



**Amanda Ojoacheone Omiach** Achèo Koncept

# GIVING WINGS DEPENDENTIAL



DEVELOPMENT PAN-ATLANTIC UNIVERSITY

# DIGITAL IMPACT BOOK

This book captures the entrepreneurial spirit and transformative impact of the Transforming Nigerian Youths Program, showcasing the remarkable journeys of young Nigerians who are changing their communities and industries.

#### ABOUT TRANSFORMING NIGERIAN YOUTHS PROGRAM



he Transforming Nigerian Youths project, implemented by Enterprise Development Centre, Pan-Atlantic University in partnership with the Mastercard Foundation is an initiative spanning across five years. The aim of the program is to catalyze change in Nigeria's MSME sector, particularly among youths, especially young women aged 18-35.

Through a blend of strategic training and support, the project has not only met its objectives but has also yielded significant, and sometimes unintended outcomes that have enriched the entrepreneurial ecosystem and fostered rural inclusion.

At the heart of this initiative is the mission to create a network of entrepreneurial and managerial change-makers. Young Nigerians, especially women, have been empowered to transform their mindsets, becoming more entrepreneurial and self-sufficient.

This was achieved through a meticulously designed intervention that included conceptualization, development, and facilitation of business management training for Nigerian youths, especially women.

The intervention provides additional support and professional services to the top 5% of the capacity building beneficiaries with potential to create at least five (5) jobs each; offer market linkages and promotion for their products and services.

#### The objectives of the intervention are:

1. To transform the mindset of youth in Nigeria to

become more entrepreneurial, and to equip them to be self-employed or employable.

- 2. Develop the management capacity, facilitate market access, and provide support services to existing MSMEs being run by young persons in such a way that enables them to scale and create more jobs.
- 3. Deepen the entrepreneurial curriculum and methodology in selecting higher education institutions across targeted states, thus ensuring a sustainable enterprise culture among staff and students.
- 4. To engage relevant stakeholders through advocacy to enhance opportunities for job creation for youth, especially young women and to re-orientate Nigerian youth to see jobs within the MSME space as dignifying.

The intervention in the first three years used an online learning approach, and in the last two years introduced the platform of community-based learning to make learning available and accessible to all participants on the program.

The program also stimulated interest amongst young people by facilitating competitions and hackathons in agriculture and creative industries. These sectoral events are to provide the needed platforms that promote/engage young people especially women in agriculture and creative sectors. 200,000 jobs are expected to be created over the five-year period. Since inception of the program in June 2020 till October 2024, the Transforming Nigerian Youths program has supported 213,886 youth across Nigeria, with 68% being young females.



Building on the learnings and insights from the 4+ years of implementation, the future of the Transforming Nigerian Youths Program is to scale-up and **deepen impact by expanding market access for young female entrepreneurs, empowering them to drive innovation and job creation in underserved communities.** 

### RESHAPING THE DIGITAL CONTENT LANDSCAPE IN NIGERIA

#### Salamatu Adamu – Sal's Epiphany Studio



t just 23 years old, Salamatu Adamu is already reshaping the digital content landscape in Nigeria. As the founder of *Sal's Epiphany Studio* in Kano, Salamatu uses the power of storytelling to help brands amplify their message. Her company employs photography, cinematography, graphic design, audio production, and creative writing to create impactful content for SMEs and NGOs. For businesses, she delivers content packages that enhance visibility and customer appeal. For social organizations, her studio crafts community-inclusive stories that inspire change and build awareness.

Through the *Transforming Nigerian Youth* program, Salamatu's business acumen has grown significantly. She's closed critical knowledge gaps in her field and mastered the principles of social entrepreneurship. With her new insights, *Sal's Epiphany Studio* is now poised to seize even more opportunities and scale to new heights. Salamatu's vision of using content to drive social impact has only grown stronger, fueled by the skills and confidence she's gained.



