

DIATOM **IMPACT**

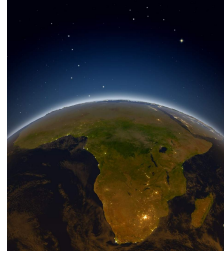
# VISION 2021



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**Join Us**



# Executive Summary

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This report showcases the work Diatom Impact has accomplished in 2020 and our plans for 2021 across our five areas of focus - Education, Health, Gender Equality, Entrepreneurship, and Quality of Life. We give an overview of the impact the coronavirus pandemic has had on sustainable development goals in 2020 and how that has shifted the social impact and fundraising landscape.

We are excited to share our report card – a summary of our impact projects, community partnerships, media exposure, thought leadership, and growing ecosystem of strategic partners. We then present our Vision for 2021 – how we plan to scale our projects, double our commitments, and create new programmes that delve deeper into the challenges our communities face. Diatom Impact is an African-centric organization that is focused on transforming our communities by being a catalyst partner alongside like-minded communities and global bodies by educating, mentoring, supporting, and investing in people, business, and communities.





# About Diatom Impact

## What We Do

Diatom is an impact-focused investment and research organization committed to being a global change agent through collaborative partnerships with communities, corporations, and governments. We create solutions and enable programmes that address entrenched development challenges in Nigeria and across the continent.

We are an emerging key player in the international development space that drives capital, resources, and attention to 5 critical levers for social and economic development – **education, entrepreneurship, gender equality, health, and quality of life**. Through these channels of development, we catalyze change by engaging like-minded and passionate local organizations and global agents committed to changing the narrative and practice of development across Africa. We offer capital, capacity-building, technical assistance, and engage in systems-level change.



# We Work Across 5 Critical Areas to Development

## Entrepreneurship

Entrepreneurship is key to unlocking economic growth and prosperity for those at the bottom of the pyramid. MSMEs are the bedrock of our economy.



## Education



Quality education for every African is a fundamental human right. We invest in education across all levels.

## Gender Equality



We prioritize women's empowerment across all our projects by specifically targeting women and girls. We know that no nation can achieve sustainable development if we leave half of our population behind.

## Quality of Life

Vulnerable people like abused women, homeless children, and the hungry need emergency services to survive. These social groups have productive capacity and talents not yet realized. We must adequately support them.



## Health



Our health infrastructure needs considerable support. Our children, mothers, and elderly need access to quality health services that will save lives and improve living conditions.







## Our Convictions

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It is critical that we invest in our largest asset – our people. We need an **educated, skilled, and literate** workforce to build a diversified and resilient economy. We need an **empowered entrepreneurial class** to develop solutions, innovative business models, and new industries. We must invest in our **women** who are the backbone of our society and the stronghold of our families. Without them, we will never realize our full productive potential. We must also pay attention to **every person's quality of life**. Vulnerable social groups like abused women and rural children must have access to basic amenities and rights like clean water and freedom of movement. We must make sure that everyone has access to **quality healthcare**. This is true now more than ever. If we do not take action as a collective across these 5 key areas, we cannot possibly eradicate poverty.

## Our Approach

We believe in **Nation-building**. Everyone - every citizen, every business owner, every parent, every youth - is responsible for his/her nation. We cannot rely solely on the government to provide public services. We must step in and do our part.

We believe in **the power of the village**, as it serves as a constant reminder that we are our brother's keepers. Growing up in the village has a great advantage. The whole community was your parent. Everyone participated in your education, development, and well-being. They encouraged you, celebrated you, and supported you. They chastised you when you strayed and collectively invested in your perception and view of life. Everyone was everyone's responsibility. This is the village architecture we seek to magnify. In this rapidly evolving world, we believe now more than ever that empathy, togetherness, and collaboration are how we will create a better world.

With our **Village Ecosystem and Mindset Approach (VEAM)**, we aim to transform Africa by building a powerful village of local and global changemakers. Through VEAM, we value your expertise, experience, time, and capital; we help you leverage your resources for the greater good. This type of community investing is crucial to nation-building.







## In Partnership with the Private Sector

We work in partnership with local and international private sector companies to help them realize their social impact goals. As a proud member of the Platform Capital Group - which comprises Platform Capital, Diatom Impact, the Unicorn Group, Atlantic Refinery, Duport Midstream, Nibra, and Adamantine – we offer strategic advisory, impact reporting, and SDG alignment to the Group's portfolio companies. We help them see the value their products or services add to the social impact space and discover their role in nation-building. We develop metrics to keep them accountable and engage external funders to scale services that cater to underrepresented and underserved communities. Some of our partners include:

- Koniku – a leading biotechnology company seeking to build the world's most accessible diagnostic device.
- Bookings Africa – a pan-African marketplace for gig workers in entertainment, media, etc.
- Koko Networks – a technology-oriented business focused on enabling the efficient distribution of ethanol as a cooking fuel.
- Virtuous Pads – a manufacturing company producing reusable sanitary pads to impoverished girls.
- Lipa Later – a fintech company that provides consumers affordable alternative financing to purchase goods and services.
- Elite CV – a career branding and online job portal.
- Merge – a platform that connects MSMEs and investors.
- Ingressive Capital – a woman-owned, tech-focused venture capital (VC) fund based in Lagos, Nigeria.
- MaC Ventures – an early-stage VC fund based in Silicon Valley that invests in technology companies that benefit from shifts in cultural trends.
- Omni Charge – a power company that introduced palm-sized smart power banks with AC/DC outlets and USB ports thereby offering flexible power for customers on the go.
- Angel Ventures – an early-stage Mexican VC firm.

These are but a few of our partners. Our ecosystem is vast and varied.

**This is VEAM in action.**



# Platform Capital's Ecosystem Covers 15 SDGs

Through deep partnership and a commitment to changing the narrative and practice of development and investment across Africa, we are proud of our contribution to the UN's Sustainable Development Goals. From job creation to reducing emissions, to empowering gig workers, we fulfill **15 SDGs**.



Koniku is a leading biotechnology company seeking to build the world's most accessible diagnostic device.



Bookings Africa is disrupting and democratising how African gig workers increase earnings.



Gare is a consumer lending company that provides salary, personal, and small business loans to customers with varying credit history.



Virtuous Pads offers reusable sanitary pads, designed to provide flexible protection and comfort for young girls and women in low-income communities.



Film Anatomie is a design and manufacturing company that specializes in the manufacturing of technical solutions and products for the creative industry.



Spot 21 functions as a central kitchen production unit for the preparation of food and packaging for delivery.



KOKO Networks is a technology-oriented business, which is focused on enabling the efficient distribution of ethanol as a cooking fuel.



Duport is a leading energy company developing the first energy park in Nigeria.



Atlantic is an indigenous midstream integrated oil and petrochemical business.



View Accelerator is an early-stage VC fund investing in tech companies that will disrupt the Property, Real Estate, and Construction industry.



Lipa Later provides consumers affordable alternative financing to purchase goods and services from online and offline retail stores.



Merge is a platform that allows MSMEs and investors to connect, communicate, and collaborate seamlessly.



Nibra is a leading footwear production operation in Sub-Saharan Africa.



Big Cabal Media is a Nigerian digital media company in culture, innovation, entrepreneurship, and entertainment.



Muve is a leading last-mile logistics provider.



New Eastern Foods Limited is an agricultural production and distribution company.



Ingressive Capital invests in brilliant, resourceful founders with demonstrated grit building tech-enabled businesses focused on \$1B+ industries.



MaC VC is an early-stage venture capital fund that invests in technology companies that benefit from shifts in cultural trends and behaviours in an increasingly diverse global marketplace.



# 2020 in Review: Slippage in SDGs on a Global Scale

The global pandemic has had far-reaching impact on the economic and social lives of the rich and poor alike. 2020 was the first year the world saw a slippage in SDGs. The World Bank estimates that 88 to **115 million** additional people could fall back into extreme poverty. In Nigeria alone, **5 million people** will be pushed into poverty. The International Labor Organization estimates that Africa will face an 80% decline in the informal workforce. Concurrently, disrupted food supply chains have exacerbated food insecurity the world over. According to the United Nations, an additional **137 million** people could face acute food insecurity by the end of 2020. We know well the impact that the coronavirus has had on our children. Worldwide, nearly **1.2 billion** learners have been shuttered out of school, according to the World Bank. Countries like Nigeria with limited digital infrastructure have faced a blackout in education as students in remote areas and impoverished communities have not been able to access educational services since the lockdown. Access to digital services and digital literacy has become an increasingly indispensable part of children's right to education.



**115 million  
more people in  
poverty globally**



**5 million  
more people in  
poverty in Nigeria**



**1.2 billion learners  
out of school  
globally**



**137 million more  
hungry people**





### **Women's jobs at risk in 3 of 4 industry sectors.**

The pandemic has also deepened gender inequities in labour. According to Mckinsey, women's jobs are at greater risk as women are overrepresented in 3 of the 4 sectors that are in greatest decline - accommodation and food services, retail and wholesale trade, and services such as arts, recreation, and public administration.



### **GBV cases doubled post-lock down in Nigeria.**

In addition to worsening employment conditions, women locked at home with their abusers have no means of escape. According to UN Women, cases of domestic violence have increased by 30% in countries like France and Singapore. Preliminary data gathered from 24 states in Nigeria showed that in March 2020, the total number of gender-based violence (GBV) incidents reported was 346, while in the first half of April, incident reports more than doubled.



### **When you empower a woman, you empower a community.**

Women who are abused are robbed of their opportunity to be productive economic and social agents of change. We know that when you empower a woman, you empower a family and empower a community. Now, more than ever, we need to double our collective efforts in job creation, education, health, gender equality, and quality of life to rewrite the social and economic trajectory of Africans and Africa.

