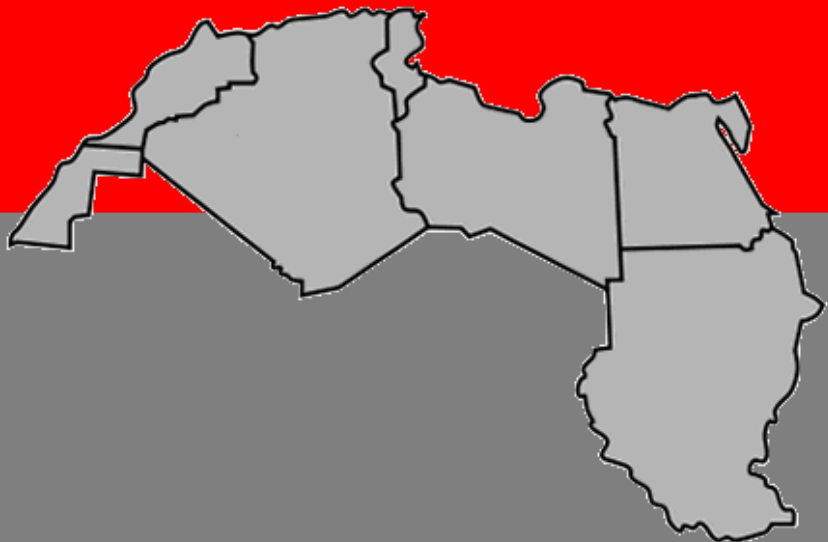




THE TONY ELUMELU  
FOUNDATION

# TEF Impact

Northern Africa Region





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# Demography of Funded Entrepreneurs

