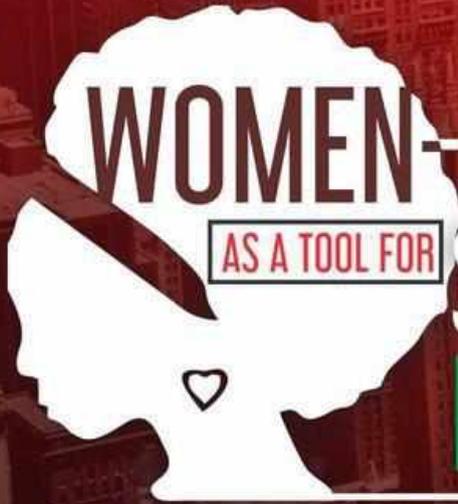




**WOMEN**  
**in DEVELOPMENT**  
*Summit* 2019

Thought-leadership and Networking Conference  
for Women in NGOs, International Development  
Organisations, Social Enterprises, Tech Start Ups,  
CSR Divisions, Civic Agencies and the Government.



**WOMEN-LED BUSINESSES**  
**AS A TOOL FOR**  
**SOCIAL CHANGE &**  
**NATION BUILDING**

# POST SUMMIT REVIEW

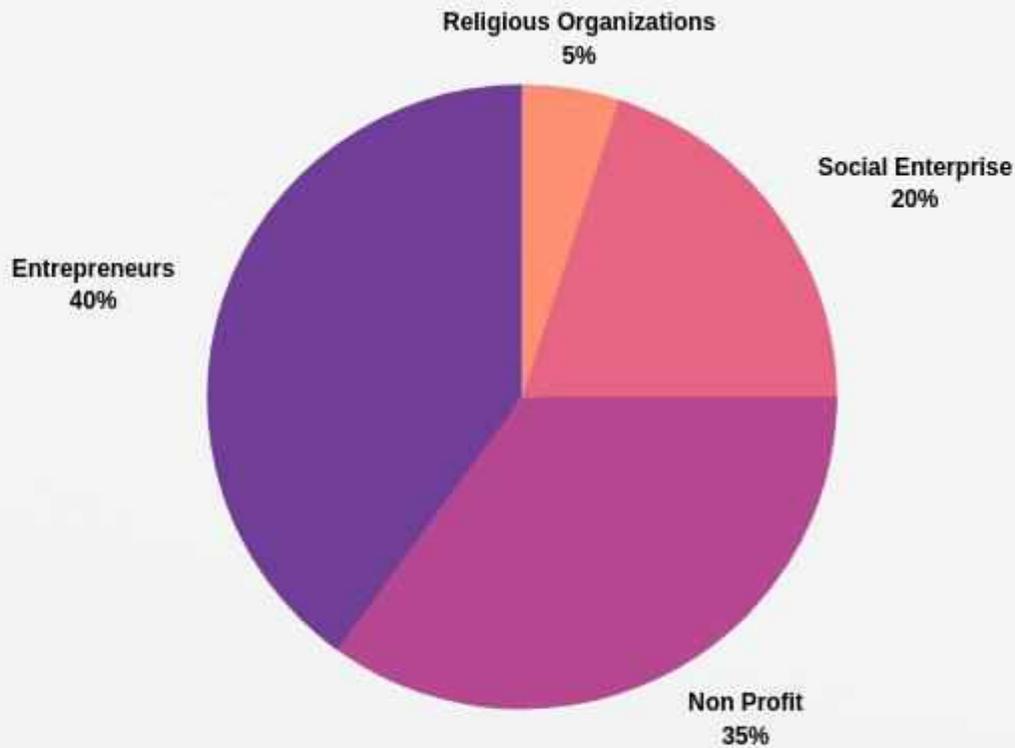
MARCH • 28 • 2019



**WOMEN**  
**in DEVELOPMENT**  
*Summit*



# 170 FEMALE DELEGATES AT THE 2019 WOMEN IN DEVELOPMENT SUMMIT REPRESENTED ACROSS 5 SECTORS



# EXECUTIVE DIRECTOR'S WELCOME SPEECH

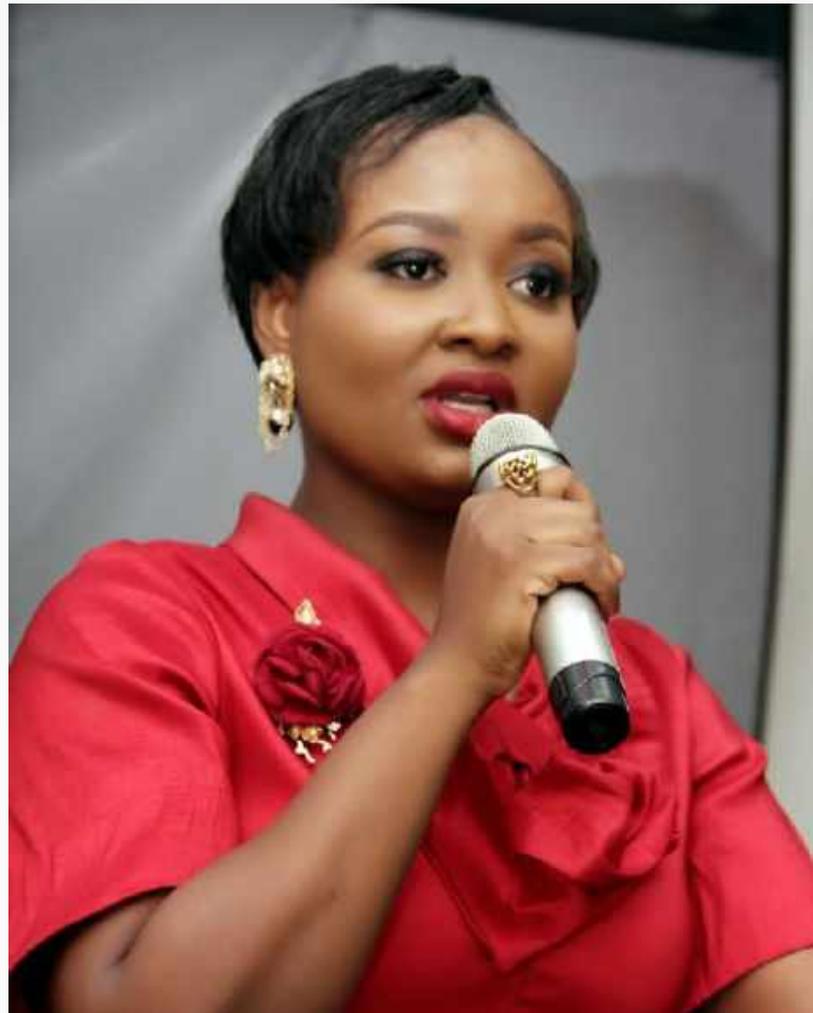
Since 2015, **Ideation Hub Africa** has actively opened up conscious conversations for Africa's development and social prosperity especially engaging the third sector. In doing our work of equipping NGO Leaders, development practitioners, social innovators and entrepreneurs; we've hosted four **Development Dialogues** and two **Women in Development Summits** so far and it has been a most rewarding experience.

Our Dialogues and Summits always provide a rallying point for thinkers, doers and change-makers who envision a better future for Africa, and are working actively for social good. We explore the next big ideas, celebrate the power of social innovation to solve pressing problems and our role in trigger transformations for communities.

