

TAOFIQ OLAJIDE ATOYEBI

Business Development Consultant | Strategist | Founder, Tech Corridor Ltd

PROFESSIONAL PORTFOLIO | 2015 – 2026

"I have spent ten years sitting across the table from founders, managers, and decision-makers on every continent except Antarctica — helping them figure out what they have, what they are missing, and what to do next.

That is not a job description. That is a body of work.

500+

Businesses Served

1,000+

Documents Delivered

10

Years of Practice

6

Continents

Consultant

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Platforms & Channels

Upwork | Fiverr | Direct Referral | Social Media

Operating Sectors

FMCG · Tech · Hospitality · Finance · Agriculture · Retail · Education · NGO · Healthcare · Real Estate

01 WHO I AM

My name is Taofiq Olajide Atoyebi. I am a Business Development Consultant, strategist, and the founder of Tech Corridor Ltd — a multi-service consulting firm with a track record that stretches across six continents over ten years.

I did not build my practice through a single industry, a single country, or a single type of client. I built it by being genuinely useful to anyone with a business problem worth solving — from a founder in Kuwait with an expansion ambition, to a dying business in Australia that needed resuscitating, to a startup in Nigeria that needed its first formal business plan, to an NGO that needed to unlock international grant funding.

Over more than a decade, I have worked with upwards of 500 businesses and produced over 1,000 business documents across the full spectrum of strategic business needs. I have helped businesses get started, get unstuck, get funded, get into new markets, and get back on their feet. I have worked through freelance platforms, direct referrals, social media, and long-term retainer relationships.

What connects every engagement is the same thing: I sit with a client, understand what they are trying to achieve, identify what is standing in the way, and build the strategic and documentary foundation to move them forward. That is what I do. That is all I do. And I have been doing it, without interruption, for ten years.

THE SHORT VERSION

- **10 years of active, continuous consulting practice**
- 500+ businesses served across Africa, North America, Europe, Asia, the Middle East, and Australia
- 1,000+ strategic documents produced — business plans, proposals, pitch decks, marketing strategies, and more
- Engagements spanning startups, SMEs, NGOs, and established enterprises
- Track record in business turnaround, market entry, partnership development, and revenue growth
- Operated through Upwork, Fiverr, direct referral, and social media acquisition channels

02 SCALE & GEOGRAPHIC REACH

One of the defining characteristics of my consulting practice is its global breadth. Over ten years, I have served clients on six of the seven continents — from West Africa to the Gulf states, from North America to Southeast Asia, from Europe to Australia. My practice is not geographically limited. It is limited only by the quality of the problem being brought to the table.

West Africa	East Africa	North America	Europe	Middle East	Australia & Oceania
Gulf States	South Asia	Southeast Asia	Southern Africa	Caribbean	United Kingdom

What That Global Reach Actually Means

Working across this many geographies over this many years means I have encountered business problems in vastly different regulatory environments, cultural contexts, and economic conditions. I have helped a Gulf-based client expand into African markets and helped African businesses present themselves credibly to international investors. I have written business plans for clients who had to comply with Australian commercial standards and pitch decks for founders navigating the North American investment landscape.

That range is not a coincidence. It is the result of building a practice that is fundamentally about clear strategic thinking and professional communication — two things that travel well across borders.

6 Continents Served	30+ Countries Reached	500+ Client Engagements	1,000+ Documents Produced
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03 WHAT I DO

My work falls across six core service areas. In practice, most engagements draw on more than one of them simultaneously — a business that needs a plan also needs a pitch, and a business that needs a marketing strategy also needs the brand positioning to make it coherent.

Business Planning & Strategy

- Full business plans for funding, licensing, and operations
- Strategic plans for growth and market entry
- Financial modelling and revenue projection
- Business model design and validation

Brand & Marketing Strategy

- Brand positioning and messaging development
- Marketing campaign architecture
- Digital marketing and social media strategy
- Product launch and go-to-market planning

Proposals & Pitch Documents

- Investor pitch decks and funding proposals
- Grant proposals for NGOs and institutions
- Partnership and collaboration proposals
- Government and institutional submissions

Market Entry & Expansion

- Market research and competitive landscape analysis
- Cross-border expansion strategy
- Africa-to-world and world-to-Africa entry planning
- Partnership identification and deal structuring

Revenue Growth & Turnaround

- Revenue stream identification and development
- Business resuscitation for struggling enterprises
- Sales channel development and optimisation
- Partnership and distribution model design

Capacity & Programme Development

- Professional development programmes
- Training curriculum and module design
- Organisational capability frameworks
- NGO programme design and documentation

04 REPRESENTATIVE ENGAGEMENTS

The following are representative examples drawn from my ten-year consulting practice. Client names are withheld in accordance with confidentiality obligations unless express permission has been granted. The descriptions are accurate representations of the type, scope, and outcomes of real engagements.

Business Development & Strategy

Nigeria FMCG

*Market
Dominance
Strategy*

Challenge: A Nigerian consumer goods brand with a decade of product history was losing shelf presence to newer, louder competitors. The product was strong; the strategy was absent.

