



THE TONY ELUMELU  
FOUNDATION

# Tony Elumelu Foundation Impact Report in Botswana





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 increasing women's economic empowerment. Since the launch of the TEF Entrepreneurship Programme in 2015, the Foundation has trained over 1.5 million young Africans on its digital hub, TEFConnect, and disbursed nearly USD\$100 million in direct funding to 18,000 African women and men, who have collectively created over 400,000 direct and indirect jobs. The Foundation's mission is rooted in Africapitalism, which positions the private sector, and most importantly entrepreneurs, as the catalyst for the social and economic development of the African continent.

The Tony Elumelu Foundation (TEF) has been at the forefront of driving inclusive economic growth and empowering entrepreneurs across the African continent. In line with our mission, we have trained, mentored, and funded an extensive number of entrepreneurs in Botswana, aiming to stimulate innovation, bolster entrepreneurship, and catalyze economic development. This comprehensive document offers an insightful overview of our activities in Botswana and showcases the substantial outcomes achieved through our interventions.

# OUR IMPACT IN BOTSWANA

## Demographics

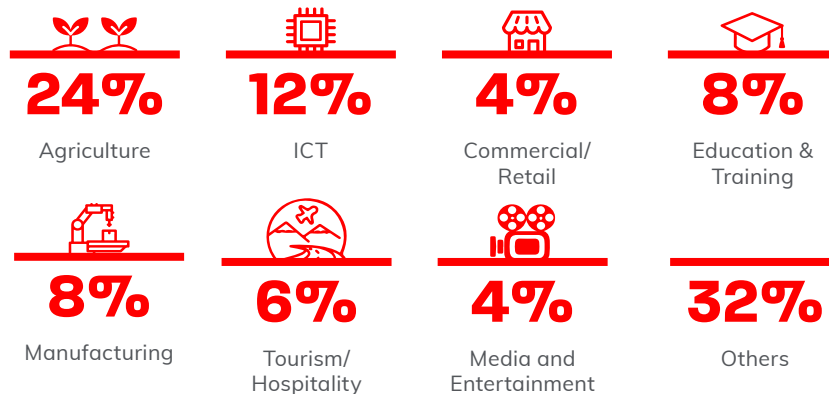
We have strategically funded entrepreneurs in Botswana to foster a diverse and inclusive entrepreneurship ecosystem.

**Total Funded  
Entrepreneurs** **166**

**Female: 99** **Male: 67**  
**60%** **40%**

## Sector Distribution

Our initiatives have reached various sectors, contributing to the diversification of Botswana's business landscape.



## Programme Impact

Our steadfast commitment to quantifying the impact of our initiatives has yielded remarkable results, significantly contributing to Botswana's economic growth and bolstering the entrepreneurial ecosystem.

### Job Creation

Entrepreneurs supported by TEF in Botswana have played a pivotal role in job creation, effectively reducing unemployment rates and fostering economic stability.

**Total Jobs Created:**

**166**

### Revenue Growth

Funded entrepreneurs have reported exceptional revenue growth, underscoring the effectiveness of our training and mentorship programs.

**Average  
Revenue  
Growth:**

**890%**

**Duration  
For  
Growth:**

**7yrs**

## Programme Outcomes

### Enhanced Business Capacity

Our entrepreneurship programme has equipped entrepreneurs in Botswana with essential skills and knowledge, leading to tangible improvements in their businesses.

### Knowledge Enhancement

**98%**

of entrepreneurs reported increased knowledge from training modules.

### Strengthened Business Management

**97%**

demonstrated improved business management skills.

### Effective Finance Management

**98%**

found the training invaluable for finance management.

### Efficient Financial Record Keeping

**73%**

maintained efficient financial records for their businesses.

### Increased Business Survival Rate

The impact of our initiatives is evident in the survival rates of new businesses and businesses initiated through the program.

**Start-ups  
Surviving the First  
Critical Year**

**64%**

**Businesses  
Started Through  
the Program**

**84%**

**Active and  
Operational  
Businesses**

**91%**

## Contribution to Sustainable Development Goals (SDGs)

Our efforts in Botswana align with several SDGs, significantly contributing to their attainment.

