

Ibadan

ENTREPRENEURIAL
ECOSYSTEM
SNAPSHOT



WEST AFRICA



Aspen Network of
Development Entrepreneurs

WITH SUPPORT
FROM



Ibadan

ENTREPRENEURIAL ECOSYSTEM SNAPSHOT

Ibadan is a prominent southwestern city in Nigeria, and the capital city of Oyo State. The city has experienced a rise in entrepreneurship in recent years. This means that Ibadan's entrepreneurial ecosystem is still emerging and boasts enormous potential that has yet to be harnessed. The city also faces several challenges that hinder the ecosystem's growth. These include: lack of access to finance, talent migration (also referred to as brain drain) due to perceived lack of opportunities, a lack of centralized data on ecosystem stakeholders, poor business infrastructure, and lack of immediate access to markets.

Nonetheless, Ibadan's proximity to the city of Lagos presents a key opportunity to strengthen Ibadan's entrepreneurial ecosystem. Lagos is home to Nigeria's largest urban population, which offers a large market for goods and services for entrepreneurs in Ibadan to tap into and increases access to nearby investors.

The Aspen Network of Development Entrepreneurs (ANDE) conducted this entrepreneurial ecosystem snapshot to identify organizations that actively support entrepreneurs in Ibadan and the kind of support they provide. These organizations include: investors, capacity development providers, business development support providers, professional service providers, government agencies, and others.

The snapshot reveals that most support providers are either sector agnostic or focus on food and agriculture. Debt financing is the most prevalent financial tool in Ibadan's entrepreneurial ecosystem. Entrepreneurs usually access this type of financing in the form of a loan through banks or other financial institution. Support providers indicated that their top impact objective is building entrepreneurs' capacity, which is often done by providing nonfinancial services directly to entrepreneurs.



METHODOLOGY



Review of Existing Literature



Surveys and Interviews



Stakeholder Meetings

To see more data and findings, see the digital version of ANDE's Ecosystem Snapshots at: ecosystems.andeglobal.org



