



THE TONY ELUMELU
FOUNDATION



The Coalition for African Entrepreneurs

**Unleashing Africa's
potential through youth
entrepreneurship!**

*Empowering African Entrepreneurs to drive
job creation, poverty alleviation, and inclusive
economic empowerment.*



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WHY AFRICA? WHY ENTREPRENEURSHIP? WHY NOW?

Africa is the continent with the youngest population worldwide.

Around 70% of the population is aged 30 years and younger. By 2050, 30% of the world's population will live in Africa. Yet, unemployment remains a fundamental issue to be tackled threatening peace and security in the region, with spill over effects globally.

Micro Small and Medium Enterprises (MSMEs) constitute nearly 90% of businesses and generate 80% of jobs and 50% of GDP in Africa.

Over the past decade, Africa has been the world's second-fastest-growing continental economy, after Asia.

The full power of Africa's entrepreneurship capacity has not been unlocked for many individuals, and small businesses – predominantly among women, youth, rural, and other low-income communities in Africa.

Africa's digital economy is estimated at US\$115 billion today and is expected to grow six-fold to US\$712 billion by 2050.

Yet, unlike in other regions, African MSMEs are mostly 'non digital' and historically have insufficient access to capital, training, and other tools needed to launch, grow, and scale their business.

The Catalyst For Entrepreneurship Growth In Africa

The Journey So Far

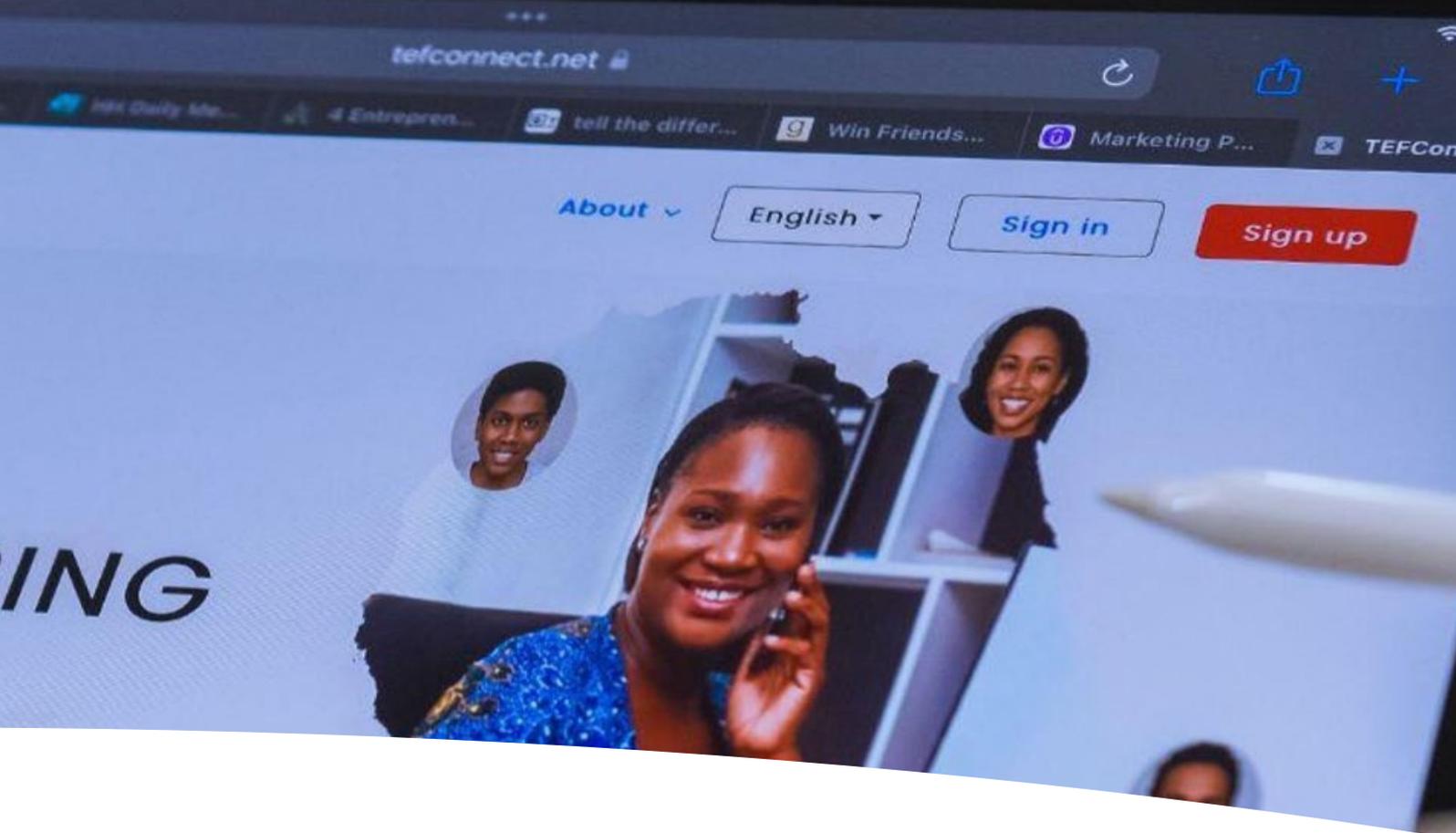
A Clear Road Map To **Sustainable And High Impact Development** Through Entrepreneurship

