



Program Handbook

Diaspora Fund for Emerging Entrepreneurs

An Impact Program of **Kabila**, the Strategy Community

[Backed by Kenneth Igiri LLC]

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1. Overview

The Diaspora Fund is a brainchild of Kenneth Igiri LLC established as a vehicle for helping emerging entrepreneurs bootstrap small business ideas. The fund is managed through [Kabila, the Strategy Community](#), an offshoot of [Kenneth Igiri LLC](#) described as a community of emerging entrepreneurs in the consumer goods space operating in Africa who are eager to bootstrap their ventures using strategy tools and techniques.

1.1. Purpose

Support emerging entrepreneurs bootstrap and grow their businesses so they can be prepared for greater opportunities over a one-year period.

1.2. Objectives

- Support emerging entrepreneurs with seed capital for small ventures or scale ups.
- Help emerging entrepreneurs cultivate skills necessary to win in business and life.
- Grow the Kabila Community by sharing success stories of winners.

1.3. Goals

- Three stable and successful small businesses raised through the fund by the end of 2025. Measurement criteria will be:
 - **Absence of Debt** – the founder does not have any creditors.
 - **Monthly Cash Flow** – the business is thriving through sales.
 - **Next-Phase Readiness** – The founder can attempt scaling at higher levels.
- 1000 additional members of Kabila by the end of 2025 through referrals and the success stories of Kabila Community Members.
- Grow the Kabila Community by sharing success stories of winners.

1.4. Approach

- Open and manage an investment account that will be used to sustain the Diaspora Fund over the long term.
- Host a Pitch Competition every two months to identify one winner of prize money up to Two Hundred Thousand Naira (N200,000) or equivalent.
- Publicize the Diaspora Fund through targeted referrals rather than social media broadcasts or other mass marketing.
- Hold winners become accountable for their fund by requiring them to report on the progress of their venture in subsequent Pitch Competition events.

- Capture impact stories and complete journeys of winners to inspire others and grow the community.

1.5. Expected Outcomes

- Overall growth for members of Kabila, the Strategy Community.
- Rapid growth of paid membership on TSCAfrica.com to support the fund.

2. Fund Structure

2.1. Fund Structure

2.1.1. Investment Account Guidance

- **Purpose:** To securely store and grow the prize fund, creating a long-term, sustainable model for future competitions.
- **Features:** Fund storage, interest accrual options, fund tracking, and secure transaction capabilities.
- **Accountability:** Three signatories identified by: **ID card (NIN), Utility bill, Passport picture, BVN.**

2.1.2. Account Signatories

The following individuals are signatory to the Strategy Club Diaspora Fund Investment Account:

- **Mr. Elvis Boateng:** *Operations Specialist & Business Analyst*
- **Ms. Yetunde Macaulay:** *Development Enthusiast*
- **Mr. Akuchukwu Igiri:** *Music Consultant*

All withdrawals from the investment account will require a minimum of two signatures. All major account activities – deposits and withdrawals – must trigger notification to all three signatories.

2.1.3. Sources of Funding

The Kabila Diaspora Fund Investment Account will be funded privately for the first year of operations. After a year of creating impact stories, Africans in the diaspora will be invited to contribute to the fund so it can be scaled. The investment account will be allowed to grow in the first year of operations. All financial rewards for winners of the Pitch Competition will be catered for privately.

2.2. Pitching Competition Structure

- **Frequency** – the pitch competition shall be held on a bimonthly basis i.e. every two months.
- **Scope** – Emerging Entrepreneurs, early-stage startups, and innovative thinkers in Lagos and Accra.

- **Eligibility:** Participants should have been members of *Kabila, the Strategy Community* for least three months.

2.3. Pitch Competition Governance

2.3.1. Judges

- **Mr. Kenneth Igiri:** *Enterprise Architect & Strategy Coach.*
- **Mr. Elvis Boateng:** *Operations Specialist & Business Analyst*
- **Mr. Uchenna Epuh:** *Information Technology Professional and Finance Coach.*
- **Ms. Yetunde Macaulay:** *Development Enthusiast*
- **Ms. Chisom Ukachukwu:** *Co-founder, Edubreed Digital Solutions*

2.3.2. Terms of Reference

The following key responsibilities are expected of the Panel of Judges for bi-monthly pitch competitions:

- Review shortlisted participants' submissions ahead of the Pitch Event.
- Evaluate presentations based on criteria outlines in section 6.1.
- Provide useful feedback to participants after each Pitch Event.

