

2024 ANNUAL REPORT



GrowAfrica
FOR ME

Inspiring Dreams
Innovating Ideas
Igniting Visions

TABLE OF CONTENT

FOREWORD	3
ABOUT GROWAFRICA FOR ME	4
WHAT WE DO	4
VISION	5
MISSION	5
VALUES	5
STARTUP SPOTLIGHT	6

PARTNERS	7
RECOGNITION OF OUR WORK	8
IMPACT	9
PROGRAMS	10
BOARD OF DIRECTORS	12
CONTACT DETAILS	13



GrowAfrica
FOR ME

FOREWORD FROM THE EXECUTIVE DIRECTOR

It is with great pride and gratitude that I present the 2023/2024 Annual Report of GrowAfrica For Me. Over the past year, we have deepened our commitment to empowering startups and SMEs, fostering innovation, entrepreneurship, and economic growth across Africa.

Through our capacity-building programs, digital transformation initiatives, and strategic partnerships, we have equipped entrepreneurs especially women and youth with the skills, networks, and resources needed to scale their businesses and create lasting impact. Our work is made possible by the unwavering support of our donors, partners, and stakeholders, whose dedication fuels our mission.

As we reflect on our progress, we remain focused on driving sustainable growth, job creation, and inclusive economic development. Together, we are building a future where African businesses not only survive but thrive.

Thank you for being part of this journey.



Albert Shiebila Mali
Executive Director,
GrowAfrica For Me

ABOUT GROWAFRICA FOR ME

Founded in 2022 as MakeAfrica Innovation DigiLab and rebranded as GrowAfrica For Me on January 22, 2025, we're on a journey to inspire, innovate, and ignite the potential of African talent. Headquartered in Bolgatanga, Upper East Region, Ghana, we are strategically positioned to drive transformative growth and economic development across Africa. Through innovation, entrepreneurship, and skills development, we empower individuals and businesses to shape a thriving, self-sustaining future for the continent.



WHAT WE DO



At GrowAfrica For Me, we empower startups and SMEs with the critical skills needed to thrive. Through capacity-building programs, access to digital technology, and a collaborative ecosystem, we provide businesses with the skills, networks, tools, and resources essential for sustainable success and economic transformation across Africa.

We offer:

- **Capacity-building training**
- **Coaching and mentorship**
- **Business advisory services**
- **Incubation and acceleration programs**
- **SME growth support services**
- **Investment facilitation**

VISION



To be the driving force behind Africa's Micro, Small, and Medium Enterprises (MSMEs), igniting sustainable growth, fostering a culture of innovation, and empowering businesses to thrive with excellence, resilience, and global competitiveness.



MISSION

To empower women and youth-led businesses with cutting-edge support services and transformative programs that drive rapid growth, maximize profitability, and ensure long-term sustainability.

VALUES

S-CARE

- **Sustainability:** We are committed to creating lasting impact by fostering innovation, resilience, and environmentally conscious growth for businesses and communities.
- **Collaboration:** We believe in the power of partnerships, working together with entrepreneurs, stakeholders, and communities to drive meaningful change
- **Accountability:** We uphold transparency, responsibility, and integrity in all our actions, ensuring trust and excellence in everything we do.
- **Respect:** We value diversity, inclusivity, and the unique perspectives of every individual, fostering a culture of mutual respect and dignity.
- **Empowerment:** We equip businesses and individuals with the skills, resources, and opportunities to unlock their full potential and drive sustainable growth.

OUR SERVICES

☀ COACHING AND MENTORSHIP

We guide entrepreneurs on their journey, providing tailored advice, peer-to-peer learning sessions, networking opportunities, and support to help them overcome



☀ STARTUP INCUBATION AND ACCELERATION PROGRAMS

We provide the critical resources, networks, and guidance needed to scale their ideas into impactful enterprises.



☀ INVESTMENT FACILITATION

We connect promising ventures with the right investors and resources to fuel their growth.



☀ CAPACITY-BUILDING TRAINING

We equip entrepreneurs and organizations with the knowledge, tools, and strategies needed to thrive in today's competitive business landscape. Through our dynamic skill development programs, interactive workshops, and high-impact seminars, we provide practical solutions to business challenges while fostering innovation, leadership, and sustainable growth.