### 1 NO POVERTY



#### Enhanced Family Provision

**87%**

of entrepreneurs reported an increased ability to provide for their families.

#### Family Income

**76%**

of entrepreneurs indicated that their business is the primary or majority income source for their families.

#### Revenue and Profits

**56%**

of entrepreneurs reported increased revenue and profits compared to 27% pre-funding.

### 4 QUALITY EDUCATION



#### Business Idea

**96%**

of entrepreneurs acquired the skills and knowledge required to start a business through training.

#### Existing Businesses

**97%**

of entrepreneurs acquired the skills and knowledge needed to sustain and grow their businesses through training.

### 5 GENDER EQUALITY



#### Women Entrepreneurs

**60%**

of entrepreneurs funded were women.

#### Women in Leadership

**85%**

of women entrepreneurs reported being in charge of their businesses.

## 8 DECENT WORK AND ECONOMIC GROWTH



### Business Initiation

**84%**

launched the businesses they pitched to TEF.

### Business Ownership

**91%**

continue to own the businesses they pitched to TEF.

### Multiple Business Ventures

**44%**

expanded into additional businesses.

### Business Advancement

**77%**

businesses have advanced since applying to the program.

## 9 INDUSTRIES, INNOVATION AND INFRASTRUCTURE



### Supplier Partnerships

**62%**

of entrepreneurs have partnered with suppliers.

### Vendor Relationships

**64%**

of entrepreneurs have served as suppliers or vendors to other businesses.

### Market Access

**80%**

of entrepreneurs have reported adequate access to markets for their businesses.

## 10 REDUCED INEQUALITIES



### Social Causes

**58%**

of entrepreneurs actively support social causes in their communities.

### Seed Funding

**23%**

of entrepreneurs provide seed funding to fellow entrepreneurs.

## Improved Community Impact

Our entrepreneurs have not only succeeded individually but have also contributed to the betterment of their communities.

### Mentorship

**75%**

of entrepreneurs provide mentorship to others.

### Charitable Support

**58%**

of entrepreneurs support charities in their communities.

### Community Encouragement

**77%**

of entrepreneurs report that their communities are supportive and encouraging of entrepreneurship.

### Enhanced Social Status

**85%**

of entrepreneurs have attained a good social status in their communities as a result of the program.



# The TEF-CEDA Botswana Partnership



TEFCONNECT

**EMPOWER  
AFRICAN  
ENTREPRENEURS**

*Build capacity and connect with over 1million African entrepreneurs operationalise and scale your business*

**APPLY NOW**

In 2019, the Tony Elumelu Foundation and Citizen Entrepreneurial Development Agency (CEDA) Botswana entered a strategic 100,000 USD partnership to empower 20 additional Botswana entrepreneurs.

CEDA is a government-owned financial institution in Botswana with a mission to promote economic diversification, development, and sustainable job creation by supporting citizens to establish viable businesses.

CEDA offers various financial products, training, and business development services to help entrepreneurs and small business owners in Botswana start and grow their businesses.

