

ISSUE 18

my
story
magazine

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BEHIND GB CONSORTIUM LTD

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REDEFINING MEN'S FASHION:
JASTMODE'S CREATIVE LEAD AND
PIONEER OF STYLE, CLASS, AND LUXURY



**KWAKU OPOKU
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LEADING INNOVATION IN BUSINESS:
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TEAM

Publisher : Nana Akwasi Bonsu

Web Designer and Host Manager

Vincent Ashong Quartey
(GETSYSTEMS)

Business Development Manager;

Linda Abena Bonsu

Communications & PR:

Amedoe Joel Kafui Kofi

Editors;

Yaa Asabea Owusu

Contributing writers;

FounderRaise
Msm publishers

Photography/Videography

Msm Production

Creative Designer

Abraham Adjekum

Marketing & Distribution;

Msm MEDIA

FOR ADVERTISEMENT :

contact us at-
mystorymagazineafrica@gmail.com

Tel.:+233 209 523 757
+233 241 080 702

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PUBLISHERS STORY



As we close the year with this 18th edition of My Story Magazine, I am filled with gratitude and excitement. In partnership with Founderraise, this special issue highlights 25 remarkable profiles of entrepreneurs, innovators, and investors from across Africa who are shaping industries, creating opportunities, and driving the continent's growth.

We are honoured to feature Gideon Ampah-Korsah, Chairman of GB Consortium Inc., a leader in commodity trading with a vast business portfolio; Jacinta Stevens, the creative force behind JASTMODE, specializing in bespoke men's sartorial fashion; and Mr. Ampomah, an award-winning entrepreneur and CEO of Group Evonet and BCK Paints, whose business excellence continues to inspire many.

This edition also sets the stage for the grand celebration of My Story Magazine's 7th Anniversary, coming up in February 2025. It's a milestone that reflects years of dedication to telling impactful stories, sharing business insights, and fostering entrepreneurial growth across Africa.

As we prepare for the festivities and reflect on the year's accomplishments, I extend my heartfelt appreciation to our contributors, featured personalities, and readers. Your unwavering support has made this publication a continued success.

From all of us at My Story Magazine, we wish you a Merry Christmas and a prosperous New Year!

Inspiring and building Africa, one story at a time!

Nana Akwasi Bonsu
Publisher, My Story Magazine

25 Trailblazers Redefining Africa's Future in Fintech, Agriculture, and Commerce- BY FOUNDERRAISE

Africa's innovation landscape is rapidly evolving, driven by visionary leaders who are reshaping industries and creating lasting impact across the continent. Founderraise, a platform dedicated to simplifying fundraising for startups, has recognized 25 remarkable individuals whose groundbreaking work in fintech, agriculture, and commerce is transforming Africa's future.

These trailblazers represent a blend of entrepreneurial brilliance, innovative thinking, and an unyielding commitment to fostering growth and development. Their stories highlight the power of resilience, creativity, and a deep passion for addressing Africa's most pressing challenges through technology and enterprise.

Among these inspiring figures is Rebecca Enonchong, a tech industry pioneer and advocate for inclusion, whose influence has driven Africa's digital economy forward. Similarly, Elizabeth Rossiello, founder of BitPesa, has played a pivotal role in mainstreaming cryptocurrency adoption across the continent, enabling seamless cross-border transactions. Another notable honoree is Eloho Omame, co-founder of FirstCheck Africa, whose work focuses on supporting women-led startups through venture capital investments.

From revolutionizing financial services and enhancing agricultural productivity to redefining trade and commerce, these leaders continue to push boundaries and create opportunities. Their collective impact serves as a testament to Africa's untapped potential and the transformative power of innovation.

Stay tuned as we dive deeper into the stories of these 25 trailblazers, exploring how their journeys and groundbreaking initiatives are shaping Africa's future in ways that inspire and empower

the next generation of entrepreneurs.

ABOUT FOUNDERRAISE

FounderRaise is an innovative platform designed to simplify and optimize the fundraising process for startups. By connecting founders with a global network of investors, FounderRaise provides the tools and resources needed to secure capital efficiently and effectively. The platform emphasizes transparency, scalability, and strategic partnerships, aiming to empower entrepreneurs to focus on building their ventures while navigating the complexities of securing funding.

FounderRaise also offers a suite of support services, including guidance on preparing compelling pitches, navigating legal and regulatory challenges, and managing investor relations. With a strong commitment to fostering innovation and growth, the platform has become a trusted resource for entrepreneurs seeking to scale their businesses internationally and sustainably. Learn more at [FounderRaise](https://founderraise.com).



YEMI LALUDE

**The Visionary Investor Transforming Africa's
Economic Landscape with TPG Growth**



Yemi Lalude is a renowned investor and Managing Partner at TPG Growth, a leading global private equity firm specializing in middle-market and growth equity investments. With decades of experience in finance and investment, Lalude has played a pivotal role in advancing TPG Growth's footprint in emerging markets, particularly in Africa, where his expertise and vision have driven transformative investments.

Lalude joined TPG Growth to lead the firm's Africa operations, bringing with him a deep understanding of the continent's unique opportunities and challenges. Prior to his

tenure at TPG, Lalude founded Adlevo Capital, a private equity firm focused on technology-enabled businesses in sub-Saharan Africa. This experience positioned him as a trailblazer in identifying and nurturing high-growth companies across various sectors, from technology to infrastructure.

At TPG Growth, Lalude has been instrumental in steering impactful investments that align with the firm's commitment to fostering sustainable economic development. His portfolio includes companies that address critical gaps in healthcare, technology, and financial inclusion, reflecting his strategic approach to deploying capital where it can

deliver both financial returns and societal impact.

Lalude's leadership style is marked by a strong emphasis on collaboration and innovation. He works closely with entrepreneurs and management teams to unlock growth potential, leveraging TPG Growth's global network and resources. Under his guidance, the firm has successfully partnered with businesses that not only drive profitability but also contribute to long-term economic empowerment in their respective markets.

Beyond his professional achievements, Lalude is an advocate for fostering talent

and building capacity in Africa. He frequently engages in mentorship programs and initiatives aimed at equipping the next generation of African entrepreneurs with the skills and resources they need to succeed. His commitment to leadership development underscores his belief in the transformative power of education and entrepreneurship as catalysts for sustainable progress.

Lalude's impact extends to global financial circles, where he is recognized as a thought leader in emerging market investments. His insights and perspectives are sought after at international conferences

and forums, where he champions the potential of Africa's markets and the importance of aligning investment strategies with social impact.

Through his work at TPG Growth and beyond, Yemi Lalude exemplifies the role of an investor as not just a financier but also a catalyst for meaningful change. His vision, expertise, and dedication continue to shape the investment landscape, inspiring confidence in the vast opportunities that Africa and other emerging markets have to offer.



KOLA AINA

Championing Africa's Next Generation of Innovators



Kola Aina is a visionary investor and a cornerstone of Africa's burgeoning startup ecosystem. As the Founding Partner of Ventures Platform, a leading early-stage venture capital firm, Aina has been instrumental in identifying and nurturing startups that are reshaping industries across the continent. His unwavering commitment to supporting entrepreneurs and building sustainable businesses has positioned him as one of Africa's most influential investors.

Ventures Platform, founded in 2016, has become a beacon of support for African startups at their earliest and most vulnerable stages. Aina's leadership reflects a clear mission: to back founders solving critical

problems with technology and innovation. The firm has invested in over 60 companies across sectors like fintech, healthtech, agritech, and edtech, providing not only funding but also operational support, mentorship, and access to a robust network of partners and collaborators.

Aina's investment philosophy is rooted in his belief that Africa's challenges are also its greatest opportunities. He seeks out founders who are bold enough to tackle systemic issues, offering them the resources and guidance to scale their solutions. From startups increasing access to financial services to those driving agricultural efficiency, Aina's portfolio reflects his



commitment to impact-driven entrepreneurship.

Beyond Ventures Platform, Kola Aina is a tireless advocate for the African entrepreneurial ecosystem. He has actively worked to bridge the gap between local startups and global investors, fostering a more connected and supportive environment for innovation. His thought leadership, whether through public speaking or writing, has shaped conversations around venture capital, entrepreneurship, and policy on the continent. Aina is also known for his work in supporting policy reforms that enable entrepreneurship. He recognizes the importance of a conducive regulatory environment in fostering innovation and works closely with stakeholders to advocate for policies that benefit startups and investors alike.

His influence extends to mentoring and ecosystem-building initiatives. Through programs and partnerships spearheaded by Ventures Platform, Aina has helped train and support countless entrepreneurs, ensuring they are equipped with the skills and knowledge needed to thrive. His efforts to democratize access to capital and knowledge have inspired many to take their first steps into entrepreneurship.

Kola Aina's legacy is one of transformative impact. As an investor, mentor, and advocate, he is helping to redefine the narrative of African entrepreneurship. His work at Ventures Platform and beyond continues to unlock opportunities for founders to build businesses that drive growth, create jobs, and solve critical challenges on a global scale.

Kola Aina's unwavering belief in Africa's potential and his dedication to its entrepreneurs make him a true pioneer in the venture capital space, inspiring a generation of founders to dream big and act boldly.

REBECCA ENONCHONG

A Pioneer in African Tech and a Voice for Inclusion



Rebecca Enonchong's story is one of trailblazing, resilience, and an unshakable belief in the transformative power of technology. Known as one of Africa's most influential tech entrepreneurs, Enonchong is the founder and CEO of AppsTech, a leading global provider of enterprise application solutions. Her journey has inspired countless entrepreneurs across Africa and beyond, proving that dedication and vision can overcome even the most challenging obstacles.

Born in Cameroon and raised partly in the United States, Enonchong's journey began at

a young age when she developed a keen interest in technology and innovation. She dove into the tech industry with determination, gaining extensive experience in software and business management roles in the U.S. before returning to Africa to make her mark. In 1999, she founded AppsTech, originally headquartered in the U.S., with a mission to provide high-quality enterprise software solutions to businesses worldwide. Through hard work, tenacity, and innovation, AppsTech quickly grew, expanding its footprint across over 50 countries and serving clients in sectors ranging from finance to telecommunications. As AppsTech became

successful, Enonchong began focusing on another mission close to her heart: fostering Africa's tech ecosystem and creating opportunities for the continent's emerging entrepreneurs. She understood that Africa's challenges in tech went beyond software—they involved creating access, developing talent, and building supportive networks for new founders. To help realize this vision, she co-founded and actively supported several initiatives aimed at growing Africa's tech space. She served as chair of the African Technology Foundation and founded the African Business Angels Network (ABAN) to help connect angel investors with early-stage African startups, providing both funding and mentorship to entrepreneurs. Her influence doesn't stop at entrepreneurship. Rebecca has become a respected advocate for policy change, inclusivity, and gender equality in tech. Through her work, she has addressed the need for regulatory reforms, improved digital access, and an environment that empowers

young women and minorities to thrive in tech. She is a regular speaker at global tech and entrepreneurship events, using her platform to shine a light on the stories and potential of African startups.

Rebecca Enonchong's story is not just about building a business—it's about building an ecosystem. With AppsTech, she demonstrated the potential of African-founded tech companies on the global stage. Through her advocacy and investment in other African startups, she has laid the groundwork for a stronger, more inclusive tech future for Africa. Her journey, filled with accomplishments and fueled by a passion for change, is an inspiring example of how one person's vision and determination can make a lasting impact across continents.



JULIANA ROTICH

Bridging Connectivity Gaps with BRCK



Juliana Rotich is a visionary in the African tech scene, renowned for her work in creating digital solutions that drive connectivity, especially in underserved regions. As the co-founder of BRCK, a rugged, self-powered internet device designed to bring connectivity to places with unreliable infrastructure, Rotich has redefined what it means to bridge the digital divide. Her journey with BRCK and beyond highlights her commitment to making technology accessible, practical, and transformative for millions of people across Africa.

Rotich's story began with her strong background in technology and

environmental advocacy. Originally from Kenya, she pursued her studies in the United States, where she gained valuable experience in information technology and computer science. Yet, she was always drawn back to Kenya, motivated by a desire to harness technology to address pressing local issues. This drive led her to co-found Ushahidi in 2008, a groundbreaking crisis-mapping platform that quickly became an essential tool worldwide for tracking everything from natural disasters to political crises. Ushahidi's success ignited Rotich's determination to develop tech solutions uniquely tailored to African challenges.



In 2013, she co-founded BRCK with a mission to tackle Africa's connectivity issues. BRCK is a durable internet router that works both on and off the grid, designed to thrive in remote areas with limited power and network stability. With its battery-powered system, BRCK became a lifeline for communities, schools, and businesses by providing internet access where it was previously unavailable or unreliable. BRCK's versatility and resilience resonated globally, earning accolades as one of the most innovative devices for advancing connectivity in Africa.

