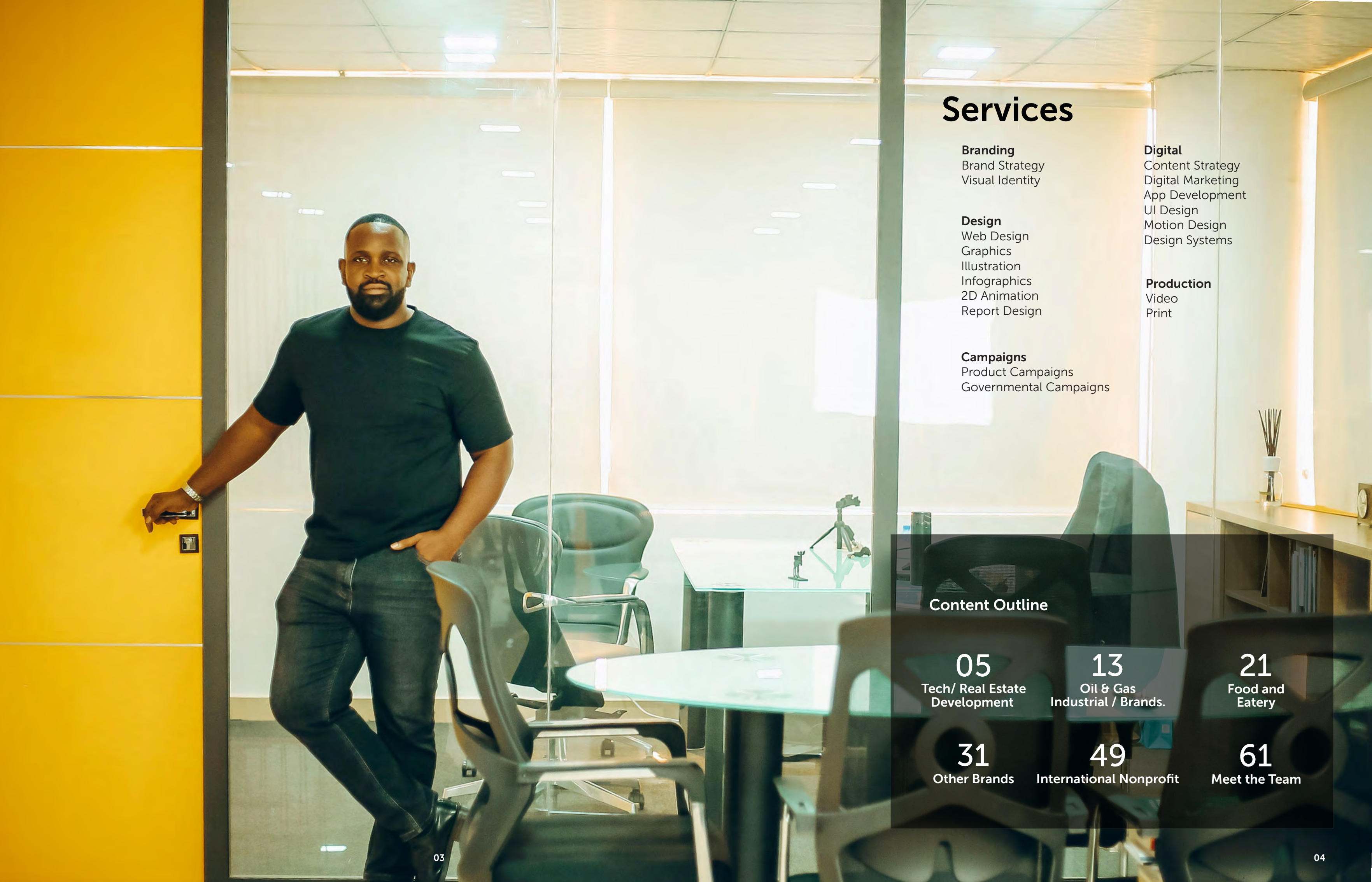




**10** Years of  
building  
legacy for  
brands.





# Services

- Branding**  
Brand Strategy  
Visual Identity
- Design**  
Web Design  
Graphics  
Illustration  
Infographics  
2D Animation  
Report Design
- Campaigns**  
Product Campaigns  
Governmental Campaigns

- Digital**  
Content Strategy  
Digital Marketing  
App Development  
UI Design  
Motion Design  
Design Systems
- Production**  
Video  
Print

## Content Outline

05 Tech/ Real Estate Development	13 Oil & Gas Industrial / Brands.	21 Food and Eatery
31 Other Brands	49 International Nonprofit	61 Meet the Team

Cluebox is an integrated creative agency of distinguished Marketing Communication Consultants with a vision 'to transform Africa's business landscape by exploring story-telling and human centered design, backed by research based insights to enhance growth and global positioning of local businesses in Africa.

We are positioned to help brands and organisations solve business challenges connecting them to consumer insights that meet the rising demand of a fast changing business environment







































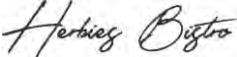





























































**Our work is united by a simple belief: putting people first.**

We have years of proven track record as a team with cumulative experiences in sub sahara Africa and The United Kingdom Marketing Communication Industry.

Our team has been pivotal in creating brands, campaigns and positioning Non-profit organisations in ways that change mindsets and actions in positive, lasting ways.

ESTABLISHED  
2015



100 Brands

Created





# Tech/Real Estate Development Brands



# Savetown



Savetown, a groundbreaking Save-To-Own tech housing application, is on a mission to empower Millennials and Gen Z to become homeowners. They came to Cluebox with a bold vision: to create a world of new-age landlords. Cluebox, experts in crafting resonant brand narratives, partnered with Savetown to build a brand that speaks directly to this generation's aspirations.

Our work began by understanding the core of Savetown's offering. We discovered a platform designed to make homeownership a tangible reality for young people, a generation often faced with unique financial challenges. This wasn't just about providing a service; it was about empowering a generation to take control of their future.

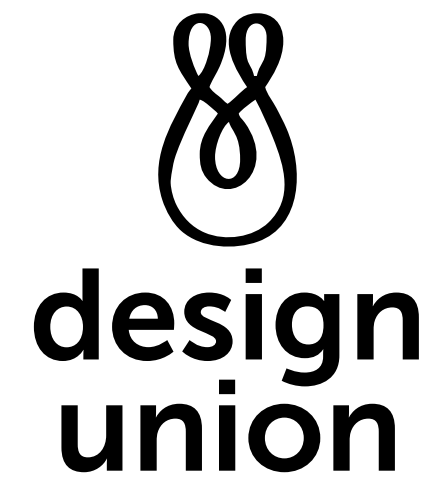
This insight ignited a powerful idea: "Own Your Dreams, Unlock Your World." This became the central pillar of Savetown's brand positioning. It speaks to the deep desire for homeownership, the sense of accomplishment it brings, and the new possibilities it unlocks. It's a call to action, an invitation to a brighter future.

Cluebox developed a compelling brand story that centered around this core message. We crafted a narrative that resonates with the dreams and ambitions of Millennials and Gen Z, highlighting Savetown as the key to achieving them. From the visual identity to the brand voice, every element was designed to communicate this message of empowerment and possibility.

The result is a Savetown brand that is both aspirational and relatable. It's a brand that understands the challenges faced by young people and offers a clear path to overcoming them.







Design Union, a celebrated name in architecture and lifestyle, approached their 23rd anniversary with a vision: to energize their brand for the next 25 years and beyond. They needed a rebranding that not only celebrated their legacy but also ignited their vision for the future. Cluebox, experts in crafting compelling brand narratives, partnered with Design Union to create a brand story as unique and inspiring as their designs.

Our journey began by delving deep into the essence of Design Union. We discovered a company driven by a passion for innovation, a commitment to finesse, and a desire to push the boundaries of design. This core DNA became the foundation of our brand strategy.

We recognized that Design Union created experiences, shaping lifestyles, and leaving a lasting impact. This led to the powerful strategic brand positioning: "Brave Innovation." It spoke to Design Union's fearless approach to design, their willingness to challenge conventions, and their unwavering belief that the impossible is possible. "Brave Innovation" became the rallying cry for a brand ready to embrace the future.

This bold vision needed a visual language to match. Cluebox harnessed the power of the sketch, a fundamental tool in the architect's arsenal, to visually convey the spirit of "Brave Innovation." From the logo to marketing materials, the sketch became a recurring motif, symbolizing the creative process, the dynamism of design, and the limitless possibilities that lie ahead. It brought a raw, authentic energy to the brand, reflecting Design Union's commitment to pushing creative boundaries. The result is a Design Union brand reinvigorated for its next chapter.



