

THE ENTREPRENEUR AFRICA

2022 EDITION

CELEBRATION EDITION

...celebrating economic freedom

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DEAR ENTREPRENEUR,
AS THE YEAR ENDS THIS
MAY BE THE TIME TO QUIT

5 WAYS

TO PREPARE YOUR BUSINESS
FOR GROWTH IN 2023

NAIRA REDESIGN:

IMPLICATIONS FOR NIGERIAN
BUSINESSES AND THE ECONOMY

From Startups to

Global Entrepreneurs:

Meet The Nominees of The Entrepreneur Africa Awards, 2022



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Old Int'l Trade Fair Complex, Opp. Polo
Park Mall, Abakaliki Rd, GRA Enugu

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Expressway, Lagos

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DEAR ENTREPRENEUR, AS THE YEAR ENDS, THIS MAY BE TIME TO QUIT!

Oh well, I know I'm supposed to say don't be a quitter, because according to popular parlance, "Winners never quit, and quitters never win....blah blah blah". The kind of phraseology we like to hear. Sorry, dear entrepreneur, I bring you bad news. As much as it's wise to persevere in these murky waters of entrepreneurship, bearing in mind that success in business is not a 100 metres dash, at another time, letting go is probably the best advice to take. But that's exactly the type of truth entrepreneurs dread to hear.

But, as the year ends, it's time to take stock of your business. Sometimes, the issue is lack of profitability, in another case, it's little or no patronage, while in a third case, it's probably an issue of an entirely nonexistent consumer market for your product or service. But here's another class of scenario: you're probably making expansionary moves, so you introduced a new line of product or service, or you opened a new location/branch, or launched in a new city or country. But, perhaps, in all or any of the above scenarios, you've done everything by the book and off the book, yet the result keep showing that it was really a bad idea.

Even the Lord knows you have tried. But you keep telling yourself to keep going, "because winners don't quit". My dear, entrepreneur, avoid going into the year 2023 with such irrational doggedness. As part of the year-end reflections, please sit down and evaluate again. It may be time to discontinue, pull back, suspend, or even QUIT, depending on the peculiarity of your own case.

I understand that as an entrepreneur, you're, by nature, a person of deep passion, and part of what this means is that once you've given life to an idea in the form of a business, your commitment is total. And as it's obtainable in the case of one's child, you become both physically and emotionally attached to the venture, such that admitting that it's just not working becomes too much of a dread. But, if you ever asked God for a sign, this is it. But, you must also be careful not to quit too soon too. Don't just quit because the ovation is yet as loud as you had imagined it.

Don't just quit because the profit margin is not as wide as you had envisioned. For you can look into how to improve on the process, the product, or the market. And, definitely, don't just quit because that venture or even this whole entrepreneurship journey has not yet crystallized in the kind of dream lifestyle you think every entrepreneur you know has. For my bet is that you didn't see the full picture; entrepreneurship, my dear, is actually the most non-flamboyant adventure you could ever embark on. But, in the end, it's always worth the troubles. But first, you must be able to tell the difference between a situation that requires you to persevere and one that requires you to QUIT!

Cheers to wisdom! And cheers to another opportunity to celebrate the finest of Africans, through The Entrepreneur Africa Awards, 2022. The entrepreneurs and change makers who keep the engines of African economies turning, year in year out. May Africa succeed. Lastly, it's my hope that you would enjoy reading this beautiful 2022 edition of The Entrepreneur Africa Magazine, as it is rich in content and design. Gracias.

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NAIRA REDESIGN: IMPLICATIONS FOR NIGERIAN BUSINESSES AND THE ECONOMY

- Ojeh Godwin

“By January 31, 2023, the old notes would no longer be valid for payment. According to the Central Bank of Nigeria (CBN), the 200, 500, and 1000 Naira notes will be redesigned by December 15, 2022,. The CBN's Governor, Godwin Emefiele, made this announcement in October 2022, against the backdrop of a weakening Naira and a nearly insolvent economy.

Why CBN is Redesigning the Naira

At a press conference, The CBN Governor, Mr. Emefiele, explained that the main objective of the redesign is to stop individual hoarding of Naira notes and transfer ownership of the cash to the banks. A total of 3.23 trillion Naira were in circulation in Nigeria as of September 2022, according to data. Of that total, 2.73 trillion Naira were reportedly held by the general public outside bank vaults. With regards to the total currency in circulation, that figure indicates that the amount of Naira in the hands of the general public is greater than 80%.

In addition to hoarding, the CBN asserted there has been a marked decline in the availability of clean, fit, and proper currency notes. The apex bank claims that widespread Naira counterfeiting is a result of the risks associated with the lack of clean currency.

The Implications of the Naira Redesign for the Nigerian Economy and Businesses

A significant implication is that the redesign is anticipated to cause an economic upswing, which will frustrate and keep businesses in Nigeria under stress. The brief window for the issuance of the revised notes is primarily to blame for this

Those who live in rural areas may be the most affected. It is disappointing to learn that some communities in Nigeria, particularly rural communities, do not have a bank within 70 kilometres of them. There will likely be a transport rush in these areas once the redesigned currencies are available, as people will travel to the cities to exchange their old currencies.

expected economic flurry. The growing crowds anticipated at banking halls are predicted to overwhelm commercial banks.

Those who live in rural areas may be the most affected. It is disappointing to learn that some communities in Nigeria, particularly rural communities, do not have a bank within 70 kilometres of them. There will likely be a transport rush in these areas once the redesigned currencies are available, as people will travel to the cities to exchange their old currencies.

Additionally, with an already high inflation rate of over 20%, the strengthening dollar, and Moody's downgrading of Nigeria's economic growth forecast from B2 to B3, choosing to spend billions on printing new currencies may cause untold hardship to the country's economy.

What the Experts Are Saying

The CBN's initiative to redesign currency was met with conflicting reactions from experts. Some experts applauded the decision, stating it would stimulate the economy. Supporters of the CBN's policy argued that the action of the CBN is not new; to combat currency fraud, nations all over the world redesign their currency notes.

The redesign policy is also opposed by some experts, who argue that it is a waste of time and resources that could have been invested in the economy. Recently, the International Monetary Fund (IMF) has joined the list of those who oppose the Naira redesign policy. The IMF warned the CBN against taking actions that might weaken the stability and confidence of the Nigerian financial system, according to Ari Aisen, a representative of the IMF. Aisen, nonetheless, stated that the IMF would support Nigeria in whatever decision she deems fit to make.

Experts predict that shortly, illicit fund holders will begin storing their money in currencies other than the Naira as a result of the CBN's action. In

addition, experts feel the action was taken with the best intentions but misapplied.

The Consequences

The development makes one thing abundantly clear: society is preparing for a rush in the middle of December 2022. Informal businesses and traders have already started depositing extra cash at the bank. Commercial banks are preparing for a challenging December.

Additionally, the controversy over the Finance Minister's lack of knowledge of the Naira redesign had sparked commotion across the nation. However, the situation was put to rest by key players revealing that the finance minister need not be informed.

Conclusion

The CBN is the apex bank according to law and has the additional responsibility of managing the Naira. The proposed redesign of the Naira has both advantages and disadvantages for the Nigerian economy. It appears that those who oppose the currency redesign policy are mostly of the opinion that the policy is being implemented at a very bad time rather than being fundamentally against it.