Beyond its hardware, BRCK has grown into an ecosystem. Through initiatives like Moja, a free public Wi-Fi service, BRCK has expanded its reach, connecting millions of people in Kenya, Rwanda, and other parts of East Africa. Rotich's work with BRCK has

paved the way for better access to education, e-commerce, and digital information for countless people, illustrating the power of tech to bring about tangible social change.

Juliana Rotich's impact goes beyond her innovations; she is a symbol of African ingenuity and resilience, showing how technology can be reimagined to serve local needs. Her dedication to solving real-world problems, especially for underserved populations, has inspired a generation of African entrepreneurs and technologists to approach innovation with a sense of purpose and community. Through BRCK and her broader influence, Rotich continues to shape the narrative of African tech as one of empowerment, inclusion, and endless possibility.

ANDREATA MUFORO

Championing African Innovation with TLcom Capital



Andreata Muforo is a prominent investor and a leading force in African venture capital, known for her role as a Partner at TLcom Capital. Through her work, Muforo has been instrumental in identifying and supporting high-impact startups across the continent, focusing on businesses that leverage technology to address Africa's unique challenges. Her journey reflects a dedication to empowering African founders and fostering a more connected, innovative future for the region.

Growing up in Zimbabwe, Muforo saw firsthand the potential for growth and transformation in Africa's economic

landscape. She pursued her education and early career in finance, gaining valuable experience in consulting and private equity, and eventually joining TLcom Capital, one of the few Africa-focused venture capital firms with a mission to drive technological advancement on the continent. Muforo's finance background, coupled with her deep understanding of African markets, has positioned her as an insightful and strategic investor who values long-term growth and meaningful impact.

At TLcom Capital, Muforo has led investments in sectors ranging from fintech and agritech

to healthtech and edtech. Her work is characterized by a commitment to supporting startups that offer practical solutions for African communities, from financial inclusion to education and healthcare access. She has been instrumental in TLcom's investments in companies like Twiga Foods, which leverages tech to streamline food distribution and improve market access for farmers, and Andela, a talent accelerator connecting African software developers with global opportunities. These investments reflect her vision of building sustainable businesses that address systemic gaps and provide economic opportunities.

Muforo is also known for her hands-on approach with founders, offering guidance beyond capital. She takes the time to understand each founder's vision,

challenges, and needs, helping them navigate complex market dynamics and regulatory environments. Her mentorship style has been widely respected, as she brings both her financial acumen and a genuine passion for supporting founders to the table.

Andreatta Muforo's influence extends beyond her portfolio. She is an advocate for women in venture capital and tech, inspiring more African women to pursue careers in investment and entrepreneurship. Through her role at TLcom Capital, she has not only elevated the African startup ecosystem but also reshaped the narrative of what's possible when African-led businesses are given the support to thrive. Her work is a testament to the transformative power of venture capital when it's driven by a purpose as profound as fostering African innovation and resilience.





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HENRI NYAKARUNDI

Pioneering Renewable Energy Solutions with ARED



Henri Nyakarundi is a visionary entrepreneur dedicated to bridging the connectivity and energy gap in Africa. As the founder of African Renewable Energy Distributor (ARED), Nyakarundi has been at the forefront of creating impactful technology solutions for underserved communities. Born in Rwanda and raised in Burundi, Nyakarundi grew up with a unique perspective on the challenges faced by communities with limited access to resources. This background inspired him to develop solutions that could make a real difference.

After studying in the U.S., Nyakarundi

returned to Africa with a strong entrepreneurial drive and a passion for using technology to solve critical issues. He founded ARED in 2013 with a clear mission: to provide affordable, renewable energy solutions that empower communities. The company's flagship product, the Smart Solar Kiosk, is a solar-powered, mobile kiosk that provides phone charging, Wi-Fi, and digital services in areas with little to no access to electricity or internet. These kiosks are managed by local entrepreneurs, creating both a source of energy and economic opportunities for communities.



Nyakarundi's model is simple yet powerful. ARED not only provides connectivity and energy but also offers a platform for local businesses to thrive. By training and supporting entrepreneurs who operate these kiosks, ARED has created a self-sustaining ecosystem that benefits both the business and the community. Each Smart Solar Kiosk serves as a micro-business hub, giving people access to services like mobile money, e-learning, and health information. This "business in a box" model has proven highly adaptable and scalable, expanding into several African countries and impacting thousands of lives.

Nyakarundi's work with ARED has earned him global recognition, as he continues to push boundaries in renewable energy and digital connectivity. He's an advocate for

inclusive business models, and he believes in technology as a tool for empowerment. Through ARED, Nyakarundi has demonstrated that entrepreneurship can be a powerful force for change, transforming communities and creating sustainable development pathways for a brighter future. His story is a testament to the power of purpose-driven innovation and the impact one founder can have when they dare to tackle big problems with bold solutions.

JASON NJOKU

Revolutionizing African Entertainment with IrokoTV



Jason Njoku is a pioneering entrepreneur known for transforming African entertainment through his groundbreaking streaming platform, IrokoTV. As co-founder and CEO, Njoku has redefined how African content is distributed, creating a platform that provides easy access to Nollywood films and African television series to audiences around the world. Njoku's journey from a serial entrepreneur to a leader in digital media is a story of resilience, innovation, and a deep belief in the power of African storytelling.

Born and raised in the UK to Nigerian parents, Njoku experienced African culture from afar,

developing a love for Nollywood and African cinema despite living thousands of miles away. After studying at the University of Manchester, he experimented with a series of failed businesses, gaining valuable lessons in persistence and adaptability. In 2010, Njoku identified a gap in Nollywood's distribution model. Nollywood was one of the world's largest film industries, but its reach was limited due to lack of access, especially for Africans living abroad. Determined to bridge this gap, Njoku founded IrokoTV with his co-founder Bastian Gotter, creating a streaming service that would make African films available to a global audience.

IrokoTV quickly gained traction as the “Netflix of Africa,” amassing a vast library of Nollywood films and offering affordable access to African content. Njoku faced numerous challenges, including securing rights, building partnerships, and developing the platform’s infrastructure. Yet, his focus on delivering high-quality African content in a convenient and accessible way resonated with audiences. Over time, IrokoTV expanded its offerings to include TV shows and original series, establishing itself as a leader in African digital entertainment.

Njoku’s success with IrokoTV has had a ripple effect on the broader African media landscape, encouraging more investment and innovation in digital content distribution. He is a passionate advocate for African entrepreneurship, often sharing insights and

lessons from his journey with the next generation of founders. Beyond IrokoTV, Njoku has continued to support African startups through his venture capital firm, Spark, which he co-founded to invest in promising Nigerian tech ventures.

Today, Jason Njoku is recognized as one of Africa’s most influential media entrepreneurs, showing the world that African stories have a place on the global stage. His commitment to amplifying African voices and creating a platform for African stories has redefined the media industry, proving that the world is ready for rich, authentic content from Africa. Through IrokoTV, Njoku has set a new standard for African entertainment and inspired countless entrepreneurs to dream big and build transformative ventures.



BRIGHT SIMONS

The Visionary Behind mPedigree



Bright Simons is a renowned Ghanaian social innovator, entrepreneur, and advocate for technological solutions that address critical global challenges. As the founder and president of mPedigree, a pioneering social enterprise, Simons has been at the forefront of the fight against counterfeit goods, especially in the pharmaceutical and agricultural sectors. His vision and leadership have turned mPedigree into a globally recognized organization, transforming how products are authenticated and trusted.

Bright Simons founded mPedigree in 2007 with a singular mission: to combat the

growing threat of counterfeit products in emerging markets. His inspiration stemmed from the devastating impact of fake medicines, which compromise public health and claim countless lives annually. Leveraging the rapid growth of mobile phone penetration in Africa, Simons devised a simple yet powerful solution.

The mPedigree platform allows consumers to verify the authenticity of products, particularly medications, through a text-message-based system. By scratching a code on a product's packaging and sending it via SMS to a secure database, users instantly receive confirmation



of the product's legitimacy. This innovation has provided millions with peace of mind and saved countless lives by preventing the use of counterfeit medicines.

Under Simons' leadership, mPedigree's technology has extended beyond pharmaceuticals to safeguard products such as seeds, cosmetics, and consumer goods. The company now partners with manufacturers, governments, and organizations across Africa, Asia, and beyond. These partnerships have bolstered supply chain transparency and strengthened consumer trust in diverse markets.

The GoldKeys technology developed by mPedigree has earned global acclaim for its effectiveness and scalability. By integrating cloud computing, mobile telephony, and blockchain, it ensures that manufacturers can protect their brands and consumers can access authentic, high-quality products.

Bright Simons' work has garnered widespread recognition, cementing his reputation as a leading voice in innovation



and entrepreneurship. He has been honored by prestigious organizations, including being named a Young Global Leader by the World Economic Forum, receiving the Social Entrepreneur of the Year Award from the Schwab Foundation, and earning a spot on Fortune's World's 50 Greatest Leaders list. Simons is also a prolific writer and speaker, sharing insights on innovation, policy, and development through platforms such as Harvard Business Review, BBC, and TEDx.

Bright Simons' journey with mPedigree reflects his unwavering commitment to solving complex problems through creative and inclusive approaches. His work exemplifies the transformative power of technology when paired with a deep understanding of societal needs. As mPedigree continues to grow, Bright Simons remains a beacon of hope for tackling counterfeiting and fostering trust in global markets. His story serves as an inspiration to entrepreneurs, innovators, and change-makers worldwide, proving that a single idea, when nurtured with passion and ingenuity, can impact millions.

SIBUSISO NGWENYA

The Creative Force Behind Skinny Sbu Socks



Sibusiso Ngwenya, affectionately known as “Skinny Sbu,” is a South African entrepreneur who turned an everyday accessory into a statement of luxury, identity, and African innovation. As the founder of Skinny Sbu Socks, he has redefined how the world views socks, creating a premium brand that celebrates bold style, top-notch quality, and authentic African craftsmanship. His journey is a powerful story of creativity, perseverance, and an unrelenting drive to succeed.

Ngwenya launched Skinny Sbu Socks in 2013 with a clear vision: to elevate socks from a mere wardrobe staple to a centerpiece of style

and self-expression. Starting from his bedroom in Soweto with limited resources, he built a brand that today stands as South Africa’s most recognizable luxury sock label. Skinny Sbu Socks caters to professionals, fashion enthusiasts, and trendsetters who value individuality and craftsmanship.

The brand’s signature lies in its vibrant colors, bold patterns, and meticulous attention to detail. Each pair of socks is crafted from high-quality, locally sourced materials, reflecting Ngwenya’s commitment to sustainability and African excellence. More than just a product, Skinny Sbu Socks represents confidence, creativity, and breaking the mold of traditional

fashion.

Despite his success, Ngwenya's journey has been marked by challenges. He has faced financial hurdles, retail industry barriers, and the pressure of building a luxury brand in a competitive market. Yet, his unwavering belief in his vision and ability to innovate have propelled him forward. Today, Skinny Sbu Socks is not only a household name in South Africa but also a growing global presence, with the brand being embraced by celebrities, fashion icons, and discerning consumers worldwide.

Ngwenya's entrepreneurial achievements have earned him widespread recognition. He was named one of Forbes

Africa's "30 Under 30" and has been featured in prominent media outlets as a leading voice in African fashion and business. These accolades underscore his impact as a trailblazer and visionary who is redefining luxury and style on the continent.

Beyond his business, Sibusiso Ngwenya is a passionate advocate for youth empowerment and entrepreneurship. He regularly shares his insights through mentorship, public speaking, and social platforms, encouraging young Africans to pursue bold dreams and create ventures that reflect their unique talents and aspirations. His dedication to inspiring the next generation underscores his belief in the

transformative power of entrepreneurship to uplift communities and drive economic growth.

Skinny Sbu Socks is more than a brand—it's a movement celebrating African innovation, resilience, and creativity. Sibusiso Ngwenya's journey from a dreamer in Soweto to a global entrepreneur exemplifies the power of determination, originality, and vision. His story inspires others to challenge conventions, embrace their potential, and pursue their dreams with fearless ambition.



VICTOR ASEMOTA

Connecting Africa to the World Through Tech Investment



Victor Asemota is an influential African investor, tech entrepreneur, and thought leader known for his deep commitment to connecting Africa to the world through technology. As the founder of SwiftaCorp, a pioneering technology company that provides digital solutions across Africa, Asemota has been at the forefront of Africa's digital transformation for decades. His work and investment have inspired countless African entrepreneurs and have helped to shape the continent's rapidly growing tech ecosystem.

