



Women Investment Readiness Accelerator **(WIRA)** Program



Cohort 1 Report

Table of Content

1.1	Overview of the WIRA Program	4
1.2	Key Achievements & Impact Highlights	4
1.3	Investment Readiness Progress (7% to 48%)	4
1.4	Summary of Participant Outcomes	6
Program Background & Rationale		7
2.1	Context: Women-Led Enterprises in Nigeria	8
2.2	Barriers to Investment Access for Women	9
2.3	Alignment with National & Global Development Priorities	11
Program Objectives & Strategic Approach		13
3.1	Overall Goal	14
3.2	Specific Objectives	14
3.3	Strategic Pillars of the WIRA Program	15
3.4	Expected Outcomes	17
Program Design & Methodology		19
4.1	Selection Criteria & Screening Process	20
4.2	Participant Cohort Overview	21
4.3	Curriculum Framework	23
4.4	Technical Support Model	26

WIRA

Theory of Change (ToC)	29
5.1 ToC Narrative	30
5.2 Problem Statement	30
5.3 Inputs & Resources	30
5.4 Activities & Outputs	31
5.5 Outcomes (Short-Term, Intermediate, Long-Term)	33
5.6 Impact Pathway	35
5.7 Assumptions & External Factors	36
5.8 Theory of Change Diagram	35
MERL Framework (Monitoring, Evaluation, Research & Learning)	39
6.1 MERL Strategy & Framework Overview	39
6.2 Key Indicators & Measurement Tools	41
6.3 Baseline vs. Endline Comparison	42
Results & Outcomes	44
7.1 Investment Readiness Growth: 7% to 48%	45
7.2 Demo Day	47
7.3 Finalist (10)	51

Table of Content

WIRA



Challenges, Insights & Lessons Learned	53
8.1 Operational Challenges	53
8.2 Participant-Level Challenges	56
8.3 Insights for Future Program	60
8.4 Key Lessons for Stakeholders	63
Appendices	66
Key Participant Statistics	66
Testimonials of Participants	69
Profile of Facilitators and mentors	74
Profile of WIRA Cohort 1 Alumni	81
WIRA Media Report	109

Table of Content



The Women Investment Readiness Accelerator (WIRA) Program is a game changer for women entrepreneurs in Nigeria who have had to navigate immense challenges due to their inability to access worthwhile training and institutional support which include funding and structured market linkage positioning. The success of the 3 weeks training culminating in the Demo Day and eventual selection of investment-ready businesses in this cohort has brought to the front burner the need to give scale and depth to women-led ventures.

The 100 women trained and 48 investment ready businesses have further given credence to the wise saying by Michelle Obama which points to the fact that

 *There is no limit to what we, as women, can accomplish".*

This report gives a detailed account of the WIRA journey which commenced with the

information session, structured training and drill sessions as well as the Demo Day.

The Sterling One Foundation is able to implement the WIRA program with funding from the Development Bank of Nigeria (DBN) with support from Agence Française de Développement (AFD),) and we have gotten immense support from our technical partners, Moolu Ventures Limited, Sterling Bank, ECOWAS Small Business Coalition among other partners. It is our desire to upscale WIRA and extend the reach to other women in Nigeria to strengthen their profitability and sustainability strides in the competitive business climate.

We celebrate the women for this important milestone in their business journey.



Olapeju Ibekwe
CEO, Sterling One Foundation



MESSAGE FROM OUR **FUNDERS**

The WIRA program represents a strong step toward unlocking the potential of women entrepreneurs who, for too long, have been underserved. At DBN, we recognize that empowering women-led MSMEs is essential for achieving inclusive economic growth.

This has been an opportunity to showcase the innovation and resilience that these women bring to the Nigerian economy, and to connect them to partners who can help bring their ideas to scale.



Tony Okpanachi
CEO, Development Bank of Nigeria

We are glad to support the first cohort of the Women Investment Readiness Accelerator (WIRA) program. The WIRA program is a strategic response to the challenges faced by women-led enterprises, including difficulty accessing finance, limited mentorship, and inadequate business support services.

While these businesses demonstrate significant growth potential, many still struggle to secure funding and the expertise they need to scale. WIRA aims to bridge this gap by offering tailored training, mentorship, market linkages, and guidance on accessing institutional funding.

At DBN, we believe that empowering women entrepreneurs is not just the right thing to do, it's smart economics.

This program confirms that investing in women entrepreneurs yields measurable economic and social impact with the potential to transform Nigeria's entrepreneurial ecosystem.



Ijeoma Ozulumba
Executive Director, Development Bank of Nigeria





SECTION

1

**EXECUTIVE
SUMMARY**

1.1 Overview of the WIRA Program

Women-led businesses remain disproportionately underfunded and suffer from limited access in growth-focused support programs.

The Women Investment Readiness Accelerator (WIRA) is a high-impact intensive accelerator training program and mentorship designed to empower 100 high-potential, women-led Nigerian businesses. Sponsored by the Development Bank of Nigeria (DBN) with support from Agence Française de Développement (AFD) and implemented by Sterling One Foundation, the program is tailored specifically for women entrepreneurs who have not previously accessed institutional financing. The program was

designed to strengthen the investment readiness of women-led businesses in Nigeria by equipping them with critical business skills, financial literacy, investment structuring knowledge, and tailored mentorship.

Over its implementation cycle, WIRA supported 100 women entrepreneurs, guiding them through a structured 14-module curriculum, personalized coaching, and practical assignments. Through this process, 48 women (48%) emerged fully investment-ready, a remarkable increase from the 7% baseline readiness recorded at the program's start. WIRA serves as a catalytic intervention improving women's access to finance and expanding the pipeline of fundable women-led enterprises in Nigeria's business and impact ecosystem.

1.2 Key Achievements & Impact Highlights

The Women Investment Readiness Accelerator (WIRA) delivered strong, measurable outcomes that significantly advanced the capacity of women-led enterprises to attract and manage investment.

Key achievements and impact highlights include:

100 women entrepreneurs successfully completed the accelerator program, gaining enhanced business, financial, and investment-readiness skills.

- A remarkable increase in investment readiness from 7% at baseline to 48% at endline, with 48 participants fully meeting all investment requirements.

- Delivery of a comprehensive 14-module curriculum, combining technical training, expert coaching, practical assignments, and peer learning.
- Personalized feedback and advisory recommendations provided to 45 participants, strengthening their investment strategies and business models.
- Active engagement of high-profile mentors and experts who contributed to business strengthening, pitch refinement, and growth planning.
- Improved visibility and confidence of women-led businesses, strengthening their potential to access financing and participate in national investment pipelines.
- Establishment of a stronger and more diverse pipeline of fundable women-led enterprises, contributing to national gender inclusion targets and access-to-finance frameworks.

These outcomes demonstrate WIRA's effectiveness as a transformative platform for empowering women entrepreneurs and accelerating their journey toward sustainable growth and investment readiness.



1.3 Summary of Participant Outcomes

The WIRA program generated strong capacity-building results across the 100 participating women-led businesses. Through the structured 14-module training, mentorship, and practical assignments, participants demonstrated significant growth in business clarity, financial structuring, and investor readiness.

Key participant outcomes include:

- 100 women entrepreneurs completed the core accelerator modules and engaged actively in coaching, peer learning, and business development exercises.
- 48 participants (48%) achieved full investment-ready status, meeting all program requirements—including financial documentation, pitch development, compliance readiness, and business model strengthening.

- 52 participants (52%) demonstrated measurable improvements across key business readiness indicators, with several progressing toward near-investment-ready status.

Participants reported increased confidence in engaging investors, improved understanding of financing instruments, and strengthened operational structures.

- The program contributed to enhanced visibility for women-led enterprises, with several participants receiving expressions of interest from potential partners and investors.



Business owners recorded advancements in governance structures, product positioning, customer acquisition strategies, and financial management.



SECTION
2

**PROGRAM BACKGROUND
& RATIONALE**

2.1 Context: Women-Led Enterprises in Nigeria

Women-led enterprises play a vital role in Nigeria's economic landscape, contributing significantly to job creation, local commerce, and community development. Women own an estimated 40% of micro, small, and medium enterprises (MSMEs) in the country, positioning them as key drivers of inclusive growth. Despite this potential, women entrepreneurs face persistent barriers that limit their ability to scale and access finance at the same rate as their male counterparts.

Structural challenges include limited access to credit, inadequate collateral, gender-based biases within financial institutions, and lower levels of financial literacy. Many women-led businesses also operate in informal or semi-structured environments, reducing their visibility within formal financing channels. Additionally, socio-cultural norms and competing family



responsibilities often restrict women's participation in entrepreneurial capacity-building opportunities.

In recent years, national and development partners have intensified efforts to improve gender inclusion in entrepreneurship. However, women-led enterprises still remain under represented in investment pipelines, with fewer opportunities to secure equity, debt financing, or venture support. The Women Investment Readiness

Accelerator (WIRA) program was therefore conceptualized to address these structural gaps, build technical capacity, and strengthen the investment preparedness of women entrepreneurs across Nigeria.

By equipping women-led businesses with the tools, knowledge, and strategic positioning needed to engage investors, WIRA contributes to closing the gender financing gap and unlocking new pathways for sustainable enterprise growth.

2.2 Barriers to Investment Access for Women

Women-led enterprises in Nigeria face a series of interconnected barriers that limit their ability to access financing, scale sustainably, and participate effectively in investment pipelines. These barriers are both structural and systemic, and they continue to contribute to the persistent gender financing gap across the country.

i. Limited Access to Collateral and Formal Credit

Many women entrepreneurs operate in the informal sector or run micro-businesses with limited asset ownership. Financial institutions often require collateral—such as land titles or fixed assets—that women are less likely to possess due to cultural norms and restricted property rights.

ii. Gender Bias in Financial Systems

Implicit and explicit biases within lending and investment institutions often result in lower approval rates for women-led businesses. Women are frequently perceived as higher-risk borrowers, despite evidence showing strong repayment behavior among female entrepreneurs.

iii. Insufficient Financial Literacy and Documentation

A significant number of women-led businesses struggle with financial record-keeping, business formalization, and compliance documentation. These gaps reduce their credibility with investors and exclude them from

opportunities requiring structured financial statements or governance systems.

iv. Limited Exposure to Investment Networks

Women entrepreneurs often have fewer opportunities to connect with investors, venture capital networks, and high-growth ecosystems. Their limited representation in pitch events and deal rooms reduces visibility and decreases the likelihood of receiving investment offers.

v. Sociocultural Constraints

Cultural expectations around caregiving roles, mobility limitations, and community responsibilities reduce women's availability for training programs, networking, and investor engagement. This results in lower participation in acceleration programs designed to build investment readiness.

vi. Market and Sector Concentration

Women are heavily concentrated in low-margin sectors such as retail trade, fashion, food processing, and services. These sectors often attract limited investment compared to high growth industries like technology, manufacturing, or energy.

vii. Perceived High-Risk Business Environment

Due to smaller business sizes, limited market data, and early-stage development, women-led businesses are often classified as high-risk. This perception discourages financiers from offering favorable terms or considering them for structured financing.



2.3 Alignment with National & Global Development Priorities

The Women Investment Readiness Accelerator (WIRA) aligns strongly with Nigeria's national development goals and global commitments aimed at advancing gender equality, enterprise growth, and inclusive economic development.

Alignment with National Priorities

- **National Development Plan (2021-2025):** WIRA directly supports Nigeria's objective to strengthen MSMEs, expand access to finance, and promote gender-inclusive economic participation.
- **National Gender Policy:** By improving women's capacity to access investment and formal financing channels, the program advances government priorities on gender equity and economic empowerment.

- **Central Bank of Nigeria (CBN) Financial Inclusion Strategy:** WIRA enhances financial literacy, business readiness, and structured documentation—key levers for increasing women's participation in the formal financial system.
- **SME and Entrepreneurship Development Frameworks:** The program supports national efforts to build a robust pipeline of fundable MSMEs, particularly women-led businesses, for local and international investment opportunities. Alignment with Global Development Priorities
- **U N S u s t a i n a b l e Development Goal 5 (Gender Equality):** WIRA promotes women's economic empowerment by equipping them with the skills, networks, and resources needed to thrive in competitive markets.
- **SDG 8 (Decent Work and Economic Growth):** By strengthening women-led enterprises, the program contributes to job creation, productivity, and inclusive growth.
- **SDG 9 (Industry, Innovation, and Infrastructure):** The program encourages innovation driven business development and strengthens entrepreneurial ecosystems through mentorship and capacity building.

- **SDG 10 (Reduced Inequalities):** By addressing structural barriers to finance, WIRA reduces inequities that limit women's access to opportunity and economic participation.
- **Global Gender Finance Commitments:** The program supports development partners' strategies—including AFD and DBN's mandates—to improve access to finance for women and enhance gender-lens investing.



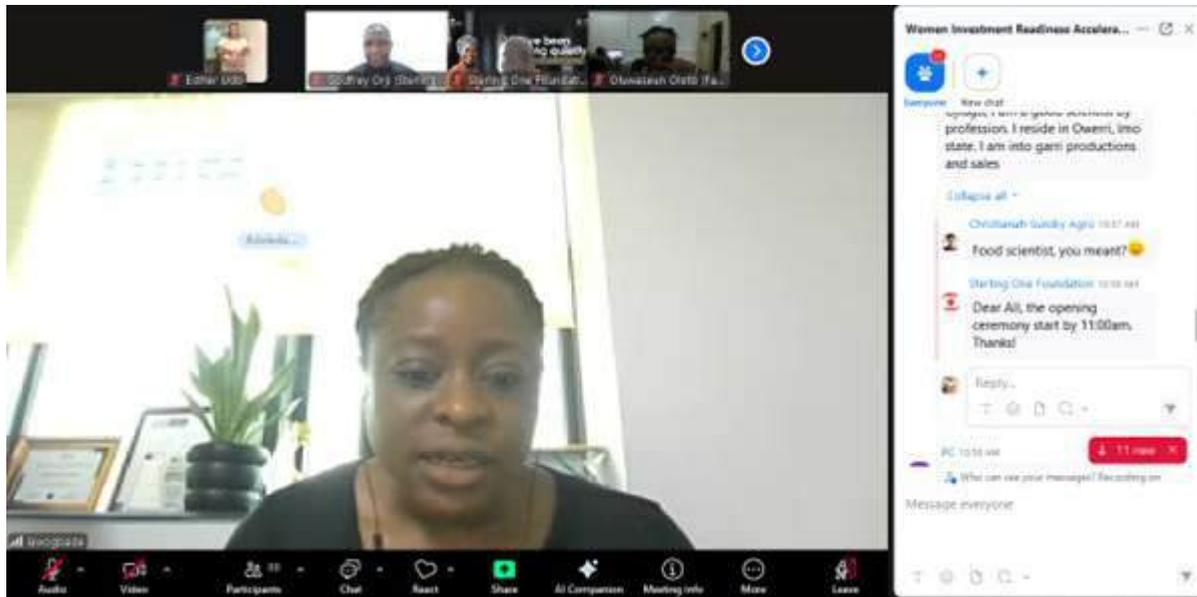


SECTION
3

**PROGRAM OBJECTIVES &
STRATEGIC APPROACH**

The overall goal of the Women Investment Readiness Accelerator (WIRA) is to strengthen the capacity of women-led enterprises in Nigeria to access and absorb investment, by equipping them with the knowledge, skills, structures, and strategic positioning needed to become fully investment-ready.

WIRA aims to close the gender financing gap by increasing the number of fundable women led businesses, enhancing their competitiveness, and supporting their long-term sustainability within Nigeria's entrepreneurial and financial ecosystems.



Lolade Awogbade, Sustainability Specialist, Development Bank of Nigeria (DBN) speaking during the session.

3.2 Specific Objectives

The Women Investment Readiness Accelerator (WIRA) was designed with the following specific objectives:

i. Enhance Business and Financial Capacity

Equip women-led enterprises with the technical skills, financial management knowledge, and operational structures required to meet investor expectations.

ii. Improve Investment Readiness

Strengthen participants' ability to prepare investment documents, articulate value propositions, and undergo due diligence processes effectively.

iii. Expand Access to Finance Opportunities

Increase the visibility of women-led



businesses within investment pipelines and position them to attract funding from banks, development partners, angel investors, and venture funds.

iv. Build a Pipeline of Fundable Women-Owned Enterprises

Create a sustainable cohort of high-quality, investment-ready women-led ventures capable of scaling and contributing to national economic growth.

v. Provide Tailored Mentorship and Advisory Support

Connect participants with experienced mentors, industry leaders, and technical experts to provide personalized guidance throughout their investment readiness journey.

vi. Promote Business Formalization and Compliance

Strengthen governance structures, documentation practices, and compliance systems to ensure participants meet financing and regulatory standards.

vii. Foster Inclusion and Gender Equity in Entrepreneurship

Address the structural barriers limiting women's access to finance and entrepreneurship opportunities, contributing to broader national and global gender equality goals.

3.3 Strategic Pillars of the WIRA Program

The WIRA Program is anchored on four strategic pillars designed to holistically strengthen women-led enterprises and position them for successful investment engagement:

a. Capacity Building & Skills Development

Provides participants with a structured 14-module curriculum covering business strategy, financial literacy, investment structuring, compliance, and growth planning. This equips women entrepreneurs with the technical and managerial competencies required for investor engagement.

b. Mentorship, Coaching & Technical Advisory

Connects participants with seasoned mentors, sector experts, and business advisors who offer personalized guidance, support, and practical insights tailored to the unique needs of each business. This helps refine business models and enhances investment readiness.

c. Investment Documentation & Due Diligence Preparation

Supports participants in preparing essential investment documents—including financial statements, pitch decks, business plans, and compliance records—while guiding them through due diligence expectations and investor communication processes.

d. Access to Finance & Investor Linkages

Strengthens participants' visibility within financing ecosystems by connecting them to banks, DFIs, investors, and accelerator networks. This pillar ensures that women-led businesses not only become investment-ready but also gain exposure to real funding pathways.



3.4 Expected Outcomes

The WIRA Program is designed to generate measurable and sustainable outcomes that strengthen women-led enterprises and increase their participation in Nigeria's investment ecosystem.

The key expected outcomes include:

i. Increased Number of Investment-Ready Women-Led Businesses

A significant proportion of participants complete the program with the knowledge, documentation, and confidence required to engage investors and secure financing.

ii. Enhanced Business Structures and Financial Management

Participants adopt improved business models, financial systems, governance practices, and operational frameworks that support long-term growth and scalability.



