



aea Design Company
FASHION & DESIGN . DELTA / LAGOS

MINE 1000 . FASHION & DESIGN . DELTA / LAGOS 2026

NIGERIA'S ENTREPRENEURIAL SPOTLIGHT

MINE 0002 . FASHION & DESIGN . DELTA / LAGOS

Made in Nigeria Entrepreneurs (MINE)

Eloho Tanho-Attah

From ₦50,000 to Building a Performance Ecosystem, aea Design Company



MINE 1000 SPOTLIGHT 2026

From the Fabric of a Dream to the **Architecture of a Movement**

Eloho Zoe Tanho-Attah had options many graduates dream of — a first-class degree in Business Administration, a direct recruitment offer from one of Nigeria’s top international companies. She declined. Not because the opportunity wasn’t real, but because something inside her had already decided: she was going to build.

Instead, she went back to her bedroom, picked up a needle and thread, and began building aeea Design Company — a venture that has evolved over 14 years from a fashion label into what she now calls “a performance ecosystem for individuals.” It began with a simple observation in boarding school: students were allowed to design their own house wear, but Eloho couldn’t find tailors to execute her ideas. So she learned tailoring herself. That single act of necessity became the seed of an enterprise.

Her parents set the tone early. Her father, a manager at Delta Steel Company; her mother, a French Lecturer at College of Education in Warri. “There was a culture of accounting and resource allocation that formed the basis of my understanding of the relationship between value creation and financial abundance,” she explains.

Today, aeea operates across three domains: fashion, technology, and education. Its flagship product, SCHIHP, is a behaviour training programme that uses real incentives to encourage habits linked to success.

-MINE 0002 SECOND FEATURE

She Chose the Bedroom Over the **Boardroom**

Eloho turned down a top corporate offer — first-class degree in hand — to return to her bedroom and build Nigeria’s first integrated performance ecosystem. She started with ₦50,000 and a needle and thread. Fourteen years later, she is still building — and the blueprint is far bigger than fashion.

“I knew I had a lot of value to give and new insights to share — and that’s what I looked forward to doing.”

- Eloho Zoe Tanho-Attah, Founder - aeea Design Company . 2026

A social impact business makes profit only when it’s impactful. Focus on your why always

-Eloho Zoe Tanho-Attah

2011
FOUNDED

₦50k
STARTUP CAPITAL

14 yrs
IN THE GRIND

SECTION A - THE FOUNDER'S ORIGIN STORY

Raised in a Planned Estate, Built on Her Own Blueprint

Growing up in the DSC Housing Estate in Delta State - daughter of a DSC manager and a French lecturer - Eloho Zoe Tanho-Attah learned early that value creation and financial independence belong to those who dare to build.

WHERE DID YOU GROW UP?

In the **Delta Steel Company (DSC) Housing Estate, Ovwian, Aladja, Delta State** - a well-planned community with schools and shopping plazas. A lovely place to grow up.

WHAT DID YOUR PARENTS DO?

Father: **manager at DSC**; Mother: **French Lecturer at COE Warri**. "There was a culture of accounting and resource allocation that formed my understanding of value creation and financial abundance."

WHAT DID THE YOUNGER YOU DREAM OF BECOMING?

"I've always wanted to do my own thing. I didn't know it was called 'entrepreneurship.' I knew I had a lot of value to give - and that's what I **looked forward to doing**."

WHEN DID YOU DECIDE TO RUN YOUR OWN BUSINESS?

