25/July/2013

Welcome to AITI Ghana 2013 Final Presentation Day

Summer 2013

Accelerating Information Technology Innovation

Today's Agenda

- Introductions
- **Campus Social**
- **ScoutSide**
- **MediCheck**
- **CediBeads**
- **Native Prints**
- A word from AITIx
- Concluding Remarks
- Networking and Food

Today's Agenda

Campus Social	**www.campussocial.mobi**
ScoutSide	**www.scoutside.mobi**
MediCheck	**www.medicheck.mobi**
CediBeads	**www.cedibeads.mobi**
Native Prints	**www.nativeprints.mobi**

AITI/MIT

CAMPUS SOCIAL:

- PROPHET ISRAEL AGYEMAN-PREMPEH
- KWAME ACQUAH
- DAVID WAINAINA

ASHESI UNIVERSITY COLLEGE

24th July, 2013

MEET ESI

20 YEARS OLD AND SECOND YEAR IN ASHESI UNIVERSITY. TEACHES CHILDREN AT BEREKUSO FOR AN NGO

OWNS A SIMPLE ANDROID PHONE WITH INTERNET CONNECTION

LOVES TO HAVE FUN WITH FRIENDS AND FAMILY

NEEDS TO MANAGE HER BUSY SCHEDULE

SOMETIMES MISSES OUT ON IMPORTANT EVENTS DUE TO POOR DISSEMINATION OF INFORMATION

CURRENT

99%

HAVE MOBILE PHONES

60%

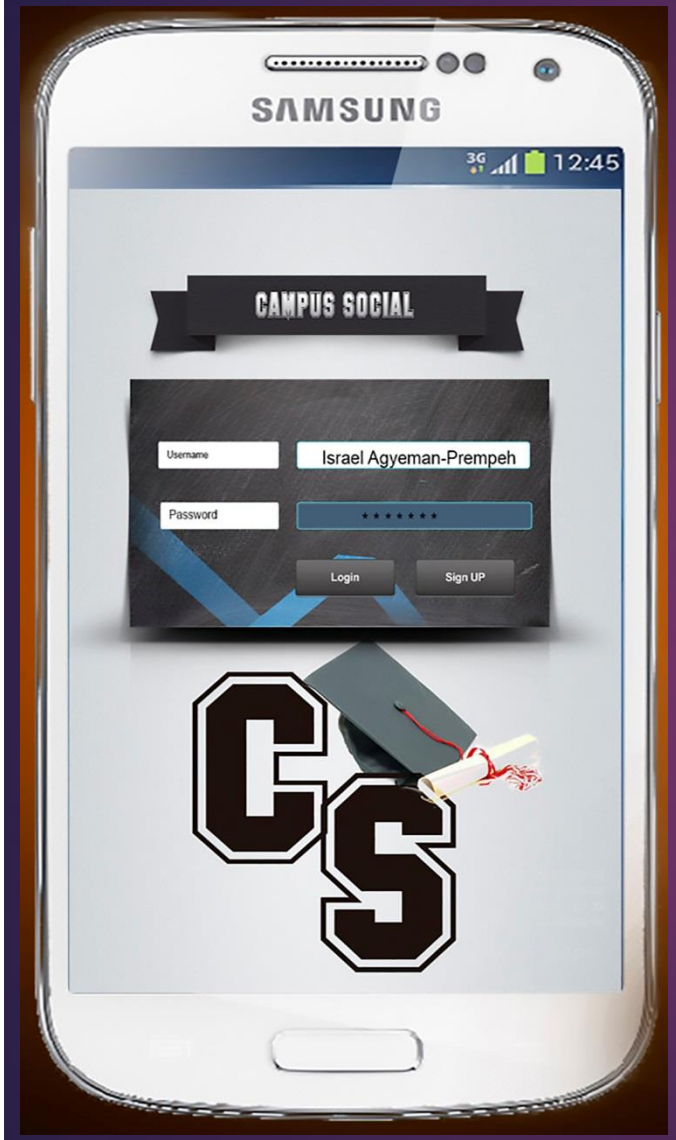
SMART PHONES WITH INTERNET CONNECTION

30%

USE PHONES FOR EDUCATIONAL PURPOSES

OUR VISION

Almost all students with internet connection can use it for educational purposes



THE APP:

CAMPUS SOCIAL

www.campussocial.mobi

http://nameless-castle-6284.herokuapp.com/

Username: guest
Password: guest

Mission

To Provide an Easy Platform for Students to Learn Connect and Share

A Home Screen with Profile Details, Settings and also important updates and Posts

A news section for trending news, opportunities and Events happening on and around campus.
*Gossips Included