Track Record

- Founded in 2010, the Tony Elumelu Foundation (TEF) is the leading philanthropy empowering young African entrepreneurs from all 54 African countries, to ensure job creation, poverty alleviation and inclusive economic empowerment for young African entrepreneurs.
- In 2015, the Foundation made a ten-year commitment of US\$100million to identify, train, mentor, and fund young entrepreneurs across the continent through its flagship TEF Entrepreneurship Programme.
- A robust monitoring and evaluation (M&E) methodology and focus on gender inclusion and sustainability have enabled TEF to enter innovative partnerships with the European Commission, United Nations Development Programme (UNDP), the International Committee of the Red Cross (ICRC), Google, IKEA Foundation, UNICEF, and others.

Scale

- We reach all 54 African countries.
- Over 1,000,000 applications from aspiring young African entrepreneurs since inception in 2015.
- Digital reach of over 1.5 million young people.
- Strong focus on gender inclusion and sustainability.
- Innovative partnerships and programmes with BADEA, UNDP, Sightsavers and others for fragile states and vulnerable demographics.



Tool Kit

- Reputational credibility
- Digital infrastructure
- Bespoke curriculum
- Monitoring & Evaluation
- Governance
- [Annual Reports](#)
- [Impact Reports](#)

Policy And Advocacy

- TEF engages in extensive public sector collaboration and advocacy to foster a conducive and enabling environment for young entrepreneurs across all 54 African countries, which is critical to success.

Seed Funding

- The Foundation has disbursed US\$100million in seed capital to 20,000 young entrepreneurs from across all 54 African countries, who have now collectively created over 400,000 jobs and generated over US\$2.3 billion in revenue across Africa.

Training And Capacity Building

- To date, 1.5 million young Africans have accessed business management training and bespoke curriculum on digitalisation, green, and gender on the Foundation's digital proprietary platform, TEFCConnect.

Monitoring, Evaluation, Research, Learning And Adapting

- TEF retains a robust MERLA system with an evidence-based mechanism across Africa that ensures an adequately informed intervention with an accountability framework for tracking, effective reporting, extensive research engagement and adaptive learning.

Leadership



TONY O. ELUMELU CFR
FOUNDER



DR AWELE V. ELUMELU OFR
CO-FOUNDER



ALEXANDER TROTTER
TRUSTEE



SOMACHI CHRIS-ASOLUKA
CHIEF EXECUTIVE OFFICER



FATOU ASSAH
ADVISORY BOARD MEMBER



LIONEL ZINSOU
ADVISORY BOARD MEMBER

Partnership Track Record

Below are some of our Partners who have joined the effort to catalyse entrepreneurship as a scalable tool to drive growth and sustainable development in Africa. With these partnerships, the programme has supported over 20,000 African entrepreneurs till date.



Partnership Spotlight

Tony Elumelu Foundation and the European Union – Gender Focus

In 2021, the European Union and the Tony Elumelu Foundation (TEF) joined forces to support 2500 African women entrepreneurs, directly addressing some of the most endemic challenges to African women – skills and capacity gaps, financial constraints and lack of access to mentoring, networks and market linkages. This partnership has supported women entrepreneurs across Africa through increased access to finance and venture capital investment with a contribution of €20 million. In 2024, the Foundation renewed its partnership with the EU to fund an additional 1800 women across 8 countries with a focus on green entrepreneurship and the creation of green jobs.