This year at Women in Development Summit, we focus on "**Women-led Business as a Tool for Social Change and Nation Building**" to show the defining linkages between entrepreneurship and development outcomes as well as to advocate new thinking about the role of business owners in driving social change, community development and nation building.

The Summit inspired the conversations around the vehicle of business for achieving the Sustainable Development Goals, as well as to significantly inspire a more active participation of female entrepreneurs in serving greater social good through their ventures.

## We thank our Corporate Partners this Year



We were joined by extraordinary thought – leaders including **Hansatu Adegbite** (Executive Director, WIMBIZ), **Adekanla Adegoke** (Head, OANDO Foundation), **Olori Boye - Ajayi** (Founder, KATIE WANG Company), **Toyin Onigbanjo** (Founder, AugustSecrets), **Bunmi George** (C.E.O, Shredder Gang), **Ngozi Adebisi** (C.E.O, OutsideIn HR), **Ayo Mairo – Ese** (award – winning Media Personality), **Mary Olushoga** (Africa Women Power Network), **Atilola Moronfolu** (Internationally recognized Spoken Word Artist) and **Debola Deji – Kurunmi** (Executive Director, Ideation Hub Africa)

I am most delighted to present you our Post-Summit Review, which I believe is a stunning resource for your work! I encourage you to dive in, take the insights and move your social enterprise/ business/ NGO to the next level. Ideation Hub Africa is a social impact incubator for early-stage social entrepreneurs and nonprofit professionals, based in Lagos, Nigeria. Visit [www.ideationhubafrica.org](http://www.ideationhubafrica.org) to know more about our work.

# KEYNOTE PRESENTATION

HANSATU  
ADEGBITE

## THE POWER OF ONE

**INTRODUCTORY STATISTICS** emphasizing the Power of One;

1 is such a powerful number because statistically,

- On the average, 2 people die every second which means that in a year, 56 million people will die.
- In 1 minute, at least 9 people are infected with HIV/AIDS, and that is just one disease out of many.
- The top 10 leading cause of death are 90% health related with heart disease and stroke as the major 2.
- In one hour, 6,171 babies are born which means 153 million babies every year.
- With growth comes more problems which means we need to have solutions for the ever increasing population.
- In 1 day, over 36,600 child marriages are taking place worldwide.
- This means that 36,600 girls are losing their freedom, willpower, and sanity to child marriages every day.
- In a week, we have about 32 million searches on pornography on the internet.

The power of one is so strong that it creates a multiplier effect. When it comes to development, statistics are very important in determining the problem area to address. Statistics also inform your operational strategy as it gives you foresight for future planning. No matter how enthusiastic you are as a social development practitioner, you need funding because of the growing numbers.

That is why I love the theme: “Women – led Businesses as a tool for Social Change and Nation Building” because businesses are instrumental to being a fund pool and they must fund something. If it does not go to development, it will go to concerts and reality TV shows. There are resources in abundance but the issue is channeling resources in your direction to birth your social change vision and solve the fundamental problems that keep you awake at night.



**BUSINESS CASE STUDY** with Supporting Statistics:

You know most businesses are birthed from pain for example The WALT DISNEY Story.

One person dared to dream and so we have the Walt Disney Empire today.

Walt Disney Conglomerate makes 36 million USD in a day.

- That is 12.9 billion naira in a day. Can you imagine the wealth one company is contributing to the US Economy?
- In a year, they are making 4.7 trillion dollars. The Nigerian budget is 9.1 trillion naira in a year.
- Google makes 110 billion dollars in a year.
- That is 39 trillion naira in a year.

These figures prove that the resources are available in abundance. To channel resources in your direction, you must solve a problem. The issue with the development world is that passion in motion pushes us to run but how do we fix anything sustainably without structures and system, sustainability planning, and funding? Donors get tired and would move on with their in-house CSR projects and Independent Charities.

## NON PROFIT FUNDING MODELS

There are 2 main funding models that work:

### 1} Develop a for-profit business to finance a non-profit.

This involves setting up an extremely profitable business or enterprise with a certain percentage going to initiatives that solve social problems. Examples include; Oando Foundation, Smiles Express Factory, Master Card Foundation, ACTS Foundation, all funded from parent for profit companies.

Women can develop a business or collaborate with a business that will fund it because sometimes we lack the technical expertise and the drive necessary for each side of the divide. So we must form mutually profitable partnerships harnessing our individual strengths for this funding model to work.

### 2} Identify the Core Non-Profit Funding Models that work.

**Heartfelt Connector:** This is a model that thrives on the emotional currency of humanity.

Everyone has a pain point and if your social impact enterprise is centered on a particular pain point, you will find people with that trigger responding to your mission with resources out of their own volition.

Your job is to understand how to communicate with this set of people in a way that you elicit the right kind of emotions that produces actionable empathy. You can use any communication channel and the right tools to communicate effectively in order to appeal to emotions.

You should set up a simplified payment structure for these people so that they can quickly make contributions before the emotional connection wears off. For example, an abused woman who sets up a foundation to cater to abused women is guaranteed to receive monthly and yearly donations from citizens with this pain point if they focus in the right direction.

However, most non-profits will focus on institutions when they have not identified the demographic segment who will naturally respond to furthering their social mission.

**Beneficiary Builders:** These include connecting your vision with a beneficiary who can fund a building project if your mission requires it. Here, you have to tailor communication to show vested interests to tilt their consideration in your favour. Stop running around looking for donations, think creatively. For example, Universities and Hospitals who have buildings donated by institutions with aligned interests.

**Membership Motivation:** These include organizations that have a membership base that pay an annual due but must get value for belonging to your network or organization.

If you go this route, you must deliver high value and demonstrate accountability. However, remember that due to human character, you cannot depend on this model for 100% of your budgetary allocations. One of the most critical skill non-profits require is effective communication strategy.



**Big Betas:** These are Heavy Donors who connect to what you are doing on their own volition and will release of their own resources without your requisition.

They can be philanthropists, organizations, or institutions who love your work and will heartily give to your mission massive grants. For example, the Kennedy Family of the USA who heartily donate to mental health missions, special needs causes, and initiatives serving people living with a disability due to a family member who suffered from mental disability.

**Public Provider:** Although more common in the developed world, these are Government Budgetary Allocations for social problems.

This source of funding is guaranteed for some social impact areas aligned with government social development policy at any given time. Any private or social enterprise who can go through the rigorous application process can access these available funds to advance their social mission.

**Policy Innovators:** These individuals or organizations look for cheaper but sustainable solutions to social problems through alternative and creative innovation. They receive a less percentage from the government to solve a social problem by thinking endemic solutions.

**Beneficiary Brokers:** These are the funding intermediaries who know where the funding is, how to access the funding, and have a structure to receive the funding.

They are like social impact angel investors who broker funds from all forms of grant making organizations for social enterprises solving a social problem. They do this through merit based rigorous application systems with strong accountability structures to ensure funds are used judiciously and on a need basis. For example, Access Bank, ACTS Foundation

**Resource Recycler:** This model focuses on in-kind donations because it is not all the time you need money to solve a social problem. This model is usually sustained by brokering a long-lasting relationship.

For example, you can go to a milk manufacturing company and ask for a certain milk quota to solve a hunger and nutrition problem for children in rural areas as a part of their CSR project. Also, those who give out used clothes and used books.

**Market Makers:** They create a market that you did not know was there. For example organ donors who pay people and organizations to donate their body parts.

**Local Nationalizer:** They start local, think national, and go global. They start a social impact movement, they raise a team, they train and deploy, they then replicate such that the team run with fervent ardour beyond the founders of the movement.