Olapeju Ibekwe, CEO, Sterling One Foundation speaking during the session.

iii. Strengthened Access to Finance Pathways

Women-led enterprises become better positioned to access funding from banks, DFIs, angel investors, equity funds, and other financing partners.

iv. Improved Entrepreneurial Competence and Leadership

Women entrepreneurs develop stronger leadership skills, decision-making capacity, and strategic insight for sustaining and growing their businesses.

v. Increased Visibility of Women in Investment Pipelines

Through mentorship, coaching, and program exposure, participants gain visibility across investor networks, pitch platforms, and funding opportunities.





SECTION
4

**PROGRAM DESIGN
& METHODOLOGY**

4.1 Selection Criteria & Screening Process

The Women Investment Readiness Accelerator (WIRA) adopted a rigorous, transparent, and gender-responsive selection process to identify 100 high-potential women-led enterprises across Nigeria. The process ensured inclusivity while prioritizing businesses with strong potential for growth, sustainability, and investment readiness.

A. Eligibility Requirements

Applicants were required to meet the following criteria:

Be a woman-led or woman-owned enterprise (minimum 51% ownership or women in key leadership roles).

Operate in Nigeria with at least 12 months of business activity. Demonstrate a clear business model with potential for scale.

Show willingness to participate fully in the 14-module training, mentorship, and assessment cycles.

Operate within sectors aligned with national development priorities (e.g., agriculture, services, manufacturing, technology, trade, health, fashion, and social enterprises).

B. Application Process

A national call for applications was launched through Sterling One Foundation partner networks, women-focused associations, and social media. Interested entrepreneurs were invited to complete an online form providing:

- Business overview and value proposition
- Financial summary
- Market traction

- Team capacity
- Motivational statement for joining the program

C. Screening & Shortlisting

Applications were reviewed based on predetermined scoring metrics, focusing on:

- Business feasibility and clarity
- Market potential and competitiveness
- Entrepreneur's leadership capacity
- Growth potential and investment alignment
- Commitment to program participation

From hundreds of applications received, a shortlist was created following:

- Initial eligibility screening
- Technical evaluation by Moolu Venture Lab
- Review and verification by Sterling One Foundation

D. Final Selection

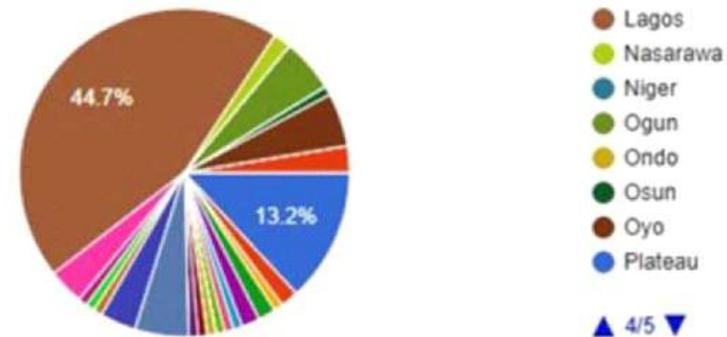
The final 100 participants were selected based on:

- Balanced geographic representation
- Sector diversity
- Stage of business development
- Potential for investor readiness within the program cycle

4.2 Participant Cohort Overview

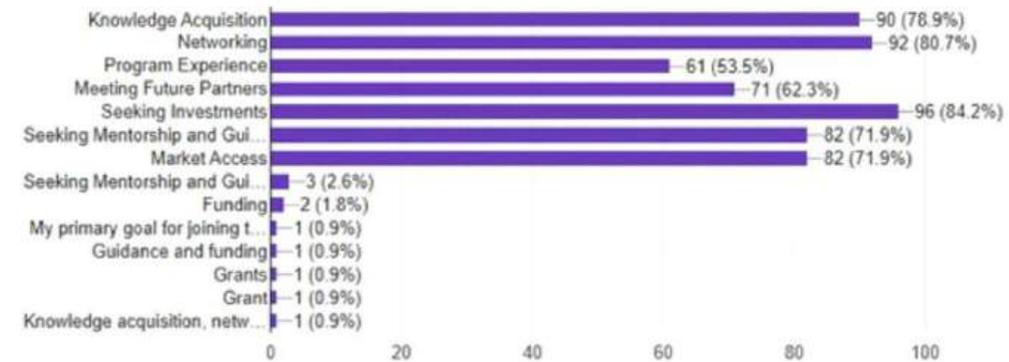
Which State is your business located

114 responses



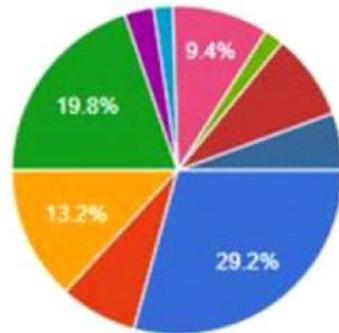
What are your primary goals for participating in the WIRA Cohort 1 program?

114 responses



What sector does your business operate in?

106 responses

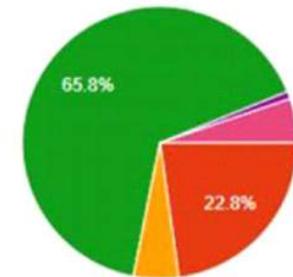


- Agriculture and Agribusiness
- Wholesale and Retail Trade
- Food and Hospitality
- Fashion and Beauty Industry
- Education and Training Services
- Creative and Cultural Industries
- Health and Wellness
- Financial Services and Fintech

▲ 1/2 ▼

What is your greatest need presently (choose one)

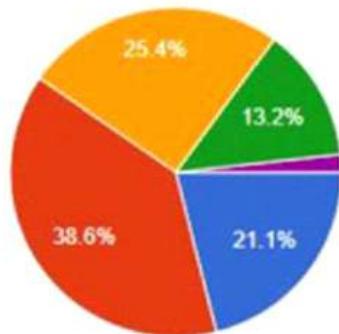
114 responses



- Knowledge Gap
- Growth, Sales and Scaling
- Networking and Pitching
- Funding
- Strategy
- Mentorship and Guidance
- Market Access

What is your annual Revenue currently (Naira)

114 responses



- Below 1M
- 1-5 M
- 5-10 M
- 10 - 100 M
- Above 100M



4.3 Curriculum Framework

The WIRA Curriculum Framework was designed as a comprehensive, structured, and practical learning pathway that strengthens the investment readiness of women-led enterprises through a blend of technical training, experiential learning, coaching, and peer engagement. Delivered across 14 modules, the curriculum integrates foundational business competencies with advanced investment readiness skills, ensuring participants develop both strategic clarity and the practical tools required to engage investors confidently.

The curriculum is organized into three thematic pillars, each addressing a critical component of business readiness:

- (1) Business & Model Foundations,
- (2) Financials, Funding Options & Investor Readiness, and
- (3) Storytelling & Pitching for Investment.

Together, these modules equip women entrepreneurs with the knowledge, structures, and strategic mindset required to scale their businesses and access financing opportunities.

A.THEME 1:

BUSINESS & MODEL FOUNDATIONS (WEEK 1)

This theme focuses on strengthening participants' understanding of business fundamentals, customer development, and market positioning. It emphasizes practical tools that help women entrepreneurs refine their business models, articulate customer value, and position their ventures for growth.

Key Modules & Learning Outcomes

1. Orientation & Goal Setting

Participants are introduced to the accelerator journey and engage in personal and business goal-mapping exercises. The session helps them define clear operational and funding goals, setting the foundation for the weeks ahead.

2. Design Thinking Mindset

This module introduces design thinking principles, focusing on empathy mapping, problem framing, and customer insights. Entrepreneurs learn to align business solutions with customer needs.

3. Ideation & Prototyping

Participants explore creative ideation techniques, develop prototypes, and apply feedback loops to refine their offerings. The module strengthens

innovation and experimentation within their business processes.

4. Marketing Fundamentals for MSMEs

This session equips participants with branding essentials, customer acquisition strategies, and visibility tools suitable for small businesses. It also covers storytelling in marketing from the perspective of women entrepreneurs.

5. Digital Marketing & Sales Channels

Participants learn how to leverage social media, e-commerce platforms, and digital tools for customer engagement, growth, and sales optimization.

6. Linking Design, Marketing & Funding

The final module in this theme helps entrepreneurs understand how

customer traction, marketing data, and proof points influence investor decisions and strengthen funding applications.

B. THEME 2:

FINANCIALS, FUNDING OPTIONS & INVESTOR READINESS (WEEK 2)

This theme is focused on demystifying finance for women entrepreneurs and equipping them with the tools and mindset needed to understand financial management, engage funders, and prepare for due diligence.

Key Modules & Learning Outcomes

7. Financial Literacy for Female Entrepreneurs

Participants gain a foundational

understanding of financial statements, cashflow management, and financial discipline—critical components of investor confidence.

8. Costing & Pricing Models

This session teaches entrepreneurs how to calculate business costs, develop sustainable pricing strategies, and manage operational profitability.

9. Funding Pathways & Opportunities

Participants explore the spectrum of financing instruments—grants, debt, equity, crowdfunding, and blended finance—while assessing which is most suitable for their business stage.

10. Pitching Financials with Confidence

Entrepreneurs learn to build realistic financial projections and avoid common

mistakes that undermine investor trust.

11. Investor Psychology & Due Diligence

This module provides deep insights into how investors assess risk, evaluate businesses, and make funding decisions. Participants learn how to position their ventures for due diligence readiness.

C. THEME 3:

STORYTELLING & PITCHING (WEEK 3)

This final theme prepares participants to communicate their business compellingly. It focuses on storytelling techniques, pitch structuring, and live pitch practice. Key Modules & Learning Outcomes

12. Crafting the Entrepreneurial Story

Participants develop authentic, compelling founder stories that highlight their passion, mission, and business credibility—key factors in investor persuasion.

13. Building the Pitch Deck

This session breaks down the anatomy of an effective pitch deck, guiding participants to structure their slides with clarity, logic, and investor appeal.

14. Pitch Practice & Feedback

Entrepreneurs engage in live mock pitches with structured feedback from mentors and peers. The session boosts communication confidence and prepares participants for real-world investor.



4.4 Technical Support Model (Moolu Venture Lab Approach)

Moolu Venture Lab implemented a structured, data-driven, and founder-centric technical support model designed to strengthen the investment readiness of all 100 women entrepreneurs throughout the WIRA Program. The approach combined hands-on coaching, individualized advisory support, practical assessments, and continuous improvement cycles to ensure participants were not only trained but transformed into investment-ready leaders capable of meeting investor expectations.

The technical support model is anchored on four pillars: Deep-Dive Diagnostics, Hands-on Capacity Strengthening, Iterative Feedback &

Improvement, and Readiness Validation. This model-refined through years of incubation experience at Moolu Venture Lab-ensured that participants received tailored guidance aligned with their business stage, sector, and investment goals.



Prince Ogbonna, CEO, Moolu Ventures speaking during the session.



A. Pillar 1: Deep-Dive Diagnostics and Business Mapping

At the outset of the program, Moolu Venture Lab conducted a detailed assessment of all 100 businesses through:

- Baseline readiness scoring
- Financial and operational diagnostics
- Business model mapping
- Growth barrier identification
- Founder capacity assessment

This diagnostic process enabled the team to categorize participants into readiness levels and create customized support pathways. It also provided a data foundation for tracking progress throughout the program and benchmarking improvement at the endline.

B. Pillar 2: Hands-On Capacity Strengthening

Building on the diagnostic insights, Moolu Venture Lab deployed technical support that went beyond classroom learning. This practical, hands-on approach included:

- Business model refinement support, helping founders strengthen value propositions and customer pathways
- Technical content workshops facilitated by experienced venture development experts
- Operational restructuring guidance for businesses needing compliance, governance, or process improvements

This highly personalized approach ensured that each entrepreneur gained clarity, structure, and strategy tailored to her business realities.

C. Pillar 3: Iterative Feedback, Assignments & Continuous Improvement

A core feature of the Moolu approach is its practical, feedback-driven learning cycle. Across the 14 modules, participants engaged in structured assignments that required them to:

- Apply classroom lessons to their actual businesses
- Update their financials, business canvases, and pitch decks
- Strengthen governance and documentation
- Reflect on investor expectations and readiness gaps

Moolu Venture Lab provided:

- Written expert feedback,
- Live advisory feedback during coaching hours, and
- Targeted recommendations for improvement.

45 participants received customized technical reports feedback that outlined both their strengths and the specific gaps they needed to close to become investment ready. This iterative approach ensured measurable, documented progression for each participant.

D. Pillar 4: Investment Readiness Validation

To ensure that participants met a clear standard of investment preparedness, Moolu Venture Lab applied a structured readiness validation process involving:

- Endline readiness scoring (aligned with baseline metrics)
- Assessment of financial statements, traction, compliance, and risk profiles
- Review of pitch decks, narratives, and investment documentation

Through this validation process, 48 entrepreneurs achieved full investment-ready status, demonstrating clear progress from the 7% baseline. The remaining participants showed measurable improvements in several readiness indicators and were positioned for continued growth.





SECTION
5

**THEORY OF
CHANGE (ToC)**

5.1 Theory of Change (ToC)

The Theory of Change for the Women Investment Readiness Accelerator (WIRA) outlines the logical pathway through which targeted capacity building, technical support, mentorship, and investment readiness interventions lead to improved access to finance and long-term business growth for women-led enterprises in Nigeria. It articulates how the program's activities translate into outputs, outcomes, and impact, addressing the systemic barriers that historically limit women's participation in formal investment ecosystems.

At its core, the WIRA ToC is anchored on the belief that when women entrepreneurs are equipped with the right knowledge, tools, networks, and structural support, they can overcome

gender-specific barriers, achieve investment readiness, and drive inclusive economic growth. The pathway begins with the provision of high-quality training and advisory services and extends to building a sustainable pipeline of fundable, resilient, and scalable women-led businesses.

Problem Statement Driving the Toe

Women-led enterprises in Nigeria face structural limitations such as limited access to financial literacy, weak documentation, low visibility within investment networks, sociocultural barriers, and restricted access to capital. These constraints result in fewer women-led businesses qualifying for investment, despite their potential to

contribute significantly to job creation, innovation, and local economic productivity.

Inputs and Activities as Enablers

To address these challenges, WIRA delivers a structured set of activities, including:

- A 14-module investment readiness curriculum
- Hands-on technical assistance and personalized business coaching
- Diagnostic assessments of business structure and financial health
- Mentorship from industry experts and gender finance practitioners
- Guidance on financial documentation and due diligence preparation
- Practical assignments linking knowledge to real business improvements
- Facilitated access to investor networks and funding opportunities

These inputs are specifically designed to enhance the competencies, confidence, and visibility of women entrepreneurs.

Outputs: Strengthened Business and Investment Capacities

As a result of program activities, participants produce tangible outputs such as:

- Improved business models and value propositions
- Developed or updated financial statements
- Completed pitch decks and investment documents
- Enhanced compliance and governance structures
- Clear funding strategies tailored to business stages
- Increased engagement in coaching, mentorship, and peer learning
- Strengthened understanding of

investor expectations and investment pathways. These outputs form the immediate building blocks of investment readiness.

Short-Term Outcomes: Investment Preparedness and Business Clarity. In the short term, the program improves participants' capacity to:

- Understand financing instruments and investor requirements
- Structure their businesses for scale, sustainability, and compliance
- Articulate their business proposition with confidence
- Organize and maintain accurate financial documentation
- Engage financial institutions and investors more effectively

This is reflected in the measurable increase in investment readiness from 7% at baseline to 48% at end line.

Intermediate Outcomes: Increased Access to Finance and Growth Opportunities

As participants gain clarity and improve their investment readiness, they become better positioned to:

- Access loans, grants, equity, and alternative financing
- Participate confidently in pitch competitions and investment pipelines
- Establish stronger networks with mentors, investors, and ecosystem partners
- Strengthen operational systems and achieve consistent market traction

Over time, these intermediate outcomes contribute to improved business stability, revenue growth, and enhanced employment potential.

Long-Term Outcomes and Impact:

Inclusive Economic Empowerment In the long term, the WIRA program contributes to:

- A pipeline of fundable women-led enterprises driving economic growth
- Increased financial inclusion of women entrepreneurs in Nigeria
- Reduction of gender gaps in access to finance and business opportunities
- Strengthened entrepreneurship ecosystems that prioritize women
- Enhanced resilience, sustainability, and scalability of women-led businesses

Ultimately, these changes support national and global efforts to advance gender equality, inclusive development, and the economic empowerment of women.

Summary of the Toe Pathway

Inputs –Activities –Outputs–Outcomes–Impact

By delivering targeted support and high-quality technical interventions, WIRA bridges the capability and opportunity gaps faced by women entrepreneurs. Through improved skills, documentation, visibility, and investor engagement, women-led businesses become more competitive and investment-ready, leading to long-term economic empowerment and strengthened gender-inclusive development.



Mope Abudu, Managing Partner, AfriGloCal VC speaking during the session.

5.5 Outcomes (Short-Term, Intermediate, Long-Term)

The outcomes of the WIRA Program reflect a progressive transformation of women-led enterprises from early-stage, structurally challenged businesses into strong, credible, and investment-ready ventures. These outcomes are grouped into short-term, intermediate, and long-term levels to capture the depth and sustainability of change achieved through the program.

A. Short-Term Outcomes (Immediate 3-6 Months)

These outcomes emerge directly from the training, coaching, and structured assignments delivered during the 14-module accelerator cycle.

1. **Improved Investment Readiness**
 - 48 women (48%) achieved full investment-ready status compared to 7% at baseline.
 - Entrepreneurs gained clarity on funding pathways, due diligence needs, and investor expectations.
2. **Enhanced Business Model Clarity**
 - Participants refined their value propositions, customer segments, and revenue models.
 - Improved understanding of market positioning and competitive differentiation.
3. **Strengthened Financial Literacy and Documentation**
 - Clearer financial statements, pricing models,



and financial projections. Adoption of improved record-keeping and basic governance practices.

4. **Increased Confidence and Communication Skills**

- Improved storytelling and pitching abilities.
- Greater confidence in engaging investors, partners, and stakeholders.

B. Intermediate Outcomes (6–18 Months)

These outcomes occur as entrepreneurs apply the knowledge gained and interact with market and financial systems.

1. **Increased Access to Finance**

- Participants become more competitive candidates for loans, grants, equity, and blended financing.
- Strong pitch decks and documentation enable better participation in investment pipelines.

2. **Improved Business Operations and Market Traction**

- Strengthened systems result in improved customer acquisition and retention.
- Enhanced operational structures enable better consistency and efficiency.

3. **Expanded Networks and Ecosystem Integration**

- Participants develop stronger connections with mentors, investors, and ecosystem actors.
- Higher visibility and participation

in pitch events and business forums.