Aspen Network of Development Entrepreneurs

WEST AFRICA

SUMMARY

57

NON-FINANCIAL
SUPPORT PROVIDERS

36

FINANCIAL SUPPORT
PROVIDERS

1

OTHER ECOSYSTEM
SUPPORT PROVIDERS

TOP IMPACT OBJECTIVE

48%

OF SURVEY RESPONDENTS
FOCUS ON CAPACITY
BUILDING

TOP SECTOR OF FOCUS

37%

OF SURVEY RESPONDENTS
FOCUS ON SECTOR
AGNOSTIC

TOP STAKEHOLDER FOCUS

71%

OF SURVEY RESPONDENTS
FOCUS ON YOUTH
ENTREPRENEURS

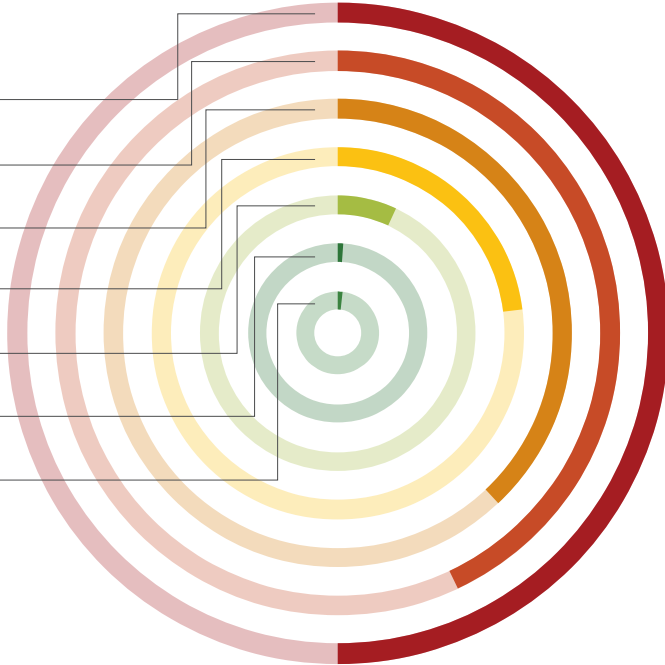
TOP TYPES OF STAKEHOLDERS

71%

OF SURVEY RESPONDENTS
FOCUS ON BUSINESS
DEVELOPMENT SERVICE
PROVIDER

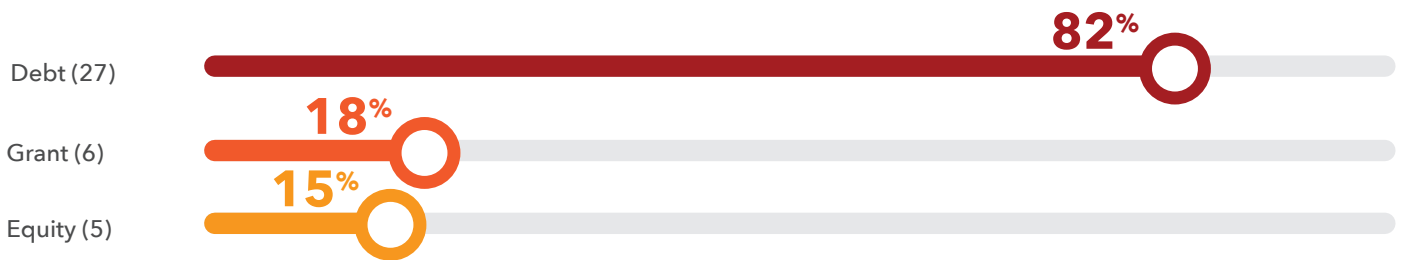
Intervention Type

Provide Nonfinancial Services to Entrepreneurs Directly (42)	50%
Promote and Educate about Entrepreneurship (36)	43%
Invest Directly (32)	38%
Conduct Research on the Sector (19)	23%
Provide Financial Support to Intermediaries (6)	7%
Invest into Funds (1)	1%
Other (2)	2%



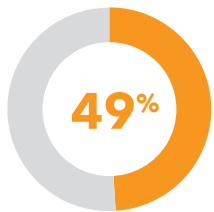
n=84

Investment Instrument

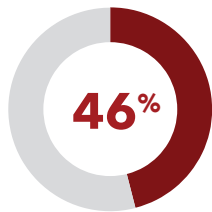


n=33

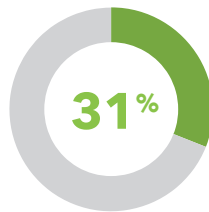
Nonfinancial Support



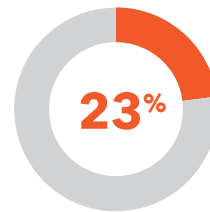
Business Strategy and Planning (19)



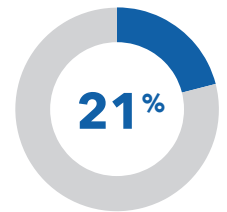
Access to Networks and Partners (18)



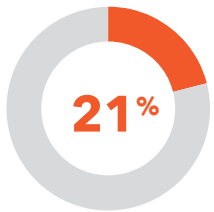
Leadership Development (12)



Technology Development or Adoption (9)



Investor Showcases (8)



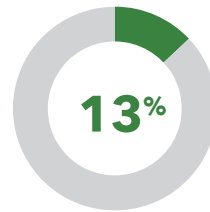
Ideation (8)



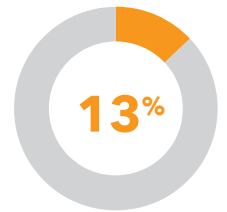
Sector Development (7)



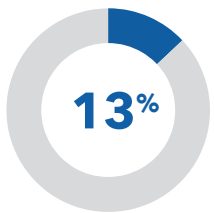
Marketing Support or Market Research (5)



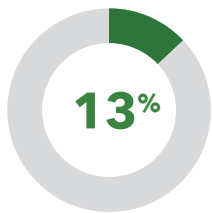
Building HR Capacity (5)



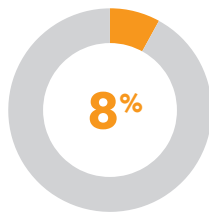
Media Exposure (5)



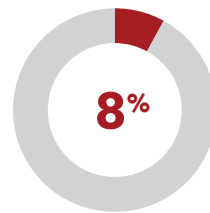
Governance Structure (5)



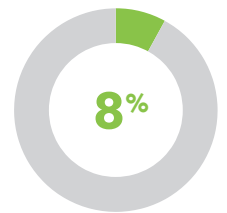
Legal, Accounting, Other Office Services (5)



Financial Management (3)