“This partnership with the Tony Elumelu Foundation will help women participate in economic development, realise their full potential, and accelerate economic inclusion. Empowering women entrepreneurs is a key driver for sustainable jobs and growth, in line with the objectives of our EU-Africa Strategy. Women and girls represent half of the world’s population, and they deserve equal opportunities”.

- Jutta Urpilainen, Commissioner for International Partnerships, European Union

Tony Elumelu Foundation and the United Nations Development Programme – Conflict Focus

The United Nations Development Programme (UNDP) and the Tony Elumelu Foundation (TEF) have partnered to harness the entrepreneurial, creative and innovative spirit of Africa’s youth especially those in vulnerable and under-served communities, through quality business training, mentoring, access to key networks and markets, and funding opportunities for promising start-ups, to generate productive businesses and opportunities. Since 2018, UNDP and TEF have jointly empowered and funded over 5,000 entrepreneurs across Africa, and in particular, in the Sahel region, who have gone on to create over 50,000 jobs, creating economic hope and opportunity for sustainable livelihoods across Africa.

“We are proud to cooperate with the Tony Elumelu Foundation to empower 100,000 young entrepreneurs across the continent over 10 years through training, mentorship, and financial support. Such support is helping to ensure that young people are equipped with the skills they need for the jobs of today while anticipating the future of work that will be characterized by the increasing use of digital technologies and innovation. Crucially, such efforts recognize that young Africans --who are expected to constitute 42% of global youth by 2030 -- hold the key to unlocking game-changing progress on the Sustainable Development Goals both in Africa and across the world.”

- Achim Steiner, Administrator, UNDP

Tony Elumelu Foundation, UNICEF Generation Unlimited, & IKEA Foundation – Green Focus

The Tony Elumelu Foundation, UNICEF's Generation Unlimited (GenU), and IKEA Foundation entered a strategic partnership in 2023 to launch a pioneering Green Entrepreneurship Programme called BeGreen Africa which is designed to provide young African entrepreneurs with the training, mentoring, and funding needed to develop innovative solutions for Africa's sustainable future. Through a series of workshops, mentorship programmes, and funding opportunities, participants of the Programme will be empowered to create green businesses that address pressing environmental issues. In a world where environmental challenges are becoming increasingly urgent, we have joined

forces to create a dynamic initiative that will provide sustainable job opportunities for the next generation of African entrepreneurs.

"Together with the Tony Elumelu Foundation and Generation Unlimited, we're proud to launch the #BeGreenAfrica Programme. This initiative is aimed at empowering young African entrepreneurs to develop solutions to the triple planetary crisis of climate change, biodiversity loss, and resource scarcity and create jobs that will positively impact the planet."

- Jessica Anderen, CEO, IKEA Foundation



Our Story of Demonstrable Impact

MAXIMIZED IMPACT

1.5million

trained entrepreneurs

20,000

beneficiaries across 54
African countries

US\$100million+

Disbursed Seed Capital

400,000+

Jobs created with 58% created
by female owned businesses

US\$2.3billion

generated in revenue by TEF funded
businesses since 2015

**TEF beneficiaries' annual
profits were on average**

over 22X

the average annual income per
capita in their corresponding
countries

SCALED PROGRAMME OUTCOME



23%
report living
with a disability



**over
25%**

of TEF beneficiaries
have acquired
additional investors
in their business
since receiving seed
funding

Women employment rate
has increased from

44% → **52%**

The programme has
empowered over 7,183
women with 85% of
these women leading
their businesses

80%

are currently making
revenue, up from
only 40% of business
owners at the time
of applying to the
TEF Programme

77%

of beneficiaries'
businesses have
advanced in stages
from the time of
applying to the
Programme

80%

of funded businesses
since 2015 are still
existing

SUSTAINABILITY

83%

of beneficiaries are
contributing to
minimization of
carbon footprints

91%

of beneficiaries are
contributing to waste
minimisation and the use
of natural product and
sustainable materials