Asemota's journey began in Nigeria, where he grew up and cultivated a passion for

technology and innovation. Early in his career, he quickly recognized the potential of technology to revolutionize industries and solve systemic challenges within Africa. In 1994, he founded SwiftaCorp with the goal of building an IT consulting firm that could meet the unique needs of African businesses. Over the years, SwiftaCorp has expanded across Africa, providing infrastructure, fintech, and software solutions to clients in sectors including banking, telecommunications, and government.

Beyond his work with SwiftaCorp, Asemota has become one of the continent's most active tech investors. As a mentor, angel



investor, and advisor, he has supported a new generation of African entrepreneurs, particularly in the fintech space. Known for his early-stage investments, Asemota's portfolio spans a range of companies tackling payment processing, digital banking, e-commerce, and financial inclusion. His involvement in the fintech sector is driven by his vision of a more connected Africa where technology bridges economic and social divides.

Asemota's influence extends beyond capital. He is also a vocal advocate for African tech, often sharing insights and perspectives on Africa's challenges and opportunities in technology. His Twitter presence and blog have become valuable resources for budding African entrepreneurs and investors alike, where he discusses everything from strategy and innovation to navigating complex regulatory landscapes in Africa. Through his platform, Asemota has brought global attention to African innovation, encouraging the world to see Africa not just as a consumer market but as a source of groundbreaking technological solutions.

Victor Asemota's legacy is about empowering Africa to define its own future through technology and investment. Through SwiftaCorp, he demonstrated the impact of African-founded companies on the continent's development. Through his investment and mentorship, he has become a pillar in the African tech ecosystem, inspiring countless entrepreneurs to dream big and act boldly. His journey, marked by a deep commitment to Africa's potential, has paved the way for a connected, tech-driven Africa.

KOFI AMPADU

**The Visionary Founder of 11 Tribes Ventures Investing in the
Future of Diverse Founders**



Kofi Ampadu has always believed that great ideas come from everywhere, not just from the familiar circles of Silicon Valley or New York City. As the founder of 11 Tribes Ventures, Ampadu is on a mission to reshape the venture capital landscape by investing in diverse founders who are often overlooked by traditional investors. With his unique vision, Ampadu is not only providing capital but also actively mentoring and supporting early-stage startups that have the potential to make a lasting impact.

Born to Ghanaian parents, Kofi Ampadu's upbringing was steeped in a culture that values resilience, hard work, and community. These values shaped his approach to business and venture capital. Growing up, Ampadu witnessed

the barriers many entrepreneurs faced—especially those from underrepresented backgrounds—in getting their ideas off the ground. After completing his education and spending years working in startups, he realized that the venture capital industry was not built to support diverse founders. This realization led him to create 11 Tribes Ventures, a fund that is committed to providing financial and operational support to founders from all walks of life.

Launched in 2021, 11 Tribes Ventures is built on the belief that innovation doesn't just happen in the usual places or come from the usual suspects. Ampadu's venture firm focuses on early-stage companies that are often ignored by

traditional venture capitalists, especially those led by people of color, women, and immigrants. With a goal to address systemic inequalities in startup funding, 11 Tribes Ventures is helping to bridge the gap for founders who don't have access to the same networks and resources as others.

What sets Ampadu apart is not just his focus on diverse founders but also his holistic approach to venture capital. 11 Tribes Ventures operates on the idea that success isn't just about funding—it's about mentorship, community, and creating long-term value. Ampadu often emphasizes the importance of providing founders with more than just capital. He offers hands-on guidance, connects founders to valuable networks, and helps them navigate the challenges of scaling a startup.

Since its inception, 11 Tribes Ventures has invested in several promising startups across various sectors, including healthcare, fintech, and consumer products. Under Ampadu's leadership, the fund has grown rapidly, attracting investors who share his vision for a more inclusive venture capital ecosystem. His efforts have not only empowered diverse founders to succeed but have also highlighted the untapped potential of investing in underrepresented groups.

Ampadu's journey to becoming a venture capitalist wasn't a straight line. Before founding 11 Tribes Ventures, he spent years working in product development and strategy roles in the tech industry. This experience gave him firsthand insight into the challenges that founders face, from product development to scaling operations. It was during this time that he realized how many great ideas were being overlooked simply because the founders didn't fit the traditional mold of what a "successful entrepreneur" should look like.

Despite the challenges of starting a venture firm focused on diversity in an industry that is historically homogeneous, Ampadu remained determined. "Diverse founders are building the

future, and they deserve the same opportunities as everyone else," he often says. His mission is clear: to level the playing field and create a more equitable venture capital environment.

One of Ampadu's key beliefs is that the success of a startup ecosystem depends on the success of all its participants, not just a select few. He regularly advocates for venture capitalists to look beyond the usual metrics and focus on the potential for long-term impact. At 11 Tribes Ventures, the focus isn't just on achieving financial returns, but also on creating lasting change in communities through innovation and entrepreneurship.

Beyond his work at 11 Tribes Ventures, Kofi Ampadu is a mentor to many young entrepreneurs, especially those from underserved communities. He is a frequent speaker at startup conferences and workshops, where he shares his insights on fundraising, scaling businesses, and navigating the complexities of the startup world. His passion for entrepreneurship and his dedication to supporting the next generation of founders has made him a well-respected figure in the venture capital community.

Looking ahead, Ampadu has ambitious plans for 11 Tribes Ventures. With an eye on expanding the fund's portfolio and deepening its impact, he aims to continue investing in underrepresented founders and helping them turn their ideas into successful businesses. Ampadu believes that by supporting diverse entrepreneurs, he is not only building better companies but also creating a more inclusive and innovative future.

As Kofi Ampadu leads 11 Tribes Ventures into the next phase of its journey, one thing is certain—he is not just funding startups, he's changing the narrative around what it means to be a successful founder in today's world.

TESH MBAABU

Driving Digital Transformation in Africa's Informal Markets



Tesh Mbaabu is a visionary entrepreneur who has made remarkable strides in transforming Africa's informal retail sector through innovative technology solutions. As the co-founder and CEO of MarketForce, Mbaabu is spearheading efforts to bridge the gap between manufacturers, distributors, and informal retailers, creating a more efficient and connected supply chain across the continent.

MarketForce, founded in 2018, is a B2B e-commerce platform that enables informal retailers to source inventory, access financing, and manage their businesses digitally. By providing technology-driven solutions,

Mbaabu and his team empower small businesses to thrive in an increasingly competitive market while contributing to the digital transformation of Africa's economy.

Mbaabu's journey into entrepreneurship is rooted in his deep understanding of the challenges faced by small and informal retailers in Africa. He recognized that despite their significant role in driving the continent's economy—accounting for up to 80% of retail trade—these retailers often face inefficiencies, limited access to inventory, and a lack of financial support. With MarketForce, he sought to address these gaps by integrating technology into the value chain, unlocking

opportunities for millions of small-scale traders.

Under Mbaabu's leadership, MarketForce has grown rapidly, expanding its operations across multiple African markets, including Kenya, Nigeria, Uganda, and Tanzania. The platform has become a vital tool for thousands of retailers, helping them to streamline their operations, reduce costs, and increase profitability. By enabling retailers to order products directly from suppliers through a mobile app, MarketForce eliminates inefficiencies and builds transparency in the supplychain.

Mbaabu's entrepreneurial success is driven by his commitment to creating impact at scale. MarketForce's mission aligns with his vision of fostering economic inclusion and sustainability in Africa. By integrating financial services into the platform, the company also helps retailers access credit, providing them with the capital needed to grow their businesses.

Beyond his work with MarketForce, Tesh Mbaabu is a passionate advocate for youth entrepreneurship and innovation in Africa. He actively mentors young entrepreneurs and contributes to building a vibrant startup

ecosystem on the continent. His ability to inspire others and lead by example has positioned him as one of Africa's most influential young entrepreneurs.

Mbaabu's leadership has not gone unnoticed. He has received several accolades, including recognition on the Forbes Africa 30 Under 30 list, underscoring his role as a trailblazer in the tech and retail sectors. His work at MarketForce demonstrates the potential of leveraging technology to drive economic growth and solve pressing challenges in emerging markets.

Tesh Mbaabu's story is one of determination, innovation, and impact. Through MarketForce, he is redefining the informal retail landscape, empowering small businesses, and laying the groundwork for a more inclusive and digitally connected Africa. His journey serves as an inspiration for entrepreneurs and changemakers across the continent, proving that with vision and perseverance, it's possible to create transformative change.



TEMIE GIWA-TUBOSUN

**LifeBank Delivered 40,000 Units of Blood and
Saved 20,000 Lives Across Africa**



When Temie Giwa-Tubosun founded LifeBank in 2016, her goal was simple but bold: to solve one of the biggest healthcare challenges in Africa—the shortage of life-saving medical supplies. Today, LifeBank is a healthcare technology and logistics company that has facilitated the delivery of over 40,000 units of blood and oxygen to hospitals across Nigeria and Kenya, directly saving over 20,000 lives. Giwa-Tubosun's journey from personal tragedy to building a company that's changing the face of healthcare in Africa is one of resilience, vision, and an unyielding commitment to making a difference.

Born in Nigeria and raised in the United States, Giwa-Tubosun's passion for healthcare was

ignited during her time working with the World Health Organization (WHO) and DFID, where she saw firsthand the challenges facing African healthcare systems. However, it was a personal experience that pushed her to take action. In 2009, while pregnant with her first child, Giwa-Tubosun faced life-threatening complications during labor in Nigeria. The experience left a deep mark, as she realized how lucky she was to survive in a healthcare system that often lacked essential supplies like blood.

This personal encounter with Nigeria's healthcare crisis drove Giwa-Tubosun to found LifeBank, a platform designed to address the logistical challenges of getting blood, oxygen, and other critical medical supplies to hospitals in

time to save lives. LifeBank operates as a bridge between blood banks and hospitals, using technology to connect supply with demand. Its innovative platform allows hospitals to place emergency orders, which LifeBank's team then delivers using motorcycles, boats, and even drones in hard-to-reach areas.

What sets LifeBank apart is its focus on speed and efficiency. Giwa-Tubosun often emphasizes that in healthcare, every second counts. "People die every day because they can't access the medical supplies they need on time," she says. With LifeBank, hospitals can receive blood and oxygen in as little as 30 minutes—a critical timeframe when lives are on the line.

Since its inception, LifeBank has grown rapidly, delivering over 40,000 units of blood to more than 800 hospitals and saving over 20,000 lives. In addition to blood, LifeBank expanded its services to include oxygen delivery and other medical products, tackling the shortage of essential supplies in hospitals. This growth has positioned LifeBank as a key player in addressing Nigeria's healthcare delivery challenges.

Giwa-Tubosun's vision doesn't stop at Nigeria. In 2020, LifeBank launched its services in Kenya, marking the beginning of its expansion across Africa. The company's innovative approach to healthcare logistics has caught the attention of global health organizations and investors alike. In 2020, LifeBank won the \$250,000 inaugural prize at the Jack Ma Foundation's Africa Business Heroes competition, a testament to the company's impact and potential.

But building a healthcare startup in Nigeria hasn't been without its challenges. Giwa-Tubosun has faced numerous hurdles, from navigating Nigeria's complex regulatory environment to raising funding in a space that is often overlooked by traditional investors. Yet, she remained steadfast in her mission, driven by the knowledge that her work is saving lives

every day.

Giwa-Tubosun's leadership style is deeply rooted in empathy and a strong desire to create a healthcare system that works for everyone. As a mother, she understands the anxiety families feel when faced with life-threatening situations, and this personal connection to her work fuels her determination to succeed. "We're not just building a company; we're building a system that people can rely on when it matters most," she often says.

In addition to her work at LifeBank, Giwa-Tubosun is a powerful advocate for healthcare reform and women's leadership in Africa. She frequently speaks at global conferences about the importance of addressing healthcare access in developing countries and empowering women to take leadership roles in the sector. As a result of her pioneering work, Giwa-Tubosun has been recognized globally, including being named one of BBC's 100 Women and one of the World Economic Forum's Young Global Leaders.

Beyond her achievements, Giwa-Tubosun's story is one of resilience and purpose. She has created a company that not only tackles the inefficiencies of the healthcare supply chain but also gives hope to millions of people across Africa who depend on access to critical medical supplies.

Looking ahead, Giwa-Tubosun's plans for LifeBank are ambitious. She envisions a future where no one in Africa dies due to a lack of medical supplies. With plans to expand to more African countries and increase the use of technology such as AI and drones to enhance delivery, LifeBank is poised to become a global leader in healthcare logistics.

As Temie Giwa-Tubosun continues to lead LifeBank into the future, one thing is certain—her mission to save lives and transform healthcare in Africa is far from over. And with each life-saving delivery, she is one step closer to achieving her vision of a healthier, more equitable world.

