



Youth Entrepreneurship Summit & Expo 2024

The National Roadshow
Lagos | PH | UYO | Abuja

**"NAVIGATING CRISIS
TO OPPORTUNITY:
EMPOWERING ENTERPRISE
RESILIENCE THROUGH
INNOVATION & ADAPTATION."**

FEBRUARY 13, 2024 | THE EBONY LIFE PLACE, VICTORIA ISLAND

Nigeria possesses a strategic advantage in its quest to elevate its development index by effectively harnessing its primary assets: its millennial populace, favorable climate, and abundant reservoirs of natural and mineral resources. The paramount objective of all public and private economic policies should revolve around extracting value and fostering economic prosperity from this opportunity for leapfrogged growth.

Nevertheless, the path from innovative concepts to marketable products and services has proven to be fraught with numerous obstacles for numerous accomplished entrepreneurs within our society. The manifold challenges of youth unemployment, hyperinflation, and economic recession only serve to exacerbate the aforementioned hurdles.

The socio-economic advancement of our nation is intricately intertwined with the triumph and proliferation of entrepreneurs who generate employment opportunities and contribute to our foreign earnings. Consequently, the Youth Entrepreneurship Summit in Nigeria holds significant importance in propelling the nation forward. Since its inception in 2016, YES Nigeria has remained steadfast in its commitment to championing the inventive ideas put forth by our youthful entrepreneurs.

Our influence extends well beyond the mere inspiration of Nigerian youth, as our ultimate goal is to ignite a positive socio-economic transformation and facilitate the creation of export-ready, distinctly Nigerian products and services. At YES Nigeria, our vision centers around inspiring the upcoming generation of Nigerian youth, while our mission revolves around empowering and equipping these young individuals with the requisite knowledge, skills, and resources needed to unleash their entrepreneurial potential.

Through the provision of a platform for mentorship, networking, and educational opportunities, our aim is to cultivate a culture steeped in innovation, creativity, and resilience. Additionally, we will undertake road shows and seminars to address prevailing social issues that have adverse effects on local communities throughout Nigeria. We firmly believe in giving back to the community in a pragmatic manner, thereby counteracting the negative impacts that hinder entrepreneurial accomplishment for Nigeria's youth.

We eagerly anticipate forging a partnership with you as we strive to inspire the future of Nigeria, nurturing and empowering one young entrepreneur at a time.



Ndiana Iboru Matthew
Co-Founder, Yesng.org

from the
covener

EXECUTIVE SUMMARY

Nigeria, Africa's largest consumer market, proudly boasts not only a millennial population but also a climate and abundant natural resources conducive to services and agriculture. A handful of successful entrepreneurs in our society have faced innumerable challenges to convert their innovative ideas into marketable products and services.

The socio-economic progression of Nigeria is dependent on the success and proliferation of entrepreneurs that create job opportunities and enhance our chances of augmenting foreign earnings. The Youth Entrepreneurship Summit Nigeria (<https://yesng.org>) has been conceived to empower entrepreneurs and aspiring young professionals in the country by fostering a culture conducive to success. The fundamental model is to connect small to mid-size businesses and micro enterprises with seasoned entrepreneurs and business leaders. This setup will provide the necessary coaching, mentorship, knowledge, and networking opportunities to enable business growth and institutional longevity.

Fostering the development of entrepreneurs is indeed the most potent anti-poverty program. YES Nigeria was founded in 2016 to focus on and drum up support for the innovative ideas of youth entrepreneurs. This summit's influence is expected to not only spearhead and inspire Nigerian youth to be agents of change but also incite positive socio-economic evolution, and the creation of export-ready, proudly Nigerian products and services. The summit is touted as a significant stride towards achieving the United Nations Sustainable Development Goals. Featured interventions include quarterly roundtables, entrepreneurship culture promotion, access to market/capital, training workshops and incubation services. The summit attracts about 1000 youth entrepreneurs from Nigeria and other parts of the world each quarter.

Why YES Nigeria?