EDEN  
HEIGHTS

Herbie's  
Bistro

canalily

Royal Residences  
by design union







## Payment without Boundaries



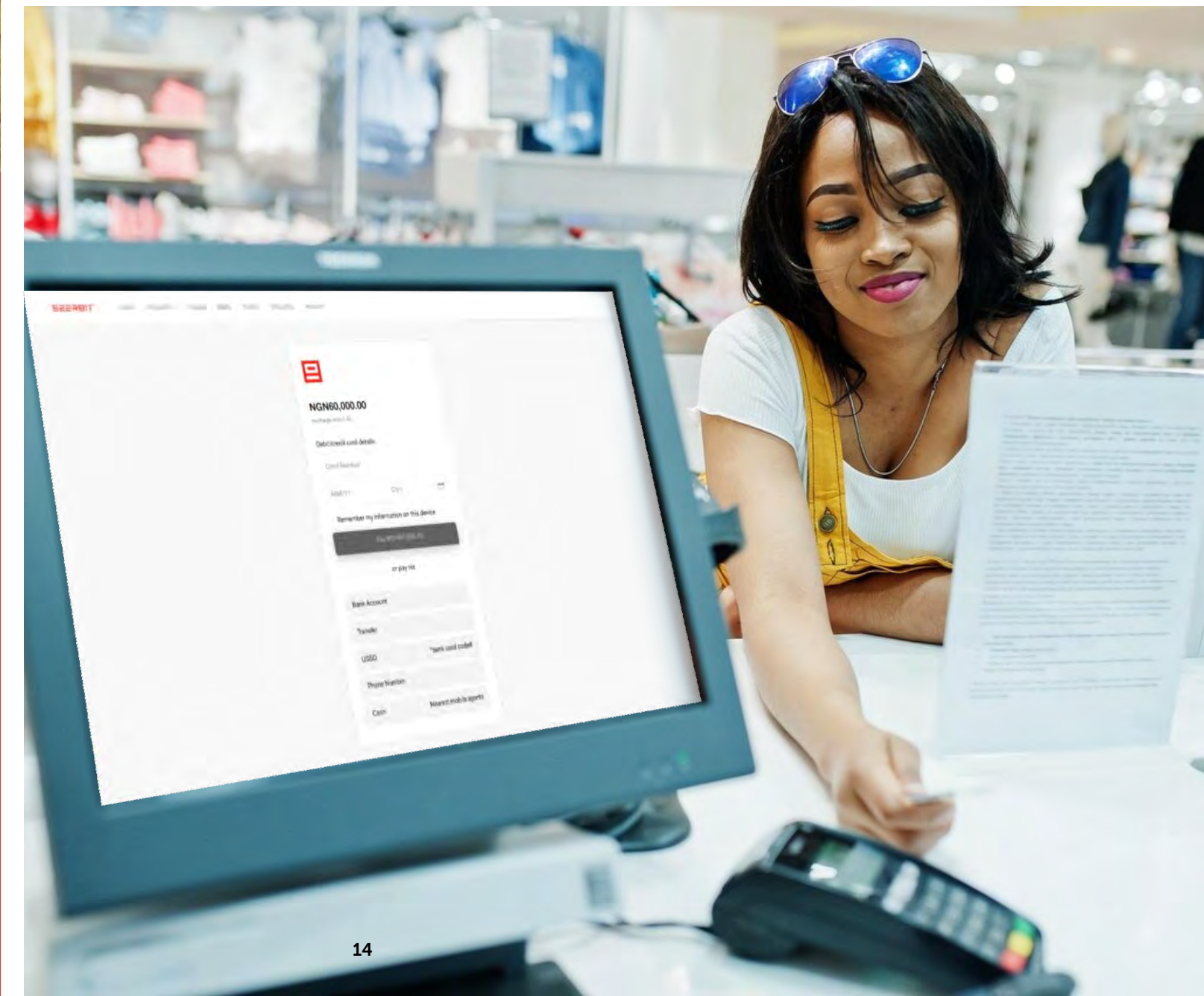
# SEERBIT

Seerbit, a leading payment gateway company, came to Cluebox with a vision: to rebrand and reposition themselves in a way that resonates with generations to come. They wanted a brand identity that truly reflected their mission and impact. Cluebox, known for crafting compelling brand narratives, eagerly took on the challenge.

Our first step was to dive deep into Seerbit's offerings. We quickly discovered their unique strength: a commitment to bringing everyone into the digital payment revolution, including the often-overlooked informal sector. Seerbit's innovative platform offered multiple payment methods, unlocking access for a broader, boundless audience.

This wasn't just about transactions; it was about inclusion, empowerment, and breaking down financial barriers.

This insight sparked a powerful strategic direction: "Payment Without Boundaries." This wasn't just a tagline; it became the core of Seerbit's revitalized brand. It spoke to their commitment to inclusivity, their innovative technology, and their vision for a future where financial access is universal. "Seer," with its connotations of foresight and vision, combined with "bit," the fundamental unit of digital language, hints at a company with a unique ability to see into the future of finance. Cluebox partnered with Seerbit to craft a brand story that captured this innovative spirit and communicated their mission to the world.







Work Innovators

# WIN Studio

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

workinnovators.com



# Tech



Work Innovators

ors.com

# Work Innovators

Work Innovators, a tech-enabled office space brand, came to Cluebox seeking a transformative rebrand. They needed a fresh identity that reflected their innovative approach to workspace solutions. Cluebox, known for crafting strategic and visually compelling brands, eagerly took on the challenge.

Our process began by delving into the core of Work Innovators' mission. We discovered a company dedicated to providing adaptable and cutting-edge workspaces designed to maximize productivity. This focus on flexibility and innovation sparked a powerful creative concept: Origami.

The art of origami, with its ability to transform a single sheet of paper into countless forms, became the perfect metaphor for Work Innovators' approach. It symbolized their commitment to adaptability, innovation, and the endless possibilities they offer their clients. This concept informed our brand proposition: "Enabling Business Productivity." This statement clearly articulates the value Work Innovators brings to their customers.

Inspired by origami, Cluebox developed a visual identity that captured this sense of transformation and potential. The new logo features an origamic shape, a dynamic symbol that represents Work Innovators' ability to morph and adapt to the ever-changing needs of businesses. It's a visual representation of their commitment to providing innovative solutions.

The result is a Work Innovators brand that is both modern and meaningful. It's a brand that embodies creativity, flexibility, and a deep understanding of the needs of today's businesses. "Enabling Business Productivity," coupled with the origami-inspired visual identity, tells a story of innovation and adaptability.





# Oil & Gas Industrial Brands







# FESO

Fuel and energy solutions

FESO (Fuel and Energy Solution), a dynamic new player in Sub-Saharan Africa's oil and gas sector, is poised to revolutionize the energy landscape. Focusing on innovative LPG and CNG solutions for automobiles, plants, and more, FESO is entering the market with a commitment to clean energy and a vision for a sustainable future. They partnered with Cluebox to create a brand identity that reflects this forward-thinking approach.

Recognizing FESO's fresh perspective and disruptive potential, Cluebox developed a brand strategy centered around the concept of a "dynamic spark" it was a powerful metaphor for FESO's innovative spirit, their ability to ignite change, and their commitment to lighting the way toward a cleaner energy future. It represented the spark

of genius that fuels their solutions and the spark of possibility they bring to the market.

This "dynamic spark" became the core of FESO's brand identity. Cluebox crafted a visual language that embodies this energy, creating a logo and brand collateral that convey dynamism, innovation, and a sense of forward momentum. The design evokes the feeling of progress, efficiency, and the bright future that clean energy promises.

The result is a FESO brand that is both modern and meaningful. It's a brand that resonates with a new generation of energy consumers, a brand that stands for progress and sustainability, and a brand that inspires confidence in the future of clean energy.







# NAURANT CORPORATION

In the demanding world of Oil and Gas, precision isn't just a requirement – it's the foundation upon which success is built. Naurant, a fabrication brand specializing in complex plant construction, understood this implicitly. They needed a brand identity that mirrored their commitment to unparalleled accuracy and unwavering strength.

We were tasked with forging a brand that resonated with the very essence of fabrication. We needed to capture the power, the intensity, and the meticulous precision that defines Naurant.

We designed a bold, iconic "N" – a symbol that appears to be forged in fire. This visual metaphor directly connects to the heart of fabrication, where intense heat and meticulous control are essential.

A Comprehensive Brand Identity: We didn't stop at the logo. We developed a complete brand identity, including a distinctive color palette, typography, and visual language, all designed to reinforce Naurant's commitment to excellence.







# GASLIQUE

Gaslique, a pioneering gas organization in the Oil and Gas sector, specializing in gas storage, transportation, and LNG liquefaction, needed a brand identity that reflected its innovative approach and established its presence in a competitive market. They required a brand that communicated reliability, efficiency, and forward-thinking solutions.

We embarked on a journey to understand Gaslique's unique position in the market. Our creative team meticulously analyzed the industry, the target audience, and Gaslique's core services.

**The Iconic 'Q':** The cornerstone of the Gaslique brand is its distinctive logo. We ingeniously modified the 'Q' to symbolize an LNG storage tank, instantly conveying the company's expertise in gas storage.

**The Dynamic Tail:** To further emphasize Gaslique's capabilities in transportation, the tail of the 'Q' was designed to evoke the flow and movement of LNG, representing the seamless transportation services offered.







We know that a brand is more than a logo; it's a story, a promise, and a connection. That's why we poured our passion and expertise into crafting Grammater Harbour, a brand that embodies stability, unity, and boundless potential.

**Grammater Harbour:** A Port of Possibilities. A gateway to growth, collaboration, and prosperity. We envisioned a brand that resonated with strength and reliability, a beacon guiding businesses towards their goals.

**The Anchor:** A symbol of unwavering stability and excellence. It represents the solid foundation upon which Grammater Harbour is built, ensuring reliability and trust.

The anchor's arms seamlessly form the letters "G" and "H," signifying harmony and connection with its harbor. This integration highlights the seamless flow of ideas and collaborations.







# INTERFAB

Interfab, a revolutionary truck assembly manufacturer, came to Cluebox seeking a brand identity as robust and dependable as their vehicles. They needed a logo that spoke to their commitment to quality, strength, and reliability – a symbol that would become synonymous with the Interfab name. Cluebox, experts in crafting impactful brand visuals, took on the challenge.

Our approach was simple yet powerful: to visually represent the core values that define Interfab. We focused on the essential elements of their craft – the steel beams that form the backbone of

their trucks. These beams, symbols of strength and resilience, became the inspiration for the Interfab logo.

Cluebox designed a logo featuring four steel beams, carefully balanced and interconnected. This visual representation conveys a sense of stability, equilibrium, and unwavering support. It speaks to the robust engineering, meticulous craftsmanship, and enduring quality that goes into every Interfab truck. The logo is a visual testament to the brand's commitment to building vehicles that can withstand the toughest challenges.





# Food & Beverages Brands







Ying Yang, a harmonious blend of opposites, is inspired by the ancient Chinese philosophy of yin and yang. Just as yin and yang represent the interconnected and interdependent forces of nature, our brand combines contrasting flavors, textures, and ingredients to create a unique and balanced culinary experience.

Our design bring to live the warmth of spicy Szechuan peppers and the coolness of refreshing mint, the crunch of toasted nuts and the smoothness of silky sauces, and the richness of savory meats and the lightness of fresh vegetables.

At Cluebox, we believe that opposites attract and that harmony can be found in the most unexpected pairings. Join us on a journey of flavors and discover the perfect balance of yin and yang in every bite







Rebranding a 30 years old food chain was no small fit.

Mat-ice is a timeless, beloved fast food brand that has been a part of countless memories for over three decades. Our team Cluebox took up this challenge by positioning Mat-Ice as a true iconic brand, reinforcing her brand essence and looking into the next 30 years with an optimistic brand promise.

