Sheevolution Africa

Enterprise Development

PROGRAM REPORT

November 2023



Contents

- About Us 01
- Introduction 02
- Program Overview 04
- Impact Highlights 07
- Success Stories 08
- Partnerships 14
- 2024 Program 16
- Partnership Proposal 18



Sheevolution Africa

About Us

Sheevolution Africa Initiative is a premier leadership finishing school for girls 11-19 years across Africa.

We are a non-profit organization focused on equipping the next generation of African girls with knowledge, experiences, and opportunities to maximize their full potential.

Our work equips African girls to self-actualize and live out their highest human potential through structured mentorship, tailored learning, enterprise development, digital literacy, craft skills acquisition, and comprehensive sexual and reproductive health education.

Our Vision

To groom the next generation of African girls for wholesome leadership in their spheres of influence.

Our Mission

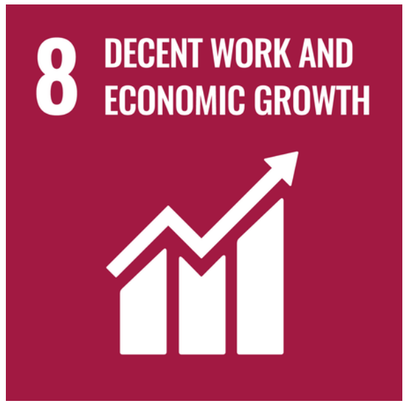
Democratize possibilities and close the socio-economic gap using technology, access to opportunities, and extended education.

SDG FOCUS



Central to the SDGs is the commitment to inclusivity, ensuring that development benefits reach all people, leaving no one behind. Sheevolution Africa's goals emphasize addressing economic and social inequalities and bridging the economic gap for the African girl along these impact areas.

THE PROBLEM





Access to quality education, skills training, and economic opportunities remains a critical challenge facing many girls in sub-Saharan Africa. According to UNICEF, only 1 in 3 girls in sub-Saharan Africa complete lower secondary school. Girls are also disproportionately impacted by poverty - 70% of the world's poorest population reside in Africa, and girls and women make up the majority of the poor.

Lack of access to skills and livelihood tools significantly restricts girls' potential and contributes to intergenerational cycles of poverty. Without alternative pathways and means of self-employment, girls remain dependent on others and vulnerable. There is a clear need to equip girls with practical and market-relevant skills to become self-reliant.

It is with this backdrop that **Sheevolution Africa** launched its **Enterprise Development Program** for **Girls** in **2023**. The program aims to create pathways to economic empowerment for marginalized adolescent girls through training in business and life skills, facilitation of business idea pitching competitions, and provision of startup capital and mentoring support to the most viable ideas.



Program Overview

Our annual business incubator equips African girls with the knowledge, skills, and resources to start and grow their enterprises or businesses. The program aims to foster entrepreneurship, financial independence, and economic empowerment among our girls. By providing them with training, mentorship, access to networks, and potential funding opportunities, the program seeks to support our girls in building sustainable and successful enterprises that contribute to their personal growth and the economic development of their communities.

PROGRAM OBJECTIVES

These objectives guide all activities under the program, including the design of training curricula, implementation of the annual business competition, provision of startup support and mentoring to beneficiaries, as well as monitoring of business growth and community impact. They also serve as benchmarks for evaluating the program's progress in unlocking the potential of marginalized girls as drivers of their own development through income-generating micro-businesses.

01



10,000 Girls

Equip 10,000 marginalized adolescent girls with relevant business and life skills by 2030

02



1000 Ideas

Facilitate startup financing for 1000 viable business ideas pitched by girls.

03



500 Enterprises

Create 500 sustainable micro-enterprises owned and operated by graduate girls

04



$5000+ Revenue

Generate a combined annual revenue of $5,000 among our girl-owned businesses by 2025

Our Methodology

The Enterprise Development Program targets marginalized girls aged 14-19 in urban-rural communities across Nigeria. Through a combination of classroom training, mentoring support, and a business pitch competition, the program promotes entrepreneurship and supports the establishment of small businesses. Key activities include financial literacy training, idea-generation sessions, business plan development workshops, and skills-building in areas such as bookkeeping, marketing, and leadership.

A cornerstone of the Enterprise Development Program is Girl Enterprise Day, which happens annually on October 11th in celebration of the International Day of the Girl Child. On this day, as described above, the competition serves as a platform for the girls to pitch their viable micro-business ideas to expert judges.

The best ideas are selected based on the following criteria: market potential, financial viability, past experience, and presentation effectiveness. This competition not only equips girls with valuable presentation and public speaking skills, but also enables them to receive feedback to strengthen their ideas from knowledgeable mentors.

Winners receive grants from the program sponsors to help launch their ventures. In addition, all participants have ongoing access to mentorship and advice from business experts as they work to launch and grow their enterprises. This hands-on support continues even after the formal training period ends.

