



MENTEE

Nwakuba Ezinne Goodness

Founder, [Negs Empire Solution](#)



Nigeria

Nwakuba Ezinne Goodness is an Agricultural Extension Officer, beekeeper, and founder of Negs Empire, a beekeeping company producing high-quality Nigerian honey for all income levels. She holds a Bachelor's in Education (University of Nigeria Nsukka) and has completed leadership, entrepreneurship, and finance courses from African Management Initiative (Kenya), Enterprise Development Center (Nigeria), and IFC mini MBA. An alumna of YALI, Tony Elumelu Foundation, and African Change Makers, she has 9+ years of experience in the profit sector, developing expertise in business growth, leadership, and project coordination. She is passionate about youth and women empowerment through skill development.

A National Awardee of the Federal Republic of Nigeria, her start-up, Negs Empire, is also a national award-winning honey brand. She trains locals in beekeeping, hive management, and honey production to combat rural poverty, create wealth, and ensure a steady supply of pure Nigerian honey while reshaping public perception of the industry

[Negs Empire Solution](#)

Negs Empire a Climate smart Agric-business was founded in 2019 but commenced operation in 2020 during Covid-19 pandemic as the demand for honey became so high and the market got highly saturated with adulterated honey which was very harmful to the people. Negs Empire started operations by connecting the beekeepers in localities to honey users as there was restrictions in movement during the Covid-19 pandemic. We became a reliable source for pure honey connecting smallholder beekeepers in localities with honey buyers. Negs Empire is a climate smart agric business empowering rural women and youths through training and capacity building on beehive construction and installation, beehive management and production of honey giving them opportunity to earn extra income through beehives installed in their farmlands and in turn improve pollination in their farms as bees are highest insect pollinators.



MENTOR

Priscilla Asante

Founder and CEO,
Rosswood Ltd