



THE TONY ELUMELU
FOUNDATION

TEF
Impact

Eastern African Region





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Demography of Funded Entrepreneurs

Demography

TOTAL FUNDED
ENTREPRENEURS

2984

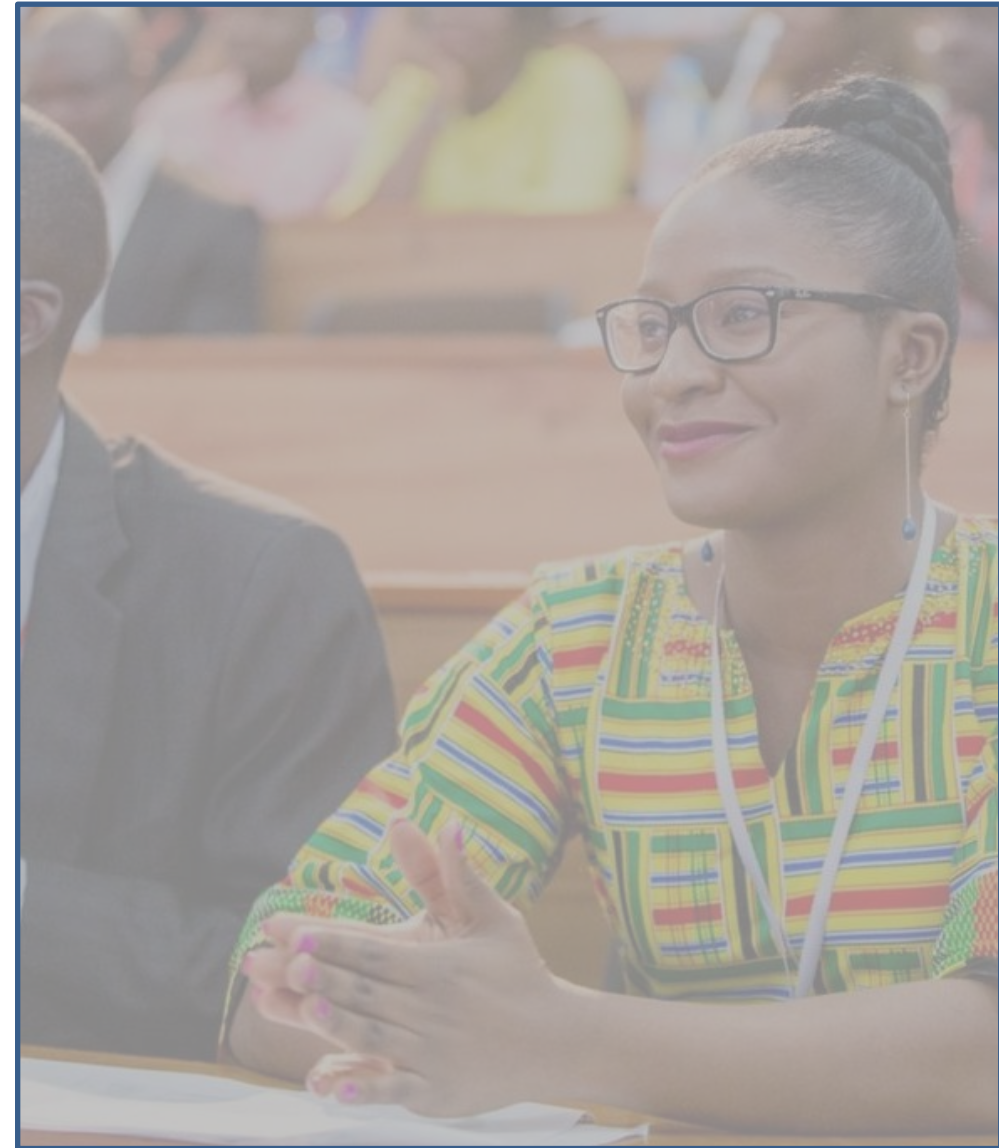
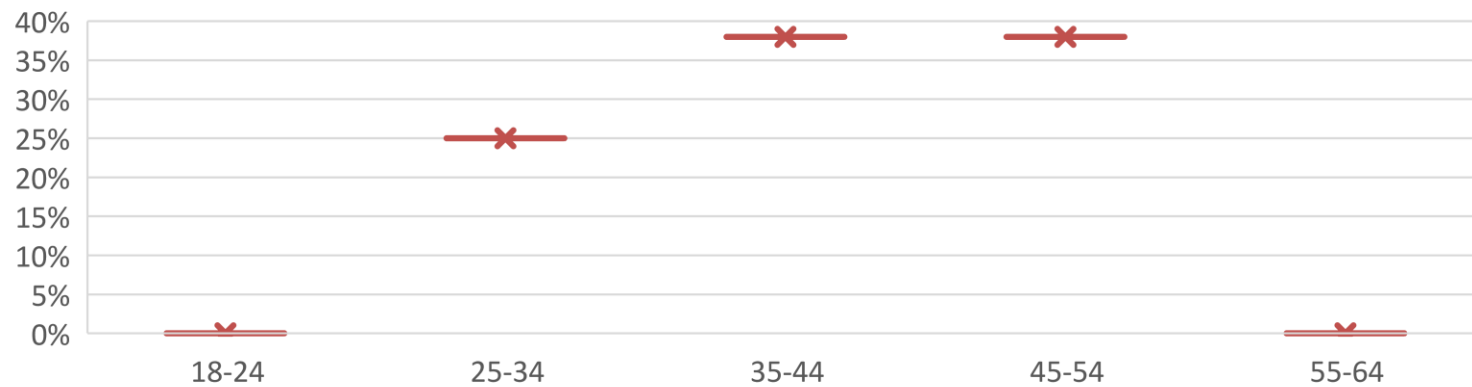


