

AFRICA'S PREMIUM ENTREPRENEURIAL RESOURCE

story

ISSUE 2

INSPIRING AND BUILDING

THE MISSION TO ADDRESS POVERTY

Mrs. DORA NSUWA CUDJOE FORSON
(senior environment specialist,
world bank)

TWINS DON'T BEG

THE TRUE STORY BEHIND
PHOTOGRAPHY

MSM
BUSINESS
DIRECTORY

AFRICA'S YOUNGEST FEMALE TO RUN AN ACCREDITED INTERNATIONAL COLLEGE

caroline ESINAM ADZOGBLE

"1 million dollar scholarship fund"

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THE PUBLISHER'S STORY



Everything you need to know about life can be found in the stories of others – whether untold or told our stories are all intertwined with one another. You are a summary of your thoughts and depth of what remains unhidden to you. Your story is worth sharing not because you are perfect but because in your imperfections or perfections, your strengths or weaknesses, pessimism or optimism lays an underlying truth about life that another is searching for. This is why we at My Story Magazine believe by sharing amazing stories of talents and leaders we could inspire a generation of business and technical leaders on the continent by revealing one truth at a time. My Story Magazine is building and inspiring the continent one story at a time. In this edition we share the

inspiring stories of change leaders who have not only been bold to make mistakes but strong enough to take decisions that are causing change and impacting the continent positively. Enjoy an amazing journey through this edition, with people committed to the cause to making things happen. Enjoy over thirty (30) stories, exclusive interviews from over ten (10) different African countries. Be inspired!

This edition also introduces the MSM Business Directory, get connected with businesses from all over the continent through brilliantly crafted adverts. Always remember and be assured that your journey should and must only remain FORWARD!



a Ghanaian Woman's personal mission to address Poverty

meet Mrs. Dora Cudjoe Forson



As a senior environment Specialist at the World Bank, Mrs. Dora Nsuwa Cudjoe-Forson is at the centre of global efforts to help address extreme poverty and protect our planet's natural resources. She has spearheaded phenomenal gatherings and initiatives geared towards making the world a better place; and in this article, she opens up to me about her life, family and what her position entails:

- **Who was Dora before World Bank?**

I worked with the Global Environment Facility Secretariat right after completing my Master's Degree at the Yale University School of Forestry and Environmental Studies. Before Yale, I was a coordinator for the Global Student Leadership Program at Manhattanville College, NY, a program I

attended earlier in 2001 as a United Nations Development Program-sponsored representative for Ghana and a new graduate from the Kwame Nkrumah University of Science and Technology. Prior to that, I served as a national service personnel at the Environmental Protection Agency in Sekondi-Takoradi, Ghana. During that period I launched an education and awareness campaign for six primary schools in Takoradi that built on the findings from my undergraduate dissertation, "Perception of Urban School Children of the Forest and its Benefits".

- **How does it feel working with the supreme bank of the globe?**

I count it both as a response to my calling and a blessing to serve in my current capacity as a Senior Environment Specialist here at the World Bank. For me there has never been a dull moment helping our

client countries achieve their development goals in line with the World Bank's twin goals. The World Bank Group has set two goals for the world to achieve by 2030: end extreme poverty by decreasing the percentage of people living on less than \$1.90 a day to no more than 3%; and promote shared prosperity in a sustainable manner by fostering the income growth of the bottom 40% for every country. It is a privilege to provide our client countries with the technical and operational support to help them better manage their natural and human capital.

- **How long have you served as the senior Environmental specialist at the World Bank?**

For four years.

- **How would you describe/define your position at the World Bank?**

Helping the client to identify world-class tools and resources needed to optimize use of its natural resources assets to alleviate poverty and improve living conditions while ensuring equitable distribution of benefits in a sustainable manner. I am really thrilled by the growing capacity at the local level and the contribution of natural resources to address climate challenges, improve incomes, support a stable economic environment and ensure that benefits are shared across generations.

- **Aside from generating wealth and introducing new initiatives, how has your job added value to your life?**

As I mentioned before, working in the Bank fulfils my calling and my passion to succeed. This is not to say that what I do is easy, but I find my job very fulfilling. The Bank believes in leaving no one behind in the fight against extreme poverty and this includes working in fragile and conflict countries or in remote, inaccessible areas.

- **Taking a cue from your life and career as a woman, how do you/World Bank intend on empowering more women into this field?**

You bring me to a blog I wrote on an all-women's village experience in (North) Sudan: <http://blogs.worldbank.org/nasikiliza/an-ode-to-the-lady-in-blue-in-kassala-state-sudan>. The World Bank prides itself on making a mark when it comes to setting the pace for gender balance and inclusion. Our CEO is a woman and as you may know the Vice President of the World Bank East Asia and Pacific Region is a woman and from Ghana. These women, and others in leadership positions, are paving the way as role models for younger staff.

- **Is your family supportive of you?**

My husband is my greatest cheerleader. My children are also interested in my work, so much so that they take delight in visiting the Bank on 'Bring your Child to Work' days. I truly appreciate it when my children try to propose and write about solutions to development and human wellbeing challenges they see or hear about in the news.



- **When and where were you born?**

In Asankrangwa, in the Western Region of Ghana

- **Where do you originally hail from?**

My early, formative years were in Dwenase, Sefwi Wiawso where I lived until I was 7 years old before moving to Takoradi, the regional twin capital of Western Region.

- **Do you recall any interesting stories regarding your childhood?**

You know how they say; childhood virtues and vices begin in early childhood? Well I grew up under the impression that all dads are hands-on when it comes to nurturing their children from ironing their uniforms, helping pack their lunch boxes, reading together, preparing for examinations together and telling stories every night? These are my perception of fathers. He did all this, in addition to being the Marketing Manager of a timber firm.

- **What is your earliest memory?**

Traveling with my father and little sister to Accra on one of his treks and witnessing burning bushes left and right. I only understood later that that was the El Niño effect in Ghana – drought, bush fires, no/little harvest and subsequently famine. I remember very well being encouraged by my dad, Mr. John Nac Cudjoe to write essays on deforestation in response to competitions in the Junior Graphic. It therefore does not come as a surprise to me that although I wanted to go into the medical field, exposure to environmental issues as a child made an impression on me, and here I am.

- **Who was the most influential person to you as a child?**

My father is a good role model. He pays attention and makes every little thing count. Indeed, he has his way of making you feel that you are the best at everything and working hard only brings out the best in you. He has his fingerprints all over my going to Yale. He sent me newspaper clips on everything Yale and made it look like it was THE SCHOOL!! I remember when I was second guessing myself about taking the offer to go to the IRNR, KNUST he readily sent me materials written by Leticia Obeng. I later found out that Leticia's daughter also called Leticia Obeng worked at the World Bank. Fathers have their own way of making us aspire for greatness!! Yes, that is my father.

- **What was/were your favorite game/Games?**

I loved sprinting and so I will call that my game. Reading was my default thing though. I played 'ampe' alright but would not call it my favorite game.

- **What was your very first career ambition as a child?**

To be a medical doctor.

- **What is your definition of "happiness?"**

Happiness is contentment and the belief that I am not alone because Jehovah God looks out for me and I can trust Him to watch my back and make my way blameless.

- **What is your most memorable travel experience?**

My mission trip to Bhutan. I could not wait to appreciate the feeling of 'gross happiness' and I believe I did. The sight of clear pristine water bodies in the city contributed to it, the cascading mountains, the well-fed stray dogs and the dedication of the team with whom I worked.

- **What is your happiest memory?**

Some of my happiest memories are singing hymns in the Chapel at Wesley Girls High School. Music soothes the soul for sure!

- **What accomplishment are you most proud of?**

My days as a school athlete at Archbishop Porter Girls Secondary School in Takoradi. That really taught me discipline, focus and efficient use of time.





Ing: Nana
AFUA SARPONG

Ing. Nana Afua Sarpong is a female entrepreneur who oversees about 5 companies. She is an astute entrepreneur with expertise in Business Management.. She grew up in Tema community 5, and attended SOS for her primary education, and St. Roses for her secondary level education. She had her undergraduate degree in Civil Engineering, at the University of Massachusetts, Amherst. She had her masters program at the University of Maryland University College, where she specialized in Business Administration. Ing. Nana Afua began her working experience in the states where she worked with a second largest defence contractor, building ships and submarines.

She relocated to Ghana in 2010, where she worked with some construction companies including Trasacco before starting her own business. Her desire to become an entrepreneur begun when she was a young girl, she used to sell Indian almond (abrofo nkatea) in her local community, and also since both parents are entrepreneurs, it made things easier.

Deciding to major in Civil Engineering didn't come easy, she had initially wanted to study medicine but failed her biology class so decided to stick to what she was really good at, Math and hence Civil Engineering. Her decision to move to Ghana was a result of giving back to the nation since it's a growing or developing country. She realized lots of opportunities she could take advantage of. In an interview with MY STORY MAGAZINE, this is what Ing. Nana Afua had to say about her company:

"My company is KNAS Development Company Limited, it's a design and build company. We offer engineering and architectural designs services, thus (mechanical, civil , construction and electrical services), and then build, that is where the construction part actually takes place. We are also into residential and commercial services"

The My Story Team also asked her what inspired her to choose KNAS as her brand name, and this was her response:

"KNAS development is actually K.N.A.S where it was named after my siblings, Kwadwo, Nana Afua, Abena Sarpong. . The inspiration came from my family, we are very close siblings, kudos to my parents for ensuring this"





As a female entrepreneur, she believes entrepreneurship plays a key role into development of the country, where entrepreneurship serves as solutions to most of the continent's problems. She believes these problems can be solved as a result of the creativity of other people. Thinking outside the box, growing their ideas, she believes a lot of people can take advantage of the technology evolution. She had her first building contract from her mum's friend, amidst the challenges faced, she still persevered and believes that when starting a business, there will be a lot of pro-bono to do. She also believes that as an entrepreneur, you must keep proper track record and develop good financial modules.

In one word, she sees herself as a disciplined entrepreneur.

In conclusion as a female entrepreneur, Ing. Nana Afua's inspiration is the zeal to leave her legacy behind. She also wants to inspire people to basically go beyond their limit, though her field is a male dominated area, yet her love for Ghana drives her to keep doing what she is doing. She extends her appreciation to Mr Akwasi Achampong who gave her the first opportunity to build his house. Mr. Bamfo-(Sikkens), Mr. Kweku Bediako (Chase Petroleum), Her mum (Mrs. Mabel Sarpong), father (Mr. Kwabena Sarpong), whom she takes a lot of advice from, and lastly her husband(Mr. Harold Boateng).



TWINS

DON'T BEG

Photography Entrepreneurs





1. Kindly run us through your educational and family background?

We are Emmanuel Appiah-Gyan and Samuel Appiah-Gyan born in Kumasi (Knust hospital). Our parents stayed at Ayigya (suburb of Knust) in a one room apartment. We started our Education from Knust; Day Care, JHS, SHS and University.

we have 3 sisters, unfortunately we lost our dad just as we began our National Service after our first degree. Due to this, we've come very close to our mum.

2. What stimulated your interest for photography?

When we were on campus, we were mostly into events. For you to succeed at something you must notice the problem and find the best way of solving that particular problem.

Though we were into event on campus, we couldn't get things right to making our events excellent. We realised most of the people we used for our pictures couldn't give us the "excellent" we were looking for. During that time we couldn't afford the right tools.

Right after University, we were on a movie set called CURSED ONE. it was a Hollywood movie. We actually learnt cinematography while on set. It was after that project that we started our own photography. The passion to make good pictures led us into photography.

We've been into photography for 4 years and counting.

3. What are some of the services you provide.

We are into PR for products / advertisement. Brand activists and influencers. that led us to begin SWAG OF AFRICA.;

We had an inspiration of reaching out to brands and other platforms which were not necessarily about photography, we had the concept to project Africa into the market of the media and we were inspired by how other people presented Africa's fashion globally. TWINS DON'T BEG is just the two of us. SWAG OF AFRICA is a team of young passionate photographers. We





also have videographers/bloggers and graphic designers.

4. How do you relate with other brands and individuals?

A good photographer is someone who has a good relationship between the subject and the camera." We've also earned the trust from many celebrities. That keeps us moving.

5. Any memorable projects so far?

We've had moments with the President, especially when we had the moment to sit in a presidential jet. We also worked with the second Lady of Ghana Mrs Samira Bawumia.

6. How do you manage challenges?

Challenges makes you a better person. We accept challenges as it happens . We learn from it and we move on.

7. Do you have any social life apart form been on the social scene?

We hang out with friends and family a lot.

8. How do u keep up with your game?

We always look up and keep learning to become better people.

9. What do you aspire to become in the ear future?

To be the official photographers for "BET". ~To also become a picture to the great continent of Africa.~

10. What's your advice to upcoming photographers

Be different and versatile.



A good photographer is as good as their product. It's not easy to start doing something. You must be willing to learn and to become better, learn on your own.





NAOMI

M O N A R I

An award winning young startup Entrepreneur from Kenya

Meet Naomi K. Monari, a Nurse by Profession/ Founder and CEO of BenaCare. An award winning young startup Entrepreneur at the just ended Start up Awards organized by Platinum African Solution in Kenya.

Naomi founded 'BenaCare' as a student nurse when her search for extra money proved to her that solving a problem was the easiest way to get paid. She identified a problem which was expensive hospitalization in Kenya and solved it by providing nurses at home at an affordable rate.

BenaCare offers quality, affordable and reliable nursing services at the comfort of the patient's own home and offers screening

services at the Workplace for exposed patients in line with the Occupational Safety and Health Act. Over the last one year, 98 Medical practitioners have benefited from long or short term contracts with BenaCare; 50 families have paid less as cost for hospitalization and 240 employees in industries dealing with dangerous compounds have been screened and are receiving help.

She is 25 years old and a mother to a beautiful three year old daughter. Growing up as a student, she was broke and as a mother her needs kept increasing. She saw the need to find extra medium to make some money. It was during this moment that she identified a

problem which was expensive hospitalizations. She thought through it and decided a solution for it as a home nurse, and that was how BENACARE came into existence. Her interest in this particular field is to solve the problem of prolonged hospitalization and outrageous hospital bills. They provide quality, affordable and reliable nursing services to the sick, patients with life limiting illnesses and senior citizens. We also offer workplace screening for cancer and other lifestyle diseases for employees working in industries and who may be exposed to known carcinogens. We have a pool of registered nurses, nurses' aid and Occupational therapists, Physiotherapist, Doctors and Nutritionists that make this possible. Benacare is a start-up business which serves as a great solution in the health system of Kenya and beyond. She believes in 5 years Bencare should grow by at least 800%. And as an African entrepreneur, she believes in self-development for a higher capacity. Being able to contribute to Africa's economy is something she takes pride in.



As a young African woman, there is what the society has set for you to do, for instance; "you graduate from school, get a normal job, get married, get a loan as a worker, raise a family etc. When you then go against the sequence, people look at you like you are outrageous or even crazy. Example, why start a business when the government can employ you?"

In her final remarks, she stated she is sure not to give up, because part of her assignment is the daughter. She has to live as an example to her. She always wakes up each day with the picture of hope, perfection and impact. These things drives her up in the morning and every night.

She is compelled to do more especially when she meets other young Entrepreneurs doing great stuff. "The journey as an entrepreneur has been amazing, a bit tough sometimes but whatever you have signed up for make sure you complete that journey to help build Africa" - Naomi K. Monari





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NUGGETS FOR ENTREPRENEURS

These nuggets in my opinion represent what could change the face of doing business in Africa for Young Entrepreneurs. Feel free to share and adapt.

Focus- Every Entrepreneur will at various stages of their entrepreneurial growth hear that passion translates into a call to find a need to solve or a need to be created and solved. Often, the passion we have remain mere intentions/ideas and may not become successful businesses, because the ideas we carry are not the success we seek, the businesses established are what define success. For many Young Entrepreneurs, determining among this lot, a clear concise vision and focus on that one true idea and its possibilities that best represents who you are may make the difference for you. Having an array of things you do or are good at is cool as some will tell you, what ticks is a clear focus on one thing that works, that you are known for, that has a definite bigger picture in industry terms could do the trick for you.

Be Focused!

Value – The biggest challenge for many starting up is finding that unique value proposition that clearly outlines the need the market yearns for. Importantly it is continually understanding what Customers want and whether a company's product or service is commensurate with the needs of the market that isn't static. A company's true moment of success is its ability to continue to offer value to its client over their lifetime through winning new clients or maximizing repeat purchases from existing clients.

Create and Rethink Value!

Product Development – Will hype, photoshoots grow your Business? Personal branding will only reinforce brand perception based on the product or service your company offers to an existing or new market. Real growth is driven through tangible and intangible products and for most part, your brand perception holds real value when you can speak in real turn-over and contribution to taxes about your Business than simply looking good, speaking well or posing for the camera to be respected as an Entrepreneur. If your Product isn't actively marketed beyond the owner's personality, you don't exist as an Entrepreneur.

Create and Improve Your Product or Service Offering!

Team Building: You cannot succeed on your own as a Young Entrepreneur, and in today's economy you won't find the right talent anywhere, except you can mold attitudes, train and inspire only to the extent that the employee hired is willing to bear. Increased motivation may help increase productivity but hire more for Loyalty and Attitude than for the skill potential employees claim they possess.

Create or Improve Team Culture!

Capacity: Without the relevant understanding of modern tools and demonstration of knowledge in Administration, Performance Management, Team Building, Sales and Customer Service among others you will become obscure and obsolete as an Entrepreneur.

Build Your Capacity!