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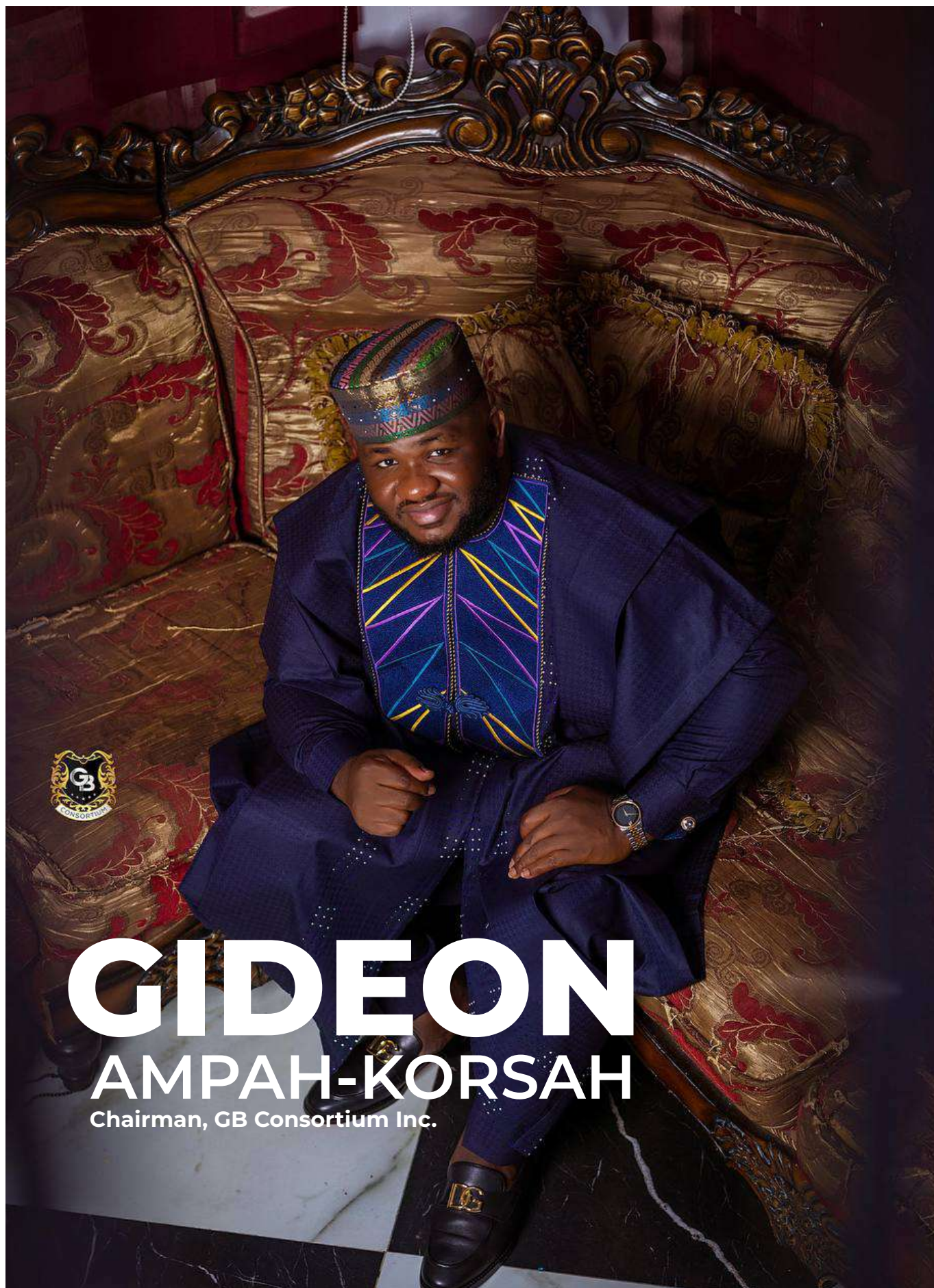
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GIDEON AMPAH-KORSAH

Chairman, GB Consortium Inc.

Gideon Ampah-Korsah is a dynamic entrepreneur and visionary leader with over 16 years of experience in business, spanning industries such as real estate, international trade, gold trading, and automobile dealerships. His entrepreneurial journey, marked by resilience, innovation, and strategic growth, has led to the creation of a global business empire and a legacy of philanthropy.

EARLY VENTURES AND EDUCATION

Gideon's entrepreneurial spirit emerged during his high school years when he launched his first clothing business, showcasing his early passion for enterprise. He soon expanded into the electronics business, managing multiple ventures while still a student. Driven by an ambition to scale his impact, Gideon pursued a BBA in Business Administration from Zenith University, Ghana (2013). While in college, he ventured into automobile dealership and gold trading, skillfully using resources from one business to fund the other, demonstrating a natural knack for strategic business management.

DIVERSE BUSINESS PORTFOLIO

Gideon's entrepreneurial footprint spans multiple sectors:

- **Real Estate:** In 2014, he expanded into real estate with land acquisitions, property development, and rental services. By 2016, he founded KORSVILLE ESTATES LTD, solidifying his presence in the industry.
- **Automobile & Trade:** Upon relocating to the U.S. in 2017, Gideon established KORS Autos LLC, a thriving car dealership. He also founded KORS Tradelines LLC, specializing in international trade and finance.
- **Commodity Trading & Finance:** His global

business outlook led to the creation of KORS Tradelines Ltd (Ghana) in 2018, a company licensed by the Mineral Commission of Ghana for gold trading. In 2020, he established GB Consortium LTD (Ghana) as a consulting and finance firm.

- **Holding Company:** In 2023, Gideon launched GB Consortium Inc. (USA), serving as the holding company for his business empire, overseeing diverse enterprises in Ghana and the U.S.

GLOBAL REACH AND PHILANTHROPY

Gideon's business success is matched by his unwavering commitment to philanthropy. He regularly donates to orphanages, supports community development projects, and invests in causes close to his heart. His dedication to social responsibility reflects the values that underpin his entrepreneurial journey.

ENTREPRENEURIAL JOURNEY: A STORY OF RESILIENCE, DETERMINATION, AND UNYIELDING FAITH

Gideon's journey is a story of determination, resilience, and faith in the face of adversity.

EARLY LIFE AND FAMILY INFLUENCE

Growing up in a family of six as the fifth-born, Gideon's earliest inspiration came from his hardworking mother, a dedicated trader whose entrepreneurial spirit deeply influenced him. Selling goods alongside her taught him the value of hard work and self-reliance—traits that have shaped his business career.

EDUCATION AND PROFESSIONAL DEVELOPMENT.

Understanding the power of knowledge, Gideon pursued professional certifications, including:

- Chartered Financial Analyst (CFA)
- Project Management Professional (PMP)



Six Sigma Black Belt

- Certified Scrum Master
 - AI Prompt Engineering
- These qualifications equipped him with the expertise to navigate complex industries, execute large-scale projects, and maintain operational excellence.

OVERCOMING SETBACKS AND LESSONS LEARNED

Despite remarkable achievements, Gideon's path has been marked by significant challenges and financial losses.

- **Failed Ventures:** He lost \$380,000 in a failed sugar trading project after selling personal property to raise funds. He also faced setbacks in a \$250,000 gold mining venture that required restructuring due to operational issues.
- **Business Risks:** Regulatory export bans, unreliable business partners, and fluctuating market conditions tested his resilience. Yet, he persevered through contingency planning, rebuilding trust with investors, and adapting to changing market dynamics.

Key Lessons:

- Choose trustworthy business partners with aligned values.
- Stay informed about government regulations to ensure compliance.
- Always have a contingency plan for unexpected challenges.

MINDSET AND MOTIVATION

Gideon credits his success to his unwavering faith, positive mindset, and relentless determination. Prayer, mentorship, and resilience helped him overcome fear and uncertainty during tough times. "I firmly believe that failure is not the end—it's merely a lesson on the path to success." His story demonstrates that resilience, determination, and unyielding faith can transform even the most challenging



circumstances into stepping stones for future success. Today, he remains committed to inspiring others and fostering growth through his entrepreneurial ventures and philanthropic work. Gideon Ampah-Korsah: A Legacy of Innovation, Leadership, and Impact.





URBANVILLE



ONYEKA AKUMAH

Empowered 500,000 Farmers and Transformed Nigerian Agriculture



When Onyeka Akumah founded Farmcrowdy in 2016, he had one bold mission: to revolutionize agriculture in Nigeria by connecting smallholder farmers to much-needed capital, technology, and access to markets. Born out of a desire to empower farmers with the resources they needed to thrive, Akumah's vision was clear from the start. The traditional farming system in Nigeria was plagued by inefficiencies, lack of funding, and limited access to critical technology and markets.

With a background in marketing and technology, Akumah saw an opportunity to bridge this gap using digital platforms.

Farmcrowdy became the first digital agriculture platform in Nigeria, allowing individuals and organizations to sponsor smallholder farmers. Through this innovative model, farmers received the necessary funding to improve productivity, while sponsors earned a return on their investments.

Since its inception, Farmcrowdy has empowered over 500,000 farmers across Nigeria, giving them the tools to grow their businesses and feed millions. The platform has successfully raised millions of dollars in funding, facilitating the cultivation of over 16,000 acres of farmland. Additionally,



Farmcrowdy has delivered over 3 million kilograms of food to markets, making a significant impact on food security in Nigeria.

Akumah's work hasn't gone unnoticed. He has received numerous awards for his contribution to agriculture, including being named to Forbes Africa's 30 Under 30 list. Farmcrowdy's success has also inspired a wave of agritech innovations across Africa, with Akumah continuing to lead as a pioneer in the field.

By leveraging technology to create a more sustainable and profitable agricultural system, Akumah's Farmcrowdy has transformed not just the lives of Nigerian farmers but the future of agriculture across the continent.



SHOLA AKINLADE

Built Paystack and Sold It to Stripe for \$200 Million



In 2015, Shola Akinlade co-founded Paystack with one goal: to make online payments seamless for African businesses. Little did he know that in just five years, his startup would become one of the most important payment solutions in Nigeria, powering over 50% of online transactions in the country.

Before founding Paystack, Akinlade had a deep interest in technology and software development. As a software engineer with a background in building enterprise software solutions, he saw firsthand how difficult it was for African businesses to accept online payments. This sparked the idea for Paystack,

a solution to help businesses accept payments from customers through debit cards, bank transfers, and mobile money, all through a simple and reliable platform.

Paystack's rapid growth didn't go unnoticed. By 2020, the startup had processed billions of dollars in transactions across Nigeria and other African markets. Paystack quickly became a favorite for merchants, from small businesses to large corporations, offering seamless integrations and a suite of developer-friendly tools.

In a defining moment for African tech, Paystack caught the attention of Stripe, a

global payments giant. Impressed by the company's success and potential to shape Africa's digital economy, Stripe acquired Paystack for \$200 million in 2020. The acquisition marked one of the largest tech exits in Africa's history, cementing Akinlade's status as a key figure in the continent's fintech ecosystem.

Shola Akinlade's journey with Paystack didn't end with the acquisition. Today, he continues to lead the company, driving its expansion into new African markets and furthering its mission of enabling financial inclusion across the continent. Through Paystack, Akinlade has proven that Africa's tech landscape is filled with opportunities—and he's helping to shape its future one transaction at a time.



JACINTA STEVENS

“Redefining Men’s Fashion: JASTMODE’s Creative Lead and Pioneer of Style, Class, and Luxury”



Jacinta Stevens is a distinguished alumna of the Kwame Nkrumah University of Science and Technology, holding a degree in Social Work. Her academic background reflects her commitment to community service and empowerment, which has driven her entrepreneurial and philanthropic endeavors.

As the founder of the Jacinta Stevens Foundation, she leads a non-profit

organization dedicated to providing essential resources and support for orphans and underprivileged communities. Her leadership in social impact projects has positively transformed numerous lives.

Jacinta’s passion for hospitality and event management inspired her to establish JSTEVEN’S Protocol Service, a premium event protocol service specializing in professional coordination for conferences and high-profile events.

In the world of fashion, Jacinta combines creativity and business acumen as the founder and creative director of JAST Mode, a luxury men's clothing brand. The brand is synonymous with elegance and quality, offering bespoke and ready-to-wear pieces designed for the modern gentleman. Beyond clothing production, JAST Mode also provides personalized styling services for men attending special events and occasions.

JAST Mode: Redefining Men's Fashion

JAST Mode has made a bold entrance into the men's fashion industry, setting new standards for sophistication and style. The brand stands as a symbol of excellence, driven by an unwavering commitment to delivering unparalleled luxury and craftsmanship.

Through her multi-faceted career, Jacinta Stevens continues to inspire, combining social responsibility with business innovation, while championing high-value service and fashion excellence.