MALE
54%



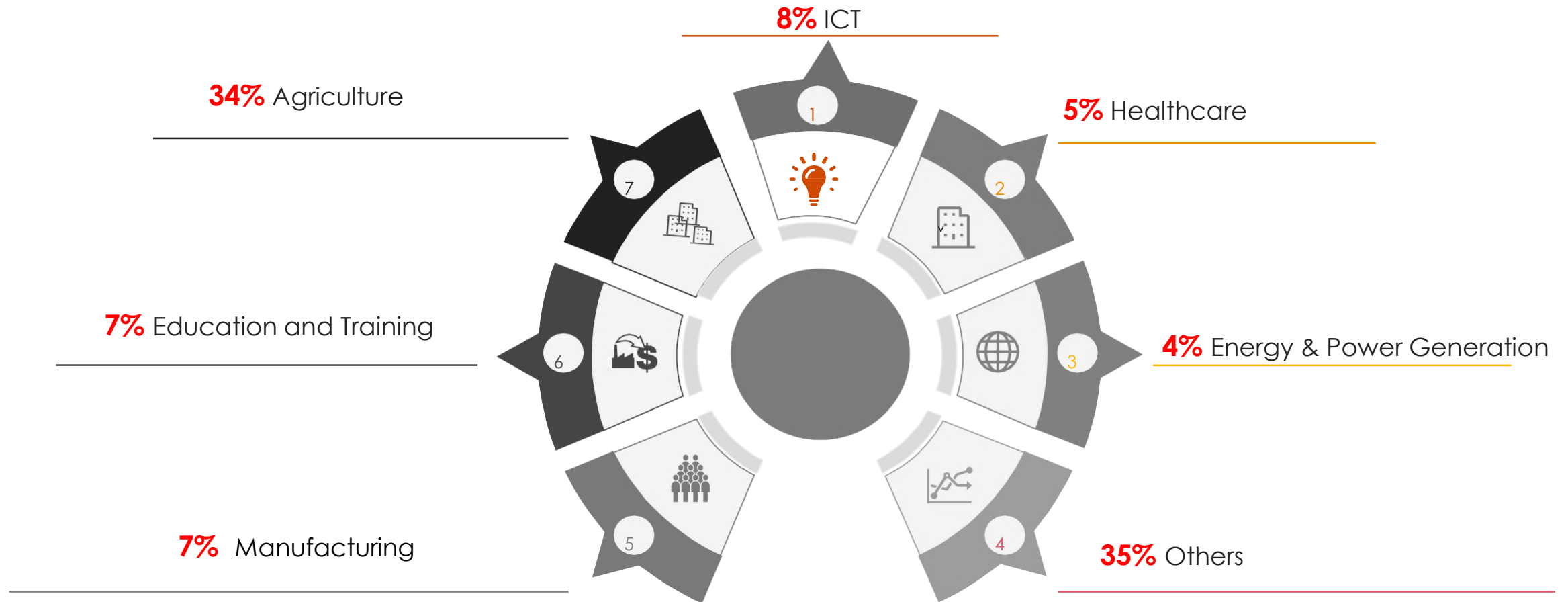
FEMALE
46%

Age Range



Top Funded Sector

The Tony Elumelu Foundation Entrepreneurship programme has funded entrepreneurs across over 15 business sectors in Eastern 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%