IMPACT HIGHLIGHTS

The **Enterprise Development Program** has made tremendous progress in its first year of implementation. Some of the key achievements to date include:

Industry

17 businesses are operational across various sectors from food and beverages production, to textile production to fragrance manufacturing.

Reach

50 girls participated in 2023. Of these girls, **17** have gone on to start their micro-enterprises.

Finance

A total of **N799,000** in startup grants has been distributed to **17** girls.

2023 Beneficiaries

BENEFICIARY NAME	AMOUNT RECEIVED (NAIRA)	BUSINESS
Adeyeye Faridat	₦40,000.00	Fashion Illustration and Design
Ahmed Kaosarah	₦40,000.00	Sorrel Beverage Production
Akanmu Nofisat	₦70,000.00	Graphics Design, Branding, and Printing
Akou Esther	₦40,000.00	Food Production (Plantain Snack)
Akpojaro Rejoice	₦30,000.00	Confectionaries (Chin-Chin)
Alaba Esther	₦60,000.00	Sales of Beauty Accessories
Alasi Wuraola	₦40,000.00	Jewelry Sales
Fatusin Ayomide	₦60,000.00	Confectionaries (Cake and Pastries)
Ikuomola Omobanke	₦40,000.00	Body Fragrance Production


bankly
Sheevolution Africa
Girl Enterprise Day Grant
N 40,000
FORTY THOUSAND NAIRA ONLY
#empowerher
Bankly


SUSTAINABLE DEVELOPMENT GOALS
bankly
Sheevolution Africa


GOALS
Sheevolution Africa
bankly
Girl


Sheevolution Africa




GOALS
bankly
Sheevolution Africa
Girl Enterprise Day Grant
N 40,000
FORTY THOUSAND NAIRA ONLY
#empowerher
Bankly


Sheevolution Africa

BENEFICIARY NAME	AMOUNT RECEIVED (NAIRA)	BUSINESS
Lawal Rebecca	₦40,000.00	Jewelry Sales
Mustapha Lateefat	₦65,000.00	Corn Gruel Production
Odibo Aderoju	₦40,000.00	Bankly Point of Sale Agent
Ogundele Oluwasemilogo	₦54,000.00	Makeup Artistry
Olowo Amirat Arike	₦50,000.00	Confectioneries
Oshifade Oluwanifemi	₦40,000.00	Room Fragrance Production
Owolabi Zainab	₦50,000.00	Wholesale Food Distribution (Pasta)
Kosin Jane	₦40,000.00	Textile Production (Tie & Dye)


bankly
Sheevolution Africa
Girl Enterprise Day Grant
N 40,000
FORTY THOUSAND NAIRA ONLY
#empowerher
Bankly
|:112233456:| 0098637 0001


bankly
Sheevolution Africa
Girl Enterprise Day Grant
03 -11 - 2023
N 40,000
FORTY THOUSAND NAIRA ONLY
#empowerher
Bankly
|:112233456:| 0098637 0001


Sheevolution Africa

SUCCESS STORIES











NAME	ODIBO ADEROJU	AYOMIDE FATUSIN	SEMILOGO OGUNDELE	AKANMU NOFISAT	AKPOJARO REJOICE
BUSINESS/ GRANT AMOUNT	Bankly Point of Sale Agent ₦40,000.00	Confectionaries (Cake and Pastries) ₦60,000.00	Makeup Artistry ₦54,000.00	Graphics Design, Branding, and Printing ₦70,000.00	Confectionaries (Chin-Chin) ₦30,000.00
PROGRESS REPORT	Odibo is a budding digital entrepreneur supporting herself as a student through POS Commissions in her community.	Ayomide was able to purchase an industrial mixer and is highly sought after by friends and family for her delicious on-time cakes.	Semilogo successfully bought her starter makeup kit while uskilling via YouTube as a young UNILAG student.	Nofisat purchased a laptop with her grant and has expanded her toe-bag design and printing business to include other merchandise.	Rejoice sold her products at the GED 2023 pitch and was able to scale production and packaging with her grant.



Our Past Partner

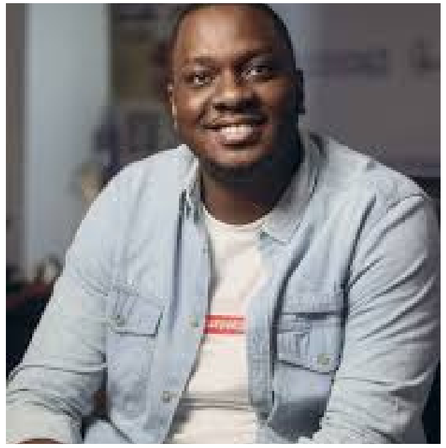
The inaugural edition was launched in partnership with **Bankly Microfinance Bank** providing micro business grants, financial inclusion access, and business funding readiness evaluation for the girls.