# Demography

TOTAL FUNDED  
ENTREPRENEURS

76

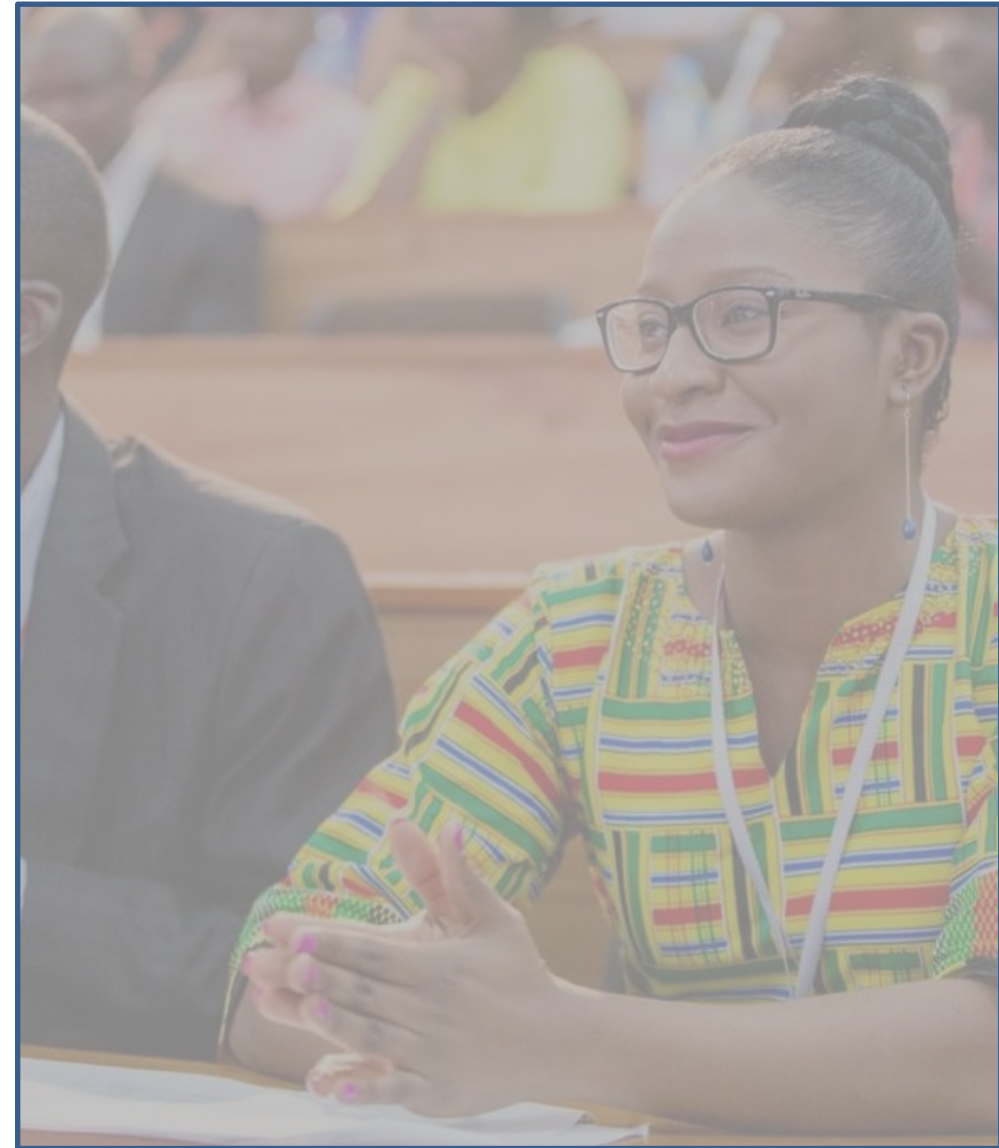
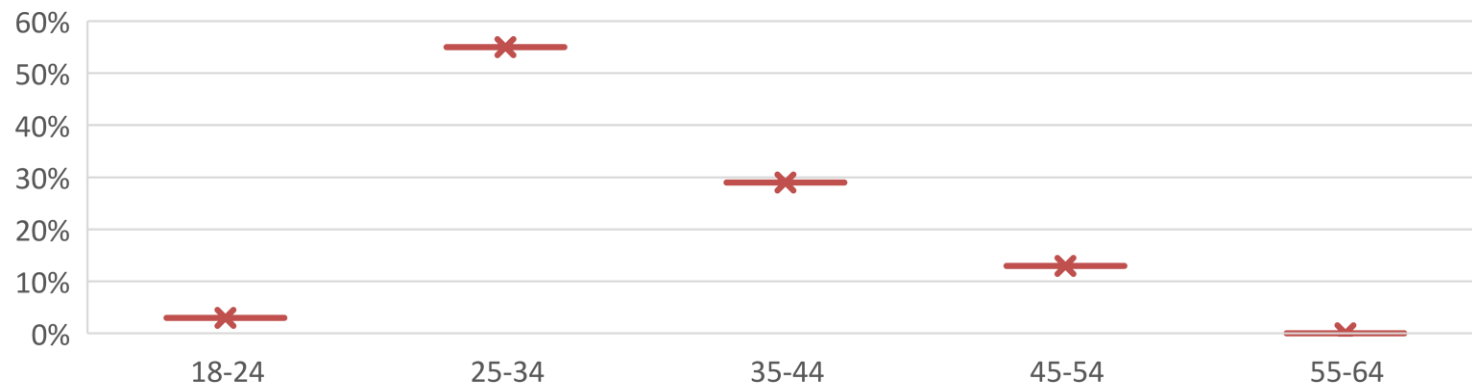


