



TURACOS

Swiss-Cameroonian Startup Program

Success Stories

Nathalie Ngwemetah – Production and Commercialization of Broilers

Coach : [Erzen Shala](#)

Field Experts: *Agnes Khoo* & [Hans Reutegger](#)



Participation period: August 2021 – September 2021

Location: Bafoussam, Cameroon

With a background in animal production, Nathalie wanted entrepreneurial training to enable her to commercialize her passion for broiler production.

After the training program, Turacos funded her project with CHF 1'000. She has so far scaled her business within a few months of operation.

Nathalie now offers training to 3 young women in her community.

“Turacos startup program equipped me with tools and knowledge which I did not have before. I particularly liked the sessions with the field experts because I could learn from their vast experience.” - Nathalie

[Watch Nathalie's poultry farm](#)

Oben Desmond– Mobile Ultrasound Project

Coach : *Rahel Reusser*

Field Experts: *Matthias Peterhans*



Participation period: February 2022– Present

Location: Limbe, Cameroon

Considering the difficulties pregnant women face in traveling through bad roads in certain communities in Cameroon, Desmond aims at solving the problem by running a mobile ultrasound project in these communities.

Both Turacos and a med-tech entrepreneur – Matthias Peterhans funded Desmond with CHF 5'260 to implement his initiative in Cameroon.

Desmond has employed 2 people (a nurse and sonographer) to support him in running the service.

“Turacos start-up program for young Cameroonians with innovative business ideas is awesome. I can now conduct a research interview, confidently pitch a business idea to potential investors .” - Desmond

Fuanyi Awatbot– Refrigerator Spaces for Farmers

Coach : [Franka Ebai](#)



Participation period: March 2022– May 2022

Location: Buea, Cameroon

Fuanyi had the idea of providing farmers with refrigerator facilities after he noticed the vast waste of agricultural products in his community due to the lack of storage facilities.

Turacos’ start-up training has so far enabled him to transform the idea into a market-ready product. He will be funded with CHF 1’000 to implement his initiative in Cameroon.

“(...) thanks to the sessions, I could learn how businesses run. At the end of the program, I had a clear picture about my business, and I could even forecast its future (...)” - Fuanyi

[Watch Fuanyi’s view of Turacos’ start-up program](#)

Tadbet Avera – Career Mentoring Program

Coach: [Gianmarco Marinello](#) **Field Experts:** [Klimentina Stoimenova](#) & [Muriel Riesen](#)



Participation period: February 2022– May 2022

Location: Buea, Cameroon

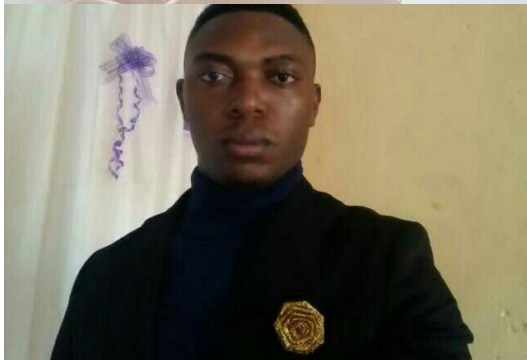
Having experienced the difficulties of knowing and finding a suitable career after graduating from the university, Avera’s business idea is to connect university students with career coaches through a mentoring program.

Working with a coach and two field experts enabled Avera to sharpen her project idea and find a suitable target market.

“Excellent business coaching program and it is very rich as I have benefited from superior knowledge in all sessions(...)” - Avera

Komtong Princely & Team– Travel App

Coach: [Aron Braun](#) Field Expert: [Roman Vatter](#)



Participation period: March 2022– Present

Location: Bamenda, Cameroon

Princely, Aristide, and Kingsley are first-hand witnesses of the challenges of traveling from one city to another by bus in Cameroon. The lack of an existing travel app in the country is motivating them to create a travel app for everyday travelers.

Partaking in the start-up program is enabling the team to transform their idea into a market-ready product.

“Initially I was sceptical about the sessions. But after attending a few, I feel like more meetings be added” – **Kingsley**

“The business coaching sessions are excellent, insightful and very interactive. The learning materials are top-notch. Happy to be a part of this. Kudos Turacos” – **Princely**

Ngwa Edwina Acha– Production of Wine

Coach: [Sina Mehl](#)

Field Expert: *Christina Holzer*



Participation period: June 2022– Present

With a Bachelor’s degree in Food Technology, Edwina aims at producing and distributing wine using the available resources in Cameroon. She joined Turacos startup program to gain skills on how to win customers and build a sustainable business.

Working with her coach and partaking in fieldwork has already made Edwina build close a network with relevant stakeholders in the market.

“The session has changed the way I see my project as something I cannot achieve. But after the session, I was inspired to start working on it again(...)” - Edwina



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