



FIREWORD RESOURCES

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Dear Sir/Ma,

PROPOSAL FOR PARTNERSHIP IN THE CREATION OF SOCIAL ENTERPRISE COMMUNITY TO DRIVE OUR SMART WEALTH BRAND OF JOB CREATION, BUSINESS DEVELOPMENT AND INVESTMENTS

Based on the concept of Bottom-Up program discussed in The Game Changer for National Transformation book launch of 6th February 2020, we have developed an emerging economic model of Social Enterprise program (SMART WEALTH) for societal transformation through a favourable economic shift to the grassroots by consolidating their gains through involvement and engagement of the lower strata as we foster clusters of social enterprise hubs within social circles.

We believe that this project will be one of the great legacies our generation will leave behind if given due attention and commitment it deserves as we rally to make it true.

The odds are stacked against the poor and the middle class as those at the grass-root. The only sustainable platform to start them on a meaningful economic freedom is through SOCIAL ENTERPRISE (S.E.) HUB formation as reflected on global practice.

The vision is to build a new economically virile nation by creating competing products, businesses, investment products for global consumption. This can only be achieved by aggregation principle as being practiced in Dubai and by Chief Obafemi Awolowo in the old Western region of Nigeria. This is the means for moving an economy from consumerist system to a production centered economy.

Please attached are more detailed contents to support the importance of implementing the program with your cooperation.

We will be glad to have your approval and to work with your body to bring this novel model to hasten increased economic activities and abundant life to all.

Yours truly,

ADEWUMI ADEWALE

**PROPOSAL FOR PARTNERSHIP IN THE CREATION OF
SOCIAL ENTERPRISE COMMUNITY TO DRIVE OUR SMART
WEALTH BRAND OF JOB CREATION, BUSINESS
DEVELOPMENT AND INVESTMENTS**

Submitted By: WALE ADEWUMI

For: FIREWORD RESOURCES

(A GAME CHANGER PROJECT)

www.gamechangersnigeria.org & www.jbihubnigeria.com

PROJECT BRIEF

EXECUTIVE SUMMARY/PROJECT OVERVIEW

In view of emerging global practice as becoming popular in India, Brazil, and Dubai and recently in Rwanda, Social Enterprise practice of one form or the other is becoming a fundamental driver of the economy of these nations and many other emerging economies of the world. ***See the attached certification from The World Bank Group.***

The challenges of small scale businesses and individuals are solved when many small fund owners and individuals come together or merge thereby having access to virtually all the facilities the rich and wealthy have at their disposal; and the grass-root have something more: the number (population) factor.

The idea is to create clusters of independent business ventures and investment platforms that are sustainable; as it is an emerging concept whereby low income earners, businesses, workers, investors, etc could come together to build common platform, leveraging on each others' resources to compete favourably with the giants in the industry.

Social Enterprise is a way of engaging citizens in their own wealth creation by creating mega platforms that reduce the production inputs in order to have a reasonable output in the form of Return on Investment (R.O.I.) with supports from stakeholders and interest groups. Effective use of Social Enterprise system is a way of building sustainable opportunities to serve a community or people. Therefore, any government that wants to make significant impression in the 21st Century will give this concept of bottom-up outreach much consideration.

Due to its engagement through the ranks, it is one of the less expensive means of tackling a community economic challenge than the old top-down system engaged by government and private sectors to lift the grass-root. Social Enterprise offers a revolutionary empowerment platform with primary focus of raising opportunities, jobs, businesses and investments by coming together within social groups and leveraging on each other's resources for improved lifestyles of everyone engaged.

The system we have is to unlock billions across the nation for productive purpose and with inherent delivery of economic activities; this project is believed will yield to the nation, government and people one of the highest return on investment (R.O.I.) and economic impact.

The purpose of this project is to create a cross-linkage between social groups in delivering on economic growth by making a shift from consumerist lifestyle to productive activities.

Based on The World Bank Group posture to SDG, which is a built-up on MDG design, it is believed that every economy has what it takes to come out of the rut of economic depression. We believe that the nation, groups and organizations we represent has the capacity to create its own wealth through meaningful engagements.

The Post-Covid19 era requires such earnest intervention as this to keep the sail of abundance by looking inward.

In our Social Enterprise concept, we have units of business products around a process. Each unit will be like a plugin to a central control; the central control shall be our platform; and in a way to ensure transparency and individual organizations represented don't abuse its power against the good of its constituency.

This model has the capacity to attract funding and supports from the government, banks, corporations and international communities such as The World Bank/IFC; thus unlocking more funds and bringing about inflow of capital to where it is most needed (capital flow into places where there is economic activities). In addition, a social enterprise has the advantage of multiple streams of investors and funders ranging from government, individuals and international agencies.

Case Study:

When farmers come together they gain advantages of security, possibility of mechanizations, shared experiences and knowledge, processing becomes easier to get, funding is possible where this aggregation is formal and the ease of up-takers is made possible. The list of the merit is not exhaustive.

Our Native Interest

African economy is hugely dependent on Agriculture, if we would rise we are going to consolidate on gains around land and agric; we would not miss it having our R&D taking starting on this front:

- Real Estate
- Farm Estate
- Agro-allied businesses
- Produce & Exportation

Then other areas would follow over time

Why we are undertaking this project is premised on our belief that the citizens have the capacity to transform their world and reposition the economy using world class citizen.

Money flows to where we have economic activities.