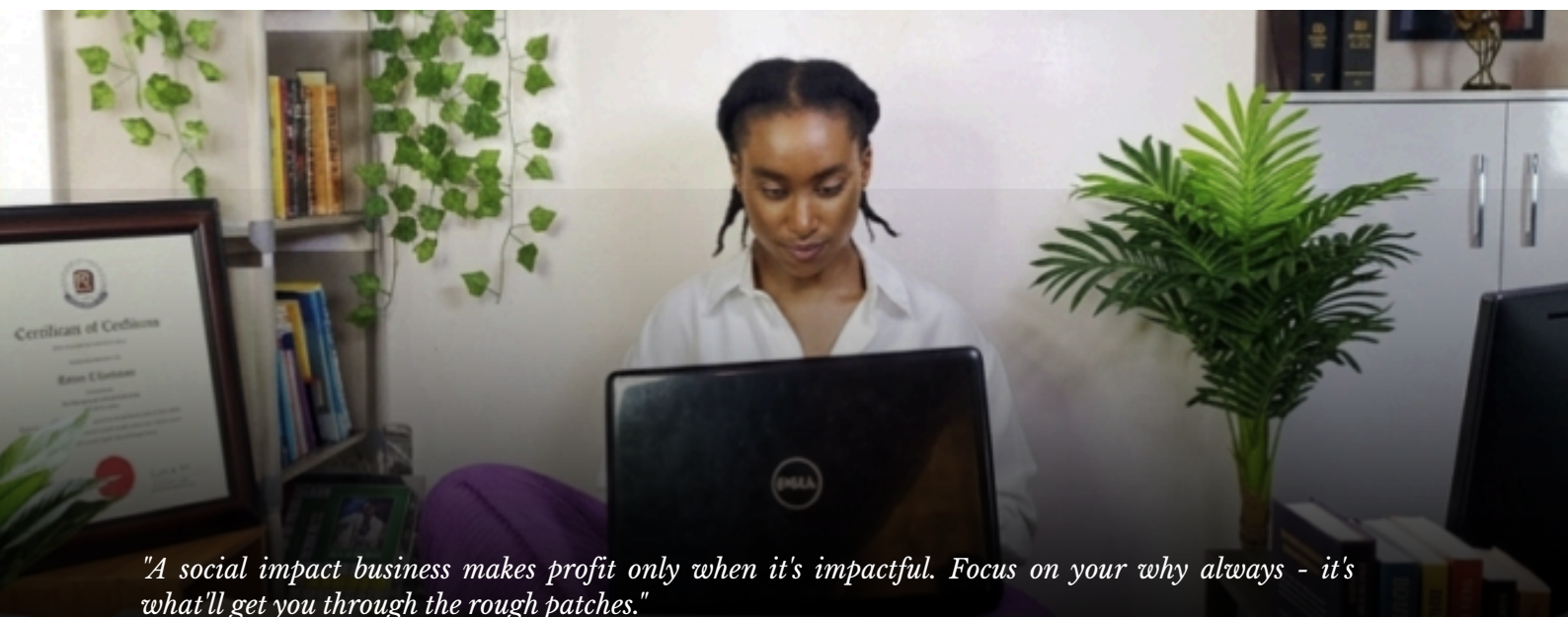
In boarding school, **she couldn't find tailors to execute her ideas - so she learned tailoring herself**. That process introduced her to the textile industry's collapse and its cultural significance. The resolve to fix it became aeea.

WHO INSPIRED YOUR ENTREPRENEURIAL JOURNEY?

"I honestly wouldn't credit anyone. I grew up around traditional working-class adults. I just **wanted to change things and started taking steps** to do so."

BEFORE THE BUSINESS, WHAT DID YOU DO?

She was recruited **straight out of university by one of Nigeria's top international companies** - and turned it down. She launched aeea immediately after NYSC, at age 22, from her bedroom.



"A social impact business makes profit only when it's impactful. Focus on your why always - it's what'll get you through the rough patches."

-Eloho Zoe Tanho-Attah, Founder aeea Design Company Lagos 2026

SECTIONS B & C
- BIRTH & STRUGGLES

From a Bedroom to a Brand: The Long Grind

What didn't kill the business...

YOUR VERY FIRST CUSTOMER?

"My first customers were friends. My first designs were posted on my Blackberry and sold out immediately. It made me feel like I was doing something right."

WHEN DID YOU ALMOST QUIT - FOR GOOD?

"I almost quit at least once a week. But once I almost quit for good - I didn't think people appreciated the work. I took time off to reflect, readjusted my metrics, and got back on the saddle."

LOWEST FINANCIAL POINT?

"We'd spent considerable time improving designs, which raised prices. The market wasn't favorable - orders went unfulfilled."

HAVE YOU EVER BEEN BETRAYED IN BUSINESS?

"An employee stole our designs and used them to start her own fashion label - cut for cut, style for style. I let it go. Looking back, maybe I shouldn't have."

BIGGEST PERSONAL SACRIFICE?

Time with family, sleep, and financial sacrifices. "Knowing that my work is about more than me helps to keep things in focus."

ELOHO'S PUBLISHED WORK



Diary of the Success Addict

"A Practical Guide to Winning"

Eloho's published guide reflects the same peakperformance philosophy behind aeea's entire product ecosystem - from fashion essentials to digital behaviour training.

AVAILABLE NOW HARMATTAN

₦50k

STARTUP CAPITAL PERSONAL
SAVINGS

SECTIONS D & E - BREAKTHROUGH & THE BUSINESS TODAY

-BREAKTHROUGH & TODAY

An Investor, a Pivot, and a Performance Ecosystem

BIGGEST OPPORTUNITY THAT CHANGED YOUR TRAJECTORY?