4. **Greater Business Stability and Revenue Growth**

- Stronger financial management and clarity lead to improved business sustainability.
- Early traction facilitates steady revenue increases and market expansion.

C. Long-Term Outcomes (18 Months & beyond)

These sustained outcomes contribute to sector-wide, national, and systemic gender empowerment.

1. **A Pipeline of Scalable, Investment-Ready Women-Led Enterprises**

- Businesses begin to expand markets, introduce improved products, and attract higher-value financing.

2. Increased Participation of Women in the Nigerian Investment Ecosystem

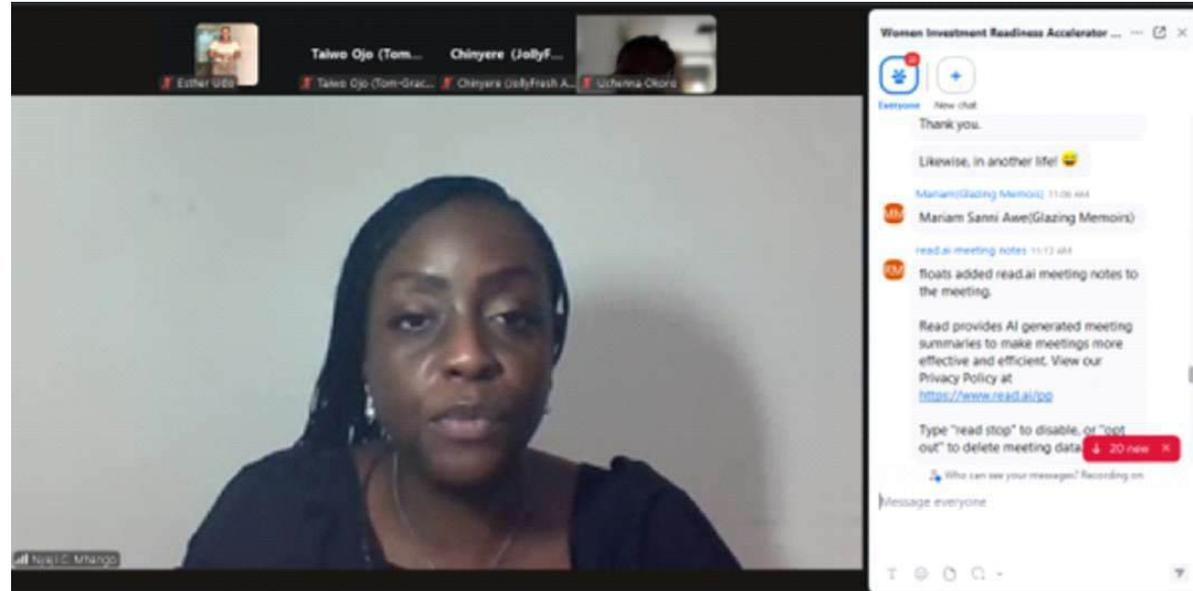
- More women-led enterprises enter formal financial systems and attract institutional capital.

3. Strengthened Entrepreneurial Ecosystems with Gender-Inclusive Growth

- Ecosystem partners recognize the potential of women-led businesses, leading to more inclusive initiatives.

4. Improved Household and Community Welfare

- Growth of women-led enterprises contributes to job creation, improved livelihoods, and stronger communities.



Nyeji Mhango, Founding Partner and CEO, wCap Ltd speaking during the session.

5.6 Impact Pathway

The WIRA Impact Pathway illustrates how targeted interventions lead to investment readiness, increased access to finance, and broader gender-inclusive economic development.

Step 1: Inputs and Resources

Funding from AFD and DBN, technical expertise from Moolu Venture Lab, program coordination by Sterling One Foundation, skilled facilitators, and access to learning tools form the foundation of the intervention.



Step 2: Activities and Technical Support

Activities include delivery of the 14-module curriculum, one-on-one coaching, mentorship, financial diagnostics, pitch development, due diligence preparation, and continuous assessment.

Step 3: Outputs

Participants generate updated business models, financial documentation, pitch decks, revenue strategies, compliance structures, and investment readiness assessments.

Step 4: Immediate and Short-Term Outcomes

Women entrepreneurs demonstrate improved knowledge, confidence, and capacity across business, finance, and investment processes, achieving higher readiness levels.

Step 5: Intermediate Outcomes

Better documentation, strengthened structures, and improved investor engagement translate into increased access to finance, stronger operational systems, and improved market performance.

Step 6: Long-Term Outcomes and System-Level Impact

Over time, participants evolve into scalable, fundable ventures contributing to job creation, women's financial inclusion, and gender-equitable economic growth.

Step 7: Ultimate Impact

A stronger ecosystem of empowered, investment-ready women-led businesses contributes to national economic growth, reduces gender financing gaps, and accelerates progress toward SDGs 5, 8, 9, and 10.

5.7 Assumptions & External Factors

The Theory of Change is grounded on several critical assumptions and influenced by external factors that may support or hinder intended outcomes.

A. Key Assumptions

1. Participants Apply the Knowledge and Tools provided

Entrepreneurs remain committed after the program and implement the insights gained into their business operations.

2. Financing Institutions Maintain Interest in Gender-Lens Investing

Banks, DFIs, angel networks, and equity funds continue to prioritize financing for women-led businesses.



3. Business Environment Remains Conducive

Economic stability allows businesses to translate readiness into real growth opportunities.

4. Mentorship and Networks Have Continued Influence

Participants remain connected to mentors, partners, and networks introduced during the program.

5. Improved Documentation Helps Unlock Capital

Participants' updated financials and pitch materials positively influence investor decisions.

B. External Factors

1. Macroeconomic Conditions

Inflation, currency fluctuations, and market instability may impact business growth or financing opportunities.

2. Policy and Regulatory Environment

Shifts in government policy, taxation, business registration processes, or financial sector regulations may influence outcomes.

3. Access to Financing

Availability of grants, loans, and equity instruments may fluctuate based on donor priorities or economic cycles.

4. Competition and Market Dynamics

Market saturation, changing consumer behavior, or increased competition may affect business performance.

5. Sociocultural Norms Affecting Women Entrepreneurs

Family responsibilities, mobility constraints, or gender norms may influence women's ability to fully

participate in financing opportunities.

6. Technology and Digital Infrastructure

Digital literacy, internet access, and available tools may impact the adoption of new business practices.



SECTION
6

**MERL STRATEGY &
FRAMEWORK OVERVIEW**

6.1 MERL Strategy & Framework Overview

The Monitoring, Evaluation, Research & Learning (MERL) strategy for the Women Investment Readiness Accelerator (WIRA) was designed to systematically track progress, measure program effectiveness, generate insights, and support continuous improvement throughout the program lifecycle. The MERL framework ensured that implementation was evidence-driven, outcomes-focused, and aligned with the program's investment readiness objectives and gender inclusion mandate.

The overarching purpose of the MERL system was to:

1. Assess changes in investment readiness among women-led businesses
2. Measure the effectiveness of capacity-building and advisory support

3. Document participant progress, challenges, and learning outcomes
4. Generate data to inform program refinement and ecosystem-level recommendations

Core Elements of the MERL Strategy



Gbite Oduneye, Managing Partner, ODBA, speaking during the session.



A. Results-Based Monitoring

The MERL team applied a results-based approach that linked activities to outputs, outcomes, and long-term impact through the Theory of Change.

This ensured progress was measured against clearly defined indicators.

B. Mixed-Methods Evaluation

A combination of quantitative and qualitative tools was used to capture both measurable improvements and participant experiences, including financial literacy gains, business mode improvements, and confidence shifts.

C. Continuous Research & Learning

The MERL framework incorporated ongoing learning sessions to interpret data, distill insights, and adjust program delivery in real time.

D. Gender-Lens Evaluation

All MERL tools and indicators were designed to track changes specific to women entrepreneurs, such as socio-economic barriers, confidence in investor engagement, and access-to-finance constraints.

E. Accountability and Transparency

The framework ensured that AFD, DBN, Sterling One Foundation, and Moolu Venture Lab had clear visibility into program performance and evidence of results.

6.2 Key Indicators & Measurement Tools

The WIRAMEL framework tracked indicators across four levels: Inputs, Outputs, Short-term Outcomes, and Intermediate Outcomes, aligned with the Theory of Change.

A. Key Indicators

1. Input Indicators	2. Output Indicators	3. Short-Term Outcome Indicators
<p>Indicator</p> <p>Number of facilitators, mentors, and coaches engaged Learning materials and tools deployed Funding, logistical, and administrative inputs</p>	<p>Indicator</p> <p>Number of modules delivered Participant attendance and engagement rates Number of advisory/coaching sessions held Quality of assignments submitted Pitch decks, business plans, financial documents produced</p>	<p>Indicator</p> <p>Change in investment readiness scores (baseline vs. endline) Change in financial literacy scores Number of participants demonstrating improved business models Participant self-reported confidence in investor engagement</p>
<p>Measurement Focus</p> <p>Program staffing adequacy Quality of resources Readiness for implementation</p>	<p>Measurement Focus</p> <p>Curriculum completion Learning participation Technical support delivery Learning application Investment documentation output</p>	<p>Measurement Focus</p> <p>Readiness growth (7% → 48%) Knowledge improvement Operational clarity Soft-skill development</p>



4. Intermediate Outcome Indicators

Indicator

Number of participants accessing finance post-program
 Percentage adopting improved financial documentation practices
 Number of participants engaging in investor events, pitch rooms, or accelerators
 Revenue growth or business stability indicators

Measurement Focus

Grant/loan/equity access
 Sustainability of learning
 Ecosystem integration
 Business resilience

6.3 Data Collection Methodology

The data collection methodology for WIRA was designed to ensure credibility, inclusiveness, gender sensitivity, and accuracy. It drew on structured processes to collect, analyze, and validate data at different stages of the program.

A. Mixed-Methods Approach

A combination of quantitative and qualitative methods was used to ensure a holistic understanding of the program's results.

Quantitative data: readiness scores, attendance, assignment completion, financial knowledge ratings.

Qualitative data: interviews, feedback sessions, testimonials, case studies.

This integration ensured that both

measurable performance data and lived experiences of participants informed program evaluation.

B. Data Collection Stages

1. Baseline Data Collection (Pre-Program)

- Investment readiness assessment of all 100 participants
- Initial documentation review (financials, business models, compliance)
- Pre-training surveys capturing expectations, barriers, and business status. This established the benchmark for measuring progress.

2. Ongoing Data Collection (During Program)

- Attendance and participation monitoring



- Weekly assignment submissions
- Module evaluation forms
- Coaching and mentorship engagement logs
- Real-time feedback from facilitators and advisors

This ensured that delivery remained responsive to participant needs.

3. Endline Data Collection (Post-Program)

- Final investment readiness assessment
- Post-training surveys
- Pitch deck and documentation review
- Qualitative feedback on coaching experience
- Recommendations from mentors and evaluators

Insights from the endline informed the program's overall impact analysis.





SECTION
7

RESULTS & OUTCOMES

7.1 Investment Readiness Growth: 7% to 48%

One of the most significant achievements of the Women Investment Readiness Accelerator (WIRA) is the measurable and substantial improvement in the investment readiness of participating women-led enterprises. At the start of the program, only 7% of the 100 selected entrepreneurs met the minimum threshold for investment readiness based on baseline assessments conducted by Moolu Venture Lab.

By the end of the 14-module accelerator, this number increased dramatically to 48%, representing an exceptional 41-percentage-point growth in the preparedness of women entrepreneurs to engage with investors, financial institutions, and formal financing systems.



A. Baseline Readiness: A Starting Point of Structural Caps (7%)

The baseline assessment revealed significant challenges common to many women-led businesses in Nigeria, including:

- Incomplete financial statements or lack of structured record-keeping
- Weak business models and unclear customer value propositions

- Limited understanding of financing instruments and investor expectations
- Absence of pitch decks, business plans, or due diligence documentation
- Low confidence in engaging with investors or participating in competitive pitch forums
- Limited knowledge of compliance requirements and governance structures

These findings underscored the need for targeted capacity-building and intensive advisory support, validating WIRA's focus on technical strengthening, mentorship, and practical learning.



B. The Transformation:

A Data-Driven, Structured Capacity-Building Process

Through the WIRA curriculum and the Moolu Venture Lab technical support model, participants received:

- 14 structured learning modules
- Iterative feedback loops on assignments, documents, and pitch materials
- Mentorship from industry experts and gender finance practitioners
- Due diligence simulations, diagnostics, and readiness assessments
- Each component contributed directly to the transformation of participants' investment readiness.

Key areas of improvement included:

- Clearer business strategies and well-defined business models
- Improved financial literacy and more accurate financial documentation
- Development of professional investment documents (pitch decks, projections, etc.)
- Enhanced compliance, governance structures, and operational discipline
- Stronger storytelling and investor communication skills
- Increased overall confidence and preparedness for financing conversations

C. Endline Readiness: Evidence of Substantive Growth {48%}

By the conclusion of the program: 48 participants demonstrated full investment-readiness across all assessment metrics

- Readiness improvements were visible across financials, operations, pitch quality, documentation, and investor engagement skills
- Participants showed greater understanding of funding pathways and clear articulation of capital needs
- Many businesses strengthened pricing models, cost structures, and market traction strategies
- Several participants received expressions of interest from potential investors and partners

This progress reflects the effectiveness of the WIRA program in bridging knowledge, capability, and confidence gaps, and providing women entrepreneurs with the tools required to access finance.

D. What the Growth from 7% to 48% Represents

The increase in readiness underscores several broader ecosystem implications:

1. A stronger pipeline of investable women-led businesses
2. Increased gender inclusion in investment pathways
3. Enhanced potential for job creation and market expansion
4. Greater economic empowerment and financial resilience among women
5. Improved business sustainability and operational sophistication

This transformation demonstrates that with targeted, high-quality support, women entrepreneurs can become competitive, investment-ready, and capable of scaling sustainably.

7.2 WIRA Demo Day Reflection

A Transformative Showcase of Women's Innovation and Investment Potential

Venue: Sterling Bank Annex Office, Ilupeju, Lagos

The Women Investment Readiness Accelerator (WIRA) Demo Day marked a major milestone in the journey to equip Nigerian women entrepreneurs with the skills, tools, and confidence required to access finance and scale their ventures. Held at the Sterling Bank Annex Office in Ilupeju, Lagos, the event brought together the program's top 15 semi-finalists—selected from 100 women who completed the accelerator—and created a platform for them to pitch their innovative business ideas to a panel of seasoned investors, financiers, and ecosystem leaders.



Supported by the Development Bank of Nigeria (DBN) and Agence Francaise de Developpement (AFD), and implemented by Sterling One Foundation, with technical support from Moolu Venture Lab, ECOWAS Small Business Coalition and Sterling Bank, the Demo Day served as both a celebration of entrepreneurial excellence and an affirmation of the importance of investing in women-led enterprises across Nigeria.

2. Opening & Keynote Addresses

The event began with inspiring keynote speeches from leading ecosystem champions whose institutions play pivotal roles in expanding opportunities for women entrepreneurs. Ms. Theresa Lawal

Head of Product Development & Strategic Alliances, DBN

Representing the Development Bank of Nigeria, Ms. Lawal emphasized DBN's commitment to gender-focused enterprise development. She highlighted the Bank's dedication to supporting women in overcoming structural financing barriers and expressed pride in WIRA's measurable impact. Her remarks underscored DBN's mission to create sustainable pathways for women entrepreneurs to become investment-ready and financially included.

Mrs. Olapeju Ibekwe
CEO, Sterling One Foundation

Mrs. Ibekwe celebrated the resilience, creativity, and growth demonstrated by the participants. She reiterated Sterling One Foundation's vision to expand support for women-led MSMEs and emphasized that WIRA demonstrates

what is possible when institutional commitment meets entrepreneurial potential. Her message reinforced the importance of long-term gender empowerment for national economic transformation.



3. The Pitch Showcase- A Display of Innovation & Preparedness

Fifteen semi-finalists took the stage to pitch their businesses to a live audience and an expert panel of judges. Their sectors ranged from agriculture, sustainable fashion, food processing, technology, cottage industries, agro-processing, and creative manufacturing.

Each pitch demonstrated the entrepreneurs' transformation following WIRA's 14-module curriculum-covering financial literacy, business modeling, marketing strategy, compliance documentation, pricing, investment structuring, and pitch readiness.



Their presentations illustrated:

- Clear value propositions
- Structured business models
- Improved financial documentation
- Understanding of their markets
- Refined investment needs
- Strong communication and storytelling

Judges assessed the finalists using the program's standardized investment readiness criteria, documented in the Final Grading Sheet.

4. Judges Panel – Expert Evaluation

The finalists were evaluated by an experienced and diverse panel of judges:

- **Mr. Prince Ogonna**, Managing Partner, **Moolu Venture Capital LP**
- **Mr. Idowu Akinde**, CEO, **Impact Hub Lagos**
- **Mrs. Mope Abudu**, Managing Partner, **AfriGloCal VC**
- **Mrs. Ezinne Nwokafor**, Head, One Woman Proposition, **Sterling Bank Plc**



Their expertise in investment, venture capital, enterprise development, innovation ecosystems, and product strategy provided rigorous guidance and deep insights during evaluation.

The judging process was transparent, fair, and aligned with global investment readiness standards—ensuring that the strongest, most scalable ideas were recognized.

5. Announcement of the Top 10 Winners

From the 15 exceptional pitches, 10 outstanding women entrepreneurs emerged as winners based on their scores, business clarity, financial viability, and pitch performance.

These winning businesses demonstrated strong growth potential, compelling investment cases, and a readiness to scale. Announced by Mrs. Ezinne Nwokafor, Senior Product Manager, Sterling Bank Pie and Mrs. Mope Abudu, Managing Partner, AfriGloCal VC

FINAL RANKING OF THE **TOP 10** WIRA DEMO DAY WINNERS



1st Place – May Coutures

Score: 76.75%

A standout performance with exceptionally strong business fundamentals and pitch delivery.

2nd Place – DIV African Ventures Limited

Score: 72.75%

Impressed judges with model clarity, execution potential, and investment readiness.

3rd Place – Agrovesto Enterprise Limited

Score: 71.5%

A well-structured agro-enterprise demonstrating strong growth potential.

4th Place–WomenovateLLC

Score: 70%

Recognized for innovation, pitch quality, and market opportunity.

5th Place–Floats Metaverse Systems (FloatsXR)

Score: 64.75%

A tech-driven solution with solid traction and compelling investor interest.

6th Place– Daezyroyals

Score: 59.25%

Strong pitch supported by market insight and operational readiness.

7th Place – Eeshas Cake and Foods Limited

Score: 58.5%

Demonstrated sustainability, demand, and strong execution capacity.