Financial Performance: Financial Performance is tied to sales, financial reporting and controls but importantly without key metrics to assess and grow sales, you will not grow as a firm or Entrepreneur. Research on ways to measure Client Growth, Sales, Tools to check finances, appropriate Budgeting and proper Governance structures to increase your success rate as a Young Entrepreneur. Implement more OKR's than KPI's.

Real Growth Trumps PR!

Growth and Sales- Regardless of the PR you build around your company, without tools to measure Performance you will never succeed if you don't have the numbers to back it up with a reasonable baseline to demonstrate real growth. Without a proof of concept that shows real growth or potential, you risk overestimating your potential.

Without increased Sales, Your Passion is meaningless. Without measurable Impact, you cannot define your level of Impact.

Business Partnerships: Your Business is only as good as the Partnership agreements you draw up or enter into to help you run/manage your Business. Seek Counsel, Invest in the Process, Build Trust above all, do what you said you will do.

Your Partner must reflect the future you want!

Hiring: Truth is you may never get the best of talent on your first hire. Loyalty, Attitude, should be qualities you look out for in Staff beyond Skill.

2018 is a year of numbers, growth, turn-over, governance, product and brands and certainly not about you my dear Young Entrepreneur. It's no longer about You! Build that business and let's celebrate Your Business because you made it work, not because You are the Business!

Profile of Writer: John Armah is the CEO of the Orios Group. He is empowering young Ghanaian Entrepreneurs with Training, Investment, Strategies and Policy Advocacy to tackle some of Africa's brightest problems in Health, Technology, Agriculture Services and Art.

He has over 8 years in Business Advisory, Strategy and Development Services. An Award-winning Entrepreneur and Business Strategist with a passion for Startups Development and Growth in Africa. He is currently the Board Chairman for Junior Achievement (JA) Ghana, as part of JA Worldwide, Named as part of Forbes 30 Under 30 Most Promising Young Entrepreneurs in Africa (2016), 20 under 40 Most Influential Business Leaders in Ghana by award-winning Business World Magazine (2015). Voted 12th Most Influential Young Ghanaian (2016). Ranked as the 27th Most Influential Ghanaian by ETV Ghana (2012).

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ADJOA AGBO GBLO SHIE



She is known as the branded “Market Woman”

My name is Elselund Ewudzie-Sampson, I am known by my peers as Elsie which is gradually transfiguring to 'Adwoa Agboglobhie'. I'm the third of four siblings. I'm 24 years old and a Graphic Designer by profession. I hold a B.A. Communication Design from Kwame Nkrumah University of Science and Technology (KNUST).

I have always had that entrepreneurship spirit, I believe I took after my mother when it comes to that. As early as 7-8 years I started my first business of selling Gari, sugar and Roasted Groundnuts at School. I was at Awutu Breku around that time, I continued with candies and some pastries when we moved to Koforidua on transfer because of my dad's job as a Pastor.

About my entrepreneurial path with 'Big Samps Market', I didn't see it coming, because I never liked going to the market, or doing food related stuff apart from finding suitable and attractive packages. I love art and design and it has inspired most of my career decisions, so through my research for suitable packaging for our local food ingredients (which I was passionate about) I came across an online grocery shop and that's how 'Big Samps' was conceived.

I made the decision and chose to be a market

woman because, it was going to be something different and I was going to help people solve a great problem and also support the Agricultural industry in Ghana.

The business provides Grocery delivery, for individuals, food vendors and processors in small and large quantities. We also go ahead to process some of our food ingredients to our clients so they don't get spoilt easily. Then we go the extra mile of getting recipes for clients or helping them with the choice of ingredients for a particular meal.

With respect to Africa, I think Entrepreneurship is the solution to some of our problems but first our mindset. If we don't change how we think we can't even be entrepreneurs and we can't cause any change. Which means the continent will be the same forever. Because if I had decided to think about my educational background, the place I work, then I wouldn't have decided to go to the market, carry loads and interact with these women just to solve a problem with agricultural supply chain and post-harvest losses.

In the next 5 years I want Big Samps-Agboglobhie to be a household name, a brand known for its unique service. I wouldn't mind if in 5 years' time people will just call me by Adwoa Agboglobhie and not my other names, then it means I've made



a great impact. I want my business to be strongly established in at least Accra and Kumasi in 5 years, and also exporting local food ingredients (raw and processed) to other parts of the world. We should create a lot of employment for young women especially in the next 5 years. We should be known internationally, we should have a physical local food market where one can get every local food ingredient they need if they want to have the feel of shopping for their own items like they do in the local markets.

I don't know what my biggest challenge has been. I feel like they're just small challenges that I find solutions to easily. About giving up, I always say I can't explain to everyone why I will stop following this big dream, because they'll ask when I fail. But if I don't give up and I keep winning, we'll all get excited and I won't be thinking about what to say. I've come too far to give up.

Starting business with no means for funding is a big challenge. Especially when the idea came, I thought I needed GHS 10,000, then I knew there was no way I could raise that money knowing my

background, then I came down to GHS 5000, then GHS 2000, GHS 1000 and finally I started with GHS 100. I did my checks till I realized I didn't need any big money to start, I just had to be strategic, like starting the business from home and saving rent cost, using a third party dispatch company rather than getting my own bike, like starting with family as staff members for free than recruiting and many more.

The GHS 100 was from my personal savings, I don't believe in loans to start a business. Just give yourself time to strategize and then start. For all you know you don't need much.

I realized that I could have started earlier than I did, all I needed were some simple strategies to get things going, I wish I had been more outspoken and had not been scared to birth my dream. This is how it all started, this is my story.



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KEMO Bojang



Kemo Bojang is a 22 year old student leader, a local government councillor, a Champion of democracy,

Co-founder of Urban Farmers Gambia, an agribusiness, member of Give1 Project Gambia, a global non-profit organization, TeamGomSa Bopa a civic movement, He4She the Gambia, an organisation that deals with gender inequalities, mentor of young people and the founder of Bakau youth development association which is a community development based association amongst many other community engagement campaigns in the Gambia.

Kemo is currently enrolled at the University of The Gambia Studying History and Political Science where he will graduate in 2020. One of his biggest goals is to get to the highest level possible in business and politics and ultimately

hoping to serve his people as the president of the Gambia, create a conducive environment of all, make the Gambia an all-inclusive country, provide jobs and inspire more young people to take up community service and politics in accordance with good governance and democracy. As a local government councillor, Kemo is responsible for youth affairs in his area council called the Kanifing municipality. With his vast experience of being a youth and taking centre stage in youth affairs in his community, he has been able to be the voice of the youths in the local government by working with the mayor in making sure that community centres are empowered and accessible, vocational trainings are available and other mentoring programs.

His organization, Give1 is dedicated to autonomy and working to promote young men and women's involvement in the social, economic and political life of their communities, their nations, as well as political and economic groupings in which they live. He served as the coordinator of the citizen conversation which

brings government officials and citizens to discuss on current issues. As a champion in democracy and human rights, Kemo has used his influence to organise and coordinate a series of activities with other young people which includes the first "GAMBIA HAS DECIDED" conference in the Gambia which was able to bring together hundreds of young people and later the whole Gambia in making sure that the voice of the people was respected after Yahya Jammeh, long term leader of the Gambia was defeated in the December 1st elections of 2016.

At Give1, another activity that Kemo has successfully taken part in is the Training programs that integrate leadership and civic education sessions where participants are taught about the various components of leadership and democracy. After every training, participants are assigned with a mentor who encourages and monitors performances, and help in shaping each participant to become mature citizens. He is also a member of YALI- Young African Leaders Initiative Cohort three (3) in Lagos Nigeria, where he took a course in Public policy and won the YALI star award of public policy and management in September of 2017.

Mr Bojang loves to volunteer and give selfless service to his community because he believes it is one of the greatest ways one can contribute to national development. For this reason and more, he volunteers in his community school by mentoring the young students with the focused on service to humanity starting from their communities where they will feel a sense of belongingness and being part of the change they are about to bring. Every summer, he gives free classes to junior school students and volunteers with other children organisations by being a resource person or mentor during their summer camps for children.

Kemo hopes that one day, Africa will be able to harness its demographic dividend by empowering young people to play active part in the development of their nations and Africa as a whole. This being the case, he is ready to partner with any individual or organisation in the aim of developing the ideal Africa. The future of the continent will be driven by visionary leaders that will be able to direct the hearts and passion of the masses towards working together to achieve a civil and prosperous Africa. From the My Story Magazine team, we say – Keep leading right and keep building Kemo!

We hope you enjoyed this story of young Kemo and it inspires you to do more.





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Ms. JUMA Baldeh

Unlocking Social Solutions by breaking Gender barriers to Internet Access in the Gambia

Juma challenged the gender technology gap in her home country, the Gambia and she leads by example, encouraging women throughout the Gambia to pursue careers in the technology industry. She has studied hard to become a successful Product Engineer, committing herself to her academic career and valuing the significance of education. She founded "HackathonGirls", Banjul, where she mentors and supports young women in her community to overcome stereotypes and eventually achieve desired employment in technology. The organization teaches web literacy, basic IT skills, and programming languages to girls ages eight to eighteen and organizes several workshops for women in the Gambia. Beyond web education, the club unites girls in a safe space where they can freely collaborate, learn and share experiences.

Juma also doubles as the regional coordinator for Mozilla clubs in the Gambia where she sees that she recruits more club captains in her community by mentoring and supporting them. As the Mozilla Representative in the Gambia, she represents Mozilla in her country/region, builds on and supports existing/future local community efforts and programs, support and mentor future Mozilla Reps.

A product engineer at a software development company previously and currently, the country manager for KUBO, an open school platform in the Gambia, Ms Baldeh hopes to see more women fearlessly obtain careers in software engineering, but her ultimate ambition is to build a community that works together to empower and encourage more women into the field of technology. As a 25 under 25 awardee from the Internet Society, 2017, Juma envisions a future where her tech club members become future mentors to other girls, ensuring a strong, equitable role on the web for the next generation of women.

In an interview with My Story Magazine team, she stated "my greatest achievement has been starting the HackathonGirls organization. We are actively working on closing the gender technology gap that exists and this has been accomplished by bringing in 30 women/girls studying tech or who are already in tech in the Gambia to work on innovative projects that will advance equality, likewise to continue to



develop their skills and also creating tech clubs across the country like the Mozilla Club of HackathonGirls with weekly classes for girls between the ages of 8 – 18; The Mozilla club of the Swallow primary school which is for the Swallow primary and preference given to girls, The Mozilla Campus club for the American University, the Gambia and the Mozilla Club of WAIS for high school students. With more than 100 girls currently enrolled in the clubs, we are shifting the social stigma about gender and IT, one girl at a time." She believes through these skills the girls can then go on to civic participation, economic empowerment, and leadership roles.

The web when used in an inclusive and engaging way can be used as another avenue to unlock social and other opportunities in Africa. Keep shining Juma, Shine





KING ROBERT

THE "TECH" KING FROM NIGERIA

A young enthusiasts making waves on social media circles. He's a Techpreneur from Nigeria. He's by name King Robert Kehinde. Very passionate about his work and has marvelous proven results. Enjoy his journey, be inspired.

King Robert Kehinde is popularly known as 'King Robert', from Delta State, Nigeria, "Itsekiri" by tribe and 31 years old. He is a Techpreneur, Founder and Creative director of African Street Blog.

He says Entrepreneurship has always been his thing, with respect to those doing 12 hours working for one company or the other, I have always wanted to create something to improve the life of others and I knew to do that I needed to take the risk of having a steady monthly income to a field whereby I can go a week without pay. I'm a "Techie" today because it is my passion, I love what I do, being able to connect people and brands is something special to me and like I have always said "Connecting people is a business that never goes out of business".

What are some of the services you provide? Any memorable project(s) so far?

My services are Website Development, Digital Marketing, Blogging and IT

Consultation. In my few years on this journey, I have done some works I'm proud of and to mention but a few; First Platinum LTD, Concern African Youth Forum (CAYF), Nigeria High Commission, Ghana and Nadjoa Beads, all of the aforementioned are Website Development plus Management services. I have been blessed to work with some brands from the United States and a few celebrities across Africa.

What are some of the untapped industries you think your project could be deployed in?

So much of them I must say, Now in this part of the world, we may say 'we are developed and are up on our game' but the fact remains that, there's so much to be done. So one key industry I will say is "SOCIAL MEDIA INFLUENCING", most of our young people are always on their phone and sometimes feel like preaching to them but even when I get to do so, most of them are just relaxed and comfortable with their job security and not ready to jump the ship. We can do so much on social media today. The INFLUENCER MARKETING industry alone is worth over a \$1 Billion every year, we too can get our share.

Do you think entrepreneurship is the solution to some of the problems on the continent?

Absolutely! Now there's high rate of unemployment in our motherland "Africa" but it shouldn't be so, young people need to do something different, it is high time we stop the circle of going to school for 4 to 5 years, graduate into the Job Searchers industry, I am sorry, but that's the name I call it. We are blacks and blacks are creative, blacks have strength

and black is bold. We need to do something to make our society better.

In the next 5 years, err mm well that journey for me has already started and I am just building on it day by day, night by night. It is to bridge the gap between the service man and the brands that needs their service. This project for me has already begun, my life mission is to connect and thanks to God and the founders that started long ago, it is becoming a clearer picture now.

How did you fund your business and how difficult was it?

Truth be told it wasn't difficult for me to start, capital wise but getting started wasn't easy because at some point I was scared to approach people but I mastered it. My adopted mom helped me fund my first business. She told me to get up and do something with my life and she made me know that since I've been able to do a website for myself, I should make business cards and flyers, then go out there to share it and let people know how I can improve their sales and visibility to the global village. I printed some flyers and business cards which didn't cost much but her idea and God's grace is what has brought me this far today.

If I had the chance to start again, I will start early, that's exactly what I would have done. Today amongst the influencers I work with and I have worked with, many are under 18 years old, they're investing and making a difference already. So, don't procrastinate, start now!

What significant advice would you give African entrepreneurs who are launching out?

I will start with this popular saying "When you feel like quitting, think about why you started and keep going on". Entrepreneurship is not easy but it is simple, you have to be a risk taker to succeed. "Don't settle for less, there's always room for improvement"

You have to start with what you have now, like my spiritual father will say "Everyone has something" it will be much better to build a Million dollar corporation from what was just one dollar. Look at Steve Jobs, he didn't start with much, all he had was just his father's garage and a partner. Now every vision is worth sacrificing for, so how about you start saving little by little from the money you spend on call cards and Friday night. My point is "save for that dream" you may want to be the owner of an airline company tomorrow, but you can start with just selling Coconut and you save from that small income, invest your profit and expand your reach. "Little drops they say makes an ocean" and if you can, partner with someone, like my mom will always say "Two heads are better than one". We lack this in Africa, partnership will get you somewhere you never dreamt of.

No matter how tough it get, know that many have been there and they succeeded, so yes! You too can succeed. There's no such thing called "Failure", Failure is part of the process to success. Lastly, if you try and it didn't work, don't beat yourself up. Don't change the Goal, change the Strategy, and Stay focused.





THELMA NAA LAMILEY MILLS

Thelma Naa Lamiley Mills, a Licensed Nurse and an Entrepreneur. She is the CEO of Tee's Hairline and Makeup Artistry. She feels very accomplished running her own business. She wanted to be who she is now when she was young, to be a nurse and an Entrepreneur. She didn't want to be an employee. Despite having ideas which are untapped and still young, she knows there is enough time to explore more. But she can't deny the fact that what she is now is what exactly what she wanted to become.

She describes growing up wasn't easy. She saw her mum selling groceries on a table in a family house and dad a taxi driver. She grew up with no television at home, we had to stand behind the windows of neighbour's before watching Television. She used to wear tattered clothes,

sell oranges and run a space to space (communication center) in front of her house. Her friends used to troll at her.

She had a bad experience when she entered nursing training which made her realize she needed to cut down on friendship. She noticed a lot of people rather took advantage of her than being there as good friends. She jokingly said "now I can count but a few friends in my life".

We asked her to tell us a bit about her business, "It all started when a friend threw me out of her house some months before winter. Barely had nowhere to lay my head that day, but God is so good I got a place for myself. It was one Thursday when I was on my bed, I believe it was the Holy Spirit who gave me this thought. I have always



had a strong passion for beauty, so I decided to start my hair business. I started with four bundles and one closure and tasked my hairstylist to design it for me, to uttermost dismay people admired it. I created a page on social media and that's the beginning of my rise in business. I have three correspondents now; Ghana, Ukraine and USA and I have people buying across Europe and part of Africa. I moved out of my comfort zone and I got my business".

In Africa a lot of people give up easily as an Entrepreneur, tell us what captivates you to do what you do every day?

"God has blessed me with few good people around. They are always there to help me with their advice if it's above them I know God will be there, that factor I cannot relegate. In business if the money is coming, why give up?"

Before we leave you kindly advice the youth who wants to be Entrepreneurs;

In Christ, all things hold together. The Bible says in Matthew 6:33 (NIV) – "But seek first His kingdom and His righteousness, and all these things will be given to you as well". I will advise the young ones to seek God first in everything they do because God created us and he knows who we are far more than we know ourselves. He knows what

best for us so it's better we always allows him to take the lead and direct our path. Without Christ we are nothing.

They shouldn't let anyone look down on them. There's a purpose for them. They should find that purpose and work with it. Everything is possible.