The one-day **Girl Enterprise Day** event featured a business masterclass by **Tomi Majekodunmi, CEO of Bankly**, and a panel discussion with accomplished entrepreneurs and faculty members from **Bankly, Utterly Fabulous Confectionaries**, and **Motley Inspires Consulting.**

Beneficiaries opened an account with **Bankly MFB** and received their microgrants directly in their accounts seamlessly and promptly.

Faculty & Jury

The Enterprise Development Program is delivered through the dedicated efforts of a talented team of facilitators and mentors. With backgrounds in business, business development, sales, marketing, and gender issues, these individuals play a vital role in empowering participants through practical skills development, business pitch adjudication, and ongoing guidance. A combination of both in-house staff and local community experts make up the program's esteemed faculty. Our Jury include:



Nifemi Aikomo

CEO, Motley Inspires



Yewande Kayode

CEO, Utterly Fabulous



Tosin Dada-Philips

Senior Product Manager, Bankly



Uwem Ekanem

VP Marketing, Bankly



Damilola Akinnayajo

Growth & Partnerships Lead, Bankly

2024 Program





2024 PARTNERSHIP PROPOSAL

The **Enterprise Development Program** pursues the ambitious yet critical goal of empowering adolescent girls socially and economically through self-employment and entrepreneurship in Nigeria. To advance toward this goal strategically, the program focuses its efforts according to the following key objectives in 2024:

- **Enroll 100 participants**,
- **Finance 50 viable girl-led businesses with micro-grants of 100,000 naira each,**
- **Launch training programs in 2 additional states**
- **Establish industry internship partnerships**

To achieve these ambitious targets, an investment of **N7,000,000 naira only** is required to scale up operations, diversify support services, and strengthen monitoring and evaluation systems.

We are invite you to join us in our mission to build Africa’s foremost business incubator and accelerator for African girls by Africans.

2024 Project Timeline

As the Enterprise Development Program enters its 2nd, an ambitious work plan has been outlined to continue expanding the program's reach, strengthening supports for participants, and capturing higher-level outcomes. This timeline highlights the major activities scheduled over the coming 6 months, from the call for application in Q3,2024 to assessments of businesses growth in Q1, 2025. By meticulously tracking progress against this plan, we aim to achieve yet another year of impactful milestones on the path towards empowering 5,000 marginalized adolescent girls with livelihood skills by 2025.



WHY SHOULD YOU PARTNER WITH US?

Strategic Impact Alignment

The program directly addresses global priorities around poverty reduction, gender equality, women's economic empowerment, and youth development.

Visible Outcomes

Success stories, impact data, and community testimonials provide compelling evidence that investments in the program deliver tangible, measurable results for partners.

Prudent Stewardship

Our management practices ensure efficient use of resources, accountability, and visibility into how funds ultimately empower adolescent girls to lift themselves from poverty.

Effective Impact Model

The holistic training approach and business support services have proven highly effective, with 80% of businesses still operating after initial grant. Partnerships will enable a tested model to expand its reach and positively impact the lives of thousands more marginalized girls.

Innovation Opportunities

Partnerships offer avenues to pilot new inclusive products, services or technologies tailored to the entrepreneur beneficiaries.

PARTNERSHIP BENEFITS

Nation Building Legacy

Partnership allows you to visibly contribute to strategic social impact and development goals through alignment with personal & corporate social investment initiatives.



Social Impact Equity



Association with an effective, program empowering youth will generate goodwill and positive brand exposure. We will promote your brand through targeted exposure on our social media channels, website, emails, impact reports, merchandise, and press releases.

Employee Engagement

Partners get opportunities for their employees to volunteer as mentors or participate in program events, boosting internal morale and talent development.





High Value Media Assets

Fiscal Sponsorship gives you access to pictures, videos, and other highly coveted media assets for your brand.

Talent Pipeline

Partnership provides access to new networks of promising local businesses and young leaders for partners' future opportunities.





Tax Benefits

Monetary donations may qualify as tax-deductible expenditures for corporate donors under relevant policies.

THANK YOU FOR YOUR PARTNERSHIP

To make your donations, please use your preferred payment option below:

NAIRA ACCOUNT

Account name: **Sheevolution Africa Initiative**
Bank name: **Guaranty Trust Bank (GTB)**
Account number: **0723442991**

DOLLAR ACCOUNT

Account name: **Sheevolution Africa Initiative**
Bank name: **Guaranty Trust Bank (GTB)**
Account number: **0727047741**

Other Partnerships Options

- Resource/Training Centers in any Nigerian State
- Paid/Unpaid Apprenticeship and Internship Opportunities for teenage girls
- Mentoring & Coaching Access
- Faculty Support
- Media Partnerships
- Volunteer Support (Time & Expertise)
- Educational Scholarships
- Resource Partnerships (Books, Business Equipment, Hygiene Products)
- Technical Assistance

Sheevolution Africa

CONTACT US

Alexandra Femi-Ademola

+234(0)9064862703

alexandra@sheevolutionafrica.org

www.sheevolutionafrica.org

LinkedIn