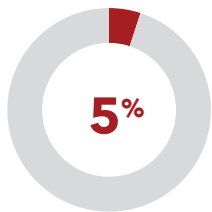
Product Certification (3)



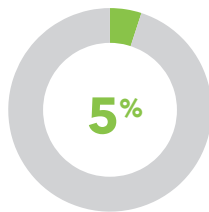
Value/Supply Chain Development (3)



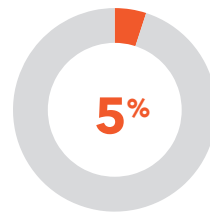
Investor Matchmaking (2)



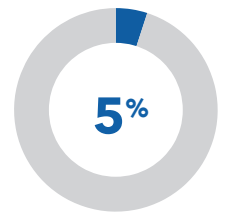
Due Diligence (2)



Other (2)



Performance management (2)



Needs Assessment (2)



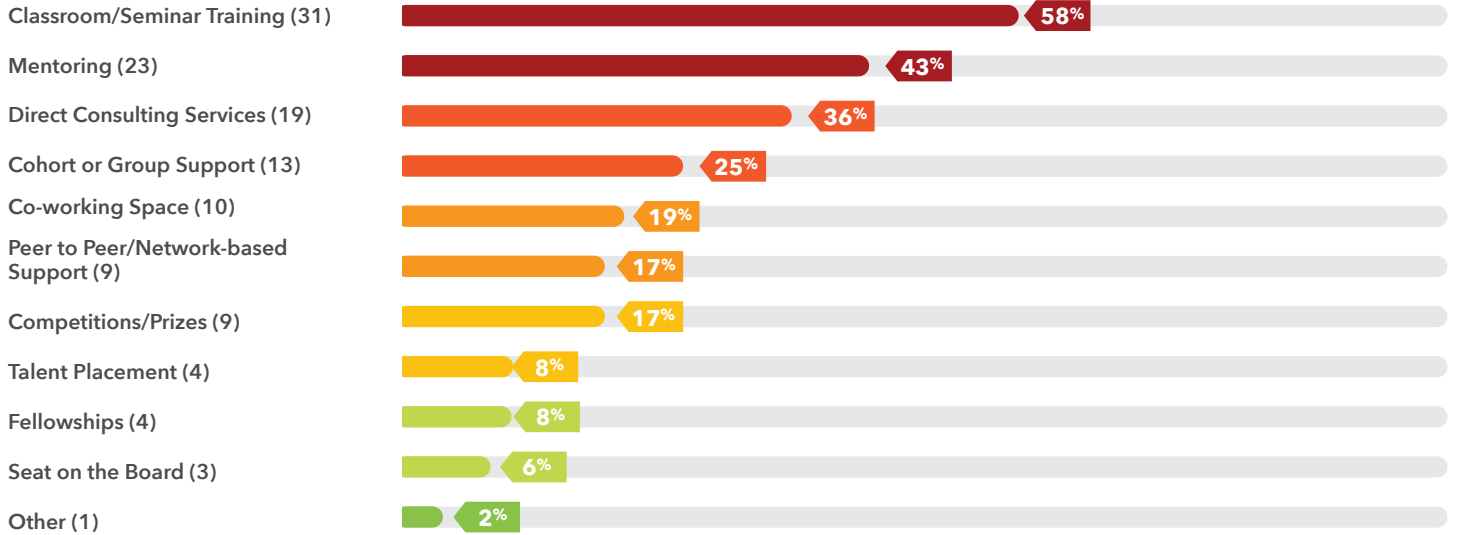
Building M&E Capacity (1)



Exit Strategies (1)

