



MENTEE

Sabiha Rashid

Co-founder and Director, Rosho Mastermind Ventures Ltd



Tanzania

Sabiha holds a BA in Political Science and International Relations from the University of Birmingham UK. While at the university, Sabiha was inspired by the healthy and delicious snacking options available prompting her to start 'rosho' to provide the same quality snacks in Tanzania. She was born into a family of entrepreneurs, and drew immense entrepreneurial inspiration from her mother, whom she likes to call a hustler. Since she was a child, her mom ran a canteen at the local school where Sabiha completed her primary, O and A Levels with distinctions. Sabiha's main role is to ensure all business functions of the company are in line with its values and contribute to realisation of her vision. She recently won 1st position for the Accelerating Women Climate Entrepreneurs.

Rosho Mastermind Ventures Ltd

'rosho provides its customers with healthy and tasty snacking alternatives, with a goal to 'marry wholesome with delicious'. Rosho (TM) comes from the Swahili word "Koroshoo" which means Cashews, a truly Tanzanian crop and the main ingredient for all 'rosho products which include, Cashew Energy Bars, Cashew Butter and Flavoured Cashews. The business has made a name for itself for being the First (Proven by the local Bureau of Standards).



MENTOR

Michele Lee Schwerha

Research and Development Director,
Barry Callebaut