The problem experts appear to be facing is the fear of experiencing an all-out economic rush and spending more money on an already troubled economy. There is no way to predict what will happen before or after January 31, 2022, until the policy has been put into effect and the deadline has passed. One might speculate that the CBN would postpone the deadline to a later time so Nigerians could more easily submit their old currency. But if the current timeline stays unmoved, the likelihood of Nigerians refusing to collect the old currency even before the deadline is high. This action would affect businesses, especially in the informal sector, where cash is mostly used to trade.



A GREAT TEAM MAKES THE DIFFERENCE:

14 WAYS TO HIRE OR CREATE THEM

- Remi Maradesa

Great business ideas are amazing to have. But so also is a great team. Because it's hard to develop a business alone. At some point, you'll need to put together a business team. And if you already have one in place, then you need to build them into the greatest asset you need to achieve your entrepreneurial dream. Below are 14 steps to doing it, as curated with help from Helena Ronis of Wiki.

1. Identify the skills you lack. The members of your business team should contribute in ways you can't. Honestly self-assess what skills you lack. Then go out and find people with those skills.
2. Define roles clearly. Employees need to know their job duties. Undefined roles can create confusion and lower your team's morale. Work won't be completed on time, and people will begin stepping on each other's toes. Before advertising your job, you should spend some time outlining the duties of each new hire.
3. Ask your network for referrals. Instead of immediately placing a "help wanted" ad online, you should ask people you know if they would recommend someone for the job. Employees found this way often stay with a company for a longer time.
4. Look for relevant experience. Ideally, the people you hire will have the appropriate experience to jump right into their jobs. If you are a startup or a small business, you might not have a lot of time to train people. Employees will also feel more engaged if they are able to immediately contribute to the team.
5. Don't hire family or friends. People close to you will lack the incentive to be truthful. Instead, they'll want to avoid crushing your dream. It's better to hire people who will level with you. However, if you know people primarily through business, then it is okay to partner with them. For example, you might have worked at an old job with somebody who you consider a friend. They could bring valuable experience to the team.

6. Maintain transparency. If at all possible, you should share information freely with your entire business team. People will feel less valued if you withhold information from certain employees. Employees will feel more invested in the team if they know what is going on—even if the information isn't immediately relevant to their jobs. For example, imagine you are thinking of expanding. Now imagine you are a secretary who is suddenly told one day that you are opening a new office in a neighboring city. How do you think they feel if this is the first time they have heard of the expansion plans?
7. Hold meaningful team meetings. Make sure the meeting goes beyond a checklist of things to do. Instead, have a conversation. Encourage everyone to participate. Some team members might offer ideas on topics they never knew they had an interest in.
8. Encourage non-work conversation. Your instinct might be to keep everyone's nose to the grindstone during work hours. However, team members benefit from some non-work conversation during the day. Avoid cracking down on people who gather for a short chat. You can encourage non-work communication by creating a break room where people can gather on their coffee breaks
9. Value each employee. It'll be hard to create a good business team if you constantly have people leaving. You can retain key employees by making sure each employee feels valued. Praise people when they do a good job. Acknowledge their successes so that the entire team is aware of them. To keep team members from getting jealous of each other, recognize several people at once.
10. Emphasize your long-term goals. Engaged employees often can identify how their daily tasks contribute to the big picture. To keep your employees motivated, discuss your company's long-term goals. Don't forget short-term goals, either. In fact, you should create quarterly benchmarks or milestones for individuals and groups. As they attain their goals, they gain a sense of accomplishment and satisfaction.
11. Avoid the blame game. When your business falls short of your goals, you should avoid the temptation to blame someone. Instead, come together as a team and discuss how to improve the team's performance as a whole. Reaffirm your short-term and long-term goals, or collectively change those goals if necessary.
12. Socialize outside of work periodically. Have a team meal once a month or host a cookout at your house. Getting to know people as people (and not employees) can help you understand what motivates them and how they respond to success or failure.
13. Build trust. Trust is vital for a team's success. If you need to delegate a task, can you trust the person? If the answer isn't "yes," then work might not get done and conflicts can escalate. As a leader, you'll need to encourage trust by doing the following. Trust someone first. You can model trusting behavior by delegating tasks to other people. Remain calm. If you explode at people for mistakes, then you can expect everyone to remain on edge.
14. Hire a team coach. Your business might benefit from the help of an outside expert. You can hire a team coach to train, motivate, and analyze your team members and recommend areas of improvements. If you are a small business and this seems beyond your budget, you can always explore options for free coaching.





From Startups to Global Entrepreneurs:

Meet The Nominees of The Entrepreneur Africa Awards, 2022

From Startups to Global Entrepreneurs: Meet The Nominees of The Entrepreneur Africa Awards, 2022

- Ani John King

Amidst the myriads of problems confronting Africa, one thing has remained heartwarming: it's the unrelenting progress of its entrepreneurs. Yes, African entrepreneurs are the most resilient of their kind.

And, although they continue to maintain their core as indigenous brands, they have also been increasingly evolving over the years into global brands, exploiting the opportunities provided by the internet, social media and e-commerce solutions.

This enchanting trend has not gone unnoticed. The cumulative volume of foreign VC and Angel investor funds that have poured into African startups in the last 4 years has been unprecedented.

This and more point to one clear message: entrepreneurship in Africa has not only come of age; our entrepreneurs are heading out unto the global arena, ready to prove that we deserve to be on that stage as much as anyone else.

Thus, this year's (2022) edition of The Entrepreneur Africa Awards is rightly themed 'Year of The Global Entrepreneur', as we aim to activate, cheer on, and celebrate African entrepreneurs and change-makers, in general, and our Official Nominees, in particular, recognizing them for all the work they've put in within the year under review towards their own business growth, job creation, growth of various sectors, as well as contributions to African economies.

These nominees range from individual entrepreneurs to corporate entities, startups to accomplished businesses, and NGOs to Philanthropists.

In the following pages, you'll read briefly about them and their endeavours, as we hope that through this platform of The Entrepreneur Africa, many more Africans will be inspired to aspire, to persevere, and to achieve, all towards a global reckoning. Cheers!



Oluwapelumi Olaitan is the founder and Operations manager at Assorted Goodies Enterprises. A visionary leader with proven track record of driving organizational turnaround and change management.

A graduate of Biochemistry, Certified Entrepreneur and Business Manager. A motivated business professional with more than ten years of entrepreneurial experience.

Also the founder of Yankee's Foods&Beverages Limited, a company that produce healthy beverages for kids and adults in Nigeria, made from 100% natural ingredients.

Oluwapelumi Olaitan is a Nominee for Business Person of The Year category



Gladys Olaitan Igbekele is the Lead Consultant of Edyglad Catering Services, the Creative Director of Edyglad Cakes and Events, the Chief Responsibility Officer of Edyglad Catering and Event management Academy.

A graduate of Geography, master degree in Tourism and hospitality management.

A trained Event planner and a food safety consultant.

An associate member of Women in Management, Business and Public Services (Wimbiz).