The journey to becoming a net exporting nation

YES Nigeria aims to identify innovative entrepreneurs across the country. These entrepreneurs can then use the YES Nigeria platform to receive essential mentoring and finance, fostering their ideas into sustainable businesses with export potential.

Nigeria is brimming with innumerable opportunities. However, few individuals are given the chance to demonstrate their ideas or secure primary funding, primarily due to inadequate access to investors and limited incubation opportunities. It is imperative that our Small and Medium Enterprises (SMEs) evolve into sustainable institutions and brands that are export-worthy.

*67% of Nigerians
have thought of
starting a business -
one of the highest rates
in West Africa.* www.gallup.com

YES Nigeria's vision entails the following:

1. Empowering small businesses and local vendors.
2. Creating networking opportunities for entrepreneurs.
3. Serving as a platform to promote existing government grants and loans for SMEs.
4. Providing the youth with career guidance and job opportunities.
5. Showcasing Nigerian Entrepreneurship heritage and its accomplishments to a worldwide audience.
6. Contributing to the enhancement of the #MakeInNigeria #ProudlyNigerian global brand recognition.

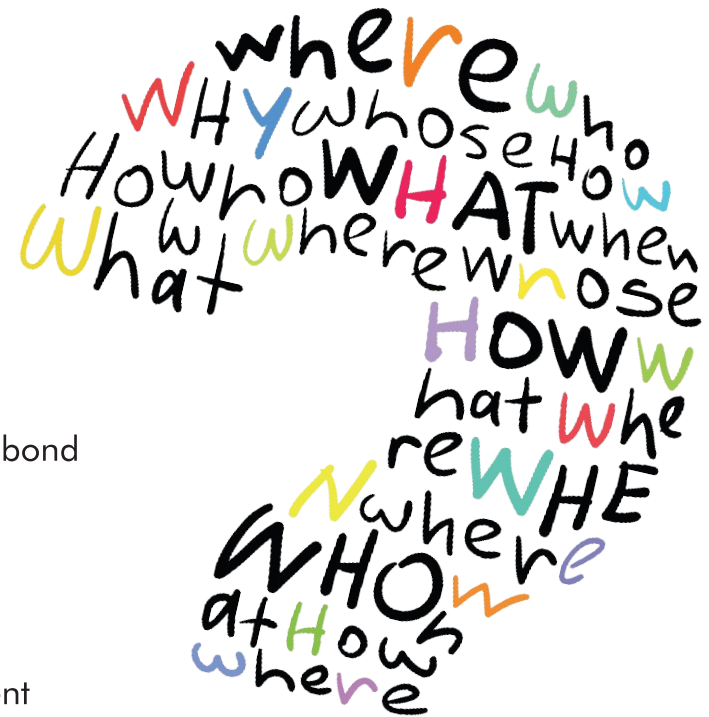


OBJECTIVES



Why Sponsor Yes Nigeria

- Experience effective brand exposure while establishing a stronger bond with the younger demographic. Product placement/sampling opportunities abound.
- Showcase your brand's dedication to Nigeria's growth.
- Enable key business players to influence the creation of government policies.
- Discover and empower Nigeria's emerging talents and burgeoning entrepreneurs.
- Participate in the national dialogue on significant topics and development. Interact with thought leaders, gaining insight into future trends.
- Enhance your organization's brand recognition throughout the 12-month conference marketing campaign and roadshows leading up to the event.



where
why whose who
How how WHAT how
What where when
what where whose
HOW
hat whe
re WHE
WHO
at How's
where



WHERE
whose
ow when

The target market for YES Nigeria can be divided into three categories:

YES Nigeria

BUSINESS LEADERS

- Local and international venture capitalists and angel investors keen to invest in Nigeria.
- Corporate institutions seeking to invest in SMMEs.
- Pension funds, Insurance, Legal firms & CSI Foundations, International development agencies.

