



2024

**ANNUAL
REPORT**

● ● ● TOMORROW
FOUNDATION





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MAGGIE GU

● Tomorrow Foundation
● Chairwoman

A word from the President

In 2024, the world continued to grapple with major geopolitical tensions, persistent economic disparities, and climate-induced shocks. These challenges disproportionately affect developing regions, especially Africa, where population growth, youth unemployment, and uneven access to quality education remain at the forefront of the development agenda.

Yet amidst these complexities, we also see resilience, creativity, and the immense potential of the continent's next generation.

At Tomorrow Foundation, we believe deeply in turning potential into opportunity. Throughout this past year, we have taken tangible steps to do just that – designing and delivering high-impact initiatives that equip youth and women with the tools to lead, innovate, and transform their communities.

Among our key achievements in 2024 was the **strategic expansion of the 100 Million Learners initiative** into Nigeria, in collaboration with Thunderbird School of Global Management at Arizona State University. With support from NASENI, Nigeria's national agency for science and engineering infrastructure, this free, world-class online education program will be accessible in two of Nigeria's major languages, with plans to reach hundreds of thousands of learners. This landmark partnership reflects our commitment to equitable access to knowledge and the transformation of education through inclusive technology.

We also formally launched our flagship program **Her Start-Up**, in partnership with KSH Foundation and EHA Impact Ventures, aimed at empowering female tech entrepreneurs. From a concept on paper to the selection and training of a remarkable first cohort of women founders, this initiative has shown us that when women are given the tools – funding, mentorship, and community – they build companies that solve real problems and drive lasting change. The program is still in progress, and already, the strength of the entrepreneurs and the early impact affirm our long-term vision.

Her Start-Up also marks a new direction for the Foundation: a shift from primarily supporting external initiatives to creating and expanding our **own signature programs**. This strategic evolution allows us to align more directly with our mission and apply our expertise where we believe it will be most transformative.

Beyond these cornerstone programs, we proudly supported African student leaders at the **Geneva African Summit**, collaborated with **UNESCO's** CUEFPOD to strengthen gender expertise across Francophone Africa, and attended the **INJAZ Al-Arab Entrepreneurship Celebration** in Qatar, reinforcing our engagement with youth-led innovation in the MENA region.

We were also honored to welcome **Dr. Charla Griffy-Brown**, the newly appointed Dean of Thunderbird, to our Geneva office. Our exchange reinforced a shared belief in tailoring global learning experiences to local realities and deepened our shared resolve to build scalable, immersive educational models for all.

It is important to recognize that all of this progress was made possible thanks to the **dedication and tireless efforts of our volunteers and management team**, who gave their time and energy entirely on a voluntary basis. Their passion and commitment are the lifeblood of our work, and I extend my deepest gratitude to them.

Throughout the year, our work has been animated by a singular belief: that young people – especially women – hold the keys to solving tomorrow's challenges. Our role is to help unlock that potential through partnerships, knowledge, and opportunity.

Looking ahead, we are eager to build on this momentum. In 2025, we aim to complete and evaluate the first phase of Her Start-Up, expand 100 Million Learners across West Africa, and deepen our presence in global platforms as a Foundation that not only supports innovation – but helps shape the future.

On behalf of our board and our entire team, thank you to our partners, supporters, and most of all, to the youth we serve. You inspire us to do more, to go further, and to believe in the power of tomorrow.

Maggie Gu

Actions



17th INJAZ Al-Arab Young Entrepreneurship Celebration Doha



At the invitation of Junior Achievement (JA) Worldwide, Tomorrow Foundation proudly participated in the 17th edition of the INJAZ Al-Arab Young Entrepreneurship Celebration, held on February 20, 2024, at the Marsa Malaz Kempinski, The Pearl in Doha, Qatar. The prestigious regional event was organized by INJAZ Al-Arab, a JA Worldwide member, and conducted under the esteemed patronage of the Ministry of Education and Higher Education of Qatar.