8th Place–Sundry AgroLimited

Score: 55.75%



A promising agro-processing business with steady growth potential.

9th Place– Remybites

Score: 54.75%

Delivered a clear value proposition and a strong food processing model.

10thPlace – Mush and Creen

Score: 53.25%

Recognized for innovation in sustainable food production.



SECTION
8

**CHALLENGES, INSIGHTS
& LESSONS LEARNED**

8.1 Operational Challenges

While the WIRA program successfully delivered high-quality capacity-building and demonstrated strong outcomes, several operational challenges emerged during implementation. These challenges reflect both program-level constraints and contextual realities of working with diverse women-led enterprises across Nigeria. Understanding these issues is essential for refining future program cycles and strengthening delivery efficiency

A. Variability in Participant Digital Literacy

A significant number of participants entered the program with limited digital skills, affecting their ability to navigate online learning tools, complete assignments, or engage fully with digital resources. This resulted in:

- Slower onboarding and module participation for some entrepreneurs
- Increased need for individualized technical support
- Occasional delays in assignment submission and feedback cycles
- The program team mitigated this through additional guidance, simplified digital tools, and continuous support, but it increased the operational workload.

B. Inconsistent Internet Connectivity Across Regions

As the cohort included women from multiple states, inconsistent internet access became a recurring challenge—particularly for participants in semi-urban and rural areas. This affected:

- Real-time attendance during virtual sessions
- Quality of participation in pitch practice and coaching calls
- Uploading of financial documents and pitch materials

Facilitators often provided asynchronous support to bridge the gap.

D. Varying Levels of Business Maturity

The cohort included entrepreneurs operating at different maturity levels—from early-stage ventures to more established businesses. This diversity created:

- Differing expectations regarding learning pace
- Difficulty in maintaining uniform progress
- Additional support needs for early-stage participants
- More advanced needs for growth-stage businesses

The program responded through differentiated coaching, but this increased the intensity of facilitation.



C. Time Constraints and Schedule Conflicts

- Given the varying responsibilities of women entrepreneurs—business management, household duties, caregiving—several participants faced:
- Conflicts between work schedules and session times
- Difficulty dedicating consistent hours to assignments
- Reduced participation during peak business seasons
- This required flexible scheduling and occasional re-sessions to maintain full engagement.



8.2 Participant-Level Challenges

While the WIRA program delivered strong outcomes and significant improvements in investment readiness, many participants encountered individual-level challenges that influenced the pace and depth of their progress. These challenges reflect the lived realities of women entrepreneurs operating within Nigeria's economic, social, and cultural environment. Understanding them provides critical insights into how future programs can better support women-led enterprises.



A. Limited Financial Management Capacity

A considerable number of participants struggled with foundational financial management concepts, including:

- Record-keeping and transaction tracking
- Preparing accurate profit-and-loss statements
- Understanding cashflow dynamics
- Building credible financial projections

These gaps often stemmed from informal business operations and low exposure to financial systems. As a result, several participants required extensive coaching to meet investment documentation standards.



A. Limited Financial Management Capacity

A considerable number of participants struggled with foundational financial management concepts, including:

- Record-keeping and transaction tracking
- Preparing accurate profit-and-loss statements
- Understanding cashflow dynamics
- Building credible financial projections

These gaps often stemmed from informal business operations and low exposure to financial systems. As a result, several participants required extensive coaching to meet investment documentation standards.

B. Weak or Unstructured Business Documentation

Many businesses entered the program with incomplete or inconsistent documentation, such as:

- Lack of formal business plans
- Absence of standard operating procedures
- Inaccurate or outdated customer and sales records
- Missing compliance certifications

This slowed the process of preparing investor-ready documents and required additional advisory time.



C. Low Confidence in Pitching and Investor Engagement

Some participants experienced challenges related to:

- Public speaking anxiety
- Fear of engaging with finance professionals
- Difficulty articulating their value proposition
- Limited exposure to investment conversations

These confidence barriers required repeated pitch practice and personalized communication coaching.

D. Balancing Business, Family, and Program Commitments

Many women entrepreneurs face competing responsibilities, particularly around caregiving and household management.

Participants reported challenges such as:

- Time conflicts between business operations and program sessions
- Difficulty completing assignments due to household obligations
- Fatigue resulting from juggling multiple roles

This affected consistent participation for some, despite strong motivation.



E. Limited Sector-Specific Knowledge or Market Research

Several entrepreneurs demonstrated:

- Limited understanding of their competitive landscape
- Insufficient market research or customer data
- Unclear pricing or distribution strategies
- Weak articulation of target market dynamics

These issues affected business model clarity and slowed the refinement of investment documentation.

F. Limited Access to Technology and Tools

Due to varying socioeconomic backgrounds, some participants lacked access to:

- Limited work-tools such as Laptops.
- Stable internet connectivity
- Modern digital tools for marketing or customer management

This created disparities in learning pace and output quality across the cohort.



G. Financial Stress and External Economic Pressures

The broader economic climate—including inflation, rising operating costs, and market uncertainty—created internal pressures for participants, such as:

- Difficulty maintaining inventory
- Reduced customer purchasing power
- Cashflow shortages that hindered business improvements

These factors influenced their ability to apply new strategies in real time.



8.3 Insights for Future Programs

The implementation of the WIRA program offers rich insights that can strengthen the design and delivery of future investment readiness and gender-focused accelerator initiatives. These insights highlight what worked well, what can be improved, and the structural considerations necessary to deliver impactful interventions for women-led enterprises across Nigeria.



A. Need for Extended Program Duration for Deeper Transformation

While the 14-module structure delivered strong outcomes, several participants would benefit from a longer program cycle. Additional time would support:

- More robust restructuring of financial documentation
- Deeper mentorship engagements
- Practical implementation of learning before endline assessments
- More time to refine pitch decks, compliance structures, and operational systems
- Extending the accelerator timeline could yield even higher investment readiness outcomes

B. Tiered Learning Pathways for Different Business Stages

Participants varied significantly in maturity—from early-stage to growth-stage businesses.

Creating tiered or segmented learning tracks would:

- Tailor support to specific business needs
- Prevent overwhelm for early-stage entrepreneurs
- Provide advanced tools for more mature businesses
- Improve learning relevance and participant satisfaction

Customized pathways increase overall program efficiency.

C. Importance of Strengthening Digital Literacy Early

Digital capability proved essential for online learning, financial modeling, and documentation. Introducing a pre-program digital orientation or "digital bootcamp" would:

- Equip participants with necessary skills from the start
- Reduce operational delays
- Enhance engagement with tools and assignments

This is especially valuable for rural and semi-urban entrepreneurs.

D. Increased Emphasis on Practical, Hands-On Application

Participants benefited greatly from assignments linked directly to their businesses. Future programs should deepen this approach by:

- Integrating more case-based financial modeling
- Requiring real-time implementation of marketing strategies
- Facilitating live interactions with actual investors
- Providing sector-specific business templates and tools

Hands-on learning accelerates transformation.

E. Strengthening Access-to-Finance Linkages Post-Program

Several participants expressed readiness to engage investors but required continued guidance. Future programs should integrate:

- Post-program follow-up clinics
- Demo-day linkages beyond final pitching
- Warm introductions to lenders, VC firms, and angel networks
- Investment documentation vetting and pipeline placement

Such ongoing support reinforces long-term business resilience.

F. Benefit of Hybrid Learning Models

A mix of virtual and physical sessions offers flexibility, but participants noted that periodic physical workshops:

- Deepen peer learning
- Improve engagement
- Enhance communication during pitch sessions

Balancing virtual efficiency with physical connection is recommended.

8.4 Key Lessons for Stakeholders

The WIRA program highlights several lessons for stakeholders across the women entrepreneurship ecosystem—including funders, implementing partners, policy actors, and private-sector collaborators. These lessons underscore how to maximize impact and design more inclusive, sustainable investment readiness programs.



A. Holistic Support Yields the Strongest Outcomes

- Investment readiness is not achieved through training alone; it requires:
 - Technical advisory
 - Financial restructuring
 - Compliance support
 - Mentorship
 - Practical documentation development

Stakeholders must fund and adopt integrated models rather than isolated training interventions.

B. Gender-Lens Approaches Are Essential for Impact

Women-led businesses face unique constraints that must be intentionally addressed.

Programs should integrate:

- Support for work-life balance
- Tools for confidence building
- Digital literacy support
- Flexibility in timelines and delivery modes

Gender-responsive design greatly increases effectiveness.

C. Strong Local Implementers Accelerate Performance

The deep ecosystem knowledge of Moolu Venture Lab and Sterling One Foundation



significantly enhanced program delivery. Stakeholders should:

- Invest in local innovation hubs and Accelerator
- Leverage indigenous expertise for contextualized training
- Support capacity-building of local partners

Local implementers ensure relevance, trust, and long-term sustainability.

D. Documentation and Compliance Capacity Is a Major Cap

One of the biggest barriers to investment readiness among women entrepreneurs is poor documentation. Stakeholders must prioritize:

- Early-stage financial literacy
- Governance strengthening
- Simplified tools for compliance
- Regular business diagnostics

This can dramatically increase bankability across the ecosystem.

E. Access to Finance Requires More Than Readiness

Even with increased readiness, women need:

- Warm investor introductions
- De-risked financing instruments
- Gender-lens funding products
- Blended finance models suited to their realities

Stakeholders should work collaboratively to ensure finance is accessible—not just theoretically available.

F. Continuous Engagement Improves Sustainability

Follow-up programs, alumni support structures, and community networks ensure that learning does not end after

the accelerator. Stakeholders should invest in:

- Peer support circles
- Alumni networks
- Continuous advisory clinics
- Access-to-market connections
- Long-term engagement maximizes impact and business survival.

G. Policy Advocacy Remains Critical

Systemic issues—such as access to collateral, regulatory bottlenecks, and gender norms—require institutional solutions.

Stakeholders should engage in:

- Gender-responsive policy advocacy
- Dialogues with government agencies and financial institutions
- Creation of supportive regulatory frameworks

This ensures that women-led enterprises can thrive within an enabling environment.



SECTION
9

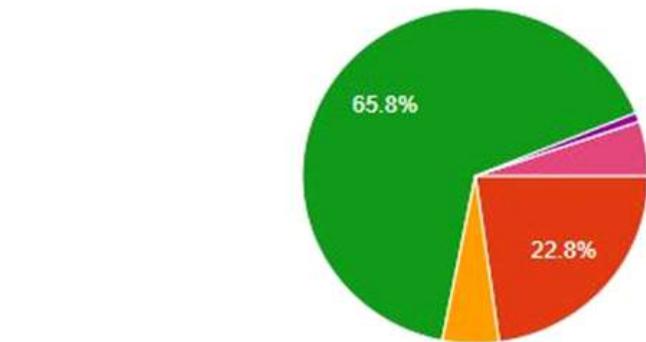
APPENDICES

KEY PARTICIPANT STATISTICS

Funding was identified as a unanimous need of about 70 % of the participants.

What is your greatest need presently (choose one)

114 responses

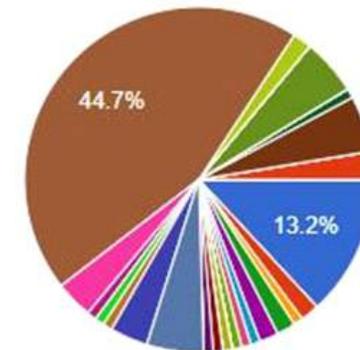


- Knowledge Gap
- Growth, Sales and Scaling
- Networking and Pitching
- Funding
- Strategy
- Mentorship and Guidance
- Market Access

Business locations were spread across the country with over 40% located in Lagos state

Which State is your business located

114 responses



- Lagos
- Nasarawa
- Niger
- Ogun
- Ondo
- Osun
- Oyo
- Plateau

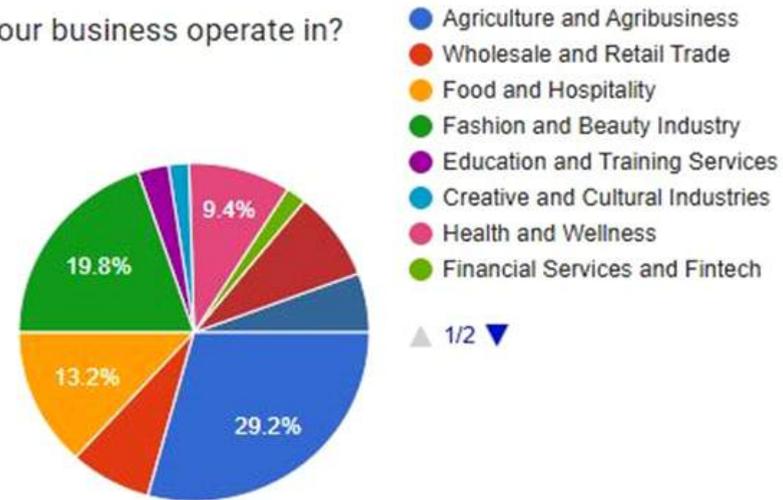
▲ 4/5 ▼



Business Sectors of operations were also widespread with Agribusiness taking the lead at approx. 30% followed by Fashion and Beauty Industry at 20%

What sector does your business operate in?

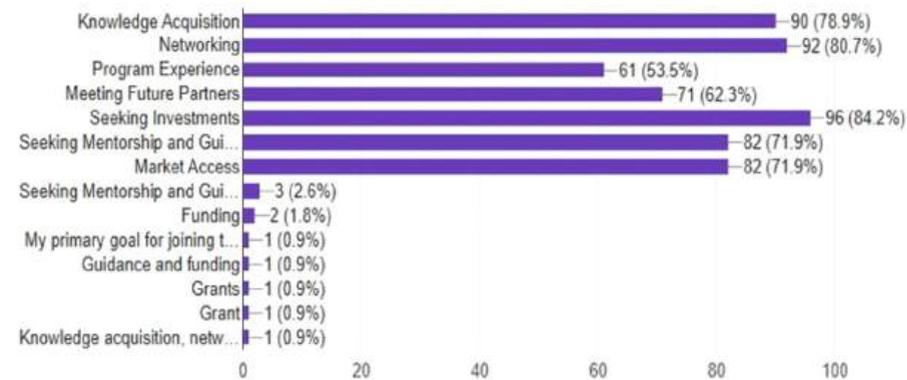
106 responses



While investment readiness was the primary purpose of participation, the entrepreneurs desired various other benefits.

What are your primary goals for participating in the WIRA Cohort 1 program?

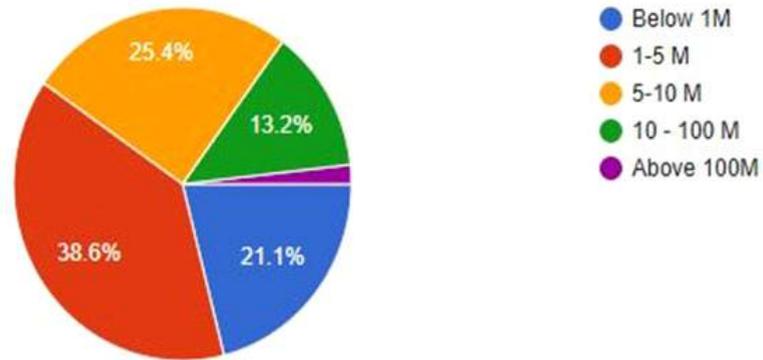
114 responses



About 40% of the participants recorded a maximum of N5million in annual revenue validating the need for scale.

What is your annual Revenue currently (Naira)

114 responses



A. Testimonials of Participants

The Women Investment Readiness Accelerator (WIRA) program has been a transformative experience for me and my business FabricsbySD. The Pitching and Presentation module with Mr. Prince Ogbonna of Moolu Venture Lab stood out the most because we had a live pitching session where we received direct feedback that helped me refine how I communicate my business value. The mentorship sessions also opened my mind to structure, delegation, and the importance of systems in scaling. Overall, WIRA has improved how I manage FabricsbySD and given me the confidence to position it for investment and sustainable growth.

- Sarah Dogara (FabricsbySD)



The Women Investment Readiness Accelerator (WIRA) program has greatly transformed my mindset and business growth at Jumikies Fashion Hub. Through modules like Financial Management and Business Model Development, I learned how to structure my finances, plan for investment, and build a more sustainable brand. The mentorship and feedback sessions challenged my thinking and helped me identify new growth strategies. Overall, WIRA equipped me with practical tools and confidence to scale my business effectively.

- Dolapo Obafemi (Jumikies Kiddies)



I have a clear financial model and articulated my business plan. I am certain scaled down product size is pocket friendly. All this from various Training. All of them where very impactful. Prior to this training I have never completely done an excel financial model but I successfully completed this one personally

- Vera Bill-Stevens (Vera Verde Limited)



The Women Investment Readiness Accelerator (WIRA) program has been a transformative experience for both me and Madiva Artistry, shaping how I approach growth, structure, and sustainability in business. Through modules like “Financial Planning and Investment Readiness” and “Building a Scalable Business Model,” I gained practical tools to understand funding structure and present my business more strategically to investors. The session on “goal setting and design thinking,” deeply influenced how I now set realistic goals for Madiva Artistry’s and gives me the insight of the unique blend of fashion, craft, and upcycling.

The program’s feedback and hands-on exercises have pushed me to track performance metrics, streamline production, and view Madiva Artistry as an impact-driven, investment-ready brand rather than just a creative enterprise.

- Monsurah Adeola (Madiva Artistry)



The Women Investment Readiness Accelerator (WIRA) program has been transformative for both me and Healthy-Haven Elixirs. The Financial Literacy and Costing and Pricing Model was so impactful and as a result of this i have become more intentional about our finances



-Oreoluwa Idowu (Healthy-Haven Elixirs)

Joining the WIRA program has truly taught me how deeply a startup should be managed. From learning about CAPEX and OPEX accounts during the Design Thinking session with Prince Ogbonna in Modules 1 and 2, to gaining financial literacy insights from Mope Abudu in Module 6, each session has been transformative. The session on Investor-Lender Psychology with Nyeji Mhago in Module 12 helped me understand the appropriate equity percentage to offer investors, while discussions around intellectual property (IP) and founders' agreements deepened my understanding of business structuring. I am sincerely grateful to the Sterling One Foundation and the Development Bank of Nigeria for this impactful program



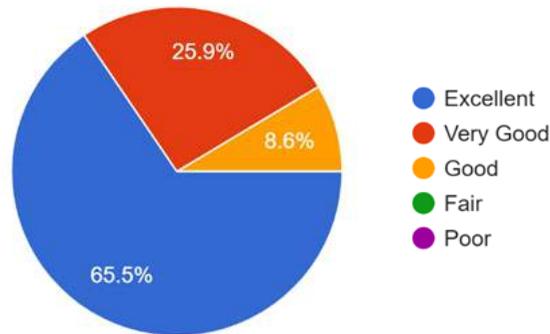
-Oluwaseun Oloto (Fabletoon)



POST PROGRAMME PARTICIPANT FEEDBACK ANALYSIS

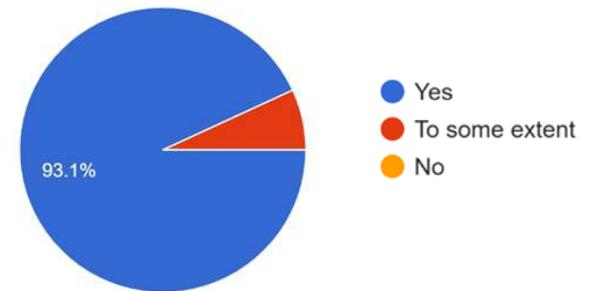
100% of the participants gave a positive review of the programme.

