



To success!... on your entrepreneurial journey.

Copyright: This material is compiled by JINOVEL ENT. Its not to be sold, copied or used for consulting purposes

Free business Business

Business grants opportunities

FREE manual on how to apply for the Tony Elumelu Entrepreneurs program— TEEP 2019

- The Tony Elumelu Foundation Entrepreneurship Programme (TEEP) is the flagship entrepreneurship programme of the Tony Elumelu Foundation, founded by the entrepreneur, respected investor and Africa top philanthropist Tony O. Elumelu.
- The programme started in 2015.

VISION

The vision is to establish the pre-eminent pan-African entrepreneurship programme and create 10,000 startups across Africa within the next 10 years that generate significant employment and wealth.

PURPOSE

- *Identify* 10,000 African startups and entrepreneurs with ideas that have the potential to succeed
- **Grow** the businesses through business skills training, mentoring, access to seed capital funding, information and membership in our Africa-wide alumni network
- *Create* businesses that can generate at least 1,000,000 new jobs and contribute at least \$10 billion in new annual revenues across Africa

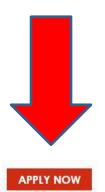
Source: http://tonyelumelufoundation.org/teep/

- 1000 picked every year! For next 10 years. So 10,000 will be selected by the end of 10th year.
- Each person gets \$10K, which would be given in two tranches of \$5k each.
- The Tony Elumelu Foundation Entrepreneurship Programme is open to citizens and legal residents of all 54 African countries. Applications can be made by any for-profit business based in Africa in existence for less than three years, including new business ideas. The application portal is available in English, French and Portuguese and applications will be accepted in these three languages.
- Deadline is March 1st 2019.



- Make sure your internet connection is tight
- Log in to http://tonyelumelufoundation.org/teep/
- You'll see a page like this: Click on the apply now button





THE TONY ELUMELU FOUNDATION ENTREPRENEURSHIP PROGRAMME

Until the Application Portal closes

LOG IN/ SIGNUP

Jino Freebies

Signup with f	Signup with in
Of These Three Languages Sel	lect One
Of These Three Languages Se	elect One
First Name	
First Name	
Last Name	
Last Name	
Email	
you@mail.com	
Password	
Password	
Confirm Password	
Confirm Password	

- You can either sign up with your social media pages: Facebook, Twitter, Instagram or LinkedIn or can sign up afresh on the form.
- If youcreateanewsign up, remember to safely write the password somewhere so you don't forget it.
- Select thelanguageyou understand.

with Business grants



Confirm Email

Please check your email to confirm your account and complete the signup process.

If the confirmation email is not in your inbox, please check the Spam/Junk folder of your email.

Hello Tolu, Thank you for signing up for the TEEP 2016 Session powered by The Tony Elumelu Foundation. Before you can progress further, it's required that you activate your email tolutoms@gmail.com. Please click on the link below to do this; CLICK HERE TO ACTIVATE YOUR ACCOUNT You can also copy and paste this URL into your browser window. https://teep.tonyelumelufoundation.org/activate?s= be9e1cc210f411fa89c27300267b4910 Best Regards TEEP 2016

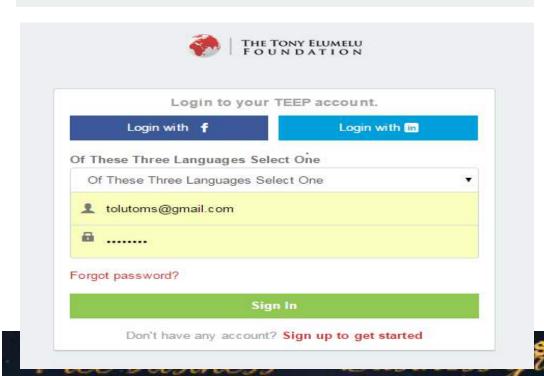
 When you sign up, you will be required to confirm your account.

 Go to your email account to activate the registration e.g your yahoo account or gmail account e.t.c (the one you provided on the form)

Sign up complete!

Congratulations! Your TEEP account has been created

Proceed to login



 Once you activate, you will see a prompt like the one here. Click proceed to login

Then log in.

