

**CASCADOR**

**Media Kit** March 2025

## WHO WE ARE

**Cascador is a transformative accelerator program designed to equip mid-stage African entrepreneurs with the skills, mentorship, and resources needed to scale their businesses and drive meaningful impact.**

Cascador offers a multi-phase learning experience that combines in-person intensive sessions, virtual mentorship, and strategic networking opportunities. By fostering leadership development and business growth, Cascador empowers mission-driven entrepreneurs to navigate challenges and expand their enterprises sustainably.

## QUICK FACTS

### FOUNDED

20  
**19**

### LOCATION



### FOCUS

[ MID-STAGE  
NIGERIAN  
ENTREPRENEURS  
LEADING  
MISSION-DRIVEN  
COMPANIES ]

### ALUMNI

**60**  
Entrepreneurs  
Supported to Date

### ANNUAL COHORT SIZE

up to  
**10**

### INVESTMENT POOL

**2M+  
USD**

in annual debt & equity  
funding available to alumni  
beginning in 2025

### CAPITAL RAISED BY ALUMNI

**55M+  
USD**

### PROGRAM DURATION

**10WKS  
+6MTHS**  
Mentorship



## MISSION

**Cascador's mission extends beyond traditional accelerator programs by prioritizing the long-term success of entrepreneurs as individuals.**

While many accelerators focus on rapid scaling and investment returns, Cascador breaks this mold by emphasizing leadership development, personal growth, and sustainable impact. The program is designed to equip Nigerian founders with business acumen and the resilience and strategic insight necessary to navigate complex challenges. By fostering a collaborative ecosystem of seasoned mentors, peer support, and flexible funding, Cascador ensures that its alumni are empowered to drive meaningful change.



**VISION | POWERING THE ENTREPRENEURS WHO ARE  
MAKING AN IMPACT.**

## PROGRAM OVERVIEW

**Cascador is a ground-breaking program that combines:**

- Pre-program business health assessment, advisor recommendations, and team dynamics coaching
- 3-day in person kick-off in September at the Radisson Blu Anchorage
- 6-week virtual education program and hands-on projects
- 1-week intensive at Lagos Business School (LBS) in November
- Friday Pitch Day to conclude LBS week with feedback from judges and prize awards
- \$5,000 USD professional development stipend
- 6-month post-program mentorship
- Access to \$2M USD annual funding pool for alumni
- Alumni community inclusion

## SELECTION CRITERIA

**Cascador seeks mission-driven entrepreneurs who are:**

- Creating jobs and economic opportunities in Nigerian communities
- Building sustainable businesses that enhance Nigerians' quality of life
- Committed to measuring and growing their social impact
- In operation for at least 2 years
- Generating annual revenue exceeding \$50M



# FOCUS INDUSTRIES

Our 2024 cohort represented the diverse innovation happening across Nigeria's key economic sectors:



## FINANCIAL INCLUSION & RURAL DEVELOPMENT

- Bridging the rural-urban financial divide
  - Revolutionizing vehicle financing
- Providing innovative banking solutions



## HEALTHCARE & ESSENTIAL SERVICES

- Expanding healthcare access through community-focused pharmacy services
- Addressing energy security through innovative power solutions



## EDUCATION & WORKFORCE DEVELOPMENT

- Democratizing quality education
  - Bridging the tech skills gap
- Empowering professionals with digital workplace skills



## LOGISTICS & MOBILITY

- Optimizing last-mile delivery services
- Innovating vehicle access through subscription services

## IMPACT METRICS

**Alumni Success | Our Cascador alumni are scaling rapidly, deploying capital, and transforming the African economy.**

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**55M+  
USD**

**in capital raised by  
alumni in the past 4 years**

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**3X  
AVG.**

**year-over-year  
revenue growth**

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**90%**

**highest possible  
satisfaction rating**

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**2M+  
USD**

**in annual debt &  
equity funding  
available to alumni  
beginning in 2025**



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**Acceptance into prestigious programs including YC, Techstars, and Endeavour**





## **NEAT Microfinance Bank | [VIEW VIDEO](#)**

**Omoniyi Salami, CEO of NEAT Microcredit**, shares how Cascador helped him transform his passion into a scalable business, unlocking funding and building a strong foundation for growth. In this candid conversation with founder Dave DeLucia, he reflects on the program's deep mentorship, long-term support, and the confidence it gave him to lead at a higher level. A must-watch for anyone seeking to understand the real impact of strategic guidance and committed mentorship.