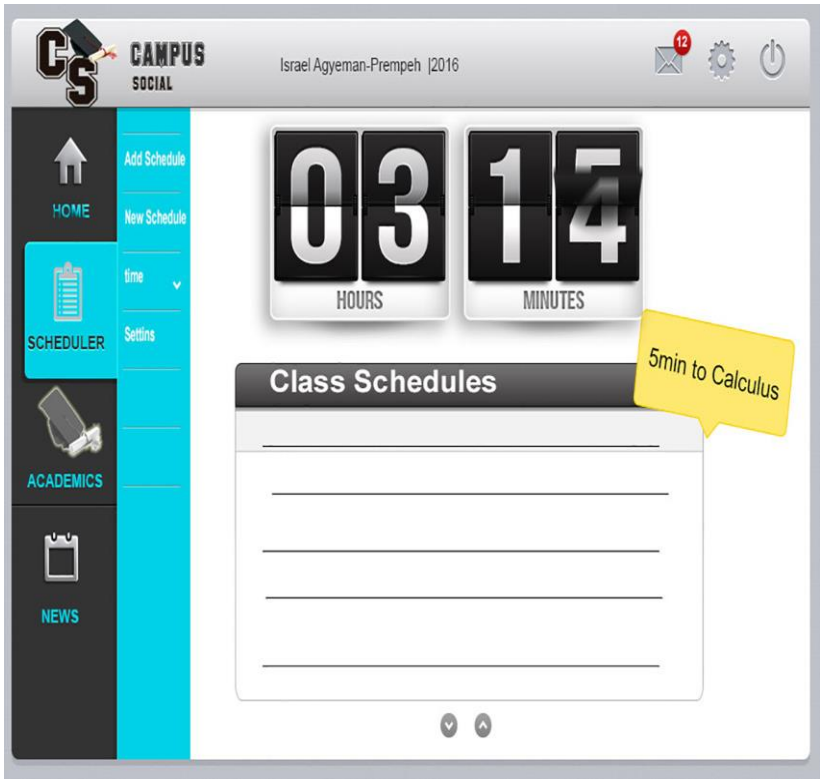
The Academics toolbar will have past exams and also good educational material which students can share.
It will also be linked to student course accounts

Demonstrate App

www.campussocial.mobi
or
http://nameless-castle-6284.herokuapp.com/

Username: guest
Password: guest

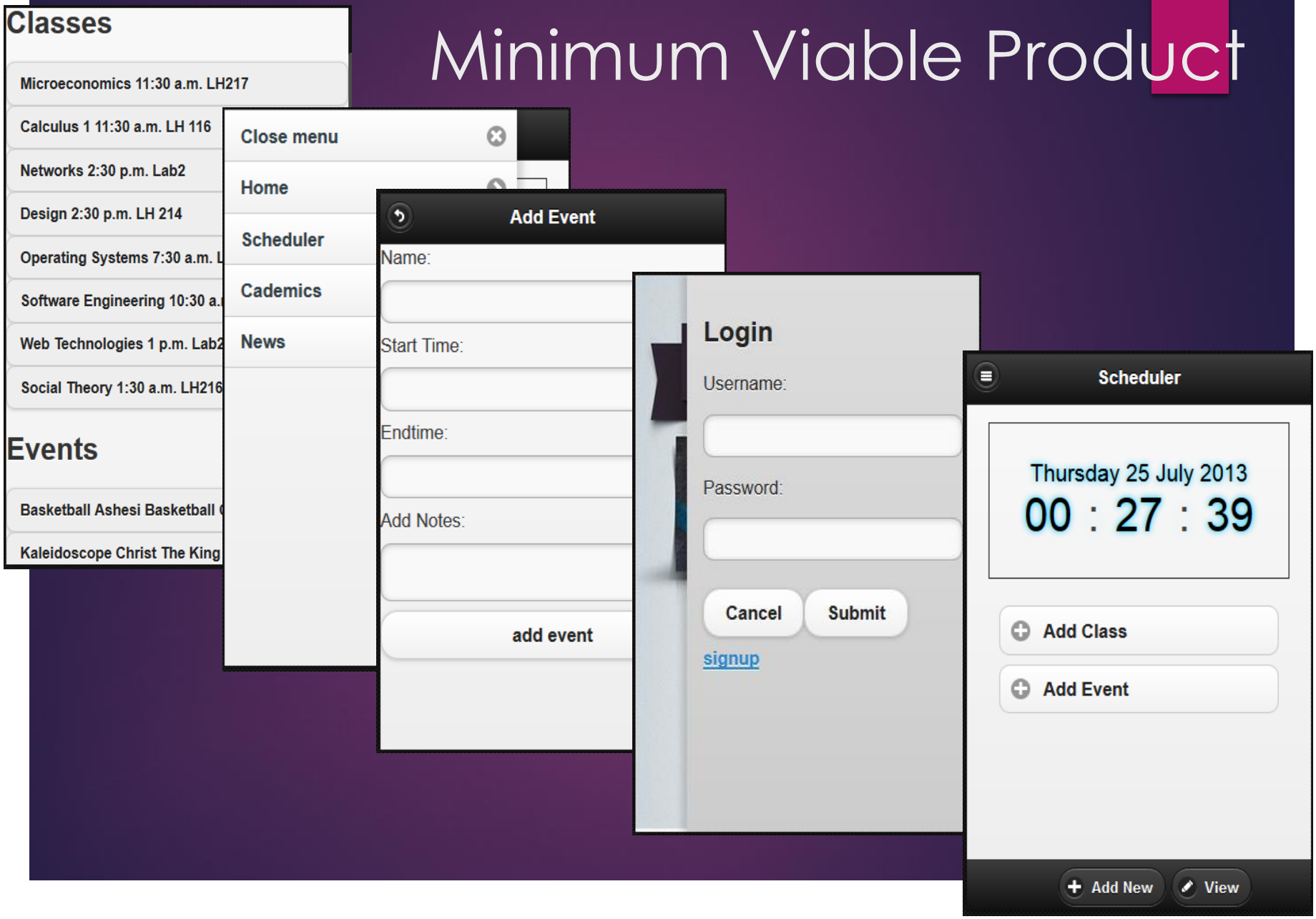
Interface (Key Innovation)



To address the issue of lateness, the scheduler will be added.

It will be updated by the user with time of classes and important events. Prior to the event, the scheduler reminds the user of the event.