**Diatom Impact will do its part.**

**2020 was our first year of programming and we are proud of the projects we have executed and new relationships forged.**



### Education

We established the Adopt-A-School programme that has refurbished two high schools and one university. We provided scholarships to 55 students, 5 of whom are pursuing undergraduate and advanced degrees internationally that will establish them as African thought leaders and nation builders in medicine, management, finance, policymaking, and technology.



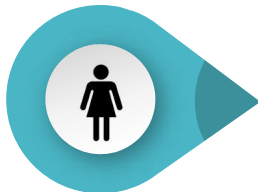
### Entrepreneurship

We launched 1Community – a microbusiness incubator and network – to support job creation in the informal economy for people at the bottom of the pyramid.



### Quality of Life

We launched the HEART (Her Empowerment and Relief Trust) Initiative, whose mission is to offer women who have been abused a year of refuge and a means of escape.



### Gender Equality

We partnered with ElectHER, a Nigeria-based and woman-run non-profit organization, to get 35 more women into office in the 2023 election.



### Health

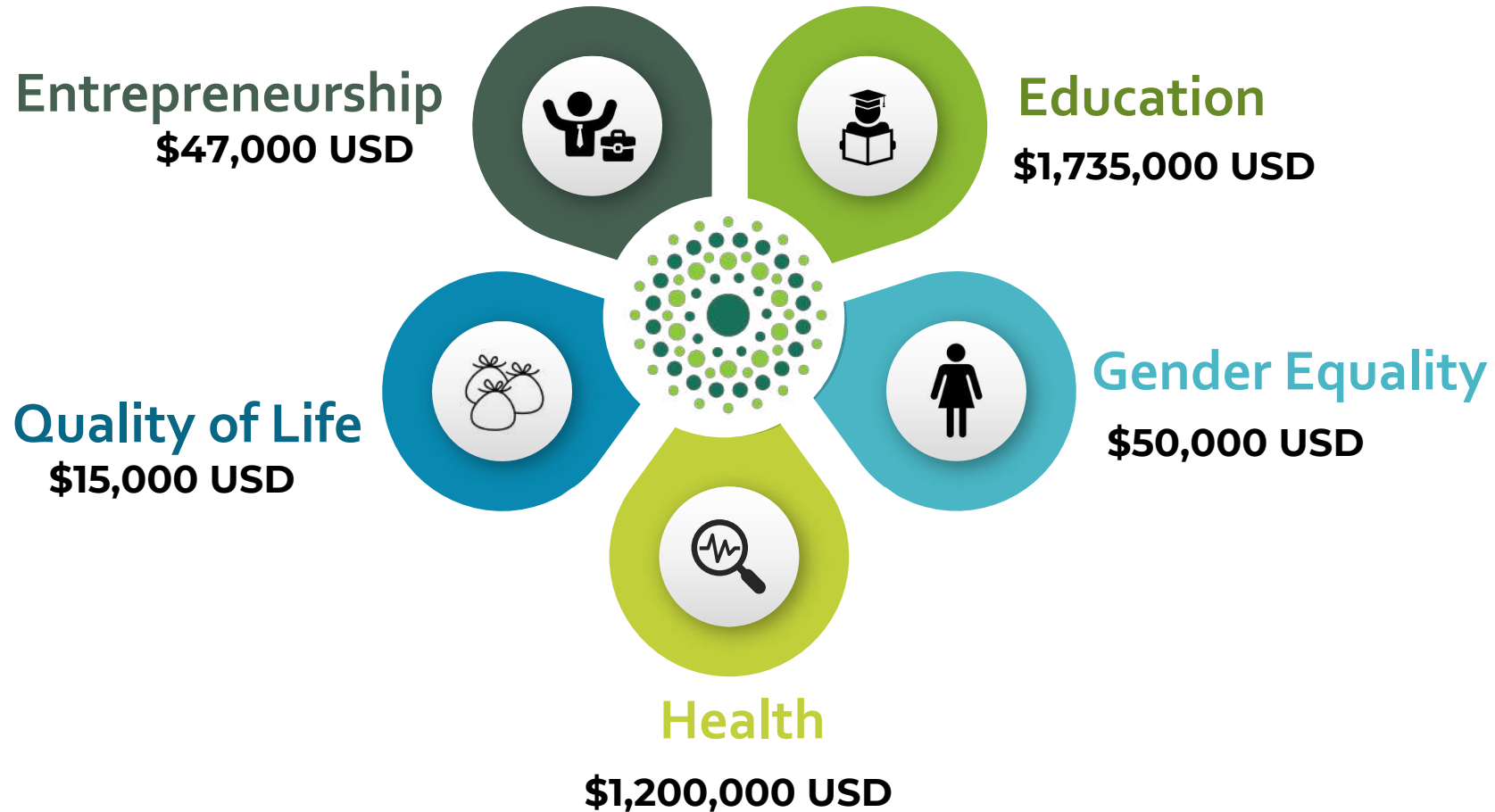
We dug 10 boreholes in underserved communities that will impact in excess of 100,000 people across Lagos. We also donated COVID-19 Personal Protective Equipment, including masks, sanitizers, and gloves to portfolio companies and small business owners.



A man and a woman are smiling and working together at a desk. The man is on the left, wearing a light-colored shirt, and the woman is on the right, wearing a striped shirt. They are both looking at something on the desk. The image has a green overlay.

# Our Report Card

We spent over **\$3,000,000** USD in 2020  
on our social impact projects and partnerships:





1



**\$ 427,000**

USD endowment for scholarships, literacy training, and learning experiences.

2



**\$1,250,000**

USD donated to upgrade UNILAG with state-of-the art lecture rooms, robots, meeting rooms, and outdoor pagodas.

3



**\$50,000**

USD committed to ElectHER to get 1000 women to decide to run for office.

4



**₦ 17,800,000**

In grants disbursed to start-ups.

*In partnership with*



5



**10 boreholes**

Built in impoverished communities across Nigeria in 2020. 60 boreholes built overall.

6



**555 learners**

Impacted by scholarships and literacy training.

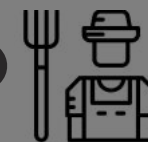
7



**₦ 5,000,000**

Donated to family of an abused woman murdered by her fiancé. She left behind 2 children.

8



**50 farmers**

Empowered through literacy training and wealth creation.



# Education



**\$1,250,000 USD**  
In Infrastructural development



**\$150,000 USD**  
To donate 2 robots



**500 new readers**  
In Sierra Leone

**OVERVIEW:** We are committed to improving the quality of education in Africa. Our goal is to build a robust and equitable learning ecosystem for Africans. We focused on literacy and partnered with schools at the primary, secondary, and tertiary level to expand access to quality education.

## Adopt-a-School

As part of our commitment to education and capacity development in Nigeria, we adopted, renovated, and rehabilitated schools in various communities. We are pleased to have partnered with 3 schools this year - City of Knowledge Academy (CKA), Nigerian Navy Secondary School (NNSS), and UNILAG.



## Technology for a Better Education

Platform Capital Group donated state-of-the-art autonomous robots that offer cloud-based intelligent services that can solve issues in education, learning, medical consultation, etc. 5,500 students and staff will have access to improved library services.



## The Africa Literacy Project

We aim to increase the number of functionally literate people by using a digital mobile solution. We launched our pilot project for 500 new readers in Sierra Leone.





# Education



**6450 students**

Impacted



**\$ 260,000 USD**

In scholarships for advanced degrees



**₦ 43,300,000**

Endowment for high school students

## Better Learning Experiences

We offer internship opportunities to all our Diatom Scholars interested in working across our village ecosystem. These include all of Platform Capital's portfolio companies with offices around the world. We have renovated the UNILAG's business school by building state-of-the-art lecture rooms, meeting rooms, and outdoor pagodas. This upgrade has impacted about 200 students. In addition, over 5,000 students can now access robot-enabled library services.

## Training the Leaders of Tomorrow

5 students have received financial support to further their education abroad. These students have gone on to study at world renowned institutions like the Harvard Kennedy School, INSEAD, University of Sunderland, and Zaporozhe State Medical School in Ukraine. They are passionate about driving change on the African continent.

## Gifted Girls

We also supported 700 gifted high school girls to attend **Afrigrants Foundation's** Annual STEAM-L (Science, Technology, Engineering, Arts, Mathematics, and Leadership) seminar and Leadership Exchange Programme. This international programme for students of colour connected girls across Africa with girls in America.

## Academic Scholarships

We provided scholarships to 50 high school students who came from families unable to pay tuition. These Diatom Scholars will be supported for the entirety of high school and have the opportunity to be mentored by professionals within our village ecosystem.

## Ayowole Arts Academy

We hosted a showcase event where young artists displayed incredible hyper-realistic paintings to an audience of donors. Every single painting was sold and Ayowole Arts Academy raised NGN 5,000,000.



# Entrepreneurship



**₦14,800,000**  
In loans disbursed to start-ups



**8 start-ups**  
Received funding and training



**50 farmers**  
Received funding and literacy training

**OVERVIEW:** We are passionate about supporting Micro, Small, and Medium Enterprises (MSMEs) as they are a key driver of economic growth. They catalyze employment creation and reduce the burden of poverty. We support MSMEs through **1Community** - our micro-business incubator and network. 1Community is a catalyzing agent well-positioned to tackle the challenges that MSME's are facing and enable entrepreneurs to make the difference their communities need.

## PROGRAMMES

### 1Community

In Kwara State, 1Community is raising a new generation of agricpreneurs. This programme is designed to empower would-be farmers to pay for everything they receive – including their land and the coaching services – within 1-2 years. Our pilot programme empowered 50 youth farmers, 50% of whom were women.



### Show Africa Love Competition



**6 winners**, of whom 5 were women, received start-up capital and technology equipment such as laptops for their business. 4 went on to participate in our inaugural Unicorn Programme.



