

Cascador Program Announces 2021 Cohort Companies

Ten mid-stage companies selected to participate in 2021 Cascador program from November 1-5 at Lagos Business School

LAGOS, NIGERIA, October 26, 2021 /EINPresswire.com/ -- [Cascador](#), a transformational program designed to help mid-stage African entrepreneurs grow their businesses and improve their leadership skills, has announced selections for its 2021 cohort.

Cascador, launched in 2019 and now in its third year, will be hosted at Lagos Business School from November 1st through 5th. The program has elevated two successful cohorts of companies through a unique blend of education, mentoring, pitch training, and personalized support from successful American and Nigerian entrepreneurs.



Cascador Participants and Pitch Competition Judges

“

I like that Cascador is tailored to mid-stage businesses, as not many opportunities exist for businesses that aren't at the early or established stage.”

Bibi Adeyini, CEO of Lady Biba

finance and the economy.

Hadiel, Tunde Salako

Digital health Intelligence platform aggregating data for all participants of the health and insurance ecosystem and breaking down barriers to health inclusion.

The application process was extremely competitive with over 100 applications received from across Nigeria and other African countries.

Here is a look at the companies selected to participate:

Stears, Preston Ideh

Data-driven insight and analysis offering unparalleled intelligence on transformations in Nigerian business,

Sycamore, Babatunde Akin-Moses
Peer to peer lending platform
connecting lenders and borrowers,
reducing poverty, powering economic
growth and reducing inequities in the
financial system.

Femadons Consumart, Olufemi Idowu
Oladimeji
Trading company managing the
procurement, storage and distribution
of food commodities to streamline the
supply chain and deliver cost-savings.

One Kiosk, Adeshina Adewumi
Retail platform providing micro, small
and informal retailers with access to
the market, ecommerce features, and
financial tools.

Dust Busters Africa, Paballo Mokoqo
Cleaning, disinfection and laundry
company serving businesses and
homes in Lesotho and Johannesburg,
South Africa.

JAM, the Coconut Food Company, Ebun
Feludu
Suppliers of wholesale premium
coconuts, coconut milk, coconut oil,
coconut flakes and other coconut
products for local and export
markets.

Lady Biba, Bibi Adeniyi
Ready-to-wear fashion brand offering elegant workwear for working women ("Lady Bosses").

Zenfix, Taibat Amzat
Providing delicious healthy snacks like Peanuts with Sesame and Yoree Cookies specially
prepared for the Nigerian palate.

Limlim Foods Production, Adeola Balogun
Producer of nutritious and healthy dried fruit snacks, fruit powders, and fruit flours.



The logo for CASCADOR LAGOS | 2021 features a blue square frame containing a stylized blue arrow that curves upwards and to the right, symbolizing growth and progress. Below the graphic, the word "CASCADOR" is written in a large, bold, blue sans-serif font, and "LAGOS | 2021" is written in a smaller, blue sans-serif font below it.



A photograph showing a woman on the left and a man on the right in a classroom or meeting room. The woman is wearing a red top and a patterned skirt, and is holding a notebook. The man is wearing a dark polo shirt and glasses. They are standing in front of a wooden podium with the "LAGOS BUSINESS SCHOOL" logo. In the background, there is a chalkboard with handwritten text: "ON YOUR ANTICIPATION WE WHAT YOUR TEAM NEEDS TO BE".

Cascador participants are mentored by experienced Nigerian entrepreneurs

“As a first time entrepreneur, I value learning. Learning is key to growth both professionally and personally. I cannot imagine a better environment to learn from than the Cascador faculty.” said Preston Ideh, CEO of Stears.

And Adeshina Adewumi, CEO and Co-Founder of One Kiosk, explained the draw to this program over other accelerators, “Cascador, since inception, is known for attracting the best of startup founders building global scalable solutions and offering an ecosystem of mentors, friends and Investors to support them. We wanted to be in such a circle.”

Olufemi Idowu, Founder & CEO of Femadons Consumart, shared his aspirations for Cascador, saying, “The mix of faculty members and mentors are just the right fit for our next phase of growth. They cut across all areas of business and I strongly believe their skills will positively impact my business in the areas of operations, marketing, corporate governance, and fundraising.”

Cascador participants are mid-stage entrepreneurs with at least 2 years in operation. They have annual revenue from sales that exceeds \$50,000 USD per year or have raised at least \$250,000 USD of capital.

Bibi Adeyni, CEO of Lady Biba, discussed Cascador’s unique focus, saying, “We as a business are in a pivotal stage as year 10 creeps in. This felt like the right opportunity for me to grow as a leader, gain knowledge, and learn from people who have also scaled their businesses. I like that Cascador is tailored to mid-stage businesses, as not many opportunities exist for businesses that aren’t at the early or established stage.”

Discussing the reasons for applying to Cascador, Paballo Mokoqo of Dust Busters Africa, said, “The shift from running one branch to establishing multiple branches in different markets is not a natural transition. It requires retooling our strategy, perspective, and leadership approach, while taking into account the national, regional and global environment. I was attracted to Cascador because of the program’s unique educational value relevant to my future goals of scaling Dust Busters.”

And the motivations for participation extend beyond the faculty and mentors. Babatunde Akin-Moses of Sycamore, said, “Cascador will provide a network of entrepreneurs whom I can bounce ideas, opportunities and challenges off of from time to time. These relationships will help strengthen my business and allow me to continue impacting society positively.”

This is the second year that Lagos Business School will host the Cascador program on campus. The one week in-person intensive program offers education, one-on-one meetings with faculty, and working sessions focused on leadership development, branding, marketing, governance, fundraising, operational scale, and more, concluding with a day of pitching to a panel of esteemed judges, including Ada Osakwe and Yemi Osinubi.

Interested investors, faculty, and 2022 applicants can learn more at www.cascador.org.

About the Cascador Program

Cascador is an annual, no-cost program focused on business scale and designed for mid-stage African entrepreneurs to grow their businesses and their interpersonal skills by working with successful American and Nigerian entrepreneurs from a wide range of industry sectors, backgrounds and geographic locations. Interested applicants, partners, sponsors and prospective faculty can learn more and contact the Cascador team at www.cascador.org.

Cynthia Mene

Cascador

+234 806 329 3309

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/554804500>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.