MALE  
60%



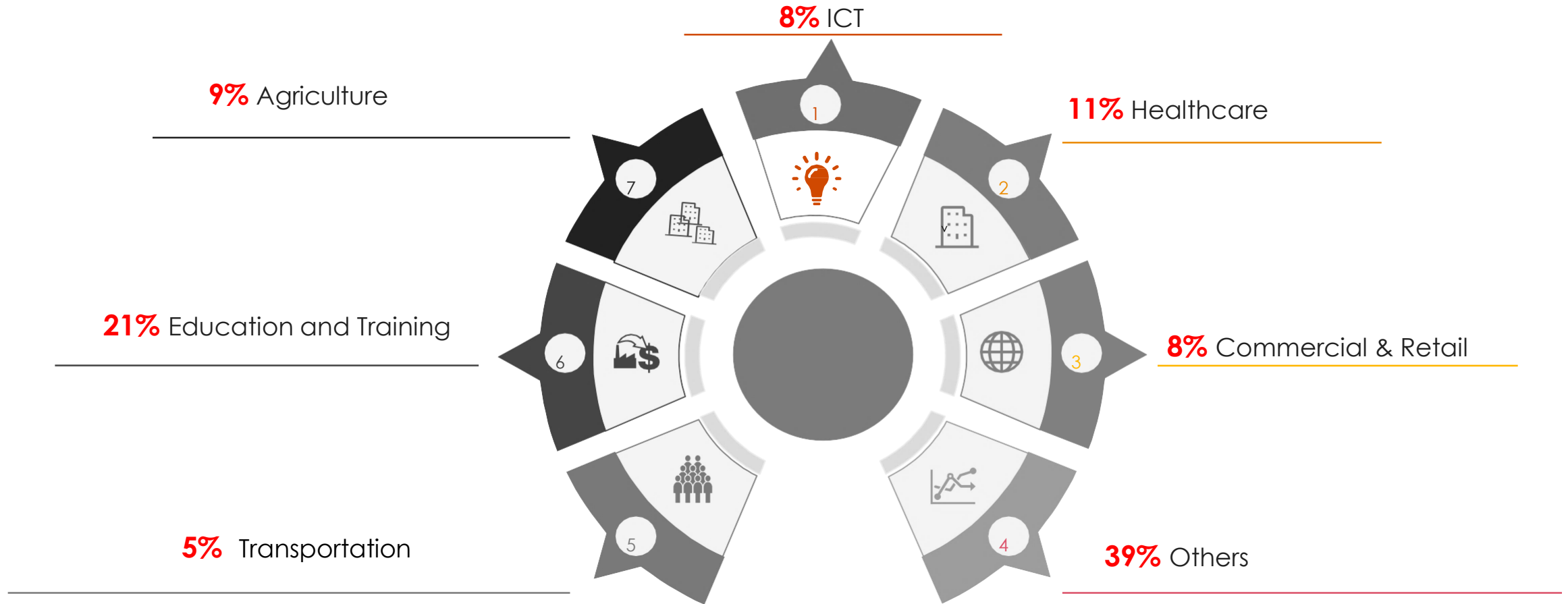
FEMALE  
40%

## Age Range



# Top Funded Sector

The Tony Elumelu Foundation Entrepreneurship programme has funded entrepreneurs across over 15 business sectors in Northern Africa with the majority of the entrepreneurs in the Agricultural sector, followed by the Manufacturing sector and Education and Training Sector.





These Premises  
are under 25sqm

05

# Programme Outcomes



The TEF programme has provided me with opportunities to interact with other people facing the same business challenges as mine.

# Programme Satisfaction



99%

Are satisfied with the TEF Entrepreneurship Programme



99%

report that the programme has increased their confidence in their ability to run a business