# **CASCADOR IMPACT STORIES**



## **OneHealth | [VIEW VIDEO](#)**

**Adeola Ali, CEO of OneHealth**, describes how Cascador provided invaluable mentorship, industry insights, and a strong founder community to help refine her business model. She highlights the power of networking, deep business dives, and the program's unique social and learning environment. If you're looking for a firsthand account of how entrepreneurs can accelerate growth through collaboration and expert guidance, this video is worth watching.





## ALUMNI TESTIMONIALS

### **Godwin Benson, (2024 Pitch Competition Winner) Tuteria**

"Cascador gave us clarity on how to double our numbers and what to do with future funding. Before the program, these questions were difficult to answer because we hadn't clearly understood our customers' needs. After distilling these lessons with our team, we now have a clear path to doubling our revenue in the short term."

### **Chioma Ifeanyi-Eze, (2024 Impact Award Winner) Accountinghub**

"The most valuable part of Cascador for me was improving the ability to tell my story. Cascador makes you pitch, rewrite your story, and pitch again. It just helps you better appreciate what you are doing and the impact you're making in society."

### **Oluwaseyi Adefemi, (2024 Exemplary Cascador Award) Drive45 Mobility**

"Cascador forced me to answer that simple but critical question: who is my primary customer? As soon as I arrived at that epiphany, it changed everything. All of those energies I was expending chasing other things could now be conserved and channeled in the direction of where my customers really are."

### **Eyitayo Ogunmola, Utiva**

"It's been really intense, and the learning experience has been very rich. Sometimes as an entrepreneur, you need to take some steps back to fix the fundamentals. One of the faculty members, Chidi, really wants you to know your customers so well, to understand them so deeply that you know exactly what they want."

**Omowunmi Christine  
Emmanuel-Oga, ExC Pharmacy**

Coming into Cascador has been an eye-opener. You get to understand how to read your numbers and interpret the story they're telling you. Before Cascador, I thought everybody was my customer, but now I've been able to narrow down exactly who my customers are and how to tailor my offerings to their needs."doubling our revenue in the short term."

**Abiola Jimoh,  
XchangeBox**

"Cascador has impacted my business in how we track our metrics of growth, how we see our future, and how we plan for fundraising. It has also helped us educate our team about better business practices and matching the right personality types to the right roles."

**Ejiro Udu, Premium  
Power Solutions**

"You might think you're doing business the right way, but going through the Cascador health check reveals loopholes that we as entrepreneurs often take for granted. If you want to make an impact, you should definitely apply. But don't apply if you're just in it for the money - this program isn't for you."

**Olawaseun Alley, Fez  
Delivery**

"I call Cascador a safe space for founders, where everybody shares without fear or judgment. Hearing others share their stories, you recognize some of their struggles as your own. It's amazing, and it allows you to learn from how others have solved problems you're currently facing."





NEW FOR 2025



# \$2M CATALYTIC FUND

In an exciting new development for 2025, Cascador is launching its annual Catalytic Fund, making **\$2M USD in growth capital available to qualified alumni**. This initiative demonstrates our expanding commitment to providing long-term support to mission-driven entrepreneurs beyond the initial program.

Each year, Cascador alumni are invited to apply for funding from this pool of capital. Following a rigorous selection process, shortlisted alumni companies will present their growth plans at our annual Pitch Day event, where funding allocations will be announced.

## FUNDING DECISIONS ARE BASED ON:

### Impact Metrics

- Social impact achievements
- Job creation
- Community opportunity creation
- Sustainable scale

### Business Viability

- Market traction
- Unit economics
- Team expertise
- Product scalability
- Reference strength

### Financial Assessment

- Debt capacity
- Exit potential
- Projected growth metrics

# PITCH DAY

The culmination of our alumni funding cycle, Pitch Day brings together Nigeria's entrepreneurial ecosystem to celebrate and support Cascador alumni companies as they present their plans for scale and impact.

## EVENT DETAILS

**DATE:** May 14, 2025

**LOCATION:** Lagos Business School

**FORMAT:** Invitation-only pitch competition featuring selected Cascador alumni

**AUDIENCE:** Distinguished panel of judges, investment committee members, industry leaders, strategic partners, and the Cascador alumni community

## SELECTION PROCESS

**FEBRUARY 14:** Alumni Funding Applications Open

**MARCH 13:** Applications Close

**APRIL 1:** Semi-finalists Shortlisted

**END OF APRIL:** Finalists Selection

**MAY 14:** Live Pitch Event & Funding Announcements

**MAY-AUGUST:** Terms negotiation and fund disbursement



# LEADERSHIP & FACULTY

## Core Team



**DAVID DELUCIA**

FOUNDER

- Serial Entrepreneur with \$600M+ in exits
- Former CEO of ImmuNext



**CHIDI OKORO**

EXECUTIVE DIRECTOR

- Strategy at Lagos Business School
- Former Head of GSK Nigeria
- Serial Founder, Director and Advisor



