



MENTEE

Siny Samba

Founder, CEO, Le Lionceau



Senegal

Siny graduated from Montpellier SupAgro, France as a food processing engineer. This gave her the opportunity to merge her cooking hobby and passion for supporting children in her country-Senegal. Raised in an environment that valued helping others, she was resolute in dedicating her life to making a positive impact on people's lives. Following her studies, she embarked on a career at France's leading infant nutrition company, which offered her the opportunity to deepen her expertise in this domain. Motivated by her desire to contribute to her country's development, she courageously decided to return to Senegal and establish her own company. Believing in the fundamental link between health and nutrition, Siny is a passionate advocate for the importance of the first 1,000 days in a child's life and actively conducts awareness and educational campaigns on maternal and infant nutrition.

Le Lionceau

From Farmers to Babies, "Le Lionceau" produces nutritious locally sourced Baby Food. Le Lionceau makes use of the rich nutritional content of indigenous local fruits, cereals and vegetables (baobab fruit, moringa, fonio) to create 20 varieties of baby food products (biscuits, purees and infant flour). The products provide nutritional elements babies need, promoting their physical growth and brain development. These products are free from preservatives and artificial flavours to accustom children to the natural taste of food at an early age. Le Lionceau allows parents to save time, be confident about their children's nutrition, and give them meals in line with their consumption habits. The enterprise offers a complete customer experience by organizing workshops, training and tasting sessions with the community. The enterprise also works closely with smallholder farmers and women groups to reduce post-harvest losses, strengthen local food value chains and promote an inclusive economy. By creating a sustainable link between farmers and babies, Le Lionceau reduces the reliance on imported products in the baby food sector in Senegal (where 90% are imported), accelerating local economic growth and job creation.



MENTOR

Anne Sarfo

CEO,
Anne's Perfections