## SEEING THE WORLD THROUGH A UNIQUE LENS

Salamatu Iliyasu – Salma Banks Photography

S alamatu Iliyasu, a 24-year-old self-taught photographer from Kaduna, sees the world through a unique lens—one that captures identity, culture, social justice, and human rights.

Her documentary photography creates visual narratives that highlight Nigeria's socio-political dynamics, driving important conversations about climate change, migration, and education. Beyond activism, Salamatu also specializes in milestone photography, offering affordable, customized services that immortalize cherished memories with a creative flair.

Before joining the Transforming Nigerian Youths Program, Salamatu ran her photography passion project informally. The program transformed her from an enthusiastic hobbyist into a businesssavvy entrepreneur, teaching her how to structure her craft into a sustainable business. With newfound skills in business operations, Salamatu secured a \$100 grant and prepared for a major exhibition at the Abuja Photo Festival. Her journey exemplifies the power of combining artistry with strategic thinking to create a lasting impact.

# EMPOWERING TEENAGEGIRLS AND VOMENTING THROUGH FASHION

Maryam – Glitterand Event & Interior / M&G Collection

aryam, a 29-year-old from Kano, is the creative force behind Glitterand Event & Interior and its fashion arm, M&G Collection. Focused on empowering teenage girls and women through fashion, M&G Collection delivers stunning ready-to-wear pieces and haute couture while offering personalized fashion consultation services.

Her team of skilled designers is dedicated to providing exceptional customer experiences, blending innovation, elegance, and cost-efficiency. Maryam's journey took a transformative turn with the Transforming Nigerian Youths Program. With support from her Business Development Consultant, she reignited her passion for fashion, gained critical business management skills, and started keeping meticulous records. Her access to new market events has expanded her network and business reach.

Today, she operates a registered business with a growing reputation for quality and creativity, ready to lead the fashion industry one stylish designatatime.





@glitterrand bit.ly/Ramadan2025



# Revolutionizing Nigeria's leatherwork industry

Amanda Ojoacheone Omiachi – Achèo Koncept

manda Omiachi, the 29-year-old founder of Achèo Koncept, has been handcrafting bespoke leather footwear in Lagos since 2017. Her business specializes in producing elegant slippers, shoes, mules, and sandals, each designed with exceptional craftsmanship and precision. Despite running a successful enterprise, Amanda knew her business needed to evolve and grow to meet its full potential.

The Transforming Nigerian Youth Program became the catalyst for Amanda's business transformation. Starting the program in late 2020, she discovered new strategies for tackling business challenges and leveraging her strengths. A dedicated business development advisor helped her develop a clear growth plan, leading to milestones like officially registering her company with the Corporate Affairs Commission (CAC).

With newfound confidence, Amanda continues to scale her business, using the lessons learned to drive sales and solidify her place in Nigeria's leatherwork industry.



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# A Beacon of Innovation and Sustainability

Hawwa Yusuf – Hawy's Foods Ltd.



A t 34, Hawwa Yusuf is leading a revolution in healthy sweeteners with Hawy's Foods Ltd. in Kaduna. Her business produces premium sugarcane-based syrups in classic, ginger, and cinnamon flavors, offering a natural, healthier alternative to white sugar. Committed to supporting local farmers, Hawwa sources her raw materials directly from rural communities, ensuring a sustainable supply chain.

The Transforming Nigerian Youths Program played a pivotal role in reshaping her business strategy. Hawwa gained the confidence to explore expansion, diversify her product line, and even prepare for export opportunities. The program also deepened her collaboration with local farmers, boosting her company's impact and reach. Today, Hawy's Foods Ltd. stands out as a beacon of innovation and sustainability in Nigeria's food and beverage sector.







@hawysyrups www.hawysfoods.com.ng

# PIONEERING CHANGE IN FASHION DESIGN

Esther Okon Bassey - Okon Couture

sther Okon Bassey is an emerging force in Nigeria's fashion industry through her brand, Okon Couture. Based in Calabar, Esther specializes in creating bespoke and ready-to-wear outfits that blend tradition with contemporary style. Her designs cater to women seeking elegance and individuality.