# Quality of Life

**OVERVIEW:** We believe that every African deserves to live with peace and dignity. We commit funds to improve the quality of life for vulnerable people. This includes women who have been battered, people left starving because of the coronavirus, and businesses looted during the endSARS protests.

## Olamide Fund

 **₦ 5,000,000**

Olamide, who was brutally murdered by her fiancé, left behind two young sons, aged 7 and 3. Our partner, AGS Tribe, started a fundraiser in her honour to set up a Trust Fund for the welfare of her children. We donated NGN 5 million towards the Trust Fund. We also committed to funding the educational cost of her children up to the tertiary level.



## The HEART Initiative

 **₦ 100,000,000**

We launched The Heart Initiative which provides direct financial assistance to women seeking refuge from domestic violence and sexual abuse.



## Feeding the Community

 **5000 families fed**

We donated food bags and money weekly to community members left starving because of the coronavirus. Each bag feeds a family of 4.





# Gender Equality

**OVERVIEW:** Our approach to gender equality is intersectional. Through our Education, Entrepreneurship, Quality of Life, and Health projects we place special emphasis on girls and women.



 **2,500 pads**

We partnered with Virtuous Pads, whose goal is to end period poverty. They distributed pads to 2,500 girls in Abuja and Nasarawa state and sensitized 5000 girls and women on menstrual hygiene education.



 **\$1,000,000 USD**

We dedicated \$1m USD to AGS tribe's Women Empowerment Fund, which is focused on seeding and scaling women-owned and women-focused businesses. For the past 3 years, we have supported the AGS Enterprise Challenge with NGN 9m in grants to promote the birth of more businesses that can end poverty, protect the planet, and ensure prosperity for all.



 **\$50,000**

We committed \$50,000 to ElectHER, whose aim is to get 1000 women to decide to run for office. ElectHER is an end-to-end women's political advancement initiative addressing the under-representation of women in elective office.

# Health



**\$1,200,000 USD**  
Spent on health infrastructure



**>100,000 people**  
Benefit from health facilities



**10 Boreholes**  
In 2020 and 60 overall

**OVERVIEW:** The existing healthcare ecosystem needs support. Nigeria needs more hospitals, clinics, community outreach, and diagnostic labs to abate the spread of communicable diseases like COVID-19 and treat non-communicable diseases like diabetes and hypertension.

## Okpoama Cottage Hospital

We worked with Platform Capital, Atlantic Refinery, and Duport Midstream to renovate, refurbish, equip, train, maintain, and support the Okpoama Cottage Hospital in Brass Island. The hospital is now air-conditioned, with consistent electricity, state-of-the-art equipment and staffed. We also cover all costs associated with maintaining the facility and providing quality care to community residents.

## Isalema Health Centre

We renovated, refurbished, and equipped the Isalema Health Centre in Okpoama Brass Island to improve the quality of healthcare services in the area. In addition to equipping the Isalema health centre, we staffed the centre and will continue to maintain and support the facility.

## Water filtration system in Brass Island

We donated a new water filtration system and upgraded the generator from 50KVA to 100KVA to improve water supply in Okpoama, Brass Island. We've also drilled 60 boreholes in communities across Lagos impacting 100,000 people.

## COVID Support Programme

We donated COVID-19 PPE equipment (including masks, gloves, and sanitizers) to community members, small business owners, and portfolio companies to help protect them against the spread of the coronavirus.





# Leadership in the Social Impact Sector

Diatom is an emerging key player in the international development space. We have curated a network of experts and thought leaders across our key areas of focus. With these experts we have hosted 6 webinars, 2 press conferences, and 2 events. We have been featured by the World Bank, blogged about literacy in sub-Saharan Africa, and published a white paper on our vision for the future of Africa. We also published a seminal report on the Impact of COVID-19 on international investment and business in Africa across various industries including tech, energy, and agriculture. Locally, we have been featured in a dozen media outlets including ThisDay Newspaper, and Vanguard.

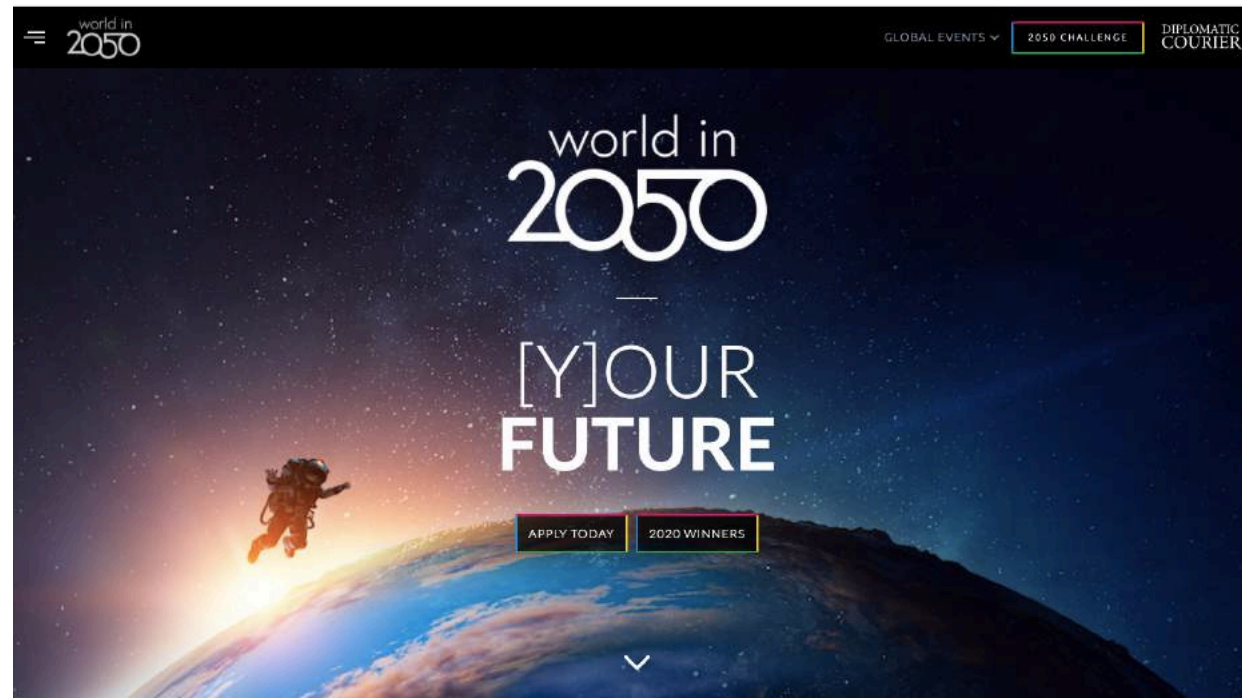
We have raised the international profile of partner companies like Koniku and NLE by winning the **2020 Innovation Olympics**. As a result, these companies will be featured in major event publications including Davos and the UN General Assembly.



## COVID-19: IMPACT, IMPLICATIONS AND INVESTMENT OPPORTUNITIES – AN AFRICAN PERSPECTIVE

INVESTMENT GUIDE  
MAY 2020

PLATFORM  
CAPITAL





# 23 Thought Leadership

Webinars

## BUILDING A RESILIENT HEALTH ECOSYSTEM

### Content

This discussion will explore the Nigerian healthcare system from the perspective of invited expert panelists. Topics will include:

- Disparities within the existing healthcare ecosystem and opportunities to provide support
- The role of comprehensive health insurance in building an equitable and resilient healthcare system
- The promise and potential of health tech in Nigeria and across Africa
- Diatom and Platform Capital's commitment to health equity

Thurs, 19th November  
6- 7:30pm WAT

**Panelists**

Dr. Ola Brown  
Founder, Flying Doctors

Osh Agabi  
Founder, Aardis

Tape Adeniyi  
CEO, Aes Maxwell Institute

Dr. Anna Bethune  
Director of Research & Impact, Diatom Impact

**Moderator**

**Webinar**

## Dealing with Disruption: The Impact of COVID19 on Entrepreneurship in Nigeria

This panel is the first in a series of webinars examining the impact of COVID-19 on socioeconomic issues of importance

**27 MAY 2020**  
2 PM WAT  
9 AM EST

**Dr. Akintoye Akindele**  
Founder of Diatom Impact and Platform Capital

**Expert Panelist**

*Diatom Impact is an initiative of Platform Capital*

## BEYOND THE CRISIS: AFRICAN ENTREPRENEURSHIP IN 2030

### Content

- Discussion about the jobs and industries of tomorrow
- The future of finance, digital work, and agriculture
- The impact of the no-touch economy on emerging industries
- How to build a thriving entrepreneurial ecosystem

Mon 23rd November  
6- 7:30pm WAT

### Panelists

Michael Thomas  
Director, IC - Future of Agripreneurship

Fadi Ogunro, BA  
Founder, Building Africa - Future of Digital Economy

Eric Mull, Lipa Later  
CEO, Lipa Later - Future of Digital Credit

Dr. Anna Bethune  
Director of Research & Impact, Diatom Impact

**Moderator**

## Fighting Gender-Based Violence

Panelists will discuss gender-based violence (GBV) in Nigeria. Topics will include:

- Prevalence of gender-based violence in Nigeria
- Cultural acceptance of intimate partner violence
- Personal accounts
- Economic challenges and social isolation women experience

**Wednesday, Nov 25, 6-7:30pm WAT**

### Panelists

Dr. Anna Bethune  
Director of Research & Impact, Diatom Impact

Titilola Adeniyi  
Coordinator of Domestic & Sexual Violence Response Team

Busola Dakolo  
Human Rights Activist & Visual Storyteller

'Bukola Odu  
Teen Lead, Stratimems, The Destiny Trust

Anonymous  
Survivor

**Moderator**

Blogs

HOME ALL BLOGS TOPICS CONTACT

Published on Jobs and Development

## Youth-led solutions during COVID-19: Workforce training

KAVELL JOSEPH | JUNE 25, 2020  
This page in: English

Sep 3, 2020

## The Africa Literacy Project

*"Literacy is the road to human progress and the means through which every man, woman, and child can realize his or her full potential" — Kofi Annan*

**About The Africa Literacy Project**

The Africa Literacy Project (ALP) is a transcontinental initiative that partners with government agencies, literacy centres, development partners, and TVET (Technical and Vocational Education and Training) providers to offer literacy courses en masse to vulnerable social groups. Our pilot project, in partnership with the Freetown City Council's skills development working group, begins in Freetown, Sierra Leone with 250 female traders and domestic workers, 125 persons with disabilities, and 125 youth.