97%

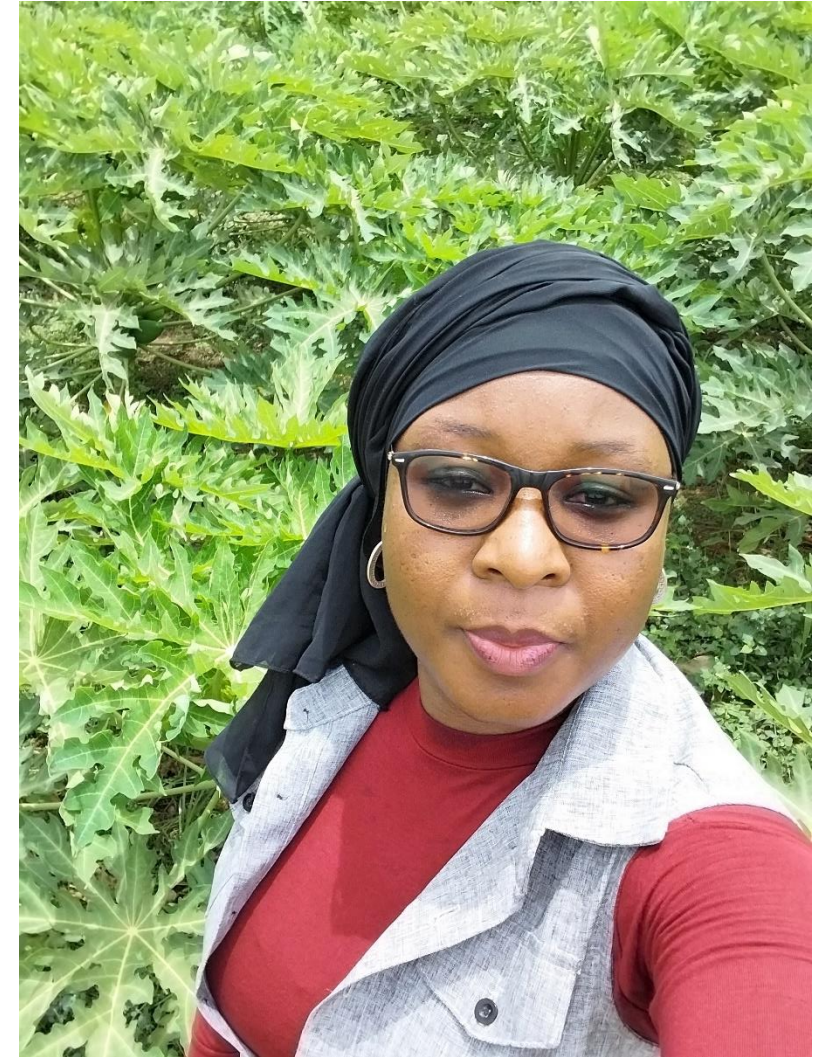
report the programme provided them with opportunities to interact with those with similar challenges.



99%

would recommend the programme to their friends.

The programme has been highly effective, with participants reporting high levels of satisfaction and increased confidence in their ability to run a business. The programme has also provided valuable opportunities for participants to interact with others facing similar challenges. The overwhelming majority of participants would recommend the programme to their friends, demonstrating its strong impact on the entrepreneurial community



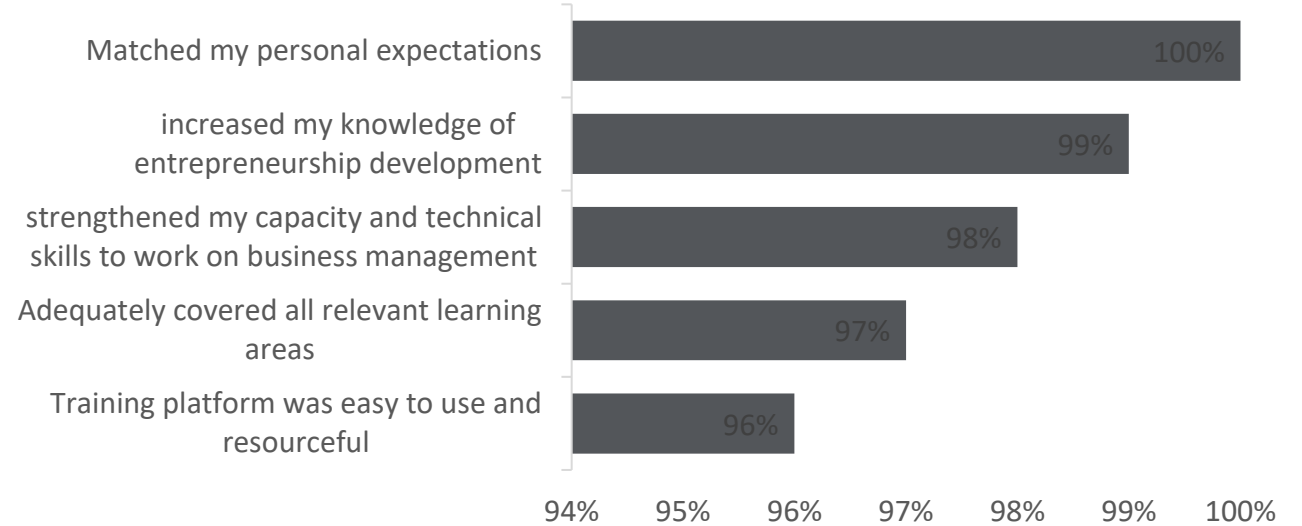
# Training Satisfaction



reported that the training enabled them to start or improve their business.



agree that the quality of the training program exceeds or meets their expectations.



