



ABOUT THE SKILLS OUTSIDE SCHOOL FOUNDATION HEADSTART PROGRAM

The Skills Outside School Foundation is a not-for-profit registered in 2014 focusing on education, employability and entrepreneurship through its core pillars: data, interventions and advocacy. Working with 700+ volunteers (including business mentors, career mentors and trainers), 150+ partners, several international and local organizations (including UNICEF, Access Bank, ACT Foundation, Nigeria's Federal Capital Territory Secondary Education Board, Volunteer in Nigeria and the Nigerian National Youth Service), we have supported over 2000 youth and adults in Nigeria through our various interventions.

The SOS Headstart is the entrepreneurship focused programme. The program is an integrated business start-up and scale intervention incorporating training, mentoring, funding, networking and advisory services.

SOS Headstart is an ENABLER for micro, small and medium enterprises. Our focus is equipping SMEs with the skills, resources and knowledge to succeed in today's economy and in the future of work and enterprise, particularly in COVID19 times, and supported to build businesses that can solve problems, grow, remain sustainable, and ultimately, contribute to the economy by improving the GDP, payment of taxes, ensuring productivity and job creation. At the core of our objectives is promoting economic growth in Nigeria, generating jobs, mainstreaming the informal sector to contribute to the GDP.

The SOS Headstart Program has 3 projects:

- Online Skill Up for Business
- Headstart for Industrialpreneur
- Designing thinking and Innovation Lab

1. **Online Skill up For Business**; is an enterprise skills development online training designed for Entrepreneur to conceptualize, start or grow businesses through immersive individual and peer-to-peer learning using our curated & exclusive content delivered by experienced instructors, business challenges with prizes to support your businesses and access to our unique Trello & Slack based **ENTERPRISE COLLABORATION LOUNGE** for Entrepreneurs to network, access funding, opportunities, business tools, a marketplace, business mentors, service providers/experts and continuous training. The Online Skill up for Business comprises of these courses:

- **Transforming Your Idea into an Enterprise:** Every Business is morphed from an idea. An idea must go through a series of processes to become a successful business. These processes become the ingredients to a successful enterprise. As an Entrepreneur, while at the idea generation stage, you must be able to project the picture of your business as this will drive how your customers perceive your business. A well-planned idea can be transformed into a successful business. In this course, participants will learn how to transform your ideas into a business critically assessing your target market, products and services, costing and pricing and ultimately developing a business plan.
- **Building and Communicating a Strong Brand:** A brand requires consistency to stand out. To do this effectively, you must understand the tools and channel available at your disposal. Learn some of the strategies with proven records of helping you create a strong brand for your business and target your customers effectively for scale. This course will help the participants know to how to build a strong brand, communicate it, build and understand their customer base and how to target them, and market their products and services effectively. Ultimately creating a brand with the voice, they want as an entrepreneur for success.
- **Must Have Skills of an Enterprise:** Business skills are very important skills an entrepreneur must develop and master. As your business expands, there becomes an increasing need to use new tools and strategies for success, hence the need to communication, negotiation and pitching skills to manage and capture customers, stakeholders, and investors. Leadership

and teamworking skills are critical in managing effective teams for success. Networking abilities are powerful in unlocking new markets, new opportunities, forging strong alliances with vendors, partners, government departments and agencies, complimentary business owners, investors and other critical stakeholders. Enrolling on this course will make you become the skilled Entrepreneur.

