



World Entrepreneurship Day (WED) 4.0 – Zazzau Version

Concept Note

Theme:

“Rebuild, Reinvent, Rise: Navigating Nigeria’s Economy with Resilience.”

October ,2025

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Overview

World Entrepreneurship Day (WED) 4.0 is a signature event organized by Zazzau Version Entrepreneurs (ZVE). The 2025 edition features a bold and timely theme: “Rebuild, Reinvent, Rise: Navigating Nigeria’s Economy with Resilience.”

This theme serves as a rallying cry to inspire small and medium-sized enterprises (SMEs), startups, and entrepreneurs across Northern Nigeria to confront current economic challenges with determination and creativity. It demonstrates a firm commitment to empowering young entrepreneurs with practical tools, timely insights, and a supportive community to help them adapt and thrive.

WED 4.0 builds on the successes of its predecessors by offering richer programming, more diverse participation, and impactful collaborations that address the unique challenges and opportunities within Nigeria’s entrepreneurial landscape.

Background

Since its inception, **World Entrepreneurship Day—Zazzau Version** has grown into one of Northern Nigeria’s largest gatherings. In three years, it has evolved from a single-day event (WED-1) into a vital platform for innovation, networking, and empowerment in Northern Nigeria’s business landscape.

- **WED 1.0** hosted 70 participants under the theme “Transition in the Entrepreneurship Landscape: Exploring Opportunities and Network.”
- **WED 2.0** attracted over 200 attendees with the theme “Empowering the Next Generation of Entrepreneurs: Building Bridges to Success.”
- **WED 3.0** welcomed over 350 participants, featuring expanded vendor exhibitions, digital engagement strategies, and strategic partnerships.

The event is now a movement — one that reflects the aspirations of local entrepreneurs and contributes to building a more inclusive and resilient economic future under the Zazzau Version Entrepreneurs (ZVE) platform.

Objectives

- Rebuild: Support entrepreneurs in strengthening core business structures and improving access to sustainable financing.
- Reinvent: Encourage innovation through digital adoption, market diversification, and model transformation.
- Rise: Enable participants to scale sustainably, leveraging mentorship, partnerships, and community-driven support.
- Build a robust knowledge-sharing platform that drives resilience.
- Foster a culture of collaboration between entrepreneurs, experts, and ecosystem enablers.

Purpose

The purpose of WED 4.0 is to highlight and address the pressing economic challenges facing Nigerian entrepreneurs today—currency instability, inflation, energy deficits, and limited capital access—by fostering a community of support, learning, and opportunity.

Through this event, we aim to uplift entrepreneurial spirits, rebuild confidence, and empower participants to reinvent their strategies and rise with resilience.

Audience Profile

WED 4.0 will engage a broad and dynamic spectrum of stakeholders, including:

- i. Aspiring and active entrepreneurs
- ii. Small and medium enterprise (SME) owners
- iii. Industry experts and thought leaders
- iv. Students and youth innovators
- v. Policy makers and government representatives
- vi. NGOs and development agencies
- vii. Investors, accelerators, and ecosystem builders

Logistics

- **Date:** October , 2025
- **Venue:** Amana Event Centre , Zaria

Activities and Schedule

Key activities during WED 4.0 include:

Core highlights of WED 4.0 include:

- **Keynote Address:** From industry leaders who embody resilience and innovation.
- **Panel Discussions:** High-impact conversations on economic survival, innovation, and policy.
- **Speaker Sessions:** Business stories that reflect the “Rebuild–Reinvent–Rise” narrative.
- **Workshops:** Skill-based sessions on branding, digital tools, capital raising, and business recovery.
- **Mentorship Roundtable:** Exclusive sessions pairing mentors with select entrepreneurs.
- **Vendor Exhibitions:** 15+ curated booths showcasing local products and solutions.
- **Entertainment & Expression:** Poetry, music, and cultural showcases.
- **Recognition & Appreciation:** Ceremonial honours to partners and changemakers.
- **Grassroots Storytelling:** Personal journeys of resilience from young entrepreneurs.

Target Audience

- Startups and emerging entrepreneurs
- Established business leaders
- Students and aspiring youth entrepreneurs
- Vendors and service providers
- Development and government partners
- Policy makers, stakeholders, and local influencers

Expected Outcomes

- i. Strengthened entrepreneurial capacity to adapt to economic adversity.
- ii. Increased visibility for underrepresented entrepreneurs.

- iii. Practical knowledge on reinventing business models and operations.
- iv. Greater synergy between policy makers, funders, and SMEs.
- v. Boosted motivation to innovate locally and compete globally.

Budget

The estimated budget for WED 3.0 is **3,370,000** Naira. This includes costs for venue, materials, refreshments, and other logistical requirements.

Item	Cost (NGN)
Venue Rental	350,000
Catering (Meal & Breaks)	1,000,000
Speaker Honorariums and Travel	400,000
Marketing and Promotions	200,000
Souvenirs & Materials	600,000
Technical Equipment (Sound, Projectors)	150,000
Vendor Booth Setup	200,000
Volunteers (Stipends and T-shirts)	170,000
Photography	150,000
Security	50,000
Miscellaneous	100,000
Total	3,370,000

Sponsorship and Partnership

We invite collaborations from public and private sector actors through:

- **Cash sponsorship**
- **In-kind support** (media, branding and logistics)
- **Capacity support** (mentors, trainers, facilitators)
- Promotion and Networking Support

Sponsorship Packages:

- **Platinum Sponsor:** Naming rights, keynote slot, and prime logo visibility.
- **Gold Sponsor:** Strategic logo placements and complimentary access.
- **Silver Sponsor:** Recognition in banners and event communications.
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Criteria for Speaker Selection

WED 4.0 speakers will be selected based on:

- Demonstrated experience in building or sustaining businesses through adversity.
- Ability to inspire and offer actionable advice.
- Impactful presence in community or sector.
- Willingness to share lessons, tools, and stories of resilience.
- Alignment with the theme and audience needs.

Conclusion

World Entrepreneurship Day 4.0 – Zazzau Version is not merely a gathering; it is a platform of purpose. With the theme “Rebuild, Reinvent, Rise,” this year’s edition is set to galvanize resilience, elevate innovation, and chart a new course for sustainable entrepreneurship in Nigeria.

We call on partners, sponsors, mentors, and builders to join us in shaping this movement and nurturing the next generation of visionary entrepreneurs.