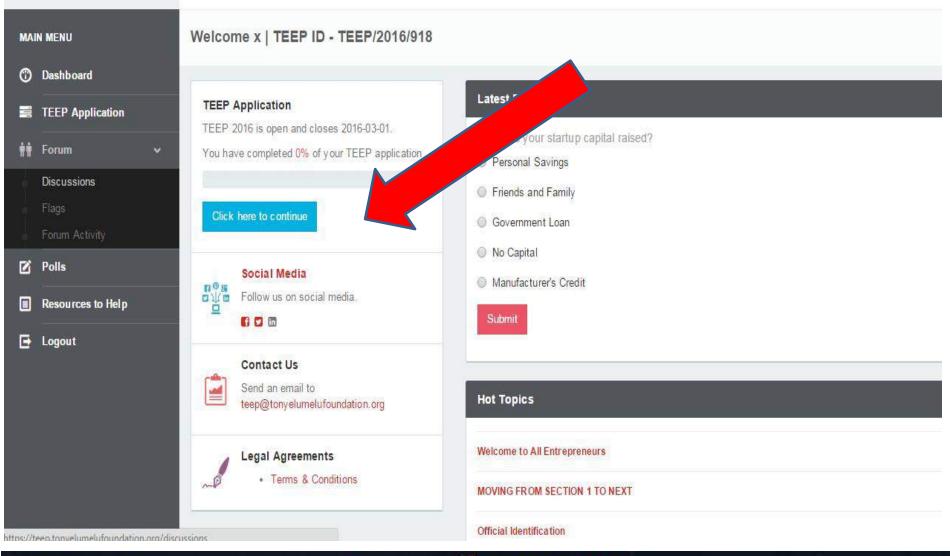
drategie

Business grants









Free business Business growth Business grants
courses strategies opportunities

You can make changes to your application entries before you submit. After submission, you will not be able to make any modifications to your submission.

Introduction

Welcome to 2019 edition of the Tony Elumelu Entrepreneurship Programme (TEEP), the flagship programme of The Tony Elumelu Foundation.

Please note you can save your information at any point in the process and return to complete your saved application before the closing date of to complete your application.

Please be informed that if your business is operational, you will be required to upload certain documentation. In order to speed up the application process,

prepare these documents before you start your application. Required documents are:

- » Valid Government-issued Identific ation
- » Official Business Registration Certificate
- » Official Evidence of Business Ownership
- » Official Evidence of Directors
- » Official Consent by Partners to apply

If all you have is a business idea, you can still apply. You will not be required to submit these docuraents.

WRITE OUT THE DOCUMENTS
REQUIRED FOR AN OPERATIONAL BUSINESS.. THEN CLICK NEXT

Next Section >

courses

strategies

opportunities

PERSONAL INFORMATION

Jino Freebies

		Anyboxwith the * is a
	Surname *	compulsory
*	Sumame	question
	Middle Name	
	Middle Name	
	Nationality *	
	Please select a Country	
	-	_
•		
You mu	st also attach your	form of official ID.
E.g driv	ers license, interna	tional passport
		€ 1
	Medical Disability?	
	Here, fill Please, You mu	Middle Name Nationality* Please select a Country Here, fill your personal data: r Please, use your official nam You must also attach your E.g drivers license, interna

