



ORB IMPACT EVALUATION FOR THE TONY ELUMELU FOUNDATION

Opinion Research Business (ORB) International conducted an Impact Assessment for the **Tony Elumelu Foundation (TEF) Entrepreneurship Programme**.

TEF's Entrepreneurship Programme is a \$100 million commitment to train, mentor, and fund 10,000 African entrepreneurs across 54 countries to create one million jobs and generate \$10 billion in revenue for Africa.

ORB evaluated TEF's impact on the whole entrepreneurship ecosystem via their Theory of Change: if TEF provides training, mentoring, and funding, then entrepreneurs will be able to start or improve their business and improve their entrepreneurial ability.

We harvested first-order and second-order outcomes using a variety of indicators derived from TEF's frameworks and the **UN's Sustainable Development Goals (SDG)**. We used two samples, each made up of respondents from 54 countries across the African continent:

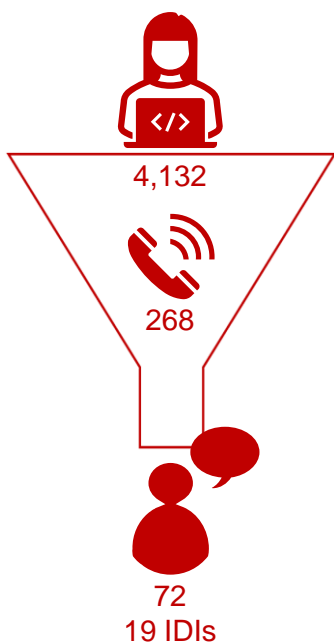
1. A sample of 3,160 TEF and partner beneficiaries who participated in the program between 2015 and 2020 (12,740 total beneficiaries contacted).
2. A control group of 1,312 survey participants who applied to TEF but were not accepted (non-beneficiaries) to measure absolute impact (32,375 total non-beneficiaries contacted).

The full report can be found [here](#).

54
countries
across
Africa

4,472
total
respondents

5
years of
impact

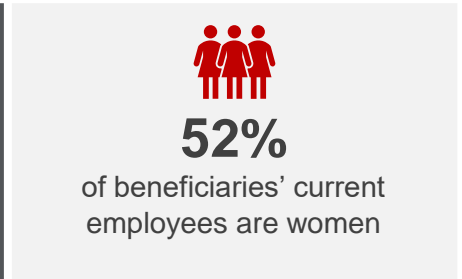
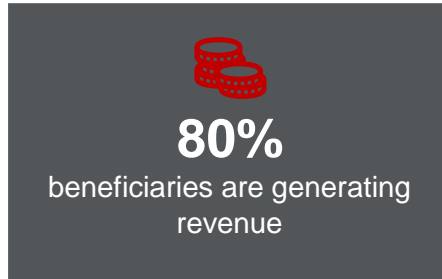
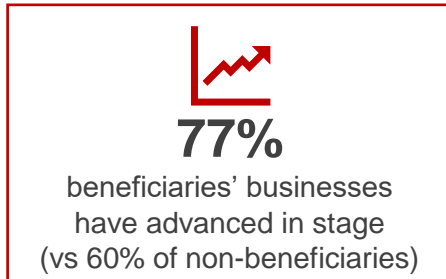
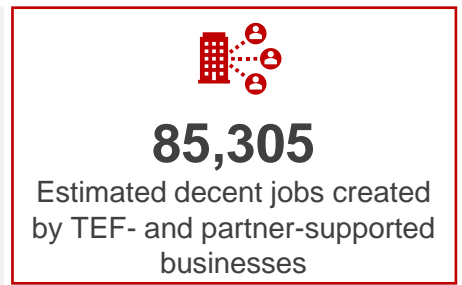
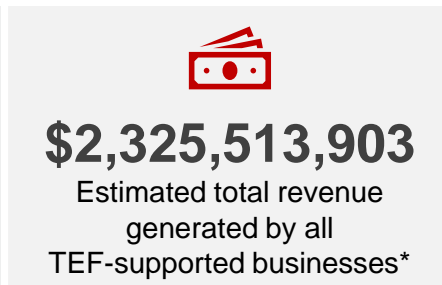
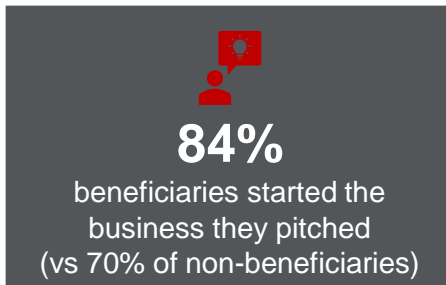


METHODOLOGY

ORB designed a mixed method “funnel” approach consisting of:

1. **A web survey:** ORB sent email invitations to complete a web survey to all available potential participants.
2. **A phone survey:** ORB called a subset of respondents who only partially completed or did not start the web survey.
3. **Face-to-Face survey:** ORB conducted site visits to a subset of respondents who were not reached in earlier attempts.
4. **ORB conducted In-Depth Interviews (IDIs)** with TEF staff, partner staff, beneficiaries, and Hub Leads to gain a nuanced understanding of quantitative findings.

Immediate Impact



*This number assumes TEF-assigned assumptions of all businesses


Ecosystem Impact

Decent Work and Economic Growth

TEF and partner beneficiaries have had significant impacts on job creation:




Typical monthly profit was **22X the average per capita income** in the beneficiaries' respective countries.




Beneficiaries on average create **2X as many jobs** as non-beneficiaries (13 employees vs 6.5 employees per business respectively).

Partnerships for the Goals

TEF and partners are facilitating networking and business partnerships across Africa:




71% have developed professional networks' outside of TEF alumni (vs **64%** of non-beneficiaries).




72% have partnered with at least one other business (vs **55%** of non-beneficiaries who may have been in business longer than TEF beneficiaries).

Gender Equality




85% of women beneficiaries are still in charge of their business.




Women beneficiaries earned more on average than men.

Community Impact


TEF and partner beneficiaries support their local communities.




46% report family members pursued further education because of their TEF-supported businesses.



75% of beneficiaries have gone on to provide mentorship to other entrepreneurs in their communities (vs **61%** of non-beneficiaries).




23% of beneficiaries have provided seed funding to other entrepreneurs (vs **17%** of non-beneficiaries).




58% of beneficiaries reported contributing toward charities or support causes for their community because of their business.

Sustainable Cities and Communities


Most beneficiaries reported taking environmental sustainability goals into consideration when planning and running their business:



91% prioritize using natural products and/or sustainable materials.



83% establish goals for minimizing their carbon footprint.



77% use recycled materials.