White Paper

# AFRICA RISING-COURAGE AND CONVICTION SERIES: INTRODUCTION TO MICRO & EARLY STAGE INVESTMENT AND THE VILLAGE ECONOMY

# Some of our thought leaders



**Mrs. Mosun Belo-Olusoga**  
Former Chairman, Access Bank



**Mr. Osh Agabi**  
Founder, Koniku



**Professor Oluwatoyin Ogundipe**  
Vice Chancellor, UNILAG



**Ms. Tutu Soley**  
Founder, Learners & Trainers



**Ms. Thelma Ekiyor**  
Managing Partner, SME.ng



**Mrs. Funke Agbor, SAN**  
Senior Partner, Dispute Resolution Group (ACAS)



**Mr. Adekunle Soriyan**  
Founder, Kenneth Soriyan Research and Ideas LLC



**Mr. Dan Agbor**  
Senior Partner, Udo Udoma Belo Ogagie



**Mr. Tope Adeniyi**  
CEO, Axa Mansard



**Mr. Tosin Odusanya**  
Founder/CEO, Africa Terminaling Company



**Dr. Wura Abiola**  
Managing Director, MT



**Efe Ukala, Esq.**  
VP, Assistant General Counsel at JP Morgan



**Mr. Alejandro Cortes**  
Partner & CFO, Blue Box



**Dr. Helen Emore**  
Founder in Agribusiness & Technology Ecosystems



**Mr. Marlon Nichols**  
Managing General Partner  
MaC Venture Capital



**Ms. Maya Horgan-Famodu**  
Founder, Ingressive Capital



**Professor Sunday Adebisi**  
Associate Professor, UNILAG



**Mr. Mark White**  
Partner, White Summers Caffee and James LLP



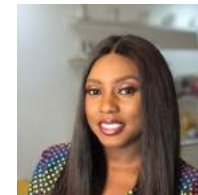
**Mrs. Irunna Ejibe**  
CEO, Nibra Designs Limited



**Dr. Ola Brown**  
Founder, Flying Doctors Healthcare Investment Company



**Mrs. Abosede Alimi**  
Co-founder, ElectHER



**Ms. Ibijoke Faborode**  
Co-founder, ElectHER



**Ms. Fadé Ogunro**  
Founder, Bookings Africa



**Mr. Bayo Adeosun**  
Managing Director, Muve



# Media

We benefitted from extensive media exposure in 2020. Features include the following:

ThisDay Newspaper

Punch Newspaper

Tribune

The Nation Newspaper

Business Day

Vanguard Newspaper

Premium Times

Zikoko Magazine

Daily Times

Pulse ng

Ynaija

Opera News

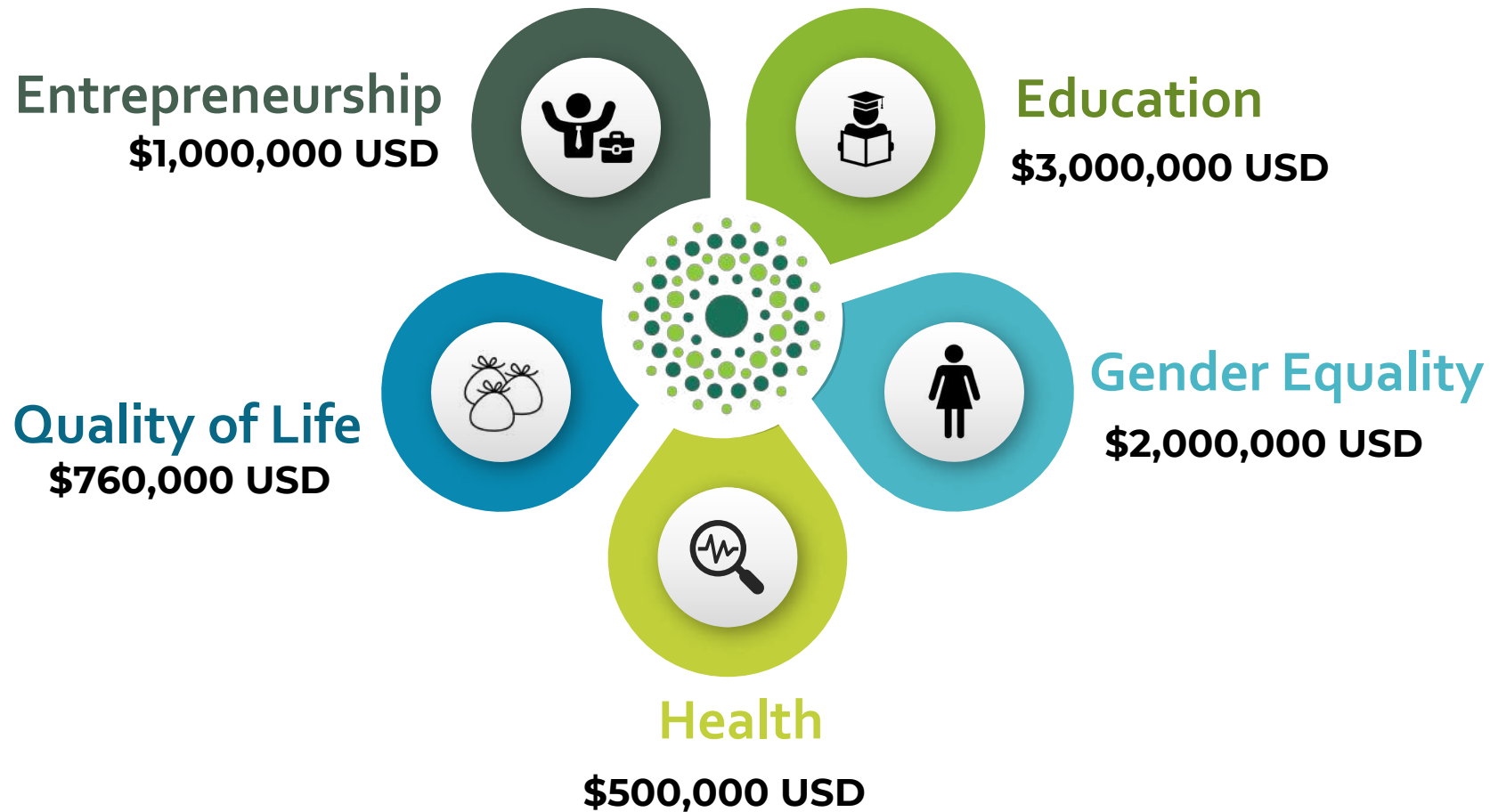




A man and a woman are smiling and looking at a laptop screen in an office setting. The man is on the left, wearing a light-colored shirt, and the woman is on the right, wearing a striped shirt. They are both looking at the laptop screen, which is partially visible on the right side of the image. The background is slightly blurred, showing office shelves and papers.


# Vision 2021

In 2021 we will more than double our commitment and will spend **\$7,260,000** USD on our social impact projects and partnerships:




# Overview


2021 will take us closer to our goal of redefining the African narrative for development and impact. Our vision for this year is to amplify and extend our work across our 5 areas of focus within the communities where we have invested capital, time, resources, and manpower. We are increasing our financial commitment and enhancing current programmes. In our first year of programming, we have learned a great deal about the persisting challenges that face vulnerable social groups and the types of solutions needed to alleviate these challenges. As we look forward to 2021:




In **Education**, we will take a holistic approach by funding infrastructural renewal, better learning experiences, tuition, and internships for students at every level. **We are tripling our monetary commitment to \$3,000,000 USD - \$1m will be spent on infrastructure, \$1m on tuition, and \$1m on learning experiences.** We will double our donation to the two high schools we adopted in 2020, adopt two more primary schools, three universities, and build a Museum of Natural history at the University of Lagos. We plan to extend our reach by investing in STEM education for girls, invest in national academic competitions, and build e-learning centres in rural areas across Nigeria.




In **Entrepreneurship**, we are creating a robust universe of investors and diverse network of entrepreneurs – each one will help one. We will invest in women-owned recycling businesses, and women-led MSMEs. Across East and West Africa, we will incubate 200 tech entrepreneurs. **50 entrepreneurs will receive NGN 100 million in grants.**



In **Quality of Life**, we will spend **\$760,000 USD** to support vulnerable social groups . We will rescue 100 women from abusive relationships through the HEART initiative. We have committed NGN 100 million to this cause. In partnership with Virtuous Pads, we will donate 10,000 reusable sanitary napkins to girls living in rural areas experiencing period poverty. We will introduce STRAP - innovative assistive technology that replaces the white cane - to improve the livelihoods of poor blind people across Africa.



In **Gender Equality**, we are backing Nigeria's first end-to-end women's political platform with a **\$2,000,000 USD** commitment to get 35 more women in office.



In **Health**, we are donating **\$500,000 USD** to building more health clinics and hospitals that are fully-equipped and staffed. We will establish a network of healthcare professionals in the rural communities like Egbokor and Okpoama. We will build more boreholes that will impact in excess of 1000 people in water-scarce communities.