Please select a Gender

PERSONAL INFORMATION

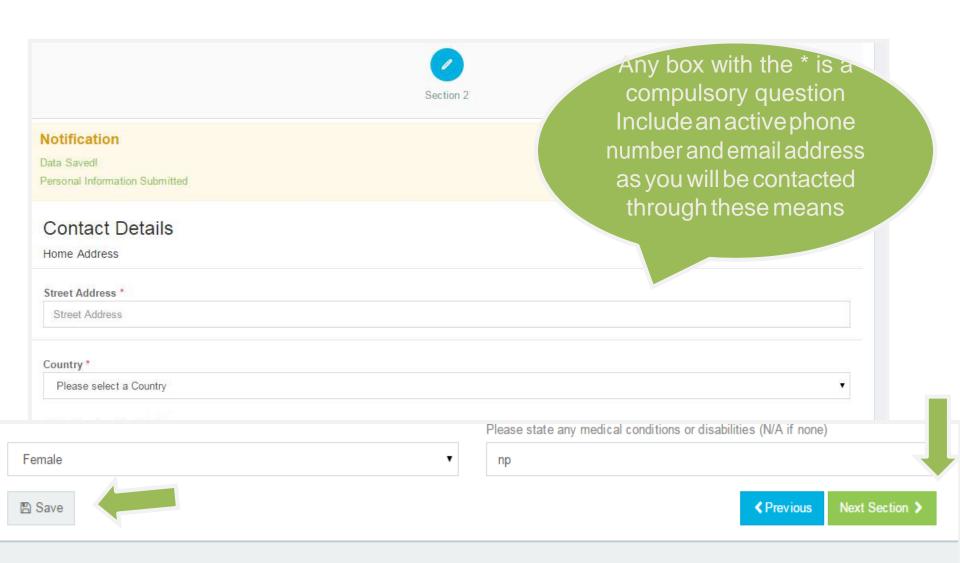


litle little		surname * compulsory
Please select a title	*	Sumame question
First Name *		Middle Name
First Name		Middle Name
Date of Birth * Date of Birth		Nationality * Please select a Country
Which of these languages are you most fluent? *	Please	click SAVE
Please select a Language		
	Thenno	extSection
		Please state any medical conditions or disabilities (N/A if none)
	•	np

Please state any medical conditions or disabilities (N/A if none)

Medical Disability?

Jino Freebies



EDUCATION DETAILS

Jino Freebies



Section 3

Notification

Data Saved!

Contact Details Created!

records. Use the BLUE +
Sign to add your areas of
specialization
Remember to save, then
click the next section

Education Details

Highest Level of Education *

Select your highest achieved level of education

Select your highest achieved level of education

Major/Primary Area of Study *

Add up to three(3) areas

Select a Primary Area of Study







Next Section >

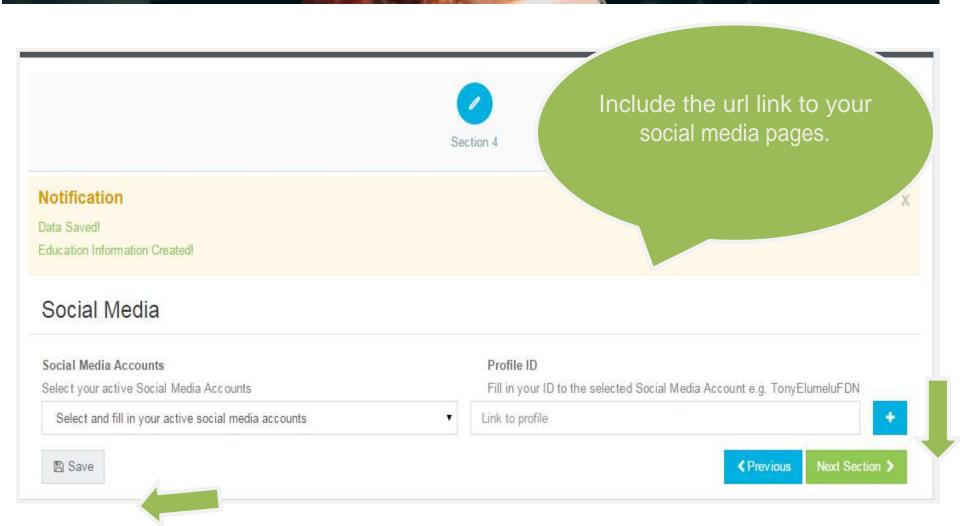
Free business

Business growth strategies

Business grants

SOCIAL MEDIA

Jino Freebies



Free business

Business growth strategies

Business grants

Notification

Data Saved!

Social Information Created!

ompany name, please include the name & details yet. If the business name is not registered, it is still ok. You can use a temporary name.