"Everyone has inside them a piece of good news. The good news is you don't know how great you can be! How much you can love! What you can accomplish! And what your potential is." – Anne Frank

Much appreciation to my parents (Bishop Charles Nii Odartey Mills & Rev. Mrs Sophia Naa Chiche Mills) for being a blessing in my life, for believing in me, supporting me throughout my life & never giving up on me. They've been great mentors to me. Also, to all my true friends and family who really stood with me in all seasons of my life, I would like to say a very big thank you.





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Agricultural Entrepreneurship

If we want to promote entrepreneurship in agriculture in the future, we must also have an idea of the current degree of entrepreneurship in the sector.

Traditionally, agriculture is seen as a low-tech industry with limited dynamics dominated by numerous small family firms which are mostly focused on doing things better rather than doing new things. Over the last decade, this situation has changed dramatically due to economic liberalization, a reduced protection of agricultural markets, and a fast changing, more critical, society. Agricultural companies increasingly have to adapt to the vagaries of the market, changing consumer habits, enhanced environmental regulations, new requirements for product quality, chain management, food safety sustainability, and so on. These changes have cleared the way for new entrants, innovation, and portfolio entrepreneurship. Recent studies show that agricultural entrepreneurship is not only a wishful thinking but a new hype: it has a profound impact on business growth and survival (Lans et al 2011; Verhees et al 2011.)

Agricultural entrepreneurship shares many characteristics of "generic" entrepreneurship, but also has its distinct features due to the specific context of the agricultural sector. Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business.

A lot is being said these days about farmers becoming 'entrepreneurs'. But what is entrepreneurship? What does it take to be entrepreneurial? How can an entrepreneurial behavior be created and sustained? How can entrepreneurial skills be developed? How do entrepreneurial farmers respond to the changing farming environment? No ideal profile for an entrepreneur exist but certain psychological traits or characteristics are usually associated in theory with a business-minded person. Some of the most common traits are high levels of motivation and energy, confidence, initiative and problem solving skills, and the ability to set goals and take moderate risks (Sancho, 2010).

There are two parts to entrepreneurship. The first is the managerial skills needed to start and run a profitable farm business. The second is 'entrepreneurial spirit'.

Both are important. Managerial skills can be taught, but an entrepreneurial spirit cannot be taught. Many farmers are already excellent managers and many also have some of

the spirit of an entrepreneur. Farmers as we all know them to be are price takers. Agriculture is one complex system and for that matter will need actors along the food chain to have the spirit of entrepreneurship. In the olden days, farming in most African continent was on peasant basis. But with the increasing demand on food as a rise in human population, farmers now see farming as a business and that makes agriculture a business. Due to the complexities in the agriculture setting, ranging from changes in climate(leading to unpredictable rainfall patterns, drought etc.) as well as other barriers in marketing agricultural produce, farmers need to be competent and should be able to plan ahead and also take calculated risk all the time. These form the qualities of good Agripreneurs. Without inculcating this qualities, there will be a little future for agriculture. The specific elements that influence entrepreneurship in agriculture includes the external surroundings, the internal factors that characterize the business and the business manager and, finally, strategy. Within the external surroundings a distinction can be made between the market and changes in the policy, on the one hand, and changes in society, on the other. The internal factors are defined by the available means of production, the production process, the type of business organization and the business manager's entrepreneurial skills. The business strategy is the result of a balance between strengths and weaknesses of both external and

internal factors.

With the current trade war between china and the US, the agricultural sector can benefit when farmers see farming as a business. Even though small scale farmers have entrepreneurial qualities (this is seen when they try new cultivars etc.), that is not enough, since they need to be forward looking and ready to seize any available opportunity coupled with the support of extension officers. Agripreneurs should have the ability to go through the establishment stage, the growth stage, the maturity stage and finally the decline stage.

Every one of these stages accompany its own particular hindrances, however when we consider farming to be an enterprise business, we will have the capacity to in any case make the best out of the farming adventure and that is the soul of a business person, a daring individual. The youth ought to be instructed about this hazard as it applies in each different business either agribusiness related or not. They ought to be prepared on the most proficient method to grasp change (new mechanical contributions) to make the best out of their cultivating business. We can save our economy if only we boost entrepreneurial minds in agriculture by incorporating modern technologies in the farming sector. Seeing agriculture as a business is the way to economic growth.



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Isaac
Chukwuakasiemobi Udeh

Brand name:
Chukwu

"I paint to mainly minister, inspire and add a surprising and twisting trend to events in Ghana and all around the world especially in the industry as a whole".

These words are often seasoned on the lips of Ghanaians as a fast rising performance painter and artist, Isaac Chukwuakasiemobi Udeh. He is tremendously swimming fast in the pool of the Arts industry, with his God giving talent of painting which has gotten his works gradually sweep fast across some parts of Ghana.

An incredible mark of his talent is how he paints in a very short wink of time to a live audience. Interestingly, unlike most painters who start their works from top to down, he paints upside down, in a puzzle form and many more and also involves movements and installation art which involves the use of human beings and things around the environment all with the use of paint.

Born in a family of three, Isaac is parented by Pastor Geoffery C. Udeh, Head pastor of Greater Destiny Worship Centre Assemblies of God, Ablekuma and Mrs. Betty Ewuarama Udeh, a teacher at Alpha Beta, Educational Centre, Dansoman. And he is the first of their two sons.

He had his basic education at Alpha Beta Education Centre in Dansoman, where his mum teaches and he continued to have his secondary school education at Wesley Grammar School in Accra, where he read Visual

Arts. His passion for arts after completing his senior high school education did not fade away as he moved on to read HND Commercial Painting in the Takoradi Technical University, where he is currently in his final year.

The spark of his current works did not start like magic. The 20 year old young man started his journey with energetic efforts for his skills right from his childhood where he loved creating things with whatever his hand laid on and playing with colours. He attributes his passion as inspired by his mother who also loves to draw and paint.

As the adage which says that All hands are not equal, Chukwu was not lucky with the wheels of the academic cycle especially in his basic education. This got him to find solace in arts, cadet, drama and other curricular activities since he was not academically brilliant. He usually would be part of the bottom three in class and his friends would mock him all the time. Despite, some of his teachers were very helpful during those rough times and even till date; he acknowledges them for showing their love and support and understanding his

interest for the arts at his early age. He developed his skills in painting during his time in Junior High School where some of his teachers helped and encourage him build on his talent.

Chukwu has risen so fast in the spotlight of his painting career. He has found himself on big platforms that he sometimes can't fathom how it happened. He has been profiled as one of Africa's fastest youngest performance painter by some bloggers and journalists. He's had the opportunity to exhibit his skills on the stage of the Ghana Banking Awards twice in 2016 and 2017, and he was privileged to paint the Governor of

The Bank of Ghana, Dr. Ernest Addison. Recently too, he performed at Ghana meets Naija (2017) where he painted Davido, Shatta Wale, Falz, Tiwa Savage and Manifest. His debut success was where Ghana saw him, as the first ever painter to have won this year's Discovery of the Year in the recently held EMY Awards Africa, Ghana Edition.

He has again done paintings of some very revered and powerful men of God in Ghana, like Arch Bishop Nicholas Duncan Williams and Dr. Richard Roberts, some media "big-wigs", like Bola Ray, Nana Aba Anamoah, Late Ex Vice President Amissah Arthur, Shirley Frimpong Manso, Fella Makafui, Mr. Ivan Quashigah, Dr. Ernest Ofori Sarpong and Majid Michel as well as a good number of other prominent



people in society.

A lot goes into his performance paintings because it's tasked upon him to produce an image within a short space of time, mostly ranging between five and seven minutes. Prior to every performance Chukwu memorizes and practices a lot, but how he is able to deliver on stage is still a marvel to him. It's enthralling watching Chukwu as he paints upside down and in puzzles. His puzzle painting is mind blowing! He believes that in essence God is the one who does the job and he's just a tiny part of the whole thing, the vessel.

Aside his intriguing passion for painting, Isaac loves to play volley ball, swim and listen to music. He is a devout Christian who has never relegated God in his life.

Chukwu's dreams of being a huge brand ambassador

as an artist and a legend in the art. He wants to paint all manner of people across the world as well as use his painting for charity purposes.

His ambitious to achieve his dream by having impact on people through his talent by drawing people's attention to the ultimate one in his life, God, to whom He always gives the glory.

ACHIEVEMENTS:

-EMY AFRICA, Discovery of the year 2017

-GHANA TERTIARY AWARDS, Most Influential Student Artist 2017

-TTU SRC AWARDS, Student Achiever of The Year 2017

-GNUTS AWARDS, Emerging Leader of the Year 2017





DERICK BAAH THE ARTIST



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Crumbs & Layers

Meet the CEO of CRUMBS and LAYERS, Mrs AFIBA DZAH.

She pursued her Degree in Business Management at Kingston University(london), she came back to Ghana and worked with PWC for 2 years.

She decided to take chances, so In 2013 she took a decision to leave PWC based on two things: to start a family and pursue passion. she left PWC to follow her dreams.

Started baking as a hobby and friends asked her to make it a business.

So she started baking in her rented kitchen on campus at the University.

She used social media(YouTube videos) as her tool to sharpen her skills and with the guidance of her mother and grandmother she was able to turn her passion into a business.

She took a 6 months course at Cake Techniques to build up her skills.

In October 2017, she opened a shop with the help of her family to help her push the business to the next level. Where she bakes cakes , pie, waffles and doughnuts with "class".

She's very passionate about her work and does her own groceries and has her own "Secret" recipe.

She also trains people, Consult for other bakers and even gives out

her recipes for free.

She's a mother of two children and married to her prince charming hubby.

Amidst the challenges faced in the industry, she always keeps up with good customer relation. She believes in excellence .



THE YOUNGEST EVENT C.E.O

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Maame Yaa Akyina Baidu

Her name is Maame Yaa Akyina Baidu, a graduate from the University of Professional Studies. She 22 years of age and the third child of five children. She is a go-getter and will go every length to get work done especially through prayer and associating with successful people. She self-motivated and keep her head up always, regardless of the situation at hand, whether losing or gaining with the believe that she will make it. She get stressed when not able to complete her tasks or targets. She is usually a deep thinker and I get bothered a lot about the things I can't do or accomplish 100% of the time.

As a young entrepreneur, she always wanted to gain financial freedom and to be in control of her own activities. She believes when you are in control, you ensure that everything you're doing should be accurate to be able to derive your desired results. That way, you

blame yourself when you don't put in much effort to achieve your goals. The flexibility as an entrepreneur, you work within your own pace, in line with achieving set targets. She wants to leave a legacy for the generations that will come.

She chose the Events sector as a start-up because she is the outgoing type and her love to create beautiful stuff for herself, so she decided to take advantage of that part of me.

As the founder of Ememat Events and Decor; her venture provides both products and services for all events. They also do Rental services, Decorations and Event planning advice or consultancy.

As an African entrepreneur, she strongly believes entrepreneurship is one of the solutions to some of the problems in the



continent. Through the diverse use of individual ideas, we can help create goods and services which can satisfy human demands or wants.

In the next five years, she is looking forward to developing a great Events Company that will thrive in the face of competition, create opportunities for others to learn and develop new skills. She sees herself taking on as many complex projects in relation to my Events Business as well as other Businesses and intend to create. By the end of that period, she wants to say she built a lasting client relationships.

She thinks becoming an entrepreneur has its own challenges, her biggest challenge as an African entrepreneur is financial constraints. "If not for a

good home and with support from some reputable friends, it is indeed very difficult to start up a business in Ghana and Africa but few reasons why I haven't given up are; She explains the drive to make good money every day kicks me out of bed. If she gets out of bed/ house to meet up with clients, it means I'm about make money and even if she's out for fun, she makes sure she is still making money out of it. Her wildest dream of becoming a billionaire by age 25, which she believes can become a reality through hard work, prayer and commitment.

With respect to funding when asked how she funded her Business, she sighed and interestingly said from her personal savings

after University.

Despite getting good response with what she does, she wish she had built a stronger relationship(one person at a time) with her clients before starting business with them. She also wish she got to know how to manage cash flows properly but because she was eager to start a business of my own, she just started buying the stuff she needed for this business.

Amidst all these she says one word that she can use to describe herself as an Entrepreneur is "Perseverance". And her final advice to upcoming Entrepreneurs, "When you are fighting the fight, you will get knocked down. The one who wins is not the one who only avoids the punches but also keeps getting up and keeps fighting day in day out. It's all about learning from each time you get knocked down, getting smarter and rolling with the punches".

My greatest inspiration as an Entrepreneur has been my mother and the fact that every day is a new day, which presents to me various opportunities especially when I'm aiming at building a whole business empire. You never know what's going to come and as a big risk taker, I get really excited when I'm graced to wake up."



A branding graphic for 'Innovative Press' set against a dark background with a blurred image of train tracks receding into the distance. The graphic features a stylized logo of three overlapping leaves in green, purple, and yellow. Below the logo, the text 'Innovative Press' is written in a pink, cursive-style font. Underneath that, 'peerless Branding' is written in a smaller, white, sans-serif font, flanked by two horizontal lines. At the bottom, the phone number '+233 242 653 639' and the email address 'abrahamadjekum@gmail.com' are listed in white. In the bottom right corner, the website 'www.mystorymagazine.com' and the page number '36' are displayed.

DANIEL SARPONG^{jnr}

- HEAD, DIGITAL STRATEGY AND CORPORATE PARTNERSHIPS (TONATON)



His recent project was the "SALES MADNESS CONFERENCE" in collaboration with the CEO Project where I taught on many topics in relation to sales. And that generated a lot of positive feedback.

Mr. Sarpong, do you think entrepreneurship is the solution to some of the problems on the continent? He stated; not just some, but most! Relying on the government to develop our nation, cities and life is not the best. Are we putting our entire livelihood on the shoulders of our government? We are literally putting our destinies in the hand of the government. I think that's ridiculous; not that the government isn't capable or doesn't have the capacity but it's better for people to come out of their shells and help the government in this cause. There's a greater impact and speed in development if the entrepreneurs and the private sector as a whole partners with the government in this course. There is boost in growth and development of any nation with a strong level of entrepreneurship

Mr. Daniel Sarpong Jnr, is an extremely passionate gentleman who is obsessed about impacting his generation. He believes the greatest way to make life better for this generation is to have people committed to a course.

When he was asked, What stimulated his interest in sales and why he chose this particular work, this is what he had to say; "Sales is everything, sales is life! Everybody sells whether consciously or unconsciously. The first time you sold was when you cried as a baby, you sold the idea of you wanting food by crying and your mom bought into that idea and gave you food to make you stop crying. Sales isn't deception or lying, sales is INFLUENCE! Sales is the blood of every company and any company that does not sell will die despite having quality products or service because quality products don't sell themselves. Due to this impact and relevance of sales, I entered this field with the aim to Master it!"

In the next 5 years he said, he sees himself managing an academy that trains sales personnel across Africa and the world at large. His team would be in charge of creating and managing the sales processes of most companies in Ghana and ensuring that they aren't losing money through revenue opportunities. His "Sales Conferences" would also spread across Africa and beyond to train and help develop all entrepreneurs and sales people in the science of sales.

We asked him about the challenges of an Entrepreneur and if he intends to quit anytime soon, he thinks giving up is for people who aren't really sure of what they want out of this life; nobody or no government owes you anything; it's our responsibility to make life as we desire. If they (external sources) support its good, if they don't, it's best to find a way to make things work!

His biggest challenge is usually about "systems" not working and the difficulty in getting support from external funds. Another is in building your brand; no matter how skilled or developed you are, until you are already known, only few people desire to access your services.

Anything you would like to share with young entrepreneurs? "First I would say equity. They should do well to set up their personal funds for all their activities; you may have a great idea,

product or service but until the world sees what you have done so far, no one may invest in you. With your personal funds as well as from family or friends, **START SOMETHING**.it doesn't have to be too big, just **START SOMETHING**. They may not see the flame within but at least let them see the spark and how big it can be".

His greatest inspiration has been God's Purpose for him. Knowing that God has given me a gift in my career and that most businesses need to understand these strategies to survive. Changing lives and transforming businesses keeps me going!

You don't have to see the whole path; you may only see the next step and that is okay. **JUST SET OUT!** Don't wait to be 'READY'. Start with what you have and the dream would become clearer and most visible as you move forward. You don't need anyone to believe or endorse you before you chase your dreams. On this same conclusion I end with a quote from my spiritual father "Your destiny and dreams don't need a fan club"

– Prophet Michael Divine Lasisi





MEET THE AWARD-WINNING FASHION DESIGNER from Tongo

A life changing 'female' Entrepreneur. An ethical woman building a hub for African traditional fashion designs. Her name is Princess Nina Naab, she is from the Upper East Region of Ghana and a "Talensi" by tribe. At 26 years, she is an award-winning Fashion designer and the CEO /Founder of Prince And Princess Collections; a traditional Ghanaian fabric Hub that deals in "Smocks Fashion".

How did this dream all started? I remember one month after I took my new job, I met this boss who promised to give me a good position if I share his bed with him. I had to encounter a lot of sexual harassment from this man each day, I had no choice than to walk out of this Job and I never returned again.

I have vowed never to date a married man no matter the enticing offer he had to give, because I believe there's so much in me that I could do with my life than having a "sponsor".

One of the frustrations that led me to start my own business, I had to encounter a very challenging and a difficult boss, I got so frustrated going each day to work and having to meet this boss of my mine.

My passion was to be an entrepreneur. My boss was the type, who won't understand why I should be online searching for designs and women that are making it in the world. One time, he told me to either choose the job I was doing or my business. And thanks to God I chose my business and submitted my resignation letter to him. That's part of the reasons that led me to start my own business.