Gladys Igbekele is a Nominee for Business Person of The Year category



Dr. Chef Eric is the CEO, HoReCaBB Mentors (HM) / Chief Faculty, Hospitality Business School, Lagos. He was crowned Hospitality Honourary award 2021, by the Hospitality Awards Ghana.

He was awarded Top 30 influencer in hospitality and tourism, 2018 and 2020 by the Pyne Awards. He is the recipient, 2021 Unconventional Entrepreneur Award, by the Entrepreneur Africa.

He was awarded Top 100 Tourism Personalities in Nigeria, 2019 by African Travel Quarterly Awards. Not satisfied with just Catering and Hotel Management from OOU, Nigeria, he went further to bag second degree in Hospitality management from AIU, USA.

Eric Mekwuye is a Nominee for Business Person of The Year category



Sidikat Folami is a fashion business trainer, coach, mentor and podcaster. Passionate about creating a new generation of fashion entrepreneurs with a mindset driven towards excellence in their businesses and career.

She Helps fashion entrepreneurs get clarity in their path and discover their strengths to harness the growth and success opportunities around and about them.

She is the CEO of O'Raybour Fashion'Frica, founded in 2009 and Located in Lagos, Nigeria is a bespoke dressmaking and clothing manufacturing company that makes clothes for the affluent woman and her daughter. Her company also offers alteration services and manufactures branded Ankara fabrics.

Sidikat Folami is a Nominee for Business coach of The Year category



Coach Spark Ogheneovie is a top national Real Estate coach in Nigeria, an entrepreneurship coach and a public speaker who have impacted over 10 million lives positively presently rated among the top 5 real estate coach in Africa.

He is a sales coach, a teacher and a trainer. He is a member of a lot of professional bodies in 9 countries.

Coach Spark is one of our nominees for Business Coach of The Year.

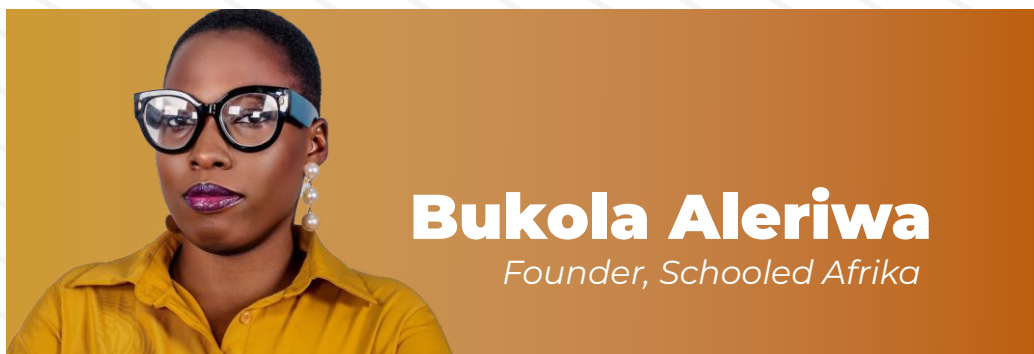


Adaku Justina Obiaraeri is the founder of BusinessGrowthSalesCoach. She is an Entrepreneur, a graduate of Chemical Engineering, from the prestigious Federal University of Science and Technology Owerri.

Adaku is a Certified Member of the Nigerian Institute of Management, a graduate of Day Star Leadership Academy, and also CEO of Jurix Global Services, an Oil and Gas Servicing company.

A Sales and Marketing Coach, Sponsored Ad Expert. I have helped over fifty thousand (50,000) business owners move from poor sales to making millions online through my Online course, Mega Sales and Growth Camp.

Adaku Justina Obiaraeri is one of our nominees for Business Coach of The Year



Bukola Aleriwa is certified digital marketer, content creator, Tech Enthusiast, an Educationist with over 8 years teaching experience. She has tutored and prepared over 1000 students for Waec and Jamb examination which they all aced their Exams in one sitting.

She's the founder of Schooled Afrika, an Education Technology company leveraging on technology to make learning Accessible and Affordable to every child, anywhere.

Schooled Afrika connects learners with top professional tutors for virtual One-on-one tutoring classes. The goal of Schooled Afrika is to give every student access to Quality Digital Education, and prepare them to Ace their Exams in one sitting.

Schooled Afrika is one of our nominees for Top 10 Startups of The Year

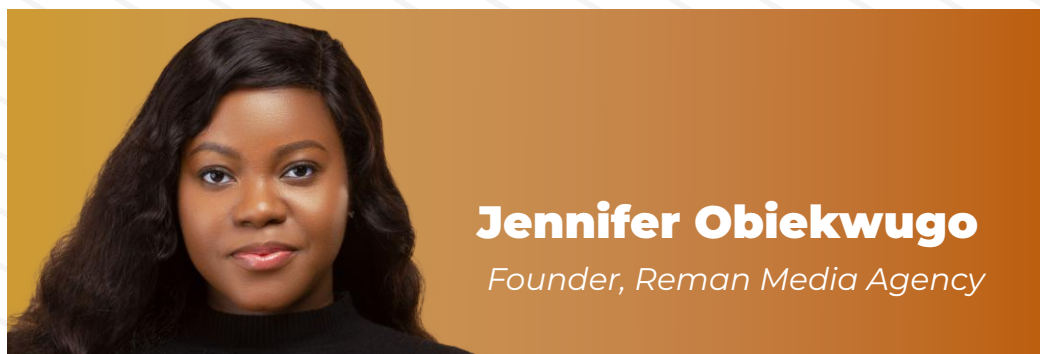


Aloko Taiwo is the Managing Director of De' Great Dream Homes, a Lagos based Real Estate company with 3 operational in Nigeria. The diplomat, beautician and real estate consultant started 8 years ago as a beautician who empowers women and started De' Great Dream Homes in which she excelled.

She grew the company from a single business to a group of companies in 2022, not just in real estate but across other operational fields. Her diversification strategy birth De' Great Dream Travels as the company's arm in travels and tours industry.

Handling an industry dominated by men could be challenging but with great team that believes in her vision with maximum support made it easier to navigate.

De Great Dream is one of our nominees for Top 10 Startups of The Year



Jennifer Obiekwugo is the Founder of Feman Media Agency, one of the leading and fast-growing Media Service firms in Nigeria and Kenya, running end-to-end digital transformation for corporate and government institutions. She works with several top local and international brands (spread across Africa, and the United States of America) including FMCGs.

In working with C- suit executives, and partnering with top global brands, she is adept in senior business level interactions, Strategy formulation/execution and board level advisory.

Jennifer Obiekwugo is one of our nominees for Outstanding Female Entrepreneur of The Year

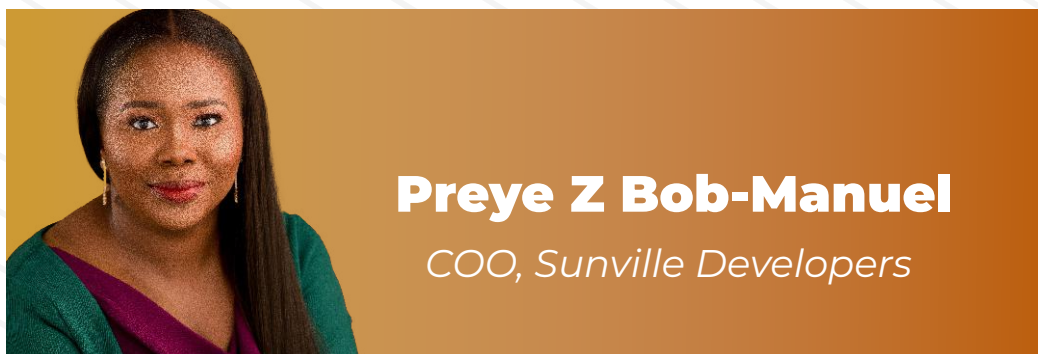


Betsy Donkor, Chief Executive Officer and Founder of Remgee Engineering Services Ghana Limited.

