

YouWiN! — Nigeria's Randomized Business Plan Competition for High-Growth Entrepreneurs

City Innovation Library · Good practice · Nigeria

Quality score: 67/100

Evidence strength: Randomised controlled trial

Summary

Nigeria's YouWiN! randomly granted ~\$34m (\$50k each) among matched finalists (2011-15, ~24,000 applicants). A World Bank RCT (McKenzie 2017, AER) found ~7,000 net jobs at ~\$8,538/job and +20pp odds of reaching 10+ employees.

Key dimensions

Dimension	Score
Evidence of impact / measured results	3/3
Transferability / demonstrated replication	2/3
Scalability	2/3
Sustainability / continuity	1/3
Innovation	2/3
Inclusiveness / equity	2/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-08-08

Federal Government of Nigeria (Ministry of Finance, Ministry of Communication Technology, Ministry of Youth Development), with World Bank and DFID support — accessed 2026-08-08

McKenzie (2017), American Economic Review — study summary — accessed 2026-08-08

NPR — Nigeria's YouWiN! Contest Gives \$50,000 Each To Hundreds Of Small Businesses — accessed 2026-08-08

World Bank Microdata Catalog — YouWiN! Impact Evaluation 2011-2016 — accessed 2026-08-08

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