Business Profile

Business/Company Name*

Business/Company Name

Street Address

Street Address

Country *

Please select a Country

State/Province/Region *

Please Select a State

oppouunu

ABOUT YOU

Jino Freebies

APPOINT OF

Website

include. If not, write n/a.
This is not a mandatory item

About Me *

Tell us about yourself, personal bio and what led you to become an entrepreneur (200 words)

0 word(s) (200 max)

Leadership Skills & Experience *

Describe your leadership skills and experience

0 word(s) (100 max)

Note: Not more than 200 words. Keep it simple BUT impactful. Draw the reader in. Example: Your name, your most recent accomplishment, your highest educational background, your Marital status/gender, Passion/Philosophy. What's your motivation or what led you to become an entrepreneur?

Don't talk about just MONEY!!!! Talk about the 'NEED you crave to meet! The vision! The passion!

Try to create an emotional short story, the more emotional your story is the better

Personal Achievement *

Tell us something impressive you have personally built or achieved (100 words)

0 word(s) (100 max)

Jino Freebies

Website

About Me *

Tell us about yourself, personal bio and what led you to become an entrepreneur (200 words)

0 word(s) (200 max)

Leadership Skills & Experience *

Describe your leadership skills and experience for running the business (100 words)

0 word(s) (100 max)

Personal Achievement *

Tell us something impressive you have perso

What leadership positions have you occupied in a past job? Describe what elements of leadership you are best at? Envisioning/setting direction? Engaging a team? Empowering a team? Leading a team to execute a set goal? Have you ever managed abusiness? What's your experience?

0 word(s) (100 max)

Jino Freebies

1	E I	F 1	7 B	11	31	8	ĸ

Website

About Me *

Tell us about yourself, personal bio and what led you to become an entrepreneur (200 worde)

0 word(s) (200 max)

Leadership Skills & Experience *

Describe your leadership skills and experience.

Not more than 100 words.

What are you most proud of? Any published articles? Any invention? Any academic achievements? Any business achievements? Any goals you set out for yourself and achieved? What ever it is, it has to be outstanding.

0 word(s) (100 max)

Personal Achievement *

Tell us something impressive you have personally built or achieved (100 words)

THE BUSINESS

Jino Freebies

		_
Elevator Pitch *		
In 50 words or less, describe your current business or idea		
0 word(s) (50 max)		
	Not more than 50 words:	
Detailed Description *	what is the business idea or business?	
In more detail, describe your product or service (200	Example: We are into the business of delivering	
	hygienically packed fresh vegetables to working	
	class people at a profit. The business has been in operations since 2017 (or will be kicking off) in	
	Abuja, Nigeria with a staff strength of 5 (3	
0 word(s) (200 max)	permanent and 2 auxiliary).	
Wow Us *	The business will scale to 4 major cities in Nigeria	
What is new, interesting or different about your product or service	within 1 year. The idea is at the concept stage and	
(n) (37a) (l) (l) (l) (l) (l) (l) (l) (l) (l) (l	business plan has been completed	

Jino Freebies

Elevator Pitch *

In 50 words or less, describe your current business or idea

0 word(s) (50 max)

Detailed Description *

In more detail, describe your product or service (200 words)

0 word(s) (200 max)

Wow Us *

What is new, interesting or different about your product or service? (list 3 things)

Not more than 200 words:

You can now expatiate on the initial question here.

E.g: what kind of organizations will you deliver your products? How would you compare your product to that of your competitors or what they can get nearby? How do you promote or get words to your would be costumers? Be more precise here.

What differentiate your product or service from your competitors.
E.g. every poultry products supplier sell eggs, but can we order yours online? Is your egg size double or triple the regular egg size?
What is your Unique Selling Point (USP).

Just list them no stories.

Jino Freebies

Problem Solved *

What problem does your product or service solve? (50 work

0 word(s) (50 max)

Development Stag

Which most accurately a vour product or service development stage?

Development Stage

Not more than 50 words:

Be extremely clear on the need for your product and not the product itself.

People don't need social media but they want the ability to communicate with people who are miles away and who they couldn't ordinarily communicate with, hence facebook, Whats App etc

Industry Sector *

Select your company's primary industry sector

Please select an Industry

Industry Sub-Sector

Please select an industry sub-sector th

Please Select a Sub-Sector

Sustainable Development Goals

Of the following Sustainable Developme

Select up to two

What stage is your business?