An interview with the CEO

1. What inspired you to venture into men's fashion, particularly focusing on sartorial, and how did JASTMODE come to life?

Men's fashion, especially sartorial wear, has always intrigued me because it combines timeless elegance with self-expression. I noticed a gap in the market for modern, tailored pieces that resonate with men who want to balance classic styles with contemporary flair. Fashion, for me, is not just about clothing; it's about identity, confidence, and presence. I was inspired by the idea that every man deserves a wardrobe that not only fits well but also tells

a story about who they are.

Jast Mode was born from this vision—a desire to redefine how men engage with their wardrobe. The brand emerged from my passion for fashion and my desire to see people look good in what they wear. The journey began with observing how fashion could transform the way men present themselves in their personal and professional lives. I wanted to create a brand that made sartorial elegance accessible, versatile, and aspirational, with a commitment to offer pieces that exude sophistication and authenticity. From conceptualizing the designs to sourcing quality fabrics and ensuring excellent craftsmanship, Jast Mode has been a labor of love. It's not just about selling clothes but curating a lifestyle that celebrates individuality while adhering to high standards of style and comfort.

2. African designs are a core part of your brand. How do you merge traditional African elements with modern men's fashion?

For Jast Mode, the goal has always been to celebrate African designs while presenting it in a way that resonates with today's fashion-conscious man. I see African elements as a timeless treasure that can seamlessly blend into modern aesthetics to create something truly distinctive.

When designing, I focus on identifying traditional African patterns, textiles, and motifs that reflect identity and storytelling. These elements are then integrated with contemporary silhouettes, cuts, and tailoring techniques to craft pieces that are both rooted in heritage and aligned with global fashion trends. For example, we might incorporate bold traditional patterns as accents in structured modern suits. The result is a fusion that feels both authentic and innovative. This approach allows Jast Mode to honor African culture while making it accessible and appealing to a broader audience. It's about redefining

sartorial elegance through an African lens and giving our clients the opportunity to wear something meaningful, stylish, and globally relevant.

3. What challenges have you faced as a female designer in a predominantly male fashion space, and how have you overcome them?

Being a female designer in a predominantly male-oriented fashion industry has been both challenging and rewarding. Initially, there were doubts and stereotypes to navigate—questions about whether I could truly understand men's style or bring something fresh to the table. However, these challenges have only fueled my determination to excel and rethink perceptions. I've learned to lean into my unique perspective, which allows me to bring a fresh and nuanced approach to men's fashion, blending functionality with aesthetics in ways that resonate with my clients. Building trust and credibility has been a gradual process, but the positive reception to my designs and the loyalty of my clients show that quality and creativity transcend gender.

6. In a world where fashion trends are constantly evolving, how do you keep JASTMODE's designs both timeless and relevant?

At Jast Mode, we focus on creating designs that strike a balance between classic elegance and contemporary appeal. To achieve this, we anchor our work in timeless tailoring principles—clean lines, impeccable fits, and premium-quality materials. These foundational elements ensure that our pieces remain relevant across seasons and trends. We also stay attuned to global fashion trends and

emerging styles, incorporating them in subtle and meaningful ways. For example, we might integrate trending colors, fabrics, or silhouettes into our collections while ensuring they align with our brand's identity. Ultimately, we listen closely to our clients. Their feedback, evolving tastes, and lifestyle needs guide us in crafting designs that are both functional and stylish. This dynamic relationship helps us stay connected to the world of modern menswear while remaining true to the timeless values of Jast Mode.

7. What advice would you give to upcoming designers, especially those looking to specialize in men's fashion and African designs?

- **Master the Craft**

Before anything else, invest in learning the fundamentals of design and tailoring. Menswear, especially sartorial fashion, requires precision and an eye for detail. Understanding fabrics, fit, and the art of tailoring is crucial.

- **Embrace Authenticity**

If you're incorporating African designs, take the time to deeply understand the cultural and historical significance of the patterns, textiles, and motifs you're working with. Authenticity matters—your designs should honor their origins while reflecting your unique creative vision.

- **Stay Inspired but Focused**

Fashion is a fast-paced industry, and trends can be overwhelming. Stay inspired by global influences but don't lose sight of your brand's identity. Build a signature style that clients will recognize and value.

- **Be Open to Learning and Feedback**

The journey is full of challenges, from sourcing materials to building a client base.

Learn from every experience, seek mentorship if possible, and remain open to constructive feedback—it will shape your growth as a designer.

- **Focus on Quality and Craftsmanship**

In menswear, clients prioritize durability and attention to detail. Always prioritize quality over quantity, ensuring that

every piece you create meets the highest standards. This builds trust and loyalty.

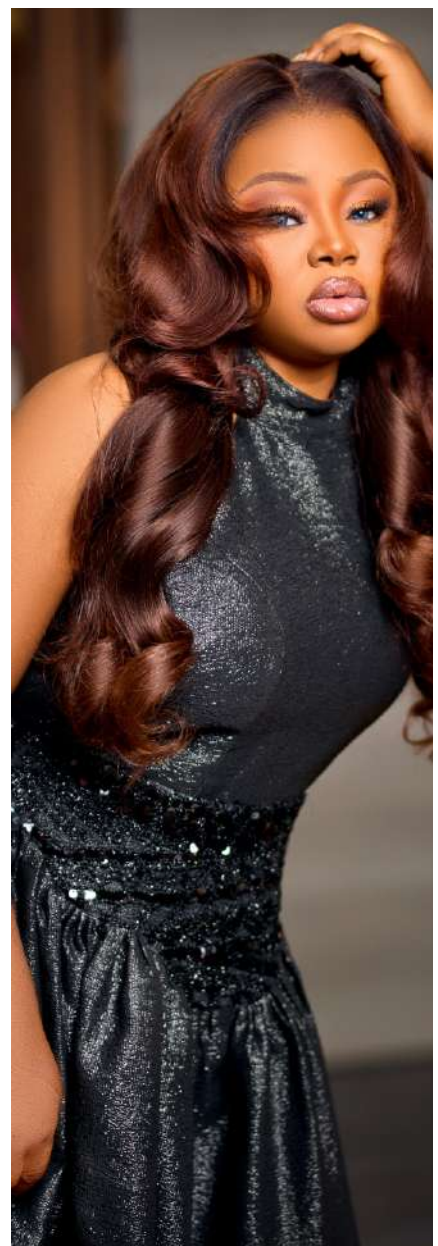
- **Leverage Digital Platforms**

Use social media and e-commerce platforms to showcase your designs to a wider audience. Create a strong online presence that communicates your brand's

values and connects you with clients globally.

- **Believe in Your Vision**

Success takes time and persistence. Stay committed to your vision, be patient with your growth, and remain adaptable to change.



ROSE SIBISI

**The Zambian Powerhouse Behind PR Girl Media,
Shaping Africa's PR and Events Scene**



When Rose Sibisi founded PR Girl Media in 2015, she set her sights on transforming Zambia's PR and events industry. Armed with a bold vision, Sibisi quickly established herself as a key figure in the industry, creating some of the most talked-about events in the region. From high-profile launches to networking galas, her company became synonymous with style, sophistication, and innovation.

Sibisi's passion for public relations began long before the inception of PR Girl Media. With years of experience in corporate communications and brand strategy, she recognized the need for a fresh approach to

PR in Africa. Drawing on her background, she built PR Girl Media into a full-service agency specializing in public relations, events management, and digital marketing. Her firm's ability to craft compelling brand narratives and create memorable experiences for clients quickly gained attention across the continent.

One of PR Girl Media's signature creations, Lusaka July, has grown into one of the premier social events in Zambia. Modeled after international events like the Met Gala, Lusaka July is a blend of fashion, lifestyle, and entertainment, attracting celebrities, influencers, and brands from all over Africa.



Under Sibisi's leadership, the event has not only boosted PR Girl Media's profile but has also spotlighted Zambia as a vibrant hub for fashion and culture.

Beyond Lusaka July, PR Girl Media has successfully hosted events such as The Champagne Picnic and FaveCo Festival, all designed to bring together influential personalities and brands. Sibisi's eye for detail and her ability to merge style with purpose have made these events trendsetters in the region, driving both media buzz and brand engagement.

Rose Sibisi's approach to public relations goes beyond glamorous events. She believes in the power of storytelling to create meaningful connections between brands and their audiences. This philosophy has enabled PR Girl Media to work with high-profile clients, including international corporations, government institutions, and emerging African startups. The firm's expertise in digital marketing has also made it a leader in the

evolving African PR landscape, helping clients leverage social media platforms to expand their reach.

Sibisi's impact on the industry hasn't gone unnoticed. She has been recognized for her entrepreneurial achievements and her role in promoting Zambian culture on a global stage. As an advocate for women in business, she's also passionate about empowering the next generation of female entrepreneurs in Africa, often sharing her journey and lessons learned through public speaking engagements and mentorship programs.

Under Rose Sibisi's visionary leadership, PR Girl Media has grown into one of the most influential PR firms in Zambia, continuously pushing the boundaries of what's possible in African public relations and events management. As she continues to innovate and elevate the industry, Sibisi's story is a testament to the power of ambition, creativity, and resilience.

HAM SERUNJOGI

Ugandan Roots to Building a \$2 Billion Unicorn



Ham Serunjogi grew up in Uganda, surrounded by a culture that valued hard work, community, and resilience. From a young age, Serunjogi was keenly aware of the challenges his family and community faced when it came to accessing financial services. His parents, both professionals, instilled in him the importance of education and a desire to make a difference. However, it wasn't until Serunjogi left Uganda to pursue his education in the United States that he realized just how wide the financial divide was between Africa and the rest of the world. These early experiences planted the seeds for what would later become Chipper Cash, a \$2 billion fintech

unicorn that is revolutionizing cross-border payments across Africa.

After completing his early education in Uganda, Serunjogi moved to the U.S. to attend Grinnell College, where he studied economics and competed as a top swimmer for the university's team. While at Grinnell, Serunjogi developed a keen interest in technology and entrepreneurship, often thinking back to the financial challenges his family and friends faced back home in Uganda. During his time in the U.S., he saw firsthand how easy it was for people to send money across borders and access digital financial services—something that remained a distant dream for millions of

Africans. This realization sparked the idea that would eventually lead to the creation of Chipper Cash.

In 2018, Serunjogi co-founded Chipper Cash with his Ghanaian partner, Maijid Moujaled. Their mission was simple yet bold: to make sending money across African borders as easy as sending a text message. In a continent where exorbitant fees and limited financial infrastructure have long stood in the way of economic inclusion, Chipper Cash quickly emerged as a solution that resonated with millions. The platform's core offering—free peer-to-peer transfers—gave everyday Africans a reliable way to send and receive money without the crippling costs associated with traditional remittance services.

What many don't know is that Serunjogi's journey was anything but easy. Coming from Uganda, a country with little exposure to venture capital, he faced numerous challenges raising funds for his startup. Despite being educated in the U.S., he had to work twice as hard to convince Silicon Valley investors that an African fintech company could scale and succeed on the global stage. But Serunjogi's perseverance paid off. In 2019, Chipper Cash raised its first seed funding, and that was just the beginning.

By 2020, Chipper Cash had raised \$30 million in Series B funding, marking a pivotal moment for the company's growth. The real breakthrough came in 2021, when the company secured a \$100 million Series C round, led by top-tier investors like SVB Capital and reaching a valuation of \$2 billion, officially making it a unicorn. This milestone cemented Chipper Cash's position as one of Africa's leading fintech startups, providing financial services to over 5 million customers across seven African countries, including Uganda, Ghana, Nigeria, and Kenya.

Through Chipper Cash, Ham Serunjogi is not only changing how money moves across Africa but also addressing the issue of financial inclusion in a way that few others have. Chipper Cash's services now go beyond peer-to-peer transfers to include cryptocurrency trading, virtual cards, and investments. Serunjogi's commitment to innovation is evident in Chipper Cash's ability to introduce new features that meet the evolving needs of its users.

One of the defining moments in Chipper Cash's journey was the introduction of Chipper Crypto, which allowed Africans to trade and invest in cryptocurrencies seamlessly. As more young Africans look for alternative ways to save and grow their wealth, Serunjogi has positioned Chipper Cash as a leading platform that provides access to the global digital economy. This is no small feat in a continent where traditional financial services have often failed to serve the underbanked.

Despite all the success, Serunjogi remains deeply connected to his roots. He frequently speaks about how his upbringing in Uganda shaped his vision for Chipper Cash. Growing up, he saw how difficult it was for families to send money across borders, especially when dealing with high fees and unreliable services. His personal experiences have given him a deep sense of responsibility to create solutions that directly address the challenges faced by Africans.