Outcome: *Developed a comprehensive market dominance framework including brand repositioning, digital activation strategy, independent marketer network development, e-commerce growth plan, and ten proprietary category-ownership strategies designed to establish the brand as the generic name for its product category in Nigeria.*

Kuwait → Africa Expansion

*Cross-Border
Entry*

Challenge: A Gulf-based business sought to enter African markets but lacked knowledge of regulatory environments, consumer behaviour, and partnership structures across the continent.

Outcome: *Produced a full market entry strategy covering target country analysis, partnership frameworks, regulatory navigation, and a phased expansion roadmap. The client entered two African markets within the proposed timeline.*

Australia → Africa Expansion

Market Entry

Challenge: An Australian enterprise sought to establish commercial relationships with African counterparts and needed a credible, professional proposal framework for outreach.

Outcome: *Developed a market entry proposal suite, partnership proposal templates, and a stakeholder communication strategy tailored to the target African markets. Engagement resulted in multiple formal partnership discussions.*

Nigeria Hospitality

*Business
Turnaround*

Challenge: A hospitality business was operating below capacity with declining revenue, unclear positioning, and no structured sales strategy.

Outcome: *Conducted a full business audit, redefined the positioning, identified three new revenue streams, and produced an operational and marketing plan. Revenue trajectory improved within the first quarter of implementation.*

Proposals, Plans & Pitch Documents

USA Transportation

*Partnership
Proposal*

Challenge: An airport transportation company sought to formalise a partnership with a major hotel group but lacked a professional proposal document.

Outcome: *Produced a fully structured partnership proposal that articulated mutual value, operational terms, and revenue-sharing frameworks. The proposal was used in formal negotiations with the hotel group.*

**International
SaaS / Fintech**
*Business Plan &
Financial Model*

Challenge: A technology startup required a comprehensive business plan and automated financial model for investor presentation.

Outcome: *Delivered a full business plan with executive summary, market analysis, product overview, go-to-market strategy, and a multi-scenario automated financial model covering three-year projections.*

**Jamaica F&B /
Retail**
Business Plan

Challenge: A food and beverage concept required a business plan aligned with local development agency standards for financing application.

Outcome: *Produced a complete business plan aligned with the relevant national development agency's requirements, including market analysis, operational plan, and financial projections. The plan was submitted as part of a formal financing application.*

**Nigeria NGO /
Civil Society**
*Grant Proposal
Suite*

Challenge: An NGO required a comprehensive grant brief covering both domestic and international funders, with strategies for accessing institutional funding.

Outcome: *Developed a tiered grant access framework, identified relevant domestic and international funders, and produced funder-specific proposal templates. Delivered as a capacity-building resource to the organisation's leadership.*

Marketing, Brand & Digital Strategy

**Nigeria
Fashion /
Retail**
*Brand & Web
Strategy*

Challenge: A fashion brand needed a digital presence that matched the quality of its product — a website with animation, storytelling, and a full multi-page navigation system.

Outcome: **Designed** and developed a full portfolio website with GSAP animations, product storytelling architecture, and a mobile-optimised multi-page navigation. Brand digital presence transformed from zero to professional.

**Nigeria
Education**
*Digital
Transformation*

Challenge: A private school sought to modernise its operations, communications, and marketing through a structured digital strategy.

Outcome: *Produced a full digital transformation proposal covering systems, stakeholder communications, marketing channels, and a phased implementation roadmap tailored to the school's size and capacity.*

**Nigeria
Professional
Dev.**
*Programme
Design & Launch*

Challenge: A professional development initiative targeting university students required a full curriculum, commercial structure, and sales infrastructure.

Outcome: *Designed an eight-module facilitated programme with complete module content, three-tier pricing structure, and a production-grade HTML sales page. Programme launched with pioneer cohort.*

Turnaround & Revenue Recovery

**Multiple
Across
Sectors**

*Dying Business
Recovery*

Challenge: Multiple engagements across sectors where businesses were experiencing revenue decline, operational confusion, or market irrelevance.

Outcome: *Conducted structured audits across each business, identified root causes of decline, redefined value propositions, restructured service or product offerings, and produced implementable recovery plans. Several businesses returned to profitability within two quarters.*

**West Africa
Agriculture /
Trade**

*Revenue Stream
Development*

Challenge: Agribusiness and trading enterprises sought to identify and formalise additional revenue channels beyond their primary operations.