How would you rate your overall experience in the WIRA Program?
58 responses



Over 90% of the participants confirmed the importance of the content to their business growth needs.

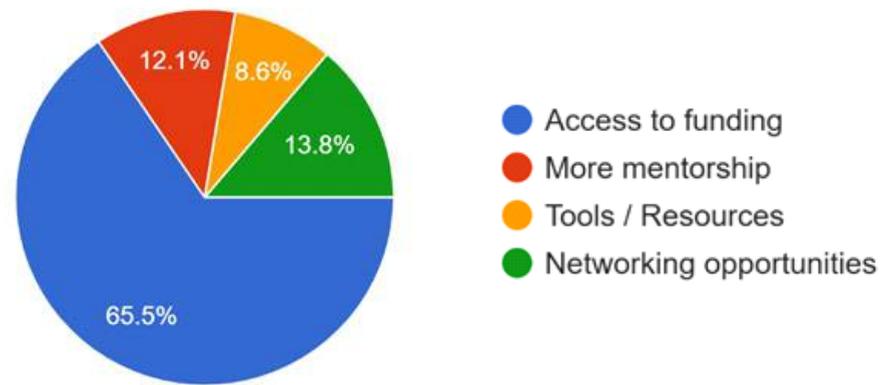
Did you find the training content relevant to your business growth needs?
58 responses



About 70% of the participants noted access to funding as the next step post training.

What additional support would you need after the program to help your business grow?

58 responses



**OLAPEJU IBEKWE**

Olapeju Ibekwe is a seasoned business leader and sustainability professional with a deep commitment to women's empowerment, access to quality education, healthcare, and youth development. With nearly two decades of corporate experience, she has developed extensive expertise in brand and marketing communications, corporate social investment, strategy formulation and execution, team management, process improvement, strategic partnerships, business expansion, and stakeholder management.

PROFILE OF FACILITATORS AND MENTORS

Olapeju currently oversees all operations and initiatives at the Sterling One Foundation, a social change organization dedicated to addressing the root causes of poverty in Nigeria. Through this non-profit, she collaborates with and supports various organizations and social enterprises across Africa by providing capacity building, grants, alternative financing, and expert consultancy. She also serves on several boards, including the One Health Initiative, where she contributes to shaping impactful policies and initiatives that improve healthcare outcomes for both medical practitioners and everyday Nigerians.

In partnership with the Nigerian Network of NGOs, Olapeju spearheaded the launch of Africa's first free banking solution for non-profits in collaboration with Sterling Bank, enabling changemakers to operate accounts without transaction fees. As the lead for the Africa Social Impact Summit (ASIS), she drives collaboration between private and public sector leaders to

promote partnerships and impact investments in developmental programs that advance the Sustainable Development Goals (SDGs)—particularly in health, education, and climate action.

Beyond her professional commitments, Olapeju actively mentors young girls, provides business advisory support to early-stage entrepreneurs, and champions climate action initiatives in coastal communities. A strong advocate against gender-based violence, she also produced the film "CHATROOM," which addresses critical issues around abuse while offering support and hope to survivors.

https://www.linkedin.com/in/olapejuibekwe757735127?utm_source=share_via&utm_content=profile&utm_medium=member_ios



PRINCE OGBONNA

Prince Ogbonna's career embodies 20 years of the intersection of research, innovation, and policy, with a defining focus on harnessing artificial intelligence to address Africa's most urgent challenges. Trained in Computer Engineering and armed with an MBA, his journey has been shaped by a relentless drive to build scalable solutions that advance sustainable

development and accelerate Africa's technological future.

He began his professional career in the banking sector, where he developed expertise in IT systems, credit risk, and business development. Yet, his vision extended far beyond traditional finance. Recognizing the transformative potential of technology for African economies, he transitioned into entrepreneurship and innovation leadership. In his early career years as a founder, he was selected for Rockstart's AI Accelerator in Amsterdam, where he worked alongside engineers from Google and IBM Watson on frontier AI applications. This global exposure catalyzed his enduring commitment to research-driven innovation and ethical AI adoption for Africa.

As the Founder of Moolu Venture Lab and Managing Partner at Moolu Venture Capital LP, Ogbonna has created platforms that combine research, venture capital, and innovation ecosystems to nurture startups tackling issues from food security to digital inclusion. His scholarly work reflects his dual identity as both a practitioner and a researcher. Through these contributions, he has positioned himself as one

of the leading voices on the responsible deployment of AI, Entrepreneurial ecosystem development in Africa. His influence extends to shaping policy and ecosystems. He has been a key contributor to incubation and investment readiness programs, evaluator for global AI initiatives such as Intel's DeepTech & AI Summit and Meta's LLAMA Hackathon. In these roles, he has championed locally relevant, ethical, and inclusive approaches to AI innovation—ensuring that Africa is not only a beneficiary but also a co-architect of the global AI revolution.

At the core of his work is a mission to bridge research, innovation, and policy in ways that create tangible impact. Whether through academic publications, startup incubation, or AI policy frameworks, Prince Ogbonna continues to shape the trajectory of Africa's innovation landscape. His vision is clear: to propel the continent forward by embedding artificial intelligence at the heart of sustainable development, empowering entrepreneurs, and safeguarding Africa's place in the future of technology.

<https://www.linkedin.com/in/prince-ogbonna>

**NYEJI MHANCO**

Nyeji Mhango is an accomplished investment executive and transaction advisor with over 20 years of experience spanning sovereign debt management, institutional banking and corporate finance across Sub-Saharan Africa.

A recognised leader in gender-smart investing, blended finance, and sustainable development, Nyeji has built a reputation for structuring innovative capital solutions that unlock growth for SMEs, corporates, and governments. As Founding Partner and Chief Executive Officer of wCap Limited, she has led the transformation of the firm from an advisory boutique into Zambia's first female-owned investment management business, specialised in private credit and impact investing in the country.

Nyeji leads a multidisciplinary team that mobilises blended capital, designs innovative financing instruments, and drives measurable impact in women's economic empowerment and climate resilience. She is also an experienced non-executive director and board advisor, known for strengthening governance, fiduciary and strategic oversight.

https://www.linkedin.com/in/nyeji-mhango-nee-chilembo801351a?utm_source=share_via&utm_content=profile&utm_medium=member_ios

WIRA
PROFILE



MOPE ABUDU

Mope Abudu is the Managing Partner of AfriGloCal Venture Capital, a VC firm positioned to back PreSeed/Seed staged African focused FinTech and Digital Infrastructure/Technology enabled start-ups that combine Wealth Creation and GloCal visioning solutions driving impact and scalability within the Nigerian/West African environments.

AfriGloCal VC leverages deal flow from our

Knight Ventures Accelerator and investor platform which she founded and also applies a gender balance lens investment focus.

She brings over 30 years valuable business management, transformation and investment experience gained in a variety of industries defining business models of start-ups and growth trajectories of scale-ups through expertise in data intelligence, product/market entry fit, African market expansion, technology infrastructure leverage, process methodologies, governance and investment worthiness. She is a huge supporter of women entrepreneurs either owned or led business and actively encourages the think bigger mindset of Indigenous Growing Businesses (GBs) across Africa to position for GloCal opportunities leveraging her business working experience and network gained from the US, UK and Nigeria.

Her business skills and practical experience have been nurtured from her various management and executive positions in organizations such as Natwest Cards UK, HSBC Rail, UK, The Financial Services Authority UK, HEIRS Alliance Nigeria and Nextzon Business Services. Beyond her professional experience,

Mope is also a serial entrepreneur with established business in the Agriculture, Entertainment and Property Development spaces. She also Co-founded an Indigenous Family Entertainment Center called (Maxtivity). Mope has a BSc in Sociology from the University of Lagos- Nigeria and is a Chartered Management Accountant ACMA,CGMA- member of the Chartered Institute of Management Accountants (CIMA) London. She holds a certificate in Data Analysis, as well a Post Graduate Diploma in Computer programming – Summa Cum Laude Honour Student. She is a Fellow, Board member and Current President of the Association of Outsourcing Professionals of Nigeria {AOPN), Board member Cruxstone Property Development and Investment Ltd, Sproxil Nigeria and number of other innovative growth businesses.

<https://ng.linkedin.com/in/mope-abudu-72864717>



EZINNE NWOKAFOR

Ezinne Nwokafor is a teacher by passion and a business coach by training. She helps businesses start and scale using proven strategies and clear business models.

With over 10 years of experience, Ezinne is a seasoned professional in strategy, innovation, and business development. Her successful career spans financial advisory, business analysis, strategy initiation and implementation, research, innovation and incubation of ideas and projects, business development, and administration.

https://www.linkedin.com/in/ezinnenwokafor?utm_source=share_via&utm_content=profile&utm_medium=member_ios

PROFILE





ADEGBITE ODUNEYE

With 20+ years in Financial Services, Technology, and Entrepreneurship, Adegbite Oduneye has developed a sharp strategic lens for identifying and supporting high-impact opportunities. He backs bold thinkers and problem-solvers, leveraging technology to redefine industries and unlock new possibilities.

At ODBA, he invests in founders tackling critical challenges in Africa and beyond, providing the capital, guidance, and networks needed to build strong foundations for growth. He believes diverse perspectives drive progress and is committed to fostering an ecosystem where ambitious, unconventional ideas thrive.

Beyond venture capital, he focuses on building and revitalizing businesses with long-term growth potential, creating sustainable value at a global scale. His goal is to help shape the next generation of market-defining companies in an interconnected world.

https://www.linkedin.com/in/gbiteoduneye?utm_source=share_via&utm_content=profile&utm_medium=member_ios

PROFILE



CRYSTAL IKANIH-MUSA

A leading international development professional, Crystal Ikanih-Musa is an international lawyer and global government affairs expert driving change through advocacy and public policy at all levels and across sectors.

She brings over a decade of expertise in shaping and influencing rough strategy across education, gender, climate change, health and innovation. Her work with renowned international organizations and institutions has positioned her as a trusted advisor and strategist in advancing initiatives that create meaningful impact.

As a strong advocate for education, she has been featured on BBC News to provide political commentary and provide policy analysis. Crystal has published and contributed to several high-level instruments and reports globally, regionally and nationally. She has successfully engaged several Heads of States, Ministers, parliamentarians/legislators, governors, etc.

Crystal is a champion for Africa and has extensive experience and networks around the continent. Her advisory services have helped bridge the gap between Africa and its global

relations across trade, sustainable development, compliance and human rights.

Areas of Expertise:

- Advocacy & Public Policy Strategy Government Relations & Legislative Affairs Multilateral & Bilateral Engagement
- Impact Initiatives & Sustainable Development Project Management
- Africa relations

https://www.linkedin.com/in/crystal-ikanih-musa-2909ab57?utm_source=share_via&utm_content=profile&utm_medium=member_ios



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Vera Bill-Stevens
Company: Vera Verde Limited
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1m5j0ML7TyEzdaiZo2dj2RGLWGe7UqaDp](https://drive.google.com/drive/folders/1m5j0ML7TyEzdaiZo2dj2RGLWGe7UqaDp)

About the Company: Vera Verde is a climate-solutions company focused on reducing greenhouse gas emissions through carbon-smart agriculture, sustainable clean-energy briquettes, and soil carbon sequestration.



Name: Oseriemen Binitie
Company: The Sein Agency
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/1v4UDs2kHbmx7DIXANBuJiGq6q16e5qFI](https://drive.google.com/drive/folders/1v4UDs2kHbmx7DIXANBuJiGq6q16e5qFI)

About the Company: The Sein Agency (Digital Marketing Agency) is your all-in-one growth partner for content, community, and conversion. We help startups, MSMEs, and creative entrepreneurs build brands your target audience actually care about.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Oluwaseun Oloto
Company: Fabletoon Limited
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1dtxvPsRNw7tGUNSLW0MCEuS4B_LoBWLc?usp=sharing](https://drive.google.com/drive/folders/1dtxvPsRNw7tGUNSLW0MCEuS4B_LoBWLc?usp=sharing)

About the Company: Fabletoon is a technology company that builds technology driven solutions, focusing especially on UI/UX (user interface / user experience) that solve real human problems. Our aim is to build equitable solutions that satisfy customers' visual and interactive expectations using mobile technology.



Name: Ibigoni George Fente
Company: Seven Figure Kapital
Data Room:
[www.https://drive.google.com/drive/folders/1Q1QsKhBlSf3nOxsaHe45U_MTSw7Uj10z?usp=drive_link](https://drive.google.com/drive/folders/1Q1QsKhBlSf3nOxsaHe45U_MTSw7Uj10z?usp=drive_link)

About the Company: Seven Figure Kapital is a social enterprise helping individuals build financial discipline through structured savings. We provide secure food and cash savings solutions that promote financial inclusion and stability.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Abigeal Mensah
Company: Remy Bites
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/19STPUzr92yEkoYVI_YiF6oVtuVr9OQ0z](https://drive.google.com/drive/folders/19STPUzr92yEkoYVI_YiF6oVtuVr9OQ0z)

About the Company: Remy Bites produces high-quality ripe and unripe plantain chips made for healthy, enjoyable snacking. Our products are crafted for all ages, with a focus on wellness and great taste.



Name: Monsurah Adeola
Company: Madiva Artistry
Company Type: MSME
Data Room: [www.https://drive.google.com/drive/folders/1e-pMcnPOfXIDFR-rif1lloE_84h_bXft](https://drive.google.com/drive/folders/1e-pMcnPOfXIDFR-rif1lloE_84h_bXft)

About the Company: Madiva Artistry creates confident fashion wears, transforms fashion waste into meaningful art, and empower individuals through creative training.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Olamide Olajide
Company: Shoeniverse Leathers
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/1tYxqjLbYJDsUXm_vbQ0-NbxQ2_QWZC2u](https://drive.google.com/drive/folders/1tYxqjLbYJDsUXm_vbQ0-NbxQ2_QWZC2u)

About the Company: Shoeniverse Leathers is a premium Nigerian leather brand creating elegant, comfortable footwear and accessories for style-driven customers. The brand delivers quality, timeless designs that make every customer feel confident and refined.



Name: Joy Adewuyi
Company: DIY African Ventures Limited
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/1smR04sQQMz1nv7nO0Ozvte9CrXqOp_ZM?usp=share_link](https://drive.google.com/drive/folders/1smR04sQQMz1nv7nO0Ozvte9CrXqOp_ZM?usp=share_link)

About the Company: DIY African ventures limited is influencing new family's living experiences by producing and delivering home goods that improve home organization (shelves), functionality (side tables) and modern aesthetics (metal arts).

Tagline: Be Happy, Stay Happy.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Ogechukwu Okafor
Company: Veeya Concepts Co-sewing Hub
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/19MnZuKeF4zGKmRvSdagSShI9C1pHhk9K](https://drive.google.com/drive/folders/19MnZuKeF4zGKmRvSdagSShI9C1pHhk9K)

About the Company: Veeya Concepts Co-sewing Hub offers affordable, fully equipped sewing and training facilities for fashion entrepreneurs. We help designers reduce costs, improve skills, and increase production capacity.



Name: Oluwakemi Akinsete
Company: Floats Metaverse Systems (Floats XR)
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1uB_R9UGwxv0Soq4J5NeesnCNWGJ2hnNk?usp=sharing](https://drive.google.com/drive/folders/1uB_R9UGwxv0Soq4J5NeesnCNWGJ2hnNk?usp=sharing)

About the Company: Floats Metaverse Systems (Floats XR) is a Spatial Design and Measurement Firm that turns marketing spend into attributable revenue. We have a proven track record of creating immersive experiences that deliver 10x engagement and measurable business impact for leading brands.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Temitayo Oluyeye
Company: May Coutures
Company Type: MSME
Data Room: [www.https://drive.google.com/drive/folders/1-27AOMGITrj5YoR0vUe0HglAtlXrW2gs?usp=sharing](https://drive.google.com/drive/folders/1-27AOMGITrj5YoR0vUe0HglAtlXrW2gs?usp=sharing)

About the Company: May Coutures is a premier menswear brand creating quality, affordable, and sustainable outfits for men. We combine African creativity with modern designs to help men look confident and stylish for any occasion.



Name: Motunrayo Opayinka
Company: Womenovate LLC
Company Type: Startup
Data Room: [www.https://drive.google.com/drive/folders/1-kAT3vGR-PrAe7HElgAdkO4gJh7xiSoh?usp=sharing](https://drive.google.com/drive/folders/1-kAT3vGR-PrAe7HElgAdkO4gJh7xiSoh?usp=sharing)

About the Company: Womenovate LLC is a pioneering and innovative company dedicated to empowering women, promoting gender diversity, and fostering a culture of inclusivity across STEM sectors.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Sarah Andrew
Company: Consolidated Farms and General Merchandise Company Ltd
Company Type: Startup
Data Room: [www.https://drive.google.com/drive/folders/1JDV_YHDndqogdljvaLOJez2ljNDRcDE](https://drive.google.com/drive/folders/1JDV_YHDndqogdljvaLOJez2ljNDRcDE)

About the Company: Consolidated Farms and General Merchandise Company Ltd delivers fresh, chemical-free farm produce and essential agricultural supplies directly from trusted farmers to households and businesses. We also provide veterinary advisory services, connect customers to verified suppliers, and offer fast, reliable doorstep delivery.



Name: Temitope Kafayat Kareem
Company: Hubpharm Africa
Company Type: Startup
Data Room: [www.https://docs.google.com/forms/d/1yp2lgbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNgFLCQXVokBCGz8DaF2so2W_Oclf2A5773789tAYX0SoBPsjMibGnkTBXE8j885WYc](https://docs.google.com/forms/d/1yp2lgbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNgFLCQXVokBCGz8DaF2so2W_Oclf2A5773789tAYX0SoBPsjMibGnkTBXE8j885WYc)

About the Company: HubPharm Africa is a digital pharmacy and AI-powered health platform providing affordable medications, diagnostics, and personalized care to underserved communities. Through Afiya—our multilingual AI health companion—paired with a coordinated care team, we deliver personalized, profile-suited chronic disease and lifestyle care that improves health outcomes and helps expand the life span of Africans compared to global counterparts.