Remgee Engineering Services Ghana Limited, a registered company, located in Ashongman Estates, Accra, specializes in supply of industrial tools and equipment which includes Protective materials to the mining, Construction and Manufacturing Companies in Ghana.

Our vision is to become a first choice in the supply chain industry in Ghana and beyond. Due to that, we have partnered with genuine manufacturers from different countries, to provide exceptional service to our customers, that is always fair, efficient and helpful.

Betsy Donkor is one of our nominees for Outstanding Female Entrepreneur of The Year



Preye Ziko Bob-Manuel became the Chief Operating Officer (COO) of Sunville Developers Limited in January, 2021. She is the first female to occupy this position since its inception in 2018.

She has over 9 years of active practice in real estate and presently, she is the most sought-after speaker on real estate advisory matters. She is an enthusiastic realtor and a philanthropist who always have her client's interest at heart. She is known for her integrity and sincerity; one of the key and fundamental characters every realtor should have.

This very beautiful and brilliant woman has carved a niche for herself in the industry through Coaching, Directing, Empowering, Inspiring and equipping a new cadre of realtors in Africa. She holds a Bachelor's degree in Psychology from the Prestigious University of Port Harcourt, as a lover of knowledge, she continued her sojourn for the quest of more knowledge to the Enugu State University of Science and Technology where she bagged a Bachelor's degree in accounting. She holds a master's in business administration from the Robert Gordon University in Aberdeen, Scotland.

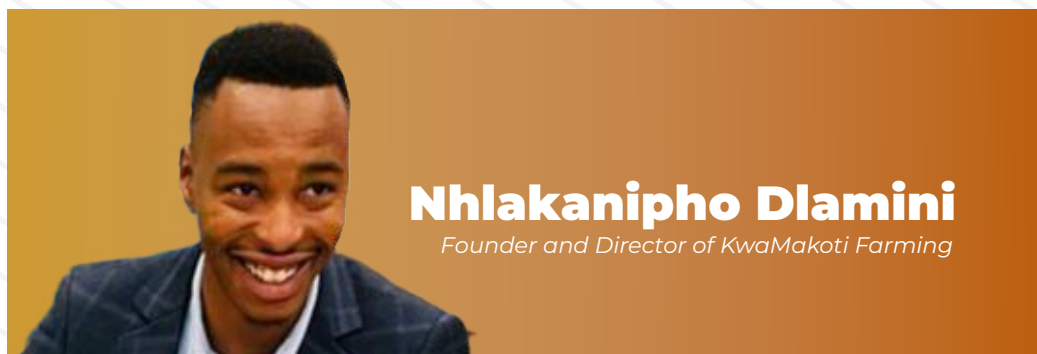
Preye Bob Manuel is one of our nominees for Outstanding Female Entrepreneur of The Year



Blessing Abeng is a branding and communications expert dedicated to helping brands identify and communicate their unique identity and tell better stories.

She is the co-founder and Director of Communications at Ingressive for Good, a nonprofit organization with the mission to create and increase the earning power of 1 million African youth through tech training and resources for the growth of the African startup ecosystems.

Ingressive For Good is one of our nominees for NGO of The Year



Nhlakanipho Dlamini is the founder and director of KwaMakoti Farming, the south African based farm that breeds Bonsmara cows in his district with a total of over 30 breeding cows excluding bulls.

The farm also rears day old chicks grow them, slaughter and package them for sale. Nhlakanipho's farm produces about 4000 chickens per cycle of six weeks.

They also plant dry beans in a leased 36 Ha farm in the near town of Vryheid rural. KwaMakoti farms also plant and sell vegetables, up to a total of 50 000 heads of cabbage to meet the rural market demand of this special vegetable.

Nhlakanipho Dlamini is one of our nominees for The Entrepreneur Africa Awards For Agriculture.



Isaac Darko-Mensah and his team at Empower Playgrounds are equipping rural communities in West Africa with electricity-generating playground equipment, which is used to charge LED lanterns, allowing rural school children to study an extra hour at home at night.

They distribute STEM education science kits for teaching and learning, as part of their rural school project. Rural school enrollment has increased, and grades have improved. The Empower Playgrounds project is currently benefiting 65 rural schools across West Africa, with over 20,000 rural schoolchildren happily using the lanterns at night.

They distribute menstrual kits to girls in order to keep them in school. In some schools, the group has built classroom blocks and boreholes. They stock rural school libraries with books to encourage reading in collaboration with the Africa library project.

Empower Playgrounds is one of our nominees for The Entrepreneur Africa Award for Philanthropy



Ajoke welfare foundation is a registered Non profit organization in Nigeria and USA(501c). Ajoke relief foundation (USA)now Ajoke welfare foundation (Nig) was founded in 2006 by Sherifat Akintunde to cater for the aged, less privileged in the society.

Out of love and passion for humanity, Ajoke welfare foundation was created with a vision to make the world a fair one and give good living to everyone regardless of their socioeconomic status. We have our branches in Nigeria and USA.

Ajoke Relief Foundation is one of our nominees for NGO of The Year



Alexander Akhigbe is the Founder/CEO of African Clean Up Initiative; a not-for-profit organisation poised towards raising Environmentally Responsible Citizens across Africa. He also holds an Honorary Doctorate Degree from London Bridge Business School.

Alexander Akhigbe is currently an Ambassador for Peace with UNITED NATIONS POLAC and a recognized member of International Solid Waste Association (ISWA) in Rotterdam, Netherlands.

Alex is a Honorary Member of World Safety Organisation in America and a SafeER Ambassador.

African Clean Up Initiative is one of our nominees for NGO of The Year



Aspire Coronation Trust (ACT) Foundation is a grant-making organization established as a national and regional –non-profit organization working to address challenges and associated vulnerabilities across Nigeria and Africa.

Our vision is to leverage relationships to create effective social impact solutions across Africa.

ACT Foundation supports sustainable high-impact initiatives through its four focus areas; Health, Entrepreneurship, Environment and Leadership to create a platform that provides innovative solutions to social, economic, and environmental challenges. Within the past 5 years, 80 non-profits and social enterprises have been funded.

ACT Foundation is one of our nominees for NGO of The Year



Omoruyi “Uyilaw” Edoigiawerie is an Author, Legal Practitioner and leading startup attorney with vast experience in corporate and commercial legal practice. He is the Founder of Edoigiawerie & Company LP, a full-service law firm with a strong support base for startup companies and entrepreneurs.

Omoruyi an alumnus of the University of Lagos, is also a Harvard University certified Leadership expert, he holds a specialization certification in Legal Entrepreneurship from the University of Maryland, USA, and a certificate in principled and persuasive Negotiation from the Yale School of Management.