## IN CONCLUSION

From a Stanford Research Paper: Women are relevant because they are empathetic. They are easily moved to action and are more concerned about making impact. This is why women must know how to get their funding because it is no more about government and businesses. We are looking for solution providers with unflinching drive and focus.

**“***Something in you must come alive.  
Identify what works for you, deploy it  
for Impact and Influence***”**

Dare to believe that it is possible and place no limits on yourself. Draw strength from those who have gone ahead of you when you are barraged by disappointments and challenges. Read widely, maximize the Internet, and surround yourself with those who push you to go for gold.

### **FINAL QUOTE:**

“Some of the world’s biggest challenges can be solved by the world’s most marginalized communities by themselves; when you inject information, education, and an entrepreneurial spark to these communities, it gets enough people inspired and empowered to build and uplift themselves and others” - Shagar

### **THE POWER OF ONE IS THE POWER OF YOU!**

**Hansatu Adegbite  
Executive Director,  
WIMBIZ**

# MASTERCLASS I

## STRATEGIC ALLIANCES – ACTIVATING PARTNERSHIPS BETWEEN NONPROFITS & BUSINESSES

### ADEKANLA ADEGOKE



#### Are We Ready?

Are we ready as a sector for what we say we want or need? Are we ready to take on the corporate world? Are we ready to think through and take the specific actions to ensure we are a partner of choice? Are we really ready?

#### BACKGROUND on Oando Foundation:

It is an independent charity totally separate from Oando Plc. Oando Plc by the mandate of government sets aside a certain percentage of profit to provide qualitative education in disadvantaged communities where Oando Plc had assets.

In 2007, Oby Ezekwesili, Nigeria's then minister of Education called on corporate Nigeria to provide support to schools because of the situation in the basic education sector then.

The existing model of corporate CSR foray into basic education was heavily devoted to providing infrastructure without a thought to the Human Capital Needs which was Subpar and Insufficient when present or non-existent at all.

In 2009, Oando Foundation under the leadership of Mrs. Adekanla Adegoke started to rethink the model for real impact in basic education with other international education specific partners. Research showed that it took at least 8 years to bring a school from struggling to fully optimized.

Oando Foundation also went where the need was greatest and the impact was smallest hence they are even in communities where they do not have present assets. We also operated a lean internal system and invested heavily in building relationships with implementing partners.

We also ensured they followed global best practices and maintained compliance with the USA and the UK because a non-profit must position themselves as the partner of choice when international organizations come calling.

#### SALIENT POINTS

Nobody will give you funds if you do not have structures and only passion.

- There are structures and methodologies for doing good (Think Global and Act Local)
- Present your budget and your plans before your board or advisory team (at regular meetings) and ensure it is signed off on.
- Are you part of a network of onsite social enterprises who international organizations can consult for expertise?
- Without this, you are still working in silos and not making any real impact.
- A young person who doesn't understand clearly what they want should not set up a structure yet but should go and be mentored in some way yet.

- Volunteer and know what you are willing to trade for a fat salary.
- For example, the trade-off could be an opportunity to travel, an upskill opportunity, a sponsored education opportunity, etc.
- Leave Lagos; Stop the tunnel vision and connect with the people you are meant to serve.
- The higher you go in development, the farther you are away from the field which is quite sad.
- Be close to your beneficiaries so you can provide evidence that the model you run works and works well.
- Understand the technicalities and methodologies around development.
- Understand how to communicate with all stakeholders involved and use local content.

**“LEAVE LAGOS! You cannot connect with your beneficiaries and the communities you want to serve with your social impact mission if you stay in the city.”**

**Thematic Alignment:** Research the vision of the foundation you are reaching out to for funding before you send a proposal. Ensure there is an alignment of interests.

Furthermore, understand the budgetary and funding cycles of grant making organizations and donor foundations.

**Fund raising is Friend raising;** the people who come to mind when you want to fund projects are the people you have relationships with. Ensure you pay attention to brokering the right relationships.

If you pay attention to the above, you become the implementing partner of choice in social impact projects.

**Adekanla Adegoke**  
**Head, OANDO Foundation**

# MASTERCLASS II

## ARE WOMEN ENTREPRENEURS READY TO DRIVE SOCIAL CHANGE IN NIGERIA? WHAT WOULD IT TAKE?

MARY OLUSHOG



### FOUR TYPES of Entrepreneurs:

- Survival Entrepreneur
- Innovative Entrepreneur
- Government Entrepreneur
- Opportunity Entrepreneur

**Survival Entrepreneurship:** They think about meeting their immediate needs only and do not think about the growth of the business.

**Innovative Entrepreneurship:** This is the ideal goal. **3 things that define an innovator:**

- Scalability: The ability to replicate and scale.
- Collaboration: The ability to collaborate: if you cannot communicate, you cannot collaborate
- Long term Strategy: The ability to be patient enough to think long term strategy especially if you are a pioneer.

You cannot rush the process of being an innovative entrepreneur. A lot of things have not been done before so think long term.

**Government Entrepreneurship:** This involves business lobbyists seeking for contracts from those in government. This is unsustainable as most of them go out of business once a tenure ends. For example the YOUWIN Initiative funded by the world bank that ended with the inauguration of President Goodluck Jonathan.

**Opportunity Entrepreneurship:** This occurs especially among men who seize an opportunity to make money and cash out without any thought for sustainability.

Their goal is to meet people at the point of their need, raise funds, execute the need, and move on. None of these entrepreneurship models are bad but the goal is to move more women to Innovative Entrepreneurship. The tool of choice is Technology because it's the future.

Most of the African start-ups in the Y-Combinator are Nigerian men who raise millions of dollars for ideas that we also have. What holds women back from applying for things like the Y-Combinator, from being proactive, and innovative? You have to be very strategic about your starting and if you have already started, pivot quickly to be an innovative entrepreneur.

- Lack of information: The internet is available, take time to do the work because innovation takes time. If you are unwilling to put in the work, you will not pivot from survival to innovative entrepreneurship
- A small mental image
- Lack of Exposure to the possibilities available. You must also realize that you can be a pioneer.

# SUCCESS STORIES: REAL LIFE CASE STUDIES

## **Bilikiss Adebisi-Abiola**

### **WECYCLERS**

Degrees from MIT, Vanderbilt, and Fisk University.

Moved back to fix the urban waste management system by giving low-income communities in developing countries a chance to capture value from waste and clean up their neighbourhoods.

Inspired recycling/upcycling ecosystem in Lagos

## **Tomi Otudeko**

Head of Innovation and Sustainability at Honeywell Group

Founder of Itanna, a training program for tech-enabled Nigerian startups.

Provides funding of up to \$25,000

## **Saudat Salami**

Online Grocery Shopping

Recognized as one of the pioneers of the online grocery business in Nigeria

Owner of Easyshop Easycook, a company that delivers fresh groceries to your door in Lagos. Valuable to the agribusiness ecosystem, Supports farmers and Raised VC funding

## **Odunayo Eweniyi**

Founded two tech companies: Piggybank and PushCV

One of the young leading voices for women in tech in Nigeria. Believes in building a strong team, which is necessary for innovation. Raised \$1.1M in seed funding from local investors.

## **Adia Sowho**

Didn't start a company but understood the ecosystem well enough to support someone else's vision. Currently serves as Managing Director. Company received \$13M in Series A funding.

These stories show that the resources are there, collaboration is key, and you do not need to have gone abroad to make any impact.