COHORT 1

PROFILE OF WIRA COHORT 1 ALUMNI



Name: Serah Afolami
Company: Newlife Emmajosh Global Creation Ltd
Company Type: Startup
Data Room:
<https://drive.google.com/drive/folders/1TvIV3a7k2CtcDqWHgBFA6PmepQ-fzEhS>

About the Company: NEWLIFE is a registered Nigerian brand that creates high quality and eco-friendly products such as shoes and bags from leather and plastic waste



Name: Asma'u Sa'adu
Company: Co-Alas Integrated Farms Ltd
Company Type: MSME
Data Room:
[www.https://docs.google.com/forms/d/1yp2lgbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNhZI4Qwi9CIQxQrE_VEvAvrltTNjA85AMyHLI5hJavcDazdlrVhRxj2bcx_kshIX2Q](https://docs.google.com/forms/d/1yp2lgbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNhZI4Qwi9CIQxQrE_VEvAvrltTNjA85AMyHLI5hJavcDazdlrVhRxj2bcx_kshIX2Q)

About the Company: Co-Alas Integrated Farms Ltd is into Agro-processing of grains into varieties of dry pap. We equally process natural sweeteners such as Dates Powder & Syrup for our paps to the delight of our numerous customers as we are purely organic.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Nkechi Uzordima
Company: Mush and Green
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1NJw3L2aoegWIUXZJcMedBh6iwohY_QIH](https://drive.google.com/drive/folders/1NJw3L2aoegWIUXZJcMedBh6iwohY_QIH)

About the Company: Mush and Green is an innovative agricultural business focused on combating vitamin A deficiency in Nigerian children under 5 years old



Name: Kofoworola Oyetoro
Company: Rola Fashion Maison
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1bWo0IerYIhGLxzqGr1MfMxK1RonwbUi1](https://drive.google.com/drive/folders/1bWo0IerYIhGLxzqGr1MfMxK1RonwbUi1)

About the Company: Rola Fashion Maison is a unisex Afrocentric fashion brand creating unique, stylish designs that celebrate cultural diversity. We source locally to support artisans while ensuring sustainable and ethical production.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Oluwadamilola Adeniji

Company: DAEZYROYALS

Company Type: Startup

Data Room:

[www.https://drive.google.com/drive/folders/1g0BbcmZVrydg9BSVMpDQKclpuVncHs5a](https://drive.google.com/drive/folders/1g0BbcmZVrydg9BSVMpDQKclpuVncHs5a)

About the Company: Daezyroyals is a bespoke leather and Afrocentric brand into the production of finished goods using eco-friendly materials and we cater for fashion conscious individuals with a sense of cultural and environmentally friendly options.



Name: Zainab Zuberu

Company: Zone A Limited

Company Type: Startup

Data Room:

[www.https://drive.google.com/drive/folders/1iDmxyQKC4BZTZKJvuTfzKiqQDAmGfmz?usp=drive_link](https://drive.google.com/drive/folders/1iDmxyQKC4BZTZKJvuTfzKiqQDAmGfmz?usp=drive_link)

About the Company: Zone A Limited is a contemporary African brand crafting quality handmade bags and accessories. Our products blend style, functionality, and authentic craftsmanship

PROFILE OF WIRA COHORT 1 ALUMNI



Name: Esther Abiator
Company: Flezpay
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1AiFadS_hgLPOMndutQFcXcKiJZXXkWLa?usp=sharing](https://drive.google.com/drive/folders/1AiFadS_hgLPOMndutQFcXcKiJZXXkWLa?usp=sharing)

About the Company: Flezpay is a retail tech platform that is designed help African retail businesses grow revenue and stay sustainable by using AI to stop staff theft, optimize inventory, and improve financial stability.



Name: Efetobore Onyedikachi
Company: Mummy Marho's Digital Access Hub, a Subsidiary of Mummy Marho's Children, Teenagers & Youth Foundation
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1v7AJMgXyJyMTNDEFPA6JSCeSSaUfzRnN?usp=drive_link](https://drive.google.com/drive/folders/1v7AJMgXyJyMTNDEFPA6JSCeSSaUfzRnN?usp=drive_link)

About the Company: Mummy Marho's Foundation empowers vulnerable children, teenagers, and youth through education, digital skills, and safe spaces. We are committed to transforming lives, restoring dignity, and building independent, future-ready young leaders.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Oreoluwa Idowu
Company: Healthy-Haven Elixirs
Company Type: MSME
Data Room:

[www.https://drive.google.com/drive/folders/15vUxDwVrwlcpjxTAUyyocbOatlOkO8yr](https://drive.google.com/drive/folders/15vUxDwVrwlcpjxTAUyyocbOatlOkO8yr)

About the Company: Healthy-Haven Elixirs is a growing food and wellness brand focused on offering natural, preservative-free drinks, meals, and spices. My passion for health-conscious living and solving real nutritional problems led me to start this venture, with a mission to help people eat and live better through clean, wholesome food, drink and cooking spices alternatives.



Name: Sarah Dogara
Company: FabricsbySD
Company Type: MSME
Data Room:

[www.https://drive.google.com/drive/folders/1DIMdKYKJJYzi4dLIUp8GvKPXVQXgtve1](https://drive.google.com/drive/folders/1DIMdKYKJJYzi4dLIUp8GvKPXVQXgtve1)

About the Company: FabricsbySD showcases authentic African fabrics and ready-to-wear clothing to a global audience. We support local artisans and promote sustainability through bold, colorful designs.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Dolapo Obafemi
Company: Jumikies Fashion Hub
Company Type: MSME
Data Room:
[www.https://docs.google.com/forms/d/1yp2lgbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNj6RFe6WIOMje1s3dy6CKeeRW2dRgffFJu4830ed3JOL5NAdWNfz9qnvqA3i5J8I8U](https://docs.google.com/forms/d/1yp2lgbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNj6RFe6WIOMje1s3dy6CKeeRW2dRgffFJu4830ed3JOL5NAdWNfz9qnvqA3i5J8I8U)

About the Company: Jumikies Fashion Hub delivers quality, culture inspired streetwear and fragrance essentials. Our mission is to inspire confidence and self-expression through innovative, stylish designs.



Name: Christianah Ojo
Company: Sundry Agro Limited
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1K2525BXGkhfliSCYiQaldCMKqgVvmAx-?usp=sharing](https://drive.google.com/drive/folders/1K2525BXGkhfliSCYiQaldCMKqgVvmAx-?usp=sharing)

About the Company: Sundry Agro helps busy urban households in Nigeria skip the stress of food item shopping at crowded markets. We help small holder farmers, brands and trusted market vendors to list their produce/products on our online marketplace so that busy professionals can order for the food items they want, make payment and get connected to a personal shoppers who procure quality farm-fresh food items for them and deliver them to their doorsteps.

COHORT 1

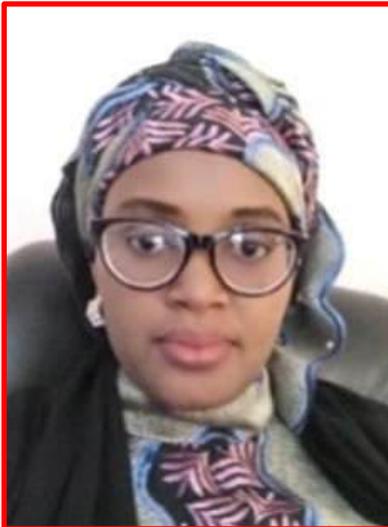


PROFILE OF WIRA COHORT 1 ALUMNI



Name: Aisha Hassan Faruk
Company: By Sush
Company Type: MSME
Data Room:
[www.https://docs.google.com/forms/d/1yp2lgbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNi74VFgr_putLkqThTsqEHXfLyzbu2cJqr8K84w4vDvbQtJmVHEkrCTpcZxHde-B3k](https://docs.google.com/forms/d/1yp2lgbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNi74VFgr_putLkqThTsqEHXfLyzbu2cJqr8K84w4vDvbQtJmVHEkrCTpcZxHde-B3k)

About the Company: By Sush is a snacks and pastries company that produces high-quality local treats.



Name: Maryam Jafar
Company: MJM Global Enterprises Limited
Company Type: MSME
Data Room:
[www.https://www.dropbox.com/scl/fo/iscioi8pnbkpt65pf836b/AF-2hDr22yea6plUHDayE94?rlkey=tplajdtqkvo5cofqbn4re01i5&st=4etf7tnp&dl=0](https://www.dropbox.com/scl/fo/iscioi8pnbkpt65pf836b/AF-2hDr22yea6plUHDayE94?rlkey=tplajdtqkvo5cofqbn4re01i5&st=4etf7tnp&dl=0)

About the Company: MJM Global Enterprises limited is a manufacturing company presence in the cosmetics industry engaged in the manufacture, branding and distribution of high quality, affordable skincare and personal care products under its flagship brand "Anissa cosmetics".

PROFILE OF WIRA COHORT 1 ALUMNI



Name: Ngozi Onyekwelu
Company: Ibbie Gold Smart Cards
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1ua3yEXtdF3TLq0ScVOqnC8pnkja4zBvm?usp=sharing](https://drive.google.com/drive/folders/1ua3yEXtdF3TLq0ScVOqnC8pnkja4zBvm?usp=sharing)

About the Company: We create the future of corporate networking using Smart Business Cards, building a brand voice for companies across Africa



Name: Salamat Otaru
Company: Isoyiri Agro Enterprise
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/16JuQAMTz8A16b0PsCNlk36r13H_rXnjs?usp=drive_link](https://drive.google.com/drive/folders/16JuQAMTz8A16b0PsCNlk36r13H_rXnjs?usp=drive_link)

About the Company: At Isoyiri Agro Enterprise, we grow crops and rear animals for sale for the benefit of mankind

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Samirah Faruk
Company: Bishe Organic Farms trading under Mercy Mission Global Ltd
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/1dv6zim9THhYcbRL7hSwgQoViXYmON2w4?usp=sharing](https://drive.google.com/drive/folders/1dv6zim9THhYcbRL7hSwgQoViXYmON2w4?usp=sharing)

About the Company: At Bishe Organic Farms, we nurture poultry, livestock, herbs, and spices with pure, sustainable methods that honor nature's rhythm. From essential oils to tinctures, we transform organic abundance into wellness solutions that enrich lives and elevate healthy living.



Name: Taiwo Ojo
Company: Tom-Grace Farms
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/1x8pTD_ontc2XdBcQxK1FbKrM7OiBlyas](https://drive.google.com/drive/folders/1x8pTD_ontc2XdBcQxK1FbKrM7OiBlyas)

About the Company: Tom-Grace Farms is a growing Poultry Agribusiness in Ogun state that's in production of fresh and affordable eggs for families and retailers.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Osioarena Oroh
Company: Renua Beauty Enterprise
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/16HGJHEjsB3OUe5gTxd_a8_yUcohdleOt3?usp=sharing](https://drive.google.com/drive/folders/16HGJHEjsB3OUe5gTxd_a8_yUcohdleOt3?usp=sharing)

About the Company: Renua Beauty is a 24-hour beauty bar, that offers makeup, hairstyling, nails and lash extensions and other beauty services



Name: Nafisa Shuaibu
Company: Ummimeena Agro multipurpose and general services
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/1i_9BSaroh45iOagJ3B7gt_uq3sYf6-B_v](https://drive.google.com/drive/folders/1i_9BSaroh45iOagJ3B7gt_uq3sYf6-B_v)

About the Company: Vitamin A food processing and packaging such as vitamin A maize flour and grits orange flesh sweat potato flour, dry fish am also in the farming, poultry and fishery production

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Deborah Johnson
Company: Hcsnatural Fruit Drinks
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/1IGkuk9zqLIntk0vsdJgpqXTLP-tDoIU5](https://drive.google.com/drive/folders/1IGkuk9zqLIntk0vsdJgpqXTLP-tDoIU5)

About the Company: Hcsnatural Fruit Drinks is an Agroprocessing food and drinks products that leverages on natural plants and fresh fruits to promote health and wellness



Name: Esther Daniel
Company: Quantiva Lab
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1HoEPg5_X2Z3w1NuUVRVyhAuuQPQOL8pw](https://drive.google.com/drive/folders/1HoEPg5_X2Z3w1NuUVRVyhAuuQPQOL8pw)

About the Company: Quantiva Lab is a tech-enabled medical supply company connecting hospitals and diagnostic centres to trusted global manufacturers. We streamline procurement, ensuring faster access to affordable, high-quality medical and laboratory equipment.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Lola Odeyale
Company: K-Kiremode Ventures (KKV Global)
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/1Dja0f_Xyy1sUWLduQ8-wEnRlrdOju7wL?usp=drive_link](https://drive.google.com/drive/folders/1Dja0f_Xyy1sUWLduQ8-wEnRlrdOju7wL?usp=drive_link)

About the Company: K-kiremode Ventures (KKV Global), a company concerned about your health and wellness, is into the processing, packaging, distribution and sales of natural, hygienically produced and healthy food and drink products like zobo drink, zobo tea, dried pap, chinchin, etc



Name: Omolola Adewoye
Company: Agrovesto Enterprise Limited
Company Type: Startup
Data Room:
[www.https://drive.google.com/drive/folders/1QGGLT0G7uF1ySD92GYwmWuroh3IKsPhx?usp=sharing](https://drive.google.com/drive/folders/1QGGLT0G7uF1ySD92GYwmWuroh3IKsPhx?usp=sharing)

About the Company: Agrovesto is the operating system for Africa's agriculture powering trading, farmer management, and procurement in one platform. We help users reduce post-harvest losses and maximize profits through data-driven decisions.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Shifawu Nyamida
Company: The Shi5y's Collection
Company Type: MSME
Data Room: [www.https://drive.google.com/drive/folders/1VStbGmjL-4EA6JIAJC3Pp_OtY89PBAh5](https://drive.google.com/drive/folders/1VStbGmjL-4EA6JIAJC3Pp_OtY89PBAh5)

About the Company: THE SHI5Y'S COLLECTION provides high-quality lingerie, fashion, and home/kitchen solutions for modern consumers. A dependable brand committed to excellence, durability, and customer satisfaction.



Name: Aisha Bello marafa
Company: Eeshas cake and foods limited
Company Type: Startup
Data Room: [www.https://drive.google.com/drive/folders/1cg-ytZzc9j8wXETJygU5Pa_50WsOVDf7](https://drive.google.com/drive/folders/1cg-ytZzc9j8wXETJygU5Pa_50WsOVDf7)

About the Company: Eeshas Cake and Foods is a food processing company that transforms local produce into nutritious cakes, pastries, and ready-to-bake mixes. We promote food sustainability while offering healthy, delicious options for families and communities.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Uchenna Okoro
Company: Estrogine Limited
Company Type: MSME
Data Room: [www.https://docs.google.com/forms/d/1yp2lqbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNh3q--FJV4tHsrY-sRgj_4Jzps153CuEHPGQBqhWo5rEUd7zLp9Cwyy7kp84CYoqo](https://docs.google.com/forms/d/1yp2lqbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNh3q--FJV4tHsrY-sRgj_4Jzps153CuEHPGQBqhWo5rEUd7zLp9Cwyy7kp84CYoqo)

About the Company: Estrogine is a sustainable jewelry brand that recycles scrap metals and turns them into jewelry for women.



Name: Rukayat Abimbola
Company: MOH Lagos Limited
Company Type: MSME
Data Room: [www.https://drive.google.com/drive/folders/1N9a5Cz-QflqQmLmHqrWl-yOa7rZ4IGwK](https://drive.google.com/drive/folders/1N9a5Cz-QflqQmLmHqrWl-yOa7rZ4IGwK)

About the Company: MOH Lagos Limited is a sustainable Afrocentric fashion and textile innovation company committed to blending traditional African craftsmanship with modern, elegant design. At the heart of MOH Lagos is a mission to redefine African fashion by creating high-quality ready-to-wear and custom-made pieces using indigenous textiles such as Adiré, Ankara, and Aso-oke.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Alheri Muri
Company: Chongsommidah Agriventures
Company Type: MSME
Data Room:
[www.https://docs.google.com/forms/d/1yp2lgbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNhq5opxEvccbQXmqbbrmuPBQfGIU5EtKGvTTUAUF8KQOIA5fJLvrGLBmjpmAX9cwTg](https://docs.google.com/forms/d/1yp2lgbGlzq5yggmx71hk9O-ahRSaBT3iSilmx7TPaNE/edit#response=ACYDBNhq5opxEvccbQXmqbbrmuPBQfGIU5EtKGvTTUAUF8KQOIA5fJLvrGLBmjpmAX9cwTg)

About the Company: Chongsommidah Agriventures mission statement: Economic Empowerment and Health for Women and Girls in Rural and Hård to reach Communities. It operates as for-profit and non-profit organization.



Name: Martha Nwankwo
Company: Vicdes African outfits and accessories
Company Type: MSME
Data Room:
[www.https://docs.google.com/presentation/d/1LNJcDco2Fz6sptSBB29R1mp_L7vsTKc-tK0kfYRIKnc/edit?usp=drivesdk](https://docs.google.com/presentation/d/1LNJcDco2Fz6sptSBB29R1mp_L7vsTKc-tK0kfYRIKnc/edit?usp=drivesdk)

About the Company: Vicdes African Outfits and Accessories is a Port Harcourt-based fashion brand creating high-quality African-inspired clothing, accessories, and custom wear using premium fabrics. We are expanding production, product lines, and women-empowerment training programs, and seeking investment to scale our impact across Nigeria and Africa.

PROFILE OF WIRA COHORT 1 ALUMNI



Name: Rinret Winniefred Lukden
Company: Eagles Literacy Lounge
Company Type: Startup
Data Room:
[www.https://docs.google.com/document/d/1jGshzAgjTMwVVp5U2gAqnOr6gKgPU8pi/edit?usp=drive_link&oid=10089029832045655322&rtpof=true&sd=true](https://docs.google.com/document/d/1jGshzAgjTMwVVp5U2gAqnOr6gKgPU8pi/edit?usp=drive_link&oid=10089029832045655322&rtpof=true&sd=true)

About the Company: Eagles Literacy Lounge centers on "Empowering Minds and Shaping Futures" of children and particularly young girls within ages 18-22 in rural communities through mentorship and skills acquisition.