The event brought together 88 students from 13 Middle East and North Africa (MENA) countries for a highly competitive and educational experience. Over the course of six months, participating students engaged in rigorous entrepreneurship training before competing at both high school and university levels for the title of “Company of the Year.” For the first time in the event’s history, a special “INJAZATHON” day was introduced, encouraging mixed-country teams to collaborate on innovative business challenges—promoting intercultural exchange, teamwork, and creative problem-solving.

Highlights of the event included:

- **University Level First Prize:** Awarded to the **SUPCLAY team from Tunisia** for their eco-friendly clay cement solution.
- **High School Level First Prize:** Granted to **WAREF team from Oman** for their innovative mosquito-repellent perfume.
- **Special Recognition:** The **Nestlé Sustainability Award**, also supported by Swiss representation, honored student initiatives that emphasized environmental responsibility and sustainable product life cycles.



Distinguished guests included H.E. Sheikha Hanadi Al Thani, Chairperson of INJAZ Al-Arab and INJAZ Qatar, who celebrated the organization's 20-year legacy of impacting over 6 million students across 13 MENA countries. She and other senior leaders, including Akef Agrabawi (President & CEO of INJAZ Al-Arab) and Asheesh Advani (CEO of JA Worldwide), lauded the participants' creativity, resilience, and entrepreneurial ambition.

Tomorrow Foundation's delegate commended the event's exceptional organization, fruitful discussions with regional stakeholders, and the valuable insights gained through engaging with INJAZ's local and international teams. This experience has further solidified the Foundation's commitment to youth empowerment and lays the groundwork for future collaborations that align with its mission to foster innovation and sustainable development among youth in the region.

The Foundation views its participation in the 2024 INJAZ Al-Arab Celebration as a significant milestone in supporting youth-led entrepreneurship and looks forward to future engagements with JA Worldwide and INJAZ Al-Arab to expand its impact across the MENA region.



7th graduation

Gender Engineering Experts



As part of its commitment to empowering women and supporting gender-focused leadership development across Africa, Tomorrow Foundation provided support to Sidoine Lise Makanda, Gender and Social Affairs Advisor to the Presidency of the Central African Republic, for her participation in the 7th graduation ceremony of Experts in Gender Engineering.

The event was held on December 7, 2024, in Abidjan, Côte d'Ivoire, and organized by the UNESCO Chair "Water, Women and Decision-Making Power" (CUEFPOD), in collaboration with the Ivorian Centre for Economic and Social Research and the Ministry of Higher Education and Scientific Research of Côte d'Ivoire.

The CUEFPOD is a recognized regional and international platform dedicated to advancing gender equality through education, capacity building, and strategic policy engagement. Its mission aligns closely with the Foundation's objectives, particularly in fostering inclusive development and supporting women-led initiatives across the continent.



Ms. Makanda's participation in the ceremony and associated networking events enabled high-level engagements with key stakeholders, including:

- Mme Euphrasie Kouassi Yao, Titular of the **UNESCO Chair** and former **Minister for Women, Family and Children's Promotion** of Côte d'Ivoire;
- Representatives from the Gender Directorate at the **African Development Bank**;
- Leaders from the **Association of Women in Mining in Côte d'Ivoire**.



These meetings facilitated knowledge exchange on best practices in gender mainstreaming and opened avenues for future collaborations to enhance gender-responsive governance and social development initiatives in the Central African Republic. The Côte d'Ivoire context, recognized for its leadership in combating discrimination against women and girls, offered a rich learning environment for policy benchmarking.

Through this support, Tomorrow Foundation strengthened its ties with high-impact regional institutions and reaffirmed its dedication to empowering women through education, leadership development, and international cooperation. In recognition of this support, the Foundation was publicly acknowledged during the event, and follow-up communication, including press articles in local and regional media, was planned to highlight this impactful collaboration.

The participation at CUEFPOD also served as a foundation for exploring future joint initiatives between the Foundation and relevant regional actors engaged in gender equity and sustainable development across Francophone Africa.

80 Experts	7 African countries	9 month training
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2024 African Summit in Geneva

IHEID



As part of its ongoing commitment to support African-led initiatives and youth empowerment, the Tomorrow Foundation was proud to sponsor the second edition of the African Summit in Geneva, held on June 7, 2024, at the Graduate Institute of International and Development Studies (IHEID). The summit was organized by the Afrique Students' Association (ASA) of IHEID in collaboration with Black Conversations and the Association des Étudiant-e-s Afrodescendant-e-s of the University of Lausanne and EPFL.