3. Operational Guidelines

3.1. Stakeholder Engagement

- All members of the Community to be notified of Diaspora Fund guidelines monthly.
- All members of the Community to be invited to submit entries for the pitch Competition monthly.
- Panel of judges to be reminded of shortlisting criteria and competition terms ahead of Pitch Events.
- Unsuccessful applicants to be notified of reasons for not being shortlisted in writing.

3.2. Pitch Competition Planning

3.2.1. Identify Target Audience

- **Primary Participants:**
 - Entrepreneurs and early-stage startups with innovative ideas or prototypes who are members of Kabila Community WhatsApp group.
- **Locations:**
 - Focus on Lagos, Nigeria; Accra, Ghana; and Nairobi Kenya for diverse participation and regional reach.
- **Action:** Build a database of potential participants.

3.2.2. Develop Competition Structure

- **Phases:**
 - **Application Phase** - Use an online form (Google sheet) for participant submissions, requesting business plans, pitch decks, or prototypes.
 - **Screening Phase** - A committee (Chisom, Elvis, Coach K) to evaluate 20 submissions based on innovation, feasibility, and market potential.
 - **Pitch Event** - 5 shortlisted participants deliver live presentations to a panel of judges.
- **Action:** Draft detailed guidelines and selection criteria for all phases.

4. Application Process

4.1. Application Form:

- Complete application form providing essential personal details and file uploads.
- Await shortlisting processes and prepare to present idea to a panel.
- Do not attempt to influence the shortlisting process.

The application form is published on this URL: [Diaspora Fund Pitch Competition](#)

4.2. Required Documents

- One Slide, Seven-Step Pitch.
- Business Model Canvas – included in same slide deck.
- Budget and Cash Flow Worksheet.

Templates are available on the Diaspora Fund landing page: <https://kennethigiri.com/diasporafund>.

4.3. Eligibility Criteria:

4.3.1. Membership

- Members of Kabila, the Strategy Community who are emerging entrepreneurs or startup founders based in Lagos, Accra and Nairobi are free to apply for the fund.
- Applications must have been members of Kabila, the Strategy Club for at least three months as at the date of application.
- Applicants do not need to be paying members of Kabila, the Strategy Club but they must have participated on the WhatsApp Group for at least three months as at the date of application.

4.3.2. Demographics

- Applicants must be at least 18 years old at the time of application.
- Applicants must be resident in Nigeria, Ghana or Kenya at the time of participating in the Pitch Competition.

4.3.3. Period

- Applications will be open for four weeks starting on the first day of the month prior to scheduled Pitch Competitions. Applications must submit their entries within this period.
- Applicants must submit only one entry per cycle. If multiple entries are received from one individual only the first entry will be evaluated.
- Attempts to circumvent the system will be responded to with immediate blacklisting.

4.3.4. Startup Stage:

- Open to individuals or teams with early-stage startups or viable business ideas.
- Startups must not be fully scaled yet.

4.3.5. Business Focus:

- The pitch idea must address a specific market need and demonstrate potential for growth or social impact.
- Business ideas from any industry are welcome, provided they are ethical and legal. Consumer goods or related businesses are preferred.

4.3.6. Team Composition:

- Both individuals and teams are eligible to apply.
- If applying as a team, one representative must act as the lead for the pitch.

4.3.7. Documentation:

- Applicants must make submissions using the templates provided in the Diaspora Fund landing page.
- A valid government-issued ID of the lead applicant must be provided.

4.3.8. Commitment:

- Selected participants must be available for all scheduled events, including the pitch presentation and mentorship sessions.

4.3.9. Innovation and Originality:

- All ideas must be the original work of the participant(s).
- Entries should not infringe on any third-party intellectual property rights.

4.3.10. Exclusions:

- Employees or affiliates of the organizing body, judges, or sponsors are not eligible to participate.

Please note that finalists will be required to sign an agreement acknowledging the rules and conditions of the competition.

5. Terms & Conditions

5.1. Terms & Conditions

This Agreement is entered into as of, by and between Kenneth Igiri LLC, conveners of *Kabila*, the Strategy Community and owners of tsc africa.com and in relation to the pitch competition organized by The Strategy Club for emerging entrepreneurs.

5.1.1. Acknowledgement

The Finalist acknowledges having read, understood, and agreed to abide by all rules, regulations, and conditions governing the Competition.

5.1.2. Originality

The Finalist warrants that the business idea presented is original, lawful, and does not infringe on any third-party intellectual property rights.