Edoigiawerie & Company LP is one of our nominees for The Entrepreneur Africa Awards For Excellence in Professional Services.



James Ayobayo BABADE, LL.B, B.L, B.Sc., LL.M, M.Sc., ACI Arb (U.K.), J.P, FIMC. Chief Responsibilities Officer & Head of Operations Ayobayo Babade is a lawyer, real estate broker, dispute resolution professional and agro-business consultant with extensive experience in real estate Law and Alternative Dispute Resolution.

He obtained his LL.B from the University of Lagos and his B.L. from the Nigerian Law School, Abuja Campus in 2011 and 2012 respectively. He equally holds a B.Sc in Peace Studies & Conflict Resolution from the National Open University of Nigeria (N.O.U.N.) where he matriculated with the former Nigerian President, General Olusegun Obasanjo.

He currently works with Tope Babade & Co (Real Estate Consultants) where he is the Chief Responsibilities Officer and the Head of Operations of the firm. He is currently a consultant to over ten (10) top real estate companies in Nigeria.

Tope Babade is one of our nominees for The Entrepreneur Africa Award For Excellence in Professional Services.



DDEE Farms, is an agricultural company that offers farm investment, farm management, farm advice, and supply chain value in any agricultural products to production companies on a large scale. It began operations with focus on vegetable farming in 2020, and has since then accounted for several milestones in the agricultural space e.g vegetable farming, snail farming, poultry farming, agricultural trainings, agricultural consultation and so on.

DDEE is set to bridge the gap between needs and solutions in the Agricultural space.

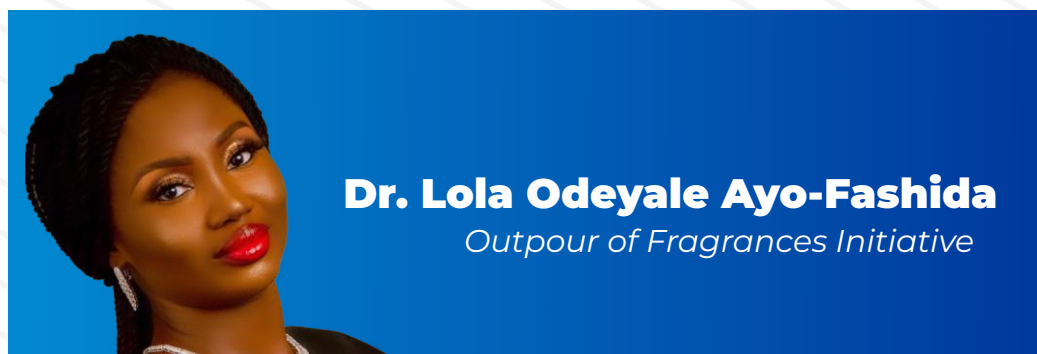
DDEE Farms is one of our nominees for The Entrepreneur Africa Awards For Agriculture.



Gracious Hearts Music Limited is a gospel music company that is all out to support young talents and give them a platform to share their gifts with the world. As the company's mission statement clearly declares, "bringing all lives to the knowledge and worship of God through music and charity", it is all about providing youth empowerment through the gospel music channel, ensuring the talented ones are given a platform to share their inherent resource with a global audience, at no cost.

Gracious Hearts Music does these and more. We provide free music and instrument trainings, host concerts, web-based contests, and giveaways, and perform more frequent corporate social responsibilities at various dimensions.

Gracious Hearts is one of our nominees for The Entrepreneur Africa Awards For Philanthropy



Dr. Lola Odeyale Ayo-Fashida, though graduated as a Microbiologist, is an award winning Nigerian based Finance and Management Consultant, an author, Inspirational Leader and transformational coach whose passion is in life improvement and financial advancement.

She coordinated Outpour of Fragrances initiative, a social enterprise focused on impacting vulnerable children, youths and women in the society with projects promoting quality education, gender inequality and decent work and economic empowerment. She is the convener of Children Praise and Praise, an annual gathering where children praise God and pray to Him. She has won some awards, presented on radio and television for several programs towards national development.

Outpour of Fragrance Initiative is one of our nominees for The Entrepreneur Africa Awards For Philanthropy



Esther Baidoo is ESTARON Balloons and Accessories' chief executive officer, She is a graduate with Bachelor of Science Certificate under Management Studies from Central University. She also holds a Diploma Certificate in Marketing from Takoradi Polytechnic. As a mother and businesswoman, she launched her company at Makola at Accra Central.

Charged with creating experiences and bringing visions to life, she has been able to accomplish so many things within the shortest possible time to succeed in her field of business. Her company, being the number one lead in the supply of balloons, party and décor accessories for all kinds of events, has attracted customers from Ghana and other countries such as Burkina Faso, Togo, Abidjan, Gabon, Niger, Nigeria and Cameroon.

Estaron Balloons is one of our nominees for Event Management of The Year.



Iheakonye Victoria Ngozi is the CEO of Vichiano Party Place. Vichiano Party Place is an international event management company that provides bespoke solutions across a range of activities within and outside Nigeria spanning across corporate events, private occasions, wedding ceremonies, secular and gospel shows, artist management, ushering services, and much more.

Some events Vichiano Party Place has planned, managed, and executed are: NNPC Golf Tournament at IBB Golf Club Abuja, Fearless Concert Abuja at Transcorp Hilton Abuja, Zafaa Awards at Transcorp Hilton, Abuja, Bliss Experience at Transcorp Hilton, Abuja, CBN Golf Tournament at IBB Golf Club Abuja, Jabi Boat Club Valentine's Dinner, Julius Berger Golf Tournament at IBB Golf Club Abuja, Airtel Customer Forum Agenda at Bon Hotels, Plus size African beauty pageant, Delta, Plus size women's health foundation annual party etc.

Vichiano Services Ltd is one of our nominees for Event Management of The Year.



Hospitality Business School

Hospitality Business School (HBS) offers world class hospitality education, especially those desirous of travelling abroad.

HBS offers students early exposures to hospitality investors, workforce seeking upgrade and School leavers interested in the hospitality business.

HBS @hbshotelschool_lagos is one of our nominees for Global Standard Company of The Year.



Fakanlu Oluwabusuyi Adonis

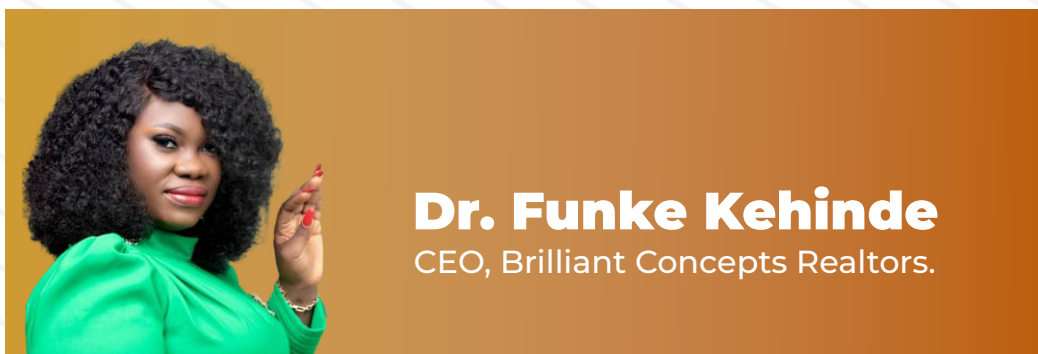
CEO, Comfort Architectural Finishing LTD

With several years of practice as an Architectural Technologist, Building and Civil Contractor and Real Estate Developer, the award- winning Fakanlu Adonis Oluwabusuyi has acquired a wide range of experience across various project types and has built an impressive team of professionals.

