

HERfrica by She-EO

Empowering African Women Solopreneurs to Thrive, Lead, and Transform Their Communities

Program Overview

HERfrica is a 6-month mentorship and empowerment program created by *The She-EO Inc.*, designed specifically for African women solopreneurs in agriculture, food production, healthcare, and renewable energy. The program equips participants with the mindset, mentorship, and business development tools needed to build resilient, scalable, and sustainable ventures.

HERfrica by She-EO is more than a program—it's a movement to grow women who grow Africa.

The Problem

African women solopreneurs face persistent challenges: limited access to capital, mentorship, structured training, and growth networks. Many are forced to navigate the complexities of business alone, juggling leadership, strategy, and operations without support. These barriers limit growth and increase burnout, particularly in these underfunded sectors.

Our Solution

HERfrica addresses these challenges through a holistic support model built on five key pillars:

- 1. Strategic Mentorship**
One-on-one guidance from experienced mentors aligned with each fellow's business needs and goals.
- 2. Mindset & Leadership Coaching**
Training focused on confidence, resilience, emotional intelligence, and personal development.
- 3. Business Development Support**
Expert-led workshops on strategy, branding, operations, marketing, and funding readiness.
- 4. Peer Networking & Visibility**
Connection to a sisterhood and inclusion in She-EO's Member Directory to build visibility and access to collaborative opportunities.
- 5. Access to Interest-Free Loans**
Upon successful completion of the program, eligible fellows will have the opportunity to apply for interest-free loans to scale their businesses and fund growth-related initiatives.

Eligibility Criteria

Applicants must:

- Be **female**
- Be a **solo business owner**
- Have a **registered business** and provide **proof of ownership**
- Reside in **Nigeria**
- Have been in business for **at least one year**

Program Structure

Duration: 6 Months

Format: Virtual sessions, occasional in-person meetups, and community-building events

Program Components:

- Monthly 1:1 mentorship check-ins
- Bi-weekly business training sessions
- Peer learning circles
- Access to grant/pitch readiness support
- Interest-free loan application opportunity post-program
- Midpoint and final reviews
- Graduation showcase

Expected Outcomes

- Strengthened leadership capacity and business confidence
- Improved business structures, branding, and operational strategy
- Increased visibility and access to new markets
- Connections to potential funders, customers, and collaborators
- Stronger peer community for long-term support and sustainability
- Access to non-collateralized, interest-free capital to scale operations

Long-Term Impact

HERfrica will spark a ripple effect of economic empowerment across communities by investing in women who are driving change in critical sectors. As these solopreneurs grow, they will create jobs, uplift local economies, and inspire the next generation of women leaders—building a more inclusive, innovative, and resilient Africa.

Call to Action

We're cultivating the next generation of African women founders.

Join us as a:

Mentor | Partner | Sponsor | Participant

Contact Us

Email: ea@thesheeo.org

Website: www.thesheeo.org