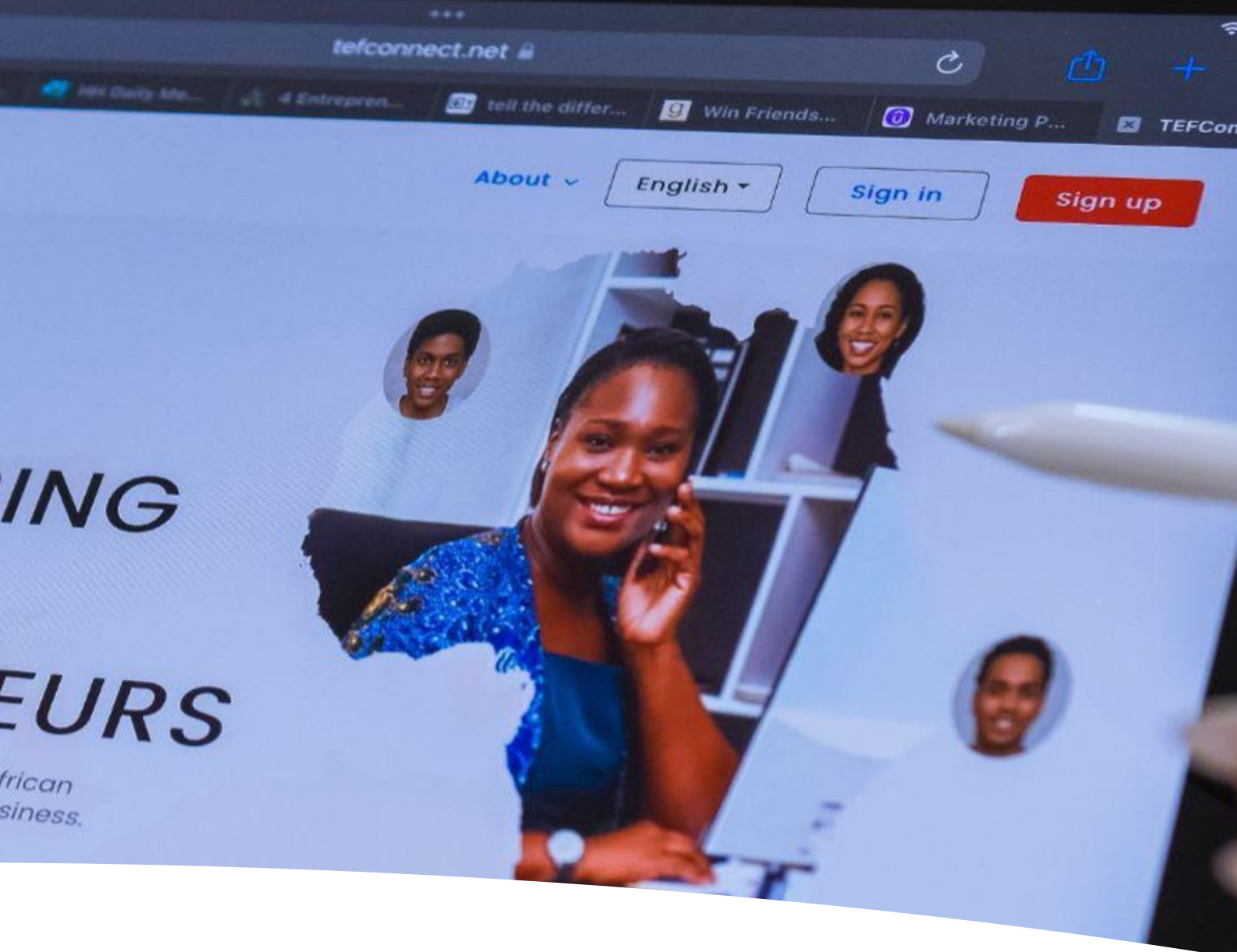
The agency plays a crucial role in Botswana's economic development strategy by fostering entrepreneurship

and supporting the growth of small and medium-sized enterprises (SMEs).

The partnership between TEF and CEDA Botswana aimed at:

- **Entrepreneurship Promotion:** A partnership between TEF and CEDA Botswana focused on promoting entrepreneurship in Botswana. TEF's experience in supporting entrepreneurs across Africa provided valuable insights and best practices to help the Botswana entrepreneurs start up and scale their businesses.
- **Capacity Building:** TEF deployed its expertise in providing training and mentorship to build the capacity of local entrepreneurs in Botswana.
- **Access to Funding:** TEF-CEDA Botswana partnerships provided





seed funding to startups and SMEs in Botswana, and directly impacted the country's economy and that of Africa at large.

- **Network Expansion:** The partnership facilitated cross-border collaboration, enabling entrepreneurs from Botswana to tap into opportunities in other African countries and vice versa, as well as gain from the Foundation's vast alumni network.