Possessing deep understanding of Architectural Technology and construction, passionate about a better built environment and ardent about adding value, he's successfully set a standard for COMFORT ARCHITECTURAL FINISHING LTD. (CAF LTD) which clients and several professional have come to recognize, high quality, Sustainable, energy efficient, eco- friendly and timely delivered projects at the most competitive prices.

As the Chief Executive Officer of CAF LTD, He's successfully conceptualised and developed over 120 housing units in different configurations. He's overseen over 250 construction projects both for the public and private sectors in Nigeria.

Comfort Architectural Finishing LTD is one of our nominees for Real Estate Innovation of The Year



Dr. Ambassador Funke Kehinde is a Multiple Award Winning Realtor and the CEO of BRILLIANT CONCEPTS REALTORS.

She is also the President of REMS, a Large Real Estate Marketing Group in Lagos, Nigeria.

DR. AMBASSADOR FUNKE KEHINDE has over 17 Years Experience in Real Estate Marketing through which she has mentored and Empowered over 7000 entrepreneurs in Real Estate Marketing.

Funke Kehinde is one of our nominees for Realtor of The Year

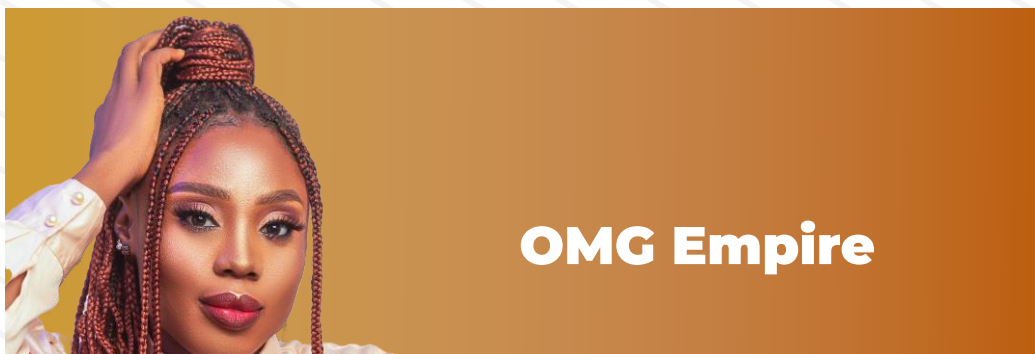


Agboifoh Harrison is the CEO of Landmark Corporate Realty Limited, a real estate company that redefines the traditional model by building specialized departments ready to give clients unparalleled expertise and a positive experience.

The Company provides all of the adjunct services, skills, and systems necessary to maintain each property to the highest quality standards, achieve the greatest operating efficiencies, and, finally, realize the highest profit performance. To make the buying and selling of real estate as cost-effective as possible while maintaining the highest level of customer satisfaction.

They maintain a full-time staff of well-trained real estate professionals who continually strive to provide top-notch service for all their prospective and existing customers.

Landmark Corporate Realty is one of nominees for Real Estate Developer of The Year



OMG EMPIRE is a contemporary African fashion brand that create ready to wear and bespoke pieces using our rich African fabrics for both male and female Africans who is fashion conscious.

OMG Empire is one of our nominees for Top 10 Startups of The Year



Oluwatosin Ayilara is an Entrepreneur, Creative Strategist, and filmmaker. He is the Founder/CEO of Kreglex Productions and Concerns Limited, an international creative and media agency.

He is also the founder of Media Budgeters, FortWheel, and the first-of-its-kind film festival in Africa, Bridal Film Festival. He is a certified Filmmaker from the London Film Academy, has certificates in Project Management, Creative Designing, and is also certified as an Oracle Professional Expert.

Under the leadership of Oluwatosin, Kreglex has produced movies and TV commercials for African Magic, Fidelity Bank, PWAN, BetKing, GTBank, PariMatch, Shuttlers, Saro (Purit), and a host of other brands. Kreglex occasionally runs small-scale empowerment programs and makes movies that help change wrong perspectives. They recently partnered with NGOs to produce The-Cabal-Talkshow (Ladies & Men-Cabal) which provides an atmosphere where youths freely discuss different aspects of life, social issues, and more.

Kreglex Productions is one of our nominees for The Entrepreneur Africa Awards For Media Innovation



Ololade Ibiyemi Adewusi is a Visual Artist and a serial entrepreneur. She is the CEO of Ololade African Arts Limited, a reputable brand of talented professionals offering creative and pleasing works of art, sculpture and photography. Ololade studied Engineering Physics at Obafemi Awolowo University and bagged her MBA from the University Of Ibadan School Of Business.

Some of Ololade's Artworks can be found in the National Open University, with the former United States Ambassador to Nigeria, Former Japanese Ambassador to Nigeria, The Nigerian Armed Force, The Nigerian Police Force, The Bank of Industry to mention but a few. She is a recipient of many nominations and Award.

Ololade African Arts is one of our nominees for The Entrepreneur Africa Awards For Creative Arts

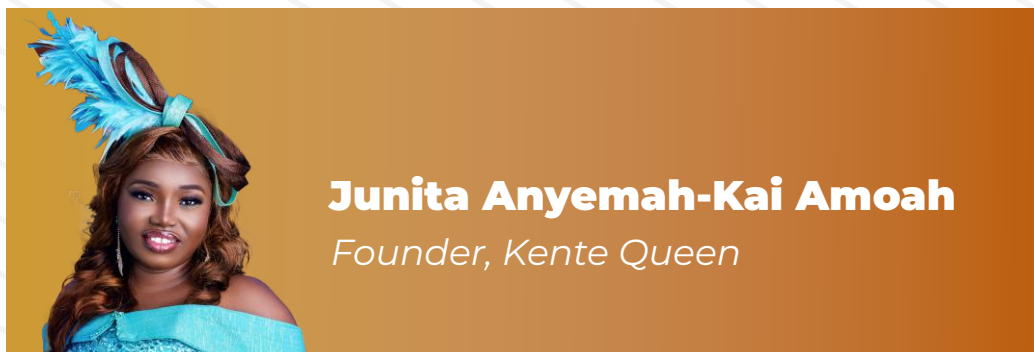


He's the brand owner of DGenius Bespoke a one-stop shop for classy and premium wears for men within the ages of 20 and 45 years. His intelligent-driven solution offers a wide variety of fashion items including wedding suits, business suits, bespoke Agbada, native kaftans and readytowear casuals.

DGenius has a 24-hour service that ensures that customers' orders are processed and delivered within 3-5 working days. Currently achieving this through the network of experienced, highly-motivated and detail-oriented in-house tailors.

Basically, customers can quickly select fashionable apparels for any occasion from the click of a button curated for them and remain confident that they will be satisfied with the bespoke items purchased and receive them on time.