# Education 2021



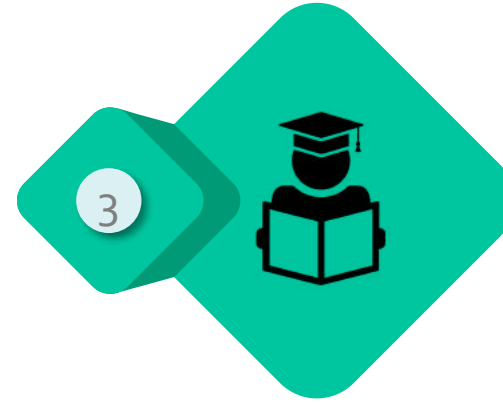
**\$ 3,000,000**

To fund education infrastructural renewal and tuition support across primary, secondary, and tertiary levels



**10 schools**

To be rehabilitated and equipped



**260 scholars**

To receive full tuition support



**9000 students**

To benefit from better learning facilities. Of these, 4000 students will be impacted in 2021

*In partnership with:*



DIATOM IMPACT

# Education 2021 Overview



This year we will focus on rehabilitating primary, secondary, and tertiary schools across Nigeria. We will invest in STEM (Science, Technology, Engineering, and Mathematics) education by providing space, equipment and materials to nurture future technologists, machinists, and computer scientists. We hope to eradicate illiteracy by leveraging technology to offer literacy tools en masse. Finally, we will incentivize academic performance at the highest level by upgrading academic competitions in spelling, debate, and mathematics.





# Adopt-a-School

In 2020 we supported two secondary schools – City of Knowledge Academy and Nigerian Navy Secondary Schools - and one tertiary institution – the University of Lagos.

## 2021 Goals:

1. This year we are **doubling** our commitment to both CKA and Navy Schools and will pay **NGN 78,600,000** in student scholarship to 100 Diatom Scholars.
2. We have also extended our reach to primary schools. We will support two schools this year.
3. In partnership with Edusko, we will identify potential schools to sponsor in the future.
4. Additionally, we will conduct primary research and survey teachers and principals to understand their evolving challenges and needs.



## NATURAL HISTORY MUSEUM UNIVERSITY OF LAGOS



# Infrastructural Development

Diatom Impact will invest at least **\$1,000,000 USD** in infrastructural renewal. We will renovate, refurbish, and rehabilitate schools across Nigeria. We will:

- Build a dynamic museum that will feature current and historical records of animals, plants, geology, ecosystem, and other artifacts discovered by the University. This will impact **2,000 people daily**.
- Build a state-of-the-art multipurpose sports hall and swimming pool for the City of Knowledge Academy.
- Build new classrooms and facilities at University of Ife's business school to improve learning and teaching conditions for students and staff.
- Renovate facilities at the University of Bayelsa so that students can benefit from world-class learning infrastructure.
- Renovate and provide electricity to community schools in Okpoama Kingdom and ensure facilities have adequate learning materials for students and staff.
- Donate **NGN 5,000,000 to the Ayowole Arts Academy** – an arts programme that enhances creativity through art education for underprivileged children in the Oke Oko community in Lagos. Our donation will support the renovation of their current art studio in the short term and build a new arts centre that can increase enrolment by 600% over the long term.



# STEM education

As the world continues to become more digitally reliant, the need for qualified candidates in STEM industries continues to grow. According to UN Women, 90% of future formal jobs will require ICT skills.

Promoting STEM in the Nigerian educational system will create more job opportunities in medicine and computer science - two high-paying industries with a dearth of qualified job-seekers.

2021 marks the beginning of our investment in STEM education. We have two goals:

1. Through established partnerships with schools, we will build fabrication labs (3D printers, CNC machines, laser cutters) and computer labs in our adopted secondary schools.
2. We will train new machinists in partnership with Film Anatomie. They are a design and manufacturing company that specializes in the manufacturing of technical solutions and products for the creative industry. They adopt advanced manufacturing techniques like 3D printing, laser cutting, and CNC milling.
3. We will fund girls to attend STEM programmes in Kano and Lagos through a partnership with Kabara. Kabara is a non-profit focused on empowering the socio-economic lives of individuals from Northern Nigeria. Kabara's STEM hub boosts skill acquisition and hosts school excursions and field trips. They work with girls aged 13-21.



# Programmes: Readland



Readland is a leadership centre that offers a happy, fun-filled playground where top-notch learning services are provided for children between the ages of 4-19.

In partnership with Readland, we will build eight e-learning centres in rural areas across Nigeria. These centres will:

- Expose children to the joy of reading books.
- Offer coding programmes, graphics, and web design.
- Teach public speaking and etiquette.

As such, children with limited access to technology and data will be able to develop basic literacy skills, leadership, and digital literacy in a safe and trusted environment.



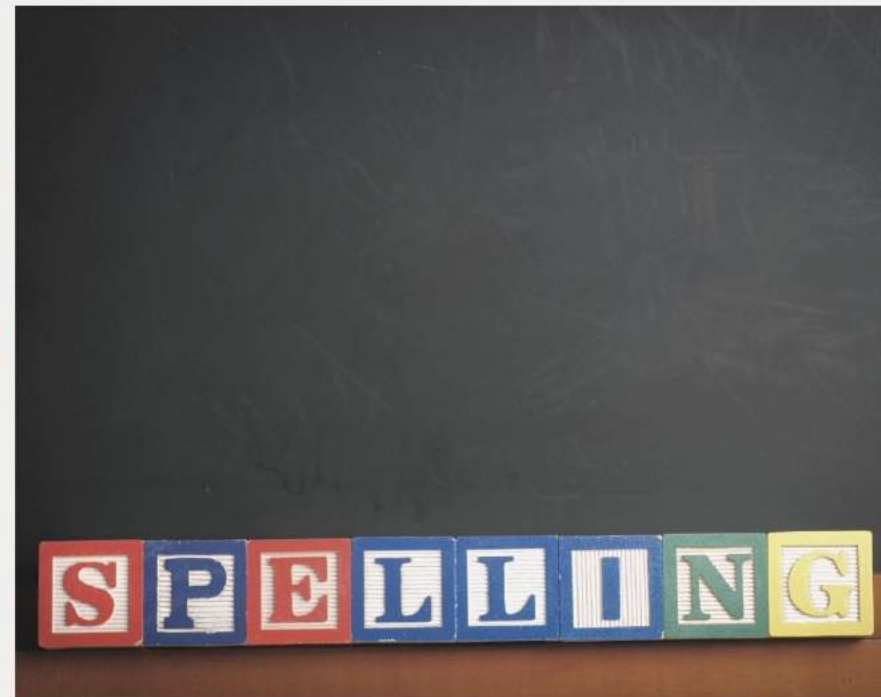


# Programmes: Academic Championships

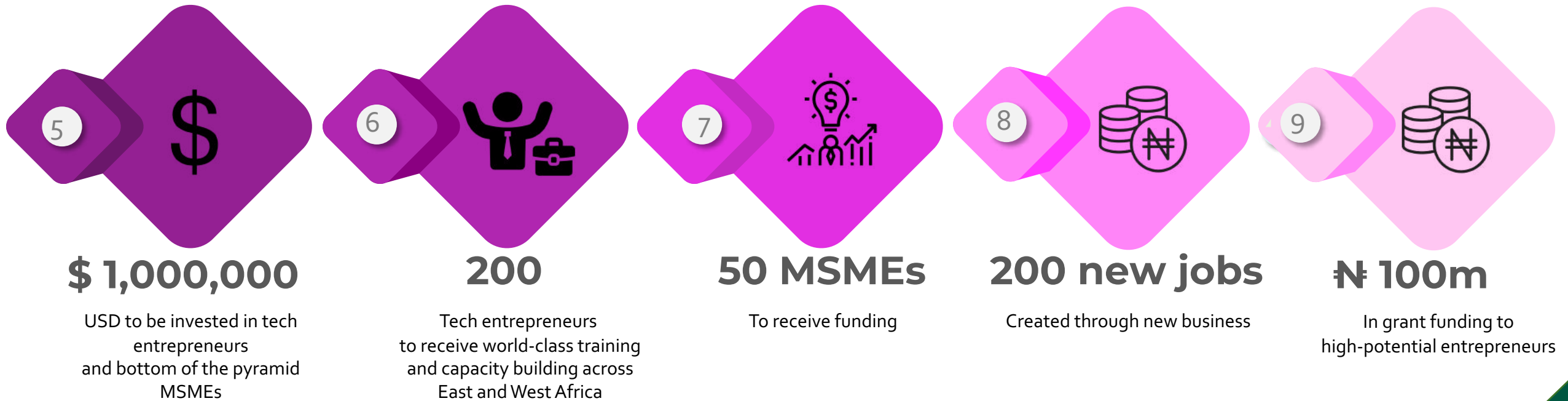
To raise the profile of academic competitions and incentivize academic excellence, we will sponsor major national competitions in spelling, mathematics, and debate.

## Goals:

- Engage the organizers of the most prominent competitions.
- Match or exceed current sponsorship levels.
- Offer winners internships within the Platform Capital Group ecosystem.



# Entrepreneurship 2021



*In partnership with:*





# Entrepreneurship 2021 Overview



We are especially interested in supporting female entrepreneurs. As such, we will extend 1Community to women interested in establishing a recycling franchise. This venture is multi-purpose - in addition to supporting women-led business, we address issues with waste management and recycling within communities riddled with plastic-waste pollution.



# Programmes:

## Entrepreneurship

**1Community** can provide loans to women-owned recycling franchises. In partnership with WeCyclers, these franchises will create up to 10 jobs for female recyclers per franchise, reduce waste found in the environment, turn waste into wealth, and provide a means of escape from poverty.

