



REIMAGINING AFRICA'S
**GREEN
REVOLUTION**

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INSIDE

THIS EDITION

03

Editor's note

04

TEF Alumni Spotlight

Josiah Akinloye
Founder Minlogix

07

TEF Alumni Spotlight

Lalita Purbhoo Junggee
Founder of Recycle Mo

10

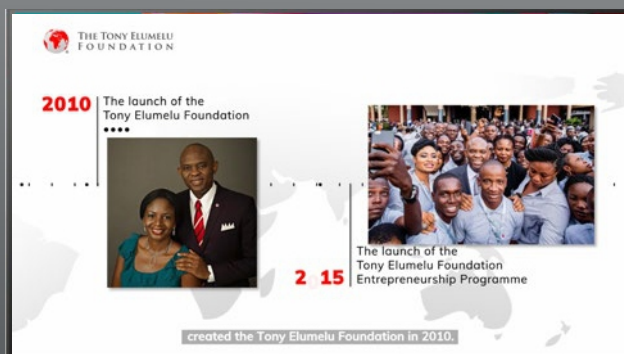
TEF Squad Corner-
Ibukun Odurinde

13

TEF Squad Corner-
Femi Aro

15

Keeping Up With TEF



The Tony Elumelu Foundation has produced a television commercial to share the story of it's impact across the 54 African countries.

The TV Commercial is airing across Africa, the Middle East, Europe, and the America for the next 12 weeks on Arise TV, Al Jazeera, Canal+, CNN, and DSTv.

WATCH NOW 

Editor's Note

Welcome to the June edition of TEFCircle, and a very special welcome as we celebrate World Environment Day! This month's theme, "Innovative Solutions for a Greener Future," is dedicated to exploring the cutting-edge technologies, sustainable practices, and inspirational stories from the young African entrepreneurs and ecosystem stakeholders that are shaping a healthier planet.

As we navigate through the challenges of climate change, pollution, and resource depletion, it is essential to recognise the need to move beyond traditional methods and explore advanced, innovative, and transformative solutions that offer hope and propel us towards a more sustainable future. In this edition, we delve into the latest advancements in renewable energy, showcasing the green strategies young African entrepreneurs are deploying, as well as the contribution of key ecosystem players like the Tony Elumelu Foundation to nurture these talented youth to achieve Africa's sustainable growth.

We also feature one of our partners that is setting ambitious sustainability goals and working with us to achieve them through a tailored iteration of the Tony Elumelu Foundation Entrepreneurship Programme. The outcomes and learnings of this Programme provides valuable insights and motivation for us all. From reducing plastic waste to promoting urban farming and sustainable agriculture, this Programme highlights the tangible impacts of thoughtful environmental stewardship.



In addition, we explore the fascinating intersection of technology and conservation, examining how artificial intelligence and other digital tools are playing a pivotal role in protecting our natural world. Our profiles of African eco-preneurs will inspire you with their passion and dedication, proving that individual and collective efforts can indeed drive significant change.

At the Tony Elumelu Foundation, we believe that entrepreneurship is the key to Africa's sustainable development, and this edition conveys our vision for a modern, inclusive, and sustainable green transformation in Africa that addresses contemporary challenges and opportunities.

We hope this edition informs, inspires, and empowers you to take action in your community.

Enjoy reading!

Warm regards,
Moyo Awotile.
Editor-in-Chief, TEFCircle

TEF Alumni Spotlight



Josiah Akinloye 2019 TEF Alumni Founder Minlogix

Tell us a bit about yourself and your motivation to become an entrepreneur.

In 2019, I founded Mainlogix Technology to develop advanced IoT solutions and smart home technologies tailored to the unique needs of African households and businesses. Despite initial setbacks, my unwavering commitment to innovation and social impact led to the establishment of a company that is now at the forefront of technological advancement.

My motivation to become an entrepreneur is deeply rooted in my belief that technology can transform lives and create a better future for humanity. I am driven by the desire to address pressing societal challenges through cutting-edge innovations and to contribute to the advancement of human potential.

Whether it's through developing smart home systems, advocating for longevity research, or creating educational platforms, my mission remains the same: to leverage technology for the betterment of society.