Name: Ummulkyari Shehu
Company: M&M Projects and Consultancy Ltd
Company Type: MSME
Data Room:
[www.https://drive.google.com/drive/folders/1pb8kENqOzypV-ne93xCF9k_vuBf5LSEU?usp=drive_link](https://drive.google.com/drive/folders/1pb8kENqOzypV-ne93xCF9k_vuBf5LSEU?usp=drive_link)

About the Company: M&M Projects & Consultancy Ltd produces healthy, high-quality catfish for the local market. We are committed to clean, efficient, and reliable aquaculture.

COHORT 1



PROFILE OF WIRA COHORT 1 ALUMNI



Name: Adama Faruk

Company: Maison De Mama Designs

Company Type: Startup

Data Room:

[www.https://drive.google.com/drive/folders/1ICAsbj4OTfkkqhFLu_GiPhlHBqUOgIOs](https://drive.google.com/drive/folders/1ICAsbj4OTfkkqhFLu_GiPhlHBqUOgIOs)

About the Company: We create high-quality, long-lasting oud perfumes for every occasion, made to elevate your everyday style. Our fragrances are crafted to make you smell and feel confident, elegant, and unforgettable.



Name: Karima Abdulaziz

Company: Afeeyah Health Nigeria Limited

Company Type: Startup

Data Room:

[www.https://drive.google.com/drive/folders/13ctTO2qxGVCRq8wEqGtTnK7jnPHS85pp?usp=sharing](https://drive.google.com/drive/folders/13ctTO2qxGVCRq8wEqGtTnK7jnPHS85pp?usp=sharing)

About the Company: Afeeyah Health is a digital public health platform transforming how women and underserved communities access preventive care, wellness support, and health education. We use simple mobile and USSD technology to close critical health gaps and empower healthier, stronger communities across Nigeria.

Name of Business	Name of Entrepreneur	Location
The G.R.O.W. Network LTD	Lucky Elohor O.	Lagos
Sage & She Wellness	Amaka Ekezie	FCT
Hcsnatural Fruit Drinks	Johnson Deborah Oyindamola	Ogun
Lima skincare	Faleye halimat omolara	Lagos
May Coutures	Temitayo Oluyege	Oyo
Abby Home of Gleams Enterprises	Oladega Aminat Abiola	Ogun
Dmoskin Naturals	Mary Alawode	Lagos
Newlife EGC LTD	Afolami	Kwara
AFEEYAH HEALTH LIMITED	Karima Abdulaziz	FCT
Quantiva Lab	Esther Daniel	Lagos
The Sein Agency	Oseriemen Binitie	Lagos
Stayslay fashion	SALIU Bukola Ramat	Lagos
Blessedflowcup Concepts	OGHENEOVO BLESSED OKITIKPI-GODSPOWER	Bayelsa
CloudSecure Solutions Ltd	Fatima Umar Gimba	FCT
FlezPay	Esther Abiator	Lagos
THE SHI5Y'S COLLECTION	Nyamida Shifawu	Kwara
Daizy Essence Hubs Ltd	Oluwadamilola Racheal Osifeso	Lagos
Fabletoon Limited	Oluwaseun Oloto	Lagos
Capacity Catalyst Consulting (Triple C)	Lydia Odeh	FCT
Tawbah Spices Limited	Olaniyan Bilikis	Oyo
Vicdes African Outfits and accessories	martha nwankwo	Rivers

KAWTHAR INTERNATIONAL CONSULT LTD	AGBAJELOLA KAWTHAR OYINKANSOLA	Ogun
Mummy Marho's Children, Teenagers & Youth Foundation	Efetobore Onyedikachi	Lagos
Zone A Limited	Zainab Zuberu okhayole	Edo
Remy Bites	Mensah Abigeal Ogheneyole	Lagos
Consolidated Farms and General Merchandise Company Limited	Sarah Inikpi Andrew	Rivers
Marie Ene Orgah	Marie Ene Orgah	Lagos
SARAHTRISHPANY LTD	Sarah Dantsoho Tama	FCT
God's Temple 1	Onyemachi Goodness O	Imo
IJM Global Limited	Ijeoma Mary Chukwu	Lagos
Asray's Store	Qudrat Olaide Ahmed	Lagos
Emcyn Resources Ltd	Nnenna Cynthia Okeke	Lagos
SA'COMESTIBLE CONCEPTS LTD	Peleowo Sururat Ayoola	Kwara
Glazed Ng Ventures	Hajara Ahmad Maiwada	Kebbi
Pelly Cakes And More	Ajanaku Pelumi	Oyo
Tquart Foods	Lateefat Fadahunsi Adelekan	Lagos
Ummimeena Agro multipurpose and general services	Nafisa Shuaibu	Kaduna
Naigo Needles	Ifeoma Okechukwu	Rivers
Tom-Grace Farms	Taiwo Ojo	Ogun
Tutu Fashion House	Amatullah Macido Dalhat	Kaduna
Ab Trading Co & Technical Services	Abimbola Omotoso	Ogun
Ofadahub Nigeria Limited	Ameenah Kazeem	Lagos
Agro Mega Tech Innovation Farm	Princess Victoria Umoh	Akwa Ibom

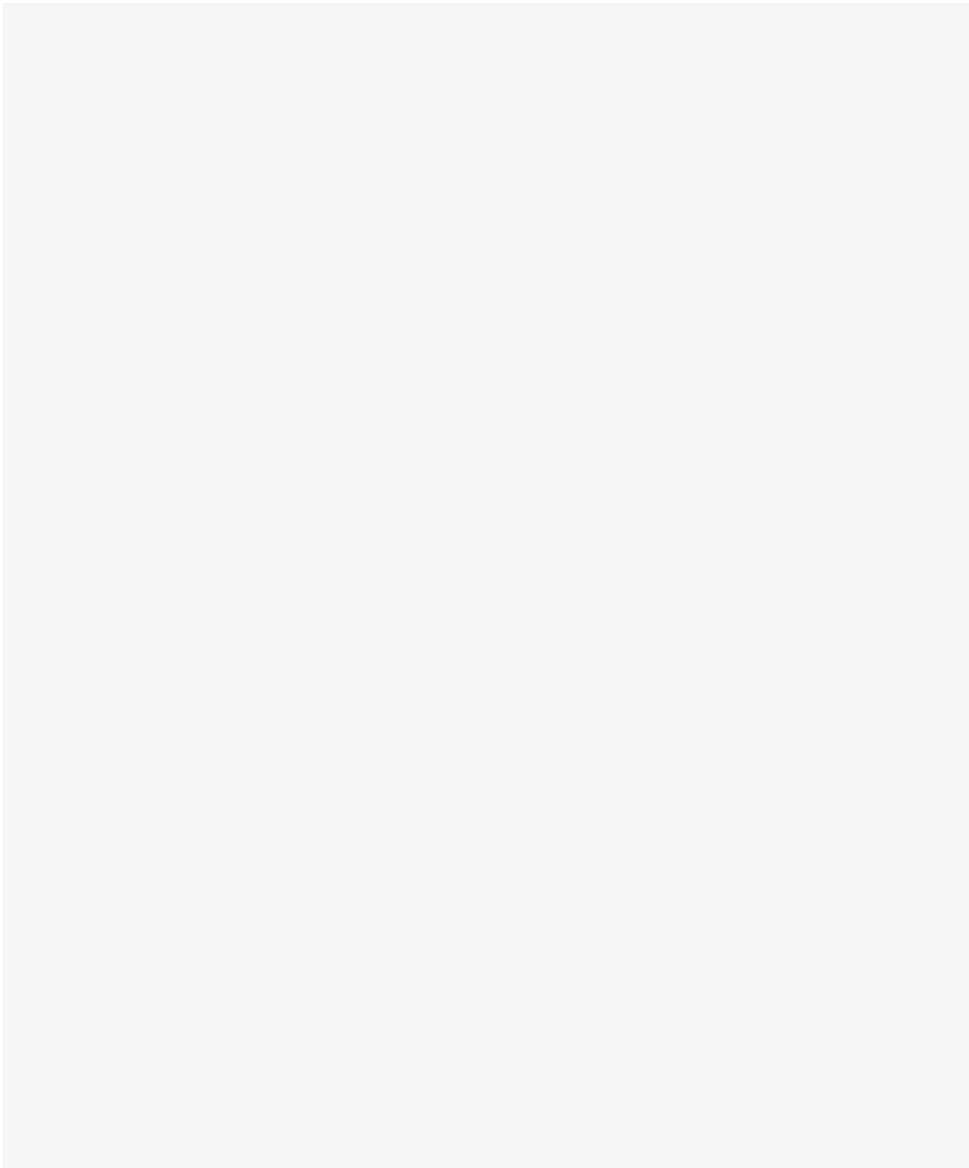


AishNaturals Essentials Limited	Jooda Aishat Gbemisola	Lagos
FEMMEVIBE	Rahmat Akande	Oyo
Foultry farming	Saratu Muhammad	Gombe
Sundry Agro Limited	Ojo Christianah Wemimo	Lagos
Bimwunmi Nigeria Limited	Aisha Ibrinke Mustapha	Lagos
Mercy Mission Global Ltd	Samirah Aisha Faruk	Kano
T . Gold chemical production limited	AWEOJO OLUWATOYIN OMOLOLA	Lagos
AMIZMAH COLLECTIONS	Aisha Bashir Muhammad	Katsina
Ma'diva Artistry	Adeola Monsurah	Lagos
PROTEGE EYE CLINIC LTD	Gold Yadilichukwu Onyemaeze	FCT
Crownandcalm	Gloria Oyouwa	Lagos
FabricsbySD	Sarah Dogara	FCT
Jollyfresh Agrofoods Limited	Chinyere Agha	Lagos
eeshas cake and foods limited	Aisha bello marafa	Kaduna
Ancol cakes and more	Amarachi Anne Obianwa	FCT
1105Fragrance	Ogunseemi seyi hope	Lagos
THE SHI5Y'S COLLECTION	Nyamida Shifawu	Kwara
Bolatpaints and chemicals ltd	Omobolaji shittu	Lagos
Mush and Green	Nnkechi Gift Uzordima	Lagos
Ten21 Treats	Shonibare Olamide Wemimo	Osun
TheOyin Labels	Barakah Oyinlomo Hassan	Lagos
Codzie Black Ventures	Covie Nsehe	Akwa Ibom
Maison De Mama Designs	Adama Qadiriyyah Faruk	Kano
M&M PROJECTS AND CONSULTANCY LTD	MOHAMMED BAGUDU IBRAHIM	Kaduna
Abiola.com Integrated service limited	Yusuf Rashidat Abiola	Lagos

MJM Global Enterprises limited	Maryam Jafar Musa	Kano
Benoky Technology Limited	Okeke Ogochukwu Blessing	Anambra
FriendnPal	Esther Eruchie	Lagos
Shoeniverse Leathers	Olamide Olatomiwa Olajide	Lagos
Tulivu Fragrance	Ngozi Enelamah	Lagos
The DCA brand (ÌRÀWÒ by DCA)	Damilola Ogunkuade	Lagos
ServiceMate	Saadah Nasir	FCT
Rola Fashion Maison	Oyetero Kofoworola Grace	Lagos
Faithriel Designs And Styles	Faith Obi-Ekpeme	Benue
Agrovesto Enterprise Limited	Adewoye Omolola Rebecca	FCT
Skye Foodies	Sefunmi Dada	Oyo
El-Olam Ushers and Events	Funmilayo Olore	Lagos
Shafa'atu Ahmed Hasanu enterprises	Shafa'atu Ahmed Ibrahim	Nasarawa
Veeya concepts	Ogechukwu Okafor	Anambra
Range The Brand	Wadi Ben-Hirki	FCT
SFg fashion house	IPENTAN FUNMILAYO happiness	Lagos
KAJ AGRO ALLIED	Zainab Abubakar Inuwa	Kano
Estrogine Enterprises	Uchenna okoro	Lagos
Globuild Enterprise	Glory Michael Essien	Abia
Healthmeng610 enterprise/	Precious imade Edokpolor	FCT
IMADE'S Pot Restaurant	Ibikunle Oluwadamilola	Lagos
Pearluxis_glam	Blessing Bitrus	Kaduna
JABLES GLOBAL LINKS LIMITED	Alheri Muri	Bauchi
Chongsommidah Agriventures	Ibrahim rukayat oluwatimileyin	Lagos
Ardtwins multipurpose enterprises		



Soñadora	Eniola O.	Ogun
Hafrikplay	Omobosola Karimat Alaka	Lagos
KhadysGiftShop	Khadija Darma	Kaduna
Dreamland Agric & Allied Venture	Deborah Olatunde	Lagos
Genius Intellect Enterprise	Dunbe Birsan	Adamawa
Sotita Nig Ltd	Sotonye Erekosima Briggs	Lagos
Bukky Rehoboth global	Bukola azeez	FCT
ULE Homes Limited	Chisom Okorie	Lagos
DANIJUST AGRO PROCESSING ENTERPRISE	JUSTINA UGWUBUJOR	Abia
YK'S cosmetics	Alimat Adeyhinka Adesada	Lagos
Glowstitches Global Enterprise	Omotayo Taiwo Ruth	Lagos
RISING SUN KATSA CONCEPT WORLD	JANET ANDAKU AKOLO	Nasarawa
Jama Events.	Blessing Uhie Amajama	FCT
DAEZYROYALS	Oluwadamilola Adeniji	Lagos
The Starboard Multipurpose Place	Jarinatu Aramide Odeyemi	Oyo
Dibasgreens Limited	Olajumoke Adebajo	Lagos
J'omar Stitches	Joy Mathias	FCT
MOH Lagos	Rukayat Mojisola Abimbola	Lagos
Ady's Agro Processing Limited	Adanne Uche	Lagos
DoughdandBaked	Timiadi Favour Oyinkepreye	Lagos
Isoyiri Agro Enterprise	Otaru Salamat Ozaoyiza	Kogi
Frills By Berta	Roberta Edu	Lagos



MEDIA COVERAGE OF THE WIRA COHORT 1 PROGRAMME

The Women Investment Readiness Accelerator (WIRA) Program which is a targeted response to the persistent financing and capacity gaps faced by women-led businesses in Nigeria implemented by Sterling One Foundation, with funding from the Development Bank of Nigeria and supported by Agence Française de Développement (AFD), benefited from extensive media coverage and reach across online and offline platforms reaching over 40 million eyeballs and impressions via television news reports, print and social media platforms.

WIRA's relevance and impact resonated strongly across print, broadcast, and online media, positioning the programme as a credible driver of women's economic inclusion. News coverage spotlighted its collaborative approach, amplified the voices of beneficiaries and partners, and reinforced its alignment with national priorities around SME growth and inclusive development.

Adherence to safety manuals will address injuries, deaths in power sector – NEMSA

The Presidential Electricity Regulatory Commission (PERC) has issued a directive to the National Electricity Safety Council (NEMSA) to ensure that all power generation, transmission and distribution companies (PGTDs) strictly adhere to safety manuals to address the high incidence of power sector accidents, injuries and deaths.

The directive, issued on June 20, 2025, emphasizes the need for strict compliance with safety protocols and the implementation of robust safety management systems. It also calls for regular safety audits and the provision of comprehensive safety training for all personnel involved in the power sector.

NEMSA is expected to coordinate with the relevant PGTDs to ensure that the directive is fully implemented across the sector.

QUICK READ

Power sector in formal
adjudication over
unlawful acquisition
of land

Entrepreneurs
changed to rethink
business models

WACCs
wary of 'best employer'
status

CGI
recommends
restructuring

CGI
recommends
restructuring

CGI
recommends
restructuring

CGI
recommends
restructuring

Entrepreneurs changed to rethink business models
The report highlights the challenges faced by entrepreneurs in the current economic environment, particularly the impact of inflation and rising costs. It suggests that businesses need to adopt more flexible and innovative models to remain competitive.

WACCs wary of 'best employer' status
The report notes that the West African Chamber of Commerce (WACC) is cautious about the 'best employer' status awarded to certain companies, as it may lead to increased regulatory scrutiny and higher taxes.

CGI recommends restructuring
The report recommends that the Central Bank of Nigeria (CBN) should consider restructuring the Central Government of Nigeria (CGI) to improve its efficiency and reduce its financial burden.

CGI recommends restructuring
The report also recommends that the CGI should consider restructuring its various agencies and departments to streamline operations and reduce costs.

CGI recommends restructuring
The report further recommends that the CGI should consider restructuring its financial management system to improve transparency and accountability.

CGI recommends restructuring
The report concludes by recommending that the CGI should consider restructuring its human resources management system to attract and retain top talent.

CGI recommends restructuring
The report also recommends that the CGI should consider restructuring its information technology system to improve its digital capabilities.

CGI recommends restructuring
The report further recommends that the CGI should consider restructuring its legal and compliance system to ensure that it remains up-to-date with the latest regulations.

CGI recommends restructuring
The report concludes by recommending that the CGI should consider restructuring its overall organizational structure to ensure that it is fit for the future.

CGI recommends restructuring
The report also recommends that the CGI should consider restructuring its procurement system to improve its efficiency and reduce costs.

CGI recommends restructuring
The report further recommends that the CGI should consider restructuring its risk management system to identify and mitigate potential risks.

CGI recommends restructuring
The report concludes by recommending that the CGI should consider restructuring its overall strategic plan to ensure that it remains relevant and effective.

CGI recommends restructuring
The report also recommends that the CGI should consider restructuring its communication system to improve its transparency and accountability.

CGI recommends restructuring
The report further recommends that the CGI should consider restructuring its human resources management system to attract and retain top talent.

CGI recommends restructuring
The report concludes by recommending that the CGI should consider restructuring its overall organizational structure to ensure that it is fit for the future.

CGI recommends restructuring
The report also recommends that the CGI should consider restructuring its procurement system to improve its efficiency and reduce costs.

CGI recommends restructuring
The report further recommends that the CGI should consider restructuring its risk management system to identify and mitigate potential risks.

CGI recommends restructuring
The report concludes by recommending that the CGI should consider restructuring its overall strategic plan to ensure that it remains relevant and effective.

CGI recommends restructuring
The report also recommends that the CGI should consider restructuring its communication system to improve its transparency and accountability.

CGI recommends restructuring
The report further recommends that the CGI should consider restructuring its human resources management system to attract and retain top talent.

CGI recommends restructuring
The report concludes by recommending that the CGI should consider restructuring its overall organizational structure to ensure that it is fit for the future.

Consumer goods stocks top NGX index with 115% YTD gain

Consumer goods stocks have emerged as the top-performing sector on the Nigerian Exchange (NGX) index, posting a remarkable 115% gain year-to-date. This surge is attributed to strong demand for essential goods and the sector's relative stability compared to other market segments.

