

## if all else fails, Africa carries promise



**From** Sherrell <sherrell@sherrelldorsey.com>  
**To** Steve <sjohnston@tuesdayforumcharlotte.org>  
**Date** 2025-06-25 11:46

**REGENERATIVE**  
By Sherrell Dorsey

Your front row seat to the future  
of sustainable innovation.

---

My flight to London landed right on time. I slept most of the way from Nairobi, blissfully unplugged and \$17.99 richer from the satellite wifi I decided not to spend on in order to remain connected to the outer world. Unfortunately, as soon as I made it into the bustle of Heathrow at 6 a.m., Trump's attack on Iran was flooding the news cycle, and I seriously debated whether or not it would be worth it or wise to return to America.

Truthfully, it wouldn't have taken much convincing. My time at TED Countdown had been nothing short of soul-stirring. Heads of state. Long talks with farmers like [Josephine Waweru](#). Fiery entrepreneurs like Samir Ibrahim lighting up conversations about what's possible. But what really took the cake was a four-hour meet-up with [Jehiel Oliver](#) of Hello Tractor. We visited his offices, made a quick detour to his daughter's school to catch her play (a last-minute discovery, courtesy of his wife, who was out of town), got caught in a torrential downpour, and capped it off with a few photos to commemorate a decade-long journey since our first meeting.

My first big trend story at [Fast Company](#) was about Jehiel's first investor—a successful D.C. construction exec writing his inaugural angel check to a young, hungry, Black founder building an agritech startup in Nigeria. Cleveland never left Jehiel, though his work has since expanded across Africa, grown to over 140 employees, landed a major partnership with a top tractor manufacturer, and is gearing up to roll out Hello Tractor's own line of tractors in 2026. Talk about a glow-up. *Proud* doesn't even begin to cover it.

People like Jehiel, Josephine, and her daughter Jacqueline, who transformed a desolate farm into a thriving business and a training ground for the next generation of farmers, leave me inspired. Coming from the Pacific Northwest, where I spent my fair share of time getting my hands dirty, I get it. While I'm not quite ready to trade city skylines for a patch of land in a rural pocket of town, I deeply respect the hustle, and the undeniable opportunities brewing across Africa and beyond.

There's something magnetic about ecosystems in their infancy. Resource constraints breed bold ideas. Capital moves slower, and sustainable growth isn't just a tagline—it's the only way forward. It makes the business and lifestyle possibilities across the continent feel like a clean slate, a fresh start, and a reminder of what's still possible when we build with care.

I'm looking forward to diving deeper into Africa's entrepreneurial communities in the climate space and sharing hopeful stories and promising deals with you as I head to Aspen Ideas Fest later this week, and on to Aspen Climate in mid-July. Stay tuned.

*Sherrell Dorsey*

---

**Interested in reaching 17,000+ business leaders and  
decision-makers?**

**Advertise With Us**

Thanks for reading! If you find this newsletter useful, tell your friends to **subscribe**.

If you didn't enjoy the email you can **unsubscribe here**.

To change your email or preferences **manage your profile**.

245 N HIGHLAND AVE NE, STE 230 #873, ATLANTA, GA 30307