What has been the impact of the Tony Elumelu Foundation in advancing the mission of your business?

The mission of my business, Mainlogix Technology, is to leverage cutting-edge innovations to address pressing societal challenges and improve the quality of life for individuals across Africa and beyond. We aim to create seamless, user-friendly, and accessible smart home systems that enhance safety, independence, and convenience for all users, particularly those facing unique challenges such as unreliable power supply and limited internet access.

The support from the Tony Elumelu Foundation (TEF) has been instrumental in advancing this mission. The financial support and mentorship provided by TEF have enabled Mainlogix to scale its operations, refine its products, and expand its market reach. The Foundation's investment helped us secure additional funding, which was crucial for the development and launch of our flagship products, including the SMART Voice Assistant and our advanced IoT gateway.

Overall, the Tony Elumelu Foundation's support has been a catalyst for our success, enabling us to stay true to our mission of using technology to create a better, more connected world.

How has your business contributed to local economic growth and job creation in your community or country?

Mainlogix has created numerous jobs within our organization. We employ engineers, software developers, product designers, sales and marketing professionals, and support staff, contributing to the reduction of unemployment in our community. By partnering with local suppliers and service providers, we have created additional job opportunities. Our operations require logistics, manufacturing, and other ancillary services, which stimulate job creation in these sectors. Additionally, we have established a network of accredited installers and technicians who support the deployment and maintenance of our smart home systems, further expanding job opportunities within the community.

Also, through our Internship Institute, we provide training to young individuals in technology, equipping them with valuable skills that enhance their employability.

This initiative not only empowers the youth but also builds a skilled workforce that can drive future economic growth.

Our products and solutions, such as the SMART Voice Assistant and IoT gateway, enable local businesses to adopt advanced technologies, improving their efficiency and competitiveness. This, in turn, stimulates economic activity and growth within the community.

Inspired by the support from the Tony Elumelu Foundation, we actively mentor and support budding entrepreneurs. By sharing our experiences and providing guidance, we help nurture new businesses that contribute to the local economy.

Our technologies, particularly those designed for the visually impaired and the elderly, promote inclusivity and accessibility, enhancing the quality of life for individuals with disabilities. This social impact translates into economic benefits as these individuals gain greater independence and productivity.

How has collaboration with other entrepreneurs and mentors within the TEF network helped you overcome challenges and achieve your goals?

Being part of the TEF network enhanced the credibility of Mainlogix Technology. The association with a reputable organization like TEF facilitated easier access to partnerships, funding, and market opportunities. It also boosted our brand image and market trust.

The Tony Elumelu Foundation Entrepreneurship Programme has provided a holistic support system that includes training,

mentorship, networking, financial support, and access to resources. These elements have been pivotal in shaping my entrepreneurial journey, enabling me to overcome challenges, achieve goals, and drive the growth of Mainlogix Technology.

How does your business incorporate sustainable practices, and have you engaged in partnerships that promote sustainability in your industry?

Sustainable development is indeed a critical goal for the Tony Elumelu Foundation, and at Mainlogix Technology, we are committed to incorporating sustainable practices into our business operations. Our approach to sustainability is multifaceted, focusing on environmental, social, and economic sustainability.

By incorporating sustainable practices and engaging in strategic partnerships, Mainlogix Technology not only contributes to environmental preservation but also sets a standard for others in the industry. Our efforts demonstrate that technology and sustainability can go hand in hand, creating a positive impact on the environment and the community.

TEF Alumni Spotlight



Lalita Purbhoo Junggee

Founder of Recycle Mo
Senegal 2019 TEF Alumni

What does sustainability mean to you?

Sustainability to me embodies a commitment to creating a world where every individual, regardless of gender or background, has equal opportunities to thrive. It means empowering African youth, especially young girls, by ensuring access to education and promoting dignified menstruation. By addressing these fundamental needs sustainably, we not only protect our environment but also foster inclusive development that uplifts communities. Sustainability is about forging pathways that secure a prosperous future for all, rooted in equity, respect, and the preservation of our planet's resources for generations to come.