Sanni Hassan is one of our nominees for Young Entrepreneur of The Year.

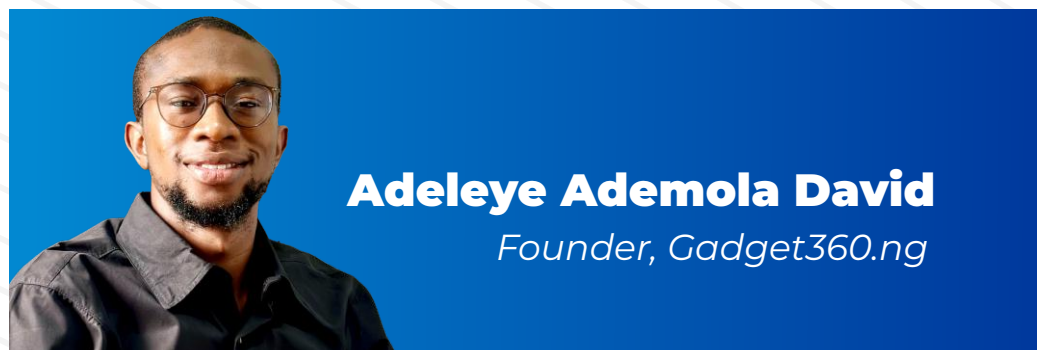


Junita Anyemah-Kai Amoah is the founder of Kente Queen.

Her fabric brand, Kente Queen was the first in Ghana to market the fabric online, using social media. With discipline and grit, she kept reinvesting into her Kente fabric business, without any external support nor funding.

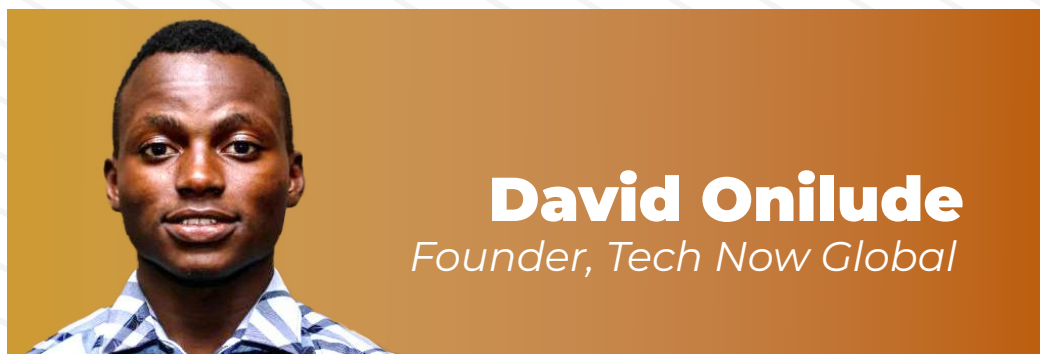
Kente Queen gained popularity in Europe after becoming the Official fabric sponsor for GUBA Awards 2016 in UK, the event was hosted by media guru, Kwame Sefa Kayi and Afua Hirsch (UK) and patronised by several dignitaries, notable among whom was the family of the Late President of Ghana, FLT JJ. Rawlings.

Juanita Amoah is one of our nominees for Young Entrepreneur of The Year.



ADEMOLA Adeleye is a Nigerian businessman, Chairman of S360 Enterprises, an importer of Gadgets products. ADEMOLA is the founder of Gadget360.ng, and the owner of a number of other businesses across Logistics and finance.

Adeleye Ademola is one of our nominees for Young Entrepreneur of The Year.



David Onilude is a 20 year old Front-End Developer, Changemaker, Social Entrepreneur, Ambassador, Tech Enthusiast and Founder, Tech Now Global

David Onilude is a young changemaker empowering and improving the livelihoods of children in underserved communities in Nigeria through technology. His work is ensuring that young people in rural communities have the digital skills, resources, and support to thrive in today's rapidly changing world.

He has designed a system to eradicate digital illiteracy in a very sustainable way by providing young people with the resources, skills and support they need to harness opportunities and attain better outcomes for their future through his initiative.

David Onilude is one of our nominees for Young Entrepreneur of The Year.



Ayanfeoluwa Goodness is distinct scholar. A medical students and a growing entrepreneur having done multiples thousands of dollars from sales and marketing working with brands like valuta, Exness, Bdswiss and the likes in the fianacial markets and being certified as sales and marketing expert with Resource Intermediaries Limited.

Ayanfeoluwa Goodness started The Dominus Media with the aim to redefine Africa branding and marketing consultation company and currently TD media is located in Lekki Lagos and remotely all over the globe.

Ayanfeoluwa Goodness is one of our nominees for Young Entrepreneur of The Year.



SAMTOB P&C is an indigenous Tech Brand that offers sales & distribution of LAPTOPS, PHONES, GADGETS and other I.C.T related products and services across the Nation. They operate from the city of Ibadan, the capital of Oyo State since 2004.

Oluwatobiloba Samuel is one of our nominees for Young Entrepreneur of The Year.



LATEXTECHNOLOGY is one of the fastest growing Information Technology (I.T) firms in Nigeria. Its services over the years have accorded it wide acceptability among Nigerians; subsequently becoming a household name in the I.T Industry.

It has its corporate headquarters in Ilorin, and with links and partners in the State of Lagos. The Company's commitment to first class customer service has made it one of the trusted and most respected Computer sales and I.T support service providers in this region.

Essa Ibrahim is one of our nominees for Young Entrepreneur of The Year.



Morenike is a passionate, enthusiastic and determined professional, driven by the desire to deliver first class service. She specialises in proffering creative solutions to problems whilst giving insight and unique perspectives when resolving persistent and complex problems facing businesses.

She graduated top of her class at the University of Sheffield, UK and has also undergone extensive professional training in the University of Southampton, UNCTAD and World Intellectual Property Organisation Academy to mention a few.

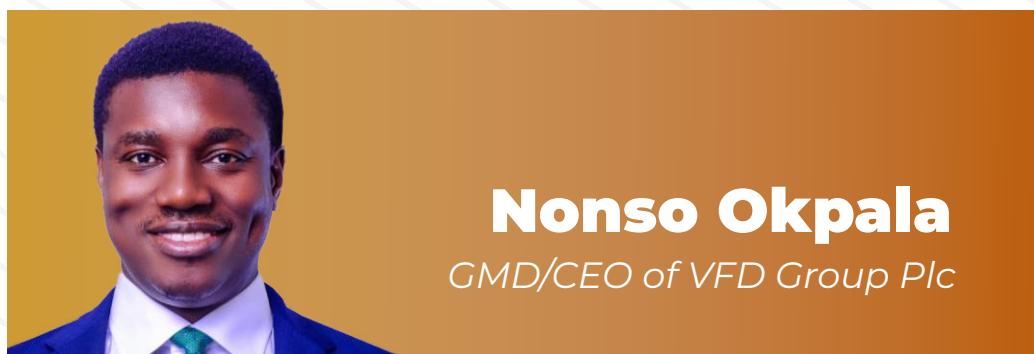
As an international lawyer, she has offered legal advisory services to clients in the USA, UK, Saudi Arabia, New Zealand and China and managed projects all over the world. As a business woman, Morenike has successfully led teams which have launched several businesses including Foodlanders, Five Continents, Golden Tulip Lekki, Cedar Beaumont Foods among others.