Under the theme "On the Way to the Africa We Want", directly aligned with the **African Union's Agenda 2063**, the summit served as a vibrant platform for dialogue, critical reflection, and innovation around Africa's development priorities. The event brought together students, academics, diplomats, policymakers, entrepreneurs, and international organization representatives to amplify African voices and promote tangible solutions for the continent's challenges.

The Tomorrow Foundation's sponsorship contributed to covering key logistical needs such as technical support and guest accommodation.

Topics discussed ranged from the **African Continental Free Trade Area (AfCFTA)**, youth employment, women-led entrepreneurship, to virtual education and climate resilience. Of particular resonance with the Foundation's mission were the calls to support inclusive education models, promote youth-driven innovation, and create stronger linkages between African private sector actors and development policy.



The event featured:

- A keynote speech by H.E. Dr. Athaliah Molokomme, **Botswana's Permanent Representative to the UN**.
- Three high-impact panels on African economic transformation, education reform, and peace & security.
- Expert speakers including representatives from the World Economic Forum, International Trade Center, and Kofi Annan Foundation.
- Cultural performances and student engagement sessions to reinforce African identity and intergenerational exchange.

By backing this strategic event, Tomorrow Foundation reaffirmed its belief in the power of African youth leadership and academia to shape sustainable and self-determined futures for the continent. The Foundation looks forward to continuing its collaboration with the Geneva Graduate Institute and related stakeholders to nurture the next generation of African changemakers.





Progress

... TOMORROW
FOUNDATION



Initiative and pilot officially launched in 2024

OVERVIEW

In 2024, Tomorrow Foundation launched **Her Start-Up**, a bold and inclusive initiative to empower African female founders through structured training, funding, and mentorship. Developed in strategic partnership with **KSH Foundation** and **EHA Impact Ventures**, the initiative targets early-stage, tech-enabled businesses led by women in Africa, beginning with a regional pilot in Nigeria and West Africa.



This initiative directly addresses **gender-based funding inequities**, with women-led startups receiving less than 2% of African startup funding, despite evidence showing they generate significantly higher returns and social impact.

PROGRAM DESIGN & OBJECTIVES

The year was dedicated to the **structured design and collaborative rollout of the program**. Together with our partners, we defined the operational framework, including:

- Clear division of roles and responsibilities
- Budget allocation and management
- Communications strategy, visual identity
- Selection criteria, program principles
- Scoring methodology
- Impact objectives and measurable outcomes



The core structure of Her Start-Up includes:



Entrepreneurship Training: A 16-week intensive accelerator through the **Founder Institute** (FI), the world's leading pre-seed startup accelerator (fi.co/core).



Seed Funding: Graduates of the FI program pitch to a joint investment committee for **convertible revenue-based financing** (average: \$5,000).



Mentorship & Connections: 6 months of structured post-investment mentorship coordinated by EHA Impact Ventures, KSH Foundation and Tomorrow Foundation.

STRATEGIC PARTNERSHIPS

- **KSH Foundation** (khalilhalilu.com/foundation), led by **Khalil Suleiman Halilu**, a renowned Nigerian tech entrepreneur and CEO of **NASENI** – Nigeria's National Agency for Science and Engineering Infrastructure (naseni.gov.ng). KSH champions technology-led development, particularly for women in underserved regions.
- **EHA Impact Ventures**, founded by **Evelyn Castle** (evelyncastle.com), is a philanthropic impact investor focusing on early-stage, female-led enterprises in Africa. Evelyn is also co-founder of eHealth Africa and EHA Clinics, and a pioneer in health-tech and inclusive venture finance.

Together with Tomorrow Foundation, the three partners ensure operational execution, financing oversight, mentorship mobilization, and strategic direction for the program.



EVELYN CASTLE

Founder and President
EHA VENTURES

Pioneering health executive, leader of major health programs in Nigeria and West Africa, impact investor and builder, health-tech expert, philanthropist.