"I got an investor who gave me cash to **properly build the architecture of my business**. It gave me the opportunity to deploy products in the way I had envisioned but had not been able to actualise."

THE ONE DECISION THAT TURNED OUT BRILLIANTLY RIGHT?

"**Shutting down our bespoke design services**. It was our money-maker at the time, but I knew it wasn't what we set out to do. Because we weren't tethered to it, we expanded into a full range of products."

MOST POPULAR PRODUCT TODAY?

SCHIHIP - a behaviour training programme using real incentives to encourage habits linked to success. "Customers feel seen and are grateful for the programme."

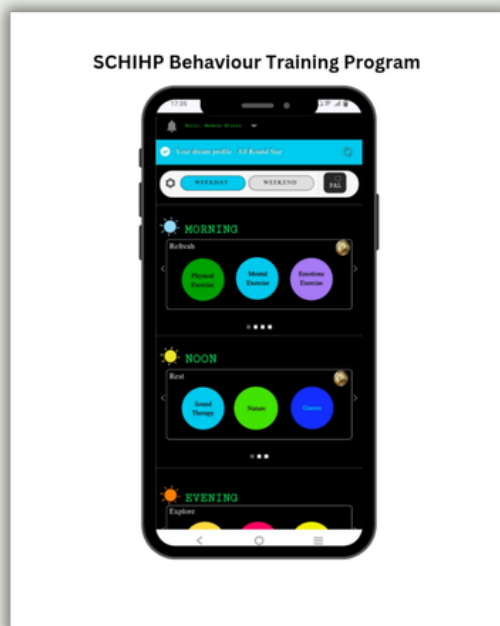
HOW HAS YOUR ROLE AS FOUNDER CHANGED?

"Now it's about **efficient operations, P&L, and hitting targets**. The boring stuff. I still love it though."



SCHIHIP BEHAVIOUR TRAINING PROGRAMME

Nigeria's first gamified peak-performance programme - real incentives, real habits, real results. Accessible via web and mobile.



FLAGSHIP PRODUCT
SCHIHIP Programme

IDEAL CUSTOMER
 High-potential individuals, 22-45, who expect more from themselves

ANNUAL REVENUE
 Under #5M (growing)

CURRENT LOCATION
 Lagos State (from Delta State)

TEAM SIZE
 1 full-time + 2 Advisory Board

NEXT PRODUCT
 Think-In - digital thought prompt app

TARGET MARKETS
 Nigeria → Niger → East Africa

SECTIONS F, G & H - LESSONS, IMPACT & FUTURE

Lessons from the Trenches of *Performance Design*

Fourteen years of building in Nigeria's most unpredictable environment - the hard-won insights Eloho carries into every decision.

WHAT DO YOU KNOW NOW THAT YOU WISH YOU KNEW ON DAY 1?

"The environment is not kind to innovation. It supports time-tested ideas that are simple, traditional - or better still, foreign, by foreigners."

BIGGEST MYTH ABOUT ENTREPRENEURSHIP TO DEBUNK?

"That being your own boss is better than employment. These are two different types of people. Not everyone can start a new thing."

WHAT PROBLEM DOES YOUR BUSINESS SOLVE BEYOND PROFIT?

"Our products are corrective tools to nurture and optimize individual potential - countering what colonialism and gender inequality stifled in our people."

WHERE DO YOU SEE AEEA IN 5 YEARS?