Entrepreneurs take major financial risks, work long hours and practically torture themselves trying to stay afloat to build a business from the ground. For me, I wanted to build something that sell the Northern Ghanaian fashion and to portray the culture of Ghana to the outside world that is why I started my business to promote Northern Ghanaian traditional wear.

What are some of the services you provide? Any memorable project(s) so far?

My services are production of Northern Ghana traditional smocks and it accessories. In my few years on this journey, I have done some works I'm

proud of and to mention but a few; I have featured my traditional fashion brand in major fashion exhibitions in the country, I have improved the employment rate of the people in my community by providing training in the production of smocks, I do exports the smocks outside Ghana and across the country. I have been blessed to work with some brands from the United States and a few celebrities across Africa.

What kept you pushing through? "My greatest challenge was financing, and with my experience; I realized Startups in all parts of the world mostly have to contend with limited capital. This makes it necessary for them to get extra financing to execute business operations. What makes this a major problem in Africa is the fact that, there is limited access to such funds and that comes with a hefty price tag attached. There are some unique problems of women entrepreneurs on the continent that are exclusive to the gender. A majority of them have no property to set up as collateral for funding, limiting their access to capital. Additionally, many financiers deem women as high risk borrowers and do not easily advance loans to them. Their mobility is also limited as the cultural set up frowns upon women who have to travel for business and seek accommodation in motels or other public spaces. A high percentage of women on the continent is illiterate as the girl child is rarely given priority in education".

What do you wish you knew before starting your first business? "Running the business is always the top priority. Perhaps the biggest misconception about starting your own business is that you're only focused on chasing your passion. In other words, you're not just going to be making handmade jewelry, cooking on your own food truck, or designing websites 24/7. That's maybe going to consume 15% of your time.

Instead, you're going to spend a bulk of your time on developing business strategies, marketing, selling, interacting with customers, and doing administrative tasks like book keeping, invoicing, and payroll. In short, you're a business owner first and then a web designer, chef, or creator of handmade jewelry.

I know this isn't what one signed-up for, but the sooner you realize this fact, the sooner you'll be able to launch and maintain a successful business".

Any greatest inspiration of yours that we need to know? "My professional inspiration has no separation from my personal inspiration: it is the Almighty God and the people who will stop at nothing to make a positive difference to other people's lives, Branson writes - "I am fortunate to come across quite a few of these game-changing people, and the desire to help (and keep up with them!) is what drives me."

In conclusion any advice for African entrepreneurs who are launching out? I want them to know Rejection will be part of the day-to-day business for a while, but as long as you keep pushing and adapting to your marketplace, doors will finally open up. Business might be different in substance, but the tools needed to succeed are always the same. The No. 1 reason why people fail is because they quit, and we all know quitters never win. Start simple so that you keep on marveling at your growth. You have to love what you do. Don't do it for money, fame, or recognition; do it because you believe with every speck of your being that that is what you are meant to be doing. Everything else will fall into place





with Mimi ElBernard Nelson-Eshun
SATURDAYS, 5PM GMT

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The Role of NGOs in the entrepreneurial space in Africa

The presence of Non-Governmental Organizations in Africa was as a result of a weak state capacity hence these organizations had to fill the vacuum which was created. Africa has a lot of developmental deficits that could not be handled hence the presence and increasing number of NGO activities. In the 1980s there was an increased movement of Non-Governmental Organizations into Africa. These NGOs have undertaken vital activities cutting across areas like; security, charity, academic, economic and policy sectors among others.

NGOs were seen as independent thinkers capable of developing alternative radical development approaches. As I stated earlier there were gaps in Africa's development processes hence these organizations decided to step in with ideas to help move Africa forward with regards to development. A distinction can be made between Southern NGOs and Northern NGOs. However, their differences lie basically in their place of origin. Whereas Northern NGOs originate from the developed countries, southern NGOs are from the developing countries. Examples of NGOs include, OXFAM, USAID, The Godly Woman Foundation, CDD and Amnesty International.

Entrepreneurship is for people who have been able to identify opportunities in the market and taken actions to bring these ideas into a reality. This venture is not for the weak but the strong-minded individual who wants to take risks and not depend on government to live. In fact this individual seeks to make the community a better place with his or her ideas. NGOs facilitate the implementation of policies and activities in new and improved ways. And any entrepreneur definitely wants to bring an idea that will bring a socio-economic development to the nation. Let us not forget that NGOs readily provide funds for young individuals, to start up their own business thereby increasing the rate of entrepreneurship in Africa. NGOs basically target the grassroots and by so doing they are able to accurately find the problems of the society and give it befitting solutions.

NGOs are flexible in their processes and are able to build strong relationships with communities beyond the reach of government. It is a well-known fact that most governments in Africa have bureaucratic tendencies and remain monolithic in nature. THE COMPANION TO DEVELOPMENT STUDIES, THIRD EDITION (p.568). TAYLOR AND FRANCIS, KINLDE EDITION could offer an alternative model of development and play a key role in processes of democratization (see Mercer 2002) and decentralization policies. NGOs are popular

because they are perceived to be administratively flexible, able to access the poor through work at grassroots, innovative in problem solving, adaptable to the local context, more cost effective than corresponding state partners and their grassroots representation brings legitimacy and community mobilization to programs and projects.

It is pertinent to know that NGOs have the empowerment role which seeks to enable the poor to become advocates for themselves. By empowering their minds you automatically empower their hands to find something to do with their lives and not wait for government to find jobs for them. Hence, the springing up of ideas to move the country into a steady phase of development.

Non-governmental Organizations through information from grassroots begin to utilize ideas to promote positive changes in the wider structures of government and the community. For example in Ghana, Joseph Awuah-darko a social-entrepreneur has ambitious plans of sprawling Abgogbloshie dumping grounds in Accra, Ghana. He says, "I don't really think the future of Abgogbloshie is that it should be confined to a waste-dump. I think that it would be transformative. It will become a hub for thinking, and innovative ways, working hand in hand with the whole populace there to kind of create value added mechanisms and value added products from the waste". This is the story of a young man trying to transform a dump-site into meaningful products. He tends to turn a dump-site into an opportunity thereby creating employment for people and reducing health-related risks of the people in that community. By this, you can see that NGOs serve as a catalyst for development through ideas and innovations. While NGOs have made some contributions to Africa's development a needling question arises on whether NGOs have the magic wand to turn the continents development around. I believe that only Africans can engineer their own development and not NGOs. All they can do is to play complementary roles to help the African states pursue their own unique development.

Jennifer Akyeampong
GODLY WOMAN FOUNDATION



Meet Ms. Nana Ekua Tenegyaa Baffu C.E.O,

ROYAL DIVINE KENTE



The CEO of Royal Divine Kente is a young lady building a strong brand in the textile industry of Ghana. She began her own textile business with just an Internet data and a social media page. She had an opportunity to buy Kente for her friend and that's how she started her own Kente business. She has provided Kente for the decoration of the President's house and many more. Let me introduce you to Ms. Nana Ekua Tenegyaa Baffu, (CEO, Royal Divine Kente). She is the only child of Parents, she completed Kwame Nkrumah University of Science and Technology (KNUST) in 2016 and holds a Bsc. in Development Planning.

Whiles she was doing her National Service at Kumasi Municipal Assembly (KMA), she had one of her colleagues (Godfred) talked to her about doing something in addition to the National Service that could earn her an extra income because the service allowance was too small and her needs kept increasing. Generally she doesn't like to be a bother or a burden to people so she decided to find a way of being financially independent and that is what stimulated my interest in Entrepreneurship. The reason why she chose this particular work was something she can't pinpoint as at now. She genuinely feels the idea was given to her by God.

A friend asked her to help buy Kente from Kumasi that was the opportunity she had to start her own business. She went to the Kente

shop and started asking for the prices of the Kente, she said, "I remember asking the man if it was a good business and he said very nice things about the business and that was what stimulated my interest in the business". She started comparing prices to what's being sold online and felt that she could make some money.

She took pictures of some of the Kente and opened an Instagram page there and then and just uploaded it and attached her number to it. And that was how it all started.

Royal Divine Kente now sells Quality Kente cloths, rich local Beads, Ahenema (traditional sandals) and bridal fans. It's a one-stop shop for all your traditional wedding ceremony needs and other occasions.

Her memorable project was working with the interior decorator (little sister of Her Excellency Rebecca Akuffo Addo) of the President of the Republic of Ghana. She had the opportunity to provide Kente for the interior design of the President's office (including Kente wall hanger, Kente wrapped chairs, etc) and also the interior of the President's house. Our Kente is being used as part of the interior decoration in His Excellency Nana Akuffo Addo's space that she exclaimed as her greatest moment.

"Entrepreneurship is indispensable. Every economy that has experienced rapid growth has done so because of the existence of a vibrant private sector. Obviously, private sector employment and the establishment of businesses represent the only hope of employment for the several tens of thousands who graduate from our various educational institutions each year. It's definitely the solution to most of the problems on this continent" this her remarks about her opinion on Entrepreneurship.

So tell us, what is your vision for the next 5 years and where do you see yourself as an African entrepreneur?

"My vision for Royal Divine Kente is to take Ghana textiles (Kente) and Accessories Worldwide. I want to give Kente an International value and standard. Royal Divine Kente will be

exporting Kente in large quantities to different countries.

I see myself in the next five years as the C.E.O of about 5 more companies in addition to what I have now. As an African Entrepreneur I see myself being known among the best in the whole world, thereby placing Ghana on the globe.

On why she hasn't given up on her dreams, this is what she had to say, "The biggest challenge to me as an African Entrepreneur is the fear of not being able to achieve my goals.

I'm not intimidated by the loose talk of people concerning me and my business. I have not given up because I want to prove to all those who thought I could never make it that I have made it. I want to succeed in my business and in every aspect of my life to serve as an inspiration to all the upcoming entrepreneurs to hold on because at the end of the day success is going to be theirs".

What gets you out of bed in the morning and what keeps you up at night? "What gets me out of bed in the morning is the passion to succeed in my business. I always imagine Royal Divine Kente reaching International and that



imagination alone is what keeps me on my toes at night and in the morning, to put in more effort in my work to achieve that height in some few years to come. I'm always trying to find business ventures that is going to earn me income. I want to attain a certain level of financial freedom and till I get there, there is no sleep".

-What has been your greatest inspiration?

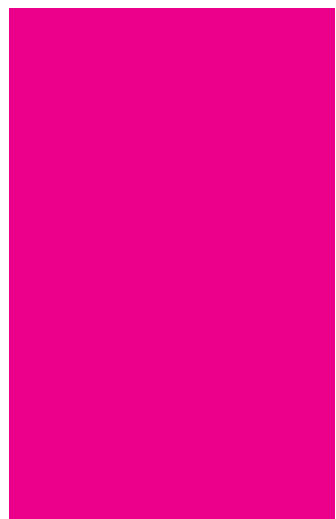
My greatest inspiration has always been my dad. He taught me a lot about business, the fact to never give up even if things don't turn well for you and having a vision in every business you set up. His business stories really inspire me a lot. I want to be like him and even greater than him

Any significant advice you want to share with

African entrepreneurs who are launching out?

Business thrives on the Law of Exchange, offering a solution to an existing or impending problem in return for a reward. These solutions are really ideas for 'sale'. An entrepreneur has to identify a need and offer a solution people are willing to patronize at a fee. You need to build on this fact and make sure you add up more businesses to what you already have. I believe that we can all get to whatever height we want to get to. The word is DONT GIVE UP, nothing is too high to achieve.

Dream big and let your dreams scare you because no matter the time it takes to get there you are going to get there.



Exclusive

interview with
Head of Sales and Marketing
GHANAWEB

How did life start for you?

It's been a long journey . I lost my dad in 1992; I hadn't completed Junior High School at that time. As a young boy growing up in a good home, the story changed after my dad's demise. After I completed Secondary School, I was forced to go to the training college before going to the university because of financial constraints. I had very good grades but I couldn't go to the University immediately after Secondary School because of the lack of funds.

How old were you when your dad died, and how was your relationship with him?

I was 15 years and my relationship with my dad was a very close one. My dad was a very jovial person but my mum was very strict.

How did your dad's death affect you?

It affected me in many ways. For instance, I was supposed to enjoy some benefits of Cocoa Board scholarship but I was denied and some family members conspired to go for his entitlement. In fact, a rather smooth sailing life turned sour in a matter of days.

How has the relationship with your dad influenced you?

I have become very disciplined and hardworking. I think wherever he is now, he should be very proud of me. I managed to clone his values; I'm his replica Hahahahaha.

If you get a chance to see your dad for a minute what would you tell him?

I would thank him for the spirit of discipline and the right attitude he's shown me. Because when you have the right attitude, being disciplined becomes easy (time management, financial discipline, etc.)

What does discipline mean to you?

Discipline is everything. If you are not disciplined you cannot manage the resources you have . Everything about your life that requires management demands discipline to accomplish it. It's a daily routine.

Do you have any personal routine you do everyday that has put you on the path of discipline?

Yes, at 4:00 am I wake up to help my wife prepare food for our son for school. I make sure my clothes are set before the next day for work. I make it a point to be at work before time.





Have you had any challenges around your role in Ghanaweb?

Yes. When it comes to the services I offer to my clients (online advertising).

Especially when you deal with people who are attached to the traditional way of doing things. They don't get the relevance of digital advertisements.

How have you been able to redefine the narrative in the role you play as a sales and marketing head?

Sales and marketing is all about building, not just relationships, but also the emotional bond between yourself and a client – prospective or otherwise. Since it's all about outcomes, you need to connect with the people who matter to you. For people to stand by you, you would need to build a relationship because at the end of the day it's all about the outcomes. What moves someone from being a prospective client to a client is mostly based on the value of your relationship with the person.

At what point did you think Ghanaweb was the right move?

I needed an advancement in my career path. I had so much to offer that's why I decided to switch jobs. I used to work with my uncle. I left in 2010 and joined GhanaWeb as a sales executive at that time and rose to become a Senior Sales Executive. Before long, I was put in an acting capacity as Head of Sales and Marketing and subsequently confirmed as the Sales Manager for the largest online news portal in Ghana – GhanaWeb.

How has it been for you from 1977 (year of birth) till now? How has life treated you?

It's been phenomenal, and the experience has really shaped me a lot. For instance going through training college brought a lot of discipline in my life. Because I used to be very emotional. But with ethics and principles from the training, I've become a better person. I used to be shy and couldn't interact with people but now being at Ghanaweb has changed me massively because you get the chance to meet people from all walks of life especially the elite among the business community.

What made you buy into the vision of Ghanaweb?

It's a global brand. Over the years it's seen tremendous growth in all facets in terms of the traffic generated on the website. For example, getting 4 million page views in a day. The whole vision is to build a family. We grow as a team and the teamwork is fantastic here.

Which secondary school did you attend?

Anfoega secondary school

Do you remember the first suit you wore?

That was in 2010, I acted as a best man for my friend.

Favorite food?

Fufu and light soup with dry fish.

What do you think about yourself?

I think of myself as having a bigger responsibility.

I have a boy and as a family man, I don't want my kid to go through the pain I went through. I want to give him the best schooling and mentoring as a father.



Throughout your story what has been the God factor in here?

God is the ultimate. I remember I used to see people who attended universities as super human. I continually wondered if I would ever be able to get there. Today, I interact and network with captains of industry and all those who matter in the business world both in Ghana and outside Ghana. There is no 'not' or 'unable' with God. Having had all these, I stand grateful to God for everything.

Do you think you've lived your purpose till now?

There's always room for improvement. I believe I have come very far in life but there's so much more to achieve.

What do you want people to get out of your story?

There is one thing; when you fall 100 times that shouldn't be the end. Rise up.
God should be key in all that you do and want to do.
It's good to be humble. Respect those who are ahead and learn from their experiences.
Get more productive advice, that will help you build a good life.
Make use of your 24hr clock. It's the only common denominator for all humans – rich or poor, tall or short, ugly or beautiful etc.

Do you think you are successful?

I am. I appreciate how far God has brought me and how far I've come.
My aim is to make a maximum impact.

What will be your legacy you would leave here on earth?

I believe I have to give good leadership to people who work under me.
Your Legacy is your people.

What are your final words. Do you think you are living your best life?

Well I believe an unexamined life is not worth living. I take stock of myself daily. Life without God is nothing. So my very key factor is God. God Himself is everything (time, discipline), when you have Him you have everything.



meet Enterprising Ghanaian Entrepreneur

Kwame Ababio

2016 RUFORUM Youth Entrepreneurship Award Winner



Kwame Ababio founder of Green Afro-Palms (GAP) was adjudged winner of the Young Entrepreneurship award 2016 for Ghana at the just ended young innovators award of Regional Universities Forum for Capacity Building in Agriculture (RUFORUM) 2016.

The Fifth RUFORUM Biennial Conference and African Higher Education Week, was held on 17-21 October, 2016 at the Century City Conference Center in Cape Town, South Africa where Ababio Kwame a young farmer deploying entrepreneurial potentials in his venture took the award for Ghana during the gathering.

The RUFORUM Biennial Conference and African

Higher Education weeks are held every two years to bring together higher education stakeholders, including postgraduate students. The focus is on strengthening the fundamentals for inclusive and sustainable growth through integration of science and technology.

This year's theme was on "Linking Agricultural Universities with Civil Society, the private Sector, Governments and other Stakeholders in support of Agricultural Development in Africa". The Conference brought together over 600 participants to discuss and recommend how to strengthen higher agricultural education in Africa.

Green Afro-Palms was the winning enterprise for

Ghana. Green Afro-Palms (GAP, www.facebook.com/greenafropalms) is a registered company created in 2012 in Ghana and has specialized in the Palm oil value chain from production to oil extraction, sales and marketing of palm oil. It has a variety of products including: Palm kernel oil, Palm fiber cake, and Palm kernels.

