



THE TONY ELUMELU  
FOUNDATION



# IMPACT OF THE TONY ELUMELU FOUNDATION'S PARTNERSHIP WITH ANAMBRA STATE







# From Farm to Fortune

## Chiamaka Ibedu's Inspiring Entrepreneurial Journey

2021 TEF Alumni & Founder Franray Healthy Foods | Anambra State, Nigeria

Chiamaka Ibedu is an ambitious entrepreneur who turned her passion for farming into a successful business with the support of the Tony Elumelu Foundation and its partners. Before receiving a \$5000 seed capital in 2021, her monthly revenue was 200,000 Naira. Now, her business generates an impressive 1,000,000 Naira monthly. She currently supplies fresh fruits, vegetables, and packaged farm products to 13 prominent supermarkets, including Everyday Supermarket. She obtained a NAFDAC license, ensuring the safety of her products and expanding her market potential.

With the funding, Chiamaka strategically

invested in a comprehensive branding overhaul, resulting in eye-catching packaging and increased

sales. She expanded her workforce, employing three dedicated staff members since receiving the grant, thereby tackling unemployment in her community.

Chiamaka's story exemplifies the power of entrepreneurship and strategic investments. Through dedication and resourcefulness, she transformed her farming venture into a thriving enterprise. Her success inspires budding entrepreneurs to overcome challenges and pursue their dreams.





# Ugochukwu Emmanuel Ifediora's Journey to Innovation and Impact

2017 TEF Alumni & Founder Fedironics | Anambra State, Nigeria

Ugochukwu Emmanuel Ifediora's entrepreneurial journey showcases unwavering determination and an innovative mindset. Since receiving a \$5,000 grant from the Tony Elumelu Foundation and its partners, his business has undergone a remarkable transformation, achieving significant milestones and gaining international recognition, including receiving the Africa Prize for Engineering Innovation Silver Medal Awards, presented by the esteemed Royal Academy of Engineering in the United Kingdom.

Thanks to the Foundation's support, Ugochukwu expanded his business interests, diversifying into sectors such as solar renewable energy, smart electricity metering, engineering research, and human capacity development. He also plans to venture into the manufacturing industry for further growth.

Ugochukwu has successfully expanded his workforce, employing twelve skilled individuals. Their dedication and expertise have driven the company's growth and

success. The financial performance of his business soared, with revenue reaching impressive eight digits. This demonstrates his entrepreneurial acumen and strategic decision-making.

Despite challenges, Ugochukwu's resilience and the training he received equipped him to navigate obstacles. His journey serves as inspiration, highlighting the power of passion, innovation, and perseverance in creating a lasting impact.





# Navigating Challenges, Cultivating Success

## **Elwin Anoro's Journey in Food Processing**

*2019 TEF Alumni & Elwin Amanchassis Co Ltd | Anambra State, Nigeria*

Elwin Anoro's entrepreneurial journey showcases unwavering determination, passion for excellence, and the ability to overcome challenges. As the founder of a food processing business, Elwin has achieved remarkable milestones driven by his resilience and innovative mindset.

Securing FDA accreditation for his food facility was a significant milestone, affirming product quality and opening doors to new markets. Elwin also pursued HACCP certifications to ensure food safety and meet international standards, instilling trust in consumers and potential partners.

Despite market access challenges in North Africa, Elwin pursued strategic partnerships with TEF Alumni in Morocco

and Egypt. Collaborating with like-minded entrepreneurs, he leveraged their collective expertise, resources, and networks for growth and expansion.

Elwin's business has demonstrated strong financial performance, with a monthly revenue of up to N500,000 and a dedicated team of five individuals.

By embracing partnerships and tapping into local knowledge, Elwin aims to make a lasting impact on the global food industry.





# Lights, Camera, Impact!

## Chibuike Ezenweora's Journey in Entertainment

2019 TEF Alumni & Founder Afriwood TV | Anambra State, Nigeria

Chibuike Ezenweora, a driven entrepreneur in the entertainment industry, thriving with the support of the Tony Elumelu Foundation and its partners. Despite economic hardships, his startup continues to flourish, creating lasting impact in Anambra State and beyond.

The initial \$5,000 seed capital from the Tony Elumelu Foundation was instrumental in sustaining Chibuike's business since 2019.