☀ BUSINESS ADVISORY SERVICES

We help startups and SMEs optimize operations, navigate market complexities, and achieve their goals efficiently.



☀ SME GROWTH SUPPORT

We address operational, financial, and marketing needs to foster business expansion and resilience.





Empowering Farmers, Feeding Future

Bojo Farms is a woman-led agribusiness established in 2006 and formally registered in 2020. Headquartered in Tumu, within the Sissala East District of the Upper East Region, Ghana. The farm specializes in the commercial farming of maize, soya, rice, sesame, and sorghum. It also engages in aggregation activities for maize and soya. Operating a successful out-grower model, Bojo Farms manages 500 smallholder farmers (230 men and 270 women), providing essential inputs like fertilizers, agrochemicals, and seeds to enhance productivity.

STARTUP SPOTLIGHT



**Damata Issifu
(CEO)**



**Muniratu Addullai
(CEO)**



ATIK GANITA

Atik Ganita is a woman-led and innovative enterprise that specializes in the production of premium pineapple juice, mango juice, and dried foods. Established in 2022 and headquartered in Tamale at Gurugu Yapala, Kpaluu Junction, the company is on a mission to deliver high-quality, locally sourced products that meet the diverse needs of health-conscious and convenience-driven consumers. With its state-of-the-art facilities and commitment to sustainability, Atik Ganita is poised to redefine the fruit juice and dried foods market in Ghana and beyond.

COMMITTED PARTNERS: RELATIONSHIPS OF TRUST IN SUPPORT OF LOCAL AND SUSTAINABLE

Our impact is made possible by our partners' unwavering commitment, diversity, and loyalty: national and international institutions, foundations, businesses, local authorities, public institutions, and associations. Their steadfast support fuels our mission, driving innovation, growth, and lasting change across Africa.

OUR PARTNERS



YOUTH
EMPLOYMENT
AGENCY



**KOSMOS
INNOVATION
CENTER**

INVESTING IN THE FUTURE, ONE ENTREPRENEUR AT A TIME



Recognition for Our Work

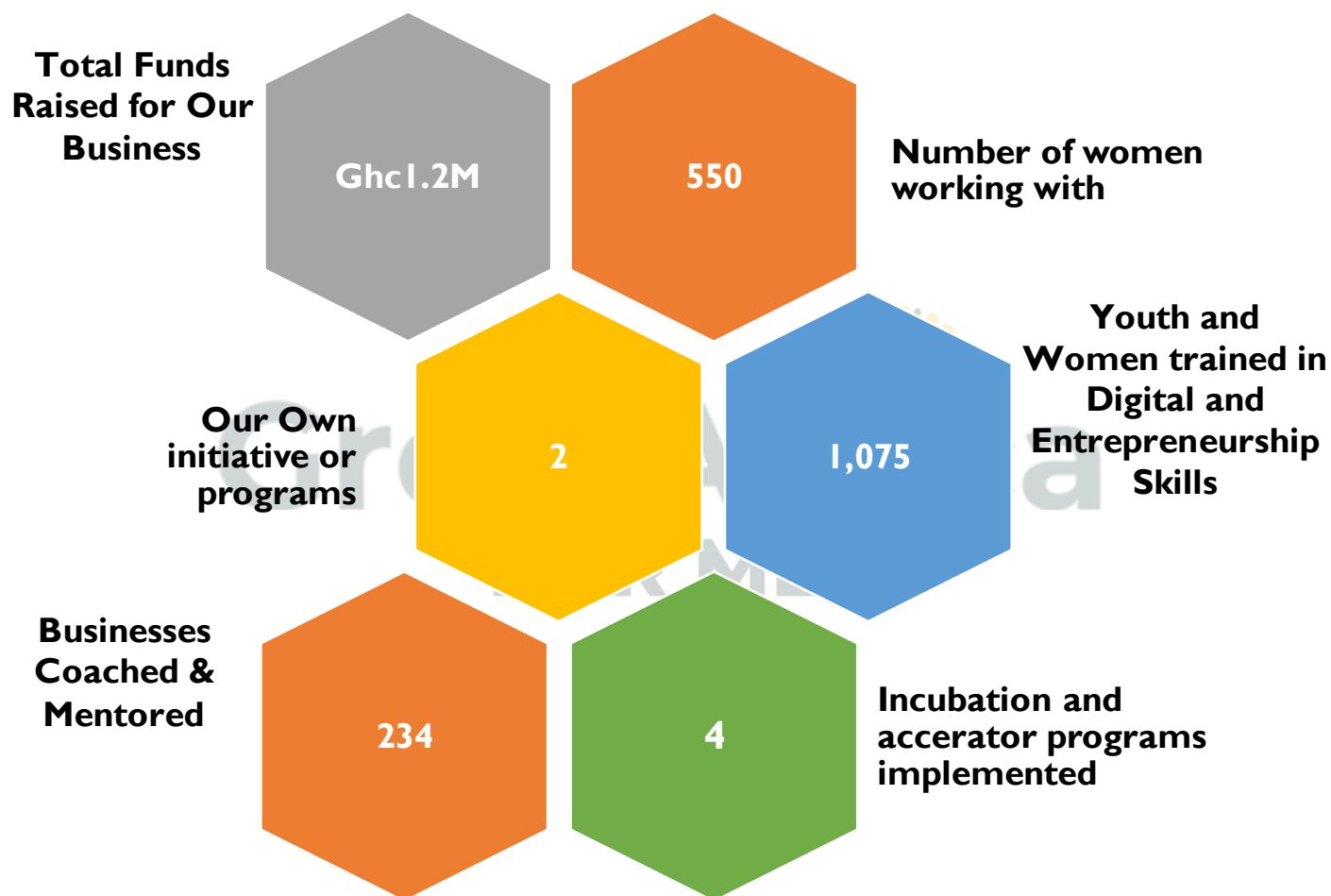
In 2024, GrowAfrica For Me achieved notable accomplishments, showcasing significant impact and recognition within the social sectors. These accomplishments include:

