



AFRICA 
tbn



**2025
Impact Report**



The Year That Was...



Ludwig Wittgenstein, one of the 20th century's seminal thinkers, spent countless hours reflecting on the use of language and its effects on how we experience reality. "Philosophy is a battle against the bewitchment of our intelligence by means of language" he wrote. When Fania Pascal, his friend and Russian language teacher, was having her tonsils removed, Wittgenstein visited her in hospital.

Said she: "I feel like a dog that has been run over."

"No, you wouldn't know what a dog that has been run over feels like" was Wittgenstein's quick retort. His friend was obviously not too pleased by this response. Who would be?

With funding freezes left, right - front and center, the use of language took center-stage on the entrepreneurial landscape this year. For an ecosystem whose operators were already cagey and always quick to display a false front with each other, it's an instructive lesson in contrasts. If you asked, "How's business?" the answer was, invariably, "Yeah, great, we are on target to reach 2300 entrepreneurs before the year closes out!" Sustainability? "No problem, we have multi-year funding!"

But then USAID closed shop, and this glory-tale instantly turned 180 degrees. Caught between a very hard rock and the deep blue sea, these mendacious truth-benders suddenly made a bee-line for the public square, yelling: "Fire! Fire!" all the while describing, in candid detail (and with explicit data), how dire their situation is. And then the emails from the other side of the table started to roll in. These, when whittled down essentially read thus "We are committed to helping you become resilient by diversifying your funding streams...by making other streams the only streams!"

So much for the soul-searching and bystander commentary. At TBN Africa, it has always been about the call. And the work that follows it. Even on the hardest of days, hope abounds. And the possibilities remain endless.

This year, we intensified on our tier2 city business outreach. We had numerous bootcamps, short courses, and webinars, as well as coaching and mentoring sessions. We engaged our alumni communities in Kenya, Uganda, South Africa and even farther afield - in Namibia. We still believe that in community is where societal transformation begins, and spreads. A critical mass of values-based entrepreneurs is what changes nations.

As we close this year, my heart is bubbling over, and I am proud of what the team has done. I am gung-ho for all that lies ahead, even as we gear up for TBN Zambia's commencement in the first quarter of 2026.

To our vibrant entrepreneur community and partners, far and wide: THANK YOU. You validate our work. And as method replaces the cacophony that Africa's entrepreneurial ecosystem has mostly been this year, better days are ahead.

MERRY CHRISTMAS EVERYONE! May your days of Advent be celebrations. And may they bring you Peace, Renewal and much Joy!

Jacob Zikusooka
Regional Director - TBN Africa

About TBN Africa

Transformational Business Network Africa (TBN Africa) is a global impact-driven movement supporting entrepreneurs at early and growth stages. We aim to:

- Develop profitable, investor-ready businesses
- Build a community of purpose-driven, values-based entrepreneurs
- Leverage our networks, skills, and resources to maximize impact

Part of the global Transformational Business Network, our mission is to foster human flourishing by growing and scaling impactful businesses that create jobs and lift people out of poverty.

2. Capacity Building

We enable businesses to grow, scale, and become investment-ready through business advisory, technical assistance, and mentoring.