ENTREPRENEURS

- University students, young people (16 – 40 age group) seeking career and employment advice.
- Young entrepreneurs in the SMME space seeking growth, funding & business coaching.
- Small businesses looking to upscale by building relationships with investors, regulators and exhibitors.
- Corporate buyers wishing to extend their procurement networks into the small business sector.
- Cooperative societies,

GOVERNMENT

- Decision and policy makers who regulate the SMME sector. MDAs responsible for Youth, Industry, Trade & Investment. (NEPC, CAC, SON, NEPZA, NIPC, ITF, NDDC, NIPC, SMEDAN, BOI, BOA, CBN, NCC).

ROUNDTABLE

WITH CAPTAINS OF INDUSTRY AND GOVERNMENT

NONYE AYENI

CEO, Nigerian Export Promotion Council.



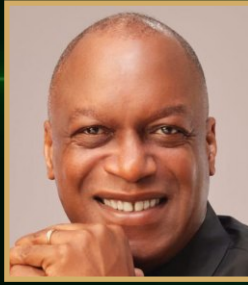
DR. DONALD DUKE

Former Governor, Cross Rivers State.



CHRIS UBOSI

MD, Megaelectrics Limited.



MORIN OBaweYA

Founder, Morin-O Luxury



Olufemi Ogunyemi,
CEO, Nigeria Export Processing Zone Authority.



BILJKISS ADEBIYI-ABIOLA
Co-Founder of Wecyclers.



UCHE NNAJI,
Founder, OUCH.



TAYO OVIOSU
MD, PAGA



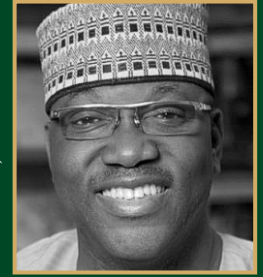
MEKA OLOWOLA
Managing Partner, Zenera Consulting.



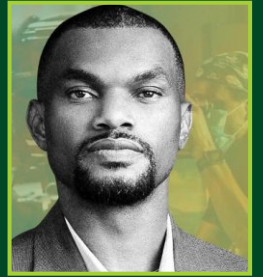
TOSIN ENIOLORUNDA
MD, Montiepoint.



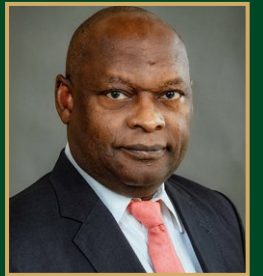
JOHN MOMOH
Chairman, Channels TV



EDITI EFFIONG
Founder, Anakle Films/
Director, The Black Book.



KYARI BUKAR
Ex-Chairman, Nigeria Economic Summit Group / CEO, Inlaks.



ROUNDTABLE

WITH CAPTAINS OF INDUSTRY AND GOVERNMENT

Hussaini Ishaq Magaji,
CEO, (CAC).



AFIZ OGUN OLUWATOYIN
CEO, Industrial Training Fund.



DR. JAMILA IBRAHIM
Honourable Minister of Youth



VUSI THEMBEKWAYO
Partner, My Growth Fund
Venture Partnersz



JOSEPH EDGAR
Chairman, Duke of
Shomolu Productions.



OLUKAYODE PITAN
MD, Bank Of Industry.



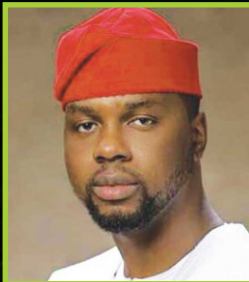
MR. EYO OKPO-ENE
(CEO, Xeus Nigeria Limited)



Ifeanyi
Chukwunonso Okeke
CEO, Standards
Organisation of Nigeria.



ADEBOLA WILLIAMS,
Founder, Red Media Group.