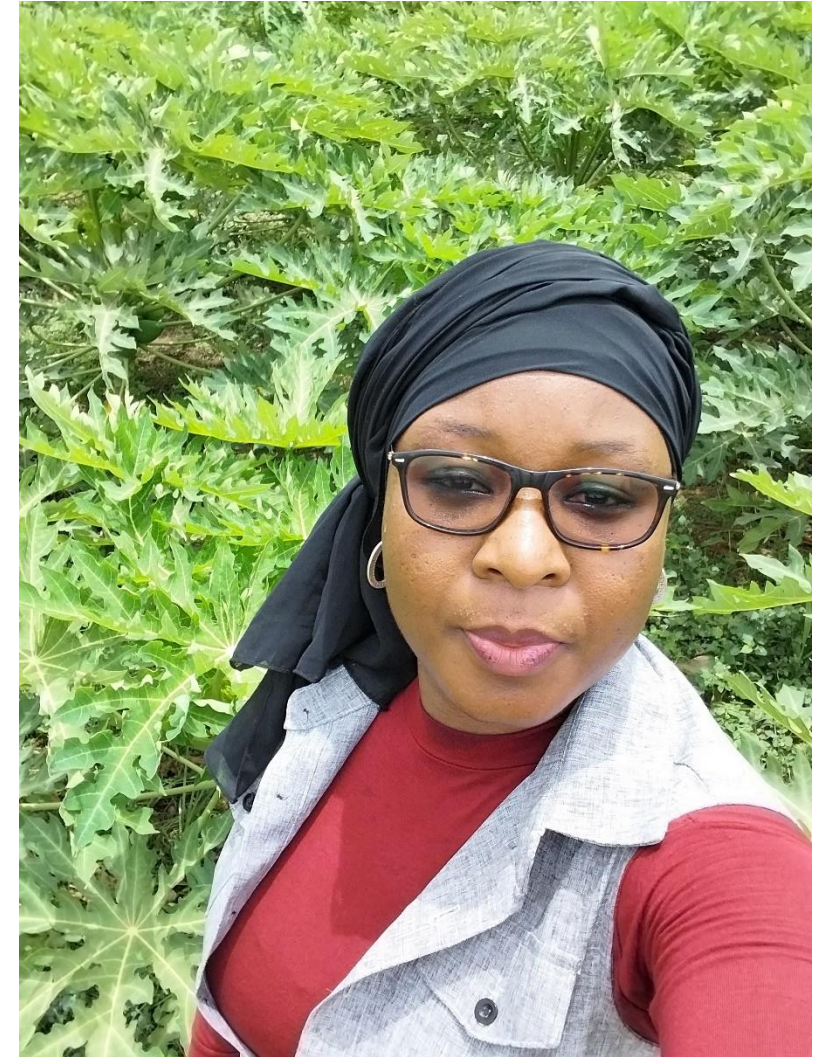
report the programme provided them with opportunities to interact with those with similar challenges.



