



**ACR Global Consulting**  
CONSULTING & FRANCHISE. LAGOS

MINE 1000 · CONSULTING & FRANCHISE. LAGOS 2026

NIGERIA'S ENTREPRENEURIAL SPOTLIGHT

MINE 0007 . CONSULTING & FRANCHISE. LAGOS

Made in Nigeria Entrepreneurs (MINE)

# Funmilola Adedeji-Bajulaiye

From a Desk Chair Startup to Building a Global Franchise Ecosystem,  
ACR Global Consulting



MINE 1000 SPOTLIGHT 2026

## From the Family Boardroom to Building Africa's Franchise Ecosystem

In a continent where most large businesses run out of steam at the first scaling wall, the firms that survive are usually the ones that get the system right. That insight is what shaped Funmilola Adedeji-Bajulaiye's life's work.

Raised in Ikeja, Lagos, in a household where both parents were entrepreneurs - her father an industrial consultant, her mother a contractor in oil & gas and other ventures Funmilola grew up watching enterprise from the inside. The career talk that changed everything happened in secondary school, when her father made a remark that stuck: accountants do not own the money they count.

By 2012, while restructuring her father's company in the role of Executive Director, she made the leap. She founded ACR Global Consulting from a desk chair in one of the rooms of his office, with no external capital - just personal savings and seed payments from early clients. The first major customers were RT Briscoe, Mama Cass, and the Lagos State Football Association.

Today, ACR Global is the rescue team for African enterprises hitting their scaling ceiling - converting working business models into franchise systems and helping founders raise capital and penetrate global markets through a network of franchise-focused investors. The team operates across three continents: Africa, Europe and the United States.

What distinguishes Funmilola's approach is her obsession with structure over hype. While many founders chase rapid growth, she focuses on building systems that can be replicated, scaled, and sustained across markets. Through franchise engineering, she has turned business success from a one-location achievement into a repeatable model - enabling African businesses not just to grow, but to expand with clarity, consistency, and global competitiveness.

-MINE 0007 FEATURE

## She *Restructured* Her Father's Firm

In 2012, Funmilola walked away from the security of an executive director's chair to launch ACR Global Consulting from a desk in her father's office - betting personal savings on a vision to scale African businesses through franchise systems. What began as a bold, uncertain step quickly evolved into a mission to solve one of Africa's biggest business gaps: scalability. With no external funding and limited resources, she relied on strategy, discipline, and early client trust to build momentum. That decision laid the foundation for what would become a cross-continental franchise development firm.

*"We must believe in our heritage and amplify our successes. Our story as Nigerians forms the basis of our greatness. We must wear Made-In-Nigeria proudly."*

— Funmilola Adedeji-Bajulaiye, Founder & President, ACR Global Consulting, 2026

2012  
FOUNDED

#0  
STARTUP CAPITAL

14 yrs  
IN THE GRIND

## SECTION A - THE FOUNDER'S ORIGIN STORY

## The Daughter of *Two Entrepreneurs*

Funmilola Adedeji-Bajulaiye grew up in Ikeja, Lagos, in a home where both her parents ran successful enterprises. The blend of an industrial-consultant father and a contractor mother gave her a front-row seat to enterprise long before she earned her first paycheck.

### WHERE DID YOU GROW UP?

**Ikeja, Lagos.** A childhood shaped by the everyday rhythm of Nigeria's commercial capital and the visible influence of two parents who were already running their own businesses.

### WHAT DID YOUR PARENTS DO?

**Both my parents were entrepreneurs.** My Dad was an industrial consultant and my Mum was a contractor for oil and gas and other thriving businesses. "All I saw before me were very successful entrepreneurs."

### WHAT DID THE YOUNGER YOU DREAM OF BECOMING?

After a lengthy career conversation with her father - one in which he made the point that "**accountants do not own the money they count**" - she made up her mind in secondary school to become a consultant and entrepreneur in her own right.