The partnership between both organizations equipped the 20 Botswana entrepreneurs (consisting of 12 males and 8 females) with the essential skills required to launch and run successful businesses.



## Scaling New Heights

### Mavis Nduchwa's Botswana Agriculture Revolution

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In the heart of Botswana, where agriculture was once an underrepresented domain, a remarkable transformation unfolded. Mavis Nduchwa, a visionary entrepreneur whose journey from an undergraduate degree in real estate and hospitality to becoming a pioneering farmer was nothing short of extraordinary, left an indelible mark. Mavis, aged 34 at the time of her passing, represented the face of change in a sector long dominated by older generations, and her story exemplifies the power of determination, innovation, and the unwavering support she received from the Tony Elumelu Foundation.

Mavis hailed from rural Francistown, a place nestled near the border with Zimbabwe. Growing up on a farm, she developed a deep-rooted passion for agriculture from an early age. However, as the allure of city life beckoned, she pursued higher education in real estate and hospitality management. Little did she know that her roots and upbringing would eventually lead her back to the soil.

The turning point came when Mavis observed the high cost of agricultural inputs strangling her farming community and realized the potential for affordable, locally produced food and poultry. With a desire to boost the agribusiness sector and address issues such as unemployment, food scarcity, and the inconvenience of traveling long distances for basic commodities, Mavis took a leap of faith. In 2011, she left her job in the hospitality industry and, alongside her husband Brighton Chabana, founded Chabana Farms.

Mavis's vision was grand: an all-integrated farm comprising cattle, goats, donkeys, poultry, piggery, vegetables, and horticulture. Her goal was not only to provide sustenance for the nation but also to empower individuals within her community. Over the course of six years, Chabana Farms evolved into a thriving agribusiness enterprise.

However, Mavis knew that to truly scale her impact, she needed guidance and support. The opportunity to join the Tony Elumelu Entrepreneurship Programme presented

itself through a friend and manager visiting from Uganda. Completing the application was a challenge, as internet access was scarce in her community. Nevertheless, her tenacity prevailed, and she was selected as one of the program's beneficiaries.

The 12-week online learning program proved to be a game-changer. Mavis gained essential insights into running a successful business, from problem-solving and market research to branding and networking. She remarked, "The entire program was fulfilling. I am now part of a robust alumni network, so any questions I have, I know I can share with fellow farmers on the platform."

Beyond the direct benefits to Chabana Farms, Mavis and her team gained exposure on various platforms, including the Ampion Venture Bus SA 2015, the Global Youth Summit in Bangladesh (focusing on youth in agriculture), and membership in Lioness of Africa, a network of impactful women across the continent.

Today, Chabana Farms sprawls across 247 acres and cultivates grains and legumes like lablab, maize, sunflower, sorghum, beans, and groundnuts. The farm provides employment for 10 full-time staff and offers a six-week poultry business management training program for unemployed single mothers, enabling them to start their own enterprises.

Mavis had not only made agriculture cool but also profitable. Chabana Farms recently secured a \$2 million contract from the government of Botswana to supply jugo beans to the local market. In a good rainy season, the farm can yield up to \$1.5 million in profits.

Mavis's journey to impact had only just begun, but her legacy lives on. She encouraged others on the entrepreneurial path to persevere, emphasizing, "No matter how long the road might seem, if you just persevere, it will all work out."





## Turning Trash into Treasures

### Msindazwe Ndhlovu's Eco-Friendly Success Story

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In the heart of Botswana, where innovation meets sustainability, Msindazwe Ndhlovu is leading a green revolution with his business, The Noble Savage (Pty) Ltd. A 2018 Tony Elumelu Foundation (TEF) entrepreneur, Msindazwe has embarked on a mission to transform Africa one piece of plastic at a time by recycling waste plastic and glass to create affordable and eco-friendly building materials. The impact of his venture is not only reshaping the construction industry but also addressing housing shortages and helping vulnerable communities access better living conditions.

Msindazwe's journey into entrepreneurship began less than a year ago, but the challenges he faced inspired him to see opportunities where others might see obstacles. Believing firmly in the abundance of opportunities on the African continent, he set out to make a difference by addressing pressing issues through sustainable practices.