Analysts note that the performance of consumer goods stocks is a reflection of the resilience of the Nigerian economy, particularly in the face of inflationary pressures. The sector's growth is also supported by government policies aimed at promoting local manufacturing and trade.

Entrepreneurs changed to rethink business models

The report highlights the challenges faced by entrepreneurs in the current economic environment, particularly the impact of inflation and rising costs. It suggests that businesses need to adopt more flexible and innovative models to remain competitive.

Entrepreneurs are encouraged to focus on cost reduction, diversification, and digital transformation to navigate the current market conditions. The report also emphasizes the importance of maintaining a strong customer base and providing excellent service to drive growth.

WACCs wary of 'best employer' status

The report notes that the West African Chamber of Commerce (WACC) is cautious about the 'best employer' status awarded to certain companies, as it may lead to increased regulatory scrutiny and higher taxes.

The WACC is also concerned that the status may create an uneven playing field for other businesses. It is calling for a more balanced approach to the awarding of such status to ensure that it remains a fair and effective tool for promoting business growth.

CGI recommends restructuring

The report recommends that the Central Bank of Nigeria (CBN) should consider restructuring the Central Government of Nigeria (CGI) to improve its efficiency and reduce its financial burden.

The report also recommends that the CGI should consider restructuring its various agencies and departments to streamline operations and reduce costs. This restructuring is seen as a key step towards achieving the CBN's goal of stabilizing the Nigerian economy.

CGI recommends restructuring

The report also recommends that the CGI should consider restructuring its financial management system to improve transparency and accountability.

The report further recommends that the CGI should consider restructuring its human resources management system to attract and retain top talent. These recommendations are seen as essential for the CGI to become a more efficient and effective organization.

CGI recommends restructuring

The report concludes by recommending that the CGI should consider restructuring its overall organizational structure to ensure that it is fit for the future.

The report also recommends that the CGI should consider restructuring its procurement system to improve its efficiency and reduce costs. These recommendations are seen as crucial for the CGI to remain a leading organization in the Nigerian market.

FG, NNPC push to rebuild Ogoniland trust

The Federal Government and the Nigerian National Petroleum Corporation (NNPC) have announced a joint initiative to rebuild trust in Ogoniland, a region that has long been the center of environmental and social conflicts. The initiative includes a comprehensive environmental remediation program and the establishment of a trust fund to support the affected communities.

The trust fund is expected to be used for various purposes, including the provision of healthcare, education, and employment opportunities. The government and NNPC are committed to ensuring that the trust fund is managed transparently and that the benefits are distributed equitably among the Ogoni people.

Customs enhance trade facilitation with new scanning tech

The Nigerian Customs Service has introduced a new scanning technology to enhance trade facilitation and improve the efficiency of its operations. The new technology, known as the 'Smart Scan' system, allows for faster and more accurate processing of goods, reducing the time and cost of international trade.

The 'Smart Scan' system uses advanced imaging and data processing techniques to identify and track goods as they move through the customs process. This technology is expected to significantly reduce the risk of fraud and improve the overall trade environment in Nigeria.

Nigeria imports N249bn worth of palm oil from Cote d'Ivoire

Nigeria has imported a record amount of palm oil from Cote d'Ivoire, valued at N249 billion. This significant increase in imports is attributed to the country's growing demand for palm oil, particularly in the food and manufacturing sectors.

The increase in imports is also a result of the Nigerian government's decision to relax its restrictions on palm oil imports, which has allowed for a surge in demand from Cote d'Ivoire. This move is seen as a key step towards addressing the country's palm oil deficit and supporting its economic growth.

Firm distributes food, cash as CSR in Lagos

A leading Nigerian firm has launched a Corporate Social Responsibility (CSR) initiative in Lagos, distributing food and cash to support the local community. The initiative is part of the firm's commitment to social responsibility and its goal of making a positive impact on the lives of the people it serves.

The firm has distributed a significant amount of food and cash to various community groups and individuals in need. This initiative is expected to provide much-needed relief and support to the community, particularly in the face of economic challenges.

Ekiti demonstrates Nigeria Tax Administration Act

The Ekiti State Revenue Authority (ESRA) has demonstrated the implementation of the Nigeria Tax Administration Act, a landmark piece of legislation that aims to streamline the tax collection process and improve the efficiency of the tax system.

The ESRA has implemented various measures to ensure that the Act is fully implemented, including the establishment of a dedicated tax collection unit and the provision of training for tax officials. These measures are expected to significantly improve the tax collection process and increase the revenue of the state.

Ekiti demonstrates Nigeria Tax Administration Act

The ESRA has also implemented various measures to ensure that the Act is fully implemented, including the establishment of a dedicated tax collection unit and the provision of training for tax officials. These measures are expected to significantly improve the tax collection process and increase the revenue of the state.

The ESRA is committed to ensuring that the Act is implemented in a transparent and accountable manner, and that the benefits of the Act are distributed equitably among the people of Ekiti. This commitment is seen as a key step towards achieving the state's goal of economic growth and development.

World Bank: Nations proved far more resilient, adaptive in 2025

The World Bank has released a report stating that nations have proved far more resilient and adaptive in 2025, particularly in the face of global challenges such as climate change and economic uncertainty. The report highlights the success of various countries in implementing effective policies and strategies to address these challenges.

The report also notes that the global economy has shown signs of recovery and growth, despite the challenges it has faced. This recovery is attributed to the resilience and adaptability of nations around the world, which have managed to navigate the current market conditions with relative ease.

Port Police smubs importers, agents' complaints over cargo inspection

Port Police have responded to complaints from importers and agents regarding cargo inspection procedures. The police have stated that the inspection process is necessary to ensure the security and integrity of the port and that any delays are a result of the complexity of the process.

The police have also stated that they are committed to providing a fair and efficient inspection process for all importers and agents. They are also working to improve the inspection process to reduce delays and improve the overall efficiency of the port.

1.1 million

The report highlights the success of various countries in implementing effective policies and strategies to address these challenges. The report also notes that the global economy has shown signs of recovery and growth, despite the challenges it has faced.

This recovery is attributed to the resilience and adaptability of nations around the world, which have managed to navigate the current market conditions with relative ease. The report also highlights the importance of continued international cooperation and collaboration to address global challenges.

1.1 million

The report also highlights the importance of continued international cooperation and collaboration to address global challenges. The report also notes that the global economy has shown signs of recovery and growth, despite the challenges it has faced.

This recovery is attributed to the resilience and adaptability of nations around the world, which have managed to navigate the current market conditions with relative ease. The report also highlights the importance of continued international cooperation and collaboration to address global challenges.

1.1 million

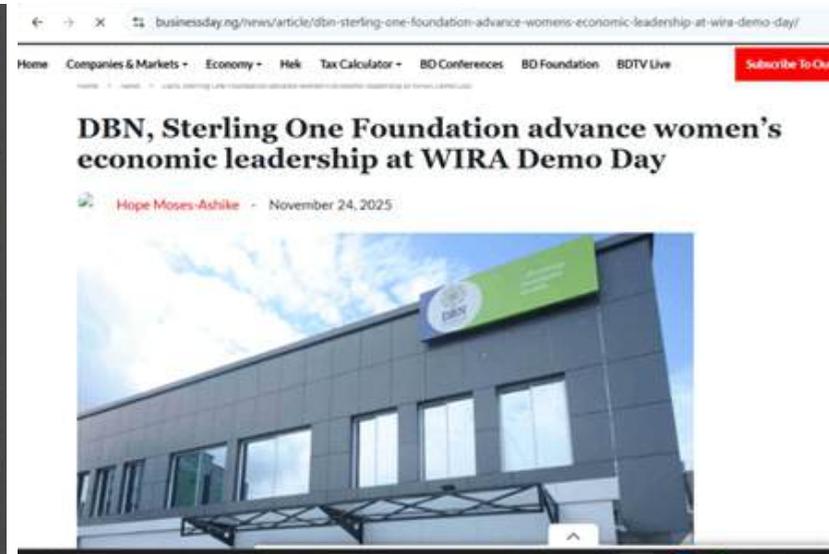
The report also highlights the importance of continued international cooperation and collaboration to address global challenges. The report also notes that the global economy has shown signs of recovery and growth, despite the challenges it has faced.

This recovery is attributed to the resilience and adaptability of nations around the world, which have managed to navigate the current market conditions with relative ease. The report also highlights the importance of continued international cooperation and collaboration to address global challenges.

1.1 million

The report also highlights the importance of continued international cooperation and collaboration to address global challenges. The report also notes that the global economy has shown signs of recovery and growth, despite the challenges it has faced.

This recovery is attributed to the resilience and adaptability of nations around the world, which have managed to navigate the current market conditions with relative ease. The report also highlights the importance of continued international cooperation and collaboration to address global challenges.



This media report gives an overview of how WIRA was covered in the news, highlighting key messages, and narratives that helped elevate the programme from an intervention to a widely recognized platform for advancing women's access to capital and long-term economic empowerment.



MEDIA COVERAGE REPORT

NO	MEDIUM	HEADLINE	PLATFORM	ATTRIBUTES
1	Arise TV	New accelerator supports women entrepreneurs: https://youtu.be/INOfYokI6No	Broadcast	Positive
2	Silverbird Tv	Women Empowerment-Entrepreneurship activated: https://www.youtube.com/watch?v=qbtn4a\$6Ttc	Broadcast	Positive
3	News Central	Bridging the gap: Training initiative boost women-led enterprises: https://www.youtube.com/watch?v=MajhkpKQ_EQ	Broadcast	Positive
4	TVC	Women Entrepreneurs develop innovative business ideas: https://youtu.be/KuQHKVYu-84?si=0W33y4C8A4nqa-Ce	Broadcast	Positive
5	Vanguard	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.vanguardngr.com/2025/11/inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Print	Positive
6	Daily Trust	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://dailytrust.com/development-bank-sterling-one-move-to-bridge-43bn-financing-gap-for-women/?noamp=available	Print	Positive
7	The Sun	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://thesun.ng/sterling-one-dbn-unveil-initiative-to-empower-women-entrepreneurs/	Print	Positive
8	Thisday	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.thisdaylive.com/2025/09/26/women-empowerment-sterling-one-foundation-dbn-roll-out-wira/	Print	Positive
9	Premium Times	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.premiumtimesng.com/promoted/823666-empowering-women-in-business-sterling-one-foundation-and-dbn-roll-out-wira-programme.html	Online	Positive
10	Business Day	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://businessday.ng/news/article/sterling-dbn-empower-women-entrepreneurs-for-investment-readiness/?amp	Print	Positive



11	Tech Cabal	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://techcabal.com/2025/09/25/empowering-women-in-business-sterling-one-foundation-and-dbn-roll-out-wira-program/	Online	Positive
12	Pic News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://picnews.com.ng/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
13	Press TV	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://presstv.com.ng/2025/12/21/development-bank-of-nigeria-sterling-one-foundation-advance-womens-economic-leadership-at-wira-demo-day/	Online	Positive
14	PM Parrot	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://pmparrotng.com/2025/12/22/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
15	Star Connect Media	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://starconnectmedia.com/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
16	Jay Express	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://jayexpressnews.com.ng/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
17	Famous People	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.famouspeople.com.ng/dbn-sterling-one-foundation-champion-womens-economic-leadership-at-wira-demo-day.html/amp	Online	Positive
18	Connect Online TV	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://connectonlinetv.blogspot.com/2025/12/development-bank-of-nigeria-sterling.html?m=1	Online	Positive
19	The Cheer News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.thecheernews.com/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
20	The Blade	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://thebladenar.com/2025/12/22/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
21	News One	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://newsoneng.com/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
22	Dconnect	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.dconnectnews.com.ng/2025/12/driving-inclusive-growth-wira-demo-day.html?m=1	Online	Positive



23	Brand Spur	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://brandspurng.com/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/?amp	Online	Positive
24	Business Times	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://businesstimes.ng/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
25	Global Times International	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://globaltimesinternational.com.ng/2025/12/21/development-bank-of-nigeria-sterling-one-foundation-advance-womens-economicleadership-at-wira-demo-day/	Online	Positive
26	Matrix	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://matrixngr.com/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/#google_vignette	Online	Positive
27	Zebra News Online	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://zebranewsonline.com/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
28	Mega News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://meganews.com.ng/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
29	The Voice Magazine	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://thevoicemagazinena.blogspot.com/2025/12/driving-inclusive-growth-wira-demo-day.html?m=1	Online	Positive
30	Citizen News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://citizennewsng.com/2025/12/development-bank-of-nigeria-sterling-one-foundation-advance-womens-economic-leadership-at-wira-demo-day-citizen-newsng/	Online	Positive
31	Corner Piece News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://cornerpiecenewsng.com/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
32	Brand Impact	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.brandimpact.com.ng/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
33	Black Talker	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://blacktalker.com.ng/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive



34	The Reporters Diary	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://thereporters-diary.com.ng/driving-inclusive-growth-wira-demo-day-showcases-the-power-of-women-led-enterprises/	Online	Positive
35	Crime Watch Online	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.crimewatchonlinenews.com/2025/12/driving-inclusive-growth-wira-demo-day.html?m=1	Online	Positive
36	Town Crier News Nigeria	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://towncriernewsnigeria.com.ng/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
37	Top Celebrities	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://topcelebrities.com.ng/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
38	Classic Magazine	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://classicmagazine.com.ng/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
39	Talkin Cable	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://talkincable.com.ng/development-bank-of-nigeria-sterling-one-foundation-advance-womens-economic-leadership-at-wira-demo-day/	Online	Positive
40	The Torch News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://thetorchnews.com.ng/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
41	News Connect Online	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://newsconnectonline.com/driving-inclusive-growth-female-entrepreneurs-get-support-at-wira-demo-day/	Online	Positive
42	The Alternative News004	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.thealternativenews004.com/2025/12/development-bank-of-nigeria-sterling.html?m=1	Online	Positive
43	Daily Dispatch Newspaper	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.dailydispatchnewspaper.com/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
44	Newsspitch	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://newsspitch.com/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
45	Cfame News Online	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://cfamenewsonline.blogspot.com/2025/12/driving-inclusive-growth-wira-demo-day.html?m=1	Online	Positive



46	Forensic News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://forensicnewsng.com/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs	Online	Positive
47	Onspot	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://onspotnews.ng/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
48	Distinct News Live	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://distinctnewslive.blogspot.com/2025/12/driving-inclusive-growth-wira-demo-day.html?m=1	Online	Positive
49	The News Alert	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.thenewsalert.com.ng/2025/12/driving-inclusive-growth-wira-demo-day.html?m=1	Online	Positive
50	TND Online	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://tndonlinenews.com.ng/development-bank-of-nigeria-sterling-one-foundation-advance-womens-economic-leadership-at-wira-demo-day-tnd-online-news/	Online	Positive
51	Delsanoyherald	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.delsanoyherald.com/2025/12/driving-inclusive-growth-wira-demo-day.html?m=1	Online	Positive
52	Ellaap News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://ellaapnews.com.ng/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
53	Information Carrier	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://informationcarrier.com.ng/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
54	Cable News24	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://cablenews24.com/2025/12/21/wira-demo-day-empowers-nigerias-women-entrepreneurs/	Online	Positive
55	Naija Breeze News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://naijabreezenews.com.ng/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
56	Naija News Direct	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://naijanewsdirect.com/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs-naijanewsdirect/?amp=1	Online	Positive



57	News Room Nigeria	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.newsroomnigeria.com/development-bank-of-nigeria-sterling-one-foundation-advance-womens-economic-leadership-at-wira-demo-day/	Online	Positive
58	News Rain	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://newsrainng.com/2025/12/21/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
59	Jinky News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://jinkynews.com.ng/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
60	The News Star	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://thenewsstar.com.ng/development-bank-of-nigeria-sterling-one-foundation-advance-womens-economic-leadership-at-wira-demo-day/	Online	Positive
61	The Reporters Diary	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://thereporters-diary.com.ng/driving-inclusive-growth-wira-demo-day-showcases-the-power-of-women-led-enterprises/	Online	Positive
62	Arewa News Hub	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://arewanewshub.com/development-bank-of-nigeria-sterling-one-foundation-advance-womens-economic-leadership-at-wira-demo-day/	Online	Positive
63	Owutu News	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.owutunews.com.ng/2025/12/driving-inclusive-growth-wira-demo-day.html?m=1	Online	Positive
64	Omoh Global	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://www.omohglobalnews.com/2025/12/driving-inclusive-growth-wira-demo-day.html?m=1	Online	Positive
65	Giraffe Global Africa	Driving Inclusive Growth: WIRA Demo Day Empowers Women Entrepreneurs. https://giraffeglobalafrica.com.ng/driving-inclusive-growth-wira-demo-day-empowers-women-entrepreneurs/	Online	Positive
66	Independent	https://independent.ng/dbn-sterling-one-foundation-host-wira-demo-day/?utm_source=chatgpt.com	Online	Positive
67	Daily Trust	https://dailytrust.com/development-bank-sterling-one-move-to-bridge-43bn-financing-gap-for-women/?utm_source=chatgpt.com	Online	Positive



In Closing

The Women Investment Readiness Accelerator (WIRA) stands as a powerful demonstration of what intentional partnership, strategic investment, and locally-driven innovation can achieve for women-led enterprises in Nigeria. Through the committed support of the Development Bank of Nigeria (DBN) and the effective implementation by the Sterling One Foundation, WIRA has delivered measurable impact—strengthening business capacity, improving access to finance, enhancing visibility, and positioning women entrepreneurs for sustainable growth and long-term economic participation.

Beyond the numbers, WIRA has built confidence, networks, and opportunity. It has validated the potential of Nigerian women entrepreneurs to compete, lead, and scale when provided with the right tools and enabling environment. The programme has also contributed meaningfully to national priorities on MSME development, job creation, financial inclusion, and inclusive economic growth.

As this phase of WIRA concludes, its outcomes provide a strong foundation for scale, replication, and deeper systemic change. The lessons learned, partnerships formed, and success stories recorded present clear pathways for expanding the programme's reach and strengthening its contribution to Nigeria's economic transformation agenda.

We extend our sincere appreciation to the Development Bank of Nigeria for its visionary leadership and unwavering support, Agence Française de Développement (AFD) for their support and to all partners, facilitators, mentors, and participants whose commitment and collaboration made this programme a success. Together, we have not only delivered a programme — we have advanced a movement that is unlocking the power of women entrepreneurs to drive Africa's growth.

The WIRA journey continues, and the future it is building is one of opportunity, inclusion, and shared prosperity.





www.onefoundation.ng

20 Marina Road, Lagos Island,
Lagos, Nigeria