Minimum Viable Product



Real

- The target market of campus social are tertiary institutes especially universities
- Our research show students need more reliable and efficient means of receiving info instead of notice boards, e-mail etc…

Can it Win

- Competition may be Twitter, Facebook and Google calendar, which has a broader network of users
- This app is not another Social Network App but specifically designed for the student and unique to the university or campus using it for exclusivity

Worth It

- With an approximated target market of 68,732 (three selected universities), with just 30% which is 20,619 campus social has a large target market.

- Main source of income will be advertising spaces rented on the app to interested parties which could range from students, event planners and big companies who want to reach specifically the student population
- Also the app can be rented out to specific faculties who may need the service in bigger universities

Initial cost of development will also be very low due to the kind of resources used. An approximated cost of GHC5000 includes advertisement, server space, labour cost and internet connection.

Campus Social

- Join us in our Quest to make Esi Smile

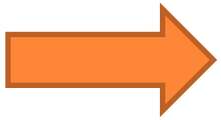
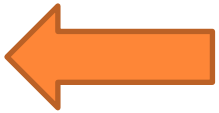
Today's Agenda

- **Social Campus** http://nameless-castle-6284.herokuapp.com/
- **ScoutSide** www.scoutside.mobi/
- **MediCheck** www.medicheck.mobi
- **CediBeads** www.cedibeads.mobi
- **Native Prints** www.nativeprints.mobi/

SCOUTSIDE
Event Advertiser

Mission and Vision

- Our main ***mission*** is connect event to patronizers through mass publicity and advertising

Event Planners  Events  People

- Our ***vision*** is to be the preferred mouthpiece for every event

Problem Definition

- Advertising is very expensive and does not guarantee the expected number of views.
- Difficulty in reaching audience.
- People who want to attend events cannot find events and where they are being organized at.

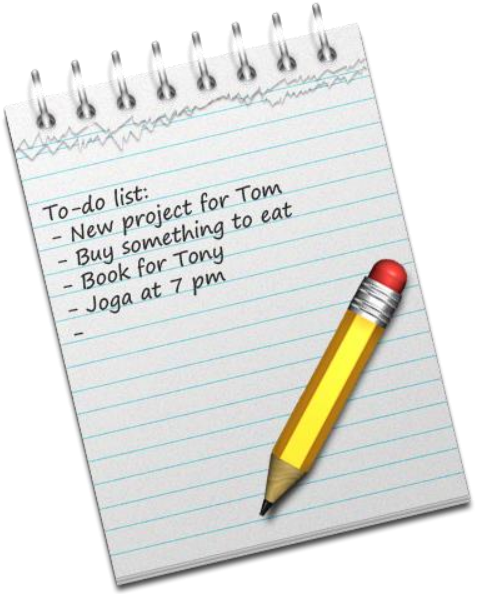
Solution

Evolution..

A
N.R.
IN OUT
Normal Bias 120μs EQ

MobileMate-50+
SanDisk
128MB
2.0GB
mini
SanDisk
512MB

Evolution….


To-do list:
- New project for Tom
- Buy something to eat
- Book for Tony
- Joga at 7 pm
-

Daily Schedule
Daily Schedule
Monday
Focused 1 hour on PEQ Project
Focused 1 hour on tech startup
Went to the gym
Focused 30 minutes on bookkeeping
Focused 30 minutes on Blog article
Cooked supper
Tuesday
Focused 1 hour on PEQ Project
Focused 1 hour on tech startup
Focused 30 minutes on bookkeeping
Made a follow up call with Frank
Wednesday
Focused 2 hours on tech startup
Focused 30 minutes on bookkeeping
Focused 30 minutes on drawing dinosaurs
Took the girlfriend out for supper

Their Focus…

New Era Of Events Advertising in GH here NOW!!!