The training platform was easy to use and resourceful

96%

The training adequately covered all relevant learning area

97%

strengthened my capacity and technical skills to work on business management

98%

increased my knowledge of entrepreneurship development

99%

Matched my personal expectations

100%





06

## Impact



Women-owned businesses have generated an estimated 5.4 million dollars and added 7,915 new jobs so far from program beneficiaries funded in 2021."

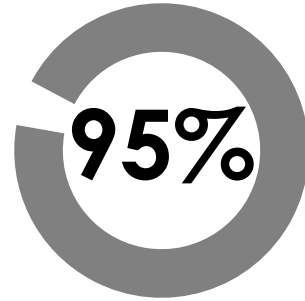


reported that the funding enabled them to start or improve their business.

The training provided participants with the knowledge and skills they needed to launch or expand their business, such as how to create a business plan, manage finances, market their products or services, and develop a customer base.

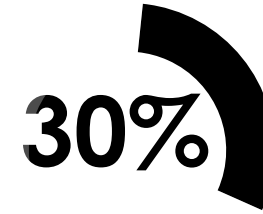


started the business they pitched to TEF. This demonstrates the effectiveness of the program in providing the support and resources needed for entrepreneurs to turn their ideas into successful businesses.



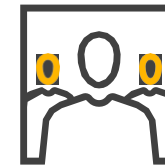
still own the business they pitched.

This suggests that once entrepreneurs have started their businesses, they are likely to persist and continue to run the business, even after facing challenges and obstacles. This can also indicate that the businesses are sustainable and profitable, providing a strong incentive for the entrepreneurs to continue operating them.



of the entrepreneurs have started a different business besides the one they pitched.

This was not so before funding suggesting that the funding and support provided by the foundation has helped them to grow and expand their businesses.



# Revenue and Jobs Creation



AVERAGE REVENUE BEFORE TEF

**\$5,041**



AVERAGE REVENUE AFTER TEF

**\$12,626**



% INCREASE IN REVENUE

**150%**



**3 New Jobs**

Created on average per entrepreneurs

Average jobs (Direct and indirect) created since funding

**65%**

now generating  
revenue since  
funding by TEF  
from 10%.

# Community Impact of the Programme



**43%**

of entrepreneurs are involved in social causes in their community as a result of their funded business

**15%**

of entrepreneurs have been able to support other entrepreneurs with seed funding as a result of their business

**75%**

of funded entrepreneurs have been able to pursue a formal or informal education as a result of the funding

**33%**

reported that at least one member of the family has been able to pursue further education due to revenues generated from the funded business

06

## Women and Young Entrepreneurs

“This programme has inspired me to continue to dream big and to think creatively about how to solve the challenges that face my community.”