Before his intervention through the TEF program, The Noble Savage had five

employees and generated an annual revenue of \$10,000. However, after receiving support and mentorship, the business blossomed. Msindazwe now employs eight workers and has doubled his annual revenue to \$20,000. These statistics underscore the program's transformative impact on his venture.

But the success story doesn't end there. The Noble Savage has received recognition and accolades, winning two awards and securing a second-place ranking in Zimbabwe for the most innovative green business. Furthermore, Msindazwe is on the cusp of securing a significant investment, with a venture capital firm called 'Earth Capital' in due diligence to raise \$1 million.

In addition to these achievements, Msindazwe was selected to participate in Vinci Energies with Total to pitch and exhibit his innovation in France, providing him with a global platform to showcase his work.

Reflecting on his journey, Msindazwe emphasizes the profound impact of the TEF Entrepreneurship Program on his business.

He highlights how the program equipped him with valuable insights and knowledge, enabling him to navigate challenges like relocating his business from Zimbabwe to Botswana and mitigating the effects of the COVID-19 pandemic.

For Msindazwe, the most rewarding aspect of entrepreneurship is not just monetary gain, but the ability to witness progress and look back on how far he's come. He believes in building a legacy, not just for himself but for future generations, and strives to solve the problems facing Africans through his work.

His motivation is rooted in the spirit of Ubuntu, the belief in togetherness and interdependence. He aims to alleviate the daily struggles of his fellow citizens, contributing to the greater good of society.

When asked about the key elements for starting and running a successful business, Msindazwe underscores the importance of passion, problem-solving, and market demand. He encourages aspiring entrepreneurs to believe in their ideas and persevere through challenges, driven by their unwavering belief in the value of their work.

Inspired by his father's wisdom, the life journey of Tony Elumelu, and the vision of Elon Musk, Msindazwe is determined to expand The Noble Savage's operations across Africa in the next 10-15 years. His goal is to provide affordable housing and energy solutions to communities throughout the continent, leaving a lasting legacy of positive change.





## Botswana's Trailblazer

### Nametso Matlhaga's Entrepreneurial Odyssey

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In the realm of entrepreneurship, taking that initial leap of faith can be both thrilling and daunting. For Nametso Matlhaga, a 33-year-old entrepreneur from Botswana, that leap has been nothing short of transformative. With a decade of experience in jewelry, manufacturing, and retail, Nametso's journey is one of determination, inspiration, and the invaluable support of the Tony Elumelu Foundation.

Nametso's entrepreneurial spirit was ignited early on as she grew up in a family of entrepreneurs. She had the privilege of working under her uncle, who ran a jewelry business, during her school breaks. Her exposure to the world of entrepreneurship from a young age instilled in her a passion for working on her terms and creating her legacy.

"At the age of 18, I started my first business, which was a construction business. The business was profitable, but it posed challenges as I had to deal with both employees and clients at a young age," she recalls.

However, her entrepreneurial journey took a pivotal turn when she transitioned from construction to establishing her jewelry manufacturing business, Matthan Jewelry. Over the past ten years, she has been a trailblazer in a male-dominated industry, driven by her desire to challenge stereotypes and prove that women can excel in jewelry manufacturing.

Nametso's path intersected with the Tony Elumelu Foundation when she met a fellow alumnus, Mavis Nduchwa, who had been selected for the program's 2015 cohort. Mavis spoke about the opportunities the Foundation offered to entrepreneurs during an event in Kasane. Inspired by Mavis's success, Nametso decided to take a chance and applied for the Tony Elumelu Foundation Entrepreneurship Program in 2018, securing her spot in the program.

Participating in the TEF program proved to be a game-changer for Nametso. She gained valuable insights into financial discipline, branding, personal branding, marketing, and networking. Since her TEF experience,

she has adopted a more open-minded approach to business and has taken on the role of mentoring young entrepreneurs in Botswana.