In addition to building a successful company, Serunjogi is passionate about inspiring the next generation of African entrepreneurs. He often talks about the importance of African founders telling their own stories and creating homegrown solutions for the continent. "If we don't build for Africa, no one will," he often says. His journey from Uganda

to becoming the CEO of a \$2 billion company has shown that it's possible to break barriers and build world-class companies from Africa.

Looking to the future, Ham Serunjogi has even bigger plans for Chipper Cash. The company is now expanding its services beyond Africa, with operations already in the U.S. and the U.K. Serunjogi envisions a world where Chipper Cash connects Africans not only with each other but with the rest of the world, making global financial access a reality for millions.

As Ham Serunjogi continues to drive Chipper Cash to new heights, one thing is certain: his journey is a testament to the power of vision, resilience, and a deep desire to make a lasting impact on the world. And for Serunjogi, the mission is far from complete—he's just getting started.





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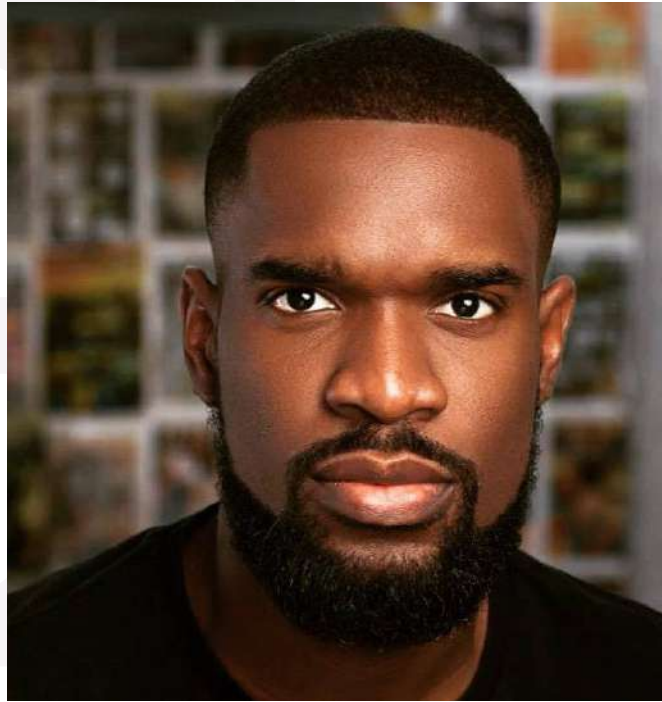
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YELE BADEMOSI

Turned a \$100 Bet on Crypto Into a Multi-Million Dollar Empire



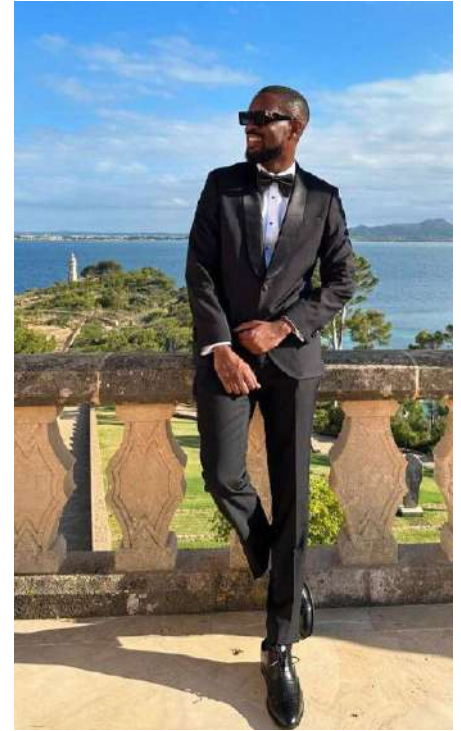
Yele Bademosi's journey into the world of crypto started with a humble \$100 investment, a decision that would later become one of the best moves of his life. Today, he's recognized as one of Africa's most influential crypto investors, but his story is one of curiosity, determination, and big-picture thinking.

Growing up in Lagos, Nigeria, Yele always had a strong interest in technology and entrepreneurship. But his entry into the world of blockchain and cryptocurrencies wasn't something he had always planned. It began in 2017 with a small, seemingly insignificant \$100 investment in Bitcoin—a move that he

calls a "calculated risk." At the time, many people were unsure about Bitcoin and other cryptocurrencies. But Yele had a feeling that this technology was about more than just digital money. He believed it could change how we handle finances, especially for people in Africa who struggle with access to banking.

That \$100 bet opened the door to Yele's journey into the crypto space, where he saw huge potential. However, it wasn't always smooth sailing.

The crypto market can be unpredictable, and Yele had to deal with the ups and downs that came with it. Many doubted whether his



vision for cryptocurrencies in Africa would work, especially given the continent's unique challenges, like infrastructure and regulatory hurdles. But Yele wasn't one to give up easily. Every challenge he faced taught him something new, and he used these lessons to refine his approach and strengthen his belief in crypto's potential.

Fast forward a few years, and Yele had made a name for himself. His venture firm, Microtraction, became a go-to source of funding for early-stage tech startups in Africa. Under Yele's guidance, Microtraction has invested in more than 20 companies, many of which have gone on to achieve significant success. One of the standout investments is Paystack, which was acquired by Stripe for \$200 million, and BuyCoins, a major player in Nigeria's crypto exchange market.

Yele's success goes beyond just picking winning startups. He's become a passionate advocate for financial inclusion, using crypto as a tool to bring more people into the global economy. He's also played a key role in educating governments and

regulators on how blockchain technology can help drive innovation in Africa.

Today, Yele Bademosi is seen as a trailblazer in Africa's fintech and crypto space. His investment portfolio has grown substantially, and some of his early bets have delivered returns of more than 10 times their original value. But for Yele, it's not just about making money. He's driven by the bigger goal of creating opportunities for more people across Africa, giving them the chance to participate in the global financial system.

That original \$100 bet on crypto may seem small now, but it was the spark that ignited Yele's mission to make a real impact. He took a chance when many others hesitated, and it paid off. Today, Yele Bademosi continues to push boundaries, not just in the world of crypto but for Africa's future as a whole. His story is a testament to the power of belief, persistence, and thinking ahead.

ELIZABETH ROSSIELLO

The Woman Who Pioneered Crypto in Africa with BitPesa



In 2013, long before the world fully understood the potential of cryptocurrency, Elizabeth Rossiello saw an opportunity to reshape how money moves across borders in Africa. Armed with a background in traditional finance and a passion for economic inclusion, she founded BitPesa, one of the first blockchain companies on the continent. Today, BitPesa—now rebranded as AZA Finance—is a global leader in fintech, facilitating millions in cross-border transactions and helping businesses navigate Africa's complex financial landscape. But the journey that brought Rossiello from traditional banking to founding a leading crypto-powered company

is one of resilience, vision, and a relentless drive to solve Africa's most pressing financial challenges.

Born and raised in the United States, Rossiello's fascination with finance began early. She pursued a degree in international development and economics, which led her to work across emerging markets. By the time she arrived in Kenya, she had accumulated years of experience in microfinance and banking, working with both startups and multinational organizations. However, it was during her time in Nairobi that she noticed the stark inefficiencies plaguing cross-border payments within Africa. Traditional banks

were charging high fees, and transactions took days—sometimes weeks—to settle. Rossiello knew that there had to be a better solution, and cryptocurrency seemed like the answer.

In 2013, armed with her finance expertise and the burgeoning power of blockchain, Rossiello launched BitPesa. At a time when cryptocurrency was still considered risky and speculative, she positioned BitPesa as a solution to the costly and inefficient process of sending money into and out of Africa. The platform allowed businesses and individuals to bypass traditional banking systems by using Bitcoin to facilitate faster, cheaper international payments. This was a game-changer for African businesses that struggled with high remittance fees and unreliable payment systems.

What many people don't know is just how difficult the early days of BitPesa were. Rossiello faced immense skepticism, not just from potential customers, but from regulators and investors alike. The concept of using Bitcoin for remittances was unheard of, and convincing stakeholders of its legitimacy was no small feat. Yet, Rossiello's belief in the transformative power of blockchain never wavered. She spent countless hours navigating regulatory frameworks, building partnerships with banks and financial institutions, and educating the market about the benefits of cryptocurrency.

BitPesa's breakthrough came when it began providing a seamless platform for businesses to make B2B payments between Africa and global markets. By leveraging the efficiency of cryptocurrency, BitPesa was able to lower transaction costs by up to 75% and reduce settlement times to under an hour—compared to the days or weeks it took

using traditional banking systems. This innovation made BitPesa a lifeline for small and medium-sized enterprises (SMEs) looking to scale internationally.

Since its inception, BitPesa has raised over \$30 million in funding, attracting investors like Greenspring Associates and Pantera Capital. Under Rossiello's leadership, the company has expanded its operations into over 10 countries, including Kenya, Nigeria, Uganda, Tanzania, and Senegal, and is now serving thousands of businesses that depend on its infrastructure to manage international payments. BitPesa has facilitated over \$1 billion in transactions, transforming the way businesses operate across Africa and establishing itself as one of the leading fintech platforms on the continent.

In 2019, BitPesa rebranded as AZA Finance, reflecting its evolution into a broader financial services platform. AZA Finance now offers a full suite of products, from foreign exchange to treasury management, all designed to help businesses navigate Africa's financial markets with ease. Under Rossiello's leadership, the company has become a trusted partner for businesses ranging from global multinationals to local African startups, offering them the tools to grow and scale without being hampered by financial barriers.

Rossiello's vision has always been about more than just moving money. It's about economic empowerment. "Financial inclusion is the key to unlocking Africa's potential," she often says. Through AZA Finance, she is creating pathways for businesses and individuals who have long been excluded from the formal financial system. By providing access to faster, cheaper, and more reliable payment methods, Rossiello is helping to drive

economic growth and innovation across the continent.

Her work hasn't gone unnoticed. Rossiello has been named one of Forbes Africa's Top 10 Women to Watch and Fortune's 40 Under 40, among other accolades. But despite these honors, she remains focused on her mission to scale AZA Finance's impact. Today, AZA Finance is positioned as a global leader in fintech, with plans to continue expanding into new markets, including Asia and Europe, as it seeks to further revolutionize how the world interacts with African financial systems.

Beyond her business success, Elizabeth Rossiello is an advocate for women in fintech and technology. As a woman who broke into the male-dominated world of finance and cryptocurrency, she actively champions gender diversity and inclusion in tech. Her story serves as an inspiration to women entrepreneurs across the world, proving that

with vision and perseverance, it's possible to build something that not only changes industries but empowers communities.

Looking ahead, Rossiello's plans for AZA Finance are ambitious. She envisions a future where businesses and individuals can send money anywhere in the world with the click of a button, without the high fees or delays that have long plagued traditional banking systems. And with her track record, there's no doubt that she will continue to push the boundaries of what's possible in fintech, paving the way for even more transformative change in Africa and beyond.

As Elizabeth Rossiello continues to drive the fintech revolution across Africa, one thing is clear: she's not just building a company, she's building the future of financial inclusion—and the world is paying attention.



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IYINOLUWA ABOYEJI

**Raised \$100 Million to Fund African Startups After Co-Founding
Two of Africa's Most Successful Companies**



Iyinoluwa Aboyeji is no stranger to big ideas. From co-founding some of Africa's most successful startups to now leading Future Africa, his journey is driven by one goal: empowering African entrepreneurs to solve the continent's most pressing challenges. But this path wasn't always smooth, and the story of how Iyinoluwa became one of Africa's most influential investors is a mix of ambition, setbacks, and an unwavering belief in the power of innovation.

Growing up in Nigeria, Iyinoluwa always had a strong desire to create impactful solutions. His journey into entrepreneurship started early, but it was his time studying in Canada that

truly opened his eyes to the world of tech and startups. It was there that he co-founded Andela, a company that trains software developers and connects them with global tech companies. Andela went on to become a massive success, eventually raising over \$180 million in funding and putting African talent on the global map.

However, Iyinoluwa's vision didn't stop there. After stepping down from Andela, he co-founded Flutterwave, a fintech company that is revolutionizing payments in Africa. Flutterwave quickly became a unicorn, valued at over \$1 billion, and solidified Iyinoluwa's reputation as a leader in Africa's tech ecosystem.



But Iyinoluwa wasn't content with just building successful companies—he wanted to do more. That's where Future Africa comes in. Founded in 2019, Future Africa is a venture firm that invests in mission-driven startups across the continent. Iyinoluwa's goal is to back founders who are solving some of Africa's biggest challenges, from healthcare to education to infrastructure. His firm has invested in over 50 startups, providing not just capital but also mentorship and support to help these companies grow.