5.1.3. Commitment to Participation

The Finalist agrees to:

- Attend all required events and activities related to the Competition.
- Prepare and deliver a pitch presentation during the Competition.
- Respond promptly to communications from the Organizer.
- Provide updates on implementation of the business idea in the next Pitch Competition.

5.1.4. Confidentiality

- The Finalist agrees not to disclose any confidential information obtained during the course of the Competition without prior written consent from the Organizer.
- The Organizer, Kenneth Igiri LLC will not claim ownership of the ideas presented but may use them for promotional purposes with acknowledgment to the Finalist.

5.1.5. Disqualification

The organizer, Kenneth Igiri LLC reserves the right to disqualify the finalist(s) if:

- They fail to comply with the rules and regulations of the Competition.
- They provide false or misleading information.
- They fail to provide prompt updates on implementation.

5.1.6. Prize Award and Obligations

- The Finalist acknowledges that the decision of the judging panel is final and binding.
- The prize of ₦200,000 or equivalent will be awarded to the winner based on the competition criteria.
- The Organizer, Kenneth Igiri LLC reserves the right to withhold the prize if any breach of the Agreement is discovered post-competition.

5.1.7. Use of Name and Likeness

The Finalist grants the Organizer the right to use their name, likeness, and submitted materials for promotional purposes related to the Competition, without additional compensation.

5.1.8. Liability Waiver

The Finalist releases the Organizer, Kenneth Igiri LLC its employees, and affiliates from any liability for claims or damages arising from participation in the Competition, except where such liability arises from gross negligence or intentional misconduct by the Organizer.

5.1.9. Finalist Declaration

I, have read, understood, and agreed to the terms and conditions outlined in this Agreement.

Signature: _____
Name: _____
Date: _____

Organizer

Representative: Elvis Boateng
Date: _____

6. Screening Phase

6.1. Objective

Evaluate submissions to identify innovative and feasible ideas with high market potential. The screening committee shall be made up of: Elvis, Chisom, Uche, Yetunde, Coach K.

6.2. Evaluation Criteria:

The following shall be the criteria for evaluation:

- **Innovation:** Is the idea unique or does it improve existing solutions?
- **Feasibility:** Can the business or idea realistically succeed within the given market and resources?
- **Market Potential:** Is there a significant demand or opportunity for growth?
- **Sustainability:** Does the business align with long-term goals in terms of profit and social impact.

Scoring shall follow the below structure:

- Innovation: 30%,
- Feasibility: 25%,
- Market Potential: 25%,
- Sustainability: 20%

6.3. Process & Outcomes

6.3.1. Process

- Pre-screen for eligibility and completeness of submissions.
- Each committee member reviews and scores independently.
- Host a review meeting to discuss and finalize shortlisted candidates.

6.3.2. Outcome:

- There will be a shortlist of five (5) participants for the pitching event.
- Shortlisted participants will be notified and provided with guidelines for the next phase.

7. Evaluation Rubric & Guidelines for Judges

7.1. Overview

This document outlines the evaluation criteria, scoring system, and process to ensure a fair, consistent, and transparent assessment of participants during the pitching competition.

7.2. Evaluation Criteria

You are required to assess each participant based on five key categories. Below are the categories, descriptions, and scoring guidelines:

7.2.1. Innovation (30 points)

S/No.	Points	Justification
1.	25-30	Idea is groundbreaking, original, and addresses a major gap or creates new market opportunities.
2.	15-24	Idea is moderately innovative, with some elements that differentiate it from competitors.
3.	0-14	Idea lacks innovation or replicates existing solutions without significant improvement.

7.2.2. Feasibility (25 points)

This assesses the practicality and viability of the idea, including operational, financial, and technical feasibility.

S/No.	Points	Justification
1.	20-25	Business plan is realistic, detailed, and clearly outlines how objectives will be achieved with available resources.
2.	10-19	Business plan has potential but lacks clarity or realistic execution strategies.
3.	0-9	Business plan is vague or impractical with significant gaps in execution.

7.2.3. Market Potential (25 points)

This evaluates the size and accessibility of the target market, as well as the growth potential and demand for the product/service.

S/No.	Points	Justification
1.	20-25	Target market is clearly defined, large, and has strong demand for the product/service.
2.	10-19	Target market shows moderate potential or has unclear growth opportunities.
3.	0-9	Target market is either too small, undefined, or has minimal growth potential.