### WHEN DID YOU DECIDE TO RUN YOUR OWN BUSINESS?

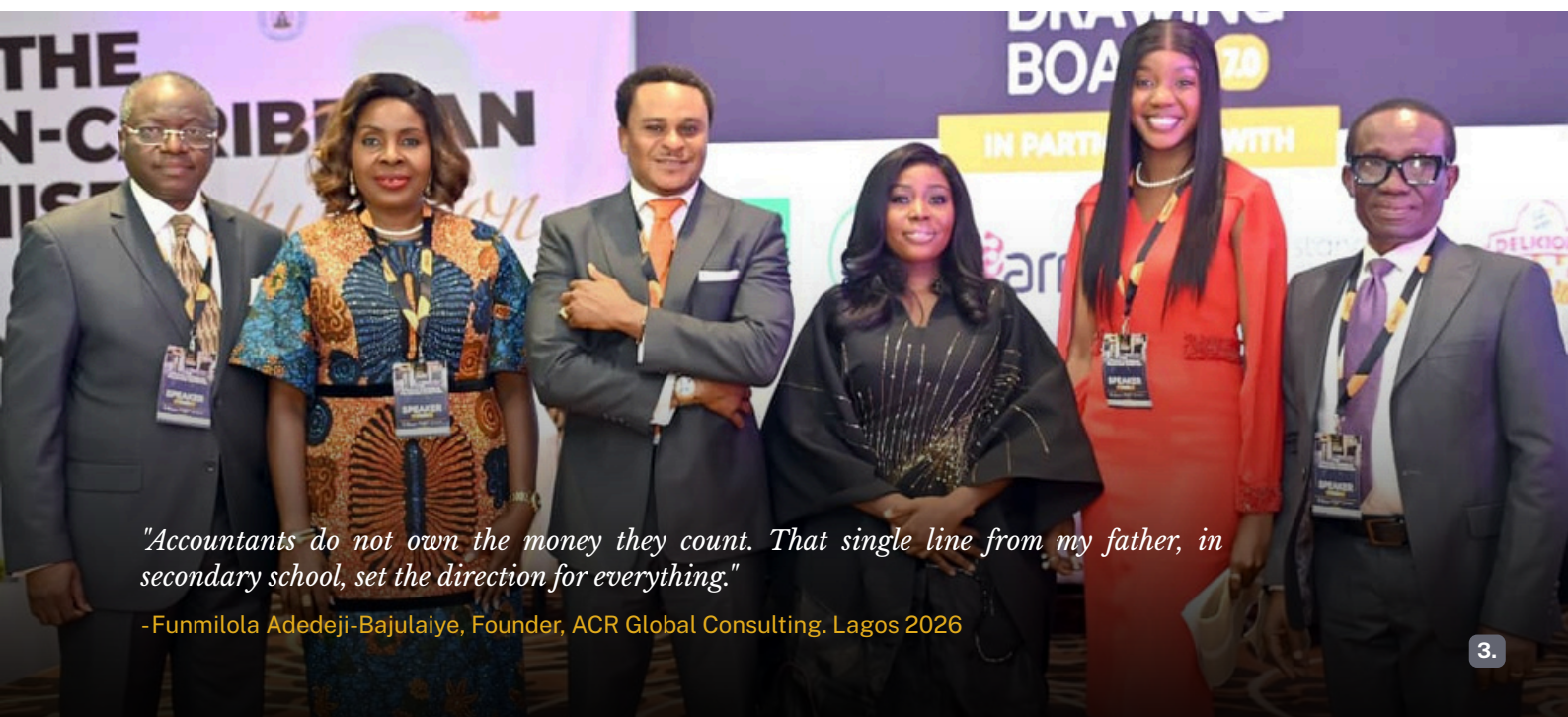
A clear, deliberate decision. "**I knew I was going to be an entrepreneur with focus on consulting in secondary school,**" she says - the seed planted by that single career talk with her father.

### WHO INSPIRED YOUR ENTREPRENEURIAL JOURNEY?

"I refer to myself as **the daughter of the Holy Spirit**. He is the singular inspiration for my creativity. He also blessed my earthly parents with the entrepreneurship drive which I also learnt from."