BAMANGA USMAN
JADA
CEO, Oil & Gas Free
Zone Authority (OGEZA)



CHARLES ODII
DG, SMEDAN



AISHA RIMI,
CEO, Nigeria Investment
Promotion Commission



sponsorship categories

PLATINUM SPONSORSHIP

Fee: N250,000,000

- Cobranding on all publications of the event.
- CEO welcome speech before VP's keynote address & welcoming note in event programme.
- 20 VIP passes and reserved seating.
- 1 Speaker pass to present a paper at the event.
- Back page & Centerspread full color advert in event brochure.
- Logo to appear on event programme & banner.
- Predominant branding on all collateral and at the conference.
- 2 x free standing banners at reception/registration area
- 2 x free standing banners in conference venue.
- Event website home page headline banner for 12 months
- Opportunity to issue a joint press release
- May host a workshop.
- Company brochure and gift in delegate pack.
- 3 minutes video clip to introduce the event's main plenary (to be produced by Sponsor).
- Sponsor will receive full delegate list.
- Sponsor may provide a senior executive to give mass media interviews promoting the event.
- 9 square meters of SME Exhibition stand.

sponsorship categories

DIAMOND SPONSORSHIP

Fee: N150,000,000

Branding Benefits:

- 12 VIP passes and reserved seating.
- Sponsor will have a panelist on relevant panel.
- Inside front cover full page color advert in event brochure.(First signee, page 1,2 respectively)
- Prominent exposure of your organization's involvement on all communications materials.
- Banner display in visible area on the website
- Visibility in all event publicity activities
- 1 x free standing banner at reception area.
- Company brochure in delegate pack.
- Company logo on lanyard.(3rd Signee)
- Official Lunch Sponsor (1st Signee)
- CEO welcome speech preceding lunch.(1st Signee)
- 3 mins video played during lunch.
- Branding of VIP reception area to receive WVIPs. (2nd Signee)
- 9 square meters of SME Exhibition stand.
- May host a workshop.

GOLD SPONSORSHIP

Fee: N100,000,000

Benefits Include:

- 10 VIP passes and reserved seating at YES Nigeria
- Prominent exposure of your organization's involvement on all marketing communications.
- Full page (Inside back cover)advert in event brochure. (First signee)
- Company brochure in delegate pack.
- "Creative Industries Roundtable Sponsor". (First Signee)
- Live Pitch winner's cheque in company branding and presented by CEO.
- 3 minute CEO introductory speech preceding Live Pitch.
- 3 minute video preceding Live Pitch
- Company logo in event programme & banner.
- 9 square meters SME Exhibition stand.
- Sponsor's representative on relevant panel.
- Sponsor's representative on "Live Pitch" judging panel.
- "Business-2-Entrepreneur Match Making Sponsor" – (2nd Signee)

SILVER SPONSORSHIP

Fee: N50,000,000

Benefits Include:

- 8 VIP passes and reserved seating at YES Nigeria.
- Prominent exposure of your organization's involvement on all marketing communications.
- Full page advert in event brochure facing Inside front cover.
- Company logo in event programme & banner.
- 6 square meters SME Exhibition stand
- Sponsor's representative on relevant panel.
- Company brochure in delegate pack.
- Delegate Bag sponsor (First Signee)

OTHER PLACEMENTS

- **Exhibition space 6 sq.m =**
 - (SME) N500,000
 - (Corporate) N1,000,000
- **Page Advert in programme e-book:** N500,000
- **Delegate Fees:** N100,000
- 60 sec corporate Video at opening ceremony: N1,000,000

OFFICIAL AIRLINE PARTNER

Sponsorship Fee: N50,000,000

Benefits Include:

- 10 VIP passes and reserved seating at YES Nigeria
- Prominent exposure of your organization's involvement on all marketing communications.
- Full page advert in event brochure.
- Company brochure in delegate pack.
- 3 minute video preceding plenary break.
- Company logo in event programme & banner.
- 9 square meters SME Exhibition stand.
- Sponsor's representative on relevant panel.
- "Business-2-Entrepreneur Match Making consultant" –
- Sector exclusivity.

SLOTS: 1

COCKTAIL SPONSOR

Sponsorship Fee: N15,000,000

Benefits Include:

- 5 VIP passes and reserved seating at YES Nigeria.
- 20 VIP guest to cocktail reception
- Prominent exposure of your organization's involvement on all marketing communications.
- Branding throughout cocktail venue.
- Full page colour advert in event programme.
- Company logo in event programme & banner.
- 6 square meters SME Exhibition stand.
- Sponsor's representative on relevant panel.
- 3 min CEO address at cocktail reception.
- 3 min corporate TVC t cocktail reception.
- Company brochure in delegate pack.