The numbers speak for themselves. Since its inception, Future Africa has helped raise over \$100 million in funding for its portfolio companies. Many of these startups are tackling issues that have long held Africa back, and with Iyinoluwa's support, they are making significant strides. Startups like 54gene, which is transforming healthcare through genomics, and Max.ng, which is building electric mobility solutions for Africa, are just a few examples of the impact Future Africa is making.

Iyinoluwa's investment philosophy is simple: Africa's future lies in the hands of its entrepreneurs. He believes that by empowering local founders, Africa can solve its own problems and build a more prosperous

future for all. It's this belief that drives his work at Future Africa, where he's constantly looking for the next big idea that can change the game.

But it hasn't always been easy. Building startups in Africa comes with its own set of challenges, from regulatory hurdles to funding gaps. Iyinoluwa himself has faced numerous setbacks along the way, but he's never let them stop him. Instead, he's used each challenge as an opportunity to learn and grow, both as an entrepreneur and as an investor.

Today, Iyinoluwa Aboyeji is recognized as one of Africa's most influential investors, and his work at Future Africa is helping shape the continent's tech ecosystem. His portfolio is a testament to his vision—one that's focused on long-term impact and building solutions that can stand the test of time.

From co-founding Andela and Flutterwave to now leading Future Africa, Iyinoluwa's story is one of perseverance, innovation, and a deep commitment to Africa's future. He's not just investing in companies—he's investing in people, ideas, and a vision for a better tomorrow. And with every startup he backs, Iyinoluwa is proving that Africa's brightest days are still ahead.

TAYO OVIOSU

Paga Processed \$11 Billion in Transactions and Revolutionized Payments in Nigeria



In 2009, Tayo Oviosu set out to solve one of Nigeria's most pressing problems—access to financial services. The country's banking system was failing millions of people, with long queues, expensive fees, and limited access to basic financial services, especially in rural areas. That's when Oviosu, a Nigerian tech entrepreneur with a background in Silicon Valley, founded Paga, a mobile payment platform that has since transformed the way Nigerians send and receive money.

Today, Paga has processed over \$11 billion in transactions, providing a lifeline for over 20 million customers who rely on the platform for everything from paying bills to sending

remittances. Under Oviosu's leadership, Paga has grown to become one of Nigeria's leading fintech companies, connecting millions of unbanked and underbanked Nigerians to essential financial services.

Growing up in Nigeria, Oviosu witnessed firsthand the inefficiencies of the country's financial system. After completing his studies in the U.S., where he earned degrees from the University of Southern California and Stanford University, Oviosu worked at global tech companies like Cisco and Deloitte. Despite the allure of a successful career in Silicon Valley, he felt a strong pull to return to Nigeria and make a difference in the lives of everyday people.

This desire led to the creation of Paga, a platform that would revolutionize how Nigerians access financial services.

At the time of Paga's launch, Nigeria was still heavily dependent on cash, and millions of Nigerians lacked access to traditional banking services. Ovosu saw this as an opportunity to build something that would bridge the gap. Paga's mission was simple: provide a fast, reliable, and affordable way for Nigerians to send money, pay bills, and access other financial services using their mobile phones. This was a game-changer for people living in rural areas, where banks were scarce, and accessing financial services often meant long, expensive journeys to city centers.

But launching a fintech company in Nigeria wasn't easy. Ovosu faced numerous challenges, including a lack of infrastructure and the complexities of navigating Nigeria's regulatory environment. Early on, he struggled to raise capital, as many investors were skeptical about the viability of mobile payments in a largely cash-based economy. Yet, Ovosu remained undeterred. He spent years building partnerships, negotiating with banks, and working closely with regulators to ensure that Paga could operate within the Nigerian financial system.

Paga's breakthrough came when it secured key partnerships with Nigerian banks, telecom companies, and the Central Bank of Nigeria. These partnerships allowed Paga to grow its agent network and expand its reach to the country's unbanked and underbanked population. Today, Paga boasts a network of over 140,000 agents across Nigeria, enabling millions of people to access financial services, pay bills, and transfer money without needing a bank account.

Over the years, Paga has grown from a simple

mobile payment platform to a full-fledged financial ecosystem. Under Ovosu's leadership, Paga introduced services such as microloans, savings accounts, and merchant payments, making it a critical player in Nigeria's fintech landscape. Paga's impact on financial inclusion has been profound, bringing millions of Nigerians into the formal financial system for the first time.

In 2020, Paga raised \$10 million in funding, bringing its total investment to over \$35 million. The company has attracted global investors, including the likes of Omidyar Network and Global Innovation Fund, who believe in Paga's mission to democratize financial access. With plans to expand into other African countries and beyond, Paga is well on its way to becoming a pan-African fintech powerhouse.

Tayo Ovosu's vision goes beyond just payments. For him, Paga is about creating an ecosystem that empowers people to take control of their financial lives. "We're building a company that makes it easier for people to live their lives," he often says. Ovosu is deeply committed to using technology to solve real-world problems, and through Paga, he has made it possible for millions of Nigerians to access services that were once out of reach.

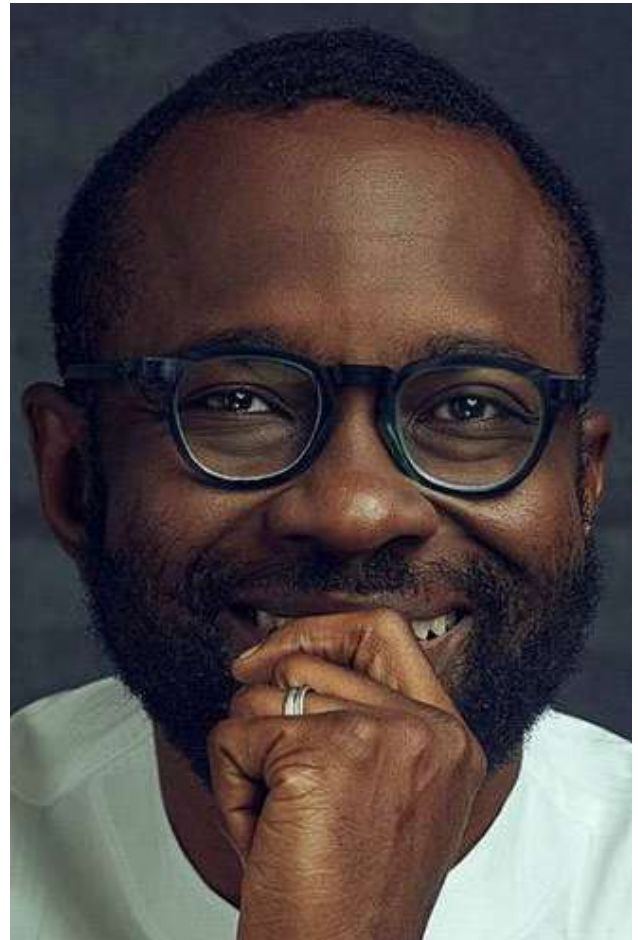
Beyond his success with Paga, Ovosu is a mentor and advocate for entrepreneurship in Africa. He frequently speaks about the importance of building scalable businesses that address the continent's unique challenges. "We need to build solutions that are for us, by us," he often remarks, emphasizing the need for homegrown innovation in Africa's tech and financial sectors.

Ovosu's leadership and entrepreneurial journey have earned him numerous

accolades. He has been named one of Forbes Africa's Top 10 Most Powerful Men in Africa and Fortune's 40 Under 40. But despite the recognition, Ovosu remains focused on the future, with plans to expand Paga's services into new markets, including Mexico and Ethiopia. His goal? To make Paga a global brand that provides financial services to millions of people across the developing world.

Looking ahead, Ovosu is committed to scaling Paga and continuing to push the boundaries of what fintech can achieve in Africa and beyond. He envisions a world where everyone, no matter where they live, has access to financial services that empower them to thrive.

As Tayo Ovosu continues to lead Paga into the future, one thing is certain—he's not just building a company, he's building a financial revolution that is transforming lives, one transaction at a time.





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ELOHO OMAME

**Championing Women-
Led Startups Across Africa with FirstCheck Africa**



Eloho Omame is on a mission to rewrite the rules for women entrepreneurs in Africa. As the co-founder of FirstCheck Africa, a venture firm dedicated to funding early-stage women-led startups, Eloho is leading the charge to create more opportunities for women in tech and business. Her story is one of vision, persistence, and a deep commitment to closing the gender gap in Africa's startup ecosystem.

Growing up in Nigeria, Eloho's passion for entrepreneurship and business was evident early on. After earning her MBA from London Business School, she embarked on a career

that spanned finance, venture capital, and leadership roles at some of Africa's top institutions. But it was during her time as the Managing Director of Endeavor Nigeria, a global organization supporting high-impact entrepreneurs, that she realized just how wide the funding gap was for women-led startups in Africa.

In 2021, Eloho co-founded FirstCheck Africa with Odunayo Eweniyi, another powerhouse in the African tech space. Their goal was simple but ambitious: to invest in women entrepreneurs from the start, giving them the early-stage capital they need to build successful businesses. FirstCheck Africa isn't

just about writing checks—it's about creating a supportive ecosystem where women can thrive, scale their ventures, and become leaders in their industries.

Eloho's impact can already be seen across the continent. FirstCheck Africa has invested in a growing number of women-led startups, spanning industries like fintech, healthcare, and education. These startups are not only breaking barriers but also solving some of Africa's most pressing challenges. And for many of these women founders, FirstCheck Africa has been a critical lifeline, offering them the mentorship and support needed to navigate the complexities of building a business.

But Eloho's journey to building FirstCheck Africa hasn't been without its challenges. Convincing investors to back women founders in a male-dominated space hasn't always been easy, and raising capital for a fund focused on gender equality required resilience and determination. Still, Eloho has persevered, using each obstacle as fuel to push forward and advocate for greater diversity in venture funding.

Under Eloho's leadership, FirstCheck Africa is setting the stage for a new generation of African women entrepreneurs. The firm's investments are already paying off, with many of its portfolio companies gaining traction, raising subsequent rounds of funding, and scaling their operations. FirstCheck Africa's success is proof that when women are given the right tools and resources, they can lead transformative ventures.

Eloho's belief in the power of women-led businesses is backed by numbers. Studies show that women-run companies often outperform their male-led counterparts in

terms of profitability and sustainability. By investing in women, Eloho is not just advocating for equality—she's betting on better outcomes for Africa's startup ecosystem as a whole.

Today, Eloho Oname is seen as a trailblazer for women in tech and venture capital. Through FirstCheck Africa, she is creating a new narrative for what is possible when women have access to capital and the chance to lead. Her work is laying the foundation for a more inclusive, dynamic, and prosperous future for Africa's startups.

With each investment, Eloho is proving that empowering women entrepreneurs is not just good for business—it's essential for Africa's growth and success. And with FirstCheck Africa at the forefront, the future looks brighter than ever for women-led startups across the continent.



NADAYAR ENEGESI

Building Communities with Technology



Nadayar Enegesi is a visionary entrepreneur dedicated to improving the quality of life for people across Africa through innovation and community-driven solutions. As the co-founder of Eden Life, Africa's first home services app, Enegesi has revolutionized how urban professionals manage their daily lives by simplifying access to essential services like food, cleaning, and laundry.

Enegesi's entrepreneurial journey began long before Eden Life, with a track record of innovation and impact. He was an instrumental part of the founding team at Andela, a global talent network that connects

African software developers with companies worldwide. His contributions at Andela helped lay the foundation for one of Africa's most celebrated tech success stories, earning recognition as a pioneer in bridging the continent's talent gap.

At Eden Life, Enegesi has brought his passion for community building and problem-solving to the forefront. Founded in 2019, Eden Life was inspired by the challenges of balancing work and personal life in fast-paced urban environments. The app uses technology to provide seamless access to home management services, empowering users to focus on what matters most. Under Enegesi's

leadership, Eden Life has grown into a trusted solution for thousands of users, combining convenience with high-quality service.

What sets Enegesi apart as a founder is his unwavering commitment to user-centered innovation. He believes technology should not only solve problems but also create meaningful experiences that enhance daily living. This philosophy has driven Eden Life to continuously improve its offerings, leveraging data and feedback to meet evolving customer needs.

Enegesi's vision extends beyond technology. He is deeply passionate about mental health and well-being, particularly in the African context. He has championed initiatives aimed at fostering work-life balance and addressing burnout, reflecting his holistic approach to entrepreneurship.

As a thought leader and advocate, Enegesi is

shaping conversations around the intersection of technology, lifestyle, and community. He frequently speaks about the importance of designing solutions tailored to Africa's unique challenges and opportunities, inspiring other entrepreneurs to approach problem-solving with creativity and empathy.

Through Eden Life and his broader contributions, Nadayar Enegesi is redefining how technology can improve lives in Africa. His work exemplifies the power of innovation to not only address everyday challenges but also foster a sense of connection and well-being. Enegesi's journey is a testament to the impact that visionary founders can have when they combine purpose with passion, creating a brighter future for the communities they serve.