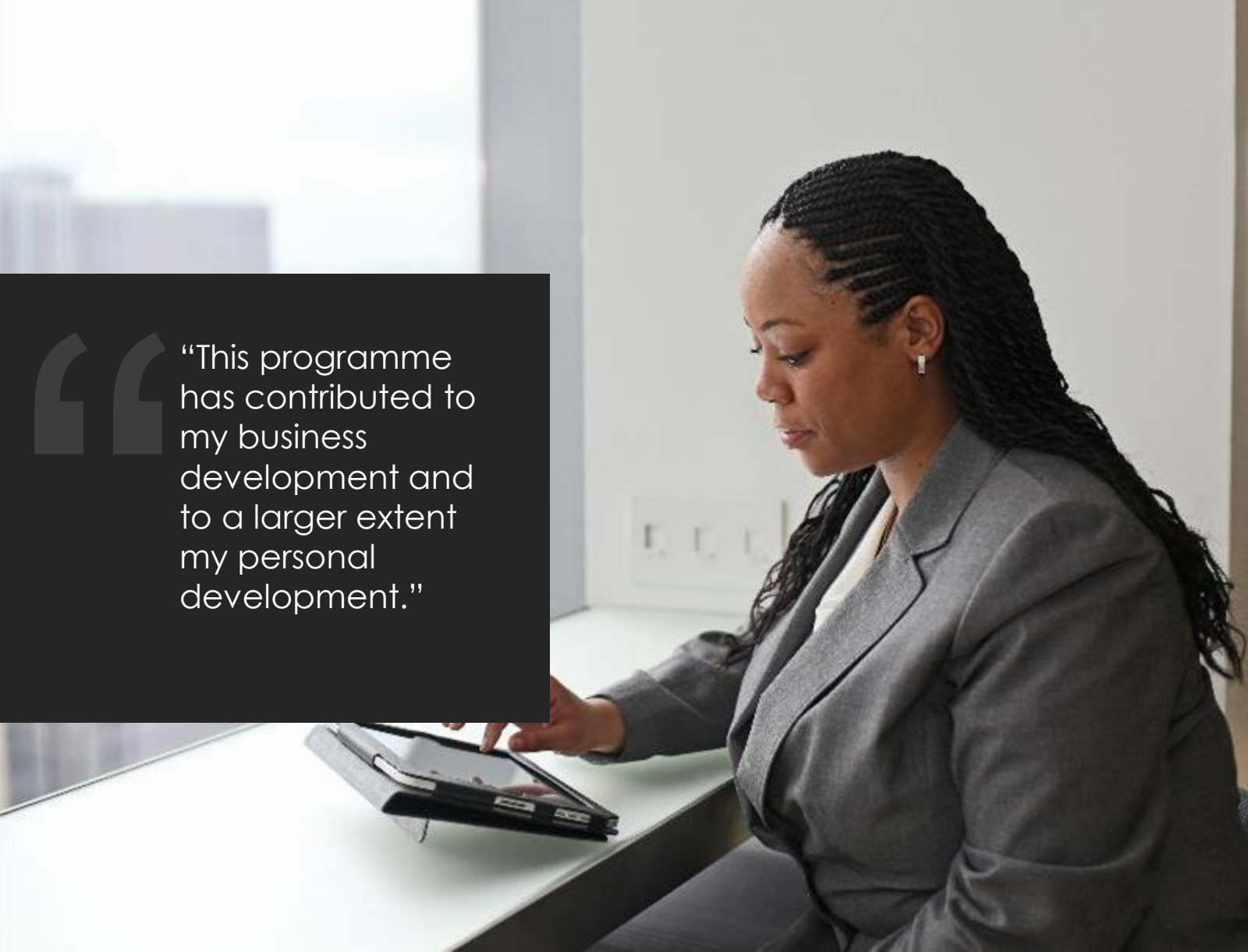
**Women-owned businesses generated an estimated 9 Million dollars in 2022 alone**

Very significant to the study is the high level of contribution observed from women-led businesses on the programme. Just like businesses led by their male counterparts, they have reported more than a 100% increase in revenue and jobs created compared to where they were at the baseline. This speaks to the intended outcome and justification for a more inclusive programme that ensures complete democratization of luck and equality in support regardless of region and gender of businesses owner.

In addition to providing job opportunities for youths, the TEF programme has also played a crucial role in developing the skills and entrepreneurial mindset of the youth beneficiaries. The programme's focus on capacity building and mentorship has equipped young entrepreneurs with the necessary skills and knowledge to build and scale their businesses.

Furthermore, the TEF programme's emphasis on access to finance has allowed young entrepreneurs to secure funding to start or grow their businesses, which is often a significant challenge for young people due to limited collateral or credit history. This has not only enabled the beneficiaries to create jobs but also contribute to the economic growth and development of their respective communities.

Overall, the TEF programme has demonstrated its ability to empower and support young entrepreneurs in Africa, and its impact on job creation and economic development is a testament to its effectiveness.



“

“This programme has contributed to my business development and to a larger extent my personal development.”

## Success Stories



Nassima Hofra

**TeproPack**

## Empowering Communities through TeproPack

Nassima Hofra, is an exceptional Tony Elumelu Entrepreneur and CEO of TeproPack, a leading plastic packaging manufacturing company based in Algeria. Nassima's journey is an inspiring testament to the transformative power of entrepreneurship and the impact it can have on communities.

Nassima's entrepreneurial voyage began during her participation in the TEF Forum in 2015, where she had the opportunity to connect with like-minded individuals and gain invaluable insights. Equipped with newfound knowledge and determination, Nassima embarked on a mission to create her own business and revolutionize the plastics industry in Algeria by offering a diverse range of products.