## **The resources are there but how do we access them:**

- Information
- Building the right team
- Strategic networking
- Mentorship

## **How do you find the right mentor?**

- Read their books,
- Read their profiles,
- Reach out to them through any platform.
- Attend conferences where they are speaking.

Women network basically for social purposes but we must learn how to network for strategic and professional purposes.

Create your own personal strategy for finding the right mentor and the right networks. Know how to request for help the right way (communication). We should change our attitude towards women entrepreneurs but we must have more women entering into the innovation space for this attitude to change.

While we know that people misuse money, we must have more people who show on paper their innovation especially cash flow, profit and loss reports, detailed financial reports, and asset statements.

Women entrepreneurs must take the time to learn financial literacy. A lack of financial literacy makes you distrust investors.

## **Challenges:**

- Lack of access to financing.
- Lack of mentorship: there are few formal mentorship programs for women entrepreneurs.
- Lack of networking opportunities with investors and other entrepreneurs: networking events are not adapted to both gender or cultural norms.
- Attitude towards risk and growth projections of women entrepreneurs can be conservative. Women entrepreneurs lack financial literacy and this can make them distrustful of investors and giving up equity in their company.



### **Recommendations / Interventions:**

- Platform connecting women across the continent to diversity networking platforms and increase networks of gender-diverse teams.
- Training to encourage investors to incorporate Gender Lens Investing best practices.
- Provide technical assistance, fundraising support and blended financing.
- Increase the number of women on investment teams.
- Be deliberate

“

*If we can be deliberate about marriage, we can be deliberate about making millions to add value, create jobs, and pay people's salaries on time.*

”

### **How can I become an innovative entrepreneur?**

- Create more platforms for education and networking. Training investors to incorporate gender lens investment best practices. Provide more technical support, fundraising, and blended financing for women. For example, AWP and LSETF. Increase the number of women on investment teams.
- Join WIMBIZ but go in with seriousness.
- Be very deliberate with everything you are doing.
- 

If women are innovative entrepreneurs, the government will become irrelevant. We need more women in Innovation Entrepreneurship.

AWP Network has a tech internship for 5 women. Check out the website - [www.awpnetwork.com](http://www.awpnetwork.com), [mary@awpnetwork.com](mailto:mary@awpnetwork.com), [@africwomenpower](https://www.instagram.com/africwomenpower) Instagram: [@africwomenpower](https://www.instagram.com/africwomenpower)

**Mary Olusoga**  
**Africa Women Power Network**

# MASTERCLASS III

## New Media: Platforms for Entrepreneurial Opportunities

**AYO MAIRO - ESE**



### **POWER OF NEW MEDIA**

New media has to work in synthesis with traditional media for it to work.

Traditional media include: TV, Radio, and Newspapers.

New Media include: Electronic, Digital, and Social Media

### **Real Life Case Studies (please research these people and draw up your own lessons);**

The Success Video Story; A feisty out of school young girl whose parents did not pay school fees; The Kylie Jenner Quote in a Forbes interview- "Social media is an amazing platform. I have such easy access to my fans and customers because this is where more than ever before, both male and female entrepreneurs have direct access to the people who use their product and can engage with them"; Bring Back our Girls Campaign; NaijaBrandChick; Stand to End Rape; Askdamz; Bolanle Olukanni; Olive Mordi; Dooneys Kitchen

### **Benefits of New Media:**

- It is Cost Effective
- Showcases your work effortlessly
- Its effective in boosting your brand
- It facilitates prompt engagement with existing and new clients.
- New media is a tool for making money and putting out your brand.

The current most powerful social media platform is WhatsApp.

Stop hiding your lamp under a bushel- Take action for your business or a social cause. People feel good about themselves by supporting social causes so social initiatives are the easiest to promote on social media. SMEs must have an active independent social media presence.

Identify the best platform for your business. For example, if you are on radio or an intellectual, you must be on twitter because it's favourable to intellectual discourses. (Dr. Oby Ezekwesil. Product Businesses should use Instagram because it is visual. Those producing any kind of educational content and creative work can use YouTube.

Your social media presence is your online CV and your online business proposal. Employers or potential clients check people up on social media so be mindful of the content you put out there The way you structure your social media page gives an idea about your person and you are judged by the things you put up.

You do not have to start from the scratch, you can model after someone till you find your footing. Do not plagiarize please.

### **How to make New Media Work for You;**

- Have a plan: define what you want to see, your brand perception, and your brand experience. (Incorporate it into the social media plan)
- Know your target audience and your demographic segment.
- Understand your goal; is it sales, brand visibility, or brand positioning?
- Engage your audience
- Build your community

### **GETTING THE BEST OUT OF MEDIA**

#### **Some Tips for Engagement:**

- Be intentional about your posts in quality and quantity.
- It's not a hobby but an investment into your business.
- Choose great locations.
- Look for and learn great photography angles.
- Push an agenda and be wise.

**“Your social media presence is your online Business Proposal / CV”**

- Learn control not abstinence.
- Comment and like people's pages because it helps you appear in people's timeline.
- If you need engagement, give engagement.
- Ask interesting questions
- Separate the brand owner from the business.
- Know where to draw the line.
- Your social media page is your office so deal accordingly.
- Speak in the 3rd person on your posts.
- Influencer marketing: You can use this when you do not have a budget for marketing.
- Gain visibility by giving a visible person your products or services for free.
- Give Freebies out.
- Sponsor events with your product.
- If you have an established brand, use your platform to help a newbie up.

**Ayo Mairo - Ese  
Broadcaster, Event Compere and Public Speaker.**

# PANEL SESSION

**WITH HANSATU ADEGBITE AND ADEKANLA ADEGOKE, MODERATED BY ADEBOLA DEJI-KURUNMI**

**Debola Deji-Kurunmi:** How does a young entrepreneur, a change maker, or a start up at whatever stage of their journey start out right? This is based on the statistics that some visionaries turned up too early on the scene when their vision was not yet crystalized and so they are at a disservice especially because of the “Just Start” Mantra  
How can you start out right from the beginning? How can you know when you are ready?

**Hansatu Adegbite:**

Please do not just start! - Before you start out, information is key. Prioritize Knowledge; Maximize the internet and books. Get at least 3 mentors (far and near) and devour every material about them and written by them. Learn from their experience. Network; identify the associations in your area of expertise and join them.

**Debola Deji-Kurunmi:** I am fascinated with how well travelled you are. What is the balance between focusing on the work (the change you want to create, the

impact you want to make, the social problem you want to fix) vs. finding the opportunities that are available for you to do better with your work?

**Adekanla Adegoke:** Focus on being your most authentic self. If you do not do the work, it will come through to the world that you are a fraud. You just have to make time to develop yourself but you must begin with getting your hands dirty by doing the work. You cannot build the best non- profit without gaining experience.

Do not just start; ensure you work with people, ensure you latch on to ideas, ensure you up- skill before you jump out and start.

Develop your proposal and your business plan at least before you start anything.

**Debola Deji-Kurunmi:** You have been in WIMBIZ for decades and you have seen women rise and thrive. It’s almost like WIMBIZ is a clique that has set up a ladder where they let others coming behind. How do women entrepreneurs prepare for opportunities?

**Hansatu Adegbite:** Be active in networks you belong; make yourself visible by being passionate about whatever you are doing. Sow seeds of goodwill by volunteering and give of your best self in volunteering. Identify how you can access people, resources, and information and leverage on it.