1. Capital Raising

We mobilize impact investment

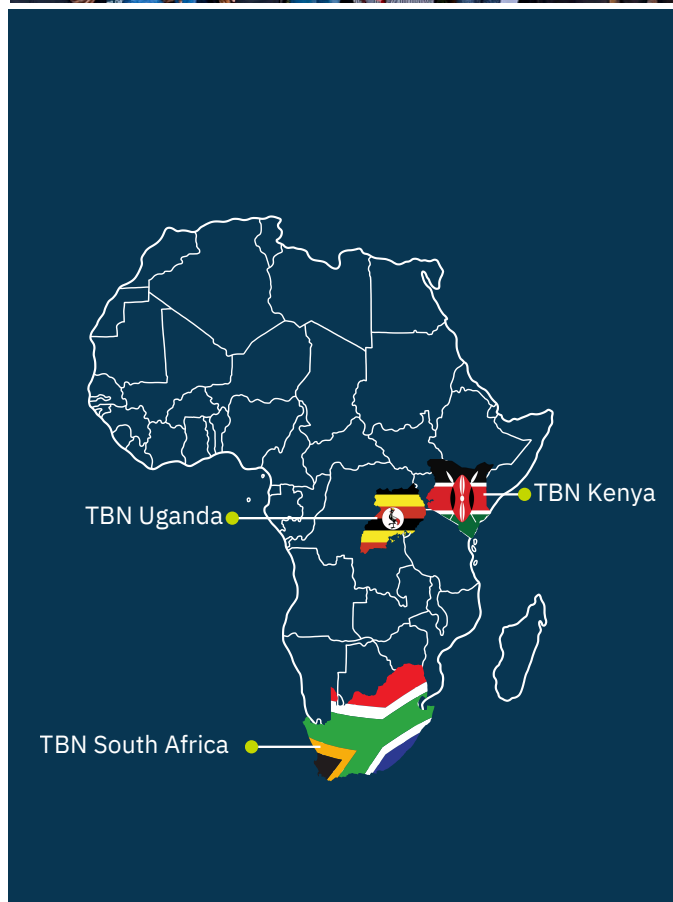
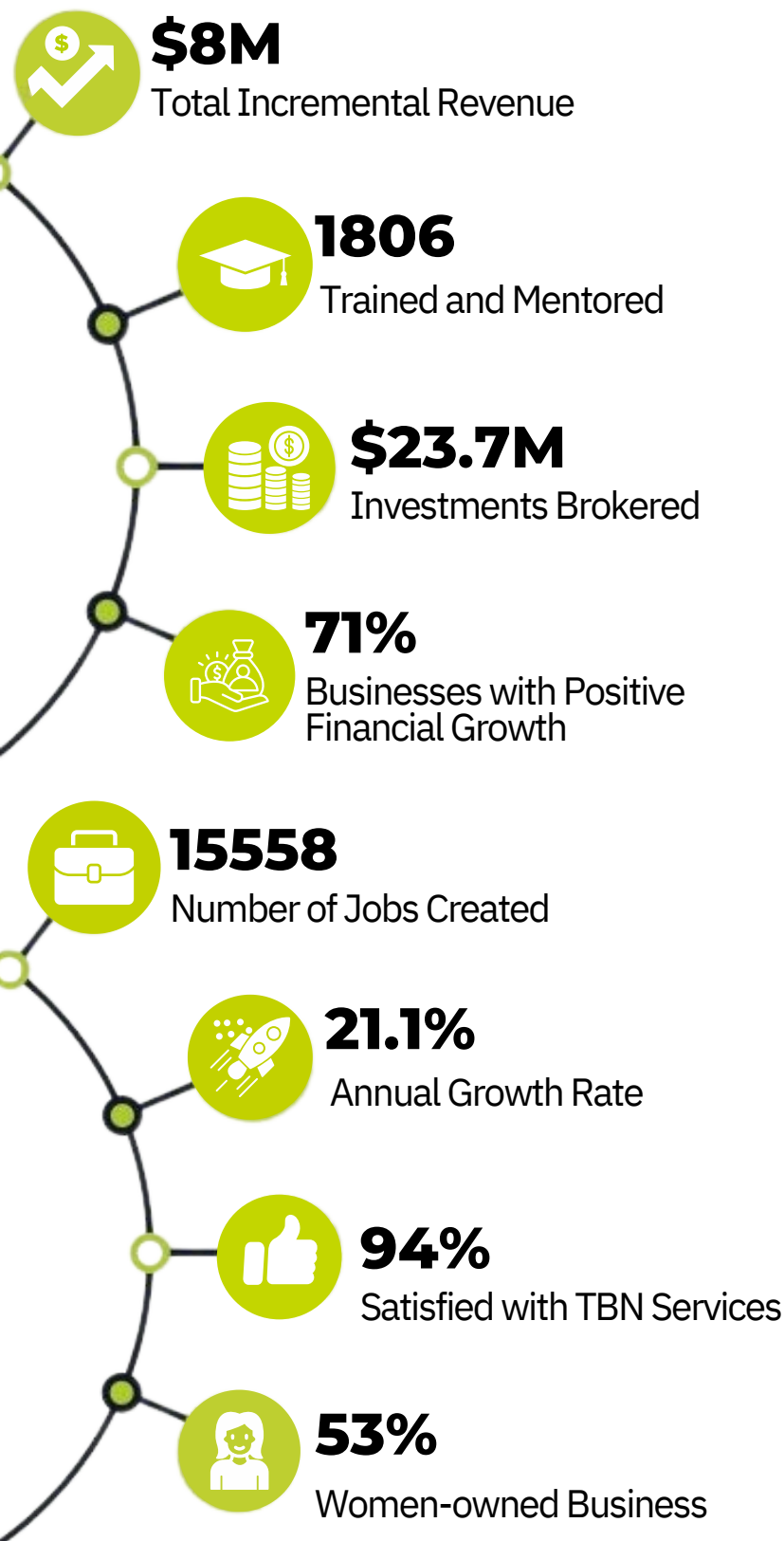


3. Community Engagement

We foster collaboration among entrepreneurs, creating a dynamic ecosystem. This network opens new opportunities, expands market access, and facilitates knowledge exchange.