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



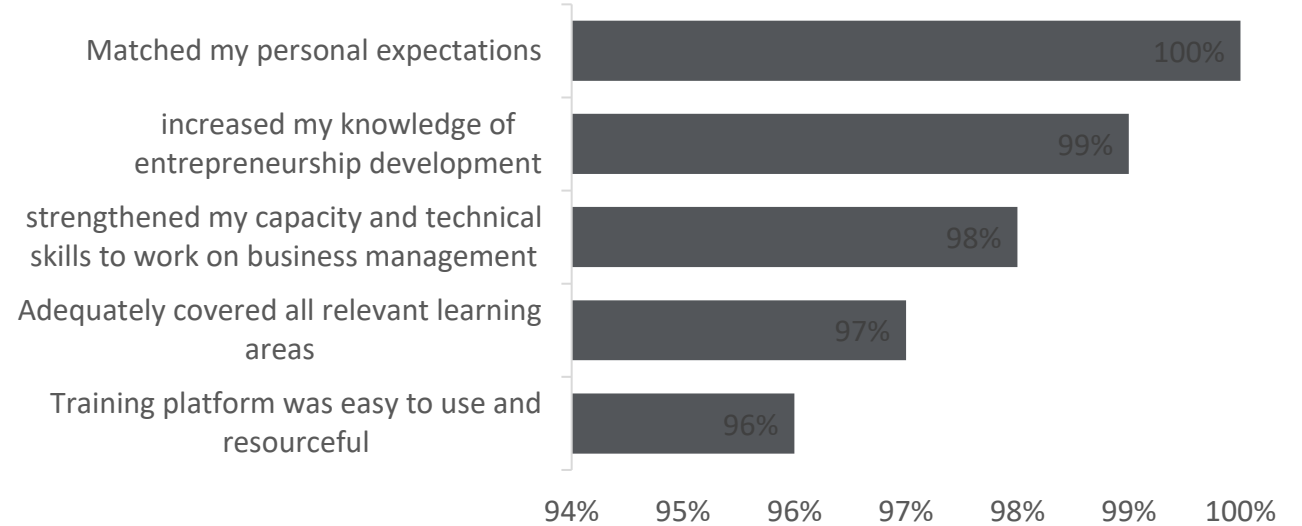
Training Satisfaction



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

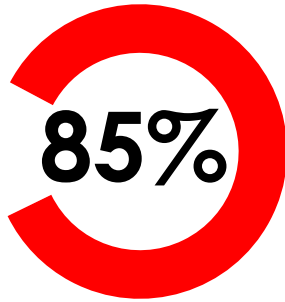
Impact

“ 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.”

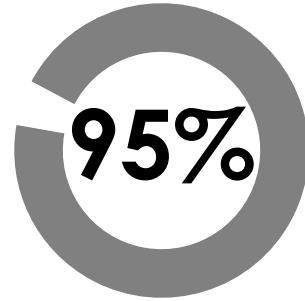


reported that the funding enabled them to start or improve their business.

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.

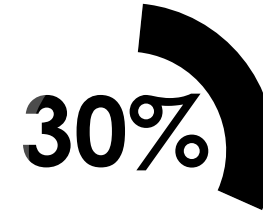


started the business they pitched to TEF. This demonstrates the effectiveness of the program in providing the support and resources needed for entrepreneurs to turn their ideas into successful businesses.



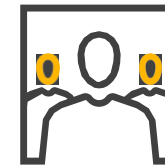
still own the business they pitched.

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

\$2,600



AVERAGE REVENUE AFTER TEF

\$8,900



% INCREASE IN REVENUE

242%



3 New Jobs

Created on average per entrepreneurs

Average jobs (Direct and indirect) created since funding

82%

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.”



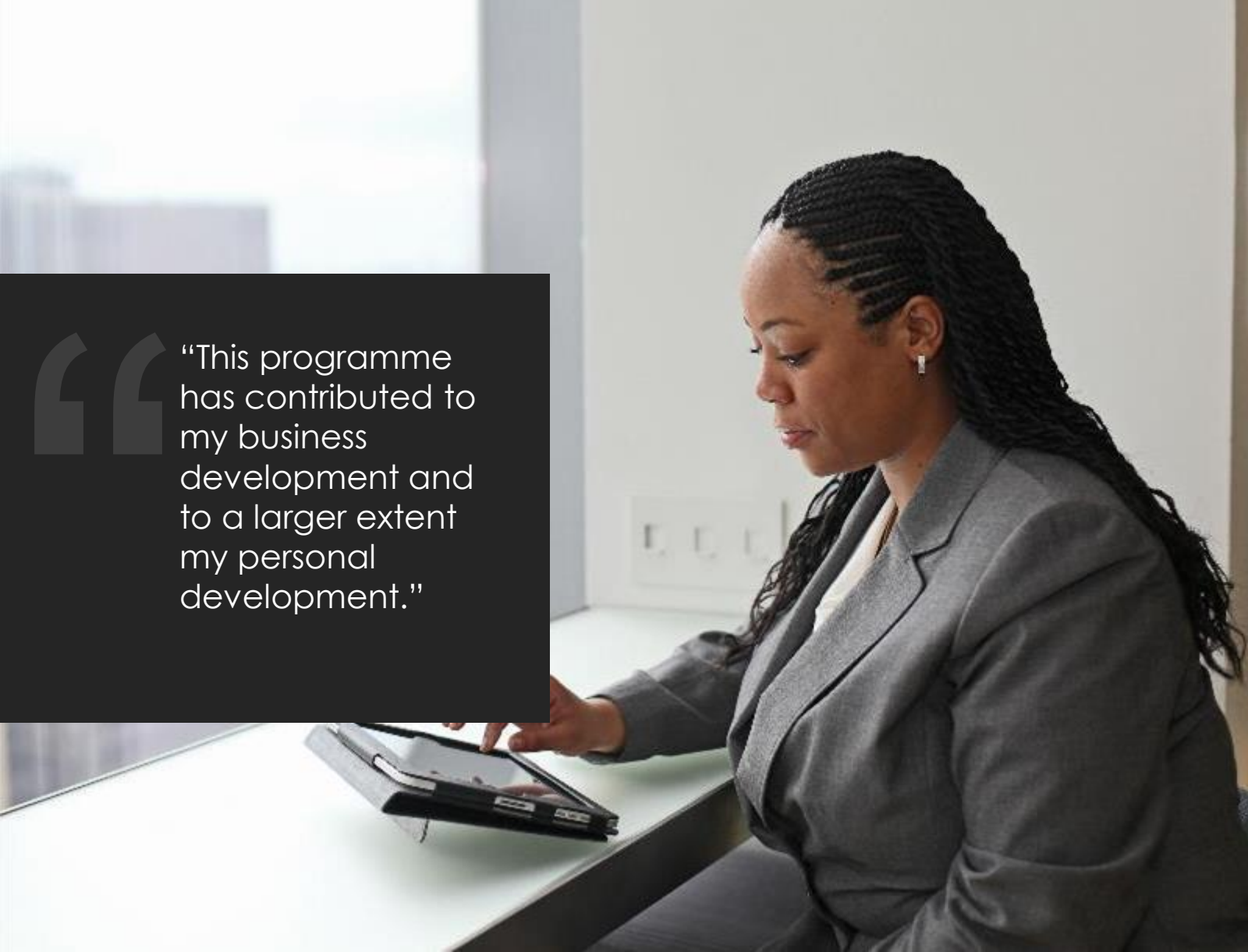
Women-owned businesses generated an estimated 9 Million dollars in 2022 alone