- **Managing and Projecting your Business Finance:** Here participants will learn about financial literacy and the various account statement needed by a business. It gives a clear understanding of a profit and loss statement, balance sheet, cash flow statement, book keeping, financial forecasting, financing plan budgeting and drivers for business sustainability.
- **Attracting, Managing and Incentivizing the Right Human Capital:** At the heart of any great business is attracting the right human capital to drive the success of your business. The world's most successful businesses have competent, driven, engaged and entrepreneurial staff. There are too many "one-man businesses" which often breeds inefficiency and difficulty to scale. Many entrepreneurs are weary of layering costs early. Human capital comprises of staff on payroll (fixed or commission based), casual workers, interns (often unpaid) and external/independent contractors and consultants. Business must be tactical about creating this mix, and sourcing, attracting and managing such human capital. Businesses as employers must also provide the right environment for human capital to thrive whilst providing structure for growth and the appropriate incentives for a mutually beneficial relationship. This you would participants have a comprehensive understanding of business operations, ownership, management and control, business structures, and have a strong business plan to act as a roadmap for continued business scale and success.
- **Implementing strong corporate governance practices & legal structures for your business:** Understanding what it takes to choose the right legal structure and set up your business can be very difficult given the many legal considerations and we are all not lawyers. Many small businesses or startups think "strong corporate governance" is for big businesses. However, it is not true. It is good for even small businesses because it establishes a framework of processes, processes and attitudes that add value to the business, help build its reputation and ensure its long-term continuity and success. You don't however need to be a lawyer to understand the basics. it is important to understand the laws that affect your business – this is the understanding of business laws. Reviewing these business laws that could affect your business is critical so you start well and you don't fall foul. In this course, participants would have a comprehensive understanding of business laws, ownership, management and control, business legal structures, for business scale and success.
- **Financing your Business:** There are numerous funding opportunities but often many businesses are not financing ready. We will explore why and what this means, and how to overcome it. At the heart of online skill up for business is enabling participants ultimately develop the business plan and ability to raise the appropriate financing.

The Online Skill up for Business is delivered through the Udemy online learning platform at www.udemy.com. With OSB, learning has been made easy There are 3 simple steps to get started on this learning journey:

- Sign Up, Complete Registration Form and pre-evaluation form
- Complete the course, end of course evaluation form and log your learning in your enterprise learning log
- Join the Enterprise Collab Lounge to receive continuous support.

We work with Entrepreneurial associations across all sectors with a database of willing Entrepreneurs who want to scale their businesses. We currently have subscribers from over 3 continents of the world who have taken the OSB.

Enterprise Collaboration Lounge

On completion of the Online Skill Up for Business, participants can then move to the Enterprise collaboration Lounge, a platform to network, access funding, opportunities, business tools, a marketplace, business mentors, service providers/experts and continuous training.

The Enterprise Collab Lounge is a mentoring, funding and advisory platform with varying features for:

- **Entrepreneurs' Directory:** Access to SOSF Entrepreneurship Community for collaboration and exchange of knowledge, skills, expertise and resources.
- **Opportunity Centre:** Access essential business opportunities split into various sectors e.g. funding opportunities, market expansion opportunities and resources for start-up, growth & scale. Discover market access, investment and trade info; info on conferences entrepreneurship hubs, organized marketing events e.g. trade fairs & exhibitions.
- **Business Tools:** Access to resources materials, information etc. to support SMEs growth, expansion and structure organization e.g. forms, tools and templates for accounting and finance; business planning; human resources; legal; insurance; branding, marketing; operations; technology and customer service.
- **Pitch Platform:** showcase of pitch event and to participate in pitch activities to access funding and scale opportunities for Business scale. This pitch event is aimed at putting to test the lessons learnt and also using it as a medium to disburse capital raised through our funding partners, grant and donations.
- **Marketplace:** Access a marketplace to buy/sell inputs and skillsets within our ecosystem of entrepreneurs and share their products and services.
- **Hire a Business Expert:** Access SOSF database of service providers to offer services (in some cases discounted) for subscribers of the Enterprise Collab Lounge.
- **Mentors Hub:** Interacting with our faculty of highly experienced business mentors. Our mentors are highly experienced and successful professionals and entrepreneurs. Our mentors provide that guidance, support, challenge your ideas and help you reposition yourself for success.
- **Training & Insights Hub:** Platform for continuous training, insights and reinforcement of key business concepts and principles from experts.
- **Corporate Apprenticeship:** Through our partner institutions, select entrepreneurs may have access to placements opportunities as apprentices to learn technical and vocational skills. The model involves:
 - Selection of entrepreneurs from SOSF network
 - Recommendation of candidates to the partner organizations
 - Working with the partner organization to design a robust in-house placement program providing a structured apprenticeship training opportunity for entrepreneurs