FARA ASHIRU JITUBOH

Empowering Africa's Tech Ecosystem



Fara Ashiru Jituboh is a trailblazer in Africa's tech and investment landscape, leveraging her expertise to drive innovation and empower the next generation of entrepreneurs. As the co-founder, CEO, and CTO of Okra, a leading open finance platform, Jituboh is at the forefront of Africa's fintech revolution. Her commitment to fostering inclusive financial systems and her strategic investments in technology-driven startups make her a powerful force in the ecosystem.

A seasoned software engineer and visionary leader, Jituboh has a deep understanding of the challenges and opportunities within

Africa's tech landscape. Her work with Okra has transformed how businesses and developers access financial data, creating a foundation for innovation across industries. Under her leadership, Okra has gained recognition as one of the most impactful startups in Africa's fintech space, securing significant funding and partnerships with global players.

Jituboh's influence extends beyond her operational leadership. As an investor, she is passionate about identifying and supporting startups that align with her vision of a more connected and empowered Africa. Her investment philosophy emphasizes scalable

solutions that address real-world problems, particularly those that foster financial inclusion and economic empowerment.

What sets Jituboh apart is her ability to bridge the gap between technology and impact. She actively mentors founders, offering them not just capital but also insights, guidance, and access to her extensive network. Her dual role as a founder and investor provides her with a unique perspective, enabling her to recognize potential and support startups effectively.

In addition to her contributions as an investor, Jituboh is a vocal advocate for diversity in technology and venture capital. She champions initiatives that promote the inclusion of women and underrepresented

groups, emphasizing the need for equitable access to opportunities in Africa's tech ecosystem.

Her thought leadership, combined with her technical expertise and investment acumen, has earned her widespread recognition. Jituboh is frequently featured in discussions about the future of fintech, open finance, and the role of technology in driving sustainable development across Africa.

Through her work with Okra and her investments, Fara Ashiru Jituboh exemplifies the transformative power of innovation and leadership. Her efforts are not only shaping Africa's financial landscape but also inspiring a new generation of entrepreneurs to build solutions that create lasting impact.



TOKUNBOH ISHMAEL

Championing Impact-Driven Investments in Africa



Tokunboh Ishmael is a pioneering force in African investment, bringing a unique blend of financial acumen, sustainability focus, and a commitment to driving impactful change. As a co-founder and managing director of Alchemy Capital Partners, Ishmael has been at the forefront of unlocking value across Africa's entrepreneurial ecosystem, transforming businesses, and empowering communities.

With a career spanning over two decades, Ishmael has carved a niche as one of Africa's most influential private equity investors. Her work at Alchemy Capital Partners focuses on mid-market investments, particularly in

sectors that drive economic growth and sustainability, such as renewable energy, agriculture, healthcare, and financial services. Through strategic investments, she has demonstrated the transformative power of capital when combined with a focus on long-term value creation.

Ishmael's investment philosophy is rooted in the belief that financial returns and social impact are not mutually exclusive. By identifying businesses with high growth potential and strong social relevance, she has consistently backed ventures that generate measurable societal benefits. This dual focus has earned her recognition as a leader in

impact investing across the continent.

A graduate of the University of London and a Chartered Financial Analyst (CFA), Ishmael began her career in investment banking, working with global institutions such as Salomon Brothers and Citibank. Her transition into private equity marked the beginning of her journey to redefine investment as a tool for social change in Africa. Her expertise in financial structuring and strategic planning has made her a sought-after voice in the investment community.

One of Ishmael's most notable achievements is her work in renewable energy. Through investments in solar energy projects and other clean technologies, she has championed initiatives that address

Africa's energy deficit while supporting the transition to sustainable development. Her ability to align profit motives with environmental goals underscores her visionary approach to business.

Beyond her role at Alchemy Capital Partners, Ishmael serves as a mentor and advocate for women in finance and entrepreneurship. She is passionate about increasing female representation in leadership positions and fostering an inclusive investment landscape. By mentoring young professionals and actively supporting women-led businesses, she has become a role model for the next generation of African leaders.

Her influence extends to various boards and organizations. Ishmael has

served as the Chairperson of the African Private Equity and Venture Capital Association (AVCA), where she championed policies to strengthen the investment ecosystem across the continent. Her leadership has helped bridge the gap between international investors and African businesses, making her a critical player in shaping Africa's financial future.

Tokunboh Ishmael's journey exemplifies the power of combining purpose with profit. Her ability to navigate complex markets while staying committed to sustainable development has set her apart as a transformative investor. Through her work, she continues to show that investment in Africa is not just about returns—it's about reshaping industries, uplifting communities, and building a future where economic growth is inclusive and sustainable.



MARK ESSIEN

Redefining Hospitality and Technology in Africa



Mark Essien, the founder and CEO of Hotels.ng, is a trailblazer in Nigeria's tech ecosystem, renowned for his transformative contributions to the hospitality industry. His remarkable journey from a small town in Akwa Ibom State to building one of Africa's leading online hotel booking platforms is a story of vision, determination, and innovation. Essien's work not only revolutionized the way Nigerians book hotels but also positioned him as a thought leader in the continent's burgeoning technology sector.

When Essien launched Hotels.ng in 2013, he identified a critical gap in Nigeria's hospitality

market: the lack of a centralized, reliable platform for booking accommodations. At the time, travelers struggled to find verified hotels or secure reservations, leaving them vulnerable to substandard options or outright scams. Armed with his expertise in software development, Essien created a platform that bridged this gap, offering users a seamless way to browse, compare, and book hotels across Nigeria.

Hotels.ng started modestly, but its impact was immediate. By focusing on customer-centric features like detailed hotel descriptions, secure payment options, and verified reviews, the platform gained trust and traction. Today,

Hotels.ng lists thousands of hotels and has facilitated millions of bookings, becoming Nigeria's largest online hospitality platform. Its success has catalyzed growth in the local tourism industry, creating jobs, and elevating service standards in the sector.

Beyond his achievements with Hotels.ng, Mark Essien is a passionate advocate for African innovation and talent development. Through the company's internship programs, he has mentored and trained hundreds of young Nigerians in skills like software engineering, digital marketing, and data science, equipping them to thrive in a competitive global economy. Essien also actively engages in thought leadership, frequently speaking at international conferences to spotlight Africa's potential in technology and entrepreneurship.

Essien's vision extends far beyond business success. He represents a new wave of African entrepreneurs who are leveraging technology to solve local problems with global relevance. By modernizing the hospitality industry, fostering local talent, and inspiring a generation of innovators, Mark Essien has solidified his legacy as one of Africa's most influential tech pioneers. His story is a powerful reminder of how creativity and perseverance can reshape industries and transform lives.



KWAKU OPOKU OSAFO-AMPOMAH

President/CEO of Groupe Evonet



Mr. Kwaku Opoku Osafo-Ampomah is the President/CEO of Groupe Evonet, a Ghanaian conglomerate that consists of businesses in Construction and Real Estate Development, Paint Manufacturing, Marketing Consultancy; Sales and Trading; Transport, Distribution, and Logistics; Car Sales and Rentals.

His experience in the construction and real estate industry spans over a decade. His insights into Ghana's building industry and his quest to find innovative ways to address the common challenge with respect to the dilapidation of wall paints in the sector led to the birth of the locally manufactured BCK Graffiato Paint and BCK Acrylic Paint.

As an entrepreneur, Mr. Osafo-Ampomah's activities are guided by five thematic pillars which are; integrity, discipline, loyalty, consistency and compassion. These influence his personal decision making and guides how he relates to clients, partners, friends and family. His passion is to build businesses across various industries which will first and foremost create employment for the teeming youth, secondly, show the youth that anything is possible with perseverance and thirdly, contribute to Ghana's industrial and economic growth.

The Journey of Kwaku Opoku Osafo-Ampomah : Building Dreams, One Brick at a

Time a self narrative:

My journey into the construction and real estate industry began with an intense desire to address the growing housing and infrastructure needs within my community. I witnessed firsthand the struggles people faced in accessing quality, affordable homes and commercial spaces, and I knew I could help solve these problems. I realized that by providing solutions, I could create a fulfilling and profitable business.

I started small, handling smaller-scale construction projects, which eventually led me to take a bold step into real estate. The inspiration to start my own business was rooted in my passion for problem-solving and my desire to create long-term, sustainable value in the places I lived and worked. I was also driven by the growing unemployment issue in our country and knew my ventures could help create jobs and opportunities for many.

However, starting Groupe Evonet came with its own challenges. One of the biggest hurdles was establishing credibility in an industry dominated by established players. Being a newcomer, it was tough to convince clients of our ability

to deliver high-quality, reliable, and innovative services. To overcome this, I focused on building a capable team and delivering on every promise we made. I also sought mentorship from experienced professionals, which helped me build strategic alliances and partnerships that strengthened the foundation of Groupe Evonet.

One of the most innovative ventures under my leadership has been BCK Graffiato Paint. In Ghana, the paint industry has long been dominated by imported products, making quality paint expensive and less accessible to many Ghanaians. I saw this as an opportunity to reduce dependency on imports and establish a locally manufactured brand. BCK Graffiato Paint was created to offer high-quality, textured paint at competitive prices while creating jobs for artisans, painters, and administrative staff. With God's grace, the impact has been tremendous, as we've supported numerous CSR projects and made quality paint more accessible to the average Ghanaian.

Through it all, my core values—integrity, discipline, loyalty, consistency, and compassion—have been my compass. Integrity ensures I am honest and transparent in all my dealings, even when shortcuts seem tempting. Discipline keeps me focused, organized, and productive, while loyalty has allowed me to nurture long-term relationships with my partners, employees, and customers. Consistency has helped me sustain my enthusiasm and dedication over the years, and compassion allows me to empathize with others, whether they are employees, clients, or even competitors. These values guide my decisions and have been instrumental in building trust and respect across all my ventures.

Of course, my journey has not been without mistakes. When we launched BCK Graffiato Paint, we focused so much on perfecting the product that we underestimated the importance of marketing and customer education. Initially, the market was hesitant to embrace a locally manufactured paint brand. This setback taught me the value of a comprehensive go-to-market strategy, including customer education and building brand awareness. Once we corrected our approach, the business turned

around, and today, it's a thriving venture that continues to grow.

As an entrepreneur managing multiple businesses across construction, real estate, logistics, and manufacturing, I've learned to rely on experts in each field. Empowering my team members to make informed decisions while providing overall guidance has been key to managing such diverse ventures. Technology has also been a great enabler, allowing me to streamline operations and stay informed across all areas. What keeps me motivated is the opportunity to solve problems and create lasting value—whether it's building homes, providing jobs, or improving systems in logistics.

To young entrepreneurs, my advice is simple: find your value and solve real problems. Build businesses that address the genuine needs of your community, not just what's trendy or profitable in the short term. Stay patient, stay grounded, and understand that success takes time and perseverance. Commit to your core

values, as they will guide you through the toughest challenges. Never stop learning, whether from your mistakes or from others. Growth is a continuous process, and the more you grow, the more you can give back.

Finally, remember that effort alone doesn't guarantee success. Be consistent, diligent, and relentless in pushing toward your goals. It's a journey that requires passion, persistence, and a belief that your work can make a difference. That belief, I've found, is what ultimately turns dreams into reality.



ABOUT BCK PAINTS

ADDING VIBRANCE TO YOUR WORLD!

At BCK Paints we are passionate about transforming spaces with color and texture. As a leading manufacturer of premium textured paint and high-quality acrylic paints, we bring innovation, creativity, and durability to every stroke.

Our mission is to inspire your artistic journey, whether you're a homeowner, a professional painter, or a DIY enthusiast. From homes and workplaces, to infrastructure and precious landmarks, BCK's market-leading brands are trusted by consumers and professionals alike to help build a better world.



Our Products:

- Graffiato Paint
- Acrylic Paint
- Semi-gloss Paint
- Glossy Paint
- Satin Paint
- Matte Paint
- Floor Paint
- Oil Paint
- Emulsion Paint
- Emulsion Super Latex (POP)

Our Services:

- Paint Manufacturing
- Wholesale/Retail of Acrylic Paint
- Wholesale/Retail of Textured (Graffiato) Paint
- Application Services
- Surface Preparation
- Project Planning & Estimation
- Maintenance & Touch-Up
- Specialty Coatings
- Innovation & Research
- Warranty & Support



 **024 870 7603 | 050 076 0592**

 www.bckpaints.com  bckpaints@gmail.com

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Hse.No.C3, Blue kiosk - Westland
alofgroup@aol.com/
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MOBILE: +233 [0] 53 474 8999
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@alofgroupLtd
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