do a whole month without going into any of the branches because I've been able to build, the capacity in this manpower. I've been able to train them to a level that, they could take



ownership of their roles. I've been able to build an accountant system where I am not the signatory. I don't control the accounts I receive a salary. I've been able to build an equity system where I share profits with my managers.

In all these things I do I also ensure to put the welfare of my staff and my impacts at the household level as a primary goal because a school is beyond the building, it is beyond the infrastructure and the plan. It's beyond the system. A school is the teacher.

It's all about training and connecting them across the globe. We have had an opportunity to liaise with Kent State University in the United States, for a kind of training for the teachers and different kinds of opportunities that we've been able to create outside Nigeria. We don't compromise on investing in those things that determine our quality from the manpower to the infrastructure to everything that we do.

I see myself more like a social entrepreneur. One major thing the Foundation has done for me is exposure, international exposure. Being a part of the Foundation got me into the White House, it took me to the global entrepreneurship summit where I spoke and threw out all these opportunities. I've expanded my international network and spoken to people across the globe and gained so much.

Secondly, it's mentorship, I've been able to connect to the Foundation. The different CEOs in the past. I remember Parminder once telling me to stop flying around and go and work on my business and I assure you from that statement till today I haven't travelled out twice because I keep on recalling what she said. Thirdly is also the accessibility.

The foundation has put me on the map many more people know who SHADI is and it's given me a lot of visibility. I have a video where Barack Obama mentions my name and mentions the name of the school.

Through the Foundation I have created a CV in waiting for my would-be graduates because it's just for them to play that video and tell anybody in China, in Japan, in any part of the world that Barack Obama knows of the existence of the school I graduated from, even though it's in one corner of Nigeria called Sokoto. People ask me, how much did you get from the Foundation I told them 500,000 and they're surprised.

You see, it's not about the money. There are other things that mean more than money in a business. So, for me, when my kids go to the American Embassy, just a Google of the name and Brilliant Footsteps is all over the place and I think that's also an asset that might not be quantifiable to somebody but to me, it means a lot.

In all, we must also remember that as an entrepreneur, an important factor is funding, but do you have the two "I" s? The two "I" s are something I coined up, it means idea and integrity. Do you have a workable idea? Do you have the integrity to push out that idea if you get the right investment? Have the idea, and the integrity then the investment would come.





Mentor Spotlight

Franklin Taira Daliwa



My name is Franklin Taira Daliwa and I am a proud social and business entrepreneur from Cameroon, with a passion for creating meaningful change in my community. With a master's degree in Management, I currently support an NGO called Action for Youth and Environment and I am the Founder of Cereale Tech Start-Up.

At Action for Youth and Environment, our mission is to educate and empower rural students, particularly young girls, on crucial topics such as gender-based violence, environmental protection, and sustainable practices. We are committed to reducing carbon emissions, achieving the SDGs, and promoting the use of ecological charcoal produced from agricultural waste. Our goal is to reduce plastic usage in our region by 20% by 2030, using artisanal bags made from recycled materials.

At Cereale Tech, I'm deeply involved in developing innovative strategies to help local populations access affordable cereals and assist farmers in reaching broader markets through digital platforms. This work allows us to combat food insecurity while addressing issues such as female illiteracy and genital mutilation.

Over the years, I've been fortunate enough to be recognised for my efforts. In 2019, I was honoured to be part of the Tony Elumelu Foundation Entrepreneurship Programme in partnership with the UNDP. I've also received accolades through YALI Dakar (2021) in Business and Entrepreneurship, Youth Conneckt Africa's E-Accelerator Programme, and in 2022, I was named the Thought For Food Ambassador for Central Africa. Today, I continue to coach and mentor young minds in business, entrepreneurship, and personal development.

Mentoring young African entrepreneurs through the Tony Elumelu Foundation has been one of the most rewarding experiences of my journey so far. I've had the privilege of mentoring 10 Tony Elumelu Entrepreneurs, guiding them as they prepare their business plans, submit video pitches, and become changemakers in their communities. It's inspiring to see the incredible work that young African entrepreneurs are doing to create a brighter future for our continent.

Being part of this Programme has also helped me grow. The insights shared by guest speakers, the reflection sessions, and the cultural exchanges have sharpened my interpersonal skills and expanded my vision for what is possible. Each lesson inspired me to strive for higher purpose and contribute to Africa's development.

My message to the youth is simple: You are the light of your community, and you have the power to make a difference. Don't worry about setbacks; instead, believe that tomorrow holds greater promise. With faith, resilience, and passion, we can overcome every challenge and make Africa proud. Looking ahead, I am preparing to launch my

new products to the market next month, and I am proud to have trained over 200 young people in leadership and business. I've also been selected to participate in the Ubuntu Leaders Academy, another exciting opportunity to grow and make an impact.