KHALIL HALILU

Founder and President
KSH FOUNDATION

Serial entrepreneur, social impact leader, philanthropist, CEO of the National Agency for Science and Engineering Infrastructure (NASENI) of Nigeria.

PROGRAM LAUNCH

HER STARTUP

The program was officially launched online from Lagos in July 2024, accompanied by widespread communication across local and international platforms, including media coverage.

HER STARTUP
Official Launch

Access to exclusive training and funding for your business growth

- 10 African Female founders
- Paid 14-week Silicon Valley Program
- \$500 Founders Training Allowance
- \$5000 Convertible Revenue-based Financing
- West African countries & more

Wednesday 31st July 2024 | 10am

Virtual link: <https://meet.google.com/ecl-gabp-kl>

her-startup.com

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Foundations Launch Start-up Initiative To Empower Women Entrepreneurs

By James Kwen — 12 months ago News

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The Khalil Suleiman Haliu (KSH) Foundation in partnership with Tomorrow Foundation, and EHA Impact Ventures has launched start-up programme to empower female entrepreneurs in Africa to engender economic growth across the continent.

COHORT SELECTION & TRAINING

Following an open call for applications, over **200 applications** were received from **18 countries**. After a rigorous screening process – which included interviews, evaluation of entrepreneurial experience, and FI’s proprietary Entrepreneurial DNA test – **10 founders** were selected in **October 2024** to join the inaugural cohort.

These female entrepreneurs represent diverse sectors including agritech, fintech, health-tech, eco-construction, legal tech, and mobility.

HER STARTUP

200+ Applications Received

- From 18 Countries
- 10 female founders selected
- Fintech, Health-tech, Greentech, Legal, Entertainment, Mobility

her-startup.com

FOUNDER INSTITUTE AFRICA

HER STARTUP

HER STARTUP ASSOCIATE

Wheapadu Emmanuel, based in Kaduna, Nigeria, is a web developer with over 3 years of experience in responsive design for various businesses. She believes Eki Technologies will revolutionize the African creator economy by empowering young creators with training, growth, visibility, and monetization, building sustainable careers and serving as a strategic brand partner.

Wheapadu Emmanuel

HER STARTUP ASSOCIATE

Olapeju Nwanganga is the founder of Ploutos Page, a startup offering bookkeeping services and software that enables Nigerian SMEs to generate audited accounts in just seven days. Focused on simplifying accounting, Ploutos Page streamlines financial management for businesses, ensuring compliance, transparency, and cost-efficiency through cutting-edge technology.

Olapeju Nwangangaok

HER STARTUP ASSOCIATE

Ngozi Nwabueze, Esq., the "Mother-in-LAW" of Businesses, is a legal expert and CEO of PocketLawyers.io, a platform helping lawyers digitize their practice with tools for website creation, case management, and AI-driven document generation. She also leads PocketLawyers LP, a virtual firm serving over 250 SMEs and startups. Her work has been featured in Forbes and TechCabal.

Ngozi Nwabueze

HER STARTUP ASSOCIATE

Eucheria, known for her expertise in design thinking, branding, and strategic planning, leads an IT firm specializing in brand design and IT project management. The firm's Enterprise Suite, an AI-powered app, boosts entrepreneurial success with business tools, business CPT, and a KYC system.

Eucheria Luke

HER STARTUP ASSOCIATE

Mary Kalunde Muniyoo is co-founder of Yna Kenya, a social enterprise transforming urban mobility through sustainable electric motorcycles while empowering women economically. Our mission is to reduce carbon emissions in Kenya's transport sector and create equal job opportunities, especially for underserved women, fostering both environmental sustainability and gender equity in logistics.

Mary Kalunde Muniyoo

HER STARTUP ASSOCIATE

Craftoor is an online platform connecting artisans and creatives with a global marketplace and offering tailored training to meet modern market demands, promoting economic growth and preserving cultural heritage.

Maryjane Kalunta, Craftoor's co-founder, brings extensive expertise in business development and educational program management.

Maryjane Kalunta

HER STARTUP ASSOCIATE

Blessing Aniefiok is the Co-Founder and operations expert at DYNALIMB Technologies, a healthcare startup that provides 3D prosthetic and orthotic solutions for people with disabilities. With a background in Prosthetic and Orthotic Technology, she combines business acumen with social impact, holding certifications from She Leads Africa and Google Hustle Academy.