Our Impact



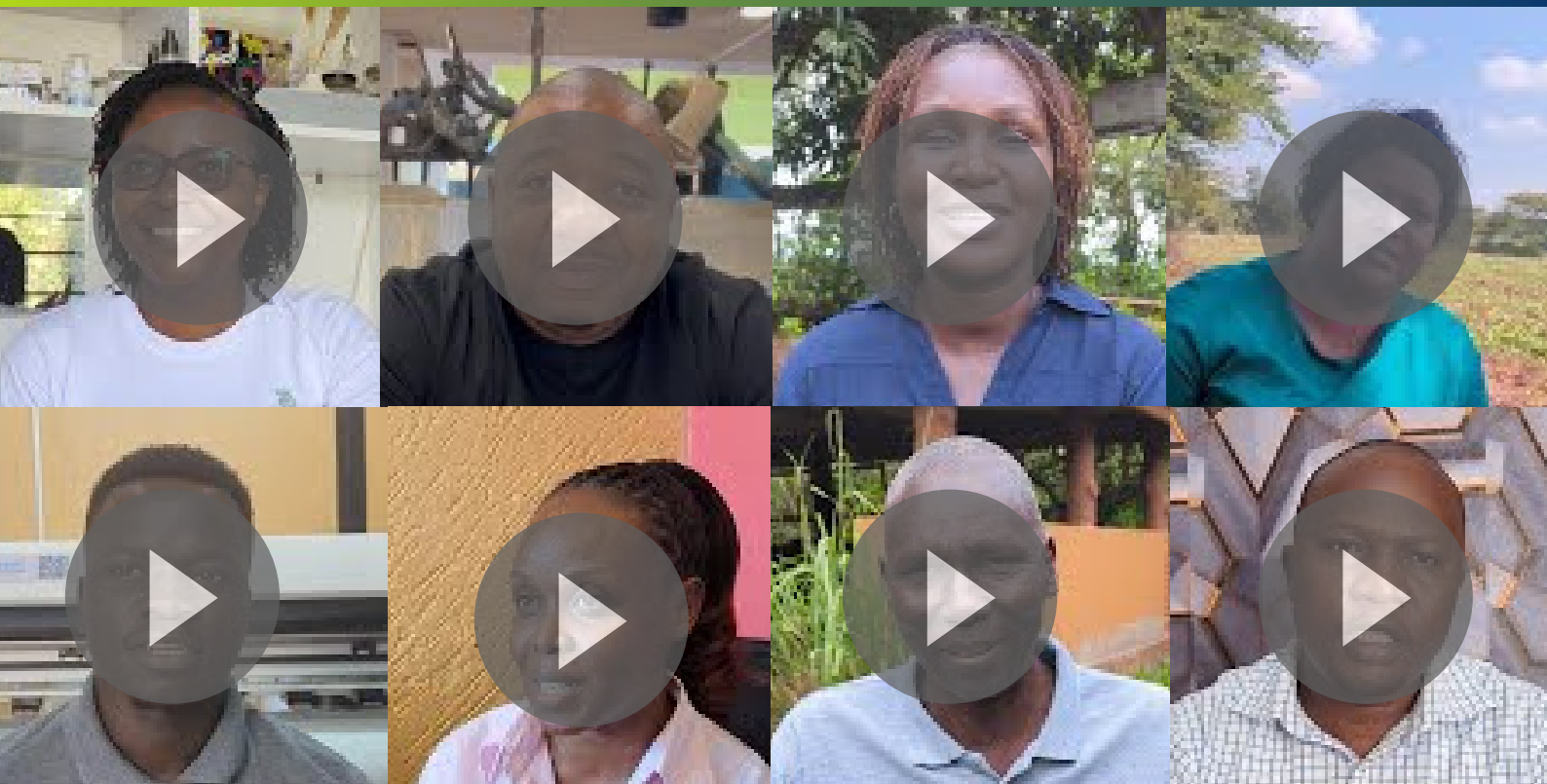


Annual Impact Report

2025

Entrepreneur **Impact** Stories from Kenya, **Uganda** & **South Africa**

[Click to watch](#)



2026 Outlook

The Zambian SME ecosystem is fast growing, with MSMEs comprising 97% of businesses, contributing 70% to GDP, and providing 88% of employment.

This growth is backed by strong government support for private sector development and a surge of young entrepreneurs eager to build solutions for local and regional markets.



WHY ZAMBIA?

We aim to narrow the disparity between enterprise potential and investment readiness, just as we've done in Kenya, Uganda, and South Africa.

A critical mass of values-based entrepreneurs is what changes nations.

Zambia is the next chapter in this story.



A critical mass of values-based entrepreneurs is what changes nations.

Jacob Zikusooka, Regional Director TBN Africa



Our Partners



KE: + 254 712 701 124 | **UG:** + 256 752 701 124 | **US:** +1 (312) 252-1962
e: programs@tbnetworkafrica.org www.tbnetworkafrica.org



2025

End of Year Alumni Barbeque


Merry Christmas!