### BEFORE THE BUSINESS, WHAT DID YOU DO?

She was Executive Director at her father's firm, leading a restructuring exercise. "**That role gave me the discipline and the perspective to know what scaling really requires.**"



*"Accountants do not own the money they count. That single line from my father, in secondary school, set the direction for everything."*

-Funmilola Adedeji-Bajulaiye, Founder, ACR Global Consulting. Lagos 2026

SECTIONS B & C  
- BIRTH & STRUGGLES

## Quitting the 9-5, Building the Pipeline: Year One

### What didn't kill the business...

#### YOUR VERY FIRST CUSTOMER?

RT Briscoe, then Mama Cass, followed by the Lagos State Football Association. "These clients encouraged my novel approach to doing business. When I got paid I felt like I received capacity, and there was more I could do for our economy."

#### WHAT WAS DAY 1 LIKE?

A desk chair in one of the rooms of her father's office. No fancy address, no glass tower — just borrowed space, personal savings and seed payments from those first three clients.

#### HOW MANY TIMES DID YOU HEAR "NO"?

"Several times. But most Nos were turned to Yes." The first year was about giving away time and services free to lift up the labour market — a lesson in pricing she would later have to unlearn.

#### WHEN DID YOU ALMOST QUIT?

"Two major times." Income wasn't covering costs and banks weren't extending loans or overdrafts. Each time, unsolicited referrals from clients she'd never met arrived as the answer. "My business grew through a strong referral network."

#### LOWEST FINANCIAL POINT?

Stretches when she couldn't pay corporate or domestic staff salaries — or even her personal needs. The visible glamour of entrepreneurship was, in those years, mostly invisible.

#### BIGGEST MISTAKE IN YEAR ONE?

Doing too much for free. "I was giving away a lot of time and services free because I wanted to help lift the labour market." The fix: a sustainable plan, separated CSR, and steady reworking of systems toward smarter execution. Today the firm is at ~70% automation with a leaner team.

#### BIGGEST PERSONAL SACRIFICE?

"While other ladies were using their money to buy makeup, travel and bags, I was investing mine in building our economy and trying to raise a family. It was a lot of sacrifice and learning — but it paid off."

SECTIONS D & E - BREAKTHROUGH & THE BUSINESS TODAY

-BREAKTHROUGH & TODAY

# From Operations to Strategy & Continents

**BIGGEST OPPORTUNITY THAT CHANGED YOUR TRAJECTORY?**

CEO Drawing Board 6.0 in 2024. "When people from 100 countries participated in our conversations" - that international scale validated the franchise-development thesis and unlocked the next level of partnerships.

**THE ONE DECISION THAT TURNED OUT BRILLIANTLY RIGHT?**

Breaking up ACR Global's services into focused subsidiaries and "focusing heavily on building the African Franchise Ecosystem over the last 4 years. It was a risky decision that is beginning to pay off."

**MOST POPULAR PRODUCT TODAY?**

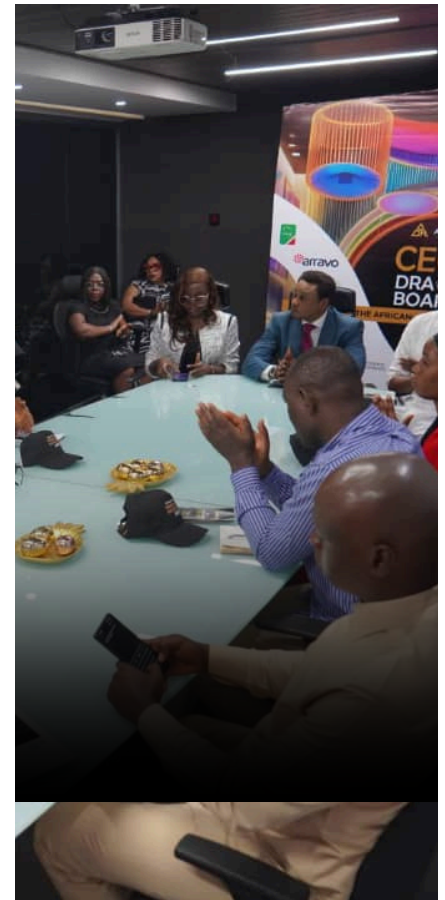
Franchise Development & Expansion alongside staff training through the Franchise School. "These two solutions allow our client businesses to scale and penetrate new markets with greater stability."

**HOW HAS YOUR ROLE AS FOUNDER CHANGED?**

"When I started I was very operational. But now I have a very supportive and efficient team, so I can take up my role in Strategy, Capacity Building and Content Curation with greater focus."