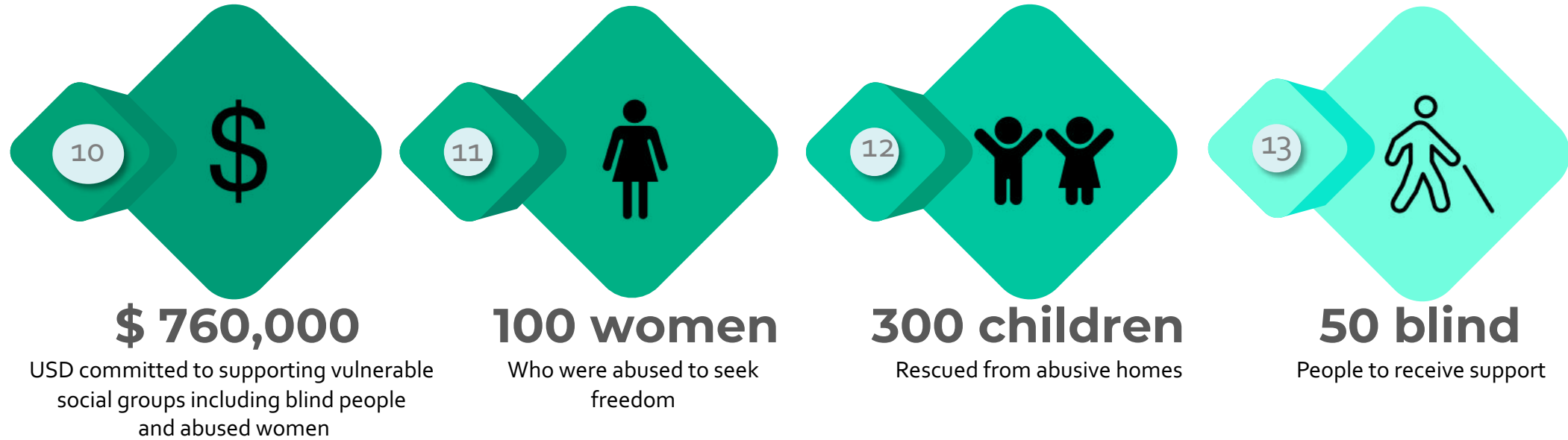
**The Show Africa Love Competition** is an open call to ambitious entrepreneurs interested in grant funding for their social impact enterprise. We will disburse NGN 3,500,000 and donate tech to three winners.

**The Unicorn Incubation Programme** discovers, engages, incubates, supports, and grows tech startups across the continent. This year we will support 200 entrepreneurs across East and West Africa.





# Quality of Life 2021



*In partnership with:* **PLATFORM**  
CAPITAL



**STRAP**  
TECHNOLOGIES



## Quality of Life 2021



We offer refuge to women seeking to escape their abusive relationships. Our HEART Initiative will support 100 women in its first year of programming. We will sensitize 10,000 girls and distribute reusable sanitary napkins to 5,000 girls in rural Nigeria.



# <sup>41</sup> Programmes: The H.E.A.R.T Initiative

*Her Empowerment and Relief Trust*

The HEART Initiative is a programme created by Diatom Impact that provides direct financial assistance to women seeking refuge from gender-based violence. Our mission is to support beneficiaries in achieving freedom from their abusers. Diatom Impact will commit NGN 100 million to support 100 selected women across Nigeria. The initiative will support these women for 12 months, by covering the costs associated with gaining full independence. Additionally, Diatom will form personal relationships with the women and monitor their progress to ensure they remain on track to reach their goals.

In August 2020, Platform Capital Group donated NGN 5 million to the Olamide Alli Trust Fund set up by AGS Tribe. Olamide, who was brutally murdered by her fiancé, left behind two young sons, aged 7 and 3. Platform's donation will ensure that her children remain in school up to the tertiary level. The HEART Initiative is an extension of this work.

## **Funds cover:**

- Relocation of beneficiaries and children,
- Tuition coverage for children,
- Court fees and restraining orders,
- Skill development and vocational training, and
- Mental health and wellness.



# Programmes: Strap The Blind

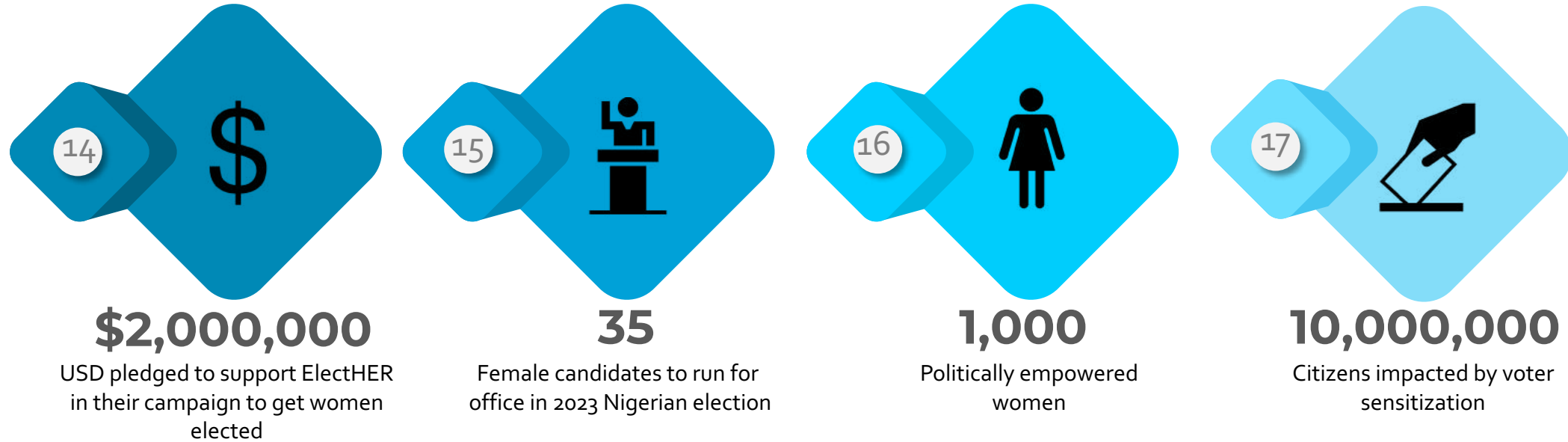
Strap Technologies has created assistive technology, enhanced by patented haptic language, for the blind called Strap. Strap is a hands-free, wearable device that detects objects and people in real-time using an innovative assembly of sensors. The haptic language signals when there are obstacles nearby, including bumps, overhead objects, holes, and stairs. Strap is accessible to all ages and abilities. The haptic language is easy to learn and the device lasts 72 hours in-between charging.

We will partner with an organization that caters to the blind, young and old, to provide Straps free of cost, to aid their mobility and help them integrate into society. Platform Capital is introducing this technology to Nigeria and this year we will support 50 blind people in Lagos.





# Gender Equality 2021



*In partnership with:*



DIATOM IMPACT

# Gender Equality 2021



We will help raise the next generation of female politicians. We have backed ElectHER with a \$2,000,000 USD commitment to engage 35 female candidates in a robust political campaign at the state and federal levels. ElectHER's goal is to push for 35% women's representation in elective office by 2023.



# ElectHER

ElectHER is a non-partisan end-to-end women's political advancement organization bridging gender inequality gaps in Nigerian politics. **We are proud to be ElectHER's anchor partner by pledging \$2,000,000 USD to support their mission.**

ElectHER is championing **Agender35** which will:



Back **35 female candidates** to run in the 2023 election. Push for **35% women's representation quota** in elective and appointive office by 2023.

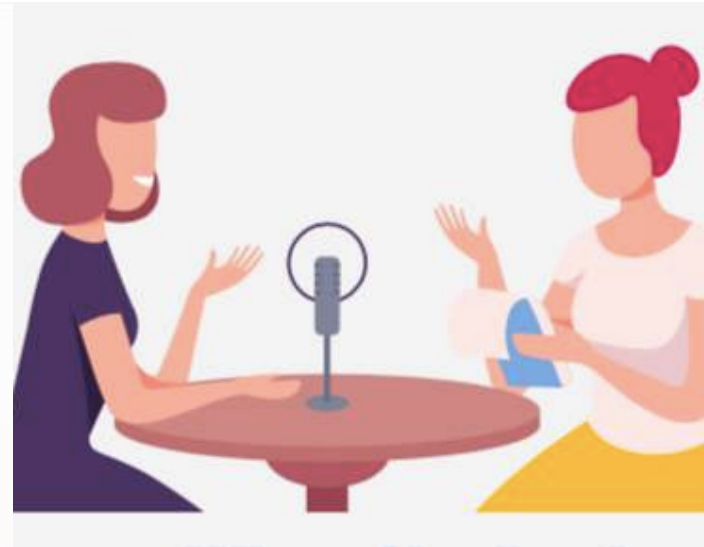


Launch the largest Future Lawmakers Programme in Africa that is modelled on the Kennedy School's "From Harvard Square to the Oval Office" programme to enable 30 Fellows to run for office.