Market Growth: means business is established sales's growing.

Market entry means business just began operations recently.

Research & Development means you've only began minor operations with some research.

Idea means business is only in the conception stage and not in operation yet.

Problem Solv	/ed

What problem does your product or service solve? (50 words)

0 word(s) (50 max)

Development Stage *

Which most accurately describes your product or service development stage?

Development Stage

Select the industry e.g. agriculture, media etc, subsector. Save! Next section.

Industry Sector *

Select your company's primary industry sector

Please select an Industry

Industry Sub-Sector

Please select an industry sub-sector that is closest

Please Select a Sub-Sector

Sustainable Development Goals *

Of the following Sustainable Development Goals (SDGs), which one does your business idea/product/service most closely represent?

Select up to two

Company Structure

Company Registration *

Is your company registered?

Yes No

Business Partners *

Do you have any business partners?

Yes No

Primary Role *

What is your primary role in the business?

e.g. CEO, MD, COO...

Employees*

How many contractual, part-time, and full-time employees do you have?

Contractual

Part Time

Full Time

B Save

All questions here have the red * so compulsory to fill.

As usual, remember to save! Then go to the next section. If you have not employees, write 0. Do not leave blank.

Market Potential

Addressable Market *

How big is the addressable market for your product or service? (50 words)

0 word(s) (50 max)

Revenue Model *

How will you get revenue in your business?(50 words)

0 word(s) (50 max)

Not more than 50 words.
This is the total sales being made from this idea or business in the country or state. To get this, you can either google existing data or make estimated calculations. E.g total market size for palm oil in Abuja is 60,000,000 calculated by the households in Abuja* about N2,000 spenton palm oil per home per month (this should be based on qualitative research).

How many people need that service/product?

Marketing Strategy *

Explain how you intend to (or already do) market your products or services to your target market (50 wc

0 word(s) (50 max)

strategies

opportunities

Market Potential

Addressable Market*

How big is the addressable market for your product or service? (50 words)

0 word(s) (50 max)

Not more than 50 words.

What exactly needs to happen for you to get income from this business? Will the product be sold/rented? Do you generate income from corporate sponsors/donations? E.t.c

Revenue Model *

How will you get revenue in your business?(50 words)

0 word(s) (50 max)

Marketing Strategy *

Explain how you intend to (or already do) market your products or services to your target market (50 were

This is your marketing mix.

How will you promote your product.

Eg.paid advertising on radio, social media-paid or free?, 1:1 marketing at office, Church, Printads, Outdoor, etwork marketing, leaflets distribution, instore. Be realistic and TARGETED.

0 word(s) (50 max)

strategies

aes

Jino Freebies

Competitors *

Who are your competitors/benchmark organisations? List your top 3.

LIST! Don't explain.

Mention the names of the TOP 3 companies

that offer similar services or products.

Mention the ones that you want to source volume from. Who are those doing what you plan to do? Or similar?

Differentiating Factors*

What differentiates you from other existing businesses in your field? (50 words)

0 word(s) (50 max)

Current Milestone *

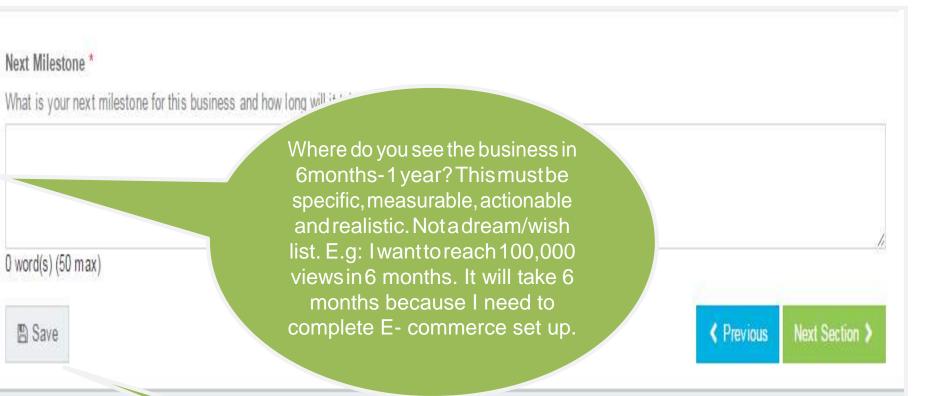
What is your current milestone for business? (50 words)

What stage of the business are you?