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



Joseph Niyomukiza

GREENREV

Greenrev's Approach To Fighting Malnourishment In Rwanda

Two years before he launched his enterprise GREENREV GR LTD, Joseph Niyomukiza could not stop thinking of how much more cost-effective food fortification is to vaccinations in preventing or fighting disease. The idea was rooted in the development of his country, Rwanda. Yet, it was not until the Tony Elumelu Entrepreneurship Programme, where he received vesting scenario and financing, that he was able to power his vision.

Greenrev Gr is an agribusiness enterprise reducing horticultural harvest losses and adding micro-nutrient, to improve livelihoods through high profits and diversified nutrient-rich diets. The enterprise is committed to the fight against malnutrition and is interested in the seeding of vegetables and cereals to their processing level.

Since then, there have been significant achievements on his entrepreneurial journey and in improving and modernizing the agricultural sector. In 2020, he was featured in the UN SDSN report 2020 for his work with World Food Program (WFP-Rwanda). In addition, he is a part of Sight and Life Rwanda with the mission to establish SBN-RWANDA chapter.

For Joseph, when it comes to being healthy, prevention is better than cure. In Africa, fortification is not new, but Greenrev gr's delivery model is a groundbreaking approach. They are revolutionising the food system without having to change it. For example, the thousands of small farmers and food processing already existed. The market and demand for fruits and vegetables have always existed. What the enterprise does is improve an existing product already widely consumed by hundreds of millions of Africans.

Their solution requires minimal behaviour change, which is key to its success and enables it to scale efficiently. So far, they have impacted more than 8.5+ million including customers, smallholder farmers and cooperatives, and project to reach over 100 million people by 2025. This would require a new and technological milling plant and advanced laboratory equipment to ensure quality, nutrition and safety.

As Greenrev gr's continues to impact lives, they hope to adopt the new normal, especially in Horticulture and fighting against Malnutrition through institutional partnerships and market investments.



Regis Umugiraneza

CARL GROUP

Regis Umugiraneza's Innovative Idea Is Maximizing The Use Of Sweet Potatoes In Rwanda

In his fourth year of studying Agriculture Economics and Agribusiness at the University of Rwanda, Regis Umugiraneza had an idea about sweet potatoes in Rwanda and sub-Saharan Africa. Choosing to go the extra mile, he used his dissertation to interrogate this idea further, and in 2014, he realized he could add value to this crop.

Rwanda often experienced a surplus of sweet potatoes. Everyone was growing sweet potatoes in the rural areas and eating them boiled – the same way they had been preparing them for decades. Yet, while the population in Rwanda's urban areas increased as people moved into the cities, they could not get themselves to enjoy sweet potatoes because they had been conditioned to the traditional way it was prepared.

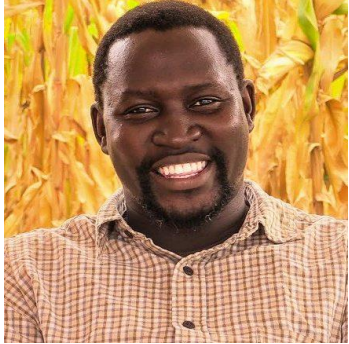
Once, while discussing business opportunities with colleagues, Regis shared his idea of adding value to sweet potatoes and they all decided to start a company, CARL Group – a recipient of the 2016 Tony Elumelu Entrepreneur Programme fund. Today, they are making bread and biscuits from sweet potato.