Blessing Aniefiok

HER STARTUP ASSOCIATE

Hanatu Abdulakeem is the co-founder of Craft Planet, a sustainable building materials company in Kaduna. She's passionate about sustainability and waste reduction. Founded in 2021, Craft Planet produces eco-friendly construction materials from recycled resources, aiming to reduce carbon footprints and promote a circular economy in the industry.

Hanatu Abdulakeeta

HER STARTUP ASSOCIATE

Vatten is an agri-tech company reducing agriculture's reliance on rain through efficient, remote-controlled irrigation systems, achieving 99% water efficiency. Founder and CEO Adventina Emmanuel Grevas champions climate-smart agriculture, helping farmers adopt resilient, data-driven practices for sustainable productivity.

Adventina Emmanuel Grevas

9 founders ultimately began the training in **November 2024**, after one withdrew due to a disagreement with her co-founder regarding the program.

The training follows FI's structured curriculum covering vision development, customer discovery, business modeling, pitch mastery, legal and equity structuring, and go-to-market strategy.



As of December 2024:

- **8 of the 9 founders** who started the training in November remained active in the program.
- 1 participant was dropped due to low engagement or failure to meet minimum program standards.
- Founders participated in **Mentor Idea Review** sessions and received feedback on their startup idea, research, and pitch quality.
- Each was assigned an **EPIC Sprint** (performance-boosting assignment) tailored to their development needs.

It is important to note that **active discussions took place concerning the warrant agreement required by the Founder Institute**, which presented a challenge for some participants due to its long-term commitment expectations ([FI Warrant FAQ](#)). This was closely monitored to ensure transparency and continued engagement.

OUTLOOK

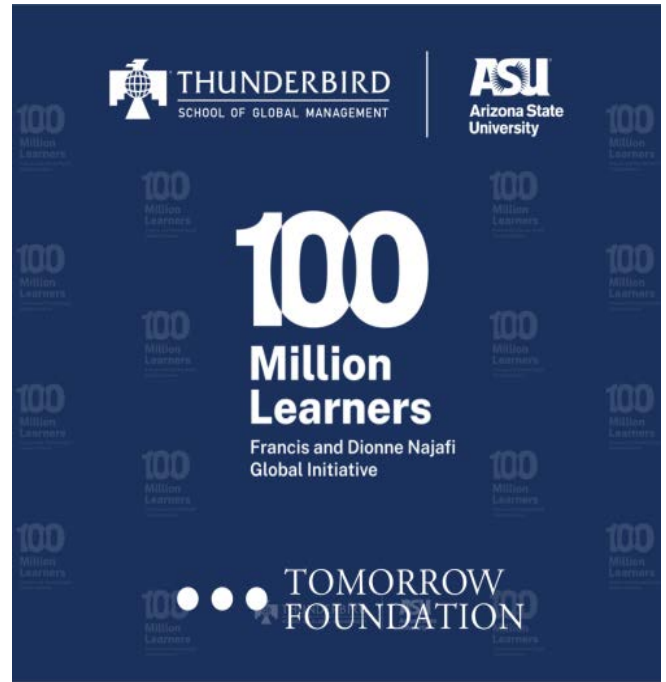
The second phase of training resumes in **January 2025**, covering advanced modules such as product development, investor engagement, growth strategies, and funding. Final pitch sessions and graduation are scheduled for **March 2025**.

Graduates will then be eligible to pitch to the Her Start-Up Investment Committee, composed of representatives from all three partner organizations. Successful candidates may receive funding and begin their 6 month-long mentorship journey.

CONCLUSION

The *Her Start-Up* initiative reflects Tomorrow Foundation's strategic commitment to empowering women through skills, access to capital, and inclusive innovation. Early signs from the 2024 pilot are promising, with strong engagement, meaningful feedback loops, and program refinement underway. Our Foundation remains committed to scaling this initiative across the continent and to closing the gender gap in startup leadership and financing.