E.g I just lauched with 50 clients

How is your product/service different/better than those you mentioned above?
E.g More affordable but same quality? Faster delivery timings? Noside effects? No pollution?

0 word(s) (50 max)



SAVE! NEXT SECTION

Free business

strategies

Business grants opportunities

Financials

Invested Cash *

What is the total amount of cash invested to date in this startup (in USD)?

Lifetime revenue *

How much revenue has your startup generated since inception (in USD)?

Break-Even Revenue *

What is the projected break-even revenues for the business (in USD)?

Currency is dollars so remember to convertyournairainvestmentsto dollars at official \$ rate. How much have you invested in the business so far?

Break-Even Volume

husiness? (25 words)

How much income as the business generated? If this is still an idea, then thereisnoincomesoN/Aissuitable here.

This means at what point will your cost/investment be equal to your revenue. i.e. the revenue required to cover total costs(details in nextpage)

BREAK-EVEN CALCULATOR	
Timeframe (e.g. monthly/yearly)	
Average price of each product/service sold	\$25.00
Average cost of each product/service to make/deliver	\$10.00
Fixed costs for the month/year	\$60.00
Percentage of price that is profit	60%
Total sales needed to break-even	\$100.00
Number of units sold needed to break-even	4.00

Ensure you make enough profit to cover your fixed cost. Example, my fixed cost is \$60. My profit per piece is 25- 10= 15.

To cover my fixed cost, then it is 60/15 = 4 units need to be sold.

4 units * the unit price of \$25=\$100 is the break even revenue. i.e you need to sell \$100 to Cover the fixed cost on the business and the variable cost of producing each unit. Fixed costs are costs that do not change in the short term and not dependent on production

e.g Rent. Variable cost is the direct cost you incur from producing every single unit e.g materials.

Financials

Write out your monthly expenses and don't forget to convert them to dollars

Monthly Expenses *

What are your current monthly cash expenses (in USD)?

Lifetime rev

As explained previously e.g
When I sell 50 units of my product or
when I offer my services to 150
clients

Break-Even Volume*

What is the projected break-even volume (quantity) for the business? (25 words)

e.g. when I have 50 customers monthly.

(25 max)

Break-Even P

What is

Save! Then click next section

DUSILIESS	HIID	aui

Impact*	
Describe what impact your business will have within your con	nmunity, country for job creation, revenue generation or social development? (200 words)
	Youhave 200 words to sell the How many employees are you
0 word(s) (200 max)	on? How many people are depondent on them? How is your productions

Challenges *

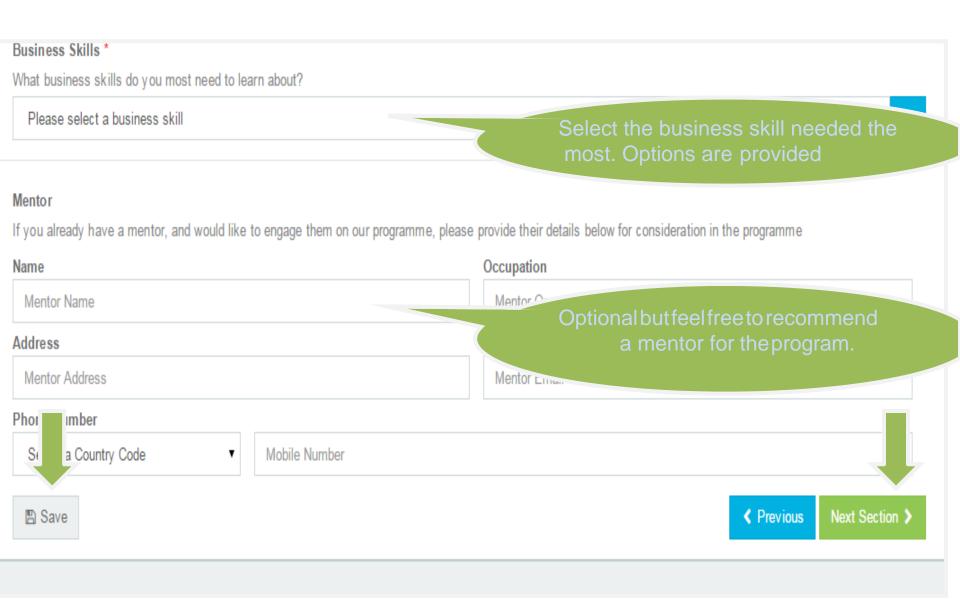
What are the top 3 challenges you face in operating or launching your business? (50 words)