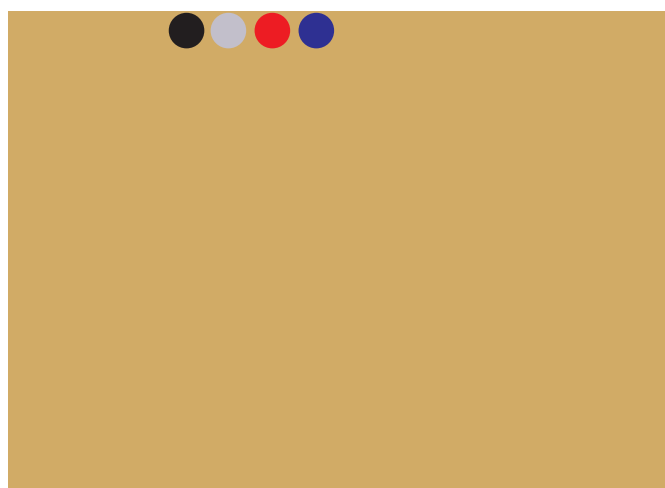
With product lines being under development, the firm is currently led by Ababio Kwame, a young and dynamic entrepreneur. The company's model is built around joint venture with palm oil farmers who benefit from the company's clean planting materials and extension services and guaranteed market program.

GAPs activities including farm management, agro-processing, education and sensitization are aimed at achieving quality and sustainability in agriculture specifically oil palm. Refineries, soap manufacturers, individual retailers of palm oil products, farmers and oil palm processors are part of the company's clientele.

The company employs permanent employees in addition to a management team of 4 qualified young individuals. Kwame Ababio, the company's founder who is a recipient of several local and international entrepreneurship awards stated after his award; his excitement based on the fact that the potentials of entrepreneurship for Agriculture in Africa is given attention and called on all stakeholders to join in lifting Africa through Agriculture.

African countries have shown strong economic performance during the last decade. From 2002 to 2008, Average GDP growth in Africa was 6.4 percent (World Bank, 2015) with this trend continuing into 2015. Improved democratization, governance, and the increased role of the private sector, has underpinned this improved performance. The contribution of agriculture to GDP in Africa remains high, on average contributing over 30%.

The World Bank (2013) projects that by 2030, agriculture and agribusiness will have grown to a US\$1 trillion business, from a current US\$313 billion today and should be a priority concern for the development agenda on the Continent.





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MEET THE MEDICAL Entrepreneur



Meet Patrick Fynn, a medical practitioner and a writer, who has interests in the various sectors of the economy. Be inspired by his story.

Tell us a bit about your self ?

My name is Patrick Fynn. I'm a medical practitioner and writer with interest in health, social, political and inspirational topics among others. I lead a clinical team at StandOut Care to provide public health screening services. I'm a fellow of the Young African Leaders Initiative (YALI), West Africa.

I'm brand ambassador for the National Student Awards (NSA Ghana), Dignity Diner and UrbRide.

What stimulated your interest in entrepreneurship and why did you choose this particular work?

My inspiration for entrepreneurship has been born out of the zeal to make the most of the things I'm passionate about,

prospects that I have committed time to develop for myself. I see it as an opportunity to create enterprises out of what I can do best. I have always had an intrinsic motivation to find solutions to problems as an individual or together with others.

In my work as a medic I have seen people either lose their lives or the quality of it as a result of diseases they simply could have nipped in the bud.

So I thought to myself "If people won't see a doctor because the hospital is not readily accessible or too expensive, then why not take it to them in the most affordable way?"

What are some of the services you provide? Any memorable project (s) so far?

At StandOut Care we run a mobile clinic and a community-based health screening program

We do but not limited to:

Public Health Education

Weighing and BMI Check

Blood Pressure Check

Blood Sugar Estimation

Rapid Diagnostic tests for Malaria

Hepatitis B

General consultation

Mass deworming

Breast cancer screening

HIV/AIDS Voluntary Counselling and Testing .

We have provided services for market squares, churches, schools, clubs, communities in the Greater Accra, Ashanti, Central and Volta Regions.

What are some of the untapped places you think your project could be deployed in?

There are people outside the cities, far away in the hinterlands who we're very much concerned about. These deprived areas need our services the most.

Do you think entrepreneurship is the solution to some of the problems on the continent?

If we can retain economic dominance, our best shot is to aggressively promote entrepreneurship in order to bolster idea innovation, productivity and job creation. That is how best a lot of our challenges as Africans can be solved.

What is your vision for the next 5 years and where do you see yourself as an African entrepreneur?

In 5 years I want to be the most authoritative, most productive healthcare professional to have impacted at least 1 million Africans.

What would you say is your biggest challenge as an African entrepreneur and why have you not given up?

The system is infertile and not supportive of what we have to offer. I believe that the general make-up of our system doesn't support start-ups. The basic rudiments such as business registration, mentorship, incubation, skill development are not readily available.

What gets you out of bed in the morning and what keeps you up at night?

The thought that there's a task to start or finish.

How did you fund your business and how difficult was it?

The start-up was ran primarily on personal funds. I had to run extra shifts, do short-term investments with my salaries and that was how I was able to procure logistics and medical supplies.

Along the way, we had a few sponsorships from pharmaceutical companies.

What avenues can upcoming entrepreneurs on the African continent think of with respect to funding?

Funding has been the greatest challenge for most businesses. I'm not a financial expert or authority, but I believe strongly that start-ups can best support themselves through self-funding. It's easier to get external support when operations look promising and sustainability can be assured.

What do you wish you knew before starting your first business?

I wish I knew that I didn't need to wait for a particular time before starting the business. Waiting kills ideas and suppresses drive!

In one word describe your life as an entrepreneur.

Life-changing

What has been your greatest inspiration?

Achievements and failures.

I'm result oriented. When one success is clogged, it inspires me to do more.

When I fail, I motivate myself with the finish line in sight.

A lot of prospective change makers are waiting for a certain status, capital, or enablement to start a venture. However, no time is ever the most appropriate moment to put an idea to action.

Each second spent "preparing" would rather be channelled into starting and learning from the mistakes. The time is NOW!



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get smart, be stylish

THE MORNING DEVOTION ENTREPRENEUR

JENNIFER
Brobbey



1. Tell us a bit about yourself?

Jennifer Brobbey is the CEO and Founder of AppleEye, a Devotional Writer at True Worshipers Inc. She is an Author, Inspirational speaker and a Christian Blogger who loves to encourage, inspire and motivate. Her inspiring posts on social media has brought healing to many based on her Life Experience and the word of God. She is the author of the book "You are the Apple of God's Eye". A book that invites readers to experience the adventures, goodness and fullness of life that God has intended for us.

She is 24 years of age and proudly Ghanaian. A product of Aburi Girls secondary school. She has a Bachelor's Degree in Communication Design precisely Marketing, Advertising and Media Management from Kwame Nkrumah University of Science and Technology (KNUST) and a Master's Degree in Media Management at Ghana Institute of Journalism. She believes the only reason she is alive today is Living to Inspire.

2. What stimulated your interest in entrepreneurship and why did you choose this particular work?

Ever had a season where you believed that there was a lot more you could do to help people? But the problem was how to begin and how far you were willing to pursue this dream.

Well, that happened to me once, I began sharing my quiet time with friends on social media each morning. This was something I was so much dedicated in doing and made sure to share at the slightest opportunity. The joy of inspiring, encouraging and motivating people was a smile of delight which always lit up my face. I had no idea it was the beginning of a dream God had placed on my heart.

A few months passed and I was approached by True Worshipers Incorporated (TWI), a Christian ministry whose true mission is TO INSPIRE HOPE. I was extremely excited and humbled to know that I was given an opportunity to share what God had placed on my heart to the world. I joined the Devotional Department and it brought me much closer to God,



improved my writing skills, and taught me how to actually write devotions and inspirations to be a blessing to people. I was surrounded by people who enjoyed God's word just as much as I did with those who loved to share His word to the world. It was and still a great experience to be a part of them.

I never stopped sharing my quiet time even

after I joined TWI but this time I changed things just a little bit. I decided to summarize everything in a quote so it'll be easier for people to have an idea of what they'll be reading about. I included images with a short quote on them for their quiet time. The feedback from friends was encouraging. Very encouraging and a few of them shared it on social media.

It took a while to finally believe that there was a lot more I could do to reach people with the word of God. But where do I start? How do I begin? Should I continue to share my quiet time through social media with the few friends I have or I could do more by building an app to reach as many people as possible. The latter was difficult but not impossible. I had no idea how to build an app? Had no experience! No money! Nothing except a Vision!

So by introducing my writings and inspirations onto a mobile app called "AppleEye" which is available on the iOS App Store and Google Play Store. It was my hope that I could reach and help people find encouragement wherever they were.

Don't get me wrong; it hasn't been all rosy! It isn't as glamorous as you might think. It requires hard work! Sleepless nights! Encouragement! There's been times I was very hard up (broke), depressed and ready to quit. But HE MADE A WAY. He brought people my way; great people. Those who are in 'sync' with my vision. Those who will stand and run with me on my mission.

3. What are some of the services you provide and any memorable project(s) so far?

AppleEye wants to involve as many people as possible. We believe there are people out there who have the voice and capacity of changing and inspiring the world yet there don't have such platforms to do so. We are giving bloggers and writers that opportunity to feature their blogs on our mobile app. Trust me, they are really inspiring the world! Their write ups are good!

We also send Inspirational Nuggets each morning which includes people's pictures with a Christian quote written on it. The pictures are first vetted by the team and when selected, it's used for public viewing. There are great testimonies and positive feedbacks that gets us motivated at what we do. With their permission, and knowledge, we include some public figures and celebrities like Sonnie Badu, Nathaniel Bassey, Joe Mettle, Luigi Maclean, Toyo baby of Jenifa's Diary Fame, Pascal Amanfo, Jeffrey Nortey, Denzel, AB Kwarteng, Akessie, Brempong, Diana Hamilton, Niella, Evangelist John Sena, Efe Music, Annistar Arning, Chioma Akpatho, Mimi el Bernard Nelson Eshun, Appstle Lyanne Cofie, Afia Rida, John Dumelo, Kukua Asihene, Nona Simone and many others. These people have supported AppleEye and we are very grateful.

There is also a prayer request feature on the mobile app where people send their requests. They are counseled, given advices and then we join them in prayer.

The new project we are working on now is to give Authors the opportunity to sell their ebooks on our mobile app using MTN mobile money instead of going through the stress of selling and buying their books all the way from Amazon and other sites which request a debit or credit card before purchase.

So you realize that AppleEye involves everyone and is for everyone. No one has been left out. Whoever you are, whatever you do, you can still get involved in AppleEye.

4. What is your vision for the next 5 years and where do you see yourself as an African entrepreneur?

5 years from now, still in the learning stage. Same goes for when it's 10, 20, 30 years down the road. Entrepreneurship doesn't have a destination because the world is constantly changing. But my hope is to create more avenues to help people in society by employing as many serious minded people as possible in different departments who will add value and help to achieve the company's goals. What matters is that you have faith in yourself and genuinely believe you can achieve some great accomplishments.

5. What would you say is your biggest challenge as an African entrepreneur and why have you not given up?

A lot of people will tell you that, it isn't going to work, discourage you or even laugh at you. It's your choice to either listen or ignore and prove them wrong. A negative mind will never give you a positive life! Don't let small minds convince you that your dreams are too big. Definitely, successful people have fears, doubts, and worries! But they just don't let those feelings stop them. With this mind set, surround yourself with people who will encourage you, believe in God's given vision and people who will help you stand on your feet when you feel defeated. So never give up!

6. What gets you out of bed in the morning and what keeps you up at night?

The fact that I am an inspiration to many people, the fact that I need to work on the Nuggets and blogs for the next day because when I miss a day of posting, people come asking what is wrong because they are expectant of the message God has for them. Many lives depend on this God given work I am doing.

7. How did you fund your business and how difficult was it?

I didn't need a lot of money to start, I just needed to be faithful with what I was doing for God in order for Him to take me to the place He wants me to be. He will bring the right people to you.

And He did bring the right people who believed in what I

was doing and willing to support me financially. I didn't have to force the door open or convince someone to be good to me. The people God has ordained to help you, He's already prepared their hearts. I also saved up some money to work on a few things but I believe what is important for an entrepreneur to start is a VISION! A lot of people have thrown their vision away because they had little faith in what they can become or people might have discouraged their ideas. Do not despise small beginnings. God will never forget you or pass you by! "Remember, the snail still made it to Noah's Ark! You will get there too!! You will make it! You will excel!"

Yes! You've been working on a project for a while now but you're stuck? Don't quit! You may have a lot of ideas running through your mind but don't know where to begin? Just make an effort and start with the little one. The little idea can help you move to the bigger one. Once there is a vision, God will make provisions for it.

8. What has been your greatest inspiration?

Zechariah 2:8 has always been my source of inspiration and that "No matter what life throws at me, I am still the apple of God's Eye and God would not leave me hurt."

9. What significant advice would you give African entrepreneurs who are launching out?

Don't give up because of what people said. Use it as a motivation to push harder. I remember when I thought of coming up with my mobile app, I had lots of discouragement and negative response from people. They doubted my dream and idea. But I still stood firm in my decision and believed that God had put a dream in my heart that I had to fulfill. I believed that if people are to achieve and create their own mobile app, what makes me think I can't also do same! Probably God has put a dream in your heart and you are thinking of how you are going to fulfill it, just remember that the same God who put that dream there, will make provisions for you and see you through. Don't sit there and wait until you get all the resources or money before you start. Start now! Start praying about it! Don't allow people's negative response stop you from what you have to do! Once God has said yes, their opinions don't matter!



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DANIEL MARFO

Tell us a bit about yourself?

I am problem solver. I believe that to every problem there is a solution and once I think it through with the right people, together we can find the simplest solution to that problem. I am an extrovert of a sort. I love meeting new people and hanging out with friends. I am a qualified pharmacist and obsessed with technology and how it can impact society positively.

2. What stimulated your interest in entrepreneurship and why did you choose this particular work?

I grew up in a very non- entrepreneurial home. My dad is an architect and my mum a teacher so entrepreneurship didn't come to me naturally. What I did enjoy however was creative thinking and problem solving. My interest in entrepreneurship really came about after reading "Think and Grow Rich" by Napoleon Hill. I was captivated by the simple yet effective principles in the book. That book really sparked my entrepreneurial journey.

As a pharmacist my field of vision is very healthcare biased. When I see the many challenges that healthcare has I just think of how technology can be used to solve them. So healthcare technology is really just a combination of my two passions.

3. What are some of the services you provide and any memorable project(s) so far?

Our company is called 'RX HEALTH INFO SYSTEMS' and the main services we provide are health insurance management software, hospital management software, big data analytic platforms for pharmaceutical companies and healthcare companies at large.

To single out a memorable project is hard, all projects we work on hold a special place in our hearts but two projects that stand out are the development and deployment of the first scalable end to end Health Insurance Claims System in Ghana. Our first client who used the platform is Nationwide Medical Insurance. Today that platform is used by

11 private Health Insurance Companies in Ghana and it connects more than 800 healthcare service providers (hospitals, pharmacies, dental, optical, diagnostic centres) to these Eleven (11) Health Insurance Companies.

Our first major external project for the Nigerian National Petroleum Commission also stands out in my mind. It is challenging as a wholly owned Ghanaian company to enter Nigeria so when you win a business in Nigeria it has an amazing feeling to it.



own and set up a business and look to apply themselves as an entrepreneur but that should not prevent people from thinking like entrepreneurs even if they are working for someone else. They can contribute their quota in a unique and refreshing way to solve the business challenges they may be having at work.

6. What is your vision for the next 5 years and where do you see yourself as an African entrepreneur?

Richard Branson once said that if your dreams don't scare you then they are too small. For myself and the team at 'RX HEALTH INFO SYSTEMS', our dream in the next 5 years is to be the premier healthcare technology company of choice for companies and individuals looking to do business in Africa.

We want to be involved in healthcare projects all over Africa. Our office in Nigeria just turned 1 year old a few weeks back and in the next 5 years we want to have offices in

4. What are some of the untapped industries you think your project could be deployed in?

That's a good question. For us at 'RX HEALTH INFO SYSTEMS', we believe that there is still so much to do in the space of Healthcare. When technology is deployed effectively in healthcare it can save lives and make cost of access to healthcare cheaper.

The underlying technology that we deploy has limitless potential. Our big Data Analytic capabilities can be deployed in almost every industry you can think of, to give the players in these industries better analysis and insights for them to make better data driven decisions for their businesses and industries at large.

5. Do you think entrepreneurship is the solution to some of the problems on the continent?

I believe so. Entrepreneurship and Intrapreneurship can solve so many of the problems we have in Africa and the world at large. If you pick the top 100 persons making a real change in today's world, I am certain that majority will be entrepreneurs.

I added intrapreneurship to entrepreneurship because not everyone can move out on their

at least 3 other African countries and roll out our solutions in these countries.

7. What would you say is your biggest challenge as an African entrepreneur and why have you not given up?

There are so many challenges that it's hard to narrow down. Let me talk about two of them.

Firstly, a lot of African entrepreneurs do not pick the right partners to start their business with. Most people either pick their friends or people who have almost the same set of skills as they have to go into business with. This inadvertently creates a situation where those business lack expertise in an area which may be critical for their success and before you realise may begin to make some bad decisions in that aspect of the business. Secondly, capital is a big issue in Africa. The financial sector in most parts of Africa is structured to only support businesses that



are already thriving or have been around for a number of years. Start-ups and new businesses have almost no access to cash to grow their ideas.