Be bold as a woman for there are only 2 responses; Yes or No. If you say nothing you get nothing. Sometimes, you find some people going an extra mile for you and even if you receive multiple no's, a yes is somewhere down the line.

Finally, ensure that you do honest and objective self-appraisal after you receive a NO so that you can fix whatever made them give you a NO.

**Debola Deji-Kurunmi:** We are still struggling when it comes to Impact Reporting in the Development sector. Drawing from the work Oando Foundation is doing, how do you present the impact you make for monitoring and evaluation purposes?

What criteria would you prioritize in how you describe the impact you are making and what has changed between when you started out till now?

**Adekanla Adegoke:** Start out with the SDGs and MDGs. You have 17 SDGs, 169 targets, and 230 indicators. With these criteria, you can take your reporting a notch further.

Do you have a baseline or a results framework? What do you tie your interventions to; define what success in your area of social impact really means?

**Debola Deji-Kurunmi:** How do you document- all through the journey or at the end of that process?

**Adekanla Adegoke:** Start with your baseline and the kind of social impact you are trying to make so this can inform your documentation to start from the very beginning of the project.

Put the bench marks and milestones in place. Provide evidence on different stages of your intervention. Monitoring must be done throughout the lifetime of your intervention but evaluation is periodic at certain phases of your intervention. Develop cross-linkages with other intervention sectors.

**Debola Deji-Kurunmi:** There is a measure of pressure social enterprises have to go from community to community to show that they are making an impact because no organization wants to partner with a non-profit without the requisite clout. What is the business case for the adoption model as used by Oando Foundation?

**Adekanla Adegoke:** The business case for the adoption model is evidence-based. It is providing proof that your model can be replicated and scaled up- that each community is a platform for partnerships.

You have no justification leaving a community if you do not have an 80% success rate with that community. We have state representatives of Jigawa and Sokoto state coming to learn our model.

We also replicated community-based renovations to cut the cost of building school infrastructure from 40 million naira to between 6-9 million naira.

We took out the vendors, engaged the host community, setup project implementation teams with our own representatives, and did our own procurement. This helped to build trust with the communities.

Get one model working that you can continue to replicate. So start with defining what success with an intervention means as this will guide your frame of reference for measuring the impact of a model that works.

**Hansatu Adegbite:** The pain in the world is real and there are people whose lives depend on the social mission you carry. Your work might just be what's giving a person something to fight for.



**Adekanla Adegoke:** It is not a competition. Hold someone's hand and pull someone up with you and create a space for someone at the table.



**WHAT IS THE ONE BIG THING YOU WANT TO LEAVE WITH THE DELEGATES IN 60 SECONDS?**

# MENTORSHIP ROUNDTABLE

**WITH BUNMI GEORGE, NGOZI ADEBIYI,  
TOYIN ONIGBANJO, OLORI BOYE-AJAYI  
MODERATED BY ADEBOLA DEJI - KURUNMI**

This panel, which we love to call a Pop – Up Incubator is a **No - Holds - Barred Mentoring Session** with four exceptional thought – leaders and successful business mentors who have tremendous results catalyzing social change, entrepreneurial impact and development outcomes.

During the Panel, they share insights, provide direct answers to delegates' questions and offer strategic counsel to our social entrepreneurs, for profit entrepreneurs, non-profit leaders and public sector practitioners on issues around business growth strategies, access to markets and finance, resource mobilization and leverage, networking strategies, business partnerships, accessing opportunities, business as a platform for influence, growing from scratch up, media for business, innovation models etc.

**Debola Deji-Kurunmi:** In 60 seconds, please share your thoughts on how closing the gap between businesses and non-profits can become partners in line with the theme. How can more women be involved and how can we put a dent in the nation building conversation?

**Olori Boye-Ajayi:** We would not stop having women events because we have 108 years to close the gender gap so we cannot stop hosting women events. Women are more likely to have social enterprises and more likely to employ other women in their businesses.

Nation Building and Activism is a business. This conversation and narrative change is what excites me about the theme.

**Toyin Onigbanjo:** There is no productive nation if there is no well-fed family. I am currently leading a team of 50 women so I understand that women led businesses are the future in terms of employment, productivity, families, and a fulfilling career.

**Ngozi Adebisi:** I run a for-profit firm but we must understand that it is a myth to believe that impact is synonymous with non-profit. You can make social impact and do social good with a for profit organization. A lot of women who are in non-profits should not be there.





Gender representation on boards have backed up research that they contribute to the bottom line. Social Change does not start with a social mission or even a massive platform but in creatively identifying and solving a need- based problem consistently. Goodwill is a seed and it is reciprocal. We can make money and be accountable for it. Make a decision to put a social cause beyond your business to help you channel your profits as a woman in business.

**Bunmi George:** 3 years ago, I heard a keynote speech by a renowned Nigerian economist who stated that “Nigerians are ill-equipped for the global economy because of their university education and their mind-set”. I sat there incensed because it was truth but I took up the personal responsibility to put Nigeria on the map as a woman as well as help as many women as I can dominate.

Help your friends who are struggling in business or life; that’s social change. On the business side, I also want to create a healthy Nigeria one woman at a time.

**Debola Deji-Kurunmi:** How do we transit from this small mindedness prevalent among women based on cultural conditioning?

**Olori Boye-Ajayi:** What you think you know about your business, you do not know it.

Knowledge is first internal sight: the little traces of progress you see is not a proof of success. If you do not want your business to die a natural death, stop thinking that you are the solution to your own problem. The kind of problem you are solving is what you will get value for.

B2C: Business to Consumer

B2B: Business to Business

B2G: Business to Government

Global thinking starts with breaking out of a mindset of “my business” and start saying you are doing what you do for Nigeria and Africa. The highest value is provided at B2G level. Be humble enough to realize that you do not know anything. Be comfortable with getting the truth you don’t know to triple your results.

Social Change is changing the Social Order.

They will degrade what you are doing but you must be shameless. Be open to what you do not know and the answers will come to you. You break out of a small mind-set by considering the enormity of the needs to be met, the target audience you want to serve, the global scale of your problem. You break out of a small mind-set by elevating the people you are serving. Stop believing that you do not deserve the money you require.



**Debola Deji-Kurunmi:** We do not rise to the level of our goals but to the level of our systems so what are the thoughts, tools, thinking, and trends that we must do to build businesses ready for the global takeover?

**Ngozi Adebisi:** “Sea vs. Aquarium”

“See the Sea”: before we see the tools, we have to first of all see the sea as our field of play. When asked if you can do something, say yes first and then think about who and how!

We have been sold a lie, we discredited corporate intrapreneurship which is what built all the great nations which is why entrepreneurship has not produced for us like it has for the developed nations.

We do not know a grind if we have not spent years in another person’s grind. Use collaboration to drive businesses and do not be afraid to share your business with other women premised on contractual agreements.

Let everyone play to their best strengths. Master greed by knowing how to share. Stop self-doubting

**Olori Boye-Ajayi:** Collaboration is not just about your business, it’s about your wealth. Without collaboration, we cannot build personal wealth. We need access to financial services not funding.

**Ngozi Adebisi:** To balance things, do things with excellence. Prioritize your area of strength and outsource what’s left so you can place value on your time and credibility to your brand.

**Debola Deji-Kurunmi:** You took the world by storm. In 18 months, you have moved to manufacturing baby food on a massive scale. How did you move past analysis paralysis once you started to see opportunities in the baby food business? How did you leap over the hurdles in your environment, and in your mind to just pursue this opportunity?