HARVARD Kennedy School

**WOMEN AND PUBLIC POLICY PROGRAM**

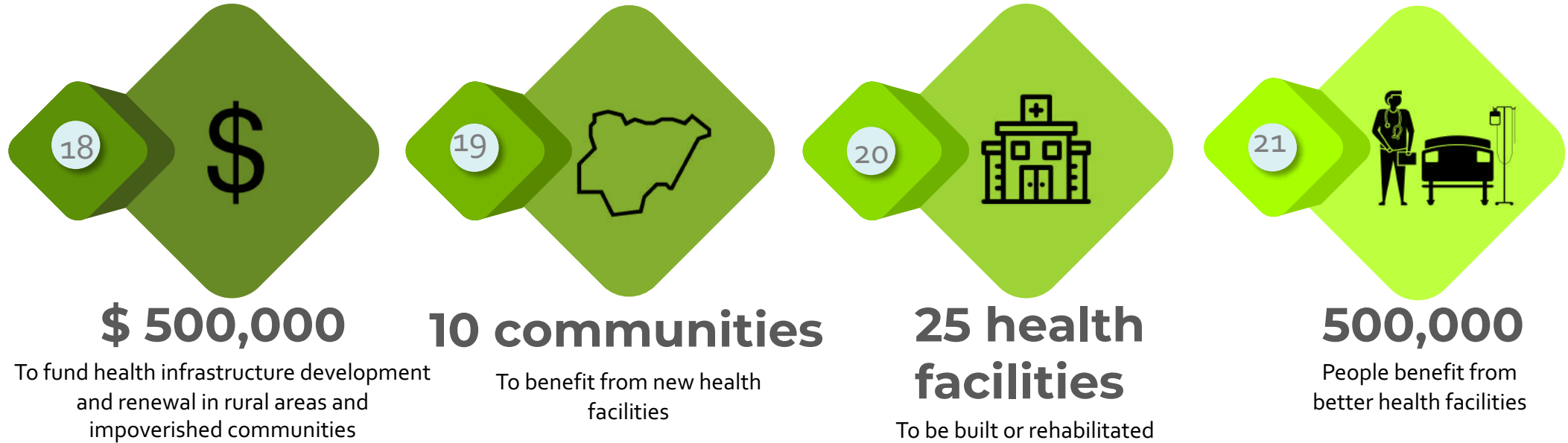


Launch an online learning management system to empower **1,000 potential candidates** through capacity building and training.



Engage in massive voter sensitization on women's representation ahead of 2023 to reach **10,000,000 citizens**.

# Health 2021



*In partnership with:*



DIATOM IMPACT

# Health 2021

We face major healthcare challenges in Nigeria including inadequate health facilities and equipment, insufficient insurance coverage, brain drain and shortage of healthcare workers and specialists, and insufficient insurance coverage. We will partner with Health For Nigeria to train and deploy capable health professionals to communities in greatest need.





# Health in rural communities

In pursuit of our dream for Africa, we will build an inclusive healthcare ecosystem with indigenous technologies, community-led development, and scalable training solutions. Our plans for 2021 include building more boreholes, health clinics, and hospitals that are fully-powered, well-equipped and staffed in rural communities across Nigeria (including Okpoama and Egbokor), and establishing a network of healthcare professionals in the communities that need them most.

In partnership with Health For Nigeria (HfN), we have an opportunity to level-up healthcare professionals across the country.

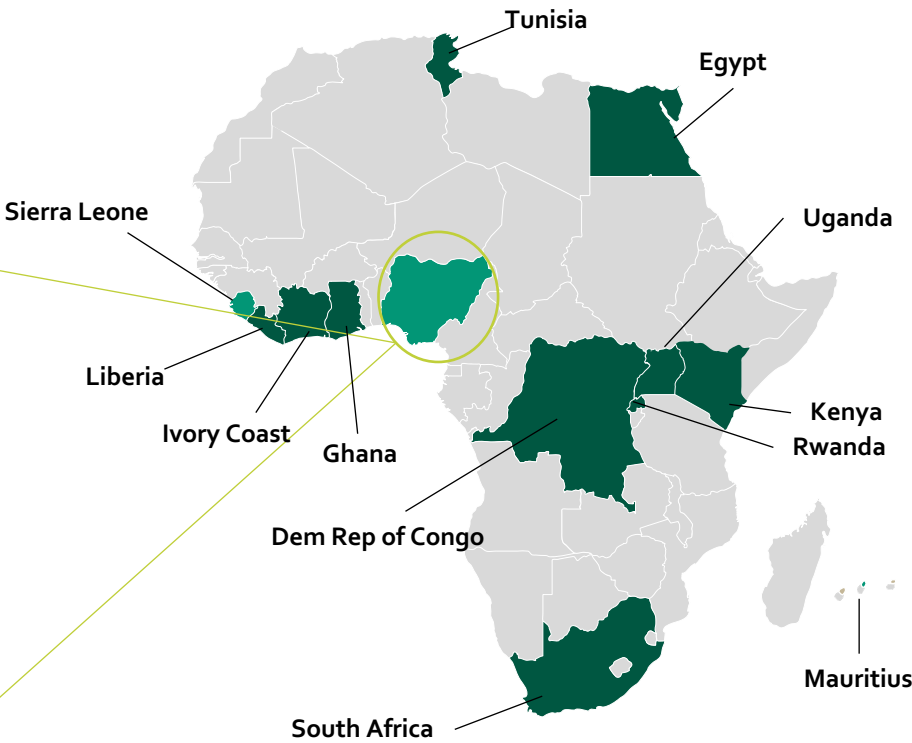
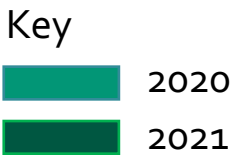
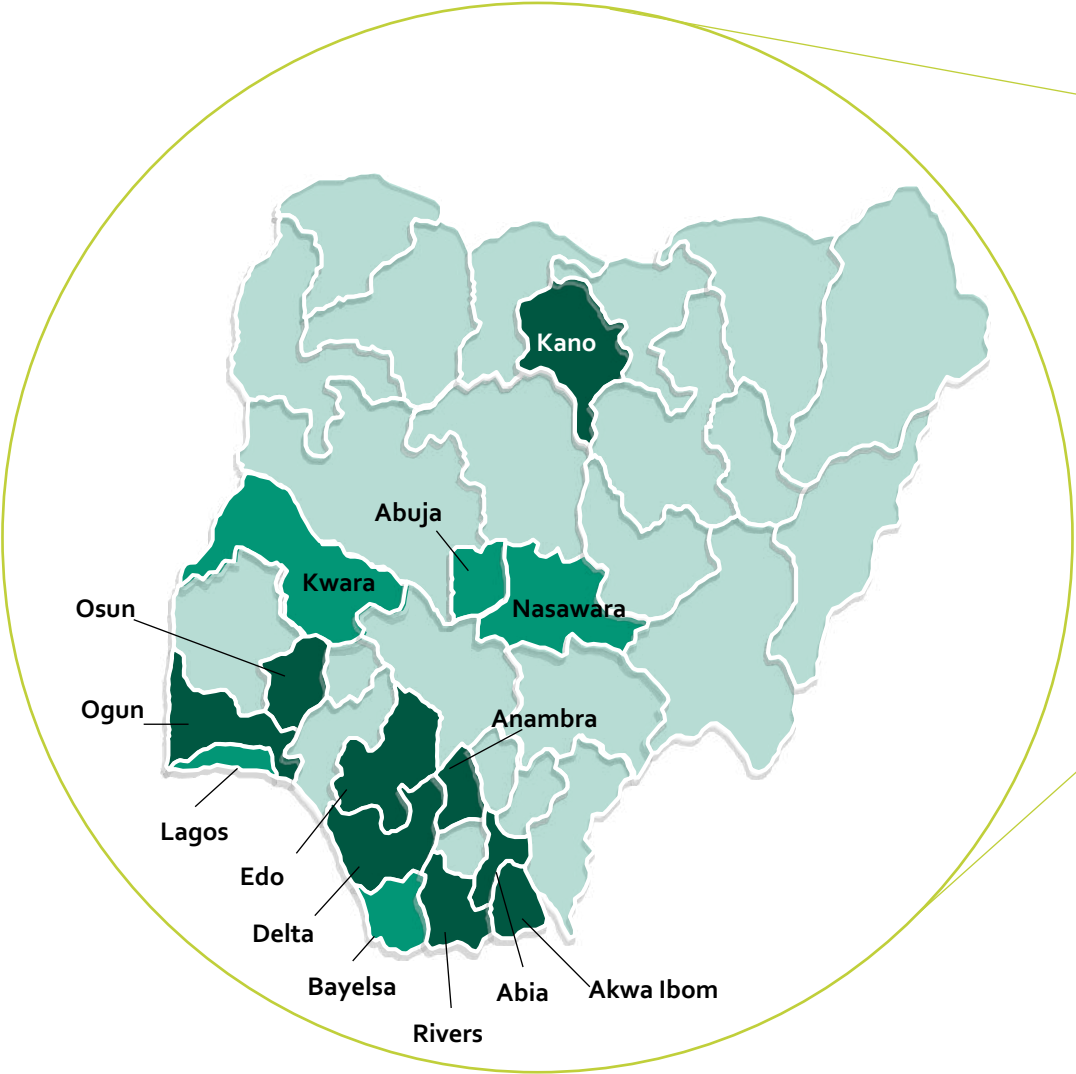
## **Nurse a School Programme:**

HfN recently initiated a programme to recruit, train, and deploy registered nurses to rural public schools. At a cost of \$5,000 USD per nurse per school, HfN will provide:

1. A sick bay and registered nurse with capacity to treat up to 25 students a day.
2. Create and support interactive health clubs for health promotion and inculcate disease prevention culture amongst staff and students.
3. Ensure 80% of students who fall ill can receive treatment.
4. Provide all staff with adequate knowledge of common infectious disease and preventative measures.



# Map of Impact



In 2020 we worked across 3 countries with deepest penetration in Nigeria. In Nigeria we developed programmes in 5 states. In 2021 we will extend our work to 9 more states in Nigeria and 10 more countries across Africa.

A man and a woman are smiling and working together at a desk. The man is on the left, leaning over the desk, and the woman is on the right, looking at a laptop. The image has a green overlay.