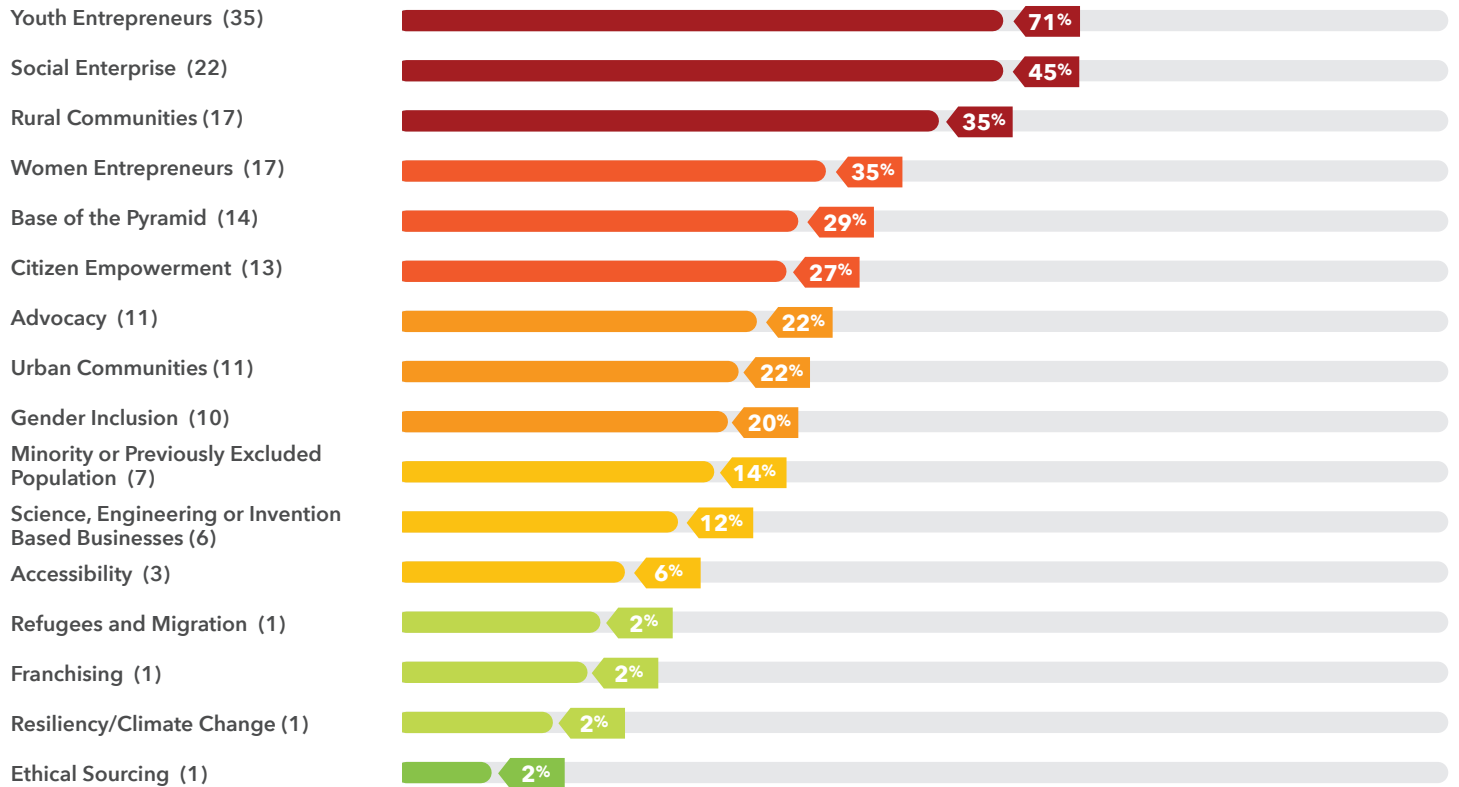
n=39

Nonfinancial Support Delivery Mechanism



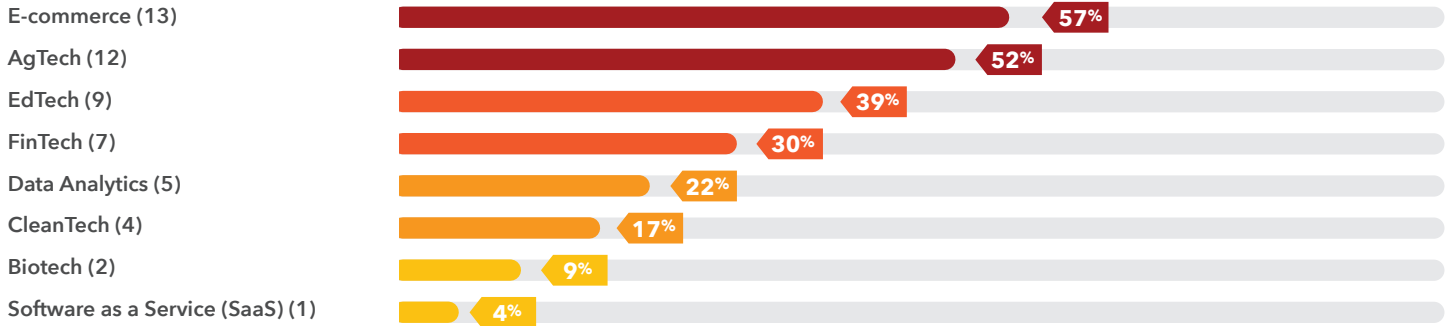
n=53

Stakeholder or Business Model Focus



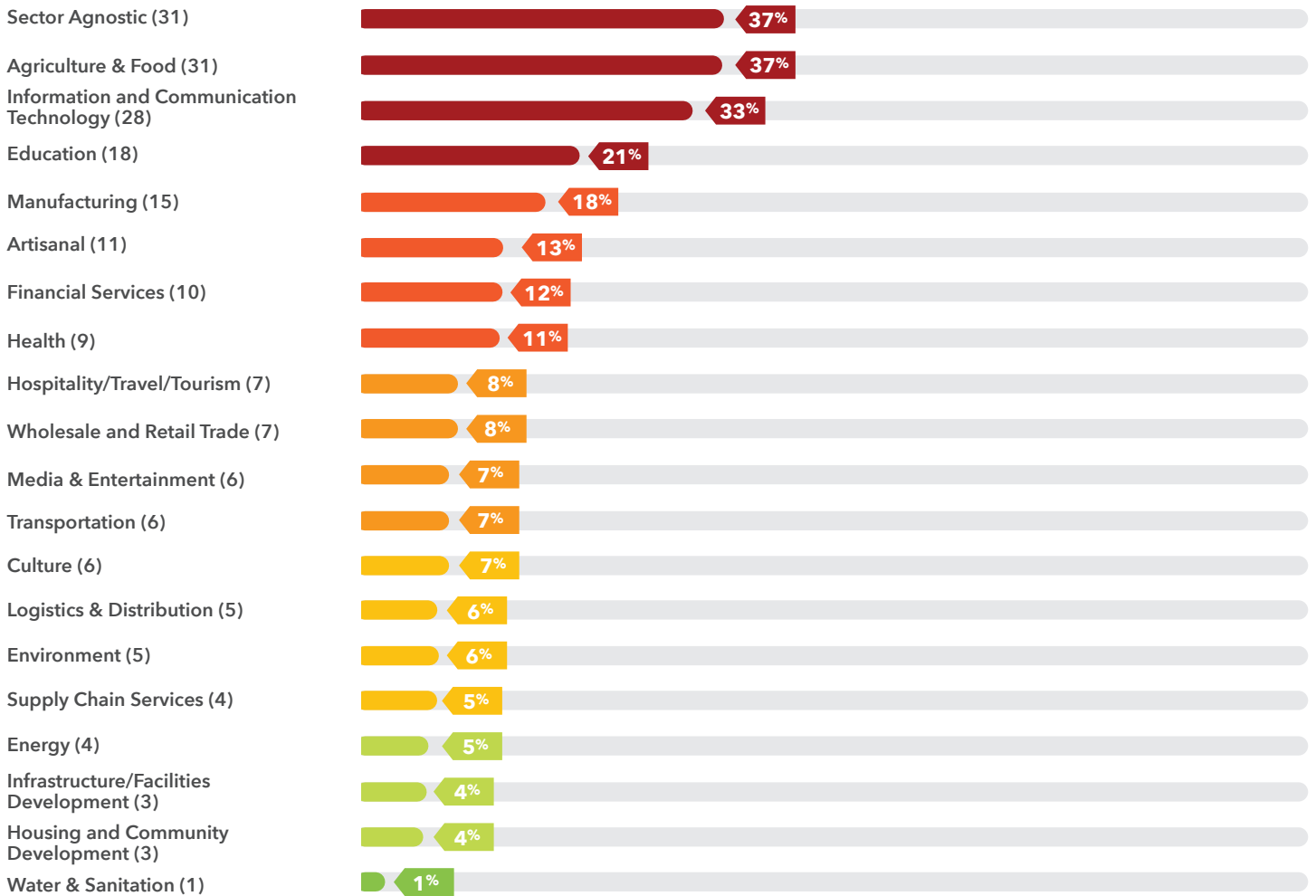
n=49

Verticals



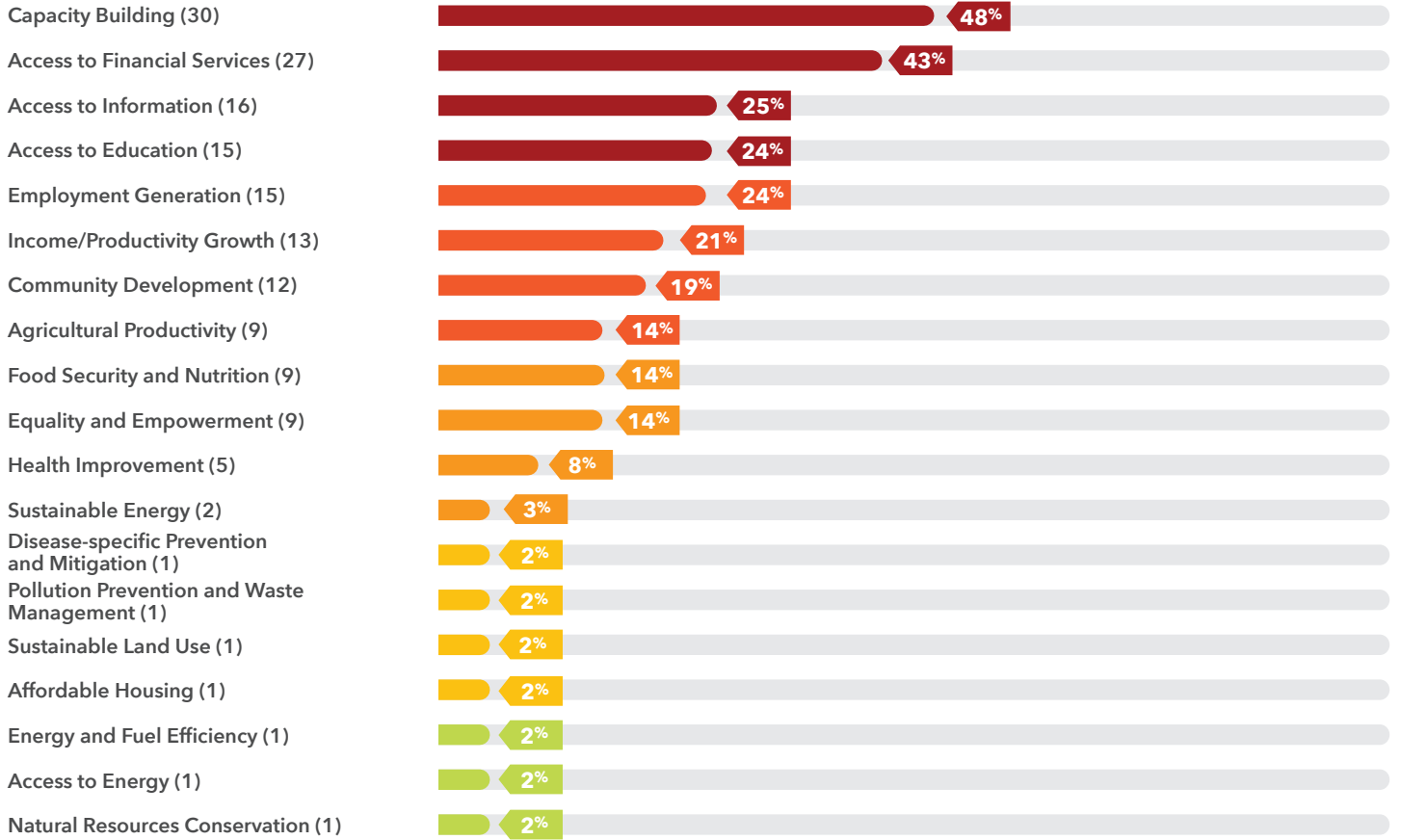
n=23

Sectors of Focus



n=84

Impact Objective



n=63

STAGES OF SUPPORT

KINDS OF SUPPORT























Academic Institution

	IDEA	START UP	EARLY	GROWTH	MATURE
AgResults Aflasafe Nigeria Pilot Project (International Institute of Tropical Agriculture (IITA))					
Entrepreneurship Development (Centre for Entrepreneurship and Innovation)					
Entrepreneurship Education (University of Ibadan)					
Fruits and Vegetable Research and Demonstration Centre (National Horticultural Research Institute)					
Global Entrepreneurship Week (Enterprise Development Centre of Pan-Atlantic University)					
Ibadan Business School Program (Ibadan Business School)					
Vocation and Entrepreneurial Education (The Stone Technical College Adeyi Ibadan)					

