



THE TONY ELUMELU
FOUNDATION



2025 TONY ELUMELU FOUNDATION ENTREPRENEURSHIP PROGRAMME APPLICATION REVIEW

Terms of Reference



ABOUT THE TONY ELUMELU FOUNDATION

[The Tony Elumelu Foundation](#) is the leading philanthropy empowering a new generation of African entrepreneurs, driving poverty eradication, catalyzing job creation across all 54 African countries, and ensuring inclusive economic empowerment. The Tony Elumelu Foundation was founded in 2010 with a mission to catalyze Africa's economic transformation through entrepreneurship development. Since the launch of the TEF Entrepreneurship Programme in 2015, the Foundation has supported over 1.5 million young Africans on its training digital hub, [TEFConnect](#), and disbursed USD100 million in direct funding to 20,000 young African women and men who have collectively created over 400,000 jobs and generated US\$2.5 billion in revenue.

The Foundation's mission is rooted in the economic philosophy of Africapitalism, which positions the private sector, and most importantly entrepreneurs, as the key enabler of economic and social wealth creation in Africa.

TEF ENTREPRENEURSHIP PROGRAMME APPLICATION REVIEW

The Application review kicks off as soon as applicants commence submitting their applications on TEFConnect and are graded. The review phase runs concurrently with the general application phase.

The selection review of the submitted applications will involve:

1. Acceptance of completed applications

Completed applications that meet the minimum percentage score and have provided consistent and quality responses will be sent to the third-party consultant to review using the official criteria.



2. Rejection of uncompleted applications

Applications that do not meet the minimum percentage score will not proceed to the consultant review phase.

The application review period & reporting will be from the **13th of January to the 5th of March 2025 (8 weeks and 3 days)**

THE REVIEW DELIVERABLES

- 1.** To thoroughly review 10,000+ applications and rank top performing applicants with viable & feasible businesses accordingly from all 54 African countries (Benin, Burkina Faso ,Cape Verde ,Cote D' Ivoire ,Gambia ,Ghana ,Guinea ,Guinea Bissau ,Liberia ,Mali, Mauritania, Niger, Sierra Leone ,Burundi ,Comoros ,Djibouti ,Eritrea ,Ethiopia ,Madagascar Mauritius, Rwanda, Seychelles ,Somalia South Sudan ,Zambia ,Zimbabwe ,Angola ,Chad ,Congo Brazzaville, Congo DRC, Central African Republic ,Equatorial Guinea Gabon ,Sao Tome and Principe, Botswana ,Lesotho ,Namibia ,South Africa ,Swaziland ,Algeria, Egypt, Morocco, Sudan, Tunisia, Nigeria.)
- 2.** Institutionalize weekly meetings with the TEF team to share & provide updates on the review process, numbers and insights.
- 3.** At the end of the review exercise, the consultant will share the detailed and comprehensive methodology, evaluation, scoresheet and final lists.



APPLICATION REVIEW CRITERIA

All applications are to be evaluated based on a combination of secondary Yes/No questions for each of the 5 agreed criteria. Each question has its own weight, and the total number of points on the questions that are given a “Yes” informs the final score for that criterion.

S/N	Criterion	Description	Weight
1	Elevator Pitch	Has the entrepreneur clearly defined the product/ service offering? Has the entrepreneur shown passion and commitment in describing their idea or existing business?	20%
2	Problem solved	Has the entrepreneur clearly how the product /service meets customer demand / market needs? Is the business practical? Will people be willing to pay for the product or service? Can the business create jobs and /or have wealth creation potential?	30%
3	Wow Us	Is the entrepreneur able to demonstrate that the business idea is unique, original, and innovative. Has the entrepreneur defined the target market or market segment for his or her product / service?	20%
4	Leadership & Entrepreneurial Skills	Has the entrepreneur provided details of accomplishments with respect to mobilizing people and resources? Has the entrepreneur stated his or her experience and technical expertise? Has the entrepreneur defined key learnings from previous experience?	30%
			100%



INTELLECTUAL PROPERTY

All information pertaining to this project belonging to The Tony Elumelu Foundation, which the consultancy firm may come into contact within the performance of his/her, duties under this consultancy shall remain the property of The Tony Elumelu Foundation who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever manner without written permission of The Tony Elumelu Foundation.

THE PRESENTATION OF TECHNICAL PROPOSAL

Applicants' proposal documents must address all requirements detailed in the terms of reference.

S/n	Technical proposal Evaluation (Summary)	Score weight	Points Obtainable
1	Expertise of the firm	20%	200
2	Proposed Methodology, Approach, and Implementation Plan	40%	400
3	Team Structure and Key Technical Personnel	20%	200
4	Budget	20%	200
		100%	1000

SUBMISSION REQUIREMENTS

The proposal shall be made available in both hard and electronic copies. An electronic version shall be emailed to the address stated below.

Email address:

tender@tonyelumelufoundation.org,

lbukun.odurinde@tonyelumelufoundation.org



THE TONY ELUMELU
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Contact person: Ibukun Odurinde

Phone No: +234 (0) 9099990968

Proposal Due date

Proposal must be sent on or before Friday 22nd November 2024