**WHEN DID YOU KNOW YOU MIGHT SUCCEED?**

"After CEO Drawing Board 6.0 in 2024, when people from 100 countries participated in our conversations." It was the moment international scale stopped being a goal and started being a fact.



**SIGNATURE SERVICE**

## Franchise System Engineering

Converting working business models into franchise systems and connecting founders with franchise-focused investors across Africa, the Caribbean, the Middle East and Europe -so they can scale with stability.

**FULL SERVICE MENU**

- |                                  |                                |
|----------------------------------|--------------------------------|
| <b>01. Franchise Development</b> | Model conversion & rollout     |
| <b>02. Franchise School</b>      | Capacity building for teams    |
| <b>03. Capital Strategy</b>      | Investor-network introductions |
| <b>04. Content Curation</b>      | Authority & thought leadership |

**FLAGSHIP FIRM**  
**ACR Global Consulting**

**IDEAL CUSTOMER**  
**Founders w/ global mindset**

**CURRENT LOCATION**  
**3 continents**

**TEAM SIZE**  
**Africa, Europe, USA**

**NEXT PRODUCT**  
**100 African Franchises**

**TARGET MARKETS**  
**Caribbean. Middle East . EU**

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

# Lessons from *Building the Ecosystem*

Fourteen years of consulting, restructuring and franchise design - Funmilola shares the playbook learned from a desk chair in her father's office to a team operating across three continents.

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

"In Nigeria, we love the show and the glamour." Translation: positioning, storytelling and visibility matter as much as the underlying work. Without them, even great solutions stay invisible.

**BIGGEST MYTH ABOUT ENTREPRENEURSHIP TO DEBUNK?**

That entrepreneurship is glamour and the visible result. The real story is delayed gratification, sacrifice, and a long stretch of giving more than you get - before any of the public success arrives.

**WHERE DO YOU SEE ACR GLOBAL IN 5 YEARS?**

"If the Lord tarries, we plan to put our clients on the list of Fortune 500 companies and build a global economic network that provides leverage for African Founders."

**MOST VALUABLE SKILL FOR YOUR SUCCESS?**

Branding. Relationship Management. Content Curation. Future Framing. Sales & Negotiation. The five skills that consistently moved deals forward and built the firm's referral engine.

**WHAT PROBLEM DOES YOUR BUSINESS SOLVE BEYOND PROFIT?**

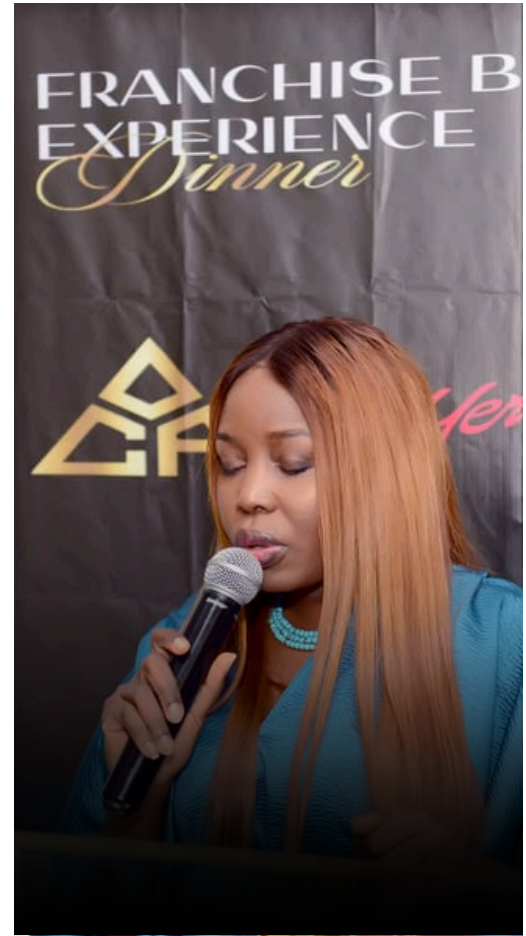
Improving Trade Export through brands and encouraging FDI into the Nigerian economy. By turning local successes into franchisable, exportable systems, ACR Global gives African enterprises a credible vehicle for global growth.

