

“Advancing Innovation, Creativity, and Local Brilliance for an Empowered Future”

PROFILE OF FINALIST FOR THE BUSINESS START-UP PITCH COMPETITION

After a rigorous selection process, we are thrilled to present the finalists of the BOSSLADY CREATIFEST 2025 Business Start-Up Pitch Competition. These young women have demonstrated exceptional creativity, innovation, and entrepreneurial spirit, earning their place to showcase ideas that can transform communities. Supported by the Thimzy Empowerment Initiative and esteemed partners, this platform empowers them with mentorship, networks, and opportunities to turn vision into impact, celebrating the future leaders of Sierra Leone.



**CHUWETTA A CREAM-
WRIGHT
UMAN ALAFIA**

Uman ALAFIA is a social business initiative based in Brookfields, Freetown, committed to improving the sexual and reproductive health of women and girls in Sierra Leone. It tackles menstrual hygiene challenges by producing and providing eco-friendly, durable, and affordable products such as sanitary pads, reusable pads, disposable towels, and natural soaps, promoting dignity, health, and sustainability.

Through sustainable production and local distribution, Uman ALAFIA encourages better hygiene practices while reducing environmental waste. The initiative also supports women’s economic empowerment by creating green jobs and promoting environmentally conscious entrepreneurship within communities.

Uman ALAFIA’s programs will be implemented in schools and communities, giving young girls and women access to hygiene products, health education, and improved sanitation. By combining access and awareness, the project aims to break menstrual taboos, build confidence, and foster healthier, more empowered communities across Sierra Leone.



**ESTHER SIA SOURIE
THERSIA’S TOUCH
JUI- FREETOWN**

Thersia’s Touch School of Beauty and Creativity is a training institute dedicated to empowering both men and women - young and old - to build sustainable careers through creative and technical skills. In today’s world, we provide opportunities for people to learn, grow, and become self-reliant while contributing to the social and economic development of their communities.

Our programs focus on career development and youth empowerment through practical skill training, mentorship, and personal growth. We especially support girls who have faced stigma, abuse, or financial challenges that prevent them from attending school, helping them rediscover confidence and purpose through learning and creativity.

Thersia’s Touch also reaches out to young women struggling with drug addiction, particularly those affected by the kush epidemic. We offer rehabilitation support and skills training to help them rebuild their lives and reintegrate into society. By nurturing creativity, discipline, and resilience, Thersia’s Touch stands as a beacon of hope and transformation for all.



FATMATA I. BANGURA
ISHMA'S SUPPLIES
ABACHA-FREETOWN

Ishma Supplies is a growing wholesale business specializing in toiletries and essential provision supplies. The enterprise not only meets the everyday needs of households and retailers but also serves as a sustainable source of income for its founder and other young single mothers striving for financial independence.

Behind Ishma Supplies is a story of resilience and determination. The founder's passion for business is deeply rooted in her desire to provide a better future and quality education for her four children. Through her commitment and hard work, she has turned challenges into opportunities, building a livelihood that inspires other women facing similar circumstances.

Coming from an underserved community where the struggle for survival is a daily reality, she understands the weight of hardship and the value of empowerment. Ishma Supplies stands as more than just a business; it is a symbol of hope, perseverance, and the transformative power of women supporting one another toward self-reliance and dignity.



MARIAMA SHERAY BAH
MARIAM PETTY BUSINESS
KAMAKWEI

Mariama Petty Trading Business, based in Kamakwie, Sierra Leone, focuses on buying and selling local agricultural produce. The business sources quality goods directly from farmers and traders, ensuring fair prices and reliable market access. By connecting local supply with demand it strengthens the agricultural value chain and promotes inclusive economic growth.

The business supports sustainable development by promoting locally made products and showcasing Sierra Leone's rich natural resources. Through the sale of fresh, homegrown produce, it enhances food security, reduces dependence on imports, and boosts national self-reliance.

Mariama Petty Trading Business also aims to create jobs and empower the community. With a projected 100 employment opportunities, especially for youth and women, the business contributes to improved livelihoods and sustainable progress in Kamakwie and beyond.



MARIAMA BUNDU
WAG-CAIM FASHION
CENTER
KAMBIA

Wag-Caim Fashion Center, based in Kambia District is a unique blend of creativity, empowerment, and purpose, bridging agriculture, fashion, and tailoring to transform lives and communities. Founded and led by the visionary CEO, Mariama, the center stands as a testament to the power of resilience and innovation. Through her leadership, Mariama has created a space where skills, creativity, and opportunity meet, redefining what it means to rise from adversity and build a sustainable future.

Mariama herself is a multi-talented and multi-skilled young woman, whose story of courage and determination inspires many. As a survivor of irregular migration, she turned her painful experiences into motivation to create a platform that offers hope and second chances. Her journey reflects a deep commitment to empowering other women and girls who have been affected by irregular migration, poverty, and unemployment, transforming survivors into skilled entrepreneurs and confident community contributors.

At Wag-Caim Fashion Center, women and girls are trained in a wide range of income-generating skills such as tailoring, Ankara fashion design, bead making, and other hand-crafts.



BINTU DEEN
SALTUS FARMS
MAKENI

Saltus Farms (S/L) Ltd is a fast-growing agribusiness in Makeni, Sierra Leone, specializing in cassava and honey production, processing, and marketing. Our key products include *Garri*, *fufu flour*, *cassava flour*, and *natural honey*, with plans to expand into cassava leaf processing. By applying modern technologies, we minimize post-harvest losses, enhance efficiency, and supply high-quality, affordable products to both local and export markets.

With operations in Makeni and Freetown, Saltus Farms is strategically positioned to scale production and meet rising demand. We are currently pursuing investment to establish a cassava processing factory and expand our distribution network—driving profitability, job creation, and market leadership in Sierra Leone’s agribusiness sector.

As a community-driven enterprise, Saltus Farms empowers women, youth, and persons with disabilities across the agricultural value chain. Our work promotes food security, reduces rural poverty, and strengthens local economies. Through inclusive growth and value addition, we aim to position Sierra Leone as a key player in regional food markets.



MABINTY J. SESAY
ENDS BRIGHT LIMITED
MAKENI

Meet Mabinty J. Sesay, the visionary Marketing and Sales Manager at Ends Bright Limited, an agribusiness based in Makeni, Sierra Leone. Passionate about tackling food insecurity and empowering rural communities, Mabinty leads a team dedicated to transforming the cassava value chain into a source of nutrition and income for local farmers.

Ends Bright Limited addresses food insecurity and post-harvest losses through cassava production, processing, and marketing. The company turns raw cassava into value-added products such as cassava flour, garri, powdered fufu, grained cassava leaf, and cassava-based baby food, affordable, nutritious, and locally packaged for both domestic and export markets.

At its core, Ends Bright Limited is about empowerment. The company supports smallholder farmers, especially women and youth, with agronomic training, quality inputs, transport services, and reliable market access, creating sustainable livelihoods and driving food self-sufficiency across Sierra Leone.