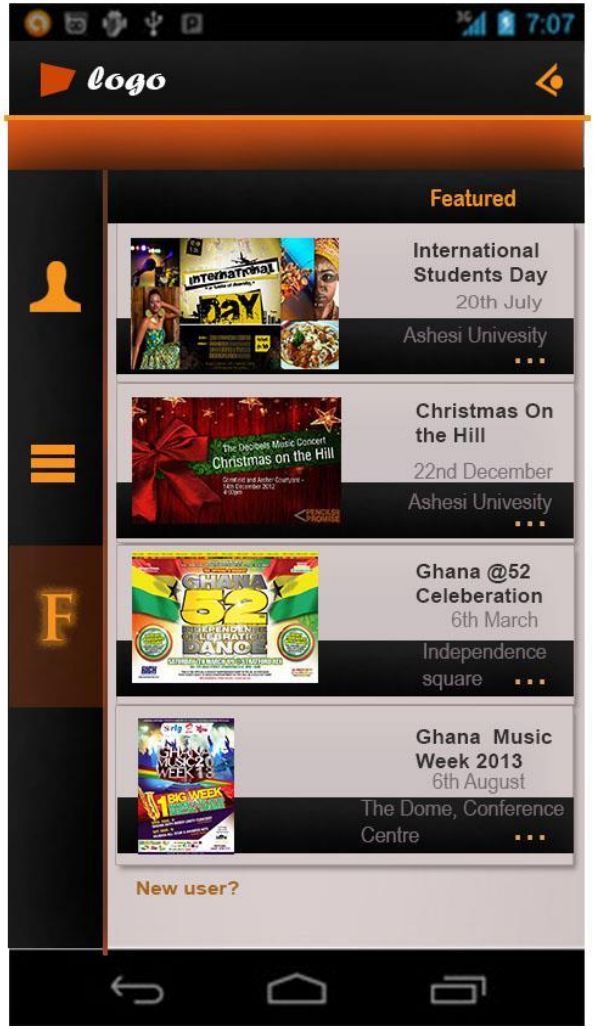
Customer Persona

Jude

Adjeley

Jenna

The Initial Prototype



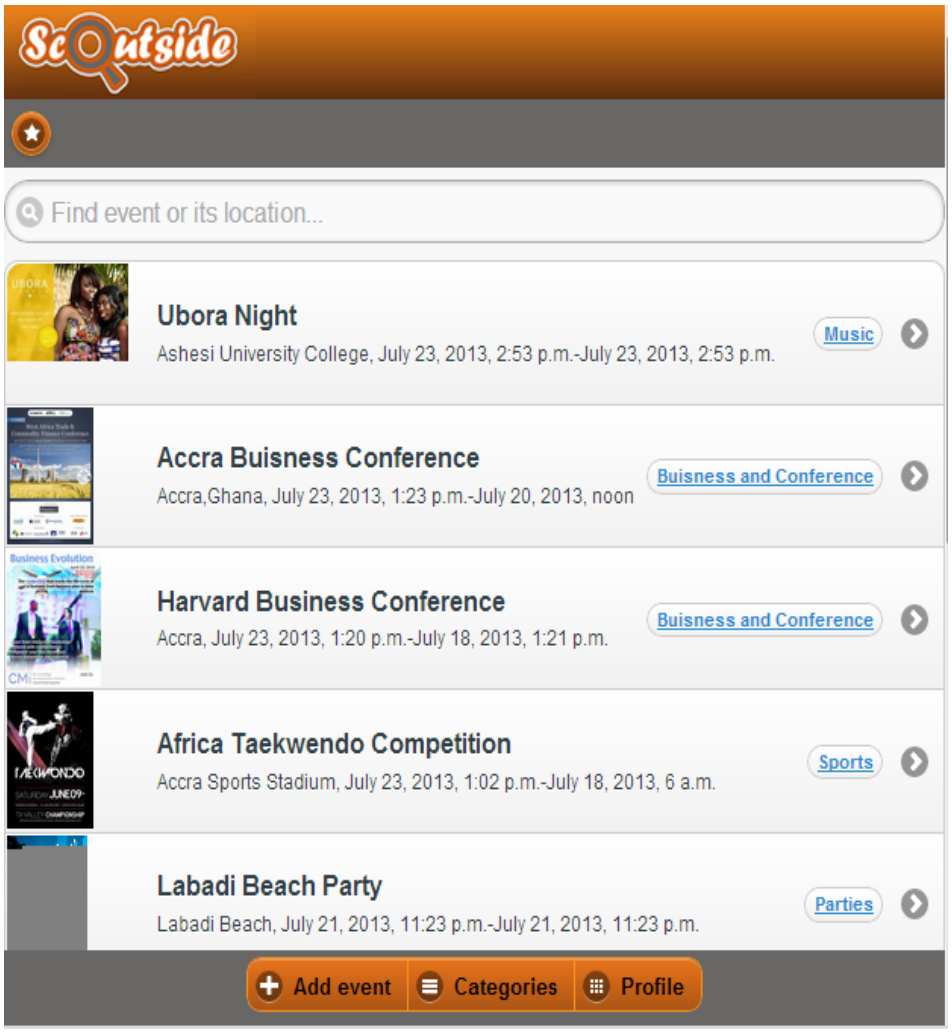
Market Feedback

- ***Customers 1*** were more concerned about the social aspect of the app. They wanted:
  - Easy viewing of events and profiles
  - Page that was user friendly and organized