Creating job opportunities was a significant milestone for Chibuike. He has successfully employed two full-time staff and engaged four part-time contract workers, combating unemployment in his community.

Chibuike's business has expanded into movie production, with a project scheduled to begin in July. Their dedication to showcasing African stories and promoting local talent reflects their ambitions in the film industry.

The Afriwood TV brand has gained recognition through quality content and engaging programming, cultivating a loyal customer base and generating numerous referrals.

Chibuike also prioritizes giving back to society. Through collaborations with NGOs, his business carries out meaningful humanitarian services, positively impacting lives in the community.

Securing funding for projects, especially partnerships and sponsors for the movie project, remains a challenge for Chibuike. Overcoming these hurdles is crucial for his long-term vision and aspirations.

With support from the Tony Elumelu Foundation and its partners, he has built a thriving business, creating jobs and contributing to the community.



# Triumph Against All Odds

## Fidelis Okonkwo's Journey from Setbacks to Success

2018 TEF Alumni & Founder Convi Meats | Anambra State, Nigeria

Fidelis Okonkwo, a resilient entrepreneur, turned setbacks into unprecedented success. After a transportation mishap in 2019 damaged his rice stock, he fearlessly pivoted into the butchery industry, launching CONVI MEATS. The business not only supplies meat but also offers convenient home delivery services.

To increase his brand awareness, Fidelis established a strong online presence on social media and will launch his website on July 1, 2023, connecting CONVI MEATS with a broader audience and streamlining the ordering process.

In the first six months of receiving the TEF seed capital, Fidelis achieved remarkable financial milestones, generating over 350

million naira in revenue. The United Bank of Africa recognised his potential and provided substantial loans, leveraging his high monthly turnover and his initial \$5,000 funding from the Tony Elumelu Foundation and its partners.

The Foundation's training had a transformative impact, equipping Fidelis with resilience and knowledge to rebuild his entrepreneurial aspirations. Prior to the funding, his lean team consisted of two members, but now, with the expansion of Convi Meats, he employs 12 dedicated individuals, improving business efficiency and creating employment opportunities.

# Gloria Upelle's Journey from Passion to Success

2021 TEF Alumni | Anambra State, Nigeria

Gloria Upelle, a visionary baker, experienced remarkable growth after receiving the lifechanging seed capital from the Tony Elumelu Foundation (TEF) and its partners. With the funding, Gloria invested in modern baking equipment, expanding her production capacity, and meeting the demands of her growing customer base. Before receiving the TEF grant, Gloria relied on a local oven to meet the demands of her customers.

The impact of the grant extended beyond Gloria's business growth; it also created employment opportunities within her

community. By hiring additional staff members, Gloria fostered a collaborative and thriving work environment.

After participating in the TEF Entrepreneurship Programme, and through word-of-mouth referrals, Gloria recorded a surge in monthly revenue, increasing from 50,000 naira to an impressive 160,000 naira. The TEF Entrepreneurship Programme training equipped her with essential skills in business management, customer relations, and marketing, empowering her to navigate challenges and seize new opportunities.

# From poultry farmer to thriving feed and fisheries entrepreneur

2017 TEF Alumni & Founder Kingagaro and Poultry Ventures | Anambra State, Nigeria

---

Chibuzor Obi, a determined entrepreneur, found his breakthrough when he received a grant from the Tony Elumelu Foundation (TEF) and its partners. This financial boost propelled his poultry business into the realms of growth and expansion.

With the TEF grant, Chibuzor seized the opportunity to diversify his business into the feed and fisheries industry, broadening his customer base and meeting their diverse demands.

The training he received from the Tony Elumelu Foundation proved to be invaluable. He described it as being worth “a million dollars,” and with good reason. The grant not only provided capital but also equipped Chibuzor with essential business

management skills through TEF’s training programme. Armed with this knowledge, he made informed decisions and

The results speak volumes: Chibuzor’s revenue surged from 80,000 naira to an impressive 500,000 naira monthly. This remarkable growth reflects his dedication to excellence and the transformative power of the TEF grant and training.

Notably, Chibuzor’s success extends beyond his own accomplishments. By expanding his operations, he created job opportunities within his community, employing ten dedicated individuals and contributing to local economic growth.

EMPOWERING  
AFRICAN  
ENTREPRENEURS

[www.tonyelumelufoundation.org](http://www.tonyelumelufoundation.org)