**TRISH THOMAS**

CEO

- Executive Director of Foundation
- Former Principal & Lead Strategist, Akamai Strategy
- Former CEO, TEEM

## Distinguished Faculty & Advisors



**ADA OSAKWE**

Pitch Competition Judge  
Senior Adviser AFDB



**DANIEL ADEOYE**

Expert Judge  
Partner, Verod



**DEE ABUDU**

President and Chief  
Revenue Officer at Onafriq



**GREGG FAIRBROTHERS**

Mentor/Fundraising



**IYIN ABOYEJI**

Expert in Founding/Funding,  
Founder of Future Africa



**LISA GARDNER**

Leadership & Team  
Development



**NIYI YUSUF**

Managing Partner,  
Verraki



**OKEY NWUKE**

Non Executive Director,  
Access Bank

## FACULTY INSIGHTS



### **Iyin Aboyeji**

#### **Faculty Advisor, serial entrepreneur, and Founder of Future Africa**

"No valuation games. No building for Silicon Valley. Just true impact. Every entrepreneur displayed servant leadership in building their solutions - each with their own story of strong resolve and sacrifice. All eager to learn. This is my 5th year and every year it gets better."

### **Chidi Okoro**


#### **Executive Director of Cascador and Head of Strategy at Lagos Business School**

"Over the past six years, we've refined our approach to supporting Nigerian entrepreneurs. This cohort has particularly excelled in leveraging our resources to strengthen their business models, improve their market understanding, and expand their impact."doubling our revenue in the short term."

### **Dee Abudu**

#### **Founder and CEO at Capricorn Digital (now Onafriq)**

"The combination of in-person education, advisory services, virtual learning, mentorship, and ongoing support has created a comprehensive development experience that prepares these entrepreneurs for scale."



# MEDIA ASSETS

## BRAND ASSETS

[CASCADOR LOGO](#)

[BRAND GUIDELINES \(INCLUDING COLOR PALETTE & TYPOGRAPHY\)](#)

[B-ROLL FOOTAGE](#)

[PROGRAM AND EVENT PHOTO GALLERY](#)

## SOCIAL MEDIA

[LINKEDIN:](https://www.linkedin.com/company/cascadornigeria) [linkedin.com/company/cascadornigeria](https://www.linkedin.com/company/cascadornigeria)

[X:](https://x.com/CascadorNigeria) [x.com/CascadorNigeria](https://x.com/CascadorNigeria)

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[YOUTUBE:](https://www.youtube.com/@cascadornigeria4098) [youtube.com/@cascadornigeria4098](https://www.youtube.com/@cascadornigeria4098)



# KEY INSTITUTIONAL PARTNERS



**Academic Home**



**Future Africa**

**Supporting Entrepreneurial Development**



**Funding Partner**



**Prize Sponsor**



**Prize Sponsor**



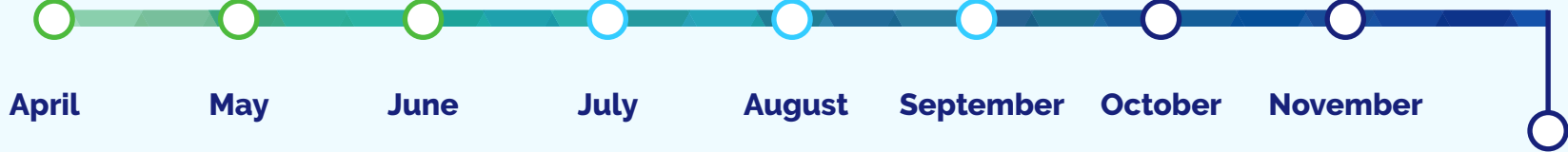
# PROGRAM TIMELINE

## Application Phase

**APRIL-JUNE 2025**  
Applications Open: **April 1**  
Application Deadline: **June 1**  
Cohort Announcement: **July 15**

## Core Program

**SEPT-NOV 2025**  
Welcome Weekend: **September 22-24**  
7-week Virtual Program  
LBS Power Week: **November 3-7**



**JULY-SEPT 2025**  
DiSC Assessments  
Business Health Checks  
Pre-program Materials

## Preparation Phase

- + Six months of mentorship
- + Access to alumni funding opportunities
- + Ongoing community engagement

## Post Program Support

## CONTACT INFORMATION



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