7.2.4. Presentation Quality (10 points)

This assesses the clarity, professionalism, and engagement level of the pitch presentation. The focus is the presentation NOT the slide deck since our members may or may not have laptops or similar devices.

S/No.	Points	Justification
1.	8-10	Presentation is clear, well-structured, visually appealing, and highly engaging.
2.	4-7	Presentation is moderately clear, with some structural or visual issues.
3.	0-3	Target market is either too small, undefined, or has minimal growth potential.

7.2.5. Q&A Performance (10 points)

Definition: This evaluates how effectively participants respond to judges' questions, demonstrating knowledge and confidence.

S/No.	Points	Justification
1.	8-10	Participant answers questions clearly, confidently, and demonstrates in-depth understanding of the business.
2.	4-7	Participant provides moderately clear or partial answers, showing limited depth of understanding.
3.	0-3	Participant struggles to answer questions or demonstrates a lack of understanding.

Scoring Sheet Template

Category	Maximum Points	Score Given	Comments
Innovation	30		
Feasibility	25		
Market Potential	25		
Presentation Quality	10		
Q&A Performance	10		
Total	100		

7.3. Guidelines for Judges

7.3.1. Before the Competition

1. **Familiarize yourself** with the competition's objectives, evaluation criteria, and scoring system.
2. **Prepare materials** and notes for use during the event.

7.3.2. During the Competition

1. **To ensure consistency, kindly** use the rubric for all participants.
2. **Take Notes:** Write detailed comments to justify scores and provide constructive feedback.
3. **Avoid Bias:** Assess each participant based on their pitch, not on personal preferences or external factors.
4. **Engage:** Ask clear, concise questions during the Q&A to assess participants' understanding and readiness.

7.3.3. After the Competition

1. **Submission of Scores:** Judges are to provide completed scoring sheets to the organizing team for tallying.
2. **Participation in Deliberations:** Judges are to discuss scores with fellow judges if needed to address discrepancies or tiebreakers.
3. **Feedback:** Judges are to share general observations and suggestions for future improvements with the organizing team.

7.4. Post-Event Feedback for Participants

Judges' comments will be compiled and shared with participants to provide insights into their strengths and areas for improvement.

8. The Pitch Event

8.1. Pitch Event Overview

- The objective of the Pitch Event will be to showcase ideas and select winners based on live presentations.
- Participants and the audience will also get the opportunity to learn from judges' feedback.
- The Pitch Event shall be held every second Sunday of the week every second month beginning from February 2025.
- There shall be a maximum of five participants selected from 20 applications who have completed a form on a first come, first serve basis.
- Each participant gets 10-15 minutes (5-10 minutes for pitching, 5 minutes for Q&A).

8.2. Live Interaction:

Members in the audience will be given opportunity to ask questions during the Pitch Competition for the purpose of learning. Before the event is over,

- Winners will be announced based on judges' scores and feedback.

- Participation certificates shall be offered to all five participants.
- The first three finalist shall be given access to tscafrica.com.
- The first prize (funding) will be transferred to the winner within 48 hours.

8.3. Pitch Competition Planning

8.3.1. Logistics & Publicity

- There will be no live streaming of pitch competition event proceedings. The event shall be held within a closed **Zoom Meeting**.
- Publicity for the Pitch Competition shall be done via referrals from members of Kabila. It is important that invitations are targeted to committed individuals who have potential to scale.
- Clips from proceedings will also be used to market future events without laying emphasis on prize money.

8.3.2. Sample Schedule

- Welcome remarks by the moderator – *Kenneth Igiri* [5 minutes]
- Pitch Presentations – Participants [75 minutes]
- General Feedback – Judges [10 minutes].
- Announcement of Winners [3 minutes]
- Prize Presentation [3 minutes]
- AoB [5 minutes]
- Announcements & Closing [5 minutes]

8.3.3. Measuring and Reporting Impact

- **Metrics**
 - Number of applications received.
 - Audience turnout and engagement.
 - Feedback from participants, judges, and audience.
- **Follow-Up:**
 - Track progress of winners and participants post-competition.
 - Roll out surveys to solicit feedback.
 - Share success stories through blogs and videos.

8.3.4. Post-Competition Follow-Up

- **Winner Support:**

- Provide resources, mentorship, and networking opportunities to help winners launch or scale their ideas through tscafrica.com.
- **Promotions:**
 - Showcase winners and their business on social media.
 - Schedule interviews for winners on Iwineti Africa.