Instructor Profiles

Ahmed Yero is the **Transforming your idea into an Enterprise instructor**. He is an experienced professional with 28 years' experience across various organizations including First Bank PLC, North South Bank and ARM Asset Management company. He teaches students in the Federal Polytechnic Nasarawa Nigeria (part-time) and is an experienced and trained teacher and mentor. He is a member of several professional bodies including: Chartered Institute of Management of Nigeria, Nigeria Institute of Builders and Nigerian Environmental Society. He is a Fellow, Chartered Institute of Loans and Risks management of Nigeria. He obtained a BSc. in Business Administration from Ahmadu Bello University Zaria in 1988, MBA in Tafawa Balewa University (ATBU), Bauchi, HND Building Technology in Federal Polytechnic Nasarawa, MSc in Environmental Resource Management in Nasarawa State University and currently running a PhD program in the same university.

Justin Tochukwu is the **Building and Communicating a Strong Brand instructor**. He is a Brand and Business consultant with over 10 years of experience in Branding, Strategy and Digital transformation. He is currently the Brand and Business Development Manager at VTB Consulting. He was part of the elite team of brand experts that rebranded NairaBet, Nigerian's first sport betting company, with over 40 million users. He engaged and lead the nationwide digital implementation of Scripture Union daily guide devotionals into mobile apps across Android and IOS platforms to reach more than 6 million members. He implemented the Strategic branding and market positioning for FRIMA, a Malaysian conglomerate with a vision to penetrate the African market. He is a member of the International Institute of Business Analysis (IIBA), a Fellow in the Institute of Management Consultant (FIMC) and Certified Management

Consultant (CMC).

Belinda Ezeofor is the **Must Have Skills of an Entrepreneur instructor**. She is an experienced Legal Practitioner, Career Consultant, Motivational Speaker. She is the Co-founder of Beelanze Consult Ltd, a human resource consulting firm where she has successfully developed training, research, recruitment and skill acquisition programs. Belinda has a LLB degree, was called to the Nigerian Bar and has an MBA (Human Resources) from Ahmadu Bello University, Zaria. She has spoken at and hosted over 50 events over the last 2 years as a motivational speaker including TEDX, America public speaking and motivational forum, Canvas on Air (by Shell Petroleum Development Corporation), JCT Abuja Metro and the UNICEF International Day of the Girl Child. Belinda is also an actor, having featured in several key features and movies in Nollywood including Merry Men 1, Swapped and Exparte. She is multi-lingual, being fluent in English, French, Igbo and Hausa.

Eyo Etim is the **Managing and Projecting your Business Finances instructor**. Eyo is a highly experience finance, tax and accounting professional with over 18 years of experience.

He is a Deputy Tax Manager in the Nigerian Federal Inland Revenue Service, where he provides audit and risk profiling services. He was previously Head of Accounts of Suctone Ventures Ltd. He has also held a cost accountant role in the same entity.

He was also previously a Senior Consultant at DOC-AA Consultants. He holds a BSc in Accounting from University of Calabar.

Veronica Agana is the **Attracting, Incentivising and Managing the right human capital instructor**. She has over 12 years of experience in Environmental Management, Human Resources Management, Customer Relations Management and Advocacy. She is the Founder of Waste Plus Environmental Services. She is a Product Manager and a nature expert at Sosocare, a leading emerging micro mobile health insurance startup using innovative approach to bring health insurance to millions of people who never had it before by enabling them to pay for a health insurance with recyclable waste in order to promote universal healthcare and business financing.

She was previously an HR Executive, iSON BPO, a leading BPO service provider in Africa. She also held roles as the National Volunteer, Citizen Led Monitor for the Voluntary Services Overseas, and a Customer Service Officer and HR Supervisor at MTN Nigeria, the leading telecommunications service provider.

She has a BSc in Biology/Biological Sciences from the Ahmadu Bello University, an MBA, focused on Human Resources from Bayero University and a post-Graduate Diploma in Business Admin and Management from the Bayero University. She received the "Best Business Idea Northwest Region, Nigeria" from the Accelerate Labs Project, a project of the Future Africa, building the next generation of African leaders in entrepreneurship. She is a Fellow of the prestigious Mandela Washinton Fellowship.