We created a compelling brand identity that embodied four key brand values:

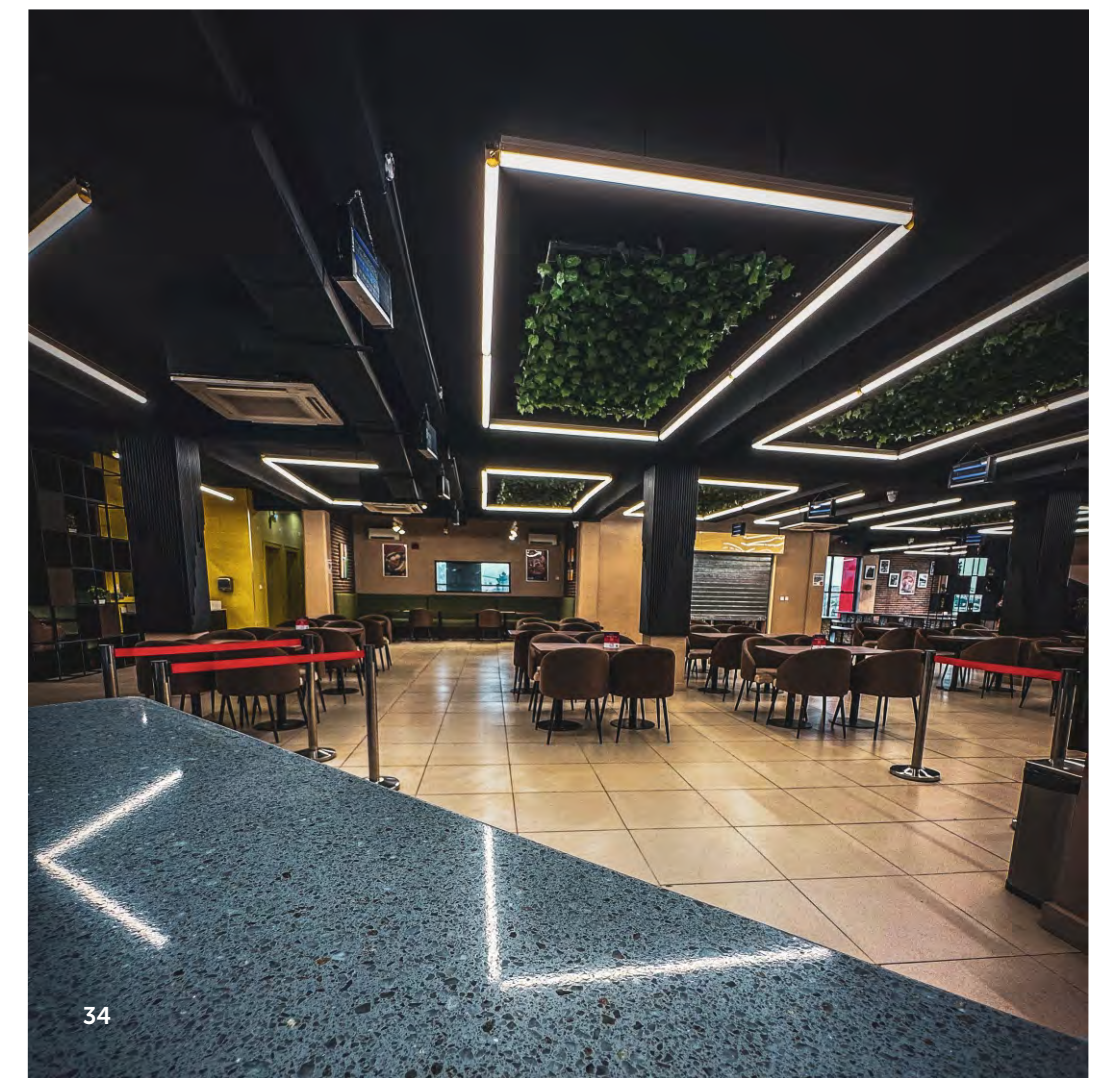
- **Tradition:** Honoring their heritage while embracing innovation.
- **Quality:** Delivering consistent, high-quality products.

- **Joy:** Creating lasting memories and positive experiences.

- **Community:** Fostering a sense of belonging and connection.

Our goal was to create a space that feels vibrant, inviting, and functional," said the design team. "We used a warm color palette to stimulate appetite, modern furniture for comfort, and artistic accents to celebrate the brand's identity.

The open layout ensures smooth movement, while natural elements like wood and greenery add a fresh, welcoming touch. Every detail was designed to enhance the dining experience, making it more than just a meal but a memorable moment."









# Govermental Brands







# Speak Out

## Break the Silence

We launched the impactful "Speak Out" campaign against gender-based violence. We developed a comprehensive integrated campaign, encompassing ATL (Above-the-Line) and BTL (Below-the-Line) communication strategies, to raise awareness and empower women to break the silence surrounding this critical issue.

At the heart of the campaign lies a powerful brand identity featuring the Kenari bird as its symbol. The Kenari, known for its melodious voice, represents the courage and strength of women to speak out against abuse.

Through this integrated approach, the "Speak Out" campaign has effectively raised awareness, provided support to survivors, and fostered a culture of zero tolerance for gender-based violence. Cluebox Creative is proud to have played a crucial role in this impactful initiative, using the power of communication to create positive social change.







When the Ogun State government, with support from the World Bank, recognized the need to showcase the state as Nigeria's industrial powerhouse, they came to us. Their vision is to position Ogun State as the place to invest. We loved the challenge.

Our task was to create a brand for their investment promotion commission, and we knew it had to be something special. So, we rolled up our sleeves and crafted a fresh, new identity: OgunInvest – the Gateway to Unending Possibilities. We figured, if OgunInvest is going to be the state's marketing champion, it needs to have a cutting-edge, 21st-century look and feel. We wanted to present Ogun State's investment opportunities not just as good, but as world-class – because they are. We're incredibly proud of how this project turned out and how it reflects the amazing potential of Ogun State.

**Communication Strategy**  
For OgunInvest to truly shine and achieve its goals, we knew we needed a solid communication strategy. This meant making sure everyone was on the same page, both internally within OgunInvest and when talking with other government ministries and agencies (MDAs).

It also meant crafting the right message for potential investors. We put it all together in a comprehensive communication strategy, complete with a fresh brand voice: "The Gateway to Unending Possibilities." This wasn't just OgunInvest's job, though – we recognized that attracting investment and investors to the state is a team effort, a collective responsibility shared by all parts of the government.









**ISEYA Development Pillars** is supported by delivery of an enabling framework premised on effective Governance & Structure, Security, Digital Transformation, Ease of Doing Business and Finance & Investment.

His Excellency  
**Prince Dapo Abiodun**  
The Executive Governor of Ogun State









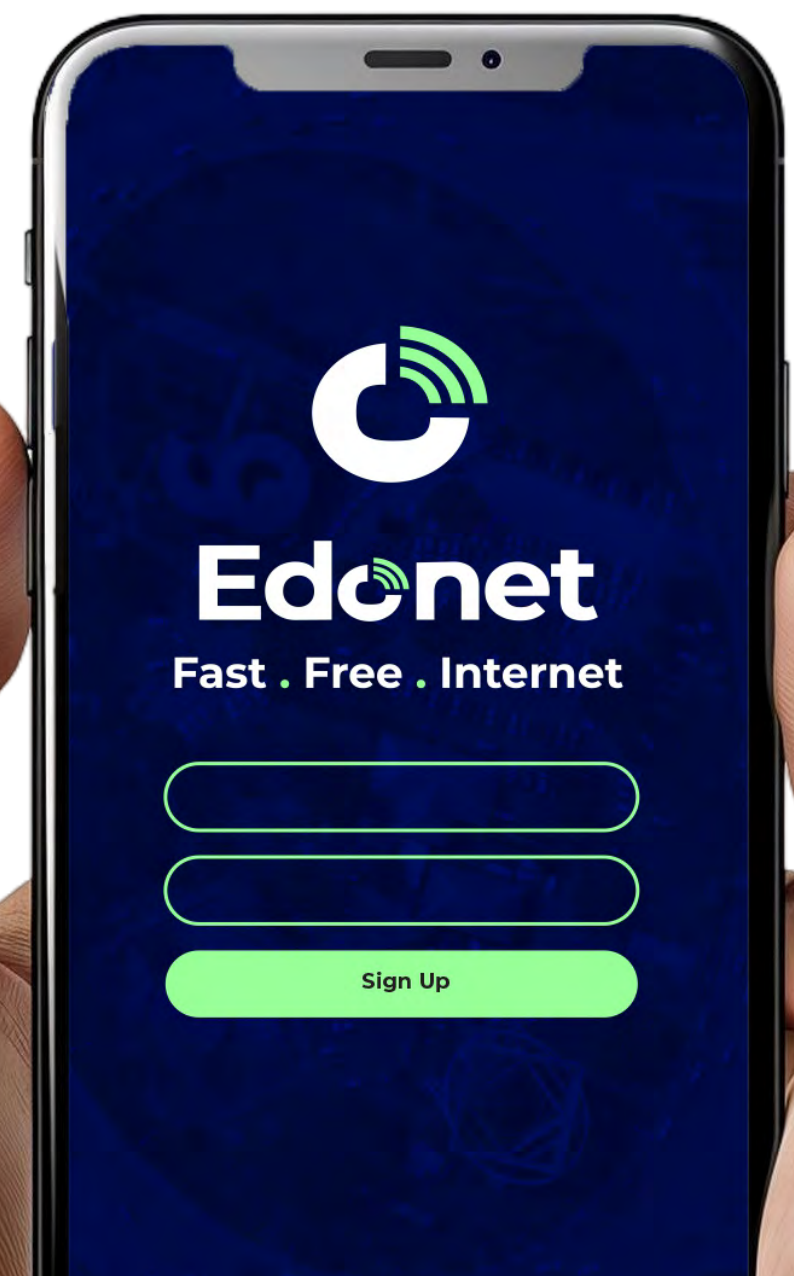
# Edonet

Imagine laying down over 40km of fiber optic cable, a superhighway for internet access, and then...crickets. That's exactly the challenge the Edo State government faced. They'd invested in this incredible infrastructure, but nobody knew about it. That's where we came in.

The government tasked us with spreading the word about this amazing resource across all 18 Local Government Areas. We rolled up our sleeves and got to work, developing

the Edonet brand from the ground up. Our focus was crafting a brand story that was so compelling, so engaging, that it would resonate with the people of Edo State. And resonate it did!

We're thrilled to say that our work introducing Edonet reached over 4 million people with free, fast internet, connecting communities and opening up a world of possibilities. It's a project we're incredibly proud of, and it shows the power of a good story to bring something truly valuable to life.







## NATIONAL SPORTS FESTIVAL

When tasked with revitalizing the brand identity for the National Sports Festival, we understood the critical role this event plays in showcasing the nation's athletic talent and fostering a sense of unity. We crafted an experience, a narrative, and a visual language that resonates with athletes, spectators, and the nation as a whole.