69%

of beneficiaries are
contributing safer
energy source

8 DECENT WORK AND
ECONOMIC GROWTH



74%

contribution to SDG
8: Decent work and
Economic Growth

2 ZERO
HUNGER



76%

contribution to
SDG 2: Zero
Hunger

16,400

youth between ages
18 and 36 supported
in Africa

Showcasing TEF's Contributions To

SUSTAINABLE DEVELOPMENT GOALS



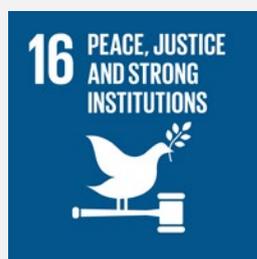
Gender mainstreaming:
40% women supported



Community support:
58% supporting their communities



Food security & agriculture: **4,375 funded in Agri-business**



Fragile context:
11,000+ funded in fragile regions



Revenue generation:
USD\$2.3billion+ revenue generated



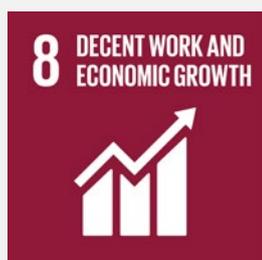
Contribution to livelihood:
76% providing sole income for a family



Green entrepreneurship:
500+ green entrepreneurs



Sustainable collaborations:
36 partners



Access to finance:
20,000 funded

Job creation:
400,000+ direct and indirect jobs created

Business growth and expansion:
77% advanced in business stage

Mildred Ondusi

Kawilab Energy Systems | Kenya | 2019 Beneficiary

Provision of clean cooking energy.

The knowledge that 74% of Africa's population does not use clean energy for cooking exposes the population to dangers such as respiratory illness and climate change. Wanting to exercise the initiative to increase the uptake of clean cooking technologies and bring social change to households in Sub-Saharan Africa, Mildred Ondusi decided to become an entrepreneur.

For Mildred Ondusi, the TEF programme's seed funding helped in acquiring digital equipment and paying salaries. The business management training received helped to change the direction of the business.

"The TEF programme was all-inclusive regarding supporting ventures like mine. I appreciated the training content, from the business management training to the generation of a business plan and most importantly the seed funding which helped us in acquiring digital tools and paying salaries that time."

She currently has 4 full-time and 2 part-time employees and can generate a monthly revenue of US\$1250. Furthermore, she has created a strong network with over 50 entrepreneurs in Africa. She has ensured people in communities get involved in saving towards acquiring clean energy for use while cooking in their homes, thus improving their cooking experiences. They have been known for their success in the programme with other acceleration programmes such as the Women Entrepreneurship for Africa (WE4A) programme. She has benefited from more business skills, networking, partnerships, and funding.



Blandine Umuziranenge

Kosmotive | Rwanda | 2017 Beneficiary

Providing young girls in Rwanda with affordable sanitary products.

Blandine Umuziranenge is the Founder and Chief Executive Officer of Kosmotive, a social enterprise that focuses on improving reproductive, maternal, and child health in Rwanda and throughout Africa. Blandine created the KosmoPad, an eco-friendly and low-cost sanitary pad, that has been supplied to over 54,000 girls to help them continue their education while menstruating. In addition, she has created around 25 jobs in Kosmotive's manufacturing plant for underprivileged women. Blandine was named one of the Top 50 African Business Heroes in 2021, and a finalist in the We Empower United Nations Social Development Goals Challenge in 2022.

Blandine believes that as girls and women break the silence about menstruation and benefit financially

from making and selling pads, they will see their periods as a source of pride and power. Aligning with UN SDG 3: Good Health and Well-being, UN SDG 8: Decent Work and Economic Growth, UN SDG 12: Responsible Consumption and Production, Kosmotive's goals "include the provision of access to menstrual, maternal and child health information and products." Kosmotive offers more resources to those who do not have access to healthcare through their Cosmos Magazine, KosmoHealth App and Helpline.



Babajide Ipaye

KEEXS | Nigeria | 2016 Beneficiary

Creation of an African sneaker brand - the first innovative and social footwear brand in Africa.