KINDS OF SUPPORT








Bank or Financial Institution

IDEA 	START UP 	EARLY 	GROWTH 	MATURE 
Advans Loan Products (Advans La Fayette Microfinance Bank)				
Agric Credit Support Scheme (United Bank for Africa)				
Banking for SMEs (Ecobank Nigeria Plc)				
Biz-Smart Account (Stanbic IBTC Bank)				
Emerging Businesses Development Fund (Diamond Bank Plc)				
FCMB Financial Inclusion (First City Monument Bank (FCMB))				
Fidelity Managed SMEs (Fidelity Bank Plc)				
FirstBank SME Connect (First Bank Nigeria)				
MPOWER Biz Account (Access Bank PLC)				
SME Banking (Guaranty Trust Bank)				
SME Banking (Keystone Bank)				
SME Banking (Zenith Bank)				
SME Business Financing (Bank of Industry)				
SME Loans and Credit (Heritage Banking Company Limited)				
SME Services (Skye Bank Plc)				

KINDS OF SUPPORT








Bank or Financial Institution

IDEA 	START UP 	EARLY 	GROWTH 	MATURE 
Sterling Bank MSME Banking (Sterling Bank)				
Union Bank Small Business (Union Bank of Nigeria Plc)				
Unity Bank SME Services (Unity Bank)				
Wema Bank SME Loans (Wema Bank Plc)				
Youth Entrepreneurship Development Programme (First City Monument Bank (FCMB))				



Capacity Development Provider






IDEA 	START UP 	EARLY 	GROWTH 	MATURE 
360 Degrees for Agripreneurs (The Green Generation Initiative)				
Building ICT Entrepreneurs (EduLight Consulting)				
Business Development Services (Primacy Edge Hub)				
Business Incubation and Co-working (Ecco Hub)				
Campus Labs Entrepreneurship Support (Campus Labs)				
Entrepreneurship Development Centres (CBN-Entrepreneurship Development Centre)				

KINDS OF SUPPORT

- EQUITY 
- QUASI-EQUITY 
- DEBT 
- GRANT 
- GUARANTEES 



Capacity Development Provider

IDEA 	START UP 	EARLY 	GROWTH 	MATURE 
Foundation for Skill Development, Technical and Enterprise Training Institute (Field of Skills and Dreams)				
Global Entrepreneurs (AIESEC)				
Google Digital Skills for Africa (Digitalhubafrica)				
Google Digital Skills For Africa (Mind The Gap)				
Hub Projects (LPI Innovation Hub)				
Ibadan Entrepreneurs Network (Ibadan Entrepreneurs Network)				
Ibadan Global Shapers Hub (Global Shapers)				
IBridgeHub Innovative Events (The IBridgeHub)				
MIT Global Startup Labs (Global Startup Labs)				
Naija Greenlife (Onelife Initiative for Human Development)				
She Means Business (She Leads Africa)				
Social Innovators Programme and Award (LEAP Africa)				
Social Intervention Loan Scheme for Market Women (CHEGRO International Ltd.)				
Stag Project Skill Acquisition Program (Stag Project)				
Startup Incubation (Christian Aid)				



KINDS OF SUPPORT



Capacity Development Provider

IDEA	START UP	EARLY	GROWTH	MATURE
Tech Incubation (ALFTech Hub)				
TechmIT Acceleration Program (TechmIT Africa)				
The Future Award Africa (The Future Project)				
Young Enterprise Forum (NETPlat Nigeria)				

Corporation or Corporate Foundation

IDEA	START UP	EARLY	GROWTH	MATURE
Microsoft Digital Education and SME Solution (Microsoft)				
Odu'a Chamber of Commerce, Industry, Mines and Agriculture (Odu'a Investment Company)				
Safecomplex.com (Safe Complex Multi-Biz Limited)				

KINDS OF SUPPORT



Development Finance Institution or Donor Agency

IDEA	START UP	EARLY	GROWTH	MATURE
Enterprise Support (British Council)				
Food and Rural Finance (Bank of Agriculture)				