**Toyin Onigbanjo:** I chose to start blind especially when I couldn’t see anything in the environment that looks like it. You have to leap past the hurdles in your mind first. You must not see any job as menial. You must quickly leapfrog your skill deficiency by learning from everyone you meet. If it is a pioneer idea, understand that you need time to break even.

Do not be afraid or discouraged when you are in a breaking season. As a pioneer in an industry, learn from pioneers in other industries; some principles are transferrable. Understand the principle of no like before buy; you must be willing to give things out for free in the early stages first.

Asides Nestle, there is no other baby food brand in Nigeria asides Augustsecrets. Augustsecrets is a food from Africa that will feed African children.

**Debola Deji-Kurunmi:** I see that your work is an elevated brand that quickly stands you out in your sector. What goes into becoming perceived as the choice brand that people want to do business with?

**Bunmi George:** Entrepreneurship is not for the fainthearted. Not all of us will be global yet- Be local and do it well. I knew I was not playing games when an international company started to lose profit because of ShredderGang. You can be local and still disrupt the market. Understand your value proposition; what are you bringing to the table? Do not chase the alarm amounts but you can chase the midlevel amounts in lots of places. If you cater to the mass market, you can make money other people cannot make especially because you do not always need to sell to the luxury brands.

Before you go global, do local well. Also, ensure that you are disrupting innovatively with your products and services because Nigeria's future depends on it. Define what people need or a problem people have and solve it. (It can be a service or a product). It is through innovation that you have multiple streams of income within a business.

The work that goes into becoming the choice brand is Brand Positioning, Innovation, and making sure the customer is at the heart of what you are doing. Through innovation, we can move from a good to a great product.

#### **Characteristics of a Good Product.**

- Reliability
- Functionality
- Ease of Use.
- Use data and feedback to improve and pivot to a Great Product

#### **Characteristics of a Great Product.**

- Feeds into their emotions
- They can't do without it.

**Ngozi Adebisi:** Another way to think about innovation is asking what customers do not know that they need yet and brainstorming ways to solve that problem. Think of the future and do not be afraid to innovate your own product.



## AUDIENCE QUESTIONS

**Debola Deji-Kurunmi:** About collaboration- I run a food business and truly the only reason I am doing it now is to gain experience for the bigger picture as well as to start small and its being a struggle. However, someone wanted to employ me to manage his own food business. All he wants is to pump money into the business but I have to stop mine. He can't have me running both, I have to choose one. What do I do? How do I discern what is really an opportunity?

**Ngozi Adebisi:** Find a way to negotiate a time arrangement that works for you. Maybe the business is not for you.

**Olori Boye-Ajayi:** What do you have that you are saying you want to give up? Someone is giving you money and structures to run a business. This helps you make mistakes with another person's money

When a wealthy person gives you money, he means he can afford to lose it. This might be a cheaper route to make mistakes and refine your business acumen.

**Toyin Onigbanjo:** A catering business that has no cash flow or business is not a business. Please pay attention to learning because I wish I worked in a multinational. There are mistakes I made I would not have made.

**Debola Deji-Kurunmi:** About collaboration, what do you do if you are afraid that when you launch an idea, someone will steal the idea and do it better than you do?

**Bunmi George:** When, I came out with the GetWaisted Belt, I knew that people will come after me and do the same thing.



A pioneer will always be in front. You need more people in the ecosystem. Competition is good so it can put you on your toes.

This should force you to continuously innovate. What's your sales funnel? What's your marketing strategy like?

ShredderGang has a killer distribution strategy where everyone is 5 minutes away from a shredder gang product. Ensure that what you do from the beginning must be premium. Be 12 months – 3 years ahead of your competition and always have your strategy on lock down before you launch a product or service because the goal is sustainability. This will help you penetrate the market fast.

**Ngozi Adebisi:** Sometimes the competition helps you to get your structure right and better especially with establishing legal frameworks so you can get your acts together.

Do not play small and take no prisoners. Have a consultant regulatory framework that guides ethics. Competition helps to refine our structure and helps us pivot quickly in the business evolution lifecycle.

**Debola Deji-Kurunmi:** My focus will be on building men because I believe that is the real issue behind feminism, and parenting teenagers. I am currently thinking of doing an internship to learn about the mind-sets of men. Is this the best route?

**Olori Boye-Ajayi:** What you are setting yourself up against is a lifetime mission. It is beyond an internship. Human behaviour is often in context. Women are crying about their marriages and it's not allowing them focus on purpose. From my men's retreat, I realized that they do these things ignorantly. Human behaviour is in terms of relationship. We evolve greatly so we must understand them in context as bosses, as husbands, as brothers, as sons.

**Bunmi George:** Be Fearless: go after every single dream in your heart and do not take a second chance- Go after it!

**Ngozi Adebisi:** May your road be rough- Tai Solarin (which means we cannot grow without pain)

**Toyin Onigbanjo:** Do what you love and chase it with fire. There will be challenges in doing what you love but stay there and it will become profitable eventually. Figure out what you can do even

**Olori Boye-Ajayi:** You are more than this- In all ramifications, for Nigeria, you are more than this. There is more on your inside but expose yourself to conferences that will show you what is possible.

**IN 60 SECONDS, WHATS YOUR HIGH POINT INSIGHT TO TIE IT ALL TOGETHER?**



# THE CHANGEMAKER CHALLENGE

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Delegates worked in teams of 20 – 30 to come up with a Design for using a Business Idea that earns revenue and makes profit to also create advocacy for as well as solve a social problem or challenge in a Nigerian community. They were required to work with a simple three – throng framework to clarify, create and catalyze change.

The Impact Areas include Street Children, Orphans and Vulnerable Children; Healthcare, Public Primary Education, Sexual Abuse Advocacy, Girl Child Empowerment, Financial Inclusion and Economic Empowerment; Water, Sanitation and Hygiene; and Electoral Participation.

The winning team members received the CHANGEMAKER Challenge Certificates. A JURY was selected randomly from the audience who served as the Judges based on a criteria provided to them.

You can request full Policy Draft Documents for each of these impact areas by an email to [info@ideationhubafrica.org](mailto:info@ideationhubafrica.org)





**TEAM 1 - THE PIONEERS**

**IMPACT AREA – GIRL CHILD EMPOWERMENT.**



**TEAM 2 - THE INNOVATORS**

**IMPACT AREA – BASIC EDUCATION**



**TEAM 3 - THE BOUNDARY BREAKERS**

**IMPACT AREA – SEXUAL ABUSE ADVOCACY**



**TEAM 4 - TRAILBLAZERS**

**IMPACT AREA – FINANCIAL INCLUSION AND ECONOMIC EMPOWERMENT**



**TEAM 5: GO-GETTERS**

**IMPACT AREA – ORPHANS AND VULNERABLE CHILDREN.**



## Nigerian education statistics

### Truths that escape us



**44%** of primary school teachers in Nigeria are unqualified.



**10.5 million** Nigerian children, represent **16%** of the 64 million children out of school globally.



Children under 15 make up **45%** of Nigeria's rising population.



The recommended teacher-pupil ratio is **1:40**. There is an average of 78 pupils per primary school teacher in Nigeria.



**6 million** of 36 million girls out of school globally are Nigerian.



**20 million...** of 22 million Nigerian children aged 0-3 years do not have access to early childhood education.

Over **58.3%** of pupils in Nigerian schools are not learning effectively, while **50%** of grade 6 pupils cannot read at all. (UNICEF)



The net enrolment rate at primary school level is

**58% for girls 69% for boys**



(UNESCO)

"Oando Foundation is providing credible and sustainable solutions that address the education crises in Nigeria"

## Our commitment

Oando Foundation remains the only independent charity established by a corporate, offering a holistic model to improve the basic education sub-sector in Nigeria.