SLOTS: 1

sponsorship categories

Official Technology Partner

Sponsorship Fee: N15,000,000

Benefits Include:

- 5 VIP passes and reserved seating at YES Nigeria
- Prominent exposure of your organization's involvement on all marketing communications.
- Full page advert in event programme.
- Company brochure in delegate pack.
- 3 minute video preceding plenary break.
- Company logo in event programme & banner.
- 9 square meters SME Exhibition stand.
- Sponsor's representative on relevant panel.
- "Business-2-Entrepreneur Match making consultant"
–
- Sector exclusivity.
- 1 free standing banner in reception area.

SLOTS: 1

Workshop Sponsor

Sponsorship Fee: N5,000,000

Benefits Include:

- 5 VIP pass and reserved seating at YES Nigeria.
- 1 VIP guest to cocktail reception
- Full colour page advert in event programme.
- 100 word company about us and logo in event programme.
- Sponsor's representative to facilitate workshop for SMMEs.
- 6square meters SME Exhibition stand.
- Company brochure in delegate pack.
- Company banners x2 at breakaway workshop session.

SLOTS: 3

The Organisers



Palm3 Strategic Communications CC, founded in South Africa in 2012, is a leading light in the world of Public Relations, Strategic Communications, and Event Management.

Known for its innovative 'bleeding edge' approach, it has worked with a diverse range of clients, including Royal Dutch Shell subsidiary, Shell Companies In Nigeria(SCIN) / Shell Petroleum Development Company Nigeria Limited, demonstrating its global reach and credibility. In 2023, Palm3 Concepts-Nigeria merged with Palm3 Limited, expanding its influence in the African market.

The company blends traditional PR strategies with modern technology for effective communication, and it's renowned for meticulously planned and executed events. At its core, Palm3 Concepts believes in building long-term partnerships with clients, crafting bespoke strategies that align with their goals. As it continues to grow, it remains committed to innovation, client satisfaction, and excellence.

OFFICIAL TECHNOLOGY PARTNERS



STRATEGIC PARTNERS



FEBRUARY 13, 2024. | EBONY LIFE PLACE

Palm 3 Concepts: Gallery

Palm3 Concepts, founded in Johannesburg, South Africa and Lagos, Nigeria in 2012, is a leading light in the world of Public Relations, Strategic Communications, and Event Management. Known for its innovative - 'bleeding edge' approach, it has worked with a diverse range of clients, including Royal Dutch Shell subsidiary, Shell Companies In Nigeria / SPDC, demonstrating its global reach and credibility. In 2023, Palm3 Concepts merged with Palm3 Nigeria Limited, expanding its influence Pan African. The company blends traditional PR strategies with modern technology for effective communication. Palm3 is renowned for meticulously planned and executed events. At its core, Palm3 Concepts believes in building long-term partnerships with clients, crafting bespoke strategies that align with their goals. As it continues to grow, it remains committed to innovation, client satisfaction, and excellence. It's flagship social investment , The Youth Entrepreneurship Summit & Expo Nigeria (www.yesng.org) was founded by Ndiana-Abasi and Yewande Matthew in 2016, in Lagos, Nigeria.



Last R - Michael Oye, GM, SMES at the maiden YESN Summit, Eko Convention Centre, Victoria Island in July 2016.



About 1000 Youth Entrepreneurs empowered by the Bank of Industry Headline Sponsored Youth Entrepreneurial Summit & Expo, Lagos -Nigeria.

Youth Entrepreneurship Summit & Expo: Gallery



CEOs at the YESN roundtable during plenary.



Break-Out coaching sessions.





Yesng.org Secretariat
Palm3 Limited,
Treasure Gardens,
Freedom Way, Lekki Phase 1,
Lekki, Lagos,
Nigeria.
+234-703-149-0990
ndiana@yesng.org

www.yesng.org