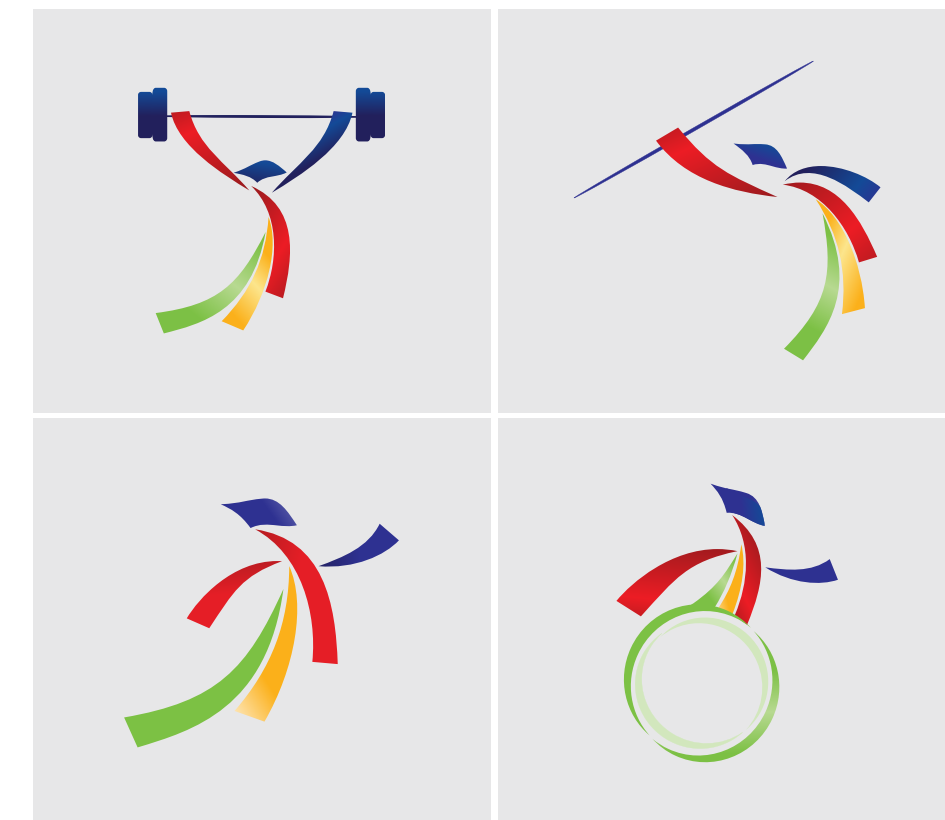
Our core concept, "Spirit of Champions," became the guiding principle behind every element of the brand. We aimed to capture the essence of dedication, resilience, and the relentless pursuit of excellence that defines every athlete participating in the festival.

Understanding the diverse range of sports represented at the festival, we developed a dynamic visual identity that seamlessly integrated both aquatic and amphibious sports. The design cleverly incorporated elements that reflected the fluidity of water and the strength of land-based activities, creating a cohesive and impactful

aesthetic. This dual representation ensured that every discipline felt equally represented and celebrated.

The heart of our brand development was the creation of a versatile and adaptable logo. Recognizing the need for a dynamic visual system, we went beyond a static image. Leveraging the power of animation, we adapted the core logo to represent each specific sporting activity, encompassing track and field, aquatic events, and para competitions. This innovative approach allowed us to create a truly immersive and engaging experience, ensuring that every athlete and spectator felt a personal connection to the brand.

Through meticulously crafted animations, we brought the "Spirit of Champions" to life, showcasing the dynamism and energy of each sport. This animated logo system provided a visually compelling narrative, transforming the festival's branding into a vibrant and engaging spectacle.

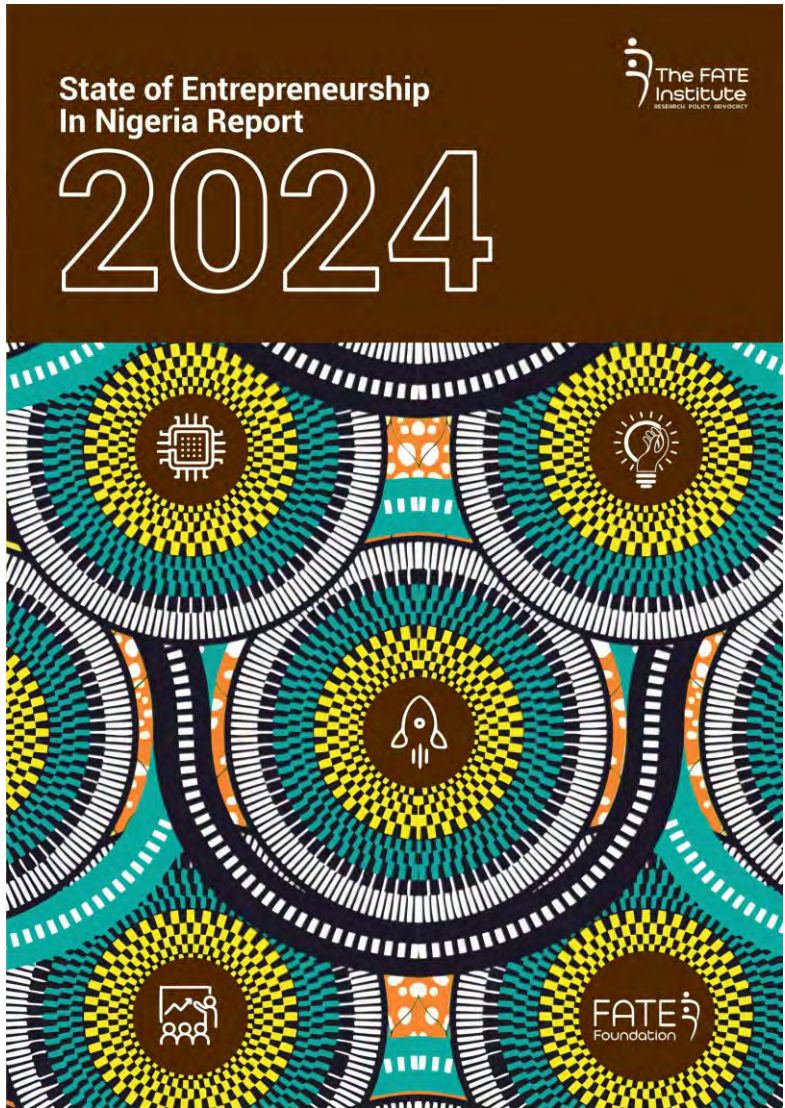




# International Nonprofit



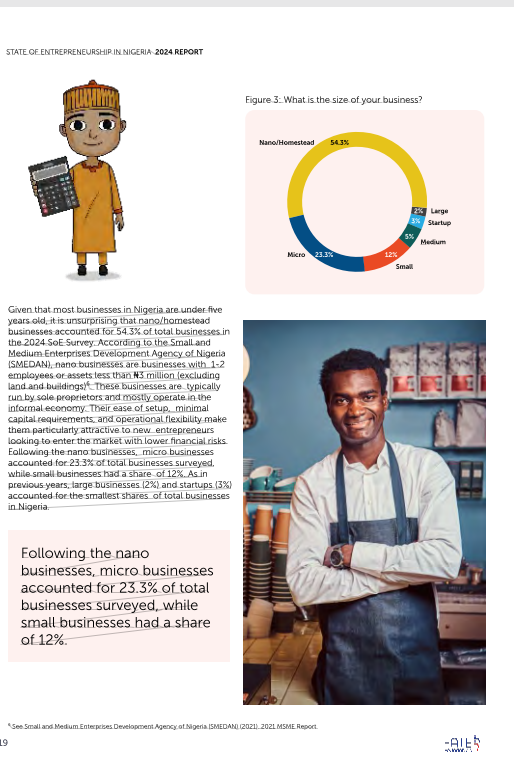
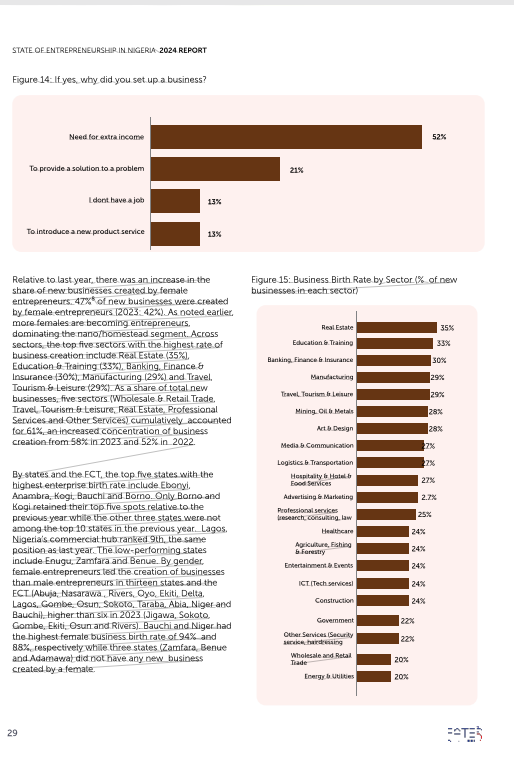