OUR VISION

Our vision is to create a sustainable and successful educational system in Nigeria that educates and empowers every child.



OUR MISSION

Our mission is to improve the learning environment in primary schools by holistically creating world-class basic education systems to the community.

Established in 2011, the Foundation is also registered with the United Kingdom Charities Commission and has a 501c3 status in the United States.

"We are supporting the Nigerian Government to achieve its education development goals through our signature project, the **Adopt-A-School Initiative**"

## The Oando Foundation approach

### Our model

#### Provide access to education



Infrastructural Development



Early Childhood Care Education



ICT Education



Scholarships



Advocacy



Girl Child Education



Out of School Children Mobilisation

#### Improve the quality of education

Capacity strengthening for:



Teachers



Local Government Education Authorities



School Based Management Committees

"Our aim is to develop a cadre of young people with the ability to compete with their peers globally"

## Where we work

Oando Foundation currently supports projects in 88 schools across 23 states in Nigeria.

Number of schools per state	
Adamawa (8)	Kaduna (2)
Bauchi (5)	Katsina (7)
Taraba (4)	Sokoto (6)
FCT (1)	Enugu (2)
Kwara (4)	Ebonyi (3)
Niger (4)	
Plateau (6)	
Ekiti (3)	Akwa Ibom (9)
Lagos (8)	Bayelsa (2)
Ogun (3)	Cross River (5)
Ondo (2)	Edo (1)
Osun (1)	Rivers (1)
Oyo (1)	



## Out of school children and Oando Foundation



**10.5 million**

Nigerian children lack access to quality primary education due to constraints such as extreme poverty, cultural barriers, and conflict affected environments.



Oando Foundation is committed to ensuring that by the end of 2021; **500,000** children of primary school age across Nigeria will be supported to access quality education.

## Girl child education and Oando Foundation



In Nigeria, **70%** of young women (age 15-24) in the North West region have not completed primary school. (UNESCO)



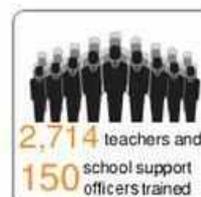
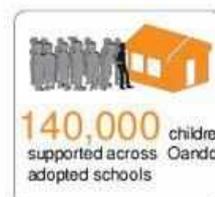
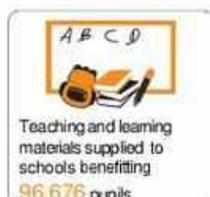
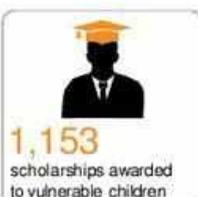
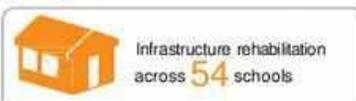
Girl-child enrolment, attendance and transition remains marginal in these communities. Opportunities for self-empowerment are very limited as adolescent girls are either engaged in domestic chores to support their families.

Oando Foundation is committed to get young girls back to school especially in Northern Nigeria by awarding scholarships, provision of hygiene and sanitary facilities in schools, award of scholarships to deserving females to transit to secondary school, mentorship programmes, training of female teachers, sensitization of community members.

## Our partners



## Our impact (2011 - date)



"Transforming the Nigerian education system is a collective responsibility"

# TRAILBLAZER AWARDS

This Social Innovators' Award was designed to celebrate five (25-year old or less in age) exceptional female entrepreneurs and changemakers making a difference in the society, particularly in Education, Economic Empowerment, Sexual Abuse Awareness and Prevention, STEM (science, technology, engineering and mathematics) as well as Cultural Preservation.

**It is noteworthy to mention that OANDO Foundation sponsored the Social Innovators' Award for Education.**



# TRAILBLAZER AWARDEES - 2019



**Adewuyi Roseline**      **Sandra Ajaja**      **Victoria Oke Onyekachukwu**      **Abisola Ahmed**      **Grace Chinomso Okoli**

**Adewuyi Roseline** is an advocate of gender equality and education who campaigns for the eradication of cultural biases against the girl-child.

She organises regular school outreaches for girls in secondary schools for empowerment and organises event to celebrate international day of the girl child. She has represented her country as a result of her commitment towards educating the girl-child in countries across the globe.

**Her Impact area is Education/Gender equality**

**Sandra Ajaja** is a founder of Fempower Africa who is passionate about poverty amongst women and gender inequality against female entrepreneurs in Nigeria.

Fempower Africa provides a network to female technology enthusiasts seeking knowledge in transitioning them in entrepreneurs creating access to female technical talent to startups in the continent.

**Her impact are is Science, Technology, Engineering and Mathematics.**

**Victoria Oke Onyekachukwu** is a serial entrepreneur and the founder of TRIUVE, an innovative fashion brand that promotes cultural heritage and reduces poverty by selling products at a subsidized rate and saving a percentage of each to help the needy .Products such as selling arts, craft works and customized fashion accessories have been sold in about 15 states in Nigeria including Northern region.

**Her impact area is CULTURAL PRESERVATION**

**Abisola Ahmed** is the Executive Director of One Voice Initiative for Women and Children Emancipation. One voice initiative has been able to feed cloth and equip children with entrepreneurial skills and administer medical care to over 1000 orphans in Ibadan,as well as led over 500 youths in volunteering for the past 3 years in Nigeria, Malawi, Ghana amongst many others and helped widows to be self - dependent and maximise potentials through her empowerment initiatives.

**Her Business impact area is SEXUAL PREVENTION/AWARENESS**

**Grace Chinomso Okoli** is the founder of Shanyi Group, a budding African lifestyle conglomerate with expressions in beauty, food, agriculture and fashion.

Shanyi group is a manufacturing company that focuses on the formulation and sales of hair beauty care products made from purely, certified organic ingredients targeted at the afro textured woman and her family to help build a sustainable relationship with women in the rural area while providing them with financial aid for themselves.

**Her impact area is ECONOMIC EMPOWERMENT**

OANDO FOUNDATION

# TRANSFORMING LIVES THROUGH EDUCATION: AISHA IDRIS' STORY



Her days were spent struggling to cut a path through the sea of people that filled the nooks and crannies of Ipata...a busy market in Ilorin, North-central Nigeria. Squashed between the milling bodies, she balanced the heavy tray on her head and pushed her way through streets under the scorching sun shouting "Pure water! Come and buy my pure water" at the top of her lungs. The muscles in her neck taut from the weight she carried, she would beckon at passersby till she was hoarse, trying to be heard amidst the chaos. As dawn turned to dusk, weary feet moving slowly through the dust, she would return home with her tray hopefully empty and some money safely hidden within the folds of her dress. This was the reality of Aisha Idris's life for many years before fate smiled on her through the scholarship programme provided under the Educate-A-Child/Oando Foundation (OF/EAC) partnership.

The joint scholarship programme remains one of the key drivers of increased enrolment and retention of pupils across supported communities in Nigeria, targeting vulnerable and marginalized children such as Aisha, who may never have the opportunity to attain post-primary education. Best performing students from adopted primary schools are selected and supported with grants to cover tuition, levies, uniforms, learning materials, and transportation.