Babajide Ipaye, the Founder and CEO of KEEXS, represents the transformative power of the foundation's support in nurturing African footwear brands and empowering them to thrive in a competitive global market. Initially driven by his personal challenge of finding stylish shoes in his size, Babajide embarked on a journey to create his own footwear. After acquiring the necessary skills in shoe design and manufacturing from a school in the Netherlands, Babajide realized the challenge of producing shoes to his desired standard at an affordable cost. However, he saw an opportunity to not only address his own needs but also fill a gap in the market. Inspired by the lack of African sneaker brands, he founded KEEXS, the first innovative and social footwear brand in Africa.

The Foundation's support helped Babajide launch Keexs through Kickstarter, a platform where they successfully raised US\$20,000 in just 40 days from preorders worldwide. This initial boost enabled



KEEXS to establish a strong presence and compete with global shoe manufacturers.

Babajide's story exemplifies how the foundation's assistance has fostered the growth of African footwear brands. By providing funding, mentorship, and a network of like-minded entrepreneurs, the foundation has empowered African entrepreneurs like Babajide to pursue their dreams and make their mark in the industry. Today, KEEXS stands as a testament to the foundation's commitment to nurturing and showcasing African talent in the global market.

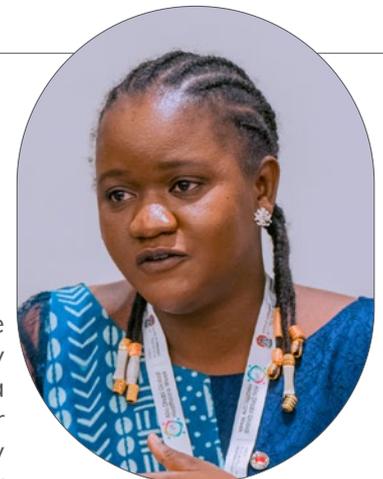
Coumba Diakite

BY'RECYCL | Mali | 2019 Beneficiary

Converting tire waste to household goods.

Coumba Diakite is the founder of the company BY'RECYCL, which aims to put an end to the waste thrown in the streets of Mali. The company produces furniture and decorative objects made from used tires. BY'RECYCL is a social enterprise created in 2018 to fight against the enormous pollution caused by waste thrown out in the open.

It recycles used tires into furniture, children's toys, decorative objects, as well as plastic bags into baskets, decorative baskets and shopping bags. Through these activities, BY'RECYCL is raising awareness about the consequences of human behaviour on the environment. In the long term the company wants to become a big



player in the waste management industry and make West Africa an ecological pillar worldwide. In the city of Bamako, every day nearly 30,000 cubic metres of household waste is thrown away and less than a fifth of this is recycled. To contribute to the reduction of pollution caused by this waste thrown through incineration, Diakite has created the company BY'RECYCL. The company recycles used tyres into furniture, decorative objects and other products.

Maher Oudira

Green ALAFCO | Tunisia | 2018 Beneficiary

Recycling aluminium waste.

Maher Oudira is the CEO of Green ALAFCO; a recycling company that recycles and exports aluminium cans to international buyers. Currently, his company has been able to rid the streets of Tunisia of over 1,000 tons of cans with the hope of reaching 4,000 tons in the next few years. His goal is to make Tunisia the African hub for recycling.

Green ALAFCO is a Tunisian recycling company of aluminium used beverage Cans (UBC) through the integration of the informal sector of waste pickers and by using a new technological innovation of smart

recycling containers developed by their team.

The mission of Green ALAFCO is to make Tunisia an African hub for circular economy activities by optimizing the recycling closed loop process from door-to-door collection to producing finished products from UBC and by replicating this across the African continent.



Lumbie Mlambo

JB Dondolo | Zimbabwe | 2021 Beneficiary

Social intervention program to provide access to clean water in rural communities.

Access to safe water and sanitation remains a significant issue in Zimbabwe, mainly in rural areas. 67% of people living in rural Zimbabwe do not have access to safe drinking water due to severe drought or floods (CARE), while only about 35% of Zimbabwe's population has access to improved sanitation (UNICEF). Women and girls bear the responsibility of collecting water, walking on average of about 3.7 miles per day (USAID). In Zimbabwe, however, it's been recorded that women and girls walk up to 18 miles a day, leaving no time to advance their lives.