Tell us a bit about your business?

Recycle Moi, is dedicated to revolutionizing menstrual hygiene with sustainable solutions.

How do you keep your business and its operations environment-friendly?

To keep Recycle Moi's operations environment-friendly, we prioritize several key practices. Firstly, we source our raw materials from sustainable and renewable sources, ensuring minimal impact on ecosystems. We're actively reducing our carbon footprint by optimizing transportation routes and using energy-efficient technologies in our production processes. Waste reduction is integral; we aim to minimize packaging and recycle wherever possible. Continuous improvement is our mantra, as we innovate towards greener solutions and engage with eco-friendly suppliers. By integrating these practices into our business model, we strive to align our operations with environmental stewardship while meeting the needs of our customers sustainably.

What are some of the biggest challenges you face with running a green business in Africa?

Running a green business in Africa presents significant challenges. Corruption within governments often leads to unpredictable regulatory environments and bureaucratic hurdles. Access to finance is constrained, as young entrepreneurs struggle to secure loans without substantial collateral. Market access is hindered by inadequate infrastructure and complex distribution networks. Regulatory frameworks can be inconsistent or unsupportive of green initiatives, adding further complexity. Moreover, there's a crucial need for heightened awareness and education on sustainability among consumers and businesses. Addressing these challenges demands innovative approaches, partnerships with stakeholders, and advocacy for policies that foster environmental sustainability throughout the continent.

How supportive has the Tony Elumelu Foundation grant been in sustaining your business' Green goals?

The Tony Elumelu Foundation (TEF) grant has been instrumental in sustaining my business's green goals. Beyond financial support, it provided valuable time saved from seeking bank loans and taught me essential business management skills. Additionally, participating in the Women 4 Africa program, which I see as an extension of the TEF initiative, further enhanced my business acumen and network. These opportunities collectively empowered me to navigate challenges, strengthen operations, and

expand Recycle Moi's impact on environmental sustainability and menstrual health in Mauritius and beyond.

Why is it important for more African businesses to go green?

More African businesses must embrace green practices because Africa holds immense natural wealth and biodiversity. We protect our environment, conserve resources, and promote long-term economic stability by adopting sustainable initiatives. Unlike in some other regions where green initiatives can often be superficial, African businesses have a genuine opportunity to lead by example, demonstrating an authentic commitment to environmental stewardship. This enhances our global reputation and ensures that future generations inherit a healthy, thriving continent. Embracing sustainability aligns with our cultural values of respecting and preserving our land and resources, fostering resilience and sustainable development across Africa.





What practical advice can you share with businesses looking to go green and eco-friendly, but don't know where to start?

For businesses new to going green, start by conducting a thorough assessment of your current operations to identify areas with the highest environmental impact. Set clear, achievable goals and prioritize initiatives that align with your core values and operational capabilities. Engage employees in sustainability efforts and seek their input for innovative ideas. Collaborate with suppliers and partners who share your commitment to eco-friendly practices.

Invest in energy-efficient technologies, waste reduction strategies, and sustainable sourcing. Finally, educate your stakeholders about your green initiatives and celebrate milestones to inspire ongoing commitment and improvement. Remember, every small step counts toward a more sustainable future.

How can the government be more supportive of green businesses on the continent?

To support green businesses effectively, African governments should prioritize consistent and supportive regulatory frameworks that incentivize sustainable practices. Financial incentives such as tax breaks or subsidies for renewable energy projects and eco-friendly innovations would encourage investment.

Moreover, governments should invest in infrastructure that supports sustainable development and educate the public about the benefits of going green. Importantly, they should depoliticize climate issues, moving away from international forums like CoP as mere political stages, and instead foster genuine collaboration and action towards environmental sustainability.

TEF Squad Corner



Ibukun Odurinde

TEF Entrepreneurship
Programme Manager

Can you tell us about the best part of working at the Tony Elumelu Foundation?

The first favorite part would be successfully implementing the different entrepreneurship programme activities across Africa and meeting innovative and smart African entrepreneurs who want to create innovative solutions and jobs in their communities. The second is being part of these beneficiaries' success stories—handholding them and providing them with a seamless experience through the different phases of the Entrepreneurship programme.