8. What gets you out of bed in the morning and what keeps you up at night?

My alarm gets me up in the morning. Lol that's just by the way.

On a serious note, the desire to leave a lasting impact on the African continent and to one day say that RX HEALTH INFO SYSTEMS made an indelible impact in how technology is applied to solve healthcare challenges gets me up in the morning. The second thing that gets me up in the morning is the wonderful team that we work with. I cannot afford to fail them because they depend on RX HEALTH INFO SYSTEMS for their source of livelihood. If we fail them we have failed their families and that is something I can't afford to even think of. After going through the operational things of the day, at night I usually spend hours thinking and discussion the direction and strategy of the business with my co-founders.

9. How did you fund your business and how difficult was it?

Interestingly, we funded this business with no money from the start. All we had was a good idea. Back then we put in sleepless nights to create our first product. Since we are in the area of technology and data analysis, all we needed was our laptops. Once we created

our first product which was a pharmaceutical data analysis software, we proceeded to find buyers for it. That was the hard part. Finding buyers for this product was challenging because no one wanted to take a chance on something new like that but once we got our first buyer and second buyer, we ploughed the money back in the business and that is how we actually got our first funds.

Since then we have always pumped our earnings and majority of the money back into the business and that is how we have grown.

10. What avenues can upcoming entrepreneurs on the African continent think of with respect to funding?

I believe that the Ministry of business development should engage financial institutions to create an enabling financial environment where entrepreneurs can gain easy access to funds.

One of the most important funding avenues is self-funding and seeking investments from close family and trusted friends. Seeking funding from family and friends is different from asking for a hand out. A lot of people approach seeking funding from family and friends lackadaisically. Approach them with a proper plan, business proposal and budget so they see how serious you are about your intentions.

Incubators, angel investors and crowd funding are other ways of raising funds that are growing

and worth considering in Africa.

11. What do you wish you knew before starting your first business?

I wish I had more financial and legal literacy before going into business. From my little experience in business the 2 things that every business leader should always try and know more of is the legal framework in their industry of choice and being able to understand basic financial principles and how it can impact your survival and growth as a business.

12. What has been your greatest inspiration?

The desire to create indelible positive footprints with technology in healthcare delivery drives me on all the time.

13. If you had the chance to start again, what would you do differently?

Honestly, I won't change a thing. All the experiences that myself and my co-founders have had is what has given RX HEALTH INFO SYSTEMS its unique identity and culture and I won't change our wonderful team that we have built over the last few years for anyone else.

14. What significant advice would you give African entrepreneurs who are launching out?

1. Pick a field or industry you love and understand. Starting out in an industry you don't love or understand is always a recipe for possible disaster when the going gets tough because tough days will come.

2. Look to solve a challenge or problem that people in that industry are experiencing.

3. Assess yourself and identify your weaknesses on a personal and professional level.

4. Entrepreneurship is not a solo thing. Find passionate partners or co-founders who have skills that you need to succeed but don't have and go on this journey with them.

5. Be financially prudent and don't spend the "company's" funds excessively or on non-necessities. Too many entrepreneurs once they begin to have money start spending it on things that the business doesn't really need.

6. Always get honest and brutal feedback periodically on what you are doing from your customers and stakeholders. Don't take this feedback the wrong way rather see it as an opportunity to improve on what you are doing. Complaints and feedback are 2 of the greatest gift any business can have.



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cover story

caroline ESINAM ADZOGBLE

1. Tell us a bit about yourself

Well I am Caroline Esinam Adzogble, 26 Years of age, a Technology and Education Entrepreneur. But at my core I am just a simple girl, with big dreams and a big heart. Mine is depth, so it is quite difficult to fully define self because I also keep on evolving and redefining the parameters of my being.

I grew up in a family of nine. 7 kids with my parents. It was a staunch Christian home, My Dad was a pastor and my mum was a trader. I attended Pride of East International at Dzorwulu for junior high school, Ideal College for Senior High School, had IPMC Diploma Classes and currently finishing my Degree at Amity Online and my masters at the University of Edinburgh. I come from Dzodze in the Volta region and my mum is partly Nigerian as well.

2. How did you handle the phase of life when you were living with your family?

I mean we were kids back then, we just learned and played as everyday kids do. There was not a lot special about my childhood. I had to be a real Pastor's daughter and behave decently and the pegs of adolescence and youthful exuberance.

3. Growing up as a child through to adulthood, what has been some of the experiences that you would love to share with us.

Well let me tell you one thing, not known to the public about me. Growing up I was the Worship Leader and Lead Singer at church; I still love and cherish those days.

4. What did you do to influence your own life?

Learn, Dream, Make Mistakes, Learn, Pick up and Try again. It was that unyielding surrender to the will of God and his purpose for my life manifesting as ambitions and dreams and the audacity to believe in it and act upon it that made the difference. It was me surrendering to God, it was the head influencer in my life and career.

5. How have you handled challenges, especially before you branched into entrepreneurship?

Really just one day at a time. Challenges are a part of



life and they are actually the key to growth and maturity and every great person must boldly embrace them for their own good. So I take it one challenge at a time, figure out the solution, map it out and attacked it and then move on to the next one.

6. Tell us about your businesses?

Well I am sort of building an Educational Technology Eco-system at least that is the dream. So I run IAES (International African Education Summit) AFRICA; a student recruiting Agency, Potters International College; an accredited Career Training Programs, Caroline University, a non-academic, non-scoring, Entrepreneurship-Only Institute, AdmissionIn30Minutes; a 1-Click-Apply Innovative Product for university admissions globally, Caroline Technology Solutions and Everyday Travel and Tours.

7.how did you feel landing your first project.

Oh that was a great feeling. It was \$500, I remember buying papaya for my siblings and feeling so cool and good about it. I still laugh playing back the memory.

8. What are some of your values as an entrepreneur.

Integrity above all things
Execution not Excuses
Honesty
Consistency
Fair Business
And the Influence and Voice of God at play in my everyday transactions and processes.

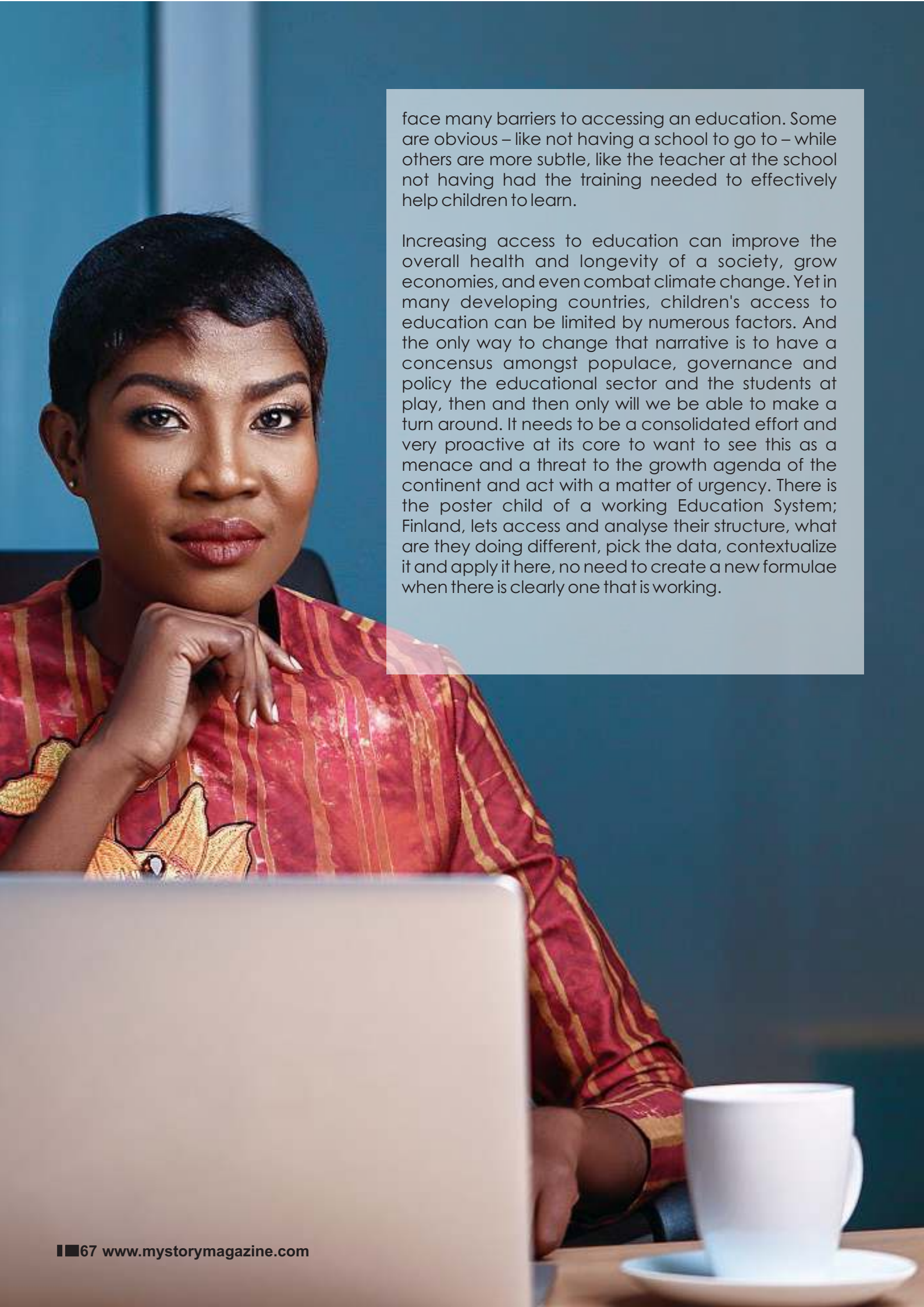
9. How do you feel been the youngest Female entrepreneur to own a University and giving aid to students?

Its an honour, its humbling and it calls on for more. I only pray for strength and wisdom to be able to do more and keep bringin Glory to God and hope to many.

10. You are very passionate about Africa. Do you believe the educational system in Africa is very weak, if yes, do you think that has been the major problem of Africa?

I do not thing, weak is the word, more like Inefficient, Outdated to say the least. The processes, measure of intelligence and learning and the structures surrounding it are all flawed at the core and ends up producing less and less quality talents for the job market and that is the inefficiency of it and that is a global problem by the way. Children in poor countries





face many barriers to accessing an education. Some are obvious – like not having a school to go to – while others are more subtle, like the teacher at the school not having had the training needed to effectively help children to learn.

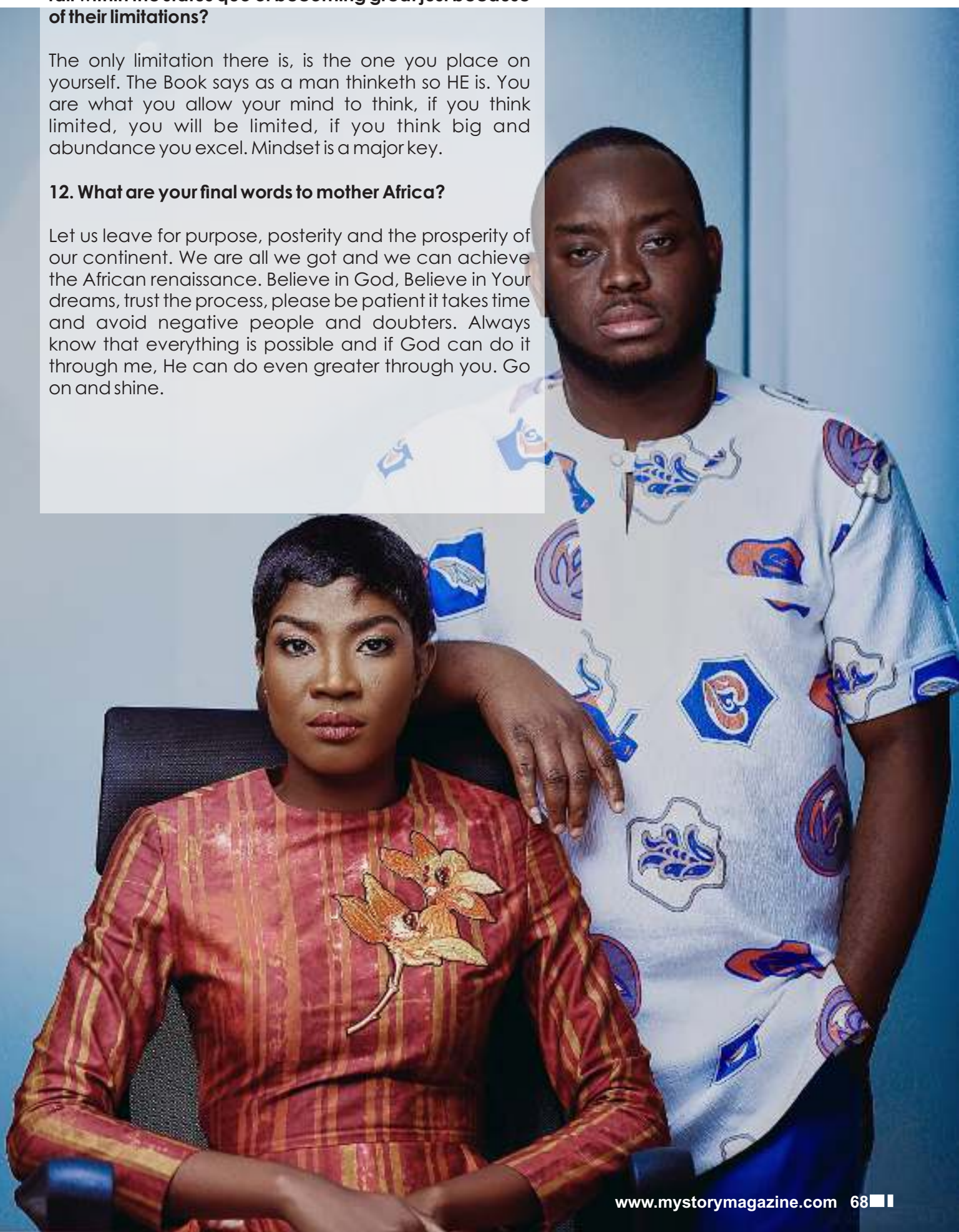
Increasing access to education can improve the overall health and longevity of a society, grow economies, and even combat climate change. Yet in many developing countries, children's access to education can be limited by numerous factors. And the only way to change that narrative is to have a consensus amongst populace, governance and policy the educational sector and the students at play, then and then only will we be able to make a turn around. It needs to be a consolidated effort and very proactive at its core to want to see this as a menace and a threat to the growth agenda of the continent and act with a matter of urgency. There is the poster child of a working Education System; Finland, lets access and analyse their structure, what are they doing different, pick the data, contextualize it and apply it here, no need to create a new formulae when there is clearly one that is working.

11. What advise will you give to young ladies who do not fall within the status quo of becoming great just because of their limitations?

The only limitation there is, is the one you place on yourself. The Book says as a man thinketh so HE is. You are what you allow your mind to think, if you think limited, you will be limited, if you think big and abundance you excel. Mindset is a major key.

12. What are your final words to mother Africa?

Let us leave for purpose, posterity and the prosperity of our continent. We are all we got and we can achieve the African renaissance. Believe in God, Believe in Your dreams, trust the process, please be patient it takes time and avoid negative people and doubters. Always know that everything is possible and if God can do it through me, He can do even greater through you. Go on and shine.





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“Have you heard of the ObaaGoGetter Network?”



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Josephine Amankwah is a social entrepreneur, the Founder/President of the "ObaaGoGetter Network" and the CEO of the iCuddles Ventures, iVelvet Gh and iLuxe Decorum. The ObaaGoGetter Network (OGN) is a non-profit organization and a platform dedicated to bringing corporate women and female entrepreneurs together to inspire and support each other in order to reach for more in their career fields and businesses. The network provides a supportive environment for personal and professional growth, a forum for sharing ideas and expertise and a platform for which today's woman can reach her highest aspirations with the support of her fellow women. iCuddles is a crochet accessories and clothing brand for babies

and toddlers, iVelvet is an online wholesale and retail shop for jewelry and fashion accessories and iLuxe Decorum is an online retail shop for home and office decor pieces. Besides this, I have also recently taken up public speaking where I speak on topics relating to entrepreneurship, leadership skills, women empowerment, youth in Christ and girl child education.

I choose to view entrepreneurship as an individual's ability to turn ideas into action. I've always known myself to be a creative, innovative and a risk taker with an amazing ability to plan and manage projects in order to achieve objectives. This understanding of entrepreneurship and these qualities are definitely what stimulated my interest in entrepreneurship. Whatever work I do as an



entrepreneur is something I'm very passionate about and that is why I chose that.

The ObaaGoGetter Network provides a support for personal and professional growth, a forum for sharing ideas and expertise and a platform for which today's women can reach their highest aspirations with the support of other fellow women. The network organizes various developmental trainings, seminars, workshops and other events geared towards growing its members in all aspects of their lives. The network also undertakes charitable and philanthropic works in collaboration with other organizations with the sole aim of improving our society.

One sector I know the charity arm of my organization would focus on is the female prisons. Interacting and showing some love and support to the health and well-being of female prisoners is a cause that is dear to us as Women network.

My view about entrepreneurship in general is that I don't think it's the solution to some of the World's problems, I believe entrepreneurship is the solution to all of the World's problems. Solving problems requires the ability to come up with ideas and these ideas can only be enforced through actions.