Reflecting on the challenges posed by the COVID-19 pandemic, Nametso recognized the need to adapt and embrace change. Her business actively expanded its online presence and focused on online sales as part of its growth strategy.

One of the significant challenges Nametso faced was acquiring capital to grow her business. The TEF Entrepreneurship Program not only provided her with the funding she needed but also equipped her with the essential entrepreneurial skills and knowledge to run a successful business.

The impact of Nametso's journey is evident in her expanding business operations in Botswana. Matthan Jewelry is increasing its output and successfully meeting market demand. Nametso has also registered her business in Nigeria and plans to start operating there by June 2021.

Looking ahead, Nametso envisions further growth with two additional branches within Botswana and a presence in Nigeria. She continues to inspire and mentor entrepreneurs in her locality, with four candidates successfully enrolling and benefiting from the TEF Entrepreneurship Program in 2019.

Nametso's entrepreneurial journey underscores the importance of resilience, patience, and the belief that Africa's economies can thrive with the contributions of ambitious entrepreneurs. Her advice to aspiring young entrepreneurs is simple yet powerful: "We are well capable. We can indeed make it through entrepreneurship, our economies need us, Africa needs us, and you owe it to yourself to become everything you ever dreamt of being."





## Empowering Education

### Lerato Motshwarakgole's Journey from Entrepreneurship to Harvard

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In the world of entrepreneurship, few stories are as compelling as Lerato Motshwarakgole's inspiring journey. This success story highlights her unwavering commitment to education, her entrepreneurial spirit, and her remarkable achievements that have paved the way for a bright future in academia.

#### **The Entrepreneurial Beginning:**

Lerato, a driven 33-year-old entrepreneur from Botswana, ventured into the world of business with a clear vision. She founded Ora Communications, an education management company, aiming to revolutionize the education sector through innovative approaches. Her journey began with the Tony Elumelu Foundation (TEF) Entrepreneurship Programme, which played a pivotal role in transforming her vision into a thriving business.

"TEF helped me turn my honors dissertation from the University of Cape Town into a tangible 10-year business and execution plan," Lerato shares. With entrepreneurship,

particularly in the education sector, trust and credibility are paramount. Lerato recognized the importance of continually advancing her studies to enhance her expertise and impact in this field.

#### **The Harvard Dream:**

Driven by her passion for education and her determination to make a difference, Lerato took a significant leap forward. She decided to pursue a Master's in Education (M.Ed) at the prestigious Harvard Graduate School of Education. Her motivation was clear – she wanted to validate years of research and explore avenues for scaling Ora Communications to new heights.

As Lerato embarked on her journey to Harvard, she carried with her the invaluable lessons learned from the TEF Entrepreneurship Programme. She acknowledged the contributions of mentors like Mr. Tony Elumelu, whose success story inspired her to reach greater heights.





### **The Vision for the Future:**

Upon completing her studies, Lerato's immediate plan is to scale Ora Communications. "Scale, scale, scale," she emphasizes. Scaling is a significant challenge for her company, and Lerato believes that further education will provide her with the tools and knowledge needed to achieve this goal.

Even during her absence, Lerato has a dedicated team in place to continue executing the company's existing plans. She envisions taking advantage of the wealth of research and material she will accumulate at Harvard to further enhance Ora Communications.

### **Navigating Challenges and Achieving Milestones:**

Lerato's journey has been marked by both challenges and remarkable achievements. One of the most significant milestones for Ora

Communications has been its involvement in Botswana's Ministry of Education and Skills Development public-private partnership initiative. Lerato's company is poised to make a substantial impact by presenting its projects, research, and educational data to the Curriculum Authority.

As Lerato Motshwarakgole heads to Harvard, she carries not only her dreams but also the aspirations of countless students and educators. Her dedication to education and her entrepreneurial spirit serve as a beacon of hope and inspiration. Lerato's journey reminds us that education and entrepreneurship are not separate paths but rather intertwined avenues that can fuel innovation, create change, and empower individuals to achieve their dreams.

# EMPOWERING AFRICAN ENTREPRENEURS

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