Though raised an orphan by her 75-year old grandmother, Aisha excelled in core school subjects including Mathematics and English Language. She expressed with glee her desire to become a medical doctor despite the daunting challenges that forced her grandmother to make a choice between keeping her granddaughter's dreams alive or prioritizing the immediate sustenance of her family; a struggle many low income families are faced with daily.

This story is not new... millions of under-aged children have had their education interrupted across Africa; forced to take on the role of breadwinner to support their family's economic needs. For such, the hope of a 'normal' childhood filled with exciting activities and fond memories are bleak. The OF-EAC partnership is providing a cushion for families to rise above their financial difficulties and support the children for a better life. Today, Aisha is a second year student in Junior Secondary School, where she continues to excel at the top five percent of her class. "...I will be forever grateful to Oando Foundation and Educate a Child," says Aisha, "They gave me this second chance."

Peradventure you find yourself in Ipata market, do not bother searching the faces of water sellers with heavy trays precariously balanced on their heads for Aisha. She'll probably be at her grandmother's stall doing her homework. She is one of the fortunate few who have had their hopes restored, preparing for a future where anything is possible.

# NETWORKING & MOMENTS FROM THE WOMEN IN DEVELOPMENT SUMMIT 2019



# NETWORKING & MOMENTS FROM THE WOMEN IN DEVELOPMENT SUMMIT 2019



## FEEDBACK FROM THE WOMEN IN DEVELOPMENT SUMMIT

**“I was empowered at WID Summit.** All the Speakers brought their no-holds barred wisdom. I especially gleaned from the for-profit entrepreneurs. I got a model already from Bunmi George (CEO, ShredderGang) that I am going to be using for my business. I was constantly hitting lightbulb moments and iterating my action plans as the Summit progressed. Another good thing was this - a prospective collaborator who initially had cold feet and second-guessed her qualification to partner with me was at the Summit and immediately rushed to me after the meeting saying...I AM READY, LETS DO THIS!!! I mean, that was the icing on top of the dessert for me.”

“It was very insightful. I got access to **practical and working knowledge to take my business to the next level and operate on the global scale.** IT IS POSSIBLE!”

“The Summit made a mark on me, to be intentional, **running a profit or Nonprofit Organisation starts form a well-planned out objective and structure.** To project a good image of myself, learn to collaborate and be broad minded, humble myself be friendly by building relationships, learn to volunteer and grow thereby. In all be focused, intentional, a goal getter. Encouraging myself every step of the way.”

“I had an exciting time. **Got new ideas for fund raising.** Made new connections and network.”

“My experience at the Summit has **shaped my thoughts about owning a for-profits business and still having social impact which was a key need for me in attending the Summit.** All the conversations have put me on a clear path.

**“It was a MIND SHIFT!** So much information and value. The speakers did not hold back. They freely shared from their wealth of experience and knowledge. It was beautiful to see women supporting women, showing the next generation the way and cheering them on.”



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Enzo, Krypton and Company is a management consulting firm located at the heart of the commercial hub of Africa's biggest economy; Nigeria.

We are focused on helping business leaders solve difficult problems, achieve sustainable growth and continually create marketable value in a rapidly changing business environment.

We advise clients across the private and public sector. We also have dedicated focus on advising custodians of offshore capital seeking for investment opportunities across Africa.

### The Enzo Mission

We engage any combination of these six thinking buckets - critical, analytical, innovative, strategic, design and implementation thinking - to add value, create value or eliminate problems for our clients.

Enzo Krypton  $\Rightarrow$  Value (add+create) -  
problem = client fulfilment



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“ Millions of Young People in  
Nigeria are unemployed  
Yet Majority of Employers have  
**Job Vacancies**  
they cannot fill because they can't find  
**Competent Candidates.** ”



## Course Overview:

The overwhelming consensus among employers in Nigeria is that too many entry-level employees and young professionals entering the workplace lack the ability to think critically, communicate effectively, solve problems creatively, work collaboratively and adapt quickly to the changing business environment.

With The GAP Programme, we are offering employers a viable solution to a major challenge they are facing in finding the competent candidate for their job roles.

The GAP Programme is our competency-based learning intervention designed to produce candidates with the right knowledge, skills and work ethics to produce top performers in the workplace. This programme is committed to creating a new talent pool of job-ready candidates through our unique learning experience – giving employers the choice to pick the right candidate as well as offer the candidates a path to higher-skill and better-paying jobs.

We believe this approach is the effective solution to address the skills gap in Nigeria.

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“

The Graduate Apprenticeship Program (GAP) is a 6-MONTH intensive learning intervention designed to produce top performers in the workplace.

”

## THE GAP 7 CRITICAL COURSES:

The GAP Programme provides a foundational framework for developing capacity in these Seven (7) most critical business learning areas:

### 1. CRITICAL THINKING, PROBLEM SOLVING AND STRATEGIC THINKING:

The course will focus on teaching participants how to use analytical techniques to break down large and complex business problems into units and develop effective plans to solve the problems.

### 4. BUSINESS PLANNING AND STRATEGY:

The course will focus on teaching analytical frameworks used in conducting business analysis - such as PESTLE analysis, SWOT analysis, Porter's Forces, etc.

### 7. LEADERSHIP AND PERSONAL DEVELOPMENT:

This course teaches best practices in leadership and professionalism among employees. The goal is to help participants manage relationships among co-workers, clients, customers and invest in personal development to improve career progression.

### 2. BUSINESS ANALYSIS:

An introductory course that teaches the systematic approach of gathering, analyzing and presenting data, using a combination of quantitative and qualitative analysis methods which is necessary for making business decisions.

### 5. MICROSOFT OFFICE TOOLS FOR BUSINESS:

The course teaches proficiency in using Microsoft Office Tools (Word, Excel and PowerPoint) and their application in business - writing proposals, reports, operational & project plans, presentations, building financial models etc.

### 3. INTRODUCTION TO FINANCIAL STATEMENTS, ANALYSIS & MODELLING

This course is tailored to individuals with no accounting or finance background. Participants will learn how to understand, interpret and analyse financial statements.

### 6. BUSINESS COMMUNICATION AND DOCUMENTATION:

This course teaches effective oral and written communication skills for business. The course will cover topics including professional presentations, articulation, composition, spoken English, and business writing - proposals, internal memos, company profiles etc.

- **WHO SHOULD ATTEND:** The GAP Program is designed for entry-level candidates who are seeking to acquire relevant and tangible employability skills.
- **COURSE DURATION:** 6 MONTHS. 2019 SESSION - JANUARY
- **COURSE FEES:** N 200,000 (Highly Discounted) - Early birds registration attracts further discounts.
- **CONTACT:** MIKKIE - 0808 8457982 // Ayo - 0814 8288530

# WHO WE ARE

Ideation Hub Africa is a social impact incubator providing early-stage social entrepreneurs and non-profit professionals with experiential education, enterprise incubation, growth advisory and collaborative platforms to start, scale and sustain their big ideas for changing Africa.

We catalyze the work of resilient change-makers and visionaries who envision a better continent, by equipping them with the tools, knowledge, network and opportunities to boldly execute their mission. We bring together diverse groups of non-profit professionals and social innovators across education, healthcare, the arts, economic development, gender advocacy etc. to think, talk, try out new things and team up for greater impact.

Our Initiatives include **Social Profit School, Mentorship Immersion, Development Dialogue, Women in Development Summit and Development Careers in Nigeria**

Be a part of us. Join the Hub. Volunteer, Sign up for a Program, Donate, Sponsor.

Find out more:

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