100 Million Learners program in partnership with Thunderbird School of Global Management



OVERVIEW

In 2024, Tomorrow Foundation deepened its engagement with the *Francis and Dionne Najafi 100 Million Learners Global Initiative*, a visionary education project led by **Thunderbird School of Global Management** at **Arizona State University (ASU)**. This global initiative provides **free, online entrepreneurship and innovation education in 40 languages**, with the goal of reaching 100 million learners – **70% of whom will be women and young women**.

The Foundation’s focus during the year was to help strategically **expand the initiative to Nigeria**, Africa’s most populous country, through collaboration with the **National Agency for Science and Engineering Infrastructure (NASENI)**.

STRATEGIC ENGAGEMENT WITH NASENI

Recognizing NASENI’s national role in **technical education, industrial training, and innovation infrastructure**, the Foundation initiated contact between NASENI and Thunderbird in early 2024. Nigeria’s demographic weight, with a population exceeding 227 million, makes it a key target country for the global impact of the *100 Million Learners* program.

Key achievements facilitated by Tomorrow Foundation included:

- **Knowledge Transfer:** Delivered **detailed and synthesized briefing documents** to NASENI leadership about the initiative, its structure, educational tiers, impact model, and global reach.
- **Coordination and Facilitation:** Acted as the intermediary for **technical questions** between NASENI and Thunderbird/ASU teams, ensuring clear and timely responses.
- **Meeting Organization:** Arranged working-level and strategic discussions, culminating in a formal collaboration agreement.

LANDMARK AGREEMENT SIGNED

On **October 31, 2024**, NASENI and Thunderbird/ASU signed a **Letter of Intent (LOI)**, marking a foundational step for local implementation. **Tomorrow Foundation actively supported** this outcome by:

- **Reviewing and finalizing** LOI terms in collaboration with NASENI’s legal and policy teams.
- Promoting the agreement’s alignment with SDG 4 (Quality Education) and Nigeria’s national workforce development strategies.

Key terms of the partnership include:

- Program promotion via NASENI’s national platforms and local partnerships to enroll at least **300,000 learners over the next five years**.
- Thunderbird to provide course content in **English, Yoruba, and Hausa**, with Igbo to be added subject to translation resources.
- Advanced-level graduates may be eligible for **Thunderbird master’s program scholarships**, based on academic performance and selection.

This collaboration cements NASENI’s position as a **strategic national partner** for deploying inclusive and transformative education at scale in Nigeria.



INSTITUTIONAL RELATIONSHIPS BUILDING



Further strengthening ties with Thunderbird, the **newly appointed Director General and Dean, Dr. Charla Griffy-Brown**, visited Tomorrow Foundation’s office in Geneva on **October 18, 2024**, during her European mission to design Thunderbird’s new strategic development plan.

The Foundation’s team welcomed the opportunity to:

- Share feedback from African stakeholders and explore future engagement models.
- Discuss **localized implementation approaches** for the 100 Million Learners curriculum.
- Exchange ideas on creating a **more immersive and culturally relevant educational experience**, tailored to regional realities.

Dean Griffy-Brown emphasized Thunderbird’s intention to deepen its localization efforts and expand partnerships with African governments, NGOs, and private sector actors.