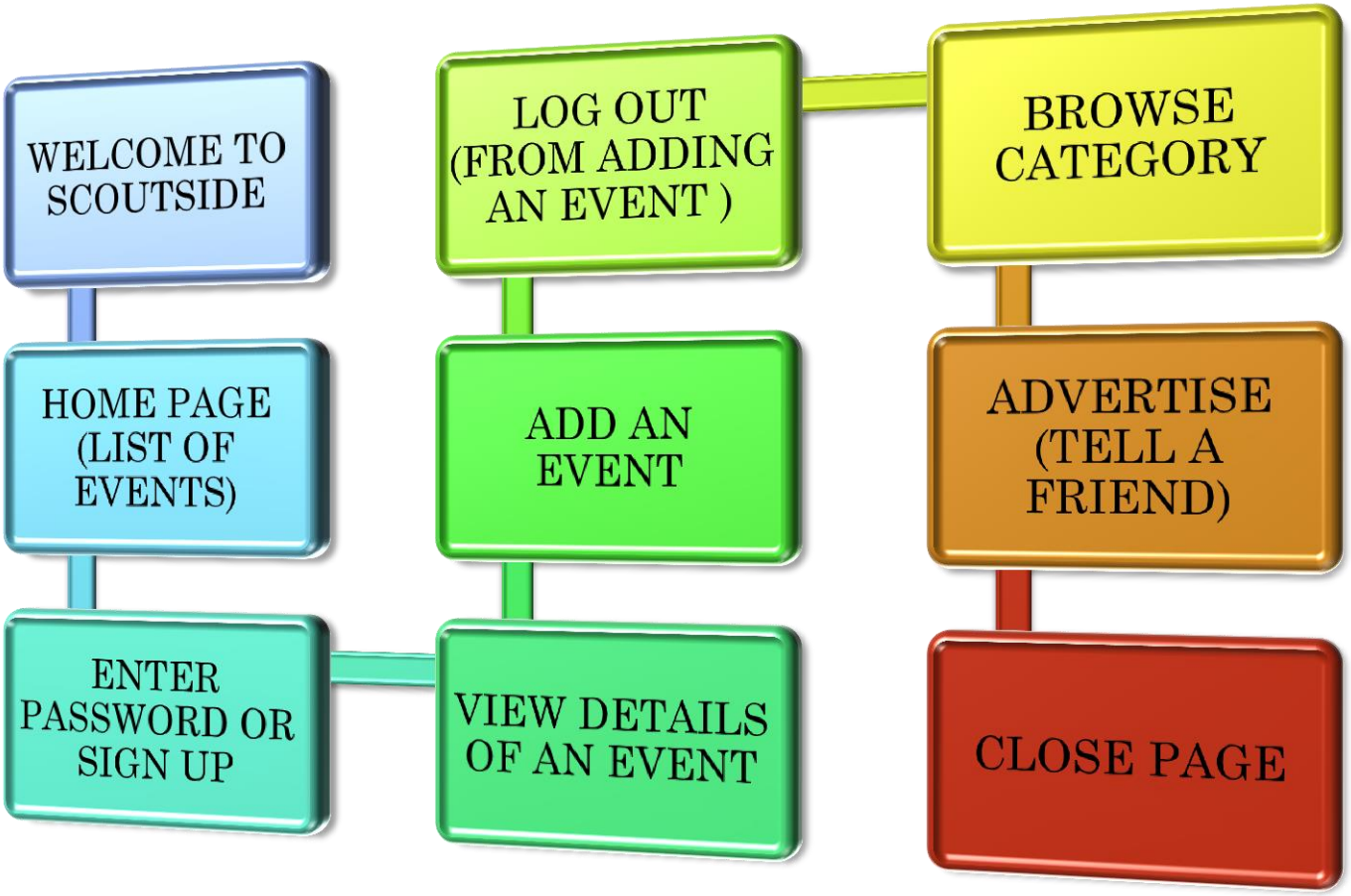
- ***Customers 2*** were more concerned about the design aspect of the app. They wanted
  - Attractive colours and design
  - An intuitive page

- ***Customers 3*** were more centred on the features the app should have . They wanted:
  - Ability to see location and type of event
  - Search by location and type of event
  - Buy tickets for event online