They produce orange-fleshed sweet potatoes that have a high vitamin content, particularly vitamin A. The main product of the CARL Group company is "VitA Bread", a certified Made in Rwanda product and one of two kinds of bread to receive Standard Certification from the Rwandan Standard Board. VITA bread is made from OFSP which is a biofortified sweet potato rich in beta-carotene, a precursor of Vitamin A.

CARL Group sources the raw materials for the bread from around 1000 individuals, cooperatives and groups of farmers in Rwanda. The end products are processed daily by a highly qualified team of twelve young visionaries and finished products are then sold in 35 supermarkets and online grocery stores across several neighbourhoods in Kigali, primarily to low and middle-income urban consumers.

The social impact of CARL Group is felt widely across Rwanda because sweet potato is widely cultivated throughout the region; the number of farmers they work with grows as the demand for their products increases. They currently work with five online e-commerce platforms in Kigali.

Through diligence and an environmentally-conscious mentality, they continue to minimise wastage of orange-fleshed sweet potatoes and improve OFSP value-chains to increase production and utilization in Rwanda as well as reducing malnutrition among children and pregnant women.



Richard Bbaale

Banapads

Banapads Is Making Menstruation Management Affordable And Convenient For Women

It is no secret that menstruation, is still considered a social taboo in many parts of the world. There is common theme of silence when conversations about the subject come up. As though it is not as natural as breathing. This is challenge inspired Richard Bbaale, a 2016 TEF Alumna from Uganda to create BanaPads.

BanaPads is an award-winning social enterprise registered in Uganda and Tanzania with the aim of manufacturing affordable and eco-friendly (100% biodegradable) sanitary pads. The pads are also collected to be used as manure and this means that the waste that goes to the local landfill will be reduced since the banana pseudo-stem is a recyclable product.

In Uganda, Richard's home country, the stigma and negative stereotypes around menstruation also means a direct impact on the education of girls in that region. 20% of girls aged 13-18 miss at least one day of school during their period, and girls who were menstruating missed school on 28% of 'period' days compared to 7% on non-period days. This aggregated to absence from school of around 11% of teaching days.

For Richard, the solution to this was in two folds – tackle the difficulties Ugandan women face in menstruation management, thus helping to keep girls in school and create jobs for women in poor rural areas. He created a unique business model to help him achieve these two goals seamlessly.

Some women in Uganda not only consider conversations about menstruation as 'awkward' they also struggle to afford adequate sanitary materials. To mitigate this, Richard created a network of female sales agents, called Bana Champions. Richard began selling BanaPads in a small Ugandan village in 2010 and has since expanded his customer base to 25,000 customers by the end of 2018 and distributes at least 5 million pads annually.

Thanks to Richard and the remarkable work he continues to do with BanaPads, more women can access affordable sanitary products and earn a living by spreading the message of proper menstruation management with their fellow women.



Shabbirali Mussa

Eco-Friendly Bags

Shabbirali Mussa: Solving The Waste Challenge Of Tanzania

From Arusha to Dar es Salaam, over every 5 mins walk you will find a plastic bag (polythene) on the road or in a drainage leading to pollution. In Tanzania, a devastating amount of over a million polythene plastic bags are used each year. Only a small percentage of these plastic bags are used again and often are thrown away and end up littering beaches, where they may take 1,000 years to biodegrade and so they are harmful to the biodiversity. The problem of pollution has become quite severe that the Tanzania government has embarked on National cleaning exercises and a planned ban on plastic bags. In 2013, the government enforced a law that banned the production, distribution, import/export and most importantly the use of non-biodegradable plastic bags.

The ban was imposed to reduce the amount of thin polythene plastic bags of less than 30 microns being manufactured, as they are non-recyclable. However, these new regulations particularly after President John Magufuli ordered to celebrate Independence Day festivities on December 9, 2015 by cleaning homes, compounds, streets, roads and offices barely scratch the surface and have not been very effective and entrepreneurs around the country have been seeking solutions to handling the challenge.

Shabbirali Mussa is one of few individuals in Tanzania who have taken the problem of pollution serious and has created a solution in Eco – Friendly Bags Ltd. Founded in 2016 by three visionary youths upon hearing the impending government ban on plastic bags the following year, Eco – Friendly Bags Ltd manufactures a broad variety of non-woven environment friendly bags.

Shabbirali and his team took the initiative to provide a singular product. One made out recyclable, biodegradable and reliable material. Eco – Friendly Bags set out to achieve Sustainable Development Goals particularly Goal 12 (to ensure sustainable consumption and production patterns), Goal 14 (conserve and sustainably use of the Oceans, seas and marine resources for sustainable development) and Goal 15 (sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss) as well as start a national movement towards environmental sustainability and eco-friendly habits.