TeproPack's impact extends beyond the workplace and into the wider community. Nassima's vision for empowerment encompasses not only her employees but also the people they serve. By fostering a culture of personal development and growth, TeproPack aims to uplift individuals, enabling them to lead better lives and become more effective contributors to their respective fields and the community at large. Nassima firmly believes in the transformative power of empowering individuals within the workplace.

Reflecting on her selection to participate in the TEF Entrepreneurship program, Nassima expressed her gratitude and pride in being part of such a remarkable community. The experience was a turning point for her, providing valuable insights into the potential of African enterprises and the opportunities they present for improving lives on the continent and worldwide. Nassima formed lasting friendships and drew inspiration from fellow African entrepreneurs, igniting her passion for making a difference.

Today, TeproPack stands as a shining example of Nassima's entrepreneurial journey. The company has not only achieved remarkable success but has also positively impacted the lives of its employees and the community. Nassima's commitment to excellence, empowerment, and continuous learning has propelled TeproPack to new heights.





**Mohamed Dhaouafi**

**CURE**

## Transforming Lives through Bionic Innovations

Mohamed Dhaouafi, a Tunisian entrepreneur, has embarked on an incredible journey to revolutionize the lives of amputees through his company, CURE. Born into an average Tunisian family, Mohamed's passion for learning and challenging the status quo led him to pursue an engineering degree in electronics and embedded systems. His strong sense of community and desire to make a difference propelled him towards entrepreneurship.

Driven by his vision to ensure amputees can lead fulfilling lives, Mohamed founded CURE, a bionic company dedicated to creating personalized, 3D printed bionic hands. Recognizing the challenges faced by amputees in rural areas with limited resources, CURE also offers disruptive physical rehabilitation solutions using virtual reality technology. Mohamed's deep empathy for others and commitment to social impact guided him in choosing this entrepreneurial path.

Mohamed's journey truly began during his university education when he participated in a student challenge focused on innovative business ideas. Inspired by a cousin born without hands and the plight of a young child at a local hospital, Mohamed decided to address the lack of accessible and affordable prosthetic limbs for children amputees. This experience shaped his determination to make a difference and led him to apply for the Tony Elumelu Foundation Entrepreneurship Programme.

Selected for the TEF program, Mohamed embraced the opportunity to enhance his business management skills and refine his business plan. The seed capital provided by the foundation allowed him to further develop his project and seek additional funding and investment.

Mohamed's accomplishments extend beyond his entrepreneurial journey. He became an Obama Africa Leader in 2019 and raised additional funding from the UNDP-funded YAS! Open Innovation Challenge in 2018. His work has garnered attention and earned him invitations to prestigious events, including the UN Solution Summit and a visit to the presidential palace by the late Tunisian President Beji Caid Essebsi. Additionally, Mohamed co-founded ZETA HUB, a private early-stage incubator and capacity-building center for university students in Sousse.



Haythem Dabbabi

**EVOCRAFT**

## Evocraft: Empowering African Youth through STEM Education

Haythem Dabbabi, a 2019 TEF Entrepreneur from Tunisia, is on a mission to cultivate a passion for STEM (Science, Technology, Engineering, and Mathematics) among young children and adults. His company, Evocraft, offers innovative approaches to teaching robotics and software programming, making learning fun and engaging. Through their efforts, they have already impacted over 200 children.

Participating in the Tony Elumelu Foundation Entrepreneurship Programme was a game-changer for Evocraft. The guidance received, along with the TEF seed capital, enabled them to refine their business model and expand their reach to more schools. Haythem's ultimate goal is to expand nationally and bring their educational robots to more African markets.

Motivated by the desire to see positive change across Africa, Haythem was inspired to create robots tailored to the needs of African children. He recognized the untapped potential in his own country and witnessed firsthand the transformative impact his robots had on children's development. Helping others become more skilled and empowered has become his life's purpose.