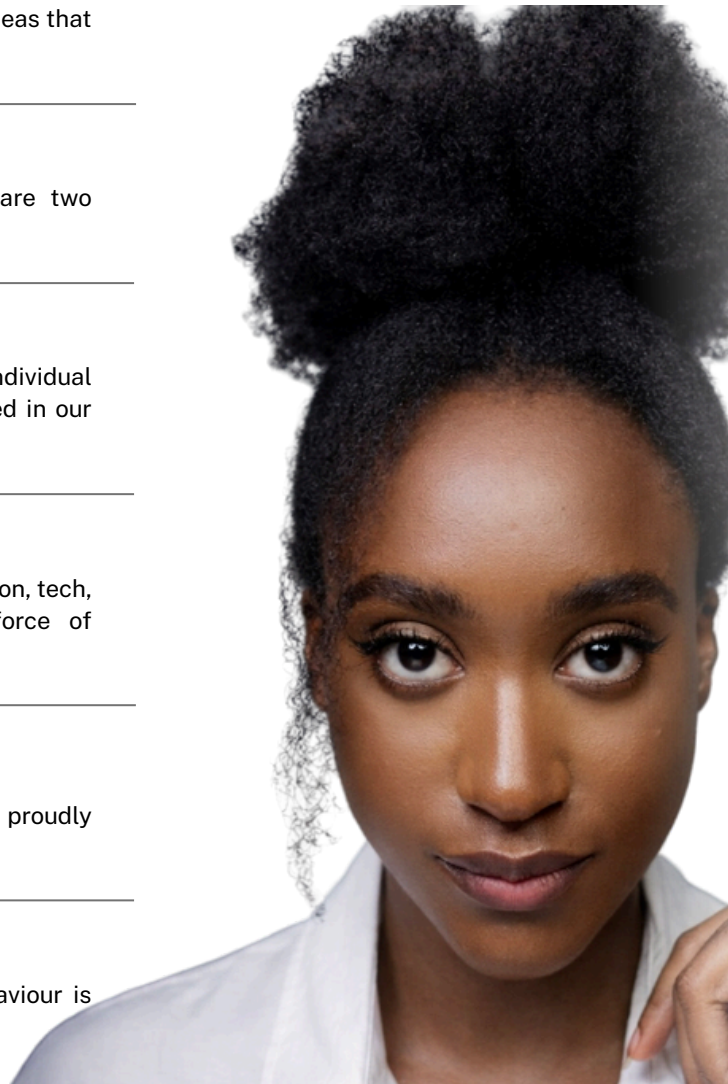
"The world's first integrated performance ecosystem - spanning fashion, tech, and education - turning high-potential talent into a global force of highperformers."

WHAT DOES 'MADE IN NIGERIA' MEAN TO YOU PERSONALLY?

"I turned down opportunities to school outside Nigeria. I wanted to proudly say I was born and bred here - a symbol to others that it's possible."

MOST VALUABLE SKILL FOR YOUR SUCCESS?

"Research and data analysis. Studying consumer and market behaviour is very instrumental in designing effective products that people need."



"A social impact business makes profit only when it's impactful. Focus on your why always - it's what'll get you through the rough patches."

- Eloho Zoe Tanho-Attah, Founder aeea Design Company Lagos, 2026

SPOTLIGHT INTELLIGENCE - FOUNDER DATA PROFILE

Founder Intelligence Profile

A structured data portrait of Eloho Zoe Tanho-Attah - key facts, milestones, and metrics from her MINE 1000 spotlight.

Eloho Zoe Tanho-Attah

aeaa Design Company

Fashion & Design Ed-Tech Social Impact Delta / Lagos Est. 2011

- MADE IN NIGERIA
- 14 YEARS ACTIVE
- MINE 0002

#50k

STARTUP CAPITAL

2011

YEAR FOUNDED

22

AGE AT LAUNCH

Lagos

HQ (FROM DELTA)

COMPANY SNAPSHOT

Legal Name	SCHIHP Technologies Ltd (BN 7094427)
Trading As	aeaa Design Company
Sector	Fashion Ed-Tech · Social Impact
Annual Revenue	Under #5M (growing)
Team	1 FT + 2 Advisory Board

FOUNDER PROFILE

Education	First Class, Business Admin.
Origin	Ovwian, Aladja, Delta State
Key Skill	Research & Data Analysis
Mentor	Tanho Attah, KADE KEYO
Years Active	14 years (2011-2026)

PRODUCTS & SERVICES

Flagship	SCHIHP Behaviour Programme
Fashion line	aeaa high-impact essentials
Published	Diary of the Success Addict
In pipeline	Think-In thought prompt app
Distribution	Online advertising

GROWTH & IMPACT

First N1M	~4 years after founding
Key pivot	Shut bespoke → SCHIHP scale
Funding type	Savings + 1 investor
AI adoption	Active - reduces costs
Impact goal	Optimise human potential

MILESTONE TIMELINE

- 2011 Founded** aeaa from bedroom in Delta State with N50,000 savings after NYSC.
- ~2015 First #1M milestone** reached ~4 years in. No celebration - just more work.
- 2000s Strategic pivot:** Shut bespoke design to focus fully on SCHIHP and performance essentials.
- 2024 Relocated to Lagos.** Husband supported without hesitation.
- 2026 MINE 1000 Spotlight.** Think-In app in development pipeline.



3 TIERS AVAILABLE

Invest in Your Story. Secure Your Legacy.

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Video Documentary

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₦200k

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- National and Global Visibility
- Largest Annual SME Database
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