In the next 5 years, I see myself on various international platforms empowering women and also fighting for our rights. I see the expansion of the ObaaGoGetter Network with various chapters in other regions undertaking amazing social projects to make our world a better place to live in.

My biggest challenge I'll say is trying to adjust to the change of leaving a job with a regular and steady paycheck to chase a dream which outcome you can't tell for certain. I don't allow this challenge to get in my way because I believe in my dreams and in making the world a better place; people are counting on me to make that happen. And I know with or without the regular paycheck, my passion, hard work and go-getting attitude will get me there.

My businesses were all funded by me personally through savings. Before becoming an entrepreneur I had an 8-5 with a steady paycheck and I saved up and invested into my businesses. It was very difficult especially when you're someone like me who loves to really be comfortable all the time and you know in our world now, comfort is only possible when you have the financial resources to support it. So yes, I'll say it was pretty difficult saving money but it needed to be done.



When it comes to funding for young entrepreneurs, there really isn't much avenues ready to support. What I would suggest is for entrepreneurs to save up as much as they can towards investing in their dreams. They can also ensure they have the detailed and right business plans which could go a long way to help them in securing business loans from banks and other individual investors.

I wish someone had told me how difficult being an entrepreneur is. I mean, yes people always say "it's not easy being an entrepreneur" but you only understand this saying when you get in there. And trust me, it's tough, it gets frustrating, and sometimes it gets extremely difficult that I feel like quitting. But once you have your vision spelt out correctly and with your passion guiding, you'll make it.

My greatest inspiration is "women in history". I've read so much about women in history who did amazing things to change their world and made positive impacts in the lives of others. This is what drives and inspires me, I want to be remembered when I'm gone. I want young girls to read about me and about my work when I'm no more. It's basically about leaving behind a positive footprint. If I had the chance to start again, I don't think I would want to change anything. Every mistake I made, served as a lesson and made me a better version of myself. So yes, I think I would do the same thing, I might even make more mistakes, take more risks just so I can learn more.

One advice I will give to any upcoming entrepreneur is to believe in yourself, believe in your dream, and wake up every morning with your vision at the back of your mind. Fight your way to the top one step at a time and allow the word of God to guide your steps.



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How a youth led **Agricultural** agency is changing the mindset of youth in **Agriculture** in **Nigeria** -

Meet **AKINTARO** Olamide.

Taro Agric Consulting was registered with the Nigeria's Corporate Affairs Commission in the year 2013 providing agricultural solutions, training and workshops to several categories of people and organisations. Between the years 2013 and 2015 they trained over 10,000 young people (undergraduates, graduates, out-of-school youths etc.) in several aspects of profitable agricultural businesses.

Our mandate is 'to raise an army of food producers' that will proudly take up agriculture as a viable vocation. Part of our success stories includes the establishment of Young Farmer's Club (Students in Farming Project) in Universities and Secondary and Primary Schools across the Federation. We have worked with the Nigeria Army-training officers and soldiers of the Army in various agricultural ventures (Project Food security/National security).

Our firm is in partnership with the National Youth Service Corps (NYSC) to train and mentor young school graduates in agriculture, for their Skills Acquisition and Entrepreneurship Development Programme (SAED). We started our Poultry business in 2015 with a 4000 capacity poultry pen. Today we have expanded to 30,000 capacity with 10 permanent staff and 3 ad-hoc staff. Our Vision is to be a leader in the Nigeria Poultry Industry, providing healthy, safe and affordable poultry products to Nigerians. In the year 2016, our farm got her first institutional funding from Nigeria's Foremost Development Bank (Bank of Industry). In the same year we won the 3fm/TKC Business Pitch Competition, Accra and the YALI

RLC Business Pitch competition. In the year 2017 our business was selected among the 100 viable businesses in Southwest Nigeria for institutional capacity development by Africa Development Bank in collaboration with the Bank of Industry. Our goal is to start our Processed Chicken line within the next one year and hit a production capacity of 50,000 birds.

About Founder- AKINTARO Olamide is an Animal Scientist by training. He had his first and Masters Degrees in Animal Science from Obafemi Awolowo University, Ile Ife. Olamide is an entrepreneur and a Social Change agent. He founded the Students in farming project while in the University as an Undergraduate and scaled this up across several universities in Nigeria. Olamide is also the Pioneer National Coordinator for the Youth Platform-Union of Small and Medium Scale Farmer's of Nigeria. In 2010, he received the Governor's Awardee for Outstanding National Service and also won the Central Bank of Nigeria- Venture Prize Award for Young Entrepreneurs. Olamide is passionate about agriculture and engaging young people in viable profitable agricultural venture. In an interview with the MSM team he stated, "My vision is to see a food sufficient African continent where hunger and lack becomes history".

From our team at My Story Magazine, we say - Keep soaring higher and shining the light of youth in Nigeria through agriculture.





Techpreneur[®]

M A G A Z I N E



This young amazing lady from Ghana is excelling in the fashion industry. She brands beads into fashionable necklaces, ear rings etc. She uses this medium to train other young ladies and as a result of this she's been able to have the audience with the second lady of Ghana, Mrs Samira Bawumia.

1. Tell us about yourself.

I am an African from Ghana, a simple, naturally inspired, self-motivated and a positive minded person. A young passion driven entrepreneur, read molecular biology and biotechnology at the university

of Cape Coast who discovered her talent and creative abilities after her national service. I come from a family of five and I'm the only girl. My name is Portia Nana Adjoa Amanor. I'm currently the Founder, C.E.O and Creative Director for Nadjoa Accessory Brand.

2. What really happened that made you venture into this particular work?

My interest as a positive person has always been to engage in activities that dares and challenges me to make a difference, develop myself and also help others, most especially young girls through



The “Lady” who caught the
attention of the
Second Lady of Ghana

entrepreneurship. Although I read science in school, I found interest in making and selling fabric ear rings and brooch. A skill I acquired from watching a fashion student who used to make them for me to sell. With creativity, I incorporated beads into the fabric work and found out working with beads gave me much satisfaction as compared to working with fabrics.

3. What are some of the services you offer and any memorable project so far?

At Nadjoa Beads, we make fabric necklaces, fabric brooch, fabric slippers and fabric ear rings. We also make beaded

necklaces, bracelets, ear rings, slippers, beaded bags and also offer training services to people who have interest in acquiring some skills in beading.

We have had many projects but the most memorable one was when I got the opportunity to train street children for free as part of my social responsibility for 2017. Another one was when I got the chance to meet the 2nd lady of our country, Ghana for the first time, Her Excellency Samira Bawumia at an exhibition. This took my brand to the next level.

4. What opinion do hold about entrepreneurship?



I strongly believe entrepreneurship is the solution to most of the problems on the continent. I believe each and every one has great potential that needs to be nurtured into maturity, using myself as an example, if I never considered or embraced my creative abilities, I never would have known I could be good at this. Though I read science, I was open and flexible enough to try and test other areas which I never had any idea in my life plan and that's how I discovered myself.

5. What would you say is your biggest challenge as an African entrepreneur and why have you not given up?

My biggest challenge as an African entrepreneur is the lack of adequate support, funding and systems to encourage young and talented

entrepreneurs. I haven't given up because I still believe in the African dream

6. How did you fund your business and how difficult was it?

I funded my first business with 50 Ghana cedis given to me by my mum. I bought 50 Ghana cedis worth of materials, worked with them, sold them and reinvested my profit, it continued that way for a while before I started saving.

7. What avenues can upcoming entrepreneurs on the African continent think of with respect to funding?

I will encourage upcoming entrepreneurs to save, plan and to utilize any little opportunity they get, ones you have some money to start, it's very easy to get support from reliable family and

friends. Start with the little you have and grow it. It worked for me so why not.

8. What do you wish you knew before starting your first business?

Well, I wish I knew more about handling business, since I was a science student, but I learnt a lot along the line from good and loyal people who helped facilitate my growing process with their experiences in the business field. Am forever grateful.

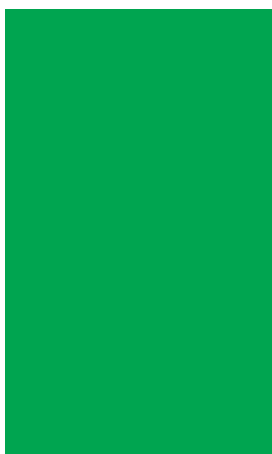
9. If you had the chance to start again, what would you do differently?

I would have jump straight into beading without wasting any time thinking it was going to work.

10. What significant advice would you give African entrepreneurs who are launching out?

Be focused and don't waste time doing what competitors are doing. It's a waste of money. Be your own competition, be positive driven and work harder.

It was a great pleasure interviewing you...



“UNLEASHING THE GOLD WITHIN” – The BookPreneur

Nana Akua Frimpomaa Amofa



Nana Akua Frimpomaa Amofa is her name by birth, she is a storyteller, sharing compelling stories on social issues and conversations. She focuses on motivational pieces encouraging and inspiring people to strive for greater heights and to churn their talents, gifts, skills and experience into success stories. Her pieces (stories) are focused on mental discourses as well as nurture and transform lives. She is also the Secretary of “Obaagogetter Network”, a platform which focuses on empowering and inspiring corporate women and female entrepreneurs in their career paths and businesses. She is an Author of the book titled “UNLEASHING THE GOLD WITHIN” which happens to be her maiden book and hoping for more books from her in the future. She is a Creative writer, Columnist and Editor of Evangel Magazine, she is also a Content Creator, Motivational Speaker and Blogger.

She explains why she took to this aspect of Entrepreneurship, “I have always loved writing and everything related to it. I have always preferred books as gifts rather than

anything else. Books get me excited. So I would say I am a certified bookworm. I discovered my writing abilities in Class 5. However, I didn't utilize this skill often (though I wrote stories and kept them to myself) while growing up, when I was the library prefect in Secondary School and for academic purposes at the university I took writing seriously. However, a few years ago some friends saw some of my unpublished works and encouraged me to start a blog and after sometime and being consistent, it gradually began to gain traction. My talents also gave me the opportunity to join Evangel Magazine, Ghana's premier Christian Frontline Magazine as an Editor and Contributing Author. Playing an essential role in this business has helped me understand the dynamics of entrepreneurship and also helped in exploring different projects. I have also channeled my creative writing skills to publish my first book 'Unleash the Gold Within'. This book was born out of motivational pieces dubbed missamofaspeaks which sought to tell thought provoking stories and scenarios to inspire readers and also pursue their dreams and passion”.

She strongly believes that, Reading fuels our



imagination. It ignites our creativity, Storytelling or writing are universal languages no matter the form the stories are told (documentaries, books, articles, movies etc.). It is evident in languages all over the world. It transcends beyond communication and plays an integral part in society. Like culture, it is a way of life. It tells the stories of people and highlights issues all over the world.

It reveals emotions; interprets the joys of motherhood, portrays the roses and thorns in marriages, describes the pain in the souls of people who are hurt or abused in various forms, it is in the cries of families and the general public for accountability and justice, it is in these several tears that transforms into success stories and the toils and hustle in the extra hours. We all have stories to tell where ever we find ourselves. It is essential for society as it is a change agent for negative narratives among others.

When she was asked a question by our Reporter, if she thinks entrepreneurship is the solution to some of the problems facing the continent? This is what she has to say; "Definitely. It is the solution to all our problems. Entrepreneurship is that 'gold' within which we are eventually identifying. It is that diamond acre we have been sitting on for so long as individuals. It is that pawn in the game of chess we have decided to overlook which can eventually become the queen. It reduces unemployment margins evident on our continent. To some, they identified a need, solution or service in their society, with others they nurtured their talents. With the growing pace of entrepreneurship, I am certain in a few years to come, it will be a major contribution to the growing economic rate across the continent. In this age of cryptocurrencies and digital revolutions, there's more to come.

She sees herself in the next 5 years to have evolved into utilizing various mediums of storytelling, written more books, become a bestselling author and undertake other projects both within and outside the literary and creative arts circles.

So tell us what your biggest challenge is as an African entrepreneur and why you haven't given up, she said, one of the biggest challenges is that most Ghanaians don't like reading so much. No offence though. They prefer videos and short captions. But the stories are also in the words that are spoken or written. I am passionate about

writing and the stories and messages I tell. Giving up is not an option. Sometimes it's fine to take a break, recoup and return revamped with more innovative and niche ideas. People who are really passionate about their dreams never give up; they forge on!

She further went on to say funding is also a major issue. In Ghana and Africa, there is not much of a credit system accessible to all. Therefore, mostly people rely on family, friends and personal savings and investments. However, more incubator and accelerator programs are being created to curb this.

Her significant advice to African entrepreneurs, Start now even if you have to start small. Success stories take time to build and in different time zones. Start where you are with what you have. You will not have everything figured out just start. No successful person ever had a jacket blueprint (that is achieved after some pitfalls and failures) Chase your dreams with all of your strength. Networking is an essential component in our lives, utilize it. Seek help when you need it, we all need each other at a point in time. Invest in yourself, it is the greatest asset you have to advance your business. Maximize your potential. Share your gifts, talents and skills; it will bring you before kings.

Create positive energy out of negative energy; you will need it for the tough days. Nurture a consistent savings and investment culture. Trust me it will be your only source of hope when all other avenues fail. Above all be consistent with your dreams and goals and watch God do the rest!




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DNA Social Service Ghana

Danielle Atakora, founder of DNA Social service is a young social entrepreneur with passion for community development, social welfare and positive empowerment. As a British Ghanaian, born and raised in the UK, she has responded to the Ghana's Diaspora mission to enhance sustainable development through her non-profit organisation referred to as DNA Social Services. As a Ghanaian diaspora, she is eager to contribute to the social-economic growth of Ghana. DNA Social Service are currently working with a popular town many of us know referred to as James Town located in Accra Ghana. Jamestown have been chosen as one of the

many communities to benefit from development schemes DNA Social service has to offer. DNA Social services has conducted assessments within this community and have created effective solutions to the problems identified, one example being health hazards due to lack of first aid education. DNA Social service, will be running a health awareness day. this will include first aid training and the donation of first aid packs in order to minimise the risk of health hazards which can potentially lead to long term health issues. Moreover DNA Social Service have decided to pursue their initiative to build a community well-being centre. After conducting assessments and carrying out qualitative and quantitative research in this community, the service has identified many problems among the youths. Such as, poor education, lack of resources and opportunity to enhance dreams and ambition, space for basic leisure activity, basic life essentials such as bedding and bath facilities. The community center that they have initiated to build will tackle these identified issues, including facilities that will solve these problems, it will

be a permanent facility in this community , which will benefit them in what they lack.

Nii. A Bonsu iii , king of Jamestown has approved and endorsed the upcoming strategic plans from Danielle Atakora and team and we are looking forward to their development projects.

This September 2018, DNA Social Service will be presenting the Future Stars of Jamestown, through their event, Sports festival 2018 . The purpose of this sport event is to embrace the skills and potential identified in this chosen community focusing on the young boys with excellent football skills. DNA Social Service will be investing in these young boys careers, and signposting them to the right opportunities both in Ghana and abroad to enhance their prospects and future.

There will also be a health awareness week being conducted and carried out by Danielle Atakora herself This same month. September is full of amazing strategic plans to develop nurture and advance Ghana, the very motto of DNA Social service. Developing Nurturing and Advancing Africa.





ALFRED QUARLEY

Alfred Quarley is a freelance Architect and a graduate of Central University school of Architecture.

His creativity and passion in Architecture led to the startup of ConceptDesign Studios, a consultancy company that looks to solve problems and change the face of Architecture in Ghana and beyond.

He describes his work philosophy as Modernism and Minimalism, with straight edge cantilevers, glazed windows and the use of natural resources. Eg, Timber and stones. in his designs.

ConceptDesign Studios aim to give clients a door to door delivery

of professional services in the design and build industry.

Some services rendered by ConceptDesign Studios are, building designs, construction, landscape designs, interior designs...

His clients describe him as a passionate, talented, committed and trustworthy, who's primary objective is to provide excellent professional service.



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In order to ensure the safety of our clients, the requirements to join as a Doctor are quiet extensive, that some Doctors even complain about the rigorous nature of our screening to

A Medical Doctor and a Computer Programmer. This is a rare career combination in this modern era to find a man pursuing two most difficult and intriguing career line. That should tell you the caliber of man Dr. Ansong Snr is.

He is the Founder and CSO of BookADoc Inc. with a family lineage of twins and triplets, he started to program when he was at a tender age of 8 years. His triplet siblings started a TECH project in 2000 which he was involved in. They developed a lot of technology stuffs from websites to games. It was through this project that he gained a lot of his IT skills. They currently have two active projects with BookADoc as the latest of them.

join as a Doctor. While we acknowledge this, we put such seemingly hard systems in place to prevent patient's abuse. For instance, every permanently registered Doctor has a registration number. If that number is not provided together with a recognized ID matched to prevent impersonation, one simply cannot join. This is just one of many security measures we have put in place.

My other project is called Loverealm. It's a digital platform for positive content launched in 2016. The platform now has over 100,000 users and doing quite well.

In conclusion, how are you able to combine Programming with being a Doctor?

"It's hard, but nothing good comes easy. Usually when I'm overwhelmed music is my best friend. I listen to music a lot. And I play random songs on my guitar or piano also. Of course we can't ignore the help of family and friends also. But by far, music".

We should keep our fingers crossed for bigger things to come in the next Ten years"
-Dr. Ansong





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Emmanuel Lamptey

The continent of Africa is one of the most endowed continents by measure of natural resources. With 54 countries, it is presently the second most-populous continent after Asia. The entire region has keen interest in crypto currencies as indicated by the trend and buzz on social media platforms, but there seem to be hurdles of arbitrage, high exchange rates, scarcity of readily available markets, accessibility among others.