Best Business Development Service (BDS) Provider

GrowAfrica's commitment to shaping Africa's MSMEs was acknowledged as the Best Business Development Service (BDS) Provider in the First Cohort of USAID Ghana Market Systems and Resilient (MSR) Activity Business Growth Clinic Program



GROWAFRICA IMPACT AT GLANCE



FEATURED PROGRAMS



Business Growth Clinic Program

The Business Growth Clinic, a USAID-funded Ghana Market Systems and Resilience (MSR) Activity, accelerates agriculture-led economic growth in Northern Ghana by supporting women-led and youth-led agribusinesses. Implemented by MBC Africa, GrowAfrica For Me served as a Business Development Service (BDS) provider, delivering tailored business support, investment readiness training, and critical skills development to help entrepreneurs grow, scale, and thrive in the agribusiness sector.

Startup Accelerator Program

The Startup Accelerator Program, a USAID-funded Ghana Market Systems and Resilience (MSR) Activity, supports agribusiness startups in Northern Ghana with tailored business development services, coaching, and mentorship. Implemented by MBC Africa, GrowAfrica For Me served as a BDS provider, equipping entrepreneurs with the skills, guidance, and resources needed to build sustainable and scalable agribusinesses.



EMERGENCY SUPPORT TO RURAL LIVELIHOODS & FOOD SYSTEMS EXPOSED TO COVID-19 (ESRF) PROJECT

The Emergency Support to Rural Livelihoods & Food Systems (ESRF) Project, led by MoFA with IFAD funding and managed by GEA, aims to strengthen key value chains in maize, rice, soybeans, and poultry, benefiting 50,000 smallholder farmers, including 5% persons with disabilities. As an implementation partner, GrowAfrica For Me provided capacity-building support to 229 agro-processing businesses, enhancing business practices, financial management, and market access for sustainable growth.

Management Team



ALBERT SHIEBILA MALI
(Director)



MAHAMADU KAYIBEN
(Programmes Manager)



FAUSTINA AMOAH ANAPOKA
(Finance & Admin Manager)



VALENTINE ANGBANBIO
(Training & Innovation Manager)

BOARD MEMBERS



GABRIEL QUARSHIE
(BOARD CHAIR)



EMMANUELLA APPIAH
(BOARD MEMBER)



IBRAHIM HALIDU
(BOARD MEMBER)



SAMUEL ATTAH ADOMBIRE
(BOARD MEMBER)

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