When Esther joined the TNY program, her business was at a crossroads, with limited exposure and minimal access to larger markets. The program's lessons in business management, branding, and financial planning enabled her to reposition her brand and access new opportunities.

Today, Okon Couture is thriving, with a growing clientele and partnerships that extend beyond her local community. Esther has also started mentoring young women interested in fashion, sharing her knowledge to empower others to pursue their entrepreneurial dreams.

"The TNY program gave me the tools and the courage to step out of my comfort zone," Esther reflects. "I've learned that entrepreneurship is not just about profit but about impact—on your clients, your team, and your community."

Esther's story showcases the power of creativity and resilience in building a business that inspires and uplifts.





# Transforming Creativity into Community

Temitope Omisakin - Artini

emitope Omisakin, the founder of Artini, is one of the innovative entrepreneurs redefining creativity in the Nigerian art scene, since 2020. Through the unique medium of string art, she continues to elevate spaces from intricate geometric designs to functional art pieces, transforming spaces and creating lasting impressions.

The Transforming Nigerian Youth Program contributed to her business growth through expansion and impact. Temitope has been able to further redefine the scope of Artini beyond art to a vision that is committed to inspiring a generation to see the world through a lens of innovation and possibility.







madebyartini www.behance.net/omisakinte9d7b

# From Home Baker to Business Trailblazer

Patience Ogechi Asogwa - Chipat Treats



atience Ogechi Asogwa is the brain behind Chipat Treats, a small home baking business which she transformed into a leading online confectionery brand.

The Transforming Nigerian Youth Program served as a golden opportunity to improve her business vision. Patience gained valuable entrepreneurial knowledge that helped restructure her business including a social media presence which increased her customer base with 60% of them on social media.

She has expanded the business, creating a new income stream through online training. Her story is proof that that with the right tools, support, and determination, dreams can become reality.



### A JOURNEY OF SELF-DISCOVERY TO BUSINESS GROWTH AND PURPOSE

Victoria Edet Eshiet- Krispy Bakes and Bellys

ictoria Edet Eshiet is an entrepreneur whose journey has been about selfdiscovery, growth, and purpose. Her love for pastries birthed the establishment of Krispy Bakes and Bellys. A business she operated without structure or strategy until her sister encouraged her to take a chance at learning the ropes.

Patience's participation in the Transformation Nigerian Youth Program, reshaped her entrepreneurial vision, providing her with the mentorship and tools she needed to reposition her brand.

She was able to register her business, adopt savings and record-keeping habits, develop brand communication materials and launch a social media presence that grew her income and expand the business, hiring staff and taking on trainees.







he stories shared in this Digital Impact Book are more than narratives; they are a testament to the transformative power of entrepreneurship, resilience, and strategic investment in human potential. Through the Mastercard Foundation's partnership with the Enterprise Development Centre and the groundbreaking Transforming Nigerian Youths (TNY) program, we've witnessed the remarkable journeys of individuals who have turned challenges into opportunities, ideas into thriving businesses, and dreams into realities.

From tech innovators breaking barriers to artisans preserving cultural heritage, these entrepreneurs exemplify what it means to create dignified and fulfilling work while uplifting their communities. Their success demonstrates the importance of inclusive programming, capacity building, and a collaborative approach that puts people at the heart of sustainable development.

As we close this chapter, we remain inspired by the determination of these change-makers and committed to scaling their impact across Nigeria and beyond.

This book is not the end of the story but a foundation for what's to come—a brighter future driven by the creativity, resilience, and ambition of Nigeria's young entrepreneurs. Let these stories inspire you to believe in the limitless potential of Nigerian youth, particularly women, and the boundless possibilities that arise when we invest in them.

The journey continues.