**WHAT DOES "MADE IN NIGERIA" MEAN TO YOU?**

"We must believe in our heritage and amplify our successes. Our story as Nigerians forms the basis of our greatness. We must believe in our genius and wear Made-In-Nigeria proudly!"

**HOW DO YOU HANDLE TAXES AND COMPLIANCE?**

I have a very good Tax Consultant. We do what they say.



**FUNMILOLA'S VISION**

**Made in Africa**

- A** — Africa  
"I am African, born in Naija."
- F** — Franchise  
100 African-owned franchises target.
- R** — Reach  
Africa, Caribbean, ME, Europe.
- G** — Genius  
Heritage as global advantage.

*"While other ladies were buying makeup, travel and bags, I was investing mine in building our economy. It was a lot of sacrifice and learning - but it paid off."*

-Funmilola Adedeji-Bajulaiye, Founder & President, ACR Global Consulting

SPOTLIGHT INTELLIGENCE - FOUNDER DATA PROFILE

# Founder Intelligence Profile

A structured data portrait of Funmilola Adedeji-Bajulaiye - key facts, milestones and metrics drawn from her MINE 1000 spotlight.

## Funmilola Adedeji-Bajulaiye

*ACR Global Consulting*

CONSULTING. FRANCHISE DEVELOPMENT. LAGOS EST. 2012

- MADE IN NIGERIA
- 14 YEARS BUILDING
- MINE 0007

|                                  |                                 |                                |                                |
|----------------------------------|---------------------------------|--------------------------------|--------------------------------|
| <br><b>#0</b><br>STARTUP CAPITAL | <br><b>2012</b><br>YEAR FOUNDED | <br><b>28</b><br>AGE AT LAUNCH | <br><b>Lagos</b><br>HQ · STATE |
|----------------------------------|---------------------------------|--------------------------------|--------------------------------|

### COMPANY SNAPSHOT

|            |                               |
|------------|-------------------------------|
| Legal Name | <b>ACR Global Consulting</b>  |
| Trading As | <b>ACR Global</b>             |
| Sector     | <b>Consulting · Franchise</b> |
| Team       | <b>3 continents</b>           |

### FOUNDER PROFILE

|            |                                  |
|------------|----------------------------------|
| Education  | <b>Professional</b>              |
| Origin     | <b>Ikeja, Lagos</b>              |
| Key Skill  | <b>Strategy · Negotiation</b>    |
| Background | <b>Executive Director</b>        |
| Mentors    | <b>Late Father · Holy Spirit</b> |

### PRODUCTS & SERVICES

|                |                                   |
|----------------|-----------------------------------|
| Flagship       | <b>Franchise System Eng.</b>      |
| Core Services  | <b>Franchise Dev. Training</b>    |
| Ideal Customer | <b>Founders w/ global mindset</b> |
| Physical Hub   | <b>Lagos · Europe · USA</b>       |
| Distribution   | <b>Referrals + Network</b>        |

### GROWTH & IMPACT

|                   |                                 |
|-------------------|---------------------------------|
| Key Pivot         | <b>Subsidiaries · Franchise</b> |
| Funding Type      | <b>Self-funded</b>              |
| Support Base      | <b>Strategy · Capacity</b>      |
| Impact Goal       | <b>Fortune 500 clients</b>      |
| Expansion Targets | <b>Franchise ecosystem</b>      |

### MILESTONE TIMELINE

- 2012**    Founded ACR Global Consulting from a desk chair in her father's office, restructuring his firm in parallel.
- 2014**    Hit her first ₦1M milestone after two years of disciplined client servicing — “a moment I relished.”
- 2022**    Pivoted ACR Global into focused subsidiaries; bet on African Franchise Ecosystem as the firm's next decade.
- 2024**    CEO Drawing Board 6.0: participants from 100 countries joined her conversations — global validation of the franchise thesis.
- 2026**    MINE 1000 Spotlight: Featured as Issue 0007 — Africa's leading consultant for franchise system development.



3 TIERS AVAILABLE

# Invest in Your Story. Secure Your Legacy.

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EXECUTIVE

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Video Documentary

ENTERPRISE

**₦200k**

Text + Video + Priority

## B E N E F I T S

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