Lumbie Mlambo was determined to solve the lack of access to clean water in underserved and impoverished rural communities in Zimbabwe by intentionally placing solar, borehole water systems within the communities to benefit women and girls so they did not spend hours walking to collect water. In response to this problem, JB Dondolo provides access to clean water, sanitation, and hygiene in underserved communities to reduce poverty and promote gender equity. This solution has relieved them of the stress of traveling to access water, especially women, since they no longer need to walk up to 18 miles to fetch water. Availability of clean water means good health for everyone, especially mothers and new-born

babies. These changes mean girls have more time to go to school. As a result, there have been various requests for similar water systems as preferred solutions.

"I really appreciated the TEF training sessions delivered via YouTube throughout the programme. I was able to watch these at my own time as they were always available online. Also, I learned to create a powerful business plan summary which I later used to create a winning pitch. I appreciated the free coaching provided by TEF coaches who spent a lot of time with each entrepreneur."

Since receiving the US\$5,000 grant, Lumbie has empowered over 8,000 people in the global community through the solarization of boreholes for irrigation and farming in Matobo hills. This has enabled farmers to cultivate crops for consumption and for sale in the markets. Lumbie has also committed 5% of the earnings from sales to her organization, JB Dondolo through a "Pay-it-forward" programme so that the model can be replicated and expanded to other communities.



The Coalition



THE COALITION'S PILLARS

Access to Finance

Provide an option for organizations to pipeline all entrepreneurship funding through the Foundation

Training & Mentorship

Custom training programme to teach entrepreneurs business management fundamentals.

Alumni Networking

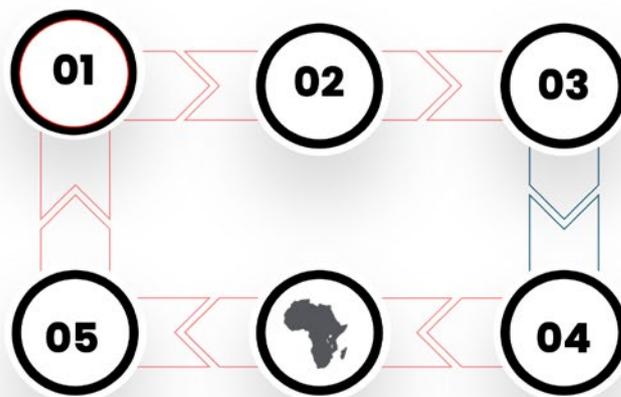
Offer access to data on entrepreneurs across Africa; opportunities for second stage funding, access to market, etc.

Advocacy

Engage stakeholders to leverage the Foundation's platform as an advocate for entrepreneurship.

TEFConnect

Digital ecosystem with the capacity to connect entrepreneurs and provide marketing opportunities for goods and services.



Coalition Objectives

In 2015, the Tony Elumelu Foundation committed US\$100million to launch its flagship Entrepreneurship Programme to fund 10,000 young African entrepreneurs annually for 10 years. To date, with its partners, the Foundation has funded over 20,000 entrepreneurs.

The Coalition for African Entrepreneurs is an opportunity to bring organizations together to invest in more young Africans who will unlock Africa’s potential through entrepreneurship.

The US\$100-500million Coalition is open to development agencies, the private sector, philanthropic organizations, and governments.

To create jobs, alleviate poverty and promote economic empowerment, the Coalition for African Entrepreneurs aims to support 100,000 young African entrepreneurs, including 50,000 women, and create 1,000,000 jobs by 2035.

Coalition Objectives:

To empower up to 100,000 young African entrepreneurs by 2035





Key Sectors Of Focus

The Coalition for African Entrepreneurs will target women and youth in these sectors to achieve its objectives.

Gender Focus

African women, as the largest proportion of our population; still remain vulnerable, at-risk and impoverished due to the challenges caused by social, economic, cultural and political marginalization, gender-based violence and discrimination against women, terrorism, conflict, and fundamentalism.

Green

Creatives



Digital/Tech

Agriculture

Technology

Young entrepreneurs in the tech sector will receive financial grants and mentorship to scale.

Agriculture

Connecting young entrepreneurs with the tools and funds to ensure food security in the African continent.

Green Economy

Empowering young entrepreneurs in the green economy with grants to develop alternative climate smart options to enable smart and clean power growth in the continent.

Why Join The Coalition?