PROGRAM HIGHLIGHTS



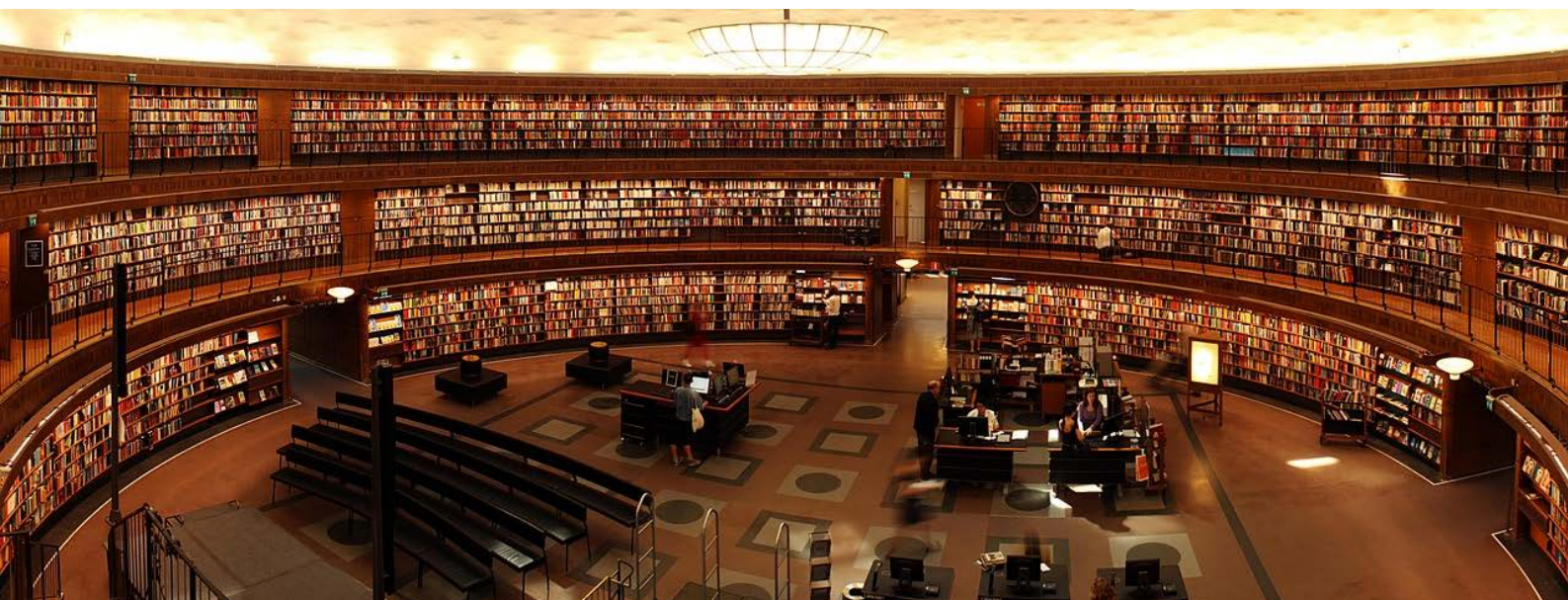
Three Certificate Tracks: Foundational, Intermediate, and Advanced – covering topics from entrepreneurship and marketing to financial analysis and global data strategy.



Language Accessibility: Now translated into **Hausa and Yoruba**, two of Nigeria’s major local languages, and available in 40 languages globally.



Pathways to Accreditation: Learners completing advanced programs with high performance can apply for **academic credit** (15 units) applicable toward degree programs at ASU/Thunderbird or other institutions.



LOOKING AHEAD

Tomorrow Foundation will continue working with NASENI and Thunderbird in 2025 to:

- **Launch public awareness campaigns** in Nigeria.
- **Coordinate pilot enrollments and tracking** of learner engagement.
- Support resource mobilization for **local language validation and technical training centers**.
- Expand outreach to additional countries in the ECOWAS region.

CONCLUSION

The *100 Million Learners* initiative is a cornerstone in Tomorrow Foundation's mission to deliver **equitable, high-impact education at scale**. With NASENI onboard as a national partner, 2024 marks a milestone year in aligning global innovation with local empowerment across Nigeria and beyond.





Implementation and Development of Her Start-Up

- Finalize the pilot of the initiative with the end of the training, the pitch event and start of the mentoring phase.
- Analyse the course of the pilot to identify necessary corrections and adjustments
- Prepare the second year of the initiative, including sourcing additional partners and funding



Partnerships and new initiatives

- Work on the creation of new own signature programs
- Continue to support Thunderbird/ASU for their 100 Million Learners initiative implementation in Africa
- Develop partnerships in Switzerland
- Pursue efforts regarding external fundraising in Switzerland and global level



Think Tank positioning

- Prepare a plan to increase visibility and active participation of the Foundation in solving international conflicts and promoting peace and international cooperation
- Increase the Foundation positioning as a think tank.
- Explore possibilities of partnership with other think tanks

THANKS

We would like to thank all the donors of Tomorrow Foundation, public and private institutions, companies, and volunteers who support us





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