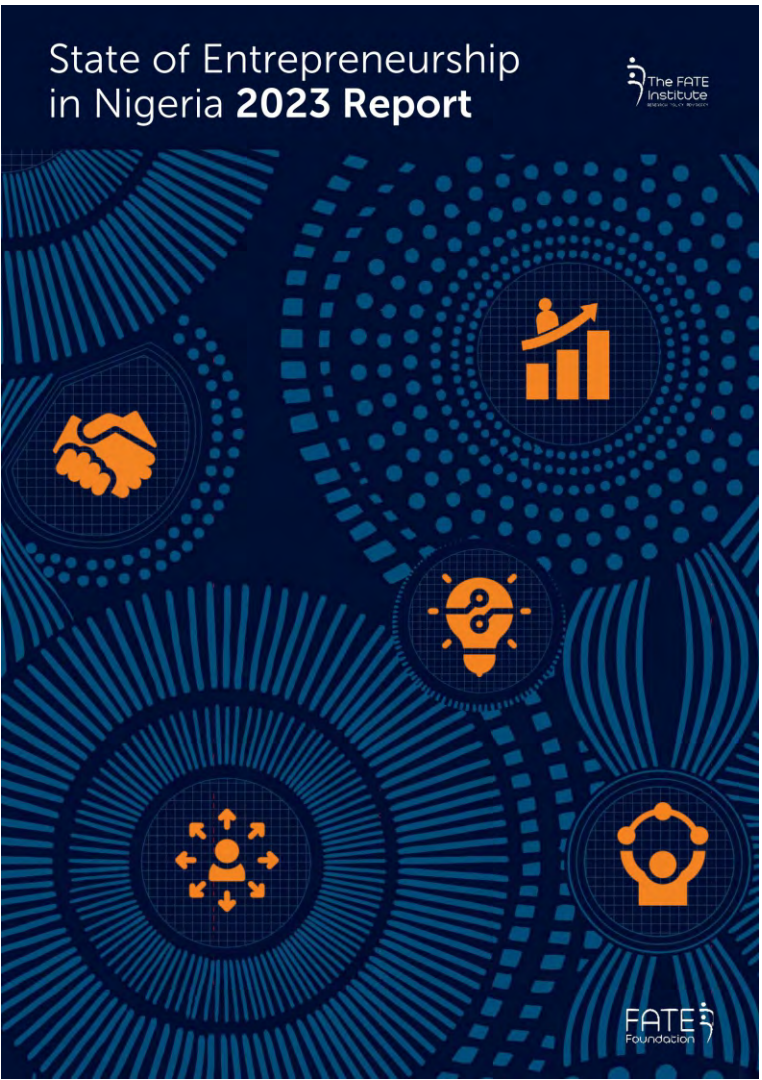
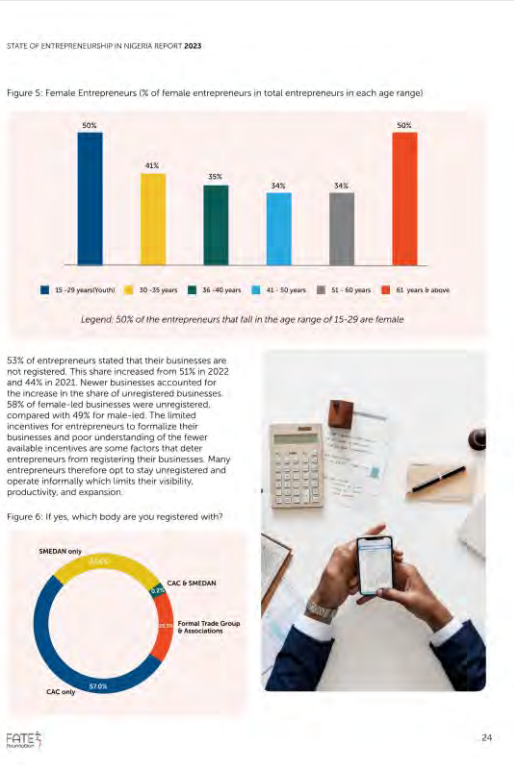
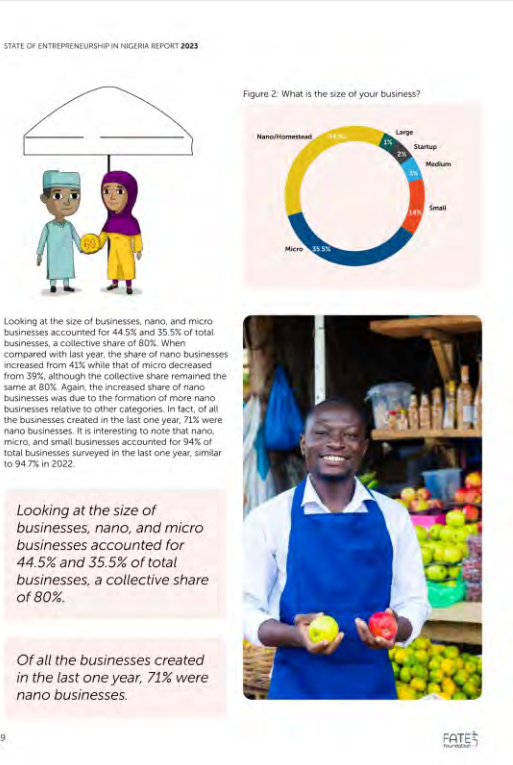
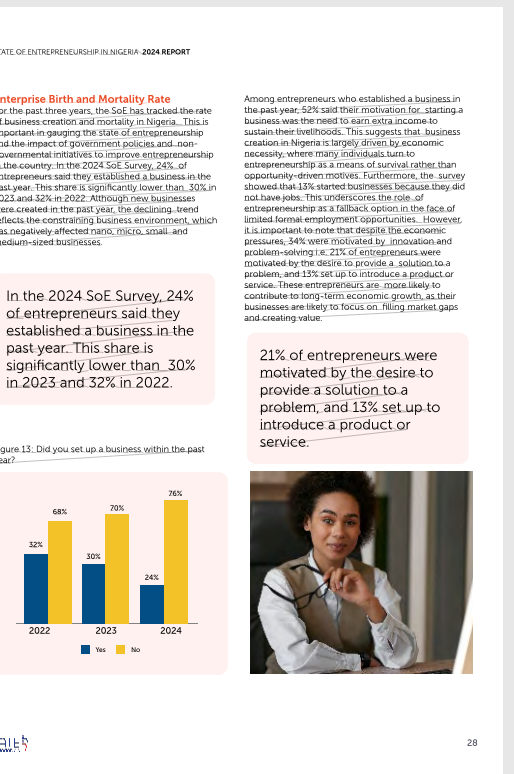
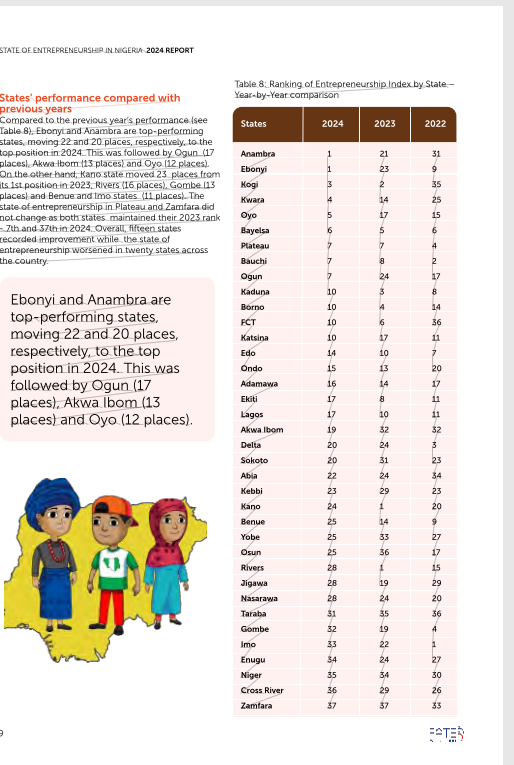
**Fate Foundation**

For four consecutive years, Cluebox has been privileged to partner with Fate Foundation, bringing to life the vital "State of Entrepreneurship Report" in Nigeria. This publication, a cornerstone resource for understanding the nation's dynamic business landscape, has been a proof to the power of clear, compelling visual communication.

From 2021 to 2024, we've witnessed the evolution of Nigeria's entrepreneurial narrative unfold through the pages of this crucial report. Each year, the data, insights, and analysis provided by Fate Foundation have been meticulously translated into a visually engaging experience.



\*Small and Medium Enterprise Development Agency of Nigeria (SMEDAN) (2022, 2023, 2024) (2024) (2024) (2024)



The "State of Entrepreneurship Report" is a treasure trove of information, packed with survey data, sector analysis, and emerging trends. We've taken complex statistical data and transformed it into digestible infographics, charts, and graphs. This ensures that readers can quickly grasp key findings and understand the broader context.

Strategic use of photography and illustrations has added depth and emotion to the report, making the data more relatable and impactful. We've strived to capture the spirit of Nigerian entrepreneurship, showcasing the resilience and innovation driving the sector.





Across four years, we've ensured a cohesive visual identity for the report, reflecting the credibility and authority of Fate Foundation. This consistency has helped establish the report as a trusted and reliable resource, understanding that this report is a premium guide, and that is reflected in the design. We strive to create a design that is professional, easy to navigate, and visually appealing.

Working on this report has given Cluebox a unique perspective on the evolving entrepreneurial landscape in Nigeria. We've seen firsthand the challenges and triumphs faced by businesses across various sectors. Through our visual design, we've helped to:

- Highlight the growth and resilience of key industries.
- Showcase the impact of policy changes and economic factors.
- Identify emerging trends and opportunities for entrepreneurs.

STATE OF ENTREPRENEURSHIP IN NIGERIA REPORT 2022

**Full-time Entrepreneurship & Education Levels**

80% of respondents said that they are full-time entrepreneurs (Owner-Managers) while 20% said they are not full-time entrepreneurs. For the full-time entrepreneurs, 54% fall within the age group of 30-39 years, even as the youth account for only one-quarter of full-time entrepreneurs. Majority of those who are not full-time entrepreneurs are in full-time employment (39%) and are students (38%). 23% engage in part-time employment.

**Figure 8: Are you a full-time entrepreneur?**

**Figure 9: If yes, full-time entrepreneurs by age?**

22

STATE OF ENTREPRENEURSHIP IN NIGERIA REPORT 2022

**DATA OVERVIEW**

**Age and Size of Businesses**

Similar to findings in the 2021 SoE report, younger businesses account for the larger share of total businesses in the country. In 2022, half of the businesses are 5 years or less while businesses that have been in existence for 10 years and below accounted for 86% of total businesses. This was 4% points higher than 80% achieved in 2021, suggesting the creation of new businesses in the last one year. However, there is a weak transition of younger businesses especially those in the range of 6-10 years.

This is reflected in the lower share of businesses that fall in the range of 11-15 years in 2022 (11%) relative to 15% in 2021. In terms of business size, nano and micro businesses accounted for 41% and 39% of total businesses respectively, an improvement from the 71% of businesses that were micro<sup>1</sup> in 2021. The increase in the number and share of small businesses suggests the creation of new businesses by entrepreneurs for survival purposes and to address key social and economic problems.

*The increase in the number and share of small businesses suggests the creation of new businesses by entrepreneurs for survival purposes and to address key social and economic problems.*

**Figure 1: Age of Business**

**Figure 2: Business size**

<sup>1</sup> In 2021 SoE survey, the category 'nano' was not included in the options. Hence, nano businesses were captured as micro businesses.

16

STATE OF ENTREPRENEURSHIP IN NIGERIA REPORT 2022

**Lack of finance constitutes a major bane to female-led businesses that did not grow**

23.1% of female-led businesses did not record growth over the past one year. Owners of these businesses reported that lack of finance was the most important mitigating factor to their growth. Closely related to lack of finance is poor access to markets. Other factors that limited the performance of female-led businesses include poor power supply, poor capacity building and limited business support, and lack of skilled workforce.

*"23.1% of female-led businesses did not record growth over the past one year. Owners of these businesses reported that lack of finance was the most important mitigating factor to their growth."*

Against conventional belief in Nigeria, infrastructure and foreign exchange challenges are the least important factors that inhibited business growth for female entrepreneurs in Nigeria. Perhaps, businesses are finding ways to get accustomed to these challenges.

50

STATE OF ENTREPRENEURSHIP IN NIGERIA REPORT 2022

**Figure 20: Number of employees employed by female-led businesses in the past year by employment status (%)**

**Skill acquisition among female-led business in Nigeria**

A substantial proportion of female-led businesses acquired skills to manage their businesses better. 39.7% of female entrepreneurs acquired training in this regard, however, slightly lower than the proportion of male entrepreneurs. Furthermore, 47.6% of female entrepreneurs that took training over the past year said their training was in business management; 31.8% in business expansion and 29.9% in managing people.