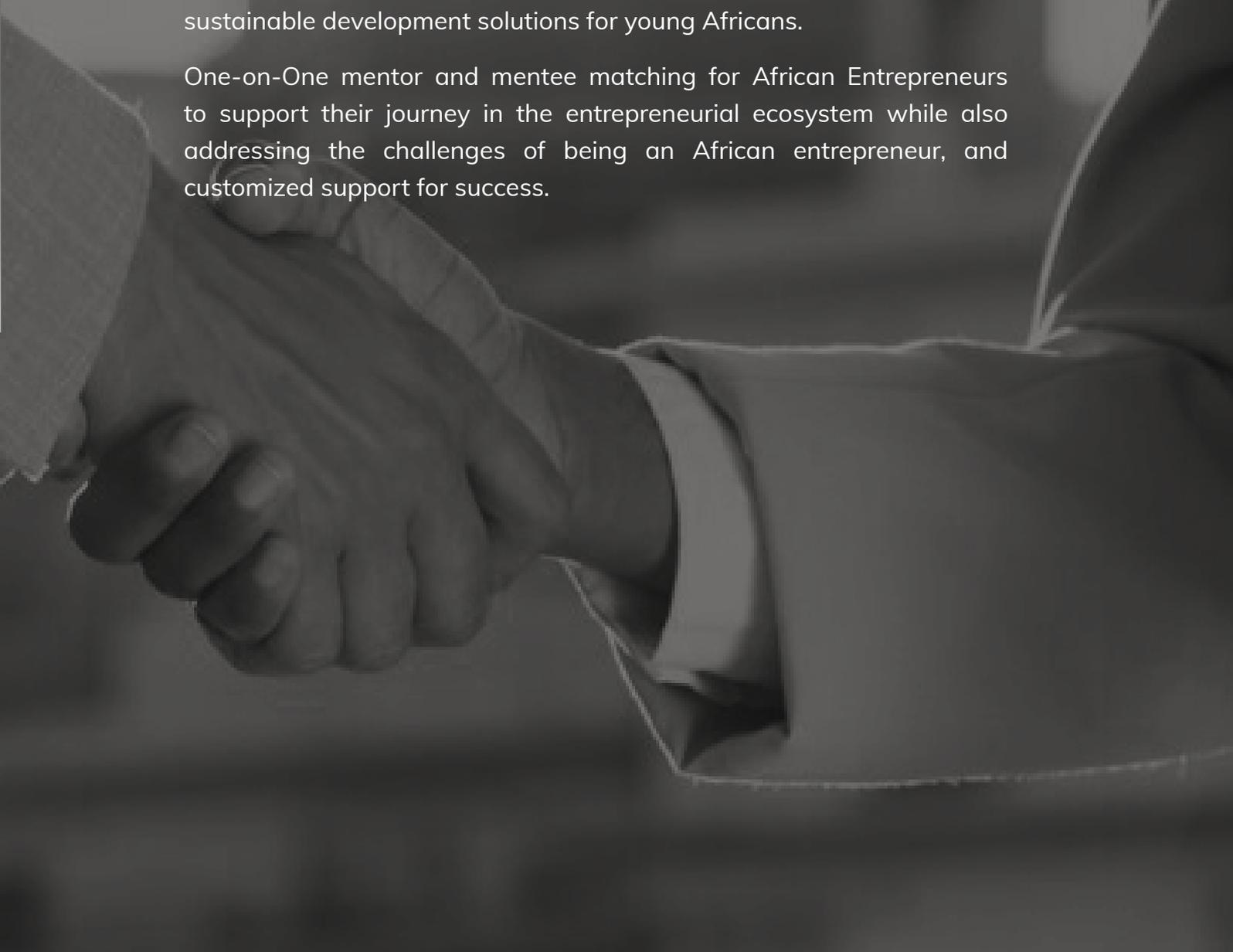
Coalition Partners will be co-creators of a transformative initiative with demonstratable impact in Africa's sustainable development.

The Coalition will offer **Bespoke Training for MSMEs** with a focus on youth entrepreneurs, the Foundation will offer entrepreneurship trainings in its focus sectors of green entrepreneurship, the creative sector, technology and agriculture.