Olatunji Atoyebi is the **Implementing strong corporate governance and legal structures for your business instructor**. He is the Managing Partner of Rainmaker Chambers. He was previously an associate at Tawo E. Tawo SAN & Co. He is the Publicity Secretary of the Nigerian Bar Association (Abuja Chapter). He is an avid writer and blogger, contributing to various platforms including the Nigerian Lawyer. He is the CEO of Rainmakers Entertainment. He is the Legal Counsel to Etuk.ng, the largest provider of shortlet apartments in Nigeria to law school students across all Nigerian law school campuses in the country, with over 1000+ active listings.

He has 8 years post call to bar legal experience in Nigeria. He has a BL from the Nigerian Law School, an LLB from the prestigious Igbinedion University.

Halima Ibrahim Abba is the **Financing Your Business instructor**. She is currently the Special Assistant to the Chief Investment Officer (CIO) and a Senior Investments Associate at the Africa Finance Corporation (AFC) a US\$7.2bn pan-African infrastructure focused multilateral development finance institution.

She has over 10 years' experience in international development, investing, social sector, public-private partnerships, consulting and strategic advisory primarily to SMEs and non-profits. With a focus on power, transport & logistics and heavy industry, she has appraised and executed transactions in excess of

US\$17billion and US\$1billion respectively in infrastructure projects across the African continent including a US\$270 million convertible debt and equity investment into a diversified platform of ports, integrated industrial zones, infrastructure and airports business verticals, across West and Central Africa, with key partners: Olam International, the Republic of Gabon and AP Moller Capital; development and all-equity financing of the first 60MW wind farm in Djibouti, syndicated financing with IFC and Gulf Capital to Carbon Holdings Limited in Egypt, mergers and acquisition of a US\$500 million pan African 1730MW platform company with a diversified portfolio of 7 power assets across 5 African countries delivering power to millions of Africans. She is a consultant and trustee of several organizations. She sits on the boards of several high growth businesses including a group of companies focused on media, private equity/venture capital, entrepreneurship education, resource development and educator training; and a transport and logistics business. She is an advisor and consultant for several leading organisations and SMEs.

She is the Chair and Founder of Skills Outside School Foundation, a leading Africa-focused education, employability & entrepreneurship organization. She has worked in various organizations including Goldman Sachs, JP Morgan, Nomura and Nigerian Bureau of Public Enterprises.

Halima has an LLB from Kings College London (first class) and a Masters in Development Studies from Cambridge University. She is an alum of Harvard Business School Executive Education, Yale University School of Management and the International Finance Faculty. She is an Associate member of the Institute of Directors UK, International Institute of Directors & Managers, and a member of Women on Boards UK.

Some of our mentors are:

Ayodeji Rotinwa is a writer, journalist and communications specialist with expertise in brand development, strategic communications, public relations, digital marketing. He has 5+ years' experience in writing, editing and managing media platforms across print, digital and broadcast. He has written for major publications and platforms including CNN, Mail & Guardian, Forbes Africa, The Africa Report, Roads & Kingdoms, This is Africa, THISDAY Newspapers. He has also provided editorial support and written for organizations including ONE Campaign and Google Sub-Saharan Africa. Rotinwa covers primarily: arts & culture, development, social innovation and entrepreneurship stories. He is currently a BudgIT media fellow on data and investigative journalism, with a focus on social, sustainable development. He has led on and managed communications for continental non-profit organization, The Future Project, West Africa's leading contemporary art space, Rele Gallery and most recently, Nigeria's debut participation at the biggest exhibition in the world: Venice Art Biennial 2017 (La Biennale Di Venezia, 57th International Art Exhibition).

Opuda Sotonwari is a social entrepreneur and tech enthusiastic with vast experience in leading teams to design and implement development/ entrepreneurship programs. He has trained over 5000 people across Africa. He is a 2019 Teach4 Sustainable Development Goals (SDG) Ambassador. He was the lead project coordinator for club 17 Africa the first SDGs club for children and students in Africa. He is the lead Sales consultant, School of Sales, Port Harcourt, the leading school for cognitive sales learning. He was on Connect Nigeria Top 100 SMEs 2019 for his firm, Bensot Agency. He is the Winner Rivers State Ministry of Youth Business Plan Competition 2012, and One.org South-South Nigeria essay competition 2019. He has a BA in English education, has an MBA and certifications in project management He started Project STAND Africa in 2020. He is a writer, with a published book "Who made you", that has impacted over 23,000 people directly and indirectly.