Bitcoin is one of the very first form of crypto currencies to be created in 2008 and went public a year after. In 2018, Bitcoin is now known to be the most popular and commonly used digitalized token. There are several other crypto currencies with much smaller market capitalisations; these are usually referred to as altcoins. As of January 2015, there were more than 500 crypto currencies across the globe.

In less than three years, precisely September 2017, the number crossed 1,100 (representing a rise of 120%) with a total market cap of over \$60bn! By December 2017, the total market cap rocketed to a whopping \$600bn (a 10x increase in 8 weeks).

With all these amazing statistics, it is quite clear how tremendous the performance of crypto currencies has been over the years. Companies popularise their crypto currencies by making them public through a ticker (usually made up of four letters max), more importantly, an issue to the public through an ICO.

ICO is the abbreviation for initial coin offering. Like initial public offering (IPO) which is related to stocks, every initial offering is made with the aim of raising equity capital for the company. The capital raised is then used to fund projects that are expected to generate returns for the shareholders who invested their money. The ICO has become a very popular abbreviation in the world of crypto currencies.

Invariably, the main aim is to generate funds for the start-up through a token sale, crowd funding or a coin creation event. The newly issued digital tokens are priced at relatively low amounts to attract investors and hump up sales volumes.

In March 2018, heads of 44 African states emerged in Rwanda's capital on Kigali to sign an agreement that will allow free trade across Africa. The continental free trade agreement (AfCFTA) goes down in the books of history as the largest single market in the world after the world trade organisation which was launched in 1995. Will this deal be the ultimate remedy to trade stagnation in certain African economies? Surely yes! This will serve as a gateway to increased productivity and GDP when kick started in the next six months (as per the agreement). Though the benefits may not directly trickle down to households, it will foster growth on a national level.

Cooperation amongst governments will be essential in steering the deal on the right track- 10 out of these 44 countries including South Africa and Nigeria have refused to sign the deal.

A new crypto currency platform, VendEx just launched

an ICO to focus mainly on African markets with an expected user base of 2 million.

It will serve as a trading platform just like Binance and Kucoin, its Asian counterparts. Binance (BNB) and Kucoin (KCS) started with ICOs of \$0.15 and \$0.19 respectively; they have both grown to achieve all-time highs of 15,000% and 10,000% in the Asian market. Savvy entrepreneurs on the continent are seizing the opportunity by taking risks to invest in the new frenzy regardless of the aforementioned obstacles.

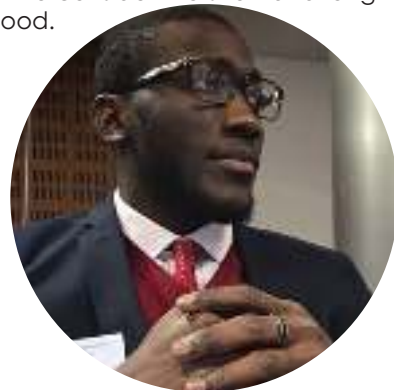
In a report published on CNBC Africa's website, more than 50% of Africans will be dominated in only 7 out of the total 54 states by the year 2030.

One may ask why 7 countries only? Perhaps the integration of countries via free movement and mobility will cause people to migrate to the best performing nations in search of 'greener pastures'— a possible case of overreliance on the power houses of Africa — hopefully this does not turn out to be similar to what is happening in the Eurozone.

The report goes on to mention that, there will be an increase in the number of individuals that fall within the middle to high class (roughly 43%). Common logic will suggest that, total disposable income for the average worker living in Africa is expected to rise if the population of the lower class lessens. Exciting times ahead for individuals and businesses that are looking to venture out into the African markets — a forecast of a decent boost in aggregate demand for economic goods and services, amidst a generally dovish growth outlook.

Merchants are beginning to accept bitcoins for payments in Africa, these include; Sierra Leone, Nigeria and Kenya. Though cryptos are not known in some parts of Africa, they are ubiquitously gaining grounds in the Eastern, Western and Southern regions of the continent. VendEx is looking to bolster day-to-day transactions between individuals, households and businesses by issuing fiat currencies. Fiat currencies unlike crypto currencies are approved by governments through the central banks' authority as a legal tender, therefore they can be used in paying for goods and services. On the other hand, crypto currencies are decentralised digital coins or tokens that are not authorised by central banks, hence they do not qualify to be referred to as 'legal tenders'. Anticipated to be a medium driving mainstream cryptocurrency usage in Africa, VendEx will also provide ease of access through partner networks (including mobile money operators, kiosks and merchants), mobile apps for exchange related transactions and last but not least, trading of popular and credible assets voted by the general community.

It is about time Africans took advantage of digitalised currencies to embrace the new era of investment. In doing so, it is important to consider the short and long-term impacts on livelihood.





moses **ARTHUR**

My name is Moses B. Arthur, a young man with a vision to transform African businesses one brand at a time. The passion to radically transform businesses on the continent started in a hostel room a few years ago, in my sophomore year in the University. I was struck by an article I read on Forbes Africa on how African businesses are positioned on the global stage and how that affects our competitiveness in relation to other global brands.

How can African originated businesses position themselves to scale above the "normal standard" and thrive in difficult markets? The answer was simple; Branding. This resulted in a business known as City Broadcast GH, which has the sole purpose of shaping entities to have that competitive edge anywhere in the world. Ever since the inception, the idea has expanded and grown into a conglomerate of companies. A series of 9 companies that fall under "The Lush Group LLC.

On the vision to shape African businesses further and to give more meaning and function to the African entrepreneurial space, I curated an annual event that serves the purpose of an intensive learning and skill development centre, where leaders and achievers in the various sectors hold discussions and have a one on one experience with delegates on the next frontier of African innovation and doing business in Africa. This event happens to be the flagship event of City Broadcast GH.

Entrepreneurship Hub Africa is an entrepreneurial enclave with the vision to reach millions of entrepreneurs across the continent and diaspora to meet together at one setting to network, share ideas and solve issues plaguing our continent.

EHA converges change leaders across the globe in various fields on one platform to have discussions on Africa's growth.

EHA 2018 would feature a series of panel sessions, keynotes from thriving business men on the continent and networking. We are creating the medium for idea sharing, innovation and networking.

This year's conference will be happening at the African Regent Hotel in Accra on the 15th of September, 2018 at 9am



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A Voice for the Voiceless

Meet Ms Ashura Michael

Social Entrepreneur and Human Rights Activist for the disabled community in Kenya.



Ms. Ashura Michael is a young deaf lady human rights and Gender activist, she has attained her Diploma in law at IU in Nairobi, Certified from University of Illinois Urban-Champaign with Civil Leadership certificate, she was also certified with Political, Leadership and governance program by Fredrich Ebert Stiftung in 2015. She holds her Bachelor of Arts in Gender and Development from University of Nairobi. Her experience truly represents her life of a Deaf person in Kenya as an ambitious lawyer in making she is passionate in advocating for the Rights of Persons with Disabilities in Kenya.

She has been a member of young Voice a Leonard Cheshire Disability project to support young people with Disabilities to campaign for

disability rights and equal access: she was once a co-chair for Youth Council of UNICEF'S Global Partnership on Children with Disabilities; she has been served as a secretary general of Kenya National Association of the Deaf youths section. She was a Gender and social Inclusive officer at Peace Ambassadors Integration Organization for 2 years and a Special Interests Representative of Youths Synergy Kenya. She is board member of Positive Young Women Voice and she has also served number of national and international organizations.

Ms. Ashura has taken part in many campaigns activities: including leading a group of young voices campaigners to advocate for Sign Language Interpretation services during news

segments on television she also campaigned for materials in Braille for the blind people and many services for persons with disabilities. She tries to help ensure that Persons with Disabilities in Kenya enjoy the same rights as other citizens. Apart from those responsible she is also a founder and Director of Free A Girl's World Network that aims to empower the Girl Child to explore her world freely without social, cultural and economic boundaries.

She has won several humanitarian and leadership awards. She was also appointed as a commissioner for Developing countries During the World Congress of the Deaf Istanbul 2015. Ms. Ashura was also crowned Miss Deaf Kenya 2013/2014 and is a proud recipient of the Mandela Washington Fellowship 2016 awards, a fellowship started by the Obama administration to coach and mentor young African leaders. Ashura loves to travel around the world sharing information about Persons With Disabilities, women and assuring young girls with disabilities that disability should not get in their way of

achieving their dreams.

Having such experiences, she has always felt, from an early age, the need to engage with the minority groups in society, the need to speak out for the oppressed, the urge to fight for those who can't fight and represent not only the disabled in Kenya but her entire country. She started first every TV show in Africa (The Handshake with Ashura) that aims to empower, motivate, educate, challenging and inspiring young women from all the walks of life in signs TV the first every TV station in Kenya and Africa that propagates social, economic political and talent development of persons with disabilities.

Ms. Ashura is guided by the principle of "I alone cannot change the world, but I can cast a stone across the water to create many ripples." - Mother Teresa. Keep up with the great on the continent Ashura. The My Story Magazine team along with the entire continent is proud of you.



Meet Africa's modern day genius

Franck Verzefe

Innovating Solutions to Healthcare Challenges on the African Continent.



He is already being compared to some of the biggest visionaries in our world; likened to Elon Musk for his visionary side. At only 25 years old, Franck Verzefé, is an African genius who is revolutionizing the world of molecular analysis with his startup True-Spec Africa.

Franck being a young man with a fairly a modest background studied biochemistry at the University of Dschang in Cameroon and then flew to the Democratic Republic of Congo, specifically to the province of Katanga to pursue pharmaceutical studies at the University of Lubumbashi. During his first academic year, the ambitious young Franck figured that his lessons were not occupying enough of his time and he wanted more. He spent a lot of his free hours at the faculty library going through the research work of senior undergraduate students.

In his quest for more, he stumbled on the work of a third year student who was looking at different ways to differentiate real

medication from counterfeit. The research was based solely on superficial characteristics like packaging font, color, density etc. but not on the chemical and concentration of its constituents. Franck then wondered how he could know for sure if a drug is true or falsified without comparing the different chemical components and their concentrations.

After this question, Franck began doing research on the topic and realized that the problem of falsified and substandard drugs was killing thousands of Africans annually and that drug testing devices, that could solve the problem, were too expensive; ranging between \$ 40 000 - \$ 60 000 a device at the time.

He then decided to develop a means to do molecular analysis to help solve the problem. Knowing that his research would cost him a lot of money, Franck looked for a low-hanging-fruit opportunity in his city that could



bring him some money that he could use to fund his research. He noted the challenges when it comes to accessing real estate and decided to provide a solution by creating a real estate agency named Immo Bethel. In just six months, the 21 year old at that time, earned nearly \$56 000. In the same year, he developed skills in computer science applied to the medical field and nanotechnology, which according to him is his great passion.

Having enough capital, Franck conducted his research and experiments in The Democratic Republic of the Congo, Nigeria, Cameroon and Ivory Coast. He wanted to understand how drugs are falsified from a chemical point of view and which technology would be effective and adaptable to African realities.

He then built a professional team and started True-Spec Africa. Today True-Spec Africa develops an artificial intelligence called RAPI (Real Active Pharmaceutical Ingredient), which coupled with a spectrometry device, enables identification of the chemical composition of drugs and structuring the data obtained in less than 20 seconds.

In an interview with our team at My Story Magazine, Franck passionately stated "Efforts to combat counterfeit pharmaceuticals to date have largely focused on making the product packaging difficult to copy. However, in many places, drugs are not sold in their original packaging, and counterfeiters have become very adept at imitating even the most sophisticated packaging. One of the most promising approaches to removing counterfeit drugs from the market is authenticating the dosage form of the medication itself to confirm its chemical composition. That is why, we built True-Spec Africa. True-Spec Africa is an African data

company which works to identify drug counterfeiting, control of raw materials and the verification of finished products through a brand new connected portable device"

42 percent of counterfeit medication is found in Africa where up to 169,000 children may be dying every year from pneumonia because of fake drugs and an estimated 116,000 people die from malaria every year because of substandard or falsified medicines.

This new initiative presents not only a tremendous social impact but a market rate financial returns too. Today the fundraising campaign for True-Spec Africa has been launched with a seed target of \$ 1m.

In an interview with Dennis Kofi Borti, Co-founder of Ghanaian based impact-investing firm ThinkAfrik, on his thoughts of True-Spec and their innovation he stated "The growth prospects of our continent is inextricably tied to our ability to leverage on the advent of Science and Technology in solving real life African challenges. Franck and his team at True-Spec have developed an amazing approach to tackle a big problem in the pharmaceutical market on the continent. ThinkAfrik is excited about the possibility of engaging their team on ways to spread this technology across other regions"

Franck is a revelation that demonstrates once again the value of Africa's demographic dividend and that youth in Africa have a role to play to truly transform the continent by providing solutions to African problems.



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Healthy Eating Tips for People with Busy Schedules



1. Don't skip breakfast

Most people tend to skip the first meal of the day because they need to rush out the door and beat the rush-hour traffic. Eating breakfast helps kick-start your metabolism, boosts your energy and concentration levels and prevents you from overeating later in the day. So as a businessman or woman, do yourself some good by incorporating breakfast into your daily schedule. So whether you prefer a light breakfast or a heavy one (depending on your job schedule) just make sure you don't skip it.

2. Go easy on the caffeine

To keep energy levels on the high or when there's the need to burn the midnight candle, people tend to resort to caffeinated beverages such as coffee, cola and energy drinks. While these can boost your energy levels and increase brain function, having too much caffeine can increase your heart rate, cause anxiety and high blood pressure. About 400mg of caffeine per day is considered safe for most healthy adults. This translates to 4-5 cups of coffee or 10 cans of cola drink or 5 cans of energy drink per day. Try to stay within these limits to avoid the unpleasant side effects of caffeine.

3. Avoid mindless eating

During mealtimes, while you may be tempted to work while you eat, or reply that email or talk on the phone, try to resist the urge. This is to ensure that you're mindful of your food as well as your intake. Being more aware of what you're eating will make you make healthier choices and enjoy your meal better. So during your next meal, turn away from the screens, put the documents aside and savour your food. You'll be glad you did.

4. Drink more water

During this time of the year in our part of the world, we either experience dry dusty winds or high temperatures. You can easily get dehydrated if you're not drinking enough fluids, especially water during these times. Aim at having at least 8 glasses of water a day to stay hydrated. If drinking water is challenging for you, try keeping a water bottle on your desk, or setting reminders on your phone to drink water or enjoying a juicy fruit.

5. Exercise

Being physically active has been shown to have several benefits including improving memory and thinking skills, reducing anxiety and stress and also chances of acquiring diseases such as heart disease, stroke and diabetes. So get moving if you have been doing so. A minimum of 150 minutes of moderate physical activity such as walking, jogging, swimming or dancing is all you need. You can start slowly and gradually increase the duration till you attain your goal.

6. Get enough rest

One area of physical health which is mostly ignored is sleep. A good night's sleep is as essential as good nutrition and exercise due to its numerous benefits such as boosting immune function, improving physical performance and preventing depression. Ensuring that you have about 7-8 hours of sleep will definitely aid in achieving optimal health.

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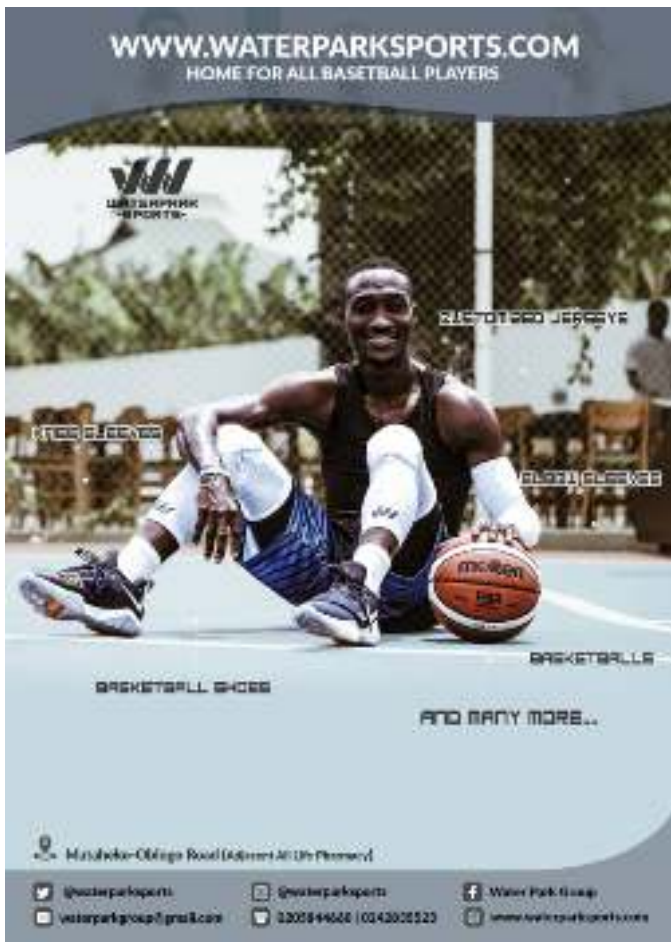
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4. PROPOSED PROJECT OUTCOMES	Project Outcomes	Project Evaluation
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6. PROPOSED PROJECT RISK	Project Risk	Project Mitigation
7. PROPOSED PROJECT TEAM	Project Team	Project Roles
8. PROPOSED PROJECT SCHEDULE	Project Schedule	Project Milestones
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