The app

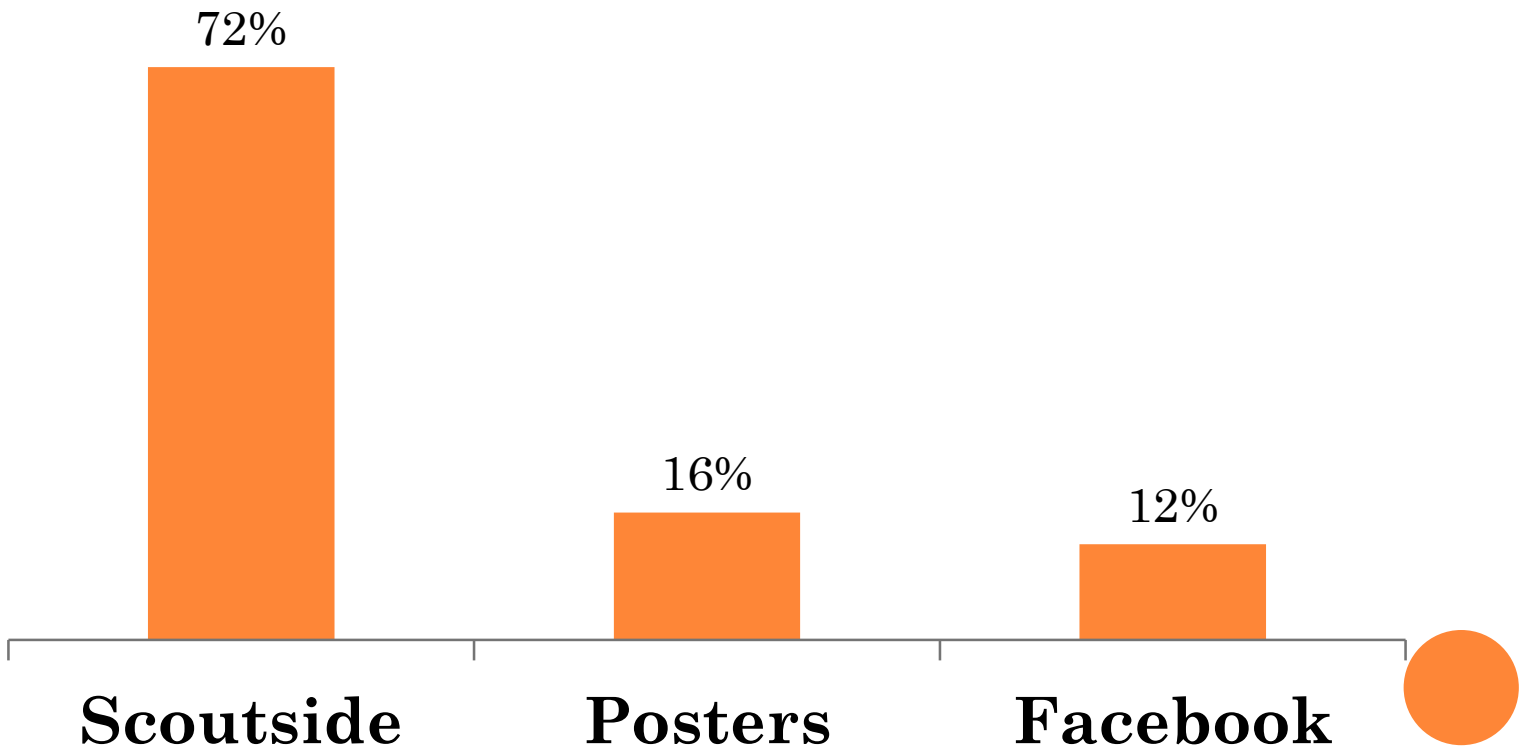

Scoutside
Find event or its location...
Ubora Night
Ashesi University College, July 23, 2013, 2:53 p.m.-July 23, 2013, 2:53 p.m.
Music
Accra Buisness Conference
Accra,Ghana, July 23, 2013, 1:23 p.m.-July 20, 2013, noon
Buisness and Conference
Harvard Business Conference
Accra, July 23, 2013, 1:20 p.m.-July 18, 2013, 1:21 p.m.
Buisness and Conference
Africa Taekwendo Competition
Accra Sports Stadium, July 23, 2013, 1:02 p.m.-July 18, 2013, 6 a.m.
Sports
Labadi Beach Party
Labadi Beach, July 21, 2013, 11:23 p.m.-July 21, 2013, 11:23 p.m.
Parties
Add event
Categories
Profile

Service Experience Cycle



People agree that Scoutside will be a more effective means of advertising events than traditional methods

Preferred Method of Advertising Events
(% of Respondents by first preference method)



Survey size: n = 25 – Q: Rank your preferred method of advertising in order

Money making Strategy

BUT!
Advertising for large companies will rake huge revenues.
Featured page promo will draw even more!

Marketing Strategies

- Word of mouth!

- Social media

Future plans

- Premium for special features such as online booking
- App sense feature for each user to have events that fall within preferred categories show a notification.
- Add Google map link to show directions to location
- (SOCIAL NETWORK FEATURE)

Today's Agenda

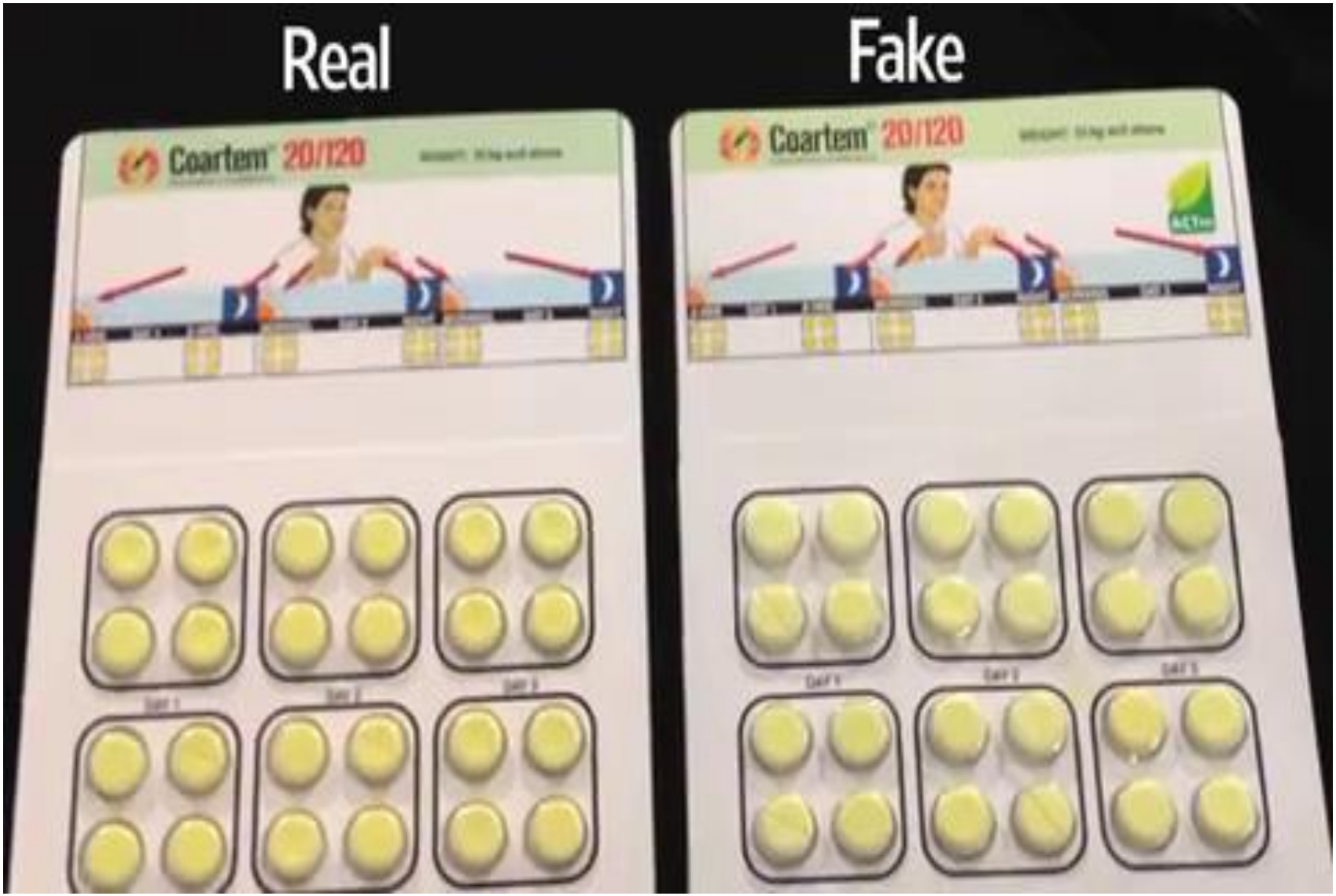
- **Social Campus** http://nameless-castle-6284.herokuapp.com/
- **ScoutSide** www.scoutside.mobi/
- **MediCheck** www.medicheck.mobi
- **CediBeads** www.cedibeads.mobi
- **Native Prints** www.nativeprints.mobi/