Kingsley Ime is a Success Coach, an Inspirational Speaker & a Business Development consultant. He is the founder of COACH2SUCCESS, an online business support community that has helped trained hundreds of entrepreneurs since inception. Kingsley is the CEO of Kingspire Resources, a Business Development Firm. He has been trained by the U. S. Consulate in Nigeria on helping entrepreneurs start their own businesses. A graduate of Business Administration & Management, he also holds an Advance Diploma in Leadership & Organizational Management from Daystar Leadership Academy, and is an Alumni of FATE FOUNDATION (Business Training School for Entrepreneurs). He is a Convener of THE ACHIEVERS CONFERENCE, a capacity building conference held in several states in Nigeria with thousands of participants. He hosts various business talk shows on a number of radio channels in Nigeria including 95.9 cool FM, 89.9fm Garden City Radio, 97.7 love FM and also on TV. He has received numerous awards including the Best honorable mention in the Economic & Finance Committee at the International Youth Diplomacy Conference (IYDC) under Model United Nations Simulation Conference,

International Youth Awards for Nation Building from Jamie Pajoel International and Best Motivational Speaker at the Diobu Transformers Awards etc. He is also a member of Young African Leaders Network (YALI) of Mandela Washington Fellow Network.

John Lanre Abraham is a business and strategy development professional with several years' experience helping startups and small businesses achieve stability and grow sustainably. He is also a digital marketing expert, HR trainer for sales and marketing teams and a management consultant. He believes that innovative businesses are the key to Africa's economic and social development and hence passionate about helping entrepreneurs succeed. He has core competencies in digital marketing, data science and analytics, strategic planning, business management and sales and is also great at design, advertising, HR training and public speaking.

Halima Ibrahim Abba is the Special Assistant to the Chief Investment Officer (CIO) and a Senior Investments Associate at the Africa Finance Corporation (AFC) a US\$7.2bn pan-African infrastructure focused multilateral development finance institution.

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2. HEADSTART FOR INDUSTRIALPRENEUR

The headstart for industrialpreneur is focused on industries such as mining, agriculture, trade, food, manufacturing, transport and storage, health, tourism and hospitality, telecom and information services and professional services and education, with high value economic activities and need for innovation to create new markets for job creation, value addition and capture driven by micro, small and medium enterprises (MSMEs).

For a start, we are focused on the agricultural industry which we call Headstart for Agropreneurs.

The Headstart for Agropreneurs

The Agropreneurs intervention is a livelihood program that provides Farmers in firstly with knowledge on how to leverage on cooperative learning and implementation structures to achieve synergies and economies of scale, all about improving yields thereby improving income through the technical skills component and having the business skills to generate more income through better customer relationship; pricing and costing better; Book keeping; understanding markets and best location to sell their products etc (through the business skills component); thereby enhancing their livelihoods and where possible we move to phase 2 which is processing to achieve value addition which has resultant

positive effects on the economy but also helps them further enhance their incomes through selling the value added products for more money and thereby enhancing their livelihoods further.

We deliver this intervention in 2 phases

- **Phase 1:** which is focused on training farmers on improved business and technical skills for increased crop yield production and access to inputs in cooperatives. The crop selection process is based on baseline finding of the most economic crop within the state eg cassava and plantain in Rivers, Oyo and Akwa Ibom.
- **Phase 2:** and in phase 2 which is the harvest season is focused on post implementation of phase 1, identifying a value-added product to process crops into, accessing finance to process, brand, market and sell the finished product. Farmers will be trained on how to handle food processing and packaging at the plant that prepares and brands finished goods for distribution within the domestic market.

SOSF leverage on experts and partners to provide various advisory and technical support such as Child and Green Foundation, our local partner providing advisory service and Institute of Tropical Agriculture (IITA) which provides technical skills training for the Farmers on best Agronomic practices.

To evaluate and monitor the progress of the Agroprenuer intervention on a quarterly basis by the Field Officers and M and E Intern who pay periodic visits to their farms and cooperative meeting.