*"...47.6% of female entrepreneurs that took training over the past year said their training was in business management; 31.8% in business expansion and 29.9% in managing people."*

52



STATE OF ENTREPRENEURSHIP IN NIGERIA REPORT 2021

**4.0 DATA OVERVIEW**

FATE Institute

STATE OF ENTREPRENEURSHIP IN NIGERIA REPORT 2021

**Figure 15: Indicators of Entrepreneurship in Nigeria**

Pillars	Indicators
Business Performance	25%
Perception of Opportunities	23%
Digital Adoption	21%
Skills Acquisition	21%
Enabling Environment	10%

In addition, we grouped a set of question(s) under each pillar and estimated a sub-index for that pillar. In all, 18 indicators were used and these indicators were drawn from the survey. Each pillar was then assigned different weights based on its level of importance in the measurement of the state of entrepreneurship in Nigeria.

Source: The FATE Institute

19

STATE OF ENTREPRENEURSHIP IN NIGERIA REPORT 2021

**Figure 5: Are you a full-time entrepreneur?**

**Entrepreneurs and Years of Existence of Businesses**

Most businesses run by entrepreneurs in Nigeria are less than 10 years old. 49% of businesses surveyed that are "young" are also led by young people.

**Figure 6: Business Size**

**Figure 7: Size of Business**

Source: The FATE Institute

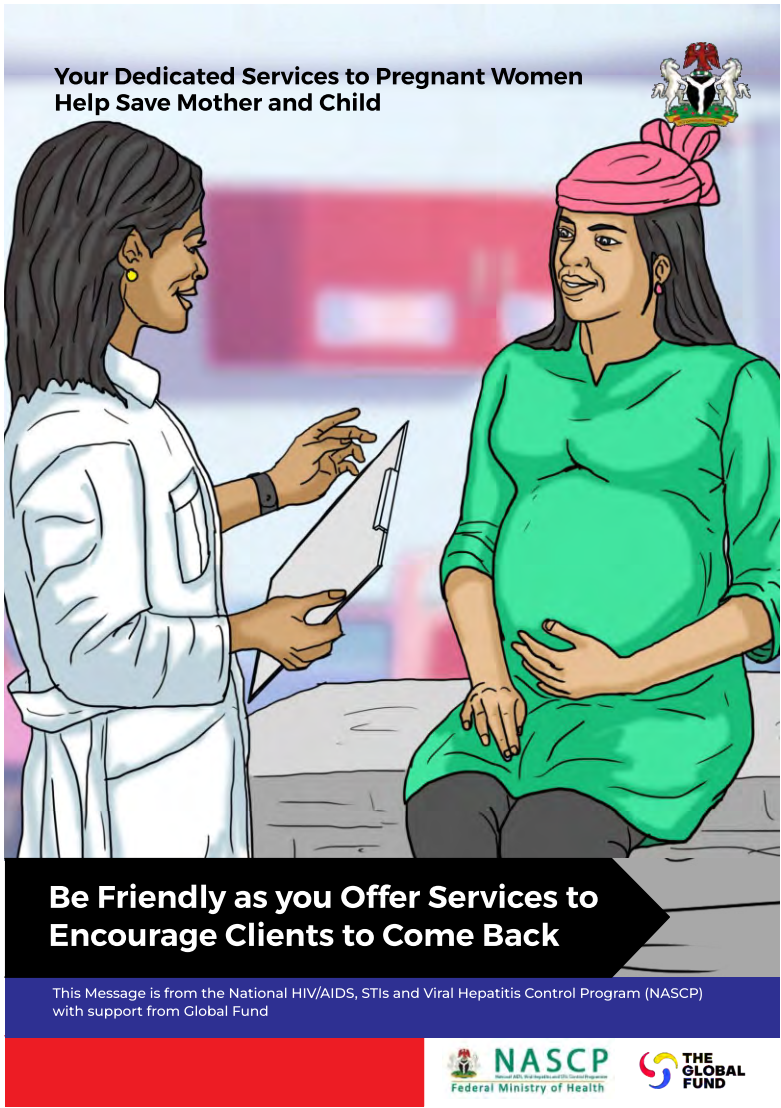
19



As we continue our partnership with Fate Foundation, Cluebox remains committed to providing exceptional graphic design services that empower entrepreneurs and stakeholders alike. We believe that visual communication plays a critical role in driving understanding and fostering growth. We are proud to have been a part of this vital publication, and we look forward to contributing to the future of Nigerian entrepreneurship.

The "State of Entrepreneurship Report" is more than just a document; it's a visual journey through the heart of Nigeria's business ecosystem. And Cluebox is proud to be the creative force behind its compelling visual narrative.

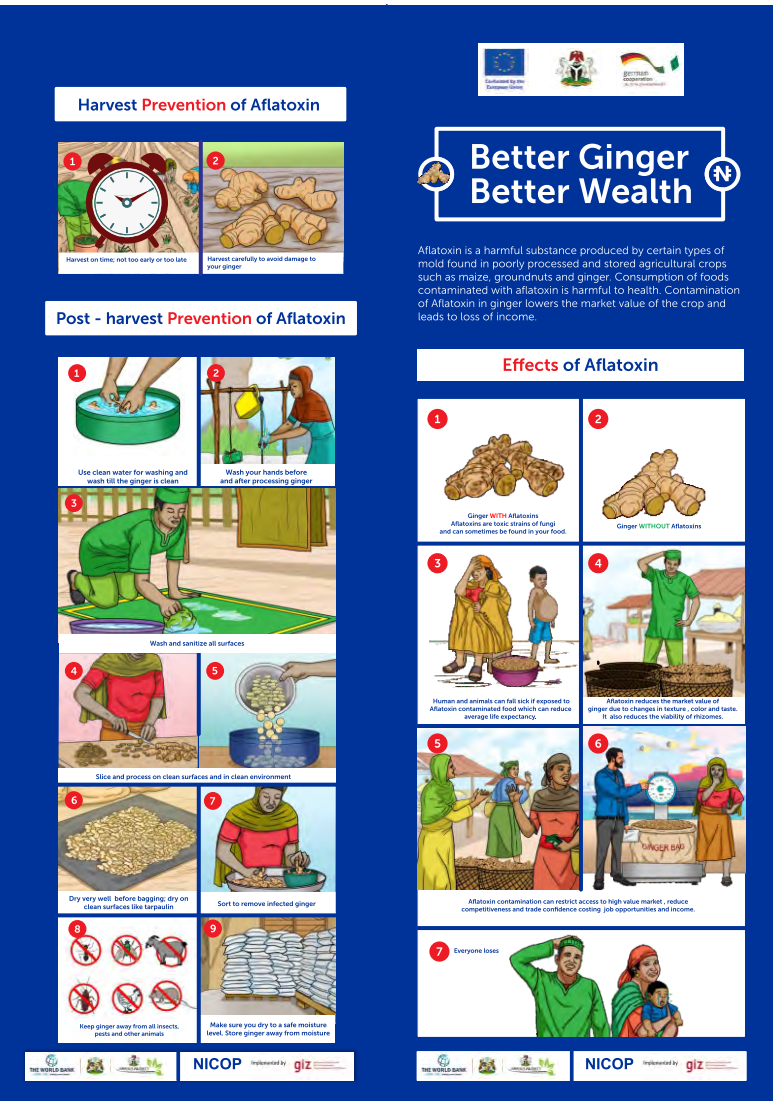
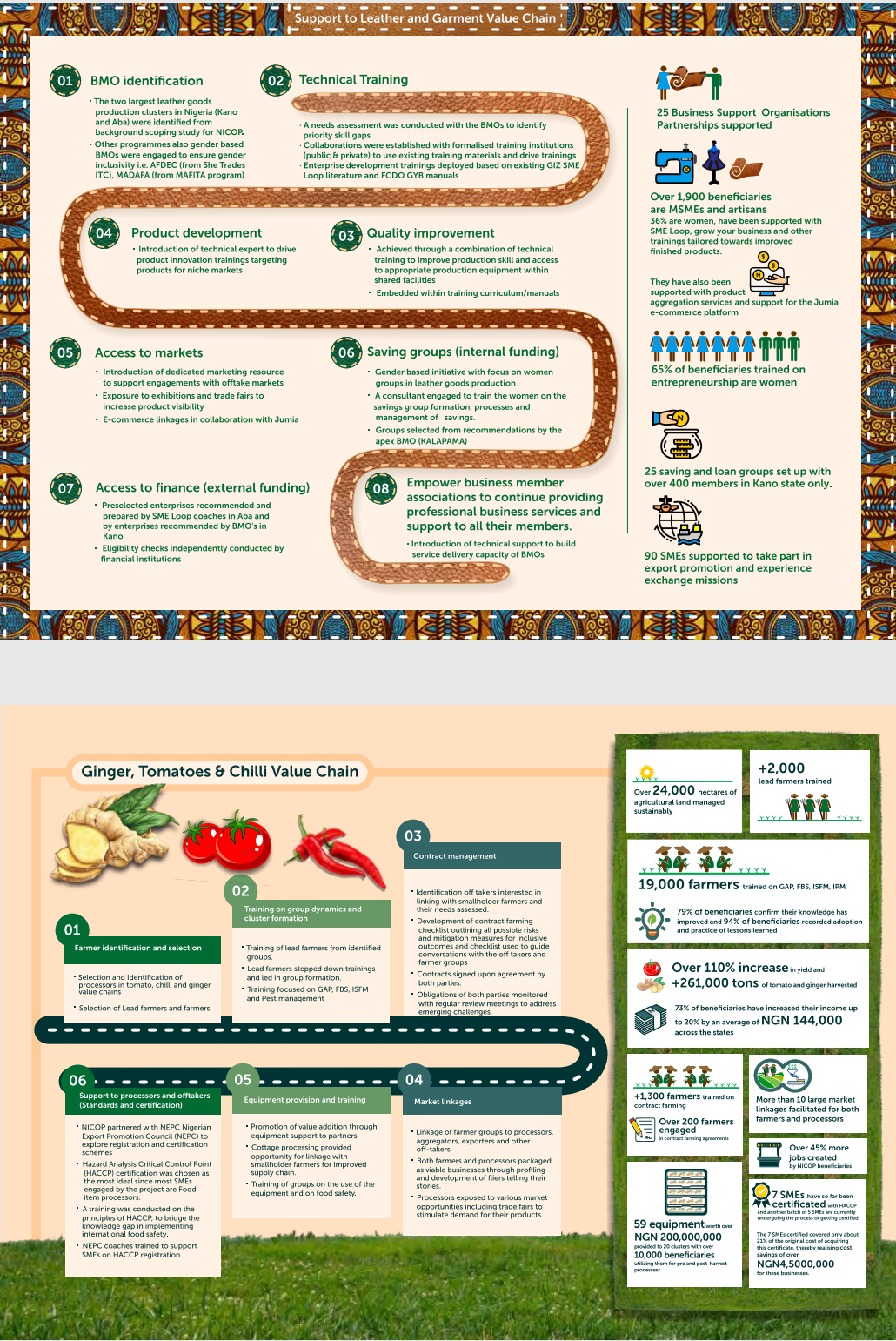




### National Sensitization Posters

Cluebox was honored to partner with the National AIDS, Viral Hepatitis, and STI Control Programme (NASCP) on their crucial national sensitization campaign. Our role as the official graphic designers for this initiative was not merely about creating visually appealing posters; it was about crafting powerful tools for behavioral change and empowering vulnerable populations.