DRUG AUTHENTICATION

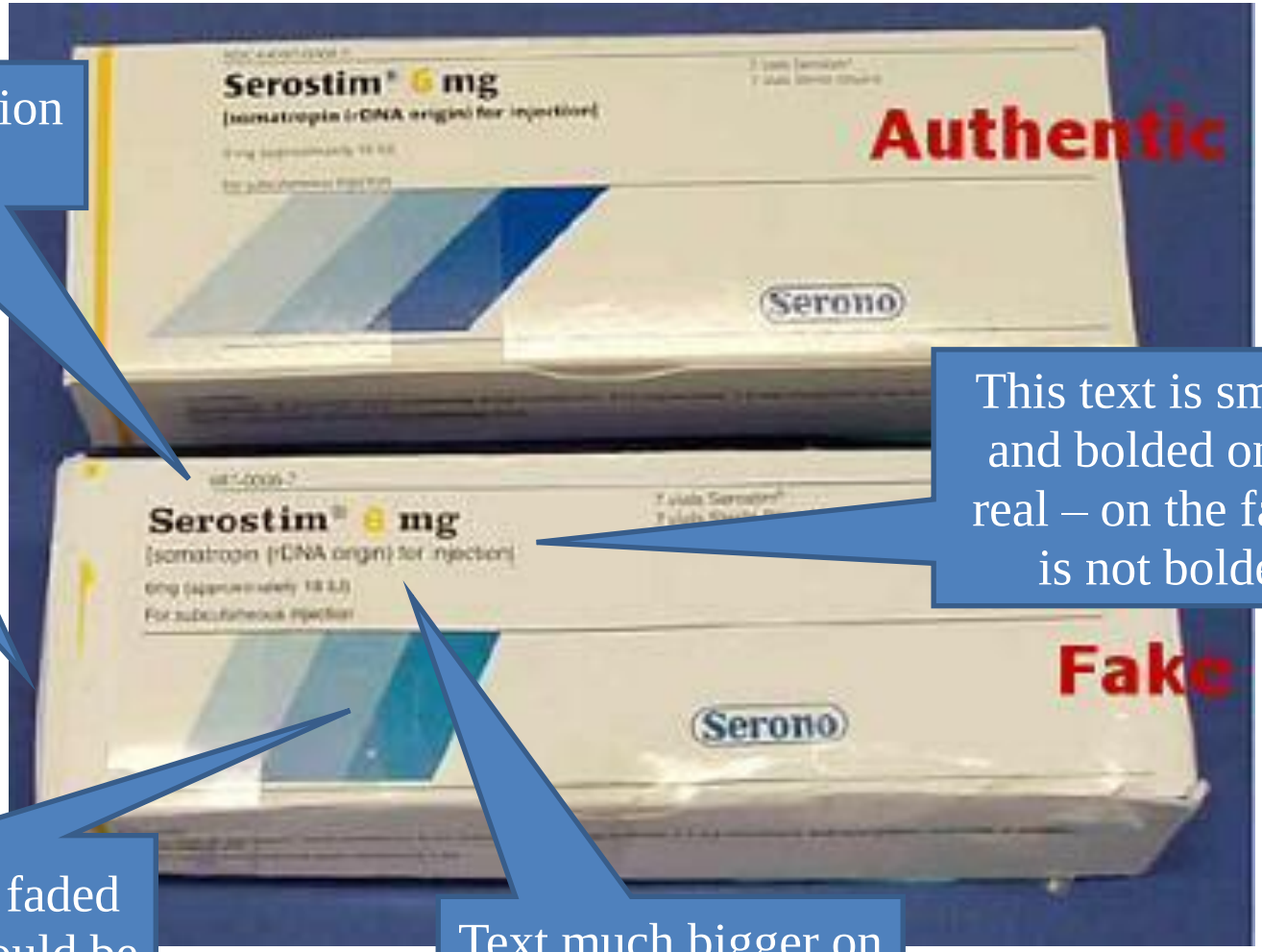
"Authentication" means to affirmatively verify before any wholesale distribution of a prescription drug occurs that each transaction listed on the pedigree has occurred.

