

FAVOUR EMELI

BIOGRAPHY



Favour Emeli is a business consultant, strategist, speaker, and published author based in Abuja, Nigeria. He is the Chief Operating Officer of Atlas Prime Consulting and one of Abuja's most recognized voices on business strategy, personal positioning, and the kind of practical thinking that produces results people can actually measure.

His entrepreneurial instincts showed up during his undergraduate years at the Federal University of Technology, Owerri, where he earned his B.Tech in Information and Management Technology between 2010 and 2015. A late-night phone call with a friend named Emmanuel gave him the idea of doing engineering drawings, physics graphs, and term papers for fellow students. He charged 500 naira per engineering drawing, 1,500 naira per physics graph, and eventually 1,000 naira per term paper, earning over 40,000 naira from those early

efforts. The guidance and counseling section of his university played an unexpected role in shaping his path, connecting him with resources and links that helped him explore supply-based business ideas while still studying. He approached companies including one called Sunic and was turned down, but the rejections built his resilience rather than slowing him down.

During his undergraduate years, he also completed an internship as an Oracle Database Administrator at NIIT in Anambra State, an experience that gave him early exposure to the technical side of business systems and information management.

After graduating, Favour built his consulting career across more than two decades of work with founders, executives, entrepreneurs, and organizations spanning multiple industries and stages of growth. A period early in his career saw him start a business, apply everything he knew, and still struggle consistently for two years while

people around him doing the same thing were succeeding. The discovery that changed everything was a single question he chose to ask.

Rather than asking why the business was not working, he asked how it could work specifically for him, given who he was, what he had, and what he was actually designed for. That shift from borrowed strategy to aligned strategy is now at the centre of everything he does with every person and organization he works with.

Over more than two decades, Favour has worked with more than 100 businesses and reached over 500 professionals across Nigeria. A significant part of his work involves grant access and readiness, helping businesses build the structure, the documentation, and the positioning they need to become grant-eligible. To date he has helped businesses raise over \$500,000 in grants, a body of work that reflects his

conviction that access to opportunity is not just about talent but about being structurally ready to receive it when it arrives.

As the Chief Operating Officer of Atlas Prime Consulting, Favour leads a team of strategists, consultants, writers, and media professionals who work with individuals and businesses across Nigeria on strategy, structure, visibility, and growth. The firm's work spans individual and business advisory retainers, business structure and restructuring, strategic positioning and brand architecture, stakeholder and crisis communication, and business assessments.

Favour hosts the Atlas Podcast, a weekly programme where he sits down with founders, executives, politicians, senior civil servants, and business operators for honest conversations about identity, purpose, business, culture, and money. The podcast explores the connection between who you are, how you live, and how you build wealth,

and reaches founders and professionals across Nigeria and beyond every week.

He convenes the Atlas Business Breakfast, a curated private gathering held twice a month in Abuja for vetted founders and senior operators. Each session is built around a single business theme and runs for ninety minutes, with the first half led by Favour in a structured teaching segment and the second half opened to the room for live questions and real conversation. The Breakfast is attended by invitation only and is designed to produce specific, actionable outcomes for every person in the room.

He drives the Atlas Business Honours, a formal recognition programme that identifies and celebrates the top one percent of businesses in Abuja making a measurable and meaningful impact in their industries and communities. The programme evaluates businesses across twelve criteria through a combination of Atlas Business

Stories research and independent investigation, and culminates in an annual ceremony that brings together the city's most significant founders, executives, and decision-makers.

Favour is the author of three books published on Amazon in February 2026. Fail Rich: 7 Money Mistakes You Should Make at Least Once in Your Lifetime challenges the conventional thinking most people carry about money, risk, and success, and makes the case for the deliberate, counterintuitive moves that people who are quietly building real wealth are already making. How Different Personalities Are Wired to Build Wealth and Where You Fit In explores how different personality types approach money and financial decisions, and helps readers identify the wealth-building approach that is actually designed for how they are wired. Church Business Model: Running a Business People Are Willing to Give You Money for

Free and Workers Are Willing to Work for Free unpacks the principles behind one of the most successful voluntary-contribution models ever built and shows how those same principles can be applied to build a business that people genuinely believe in and willingly support. All three books are available on Amazon in Kindle and Paperback formats. Fail Rich is also available as a free download on his website.

Favour holds a Project Management Professional certification from the Project Management Institute, issued in October 2024 and valid through October 2027. He has spoken at SMFest, the Nile University of Nigeria Business Summit, and the Young Professional Forum of Nigeria Delta Chapter, and has delivered keynote sessions for entrepreneur and artisan groups across Nigeria.

He runs Mid-Week Money School, through which he shares practical business and

financial insight with entrepreneurs and professionals on a regular basis. His work across every platform he runs is shaped by the conviction that most people do not need more information as much as they need the encouragement and the direction to act on what they already know.

Favour Emeli is based in Abuja, Nigeria. He can be reached at chate@favouremeli.com or through www.favouremeli.com.