# Partnerships



# We are as strong as our partnerships. Meet our village.



DIATOM IMPACT

PLATFORM  
CAPITAL



UNICORN  
SOLVING REAL PROBLEMS BY  
UNEARTHING HIDDEN GEMS OF AFRICA

Atlantic  
International Refinery and Petrochemical limited

DUPORT MIDSTREAM  
COMPANY LIMITED

KONIKU

MUVE

afrigrants  
Africa's First Franchise Trailblazer

NIBRA

Bookings  
Africa.com

HEART  
INITIATIVE

MaC  
VENTURE CAPITAL

LIBERTY CITY MALL

damantine



Lipa Later

omnicharge

ELITE CV  
LEADERS IN PERSONAL BRANDING

Virtuous  
Pads  
REUSABLE SANITARY PADS

SPOT 21  
FOODS

ElectHER  
DECIDE. RUN. WIN.

RUSUMO  
CAPITAL



View Accelerator

INGRESSIVE  
CAPITAL

CHICKEN  
GRANDMA'S

SAFE  
ROOM

edusko

merge

KOKO



BIG CABAL  
MEDIA



AGS Tribe



THE  
6 CHARGE  
BAR

I&O  
CLOTHING  
For the women of curves



OBAFEMI AWOLOWO  
UNIVERSITY

ANGEL  
VENTURES



AFRICA  
Literacy Project



Nigerian Navy  
Secondary School  
Ojo, Lagos

1COMMUNITY

# Partnerships

Our partners are thought leaders, visionaries, and changemakers who walk alongside us. They share our belief that as Africans, we are the arbiters of our fate and we must chart our path forward. We value our partners' perspective, expertise and support.

**We have worked with private companies** like Atlantic Refineries, Koniku Inc, Duport Midstream, Bookings Africa, and Virtuous Pads, to develop their CSR (Corporate Social Responsibility) strategy and community-driven projects. We have raised their profile internationally through grants and social impact competitions and developed robust impact reporting to hold them accountable.

**We have worked with local NGOs and charities** to sustain and/or scale projects with the potential to make significant impact in one of our 5 key areas – education, entrepreneurship, gender equality, health, and quality of life. We offer non-profit partners capital, capacity-building, technical assistance, and expose them to our wide and varied ecosystem of partners.





# Testimonials



"City of Knowledge Academy welcomed 10 Diatom Impact scholars; 5 in Year 7 and 5 in Year 10. They were selected after a highly competitive process from deserving disadvantaged families. The entire span of their secondary school education in CKA will be fully funded by Diatom Impact." - Abiola Lamikanra, Principal of CKA



"We are excited about the opportunity to collaborate and to be part of such an innovative and impactful intervention. The Africa Literacy Project will facilitate the attainment of our Transform Freetown skills development targets whilst empowering Freetonians to fulfill their own potential."

- the Mayor of Freetown, Mrs. Yvonne Aki-Sawyer OBE



"I have seen the undiluted impact Diatom has made in the education space in the last one year. I have no shadow of a doubt about the organization's commitment to transforming more lives in the coming years." - Jide Ayegbusi, CEO of Edusko Africa.



"We are grateful and delighted with the quality for the renovation of the Okpoama Cottage Hospital and the Water Works. Okpoama was able to enjoy steady water through the Christmas period. And to our pleasant surprise, [Platform Capital Group] has upgraded the generator and installed a more powerful surface pump to improve water supply." - HRM Ebitimi E Banigo, King of Okpoama



I was stuck in a very abusive marriage and I knew that leaving was the best choice. But I couldn't because I wasn't sufficiently able to put together structures like accommodation, mobility, etc. That made me want to stay and continue enduring the mental, emotional, which had escalated into physical abuse. My encounter with the HEART Initiative through Diatom Impact made me regain my freedom. The funds provided for me by the HEART Initiative became my lifeline. With the funds, I moved my children and I to a safe place, got decent accommodation, paid the children's school fees and a car for easy mobility. I couldn't have made the decision to leave if not for the support given to me by the HEART Initiative and Diatom Impact. I am so so grateful." - HEART Initiative recipient



"The University of Lagos and especially the University of Lagos Business School (ULBS) appreciate your generous donations in the upgrade of the HRDC Building and its surroundings."

- Professor Oluwatoyin Ogundipe, Vice Chancellor of UNILAG



It is a great and unique opportunity that Nigerian Navy Secondary School OJO was drawn into Diatom. The parents of the Diatom scholarship awardees are low-income earners, widows, or out-of-job citizens. Diatom has brought back some of these students to school at the point of withdrawal due to indebtedness. Thanks to Diatom for giving life to the dreams of the helpless and the weak at NNSS OJO."

- Commandant H Salihu, NNSS OJO





"When Diatom Impact invested in my education, they invested in Nigeria's future and in Africa's destiny. I am grateful they are part of my story but truly glad to be part of theirs and I know that together, we will create more impact for millions of people across Africa."

– A student at Harvard Kennedy School



"Platform Capital Group is the best innovation support system that has happened in Africa. They support the architecture of youth innovation and entrepreneurship as a catalyst for job creation in Africa. Kudos!" – Professor Adebisi, Associate Professor, UNILAG



"Most businesses are just about making money, few are heaven's extension. Thank you Diatom for being that extension by supporting and giving to my family to make life better for my nephews."

– Tobi Alli, Surviving Brother of Olamide Alli and Public Speaker



"Readland is excited to partner with Diatom Impact. This partnership will quadruple our impact in rural communities. We will have more e-learning centers in more underprivileged communities."

– Francis Adeshina, CEO of Readland Academy



"I'd like to extend my gratitude to Diatom. Through them I was able to get enough clarity on my business model and adjust to market conditions. I was also able to secure a network of relationships with other entrepreneurs and got financial assistance like grants and investment." – Nofisat Giwa, Founder of The 6 Charge Bar



"Diatom has helped us to amplify our CSR strategy in Nigeria and across the continent and positioned us on the global stage. We are excited about their vision for the future and look forward to saving lives together." – Osh Agabi, Founder of Koniku Inc.



"The research and metrics that they've been able to provide on African workforce trends has enabled us to look deeper at the issues the gig economy faces. Our relationship with Diatom has positioned us on a global stage."

– Fadé Ogunro, Founder of Bookings Africa



"Being selected for the Unicorn programme in 2020 has helped me understand the opportunities in my industry and how I can better position my business"

- Mrs. Maryam Adebola-Salami, CEO of Mo Baby



"Diatom is central to everything we do at Platform Capital Group. We are extremely driven to creating a lasting impact on the local communities in which we operate through job creation, provision of quality healthcare, education, and clean water. At the heart of our business model is improving the overall quality of living in these communities, ensuring that our common wealth as a nation results in shared wealth for every citizen"

– Dr. Ponnile Osibo, Partner at Platform Capital

# Management Team



**Dr. Akintoye Akindele, CFA, DBA**  
**Chairman of Platform Capital Group**

Dr. Akindele is an investor, entrepreneur, lecturer and philanthropist. His family office, Platform Capital, is a growth markets, sector agnostic, principal investment firm.

Dr. Akindele is passionate about the development and growth of entrepreneurs in Africa. He is a frequent speaker at leading business schools, conferences, and seminars on investing in Africa and the role of entrepreneurship in Africa's evolution.



**Dr. Ponmile Osibo**  
**Director**

Dr. Osibo is a Director at Diatom and Partner at Platform Capital, where he is responsible for fundraising, social impact strategy, investment, and investor relations. Dr. Osibo has over 14 years of experience in investment management, fundraising, non-profit management, and business development. He is passionate about using data-driven insights and investment to scale social impact across the continent.



**Dr. Anna Bethune**  
**Director of Impact and Research**

Dr. Bethune is a social impact strategist, researcher, and non-profit leader. She has research and practical expertise in youth development, microfinance, gender equity, and non-profit management. She received her Doctorate and Masters degrees from the School of Education and Social Policy at Northwestern University and graduated from Stanford University with a Bachelor's Degree in Economics.



**Prof. Sunday Adebisi**  
**Director**

Professor Sunday Adebisi is a Director at Diatom Impact and the Director of the ARUA-UKRI CoE for Unemployment and Skills Development at the University of Lagos. He has research and practical expertise in entrepreneurship, business management, and sustainable strategic management.



**Ms. Ademidun Akindele**  
**Programme Assistant**

Ms. Akindele is an Assistant Programme Manager at Diatom responsible for the HEART Initiative. She is passionate about gender equality and creating sustainable programmes that address gender-based violence. She is a graduate from the University of Kent, where she received a Bsc (Honours) in International Business.



**Mrs. Sharon-Ann Adaigbe**  
**Communications Manager**

Mrs. Adaigbe has a decade of experience in impact storytelling, content marketing, and communications. She develops and implements successful communication strategies that employ traditional and digital channels to engage stakeholders, meet social impact objectives, and improve overall performance.

# Join Us

We are proud of all that we have achieved this year at Diatom Impact, and we will continue to pour our resources, energy, and funding into our communities. We look forward to growing our ecosystem of thought leaders and partners who make all this work possible. We know that we are our brothers' keeper. This is a profound truth that we have not forgotten. Those who join our village ecosystem know that the work we do together will change our lives and the stories we tell about our communities. Ultimately, that is what this work is about – to build better, more resilient communities and a prosperous future for us all. We are here to rewrite the economic and social trajectory of Africans and Africa.

In 2020, our work was funded entirely by Platform Capital. **This year Platform will dedicate \$7.3m to our social impact projects.** Join us on this journey. We can do more together.

We look forward to partnering with like-minded organizations and foundations committed to changing the narrative and practice of development in Africa.

## Partner with us.





# Diatom Impact is a proud member of Platform Capital Group



Contact our Chairman, Dr. Akindele, at [t.akindele@theplatformcapital.com](mailto:t.akindele@theplatformcapital.com) and our Director, Dr. Bethune, at [a.bethune@diatomimpact.com](mailto:a.bethune@diatomimpact.com) for enquiries.





**THANK YOU**