I am deeply grateful to the Tony Elumelu Foundation for the opportunity to mentor and contribute to Africa's entrepreneurial ecosystem.

Together, we can uplift the next generation and transform our communities for the better.



Partner Spotlight



Aguka Ideation Programme

Africa's youth are the continent's greatest asset. With projections showing that by 2050, Africa's population will be largely made up of young people, the continent is poised to become the world's largest youth hub.

Approximately 60% of Africa's population is under 25 years old, and by 2050, the youth population is expected to double, reaching over 830 million people. This surge in the youth demographic provides an unprecedented opportunity for driving innovation and economic growth across various sectors. However, it also requires immense investment in education, training, and entrepreneurial opportunities to harness the potential of this youthful workforce, and the Tony Elumelu Foundation (TEF) has been at the forefront of this mission.

The Tony Elumelu Foundation has partnered with the United Nations Development Programme (UNDP), the Rwandan Ministry of Youth and Arts, and the European Union to equip Rwanda's young entrepreneurs with the tools they need to succeed. This unique initiative called Aguka Ideation Programme is targeted at Rwandan youth aged 18 to 30, with a strong focus on sustainable and green business practices.

The Aguka Programme offers young Rwandans tailored training, mentoring, access to networks that are essential for their entrepreneurial journey. In addition, and most importantly they are provided with seed capital funding to demonstrate proof of concept and validate their innovative ideas.

One of the standout features of this programme is its focus on environmentally conscious businesses. By fostering innovation in green industries, the Aguka Programme is helping to combat climate change and promote sustainability, while also creating job opportunities and driving economic growth.

Musafiri Arnaud, a 20-year-old software engineering student at the University of the Lay Adventists in Kigali, is one of the standout participants in the Programme. His start-up, Kigali Urban Oasis, merges agriculture with technology to create a hydroponic farming system tailored for urban environments. By repurposing wastewater and using UV rays for purification, Arnaud's solution aims to transform food production, offering a sustainable and efficient method that increases yields and addresses the growing demand for urban agriculture.

Equally noteworthy is Kimararungu Arsene, 22, who has developed an integrated insect farm that seeks to make animal feeds more affordable and accessible. His innovative use of black soldier flies and crickets as a sustainable protein source for animal feed reflects his deep insight into the needs of animal husbandry. His project reduces competition between food sources for humans and animals while offering a cost-effective alternative for poultry and swine farmers.

Meanwhile, 20-year-old Triphine Ingabire is addressing the high cost of traditional pesticides through her project, Husk Defender. By creating a biopesticide from rice husks, Triphine not only lowers costs but also embraces circular economy principles by repurposing agricultural waste, contributing to more sustainable farming practices.

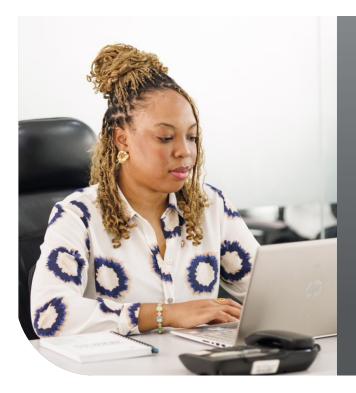
The stories emerging from the Aguka Programme are a testament to the resilience, creativity, and determination of young Rwandans as they rise to meet the challenges of tomorrow.

On the 19th of August, the Aguka Programme partners, The Tony Elumelu Foundation, the United Nations Development Programme, the Rwandan Ministry of Youth and Arts, and the European Union, announced the selection of Rwanda's top 100 most enterprising young men and women entrepreneurs who had successfully completed the Programme's training phase, submitted bankable business plans, and had proven their business concepts during the #Aguka2024 final pitch. These young visionaries who are working on projects that contribute not only to their own personal success but to the broader goals of sustainable development in Rwanda and across Africa, will receive USD \$3,000 each, setting the stage for transformative impact in their communities.

This achievement is a significant milestone in our collaborative mission to empower Africa's youth and demonstrates the power of partnerships in shaping a brighter future for Africa's youth.



TEF Squad





Spotlighting Chidinma Nwaukwa

Communication Executive at the Tony Elumelu Foundation

Please introduce yourself and tell us how old you were when you joined the Tony Elumelu Foundation (TEF).

My name is Chidinma Nwaukwa and I was 24 years old when I joined the Tony Elumelu Foundation as the Communication Executive. It was literally as I entered my prime.

What is your role and what does this role entail?