Specifically, we focused on developing a series of impactful posters designed to educate and guide pregnant women living with HIV and Hepatitis. This sensitive and vital task demanded a deep understanding of the target audience, cultural nuances, and the critical information that needed to be conveyed.



### Empowering Financial Futures: Contribution to SERDIN's Financial Literacy Initiative

Cluebox was privileged to partner with SERDIN, a GIZ Nigeria project, in a crucial endeavor: enhancing financial literacy across the nation. Recognizing the pivotal role of effective training in driving sustainable financial inclusion, we were tasked with designing comprehensive Learning and Training materials tailored for trainers and their students.

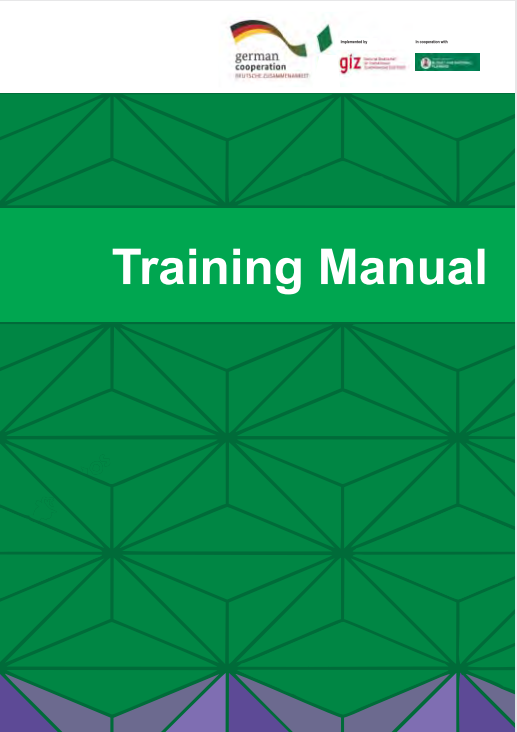
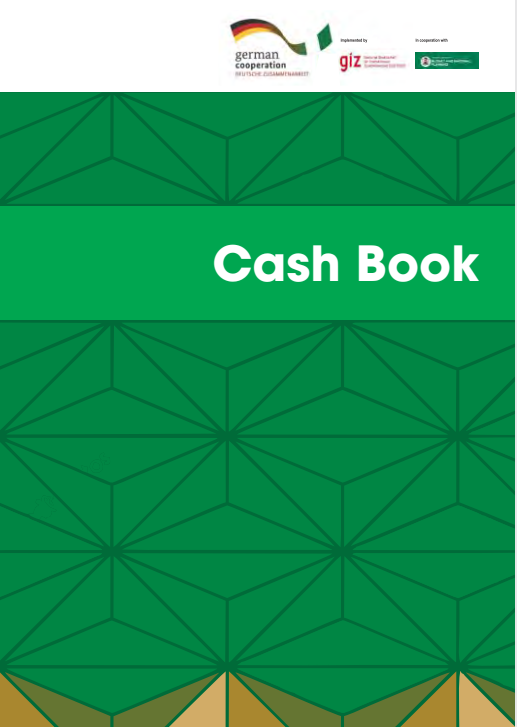
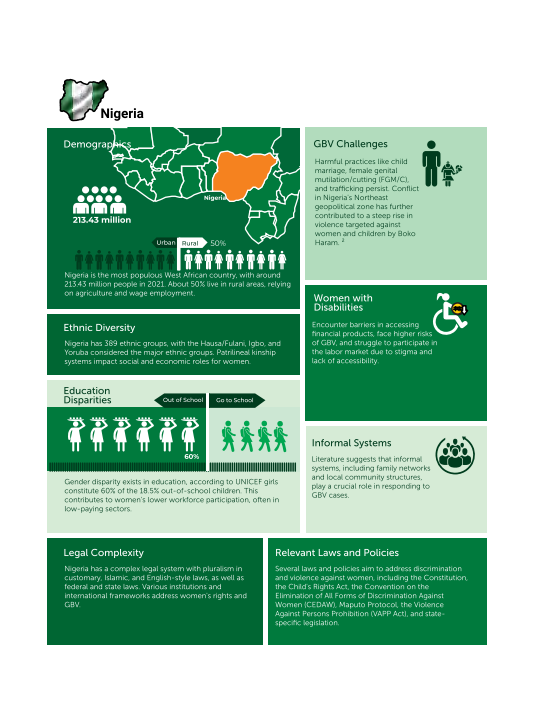
Our approach focused on creating a holistic and engaging learning experience. For trainers, we developed detailed training manuals, providing structured guidance and practical strategies to deliver impactful financial literacy sessions. Complementing these manuals were handouts, designed to reinforce key concepts and facilitate interactive exercises. Posters served as impactful visual aids, capturing attention and conveying essential financial principles. Handbooks offered in-depth knowledge and practical advice, empowering students to manage their finances effectively.





**Designing Clarity for Gender-Based Violence Data in West Africa**  
TechnoServe entrusted Cluebox with a critical task: transforming complex data on Gender-Based Violence (GBV) in West Africa into a digestible and impactful report. This project wasn't merely about presenting numbers; it was about illuminating the stark realities of GBV across diverse national contexts and empowering stakeholders with actionable insights.

Our challenge was to navigate a wealth of survey and statistical information, often dense and overwhelming, and translate it into a compelling narrative. We recognized the need for a design solution that prioritized clarity and accessibility, ensuring that the report's findings resonated with a broad audience.



**Empowering Financial Futures: Contribution to SERDIN's Financial Literacy Initiative**  
Cluebox was privileged to partner with SERDIN, a GiZ Nigeria project, in a crucial endeavor: enhancing financial literacy across the nation. Recognizing the pivotal role of effective training in driving sustainable financial inclusion, we were tasked with designing comprehensive Learning and Training materials tailored for trainers and their students.

Our approach focused on creating a holistic and engaging learning experience. For trainers, we developed detailed training manuals, providing structured guidance and practical strategies to deliver impactful financial literacy sessions. Complementing these manuals were handouts, designed to reinforce key concepts and facilitate interactive exercises. Posters served as impactful visual aids, capturing attention and conveying essential financial principles. Handbooks offered in-depth knowledge and practical advice, empowering students to manage their finances effectively.



AVCA

African Private Equity and  
Venture Capital Association

AFRICAN  
PRIVATE EQUITY  
INDUSTRY SURVEY

March 2021

Transforming AVCA Survey Data into Compelling Visual Narratives

For years, Cluebox has partnered with the Africa Venture Capital Association (AVCA) to translate complex survey data into clear, engaging, and impactful reports.

Recognizing the critical role data plays in shaping the African investment landscape, Cluebox has consistently delivered visually stunning reports that empower AVCA and its stakeholders.

fsdafrica  
INVESTMENTS

Find out more:  
www.fsdafrica.org

We provide early-stage, risk-bearing capital to selected breakthrough firms that can strengthen financial markets in Africa.

At FSD Africa, we work to reduce poverty by strengthening African financial markets.

Our investment arm seeks out ambitious financial ventures with the potential to test and drive innovative models that can address market failures. By providing proof of concept, we aim to crowd in private investors and drive the allocation of capital more effectively for financing the real economy.

ukaid

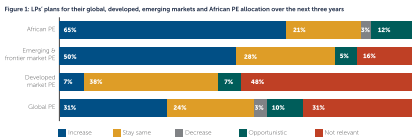
PLANNED INVESTMENTS BY LPs INTO AFRICAN PE

LPs planned allocation to African PE

86% of LPs plan to increase or maintain their African PE allocation over the next three years

The percentage of LPs that plan to increase their African PE allocation over the next three years increased to 86% from 58% in last year's industry survey. Of the LPs planning to increase their allocation to African PE, 26% are currently invested in PE funds on the continent, and 53% are also looking to accelerate the pace of capital deployment in African PE within the next five years.

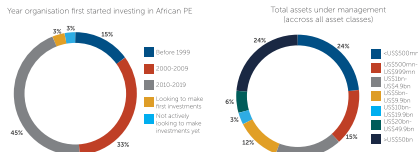
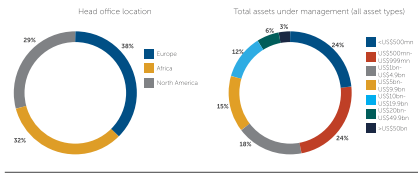
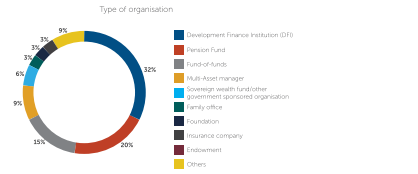
A fifth of LPs (20%) are looking to maintain their African PE allocations, while only 2% say that they will decrease their allocation to Africa PE.



LPs identified Impact (59%) and Investment Mandate (53%) as the main factors driving their plans to increase or maintain their African PE allocation.

Nearly three in every five LPs (59%) that plan to increase or maintain their exposure to African PE over the next three years are motivated to do so by impact. Another 56% cite their investment mandate as an important factor driving their investment plans. Of these, a significant proportion are also currently invested in PE funds in other emerging markets specifically, 67%.

RESPONDENT PROFILE





# Our Team

Our team is comprised of experienced and creative professionals with expertise in marketing, graphic design, copywriting, web development, and social media management. We are passionate about what we do and are committed to exceeding your expectations.

A seasoned strategist and experiential art director, Elijah leads Cluebox with over 15 years of global creative expertise. In the UK, he crafted award-winning campaigns for HP Workstation, Timberland and Footlockers Europe Outlets.

Elijah is passionate about using his skills to make a difference. He's actively involved in social impact projects and believes in the power of creativity to solve real-world problems.

In Nigeria, he led branding and design initiatives for international development, government, and private companies.

But Elijah's magic lies in collaboration. He thrives on the energy of his passionate Cluebox team, together weaving solutions that tell powerful brand stories.