Foundation

IDEA	START UP	EARLY	GROWTH	MATURE
Entrepreneurship Competition (We All Win) (ENACTUS)				
Ford Foundation Grants (Ford Foundation)				
Free Credit to Women Agripreneurs (Abundant Hope for Women Welfare Foundations)				
Grants for Nonprofits (Aspire Coronation Trust Foundation)				
Grooming Centre Microloan (Grooming Centre)				
Shakti Women Empowerment Project (Growing Businesses Foundation)				
Tony Elumelu Entrepreneurship Programme (Tony Elumelu Foundation)				

KINDS OF SUPPORT



Government Agency

IDEA	START UP	EARLY	GROWTH	MATURE
Business Incorporation (Corporate Affairs Commission)				
Communications and Technology Regulation (Federal Ministry of Communications and Technology)				
Food and Drug Product Control (National Agency for Food and Drug Administration and Control)				
MSME Development and Promotion (Small and Medium Enterprises Development Agency of Nigeria)				
Nigerian Consumers Protection (Consumers Protection Council)				
Product Standardization and Certification (Standard Organisation of Nigeria)				
Tax Legislation and Collection (Federal Inland Revenue Service)				
Trade and Investment Promotion (Federal Ministry of Industry, Trade and Investment)				

Investor

IDEA	START UP	EARLY	GROWTH	MATURE
Agri-Business Investment (Sahel)				
SGB Finance (GroFin)				

KINDS OF SUPPORT



Media Organization

IDEA	START UP	EARLY	GROWTH	MATURE
Ibadan SME Growth Hub (Jetheights Services Ltd)				
Techpoint.africa (Techpoint)				

Microfinance Institution

IDEA	START UP	EARLY	GROWTH	MATURE
Self Reliance Economic Advancement Programme (SEAP)				

KINDS OF SUPPORT



Research or Advisory Service Provider

IDEA	START UP	EARLY	GROWTH	MATURE
Business Development Consulting (Westville Consulting)				
Centre for Enterprise Development and Action Research (Centre for Enterprise Development and Action Research)				
Farming Project (Center for International Private Enterprise)				
Policy Advisory (Ibadan School of Government and Public Policy)				
Wenovation Hub AgriTech Incubation (LoftyInc Allied Partners, Ltd)				



Sector Association

IDEA	START UP	EARLY	GROWTH	MATURE
Farmers Union (Farmers Development Union)				
Network of Incubators and Accelerators (Network of Incubators and Innovators in Nigeria)				
Network of Innovation Hubs (AfriLabs)				

GAPS AND OPPORTUNITIES

GAPS in the Ibadan Entrepreneurial Ecosystem

Limited access to financial support for SGBs

Poor collaboration among support providers

Limited access to information about ecosystem support providers due to lack of centralized data.

Limited access to market opportunities

Mutual distrust between investors and small business owners

Lack of enabling environment and supporting policies for SGBs to thrive

Due to a perceived lack of economic opportunity in Ibadan, many talented professionals are drawn to Lagos, reducing the talent pool for SGBs in Ibadan.

Political instability

OPPORTUNITIES in the Ibadan Entrepreneurial Ecosystem

Increasing demand for investible agricultural businesses

Proximity of Ibadan to other larger cities to boost market access

Affordable costs of infrastructure and running a business

Growing local investor interest, such as angel investors, to boost entrepreneurship in Ibadan

Opportunity to commercialize research and development, which is a core strength of Ibadan

Opportunity for a sustainable collaboration between the private and public sectors to harness Ibadan's unique strength in agriculture and food

RECOMMENDATIONS



INVESTOR EDUCATION

Local and foreign investors should be educated on the opportunities available for investment in Ibadan.

MENTORSHIP PLATFORMS

Capacity development providers need to collaborate in creating platforms for sustainable entrepreneurial mentorship.

INTERSTATE COLLABORATION

Both the government and private sector should collaborate with other economically viable states in Nigeria to attract more supporters to the broader entrepreneurial ecosystem.

LOCALIZE SUPPORT PROGRAMS

Because of Ibadan's unique entrepreneurial culture, support programs must be adapted to better suit the local context.



For more information please contact the staff
of ANDE's West Africa Chapter:

OLATUNJI AJANI

ANDE West Africa Chapter Manager
Olatunji.ajani@aspeninstitute.org

JOSHUA ADEDEJI

ANDE West Africa Senior Program Coordinator
Joshua.adedeji@aspeninstitute.org



Aspen Network of
Development Entrepreneurs

WITH SUPPORT
FROM