0 word(s) (50 max)

Youhave 200 words to sell the vision.

Aims & Objectives *

Explain briefly what you hope to achieve from participating in the Tony Elumelu Entrepreneurship Programme? (200 words)



Attestation

Information Source *

How did you hear about the Tony Elumelu Entrepreneurship Programme?

How did you hear about the Tony Elumelu Entrepreneurship Programme?

Select the most relevant option

Time Availability *

If accepted into the programme, will you work full time on this business/idea?

O Yes O No

Reason*

If you cannot commit to working fulltime on this startup if accepted, please explain why? (50 words)

Behonest. If no, explain the reason and how much time you will spend? Maybe 30-40%? E.t.c.

0 word(s) (50 max)

Previous Accelerator*

Have you taken part in any entrepreneurship programme/ accelerator programme or received any angel investment/grant in the past year?

SELECT RIGHT ANSWER

Yes No

strategies

opportunities

Jino Freebies

eferee 1	
Full Name	Occupation
Address	Include references. Not mandatory but recommended.
obile Number	
Select a Country Code ▼ Mobile Number	
eferee 2	
Full Name	Occupation
Address	Email
obile Number	
oble number	

Jino Freebies

You have completed 100% of your TEEP application

TEEP Application Form

(ID: 14363)



Be sure your application is 100% complete. Then submit.

Notification

Data Saved!

Attestation Information Created!

Confirm Submission

You are about to submit your application. Please ensure that all information provided is accurate.

You can return back to this section from any of the inner sections by clicking on the TEEP Application link in the navigation menu.

Personal Information

Contact Details

Education Information

Financial Information

Business Impact

Attestation

Submit

course

unities

Once you submit, you'll get an Email notification.

TEEP Application Submitted

Dear b,

Congratulations on the successful submission of your TEEP 2016 Application. This is a major step in the quest to actualize your entrepreneurship dream.

We encourage you to remain active on the portal through conversations on forums and polls. You may want to read more on selection criteria and other details posted on the FAQs and Terms & Condition sections of the portal.

Further details can also be accessed on the TEEP Website:

www.tonyelumelufoundation.org/teep.

Please feel free to send enquiries to teep@tonyelumelufoundation.org.
Thank You.

7 Practical selection criteria

- 1. Is the redemand for this product/service?
- 2. Do I have undeniable passion for this venture?
- 3. Am Iknowledgeable?
- 4. Am I skilled to handle this business?
- **5.** Can I meet the demand of this product? Better than competition
- **6.** CanImakePROFITdoingthisbusiness?
- 7. Dolhaveafantasticteamorstructurein placetoensurebusinesscontinuity?

Jino Freebies



KINDLY VISIT OUR WEBSITE:

jinows.com

For:

- Free Business courses
- Business growth strategies &
- The best business grants and financing oppurtunities across Africa

HERES TO YOUR TEEP SUCCESS

DON'T FORGET THE DEADLINE IS:

1ST MARCH 2019.

KINDLY LIKE & LEAVE A MESSAGE ON OUR FACEBOOK PAGE:

HTTPS://FACEBOOK.COM/JINOVEL/

YOU CAN ALSO SEND US AN EMAIL @ INFO@JINOWS

WHEN YOUWIN!

Copy right JINOVEL ENT.: Its not to be sold, copied or used for consulting purposes