*Elijah Aihie*  
Founder

*Emeka  
Nwaka*

Head of Operations

*Akinola  
Samuel*

Senior Art Director

*Afokeoghene  
Jessica*

Social Media Strategist

*Greg  
Blessing Dina*

Senior Graphics Designer





*Aruna  
Isah*

Senior Web Developer



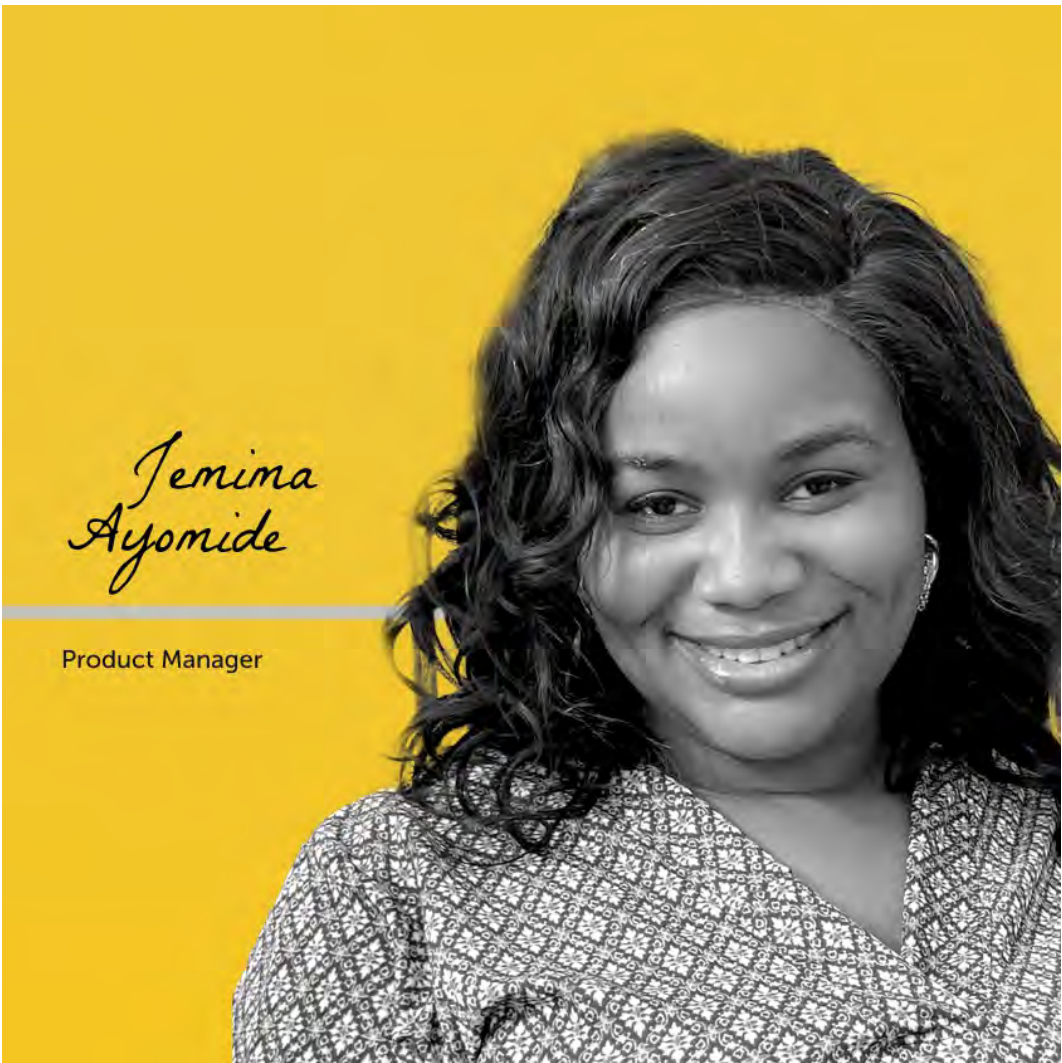
*Thompson  
Aigbogun*

Finance Manager



*Peter  
Afolabi*

Senior Copywriter



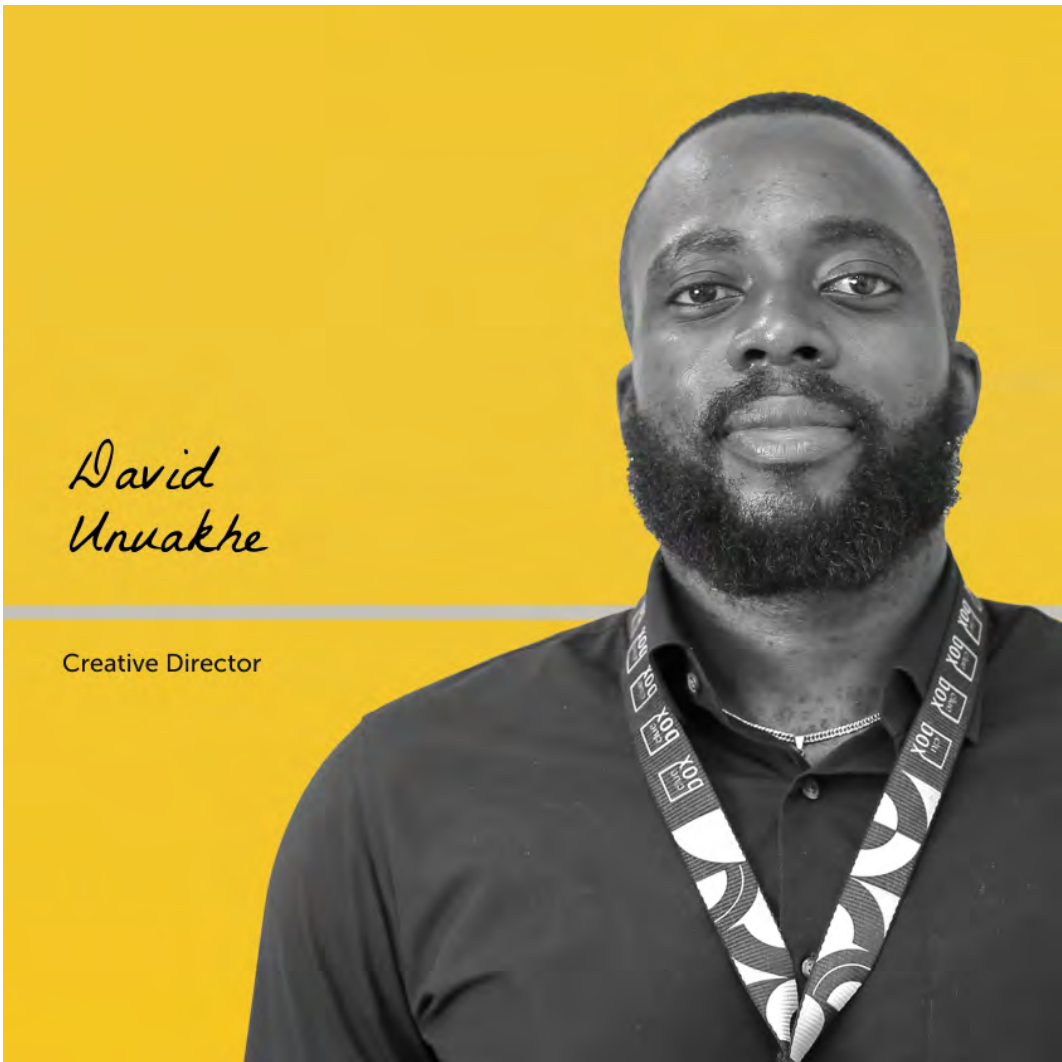
*Jemima  
Ayomide*

Product Manager



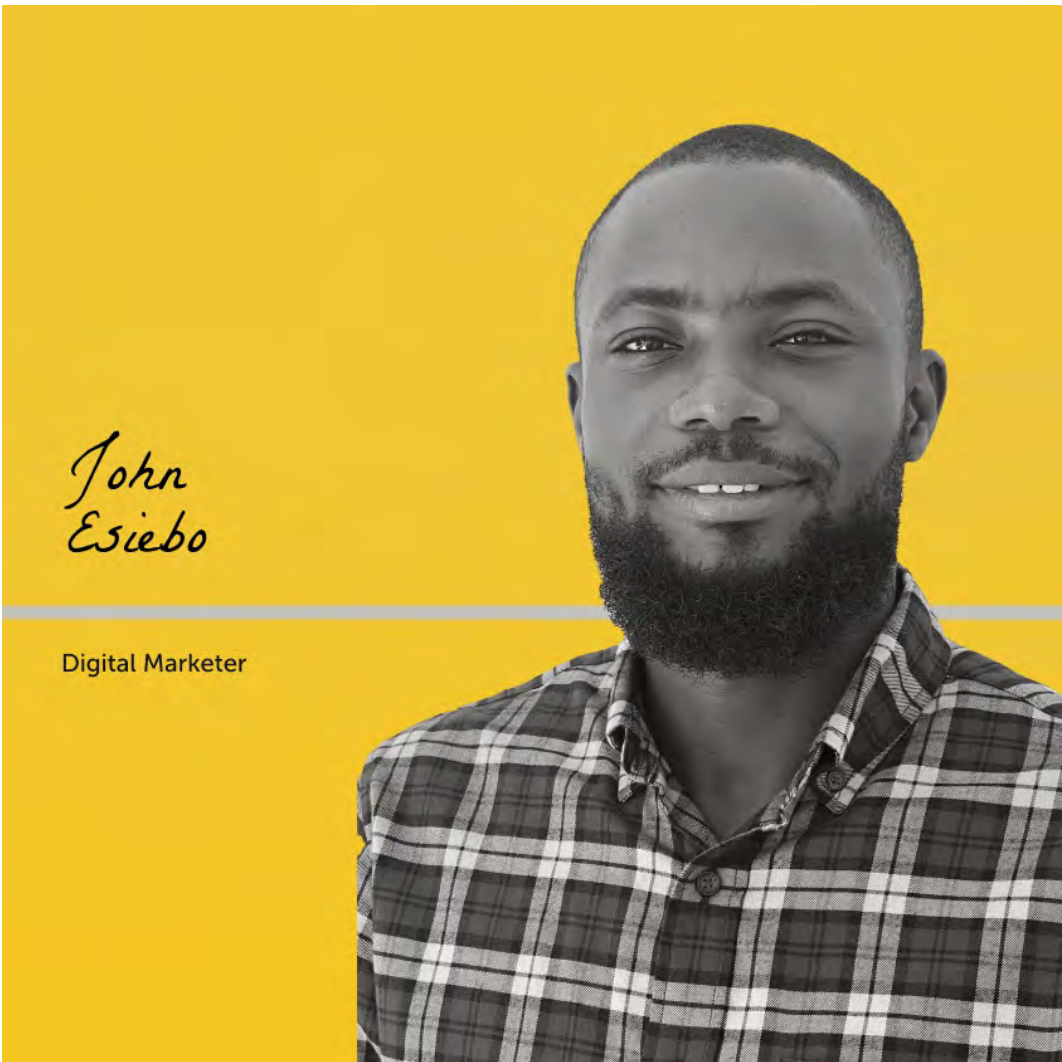
*Joshua  
Adeyi*

Senior Video/  
Photographer



*David  
Unuakhe*

Creative Director



*John  
Esiebo*

Digital Marketer