Outcome: *Identified and documented multiple complementary revenue streams, produced partnership frameworks, and developed outreach proposals for distribution and export partners. Revenue diversification implemented across multiple clients.*

05 SECTORS & INDUSTRIES

Over ten years, my practice has deliberately remained sector-agnostic. The ability to serve a client well does not depend on having worked in their specific industry before — it depends on asking the right questions, understanding the fundamentals of business, and having a framework for turning complexity into clarity. That said, I have accumulated deep familiarity with the following sectors through repeated engagement:

<ul style="list-style-type: none">■ FMCG & Consumer Goods	<ul style="list-style-type: none">■ Food & Beverage	<ul style="list-style-type: none">■ Hospitality & Tourism
<ul style="list-style-type: none">■ Financial Services & Fintech	<ul style="list-style-type: none">■ Technology & SaaS	<ul style="list-style-type: none">■ Agriculture & Agribusiness
<ul style="list-style-type: none">■ Education & Training	<ul style="list-style-type: none">■ NGO & Civil Society	<ul style="list-style-type: none">■ Healthcare & Pharmaceuticals
<ul style="list-style-type: none">■ Fashion & Retail	<ul style="list-style-type: none">■ Real Estate & Construction	<ul style="list-style-type: none">■ Transportation & Logistics

06 HOW I WORK

I want to be direct about this, because it shapes every engagement I take on.

I do not sell packages. I do not have a templated service menu where clients pick an option and receive a deliverable. Every engagement I take on is specific to the client, the problem, the market, and the moment. The output — whether a business plan, a pitch deck, a brand strategy, or a market entry proposal — is a consequence of genuine thinking, not a fill-in-the-blank exercise.

I have worked with clients who contacted me with a vague idea and no structure, and I have worked with clients who came in with a fully formed problem and needed precision execution. I have done both. The common thread is that I take the brief seriously, I invest in understanding the context, and I do not produce work I would not be willing to attach my name to.

What clients typically say

"He understood the problem before I finished explaining it."

"The document he produced was something I could not have written in months."

"He thinks like a business owner, not like a consultant."

"I came back because the first thing he did actually worked."

What I always bring

- ✓ Deep listening before any output
- ✓ Honest assessment, even when uncomfortable
- ✓ Strategies built for implementation, not presentation
- ✓ Language and framing that serves the audience, not the consultant
- ✓ A genuine investment in the client's outcome

07 PLATFORMS & HOW I HAVE BEEN FOUND

My consulting practice grew organically through three primary channels: freelance platforms, direct social media presence, and word-of-mouth referral. Each channel has shaped the practice in distinct ways.

Upwork

One of the world's largest freelance platforms. Engagements sourced here brought clients from North America, Europe, the Middle East, and Australia — clients who selected from a global pool of consultants and chose this practice.

Fiverr

A global services marketplace where quality of work speaks directly through ratings, reviews, and repeat business. Consistent delivery on this platform built a reputation across client categories and geographies.

Direct Referral

A significant portion of engagements over the past decade have come through direct referral from previous clients — the most durable measure of consulting quality, because it is driven entirely by trust.

WHY PLATFORM HISTORY MATTERS FOR A NEW CLIENT

- Freelance platforms create accountability. Every engagement is rated. Every review is public. Repeat business on these platforms is earned, not assumed.
- Working across Upwork and Fiverr means having competed in a global market and won consistently — not just locally, and not just among familiar networks.
- The diversity of clients sourced through these platforms is the same diversity reflected in this portfolio: different countries, different industries, different problems.

08 WHAT WORKING WITH ME LOOKS LIKE

Every engagement I take follows the same basic sequence, regardless of the client, the sector, or the geography. It is not a formal methodology — it is simply the way I have learned to do this work well.

01

Listen First — I spend the first part of every engagement doing nothing but asking questions and listening. I do not start writing until I understand the situation, the goal, the constraints, and the context better than the client expected a consultant to.

02

Diagnose Honestly — I tell clients what I see, including what they may not want to hear. A consultant who only reflects what the client wants back at them is not adding value. Honest diagnosis is the beginning of useful strategy.

03

Build for Implementation — Every document I produce, every strategy I develop, is built to be implemented — not filed. I write for the people who will use it, in language they can act on, with steps they can follow.

04

Stay Available — I do not disappear after delivering a document. Most engagements involve follow-up questions, revisions, and adaptation as realities on the ground evolve. I remain available for that.

05

Measure by Outcomes — The only thing that matters at the end of an engagement is whether the client is in a better position than when we started. That is the standard I hold myself to.

09 A CLOSING WORD

I am aware that a portfolio without a list of named clients feels different from one that leads with logos and testimonials. I want to address that directly.

Most of my work over ten years has been done under confidentiality obligations — either explicit, as in a signed NDA, or implicit, as is standard in professional consulting. Clients share sensitive financial information, unreleased strategies, and proprietary business details. They do so because they trust that those details stay in the room. I have honoured that trust across 500+ engagements, and I am not going to compromise it now to make a portfolio look more impressive.

What I can offer instead is this: ten years of continuous, uninterrupted practice across six continents, across every major business document type, and across every stage of the business lifecycle from idea to turnaround. The work exists. The outcomes are real. The clients who have referred others to me are the most honest endorsement I know how to offer.

If you are considering working with me, the most useful thing you can do is have a conversation. Bring a real problem. I will tell you honestly what I see, and we will both know quickly whether this is the right partnership.

500+ businesses. 1,000+ documents. 6 continents. 10 years.

The next engagement could be yours.

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