Did you get a chance to glimpse the landscape in Rwanda? If so, what was your impression of it?

Wow, I wish I had enough time to explore

Rwanda, the Sahara, Volcano Park, and its fantastic landscape. It was a busy trip with loads of activities to implement. However, travelling to the different provinces provided an opportunity to appreciate Rwanda, its people, and its culture. Rwanda is a beautiful country known as the land of a thousand hills. The landscaping is excellent, and the people are friendly, kind and respectful. Rwanda is extremely clean, oh my. Even in the suburban areas, it is spotless. I was wowed and impressed. If I would love to travel to Rwanda again, I will say yes, a million times.

Can you talk a bit about how the Onboarding & Physical Verification Exercise in Rwanda went, what were your highlights, what were your most memorable moments?

The physical onboarding session & verification exercise was a successful event.

The session was held in all four provinces and Kigali, with attendance rates varying across the provinces. The onboarding event and Verification Exercise was an essential activity of the programme and organised to introduce participants to the programme, its objectives, and what they can expect throughout the training and to physically meet and verify the participants. It was also an opportunity to share the importance of monitoring and evaluating their business post funding and the need to be responsive when we carry out baseline surveys.

My highlights were the positive feedback we received from the participants who expressed their excitement about being shortlisted and participating in the programme. The impressive attendance rate varying across the provinces, ranging from 82%-85% which indicates a strong interest and commitment from the participants. I had the opportunity to physically engage and speak to these participants about the Aguka Ideation programme and take advantage of the life-changing opportunity to bring their dreams of becoming entrepreneurs to reality.

What has been your biggest learning during the implementation of the Aguka Ideation Entrepreneurship programme?

My biggest learning is the close collaboration and interaction with the technical implementing team and the Rwandan Ministry of Youth and Arts. This was evident during implementation across the different provinces. We had access to the youth centres and received immense support, making the entire process seamless and efficient.

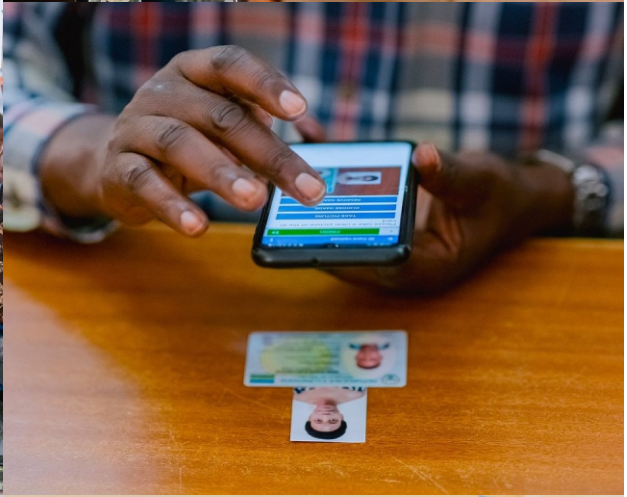
This programme was a partnership between the UNDP, EU and the Rwandan Government, what role can governmental bodies play in supporting African entrepreneurship?

The governmental bodies have a significant role to play in supporting African entrepreneurs by creating policies that support small and medium businesses, access to Funding and market linkages and providing an enabling environment for these entrepreneurs to grow, sustain and scale their business. The Tony Elumelu Foundation will continue to empower African entrepreneurs through advocacy, access to funding, training, and mentorship support.

What advice do you have for business owners applying for programmes like the Aguka Ideation Entrepreneurship programme?

As an aspiring business owner who has identified a problem and has an innovative solution to that problem, it is essential to trust in yourself, accept failures, concentrate on solving an issue and be flexible. Taking a quote from our Founder, Mr Tony O Elumelu, CFR - "Entrepreneurship is a challenging journey; it is a long and tough one. You must have grit and resilience to make it. It will pay off in the end."

Aguka Onboarding Event



TEF Squad Corner



Femi Aro

TEF Monitoring & Evaluation Officer

Hi Femi, how is it going? Can you tell us about yourself and your work at TEF?