Precious Bassey is the CEO of Purple Leisures, a company that prides in being identified as a hospitality company.

Their services include Car rental, private Jet charter and shortlet rentals. Their vision is to become a one stop hospitality company for people in and out of Nigeria.

Purple Leisures is one of our nominees for Top 10 Startups of The Year.



Nonso Okpala is the GMD/CEO of VFD Group Plc, a proprietary investment firm in Nigeria with interests in foreign exchange, debt investment, international remittance, real estate and payment businesses.

Until recently, he was the CFO at Heirs Holdings, an African proprietary investment company. As the company's CFO, he was charged with the design and implementation of Heirs Holdings' financial strategy, and played a pivotal role in implementing the turnaround/establishment strategy of its investee companies.

Nonso began his career in 2004 with KPMG - a globally renowned audit and business advisory firm - where he had the opportunity to work with Nigeria's top tier banks and other financial institutions.

At KPMG, he gained ample experience in audit, due diligence, internal control, business process design and redesign. In 2007, Nonso joined BGL Plc's corporate finance department where he had the opportunity to work on landmark transactions that required skill in such areas as corporate valuation, complex financial modeling and balance sheet restructuring.

Nonso is a member of the Institute of Chartered Accountants of Nigeria.

Nonso Okpala is one of our nominees for Business Person of The Year



Abel Adugam is a Global Speaker & CEO of Versuspay a Fintech start-up building the Venmo for Africa and driving the Scan to Pay mantra in Africa. He is passionate about Products. Abel is a 21-year-old Genius with an audacious path to being an exceptional Entrepreneur on the continent & globally.

Abel Adugam is one of our nominees for Young Entrepreneur of The Year.



5 WAYS TO PREPARE YOUR BUSINESS FOR GROWTH IN 2023

- Esther Olisa

While we may not be fortune tellers with the ability to know what 2023 will bring, we must, however, do our best to plan ahead for a successful incoming year. Here are our 5 tips to help business owners and entrepreneurs prepare their business for the year ahead

1. Know Your Numbers: Review your profit/loss statements.

Whether you work with a bookkeeper or use an online software like quickbooks, it's important to know exactly how much money your business brought in and how much money you spent. Make sure all of your expenses are categorized as well. This will help you not only identify your most and least profitable revenue sources, but it

will also prepare you for tax filing purposes.

2. Meet With Your Team: Conduct annual employee performance reviews.

One of the keys to scaling as a small business is having strong staff. Conducting yearly employee performance reviews allows you to assess an employee's work in a given time period.

During these reviews, you should schedule a time to evaluate your staff's overall performance, identify their strengths and weaknesses, offer feedback, and help them set goals. This will give you the opportunity to communicate expectations, correct issues before they escalate, and

increase engagement and motivation.

3. Map Out Your Vision: Set your company goals for 2023.

After you take a look at your numbers and meet with your team, map out your goals for 2023. Your company should start with identifying goals in the following areas: revenue, marketing, customer service, operations, and culture goals.

After you have mapped out these goals, create a strategic plan and break down action steps take and milestones you to achieve during each quarter of 2023. Meet with your team to talk them through these goals so that everyone starts the new year on the same page and is aware of what the end game is. These goals should be revisited at least every quarter.

4. Identify Areas for Growth: Pinpoint professional development opportunities.

In order to bring your company's 2023 vision to life, you and your staff will likely need professional development support.

Take some time to reflect on what it is that you all are missing, do you need to hire consultants or a business strategist? Are there any conferences or trainings your staff can attend to make your team stronger?

Start to identify your company's needs and do some research on how those needs can be met. Growing your team's skillset can be pivotal to the success of your business.

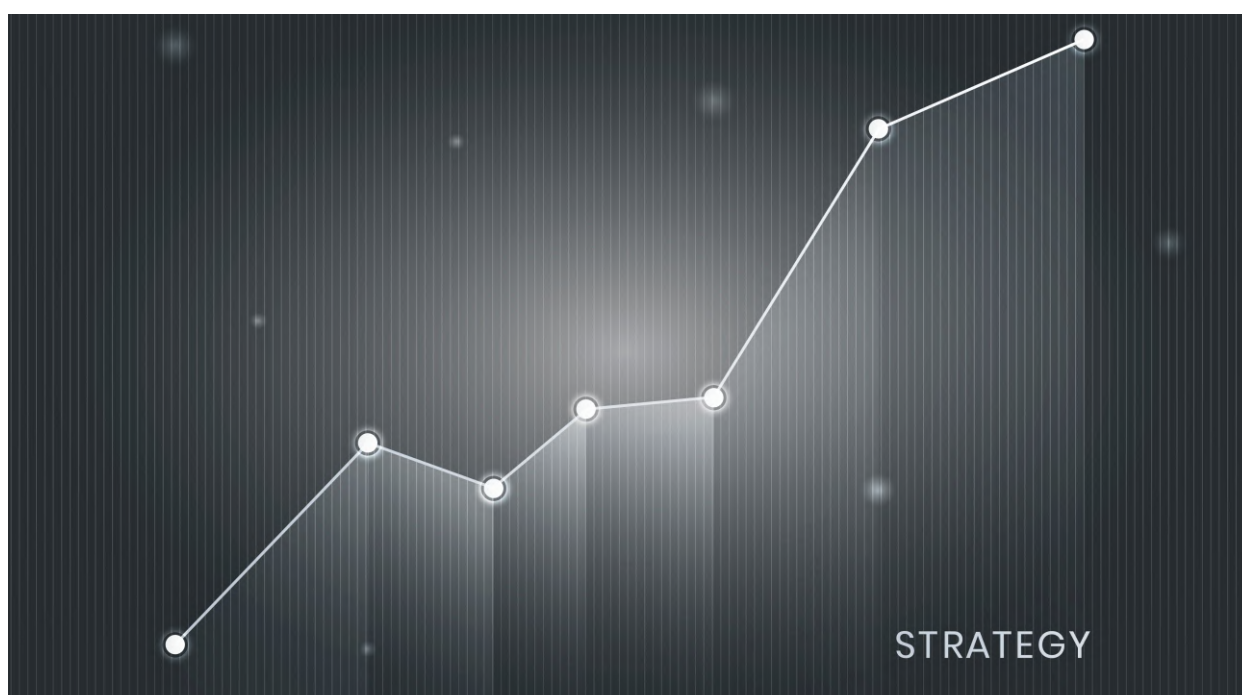
5. Schedule Vacations: Start planning to take time off now.

After a lengthy business year, it's important to take a mental and physical rest and recharge, so as to return with reinvigorated energy to take on the new year with more enthusiasm.

This is not just important for you, but for your staff as well. Planning your holiday now allows you and your team to plan ahead and keep the business running smoothly even amidst the holiday time-off.

Identify in advance the moments when your business might need all hands on deck so that employees can avoid planning vacations around those times.

This can also help boost worker morale by giving you and your team members breaks to look forward to throughout the year. Create a time off calendar that everyone on the team has access to so that everyone is aware when staff members won't be in the office.





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