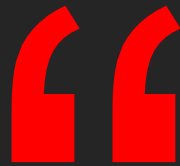
Understanding customers' needs is the key to success, according to Haythem. By addressing those needs with the right product or service, entrepreneurs can thrive. He draws inspiration from visionary entrepreneur Elon Musk, admiring his ability to turn ambitious ideas into reality.

TEF played a crucial role in Evocraft's journey. The program shifted their focus from technical aspects to commercial aspects, providing valuable insights and ideas. However, Haythem hopes to see changes in taxation policies for technology-based businesses in Tunisia, to encourage more innovation and growth.

Looking ahead, Evocraft is working on an initiative called TechBus, which brings STEM education to rural areas. With a particular emphasis on empowering girls in underserved regions, they aim to bridge the gender gap and provide equal opportunities. Haythem envisions taking Evocraft to an international level, expanding their presence across African markets through partnerships.



04



This programme has affected me a lot. It helped me know where and how to start my idea.

Learning  
And  
opportunities

# Key Learnings

“ A sustained period of monitoring has allowed for more expansive learning. This has further renewed our collective resolve to the commitment of empowering entrepreneurship in Africa.



Expanded Access to Funding

Increased local support for Entrepreneurship in the region has largely translated into increased funding access for existing businesses and stimulated faster growth and sustainability



Exponential Business Growth with Mentorship Support

Businesses in the region experienced more rapid and sustainable growth with hand-holding support from successful mentors and peers who have succeeded in growing their own businesses



Value Chain expansion through digital Inclusion

Digitalization has not only strengthened businesses' capacity to expand sales and increased access to the market but has now contributed to the increased scalability of haulage and logistic business. To guarantee the effectiveness of online sales, businesses must ensure a suitable delivery system that ensures products are delivered to customers at their locations by engaging the growing logistics sector while leveraging online ordering solutions.



Digital Technology reduced the Severity of COVID

Businesses have created an online presence through websites and social media engagements to provide services to their existing customers and advertise to potential customers and clients. This has increased business resilience post-COVID and reduced the severity of the negative impact on supported businesses



Inclusive Tax Laws

Sector and business size inclusive approach to formulate and amendment of Tax Laws. Emerging entrepreneurs and existing businesses would benefit from more sector and business-level inclusive approaches to taxation. Businesses with more capacity to generate new jobs and stimulate improved living standards would require a taxation structure that allows them a suitable environment to sustain these jobs.

# Opportunities

01

## **Increasing Access to Finance**

The TEF programme has provided funding to over 18,000 entrepreneurs. This experience can be used to develop new financing models that increase access to finance for entrepreneurs, especially those in underserved areas..

02

## **Structured Specialized Skills Development Programmes**

Rural entrepreneurs are more into agribusiness and rely more on unskilled labour to meet production demands within the season. This presents a dual opportunity for increased innovation and mechanization support to ensure in season and out of season production, and the opportunity to support Agric-business with more specialized skill development initiatives to scale production in rural communities. With more support, entrepreneurs can add more skilled labour, improve productivity, and maximize revenue.

03

## **Increased Digitalization Initiatives For Rural-based Businesses**

E-commerce has provided new opportunities for logistics and haulage sectors, while online marketing solution providers became more sought after. However, rural-based businesses, particularly in agribusiness, have not seen a direct impact on marketing and revenue. A digitalization initiative focusing on rural businesses will increase visibility and access to a wider market, as well as bridge gaps in access to raw materials for urban-based businesses.

04

## **Business Networking Initiatives**

Networking with entrepreneurs on the programme has created a unique platform for peer connection and learning. It has laid the foundation for productive partnerships and other business opportunities. However, Entrepreneurs in rural locations would benefit more from increased opportunities for networking and platforms for cross sector and cross-country collaborations.



## CONCLUSION

Overall, the TEF programme was highly effective at providing business training to diverse groups of participants and awarding funding in a timely manner.

Programme beneficiaries show incredible enthusiasm for the programme and are unanimous in that it provides a valuable service to them and their communities. TEF's efficacy comes from addressing some of the biggest barriers for prospective entrepreneurs—funding and knowledge. Beneficiaries report much higher incomes than the country's averages as well as improved revenue and profits since baseline, demonstrating how TEF programming fuels economic revitalization and helps beneficiaries secure a source of income.