I am doing well, thank you! I am the Monitoring and Evaluation Officer at the Tony Elumelu Foundation. My role involves designing and implementing frameworks to assess the Impact and effectiveness of our programmes. I analyse data, generate insights, and report on key performance indicators to ensure our programmes are meeting its set goals and driving economic growth across Africa.

What is the best part of working at the Foundation?

The best part of working at the Foundation is being able to directly contribute to empowering entrepreneurs across Africa. I have been exposed to extensive data on the impacts these African entrepreneurs are creating in their communities.

The collaborative and dynamic work environment, coupled with the opportunity to engage with diverse array of stakeholders, makes the experience both enriching and inspiring.

Did you get a chance to glimpse the entrepreneurial landscape in Rwanda? If so, what was your impression of it?

Yes, I had the opportunity to glimpse the entrepreneurial landscape in Rwanda alongside my colleagues. My impression is that it is vibrant and rapidly growing. The supportive government policies and initiatives, combined with a strong emphasis on education and capacity building is seen to have created a conducive environment for small businesses to thrive.

Talk to us about how the Onboarding and Physical Verification Exercise in Rwanda went, what were your highlights, what were your most memorable moments?

The event was a highly rewarding experience. The process involved identity verification of selected entrepreneurs and also orientation of selected entrepreneurs about the programme, what to expect and what will be expected from them. This is to ensure they are well prepared to maximize the opportunities provided by the programme. One of the highlights for me was the enthusiasm displayed by the entrepreneurs. It was also impressive to see the strong support from the government and stakeholders which are crucial to succeeding as an African entrepreneur.

What has been your biggest learning during the implementation of the Aguka Ideation Entrepreneurship programme?

My biggest learning has been the critical importance of close collaborations with partners at the implementation level, as well as the necessity of early planning and execution. Working closely with UNDP Rwanda and the Rwandan Ministry of Youths and Arts has allowed us to leverage their resources and networks to enhance the reach and effectiveness of the AGUKA programme, ensuring that we are able to provide more comprehensive and contextually relevant support to the entrepreneurs.

This programme was a partnership between the UNDP, EU and the Rwandan Government, what role can governmental bodies play in supporting African entrepreneurship?

The governmental bodies have a pivotal role to play in supporting African entrepreneurship, and their involvement is crucial for creating an enabling environment to thrive. Other African countries can emulate Rwanda's streamlined business registration, tax incentives, and the strong public-private partnerships they've built to provide an ease of doing business for Rwandans. There should also be a focus on creating innovation hubs, enhancing access to finance, enhance global market access and ensuring a supportive legal framework.

What advice do you have for business owners applying for programmes like the Aguka Ideation Entrepreneurship programme?

I would say clearly define your business idea and unique selling points, prepare a robust business plan, and demonstrate passion and commitment. Highlight the potential social or economic impact of your business and leverage all available resources for preparation. Be open to feedback, actively network with the entrepreneurial community, and stay persistent even if initial applications are unsuccessful.

Keeping Up With **TEF**

1.) In early June, **TEF Alumni Engagement Officer, Tobenna Etumnu**, participated in the National Women Economic Empowerment Stakeholder Engagement hosted by the Lagos State Government Ministry of Women Affairs & Poverty Alleviation. He was also joined by Nkem Okocha, a 2015 [#TEFAlumni](#) & Founder of Mamamoni.

2.) Our **CEO, Somachi Chris-Asoluka** was in attendance at the HH Group Directors' Annual Summit where we took time to reflect on our group's recent achievements, strategise a way forward, and continue to lay the blueprint for further success and good corporate governance!

3.) The **Tony Elumelu Foundation** welcomed MBA student from Wharton's Lauder Institute for Management and International Studies, University of Pennsylvania on their Africa Trek. The interactive session provided the students an opportunity to listen to the amazing success stories of some of our [#TEFAlumni](#) who were present.



THE TONY ELUMELU ENTREPRENEURSHIP



TEFCircle is the Tony Elumelu Foundation's monthly publication sharing updates on our alumni, partners, mentor network, and our activities in the global entrepreneurship ecosystem.

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