Background Information

Many years ago when India wanted to build a sustainable textile industry, the country banned the importation of clothes. Then appeared thousands of local textile makers who work together in a hub to clothe the population of India.

Some years ago, some Rwanda gold makers of about 4000 women came together to produce world class gold for the international market. When they acted separately they could only produce for the local market. But when they came together, they leveraged on each other's strength; this ended in better quality and more income.

Jean Monnet (France); was a social entrepreneur: He was responsible for the reconstruction of the French economy following World War II, including the establishment of the European Coal and Steel Community (ECSC). The ECSC and the European Common Market were direct precursors of the European Union.

Awolowo started Western Region's economy by aggregating farmers and produce businessmen together to generate unprecedented income then.

Social Enterprise (aggregation) is the opportunity given to individuals to come together to better their lives and

finances instead of running solo. Through social enterprise groups, individuals can own complete process in order to maximize income and the distribution of wealth.

The proposed project seeks to usher in social groups such as cooperatives, religious bodies, businesses and professional bodies to buy units of enterprise process; thereby creating thousands of jobs, businesses and investments throughout the nation.

Description of Problem

Individuals and small groups find it difficult to access or maximize the factors of production. Example funding and loan support is difficult to come by for individuals. The more the number of people coming together the better the leverage for funding, marketing and labour. Input cost will definitely be lower and more profits will be achieved through this model.

With more ease of doing business, more individuals and social groups would be co-opted into the mega brand.

Project Goal

This project aims at tapping the potential of more than 1000 social groups through investments, capacity building and setting up of focused enterprises across the state. Considering the socio-cultural and financial needs of the people, the proposed project is socially feasible, economically viable and environmentally sound.

General Objective

Objective 1: To provide job, business, investment platform for more than 1000 social groups and organizations

Objective 2: To unlock latent funds for productive use and thereby increase their values further

Objective 3: To improve the quality of life of the thousands of citizens through clustered businesses and enterprises.

Project Activity

- Identification of target community
- Outreach, meetings and signup
- Launching of project
- Project Execution
- Monitoring, Evaluation and recycling of process

Project Strategy

- Awareness Generation: This is the first stage for raising interests and participation. It is about selling the benefits.
- Capacity Building: Developing participants from social groups with necessary skills and tools.
- Market Linkages: Development of strong ties with suppliers of inputs and buyers of outputs and other people who act in-between.
- Enterprise Development: take off of enterprise project across the states and the nation.

Project Management and Personnel

The Project team will comprise of the following:

- Project Director, who will be responsible for the overall administration and management of the project which shall be WALE ADEWUMI, the author of the book: The Game Changer for National Transformation. Developer of Game Changers SMART WEALTH Social Enterprise initiative
- Social network executives
- Pool of consultants: responsible for developing the framework for the implementation of the enterprise units.
- Trainers: responsible for training social group representatives on necessary skills needed.
- Suppliers, security personnel, labourers and buyers/up-takers, etc.

Stakeholders

With the support of the individuals, social groups, cooperatives, the government and stakeholders and interest groups, we can replicate the concept throughout the nation. It is a unique model to help in a time like this just at the heel of Covid-19 challenges.

The immediate stakeholders include:

- The government
- The social groups like the cooperatives, religious groups, etc.
- Investors/capitalists
- The private sector
- The Game Changer team and Fireword Resources

Monitoring & Evaluation

- Having a system of monthly, quarterly and annual progress reports
- Multi-level review systems
- Participatory appraisal methods

Project Results:

- Outputs: The initial awareness will help to unlock several millions or billions through participatory investment choices throughout the nation. Our target is minimum of 50 Billion Naira and growing unlocked for economic growth.
- Outcomes: Sustainable enterprise established will help in easy access to markets.
- Impact: This project will position the nation as one of the leading economic hub in Africa through bottom-up participatory initiative.
- This project will bring about increase in economic activities and attraction of funds and investments into the nations and improve in the wellbeing of the citizens.
- Increased income and confidence will have multi-generational impact as it will help in securing a better future for the several thousands of citizens; even the unborn generations through a ripple effect.

Performance Indicator

- Having up to 1000 Social Enterprise Subscribers
- Having each of them with assignable minimum unit of enterprise stake independently or dependently
- Number of users of various technologies (in this case, much more agricultural technology)
- Number of trainings held
- House hold income change

Sustainability

- Community Participation: We ensure that the local people actively participate in the entire project through the social groups they represents so that they own the project rather than considering it as some sort of charity or government own.
- Multi- stakeholder engagement/partnerships: We involve stakeholders which include buyers, sellers, labour and service givers, etc. as we develop synergies with them. This helps in enhancing the visibility of the project and also reduces duplication of activities.
- Expanding resource and funding source: We will always engage new funders and stakeholders in our programs and we have multiple funding sources, which include funding from individuals and institutional funds which could include World Bank assisted funding as we grow bigger.

Ongoing Activities

Prelaunch Cluster Meetings
Prelaunch Research work & Framework development
Consultation and consultancy procurement

Cost of Individual's Organization's benefits:

#50,000.00

This covers:

1. Participation in the Social Enterprise Network
2. Educational materials on Leadership, Finance and business for your entire members
3. Tips from our R& D on investment path for creating true financial freedom for members
4. Opportunity to use our Social Enterprise model to run a sustainable investment of any kind among your people

After final launch, the cost to individual organization would be #100,000.00