Faced with challenges of finance and very little information on running his business, Shabbirali in 2017 applied for the TEF programme and has witnessed business growth since For Shabbirali and his team, business is a call to creating solution and this he has done effectively as he works towards increasing his capacity in the coming months.



Leroy Mwasaru

Greenpact

Energy From Waste: Greenpact's Leroy Mwasaru Is Driving Social Impact In Kenya

Leroy Mwasaru, a high school student at Maseno School, took action when his school faced a dire problem—a faulty sewer system that was polluting nearby water sources. This environmental issue ignited community protests against the school. Determined to find a solution, Leroy and his classmates embarked on a remarkable journey that led to the creation of Greenpact.

The team designed a groundbreaking human waste bioreactor, capable of converting both human and organic waste into biogas and organic fertilizer. This innovative prototype not only solved the school's sewage problem but also provided a sustainable source of clean energy. Their remarkable invention earned them the first prize in Innovate Kenya, a prestigious idea competition for high school students.

Inspired by their success, Leroy and his team officially established Greenpact as a Limited Liability company in 2015. The company's mission revolves around embracing the circular economy and utilizing waste as a resource to strengthen local communities socio-economically. They offer a range of services and products, including monthly maintenance and their revolutionary bioreactor systems, which are designed to address sanitation and renewable energy needs.

Since its inception, Greenpact has achieved remarkable recognition and accolades. They have garnered awards such as the YE finalist award, INDEX finalist award, and have been winners of the Harvard Social Innovation Collaborative and Resolution Fellowship. Their work has been recognized by notable media outlets like Forbes, CNN, HuffPost, and Fast Company, further elevating their profile and impact.

Greenpact's unique product offering, the bio-digesters, not only contribute to combating climate change by providing affordable renewable energy but also help address the sanitation challenges faced by local communities. Ill health and lost productivity due to inadequate sanitation infrastructure costs the Kenya Water and Sanitation Program a staggering \$324,000, equivalent to 0.9% of Kenya's national GDP.



James Kariuki

Clean cook stoves and fuel/Renewable sustainable clean energy

James Kariuki, a Kenyan entrepreneur, has found great success through his association with the Tony Elumelu Foundation (TEF). With the support of the foundation's team and Chairman, James has received top-notch entrepreneurship training, had his business plan evaluated by Accenture, and gained access to a valuable network of mentors from the TEF cohort.

James's business focuses on developing a unique and affordable clean cooking solution that caters to low-income households worldwide. This solution aims to meet the cooking needs of those who cannot afford Liquefied Petroleum Gas (LPG) or electricity. While starting small, James has his sights set on global scalability. His venture aligns with several Sustainable Development Goals, including poverty eradication, zero hunger, good health and well-being, gender equality, affordable and clean energy, and climate action.

Thanks to the \$5,000 seed investment from TEF, James was able to purchase a cutting-edge Computer Numerical Control machine for manufacturing. This versatile tool allows for the production of high-quality cook stoves and supporting hardware in small quantities, based on market demand. It offers scalability without the need for costly industrial investments and minimizes the risk of idle capacity.

James's business plan is progressing smoothly. He has obtained government authorization to bring his solution to the market and showcased his products at the Nairobi International Trade Fair, generating significant interest with over 2,000 pre-orders and positive customer feedback. Meeting the market demand will be their primary challenge, but James and his team are determined to find innovative solutions to ensure customer satisfaction.

TEF has played a pivotal role in James's entrepreneurial journey, providing him with the resources and support necessary to turn his dreams into reality. With everything falling into place, James is excited about the future and committed to making a meaningful impact in the clean cooking sector.