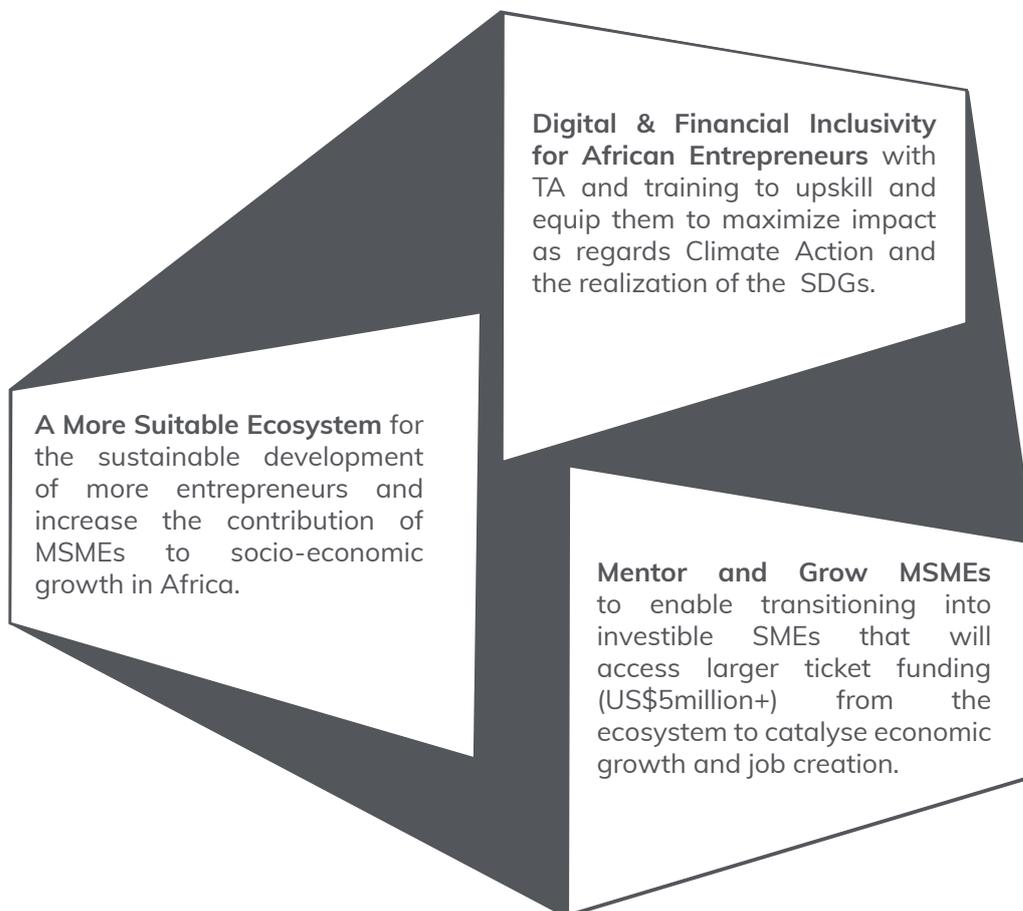
Coalition Partners will be positioned as part of the foremost global alliance committed to empowering Africans to create innovative solutions that address the continent's unique challenges.

The Coalition will also leverage TEF's Ecosystem to reach a wider pool of entrepreneurs across all 54 African countries while leveraging the Foundation's reach and convening power to continue providing sustainable development solutions for young Africans.

One-on-One mentor and mentee matching for African Entrepreneurs to support their journey in the entrepreneurial ecosystem while also addressing the challenges of being an African entrepreneur, and customized support for success.



Expected Outcome Of The Partnership



OVER

1,000,000

Direct and Indirect Jobs to be created by 100,000 SMEs in 10 years.

Drive revenue above

100%

in the first critical start-up years and up to 400% by the third year.

Increase business success rate by

20%

in the initial critical start-up years while reducing attrition and maintaining steady growth and investment readiness.



The time for Africa is now!

With over 1 million applications received from aspiring young African entrepreneurs on our digital platform, TEFConnect, since the launch of our flagship Entrepreneurship Programme in 2015, it is clear that the demand for support far outweighs the supply.

Over the last 10 years, we have monitored and evaluated the impact of over 20,000 entrepreneurs who each received US\$5,000 in seed capital funding, and have gone on to create 400,000 jobs in their communities. Now, imagine if we empowered 500,000 Africans over the next 5 years or 1,500,000 Africans over the next 10 years?

This is our Call-to-Action!



READ OUR IMPACT REPORT

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