I'm the Communications Executive and in a nutshell, I am primarily responsible for amplifying the impact of the Tony Elumelu Foundation across all digital platforms. For instance, a typical Monday in my life entails outlining what activities the Foundation will be involved in and developing a content strategy on how to amplify these activities. I work with the Entrepreneurship Programmes team to draft communication materials that updates our programme participants and alumni on the different stages of the programme. I also draft TEF Alumni success stories and create engaging content that amplify the impact of the Tony Elumelu Foundation.

What has been the best part about working for TEF? Give us one or two specific examples.

Before officially joining the Foundation, I was already excited by the prospects of joining the team because of the Foundation's positive reputation as I personally knew a couple of people who have been funded by the Foundation. My favourite part of being part of the TEF Squad is having the opportunity to interact directly with Tony Elumelu entrepreneurs, as I capture their success stories. One consistent theme amongst each of these stories is the fact that most these entrepreneurs just needed someone to believe in them and their ideas and the Tony Elumelu Foundation represents this to so many young people on the continent. I find these stories to be deeply inspiring and it's a privilege to be part of these amazing success stories.

What has been the most challenging part? Give us the tea!

It's remarkable to consider the scale of the impact we're creating with such a nimble team. In my role, I work closely with my manager, and together we handle multiple responsibilities across the organisation. The Foundation has ambitious goals, and this means that team members often take on diverse roles, challenging themselves to go beyond the usual scope of work seen in most environments.

As a "zillennial" working in global organisation, have you ever experienced imposter syndrome in your role? If yes, tell us more and how you overcame this.

I think imposter syndrome is one characteristic of highly successful individuals, so it gives me great pride to say that I battle with imposter syndrome very often. However, I learned very early in my career to not be afraid to be seen trying/learning. I've also learned that when you find yourself in a position or in an opportunity that you don't feel qualified for, you should simply fake it because there are clearly others who consider you to be qualified which is why you're there in the first place.

How have you been able to achieve harmony between your work and personal lives?

Lol I don't know that I have been entirely successful with this. I just wing it to be very honest. I'm very passionate about my work so I do my best to give it my 100% when I'm at work. However, I'm very big on showing up for my family and friends so I also commit to doing this as much as I can. I'm thankful that I have a whole vibrant life outside of my work and spending time, making memories with my loved ones gives me the fuel to keep showing up for work in spite of how chaotic this city (Lagos) can get. I also think that having boundaries and being able to compartmentalise is very important. This is something I'm still trying to learn now as I grow in my career.

How important would you say that the work you do at TEF is in empowering African youth?

My role is extremely important because through our strategic communication strategy, we get to amplify the voices, stories, and successes of young African entrepreneurs, which not only highlights their achievements but also inspires and motivates others across the continent. In this role, I get to shape the narrative around African entrepreneurship, showcasing the impact of the Tony Elumelu Foundation's work and the potential of African youth. We have had potential partners reach out to us because of a post that they saw on our social media page. We have also had entrepreneurs let us know that our content is just what they needed at a particular point in time. All these and more are why my role is extremely important.

If you had a bit of advice to young Africans who are looking to enter the corporate world or become entrepreneurs, what would this advice be?

My advice would be to always be willing to push the boundaries of what you believe to be possible and don't be afraid/shy to dream big dreams for yourself. However, whether you venture into entrepreneurship or the corporate world, you should be known as someone who gets things done because this makes all the difference. Finally, be extremely focused and understand that time compounds your efforts. I also don't believe in competition, be humble enough to learn from anybody and everybody.

TEF Research & Impact



The Tony Elumelu Foundation, together with professors from the Massachusetts Institute of Technology, the University of Chicago, and Columbia University, . have drafted a study with rich insights into entrepreneurship in Africa.

The evaluation uses a randomised control trial methodology to compare otherwise similar applicants who embarked on our flagship programme versus those who did not. This is an important milestone as the Foundation redoubles its efforts in focusing on impact outcomes: in measuring key outputs and in communicating these results.

The study is in the process of tracking entrepreneur outcomes such as success in opening a business, income, number of employees, and business sales. We expect final results in late 2024 which will help to further demonstrate how we are tackling the most difficult issues like poverty, climate change, fragility, and food insecurity. These outcomes will also be presented in a way that allows our audiences to disaggregate results by gender, youth, region, country, and other parameters.

In a second, related experiment we have explored how messaging affects entrepreneurial ambitions. Notably, the study uncovers a remarkable resilience among African entrepreneurs, with many demonstrating high levels of optimism despite initial setbacks.

THE TONY ELUMELU ENTREPRENEURSHIP



TEFCircle is the Tony Elumelu Foundation's monthly publication sharing updates on our alumni, partners, mentor network, and our activities in the global entrepreneurship ecosystem.

CREDIT

Executive Producer: Somachi Chris-Asoluka Editor-In-Chief: Moyosore Awotile Editor: Chidinma Nwaukwa



TEF®IRCLE

www.tonyelumelufoundation.org