Binti Mwallau

Hasanat Ventures

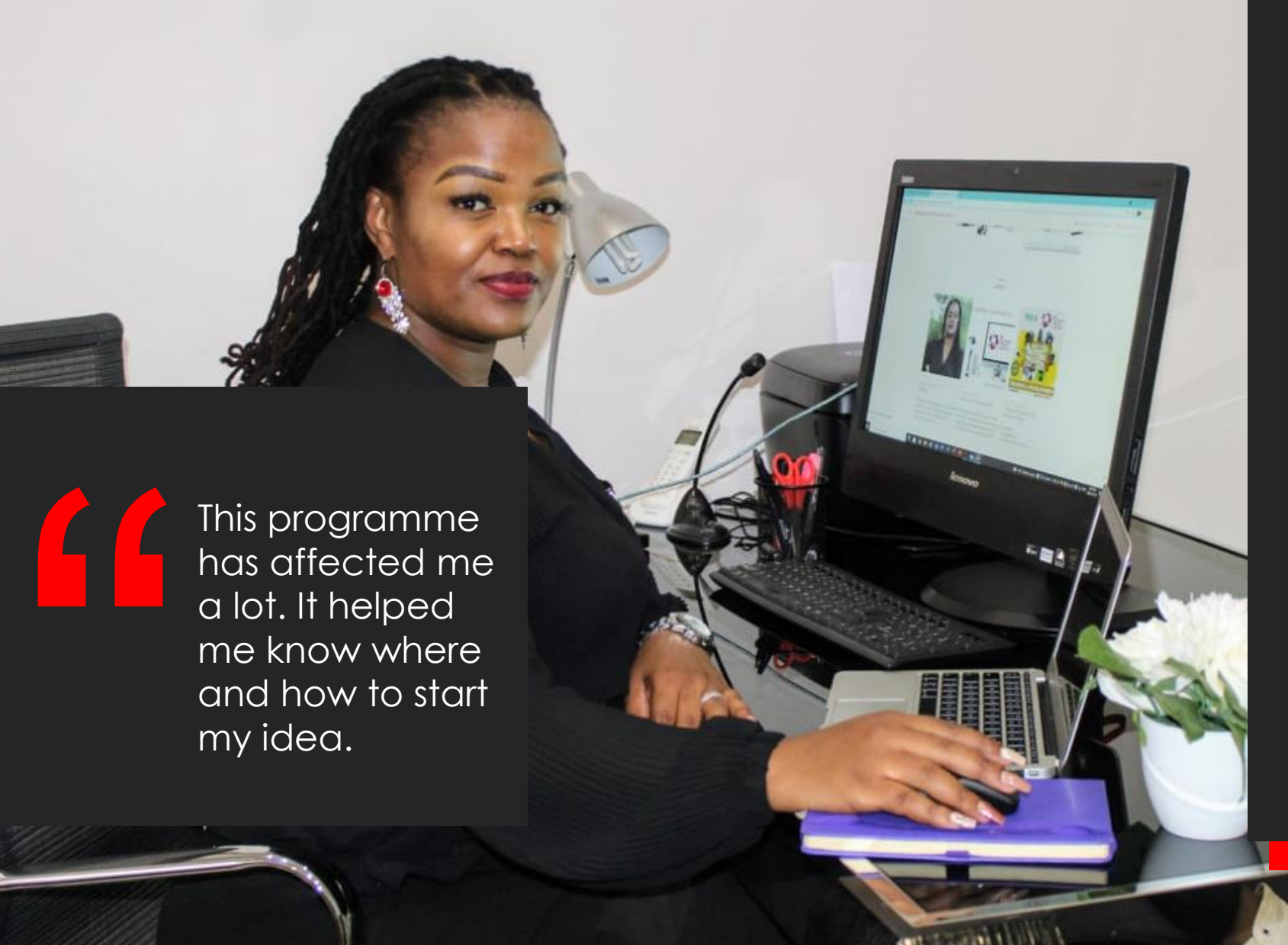
Meet The Entrepreneur Connecting Kenyans To Healthy Food

Binti Mwallau, an entrepreneur based in Kenya, defied gender biases and established Hasanat Ventures, a dairy processing company. Despite encountering skepticism from both her peers and customers, Binti remained steadfast in her commitment to challenge the notion that women-led businesses in Africa are less successful. With a background in finance and biochemistry, she aimed to provide Kenyans with access to affordable and nutritious food.

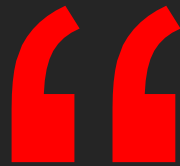
Recognizing that many people couldn't afford premium yogurt, Binti entered the market with a high-quality and affordable product, catering to lower and middle-income earners who prioritize their health. To raise awareness for her brand and reach skeptical customers, Binti enrolled in a digital marketing course offered by Google Digital Skills for Africa. Armed with new knowledge and skills, she established a robust online presence, leveraging a fully functional website to expand her reach beyond Kenya.

By utilizing Google Analytics, Binti gained insights into her website's performance, enabling her to monitor traffic, analyze pageviews, and understand her audience better. Binti's unwavering determination and passion for her business yielded impressive results. In its first year, Hasanat Ventures supplied affordable dairy products to over 300 retailers. Today, the company supports more than 50 farmers and has built its own production facility to meet growing demand.

Binti is dedicated to being visible and advocating for women's presence in spaces where they are traditionally underrepresented. As Hasanat Ventures continues to flourish, she is confident in her ability to reshape the perception of African women in business and inspire positive change.



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.