The pilot edition of the Agroprenuer intervention phase 1, took place on 5th February, 2021 to 9th February, 2021 where 120 Farmers of Etche Community were trained with business and Technical skills on how to improve crop production.

In the end, SOSF is focused on the development of industrial agro based mini hubs across the country leveraging on existing cooperative structure for aggregation to achieve scale. Ultimately, the goal is to increase the productivity of small and medium scale Farmers and improve value addition along priority value chains in states across the country. Overtime, other sectors will be explored.

3. **Design Thinking and Innovation Lab:** Intensive workshop for corporates and professionals to develop innovative solutions for their organizations through ideation, collaboration critical thinking and problem-solving

FUNDING

There are various forms of capital which our participants and ambassadors can take advantage of:

- Grant for Individuals: where small holder farmers are empowered with little funding to support in their farm activities. The criteria for gaining access to such funding is participating in the weekly group activities hosted on the Whatsapp group.
- Loan Credit facility through NIRSAL GeoCooperative: this is a financing opportunity sponsored by CBN and Sterling and managed by NIRSAL.
- Loan Facility: capital shared through BOI, BOA,

Some Success Stories

Meet John Fakunle, CEO of Vercunle Natural Oils, a premium shear butter manufacturing and distribution business. After participating in our program and receiving N200,000 in seed capital [US\$500], John scaled the business beyond the federal capital territory in Nigeria, to 3 additional states, and has expanded to market outlets in USA and Germany. His customer base grew 400% and has expanded his product base.

Meet **Ajisope Joshua**, who after participating in our “unlocking funding opportunities” module applied for and received the infamous Tony Elumelu Foundation grant of NGN500,000.

During the 2019 pitch event, 6 participants received NGN2.5 million of seed grants [c.US\$7,000].

Several participants received land and office spaces for their businesses from mentors and investors.

Previous Participants Testimonials

“Had a successful business training, Headstart-into-Entrepreneurship was awesome, educative and inspiring. Thanks to SOS foundation and ACT foundation” - Amarah Joseph

"Thank you, SOSF and ACT foundation. After the training, I was able to come up with a logo a vision statement for my business and a color"- Emmanuel Ehadagoro

"Due to the Headstart training I was able to rebrand by product and change my packaging, imagine a fashion designer with her own branded label and paper bag. My sales have increased so much, I now export my outfits to UK and Canada" - Amanda Okolo

"Building my business has been grueling, exhausting, inspiring and exciting, I was also able to come up with a job description for my employees for proper organizational structure" - StellaMaris Obeta

"The Mentorship I had from Mr. Ahmed bello gave me more idea on ways to start my business, I just started my poultry business with 50 birds" - Elizabeth Iko

"I received a very good mentorship from Mr. Samuel Moses. It was indeed very inspiring because he taught me ways on how to market my business. I am into shoe making because of the mentorship I was able to rebrand and market effectively" - Egberipou Wilson

"I had no business idea before I came for the training, but after the business idea generation module, I was able to develop so many ideas, I now make snacks and distribute them at various shops" - Mary Abimbola

Agroprenuer Intervention Testimonies

" I learnt that as a Farmer, you should know your product and what your product can solve"~ Benedicta Amadi (Afara Community, Etche).

"The program is very good, person wey dey farm get 1 or 2 things wey he fit learn from here. One thing I really learn na to reduce some cost"- Nwankwo Ihaneje

"Mr Kingsley taught us how to retain customers also before now, I didn't know much on the area of documentation, it was not properly done" ~ Rita Anyawu (Rupokwu community of Obiakpo LGA)

"The program has shown me how to produce more food for my household and for sale" ~Margret Nwechem(Okomoko, Etche LGA)

"What I have learnt will enhance me more, mostly in the area of cassava diseases, it is what has affected my farm the most so I have learnt how to control the diseases"~ Wale Solomon

"SOSF has done a great job in putting this training together, I think other organizations should take up this idea of training farmers and as much as possible involve the youths more." Tim Obiala (IITA Expert).

Please for further information on Headstart and other SOSF component programs visit our website www.skillsoutsideschool.com or call Rose on 07032203242 or email us at rose.daniel@skillsoutsideschool.com