CUSTOMER PERSONER

CUSTOMER PERSONER


Real
Coartem 20/120
Fake
Coartem 20/120

Text on counterfit is much deeper Darker colour



Missing information on the header

Yellow band rubs off or missing on fake

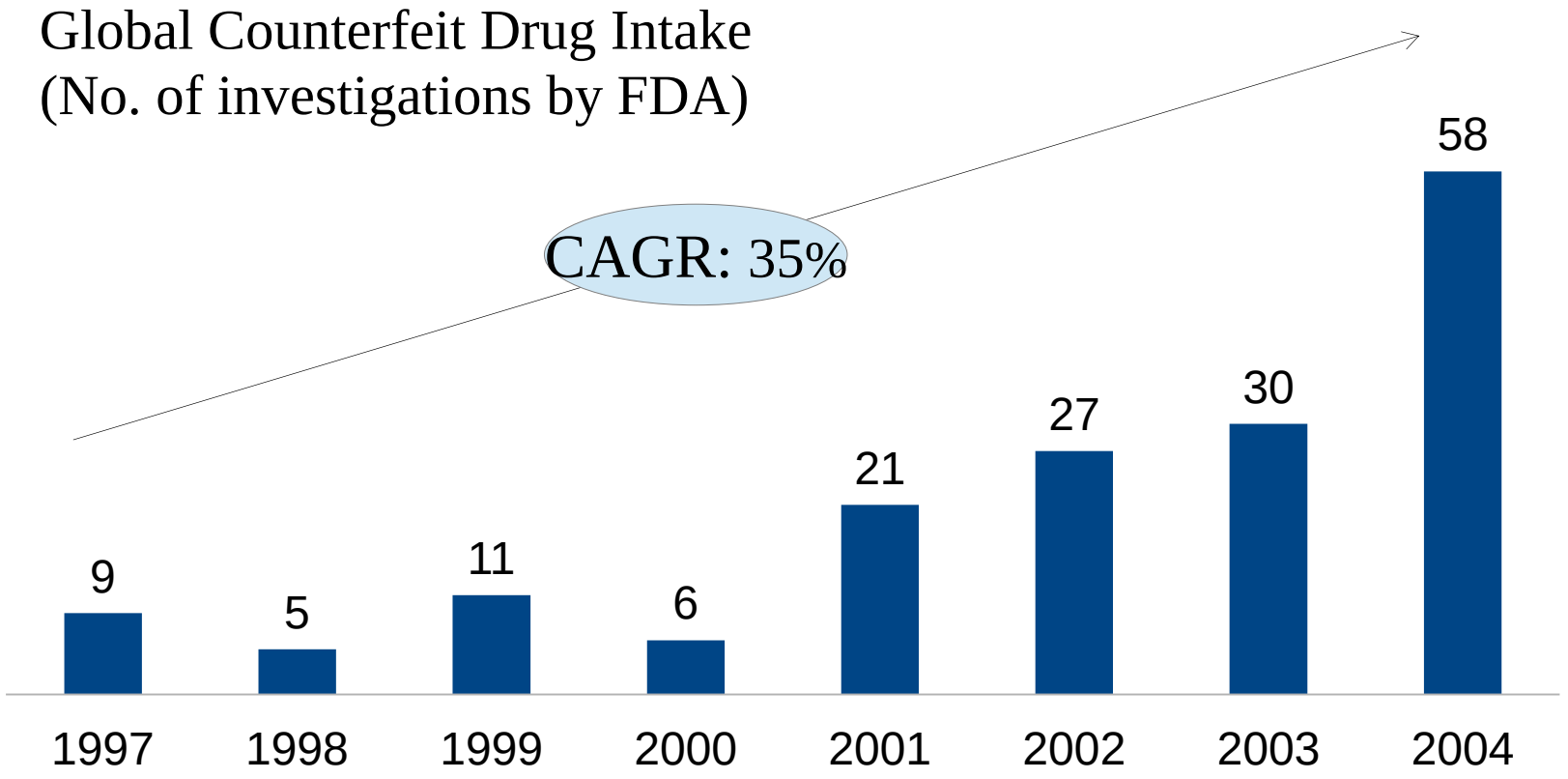
This text is smaller and bolded on the real – on the fake it is not bolded

Color of stripes faded on fake. Real should be deep dark blue rather than sea blue

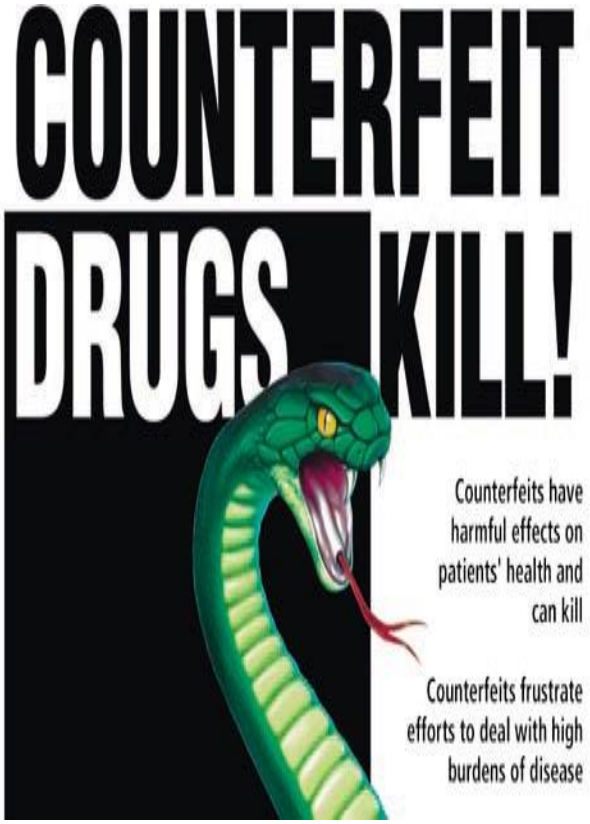
Text much bigger on fake

Piroxilax
DIAZOLE

Counterfeit drug sales have been growing consistently by 35%CAGR since 1997 to 2004



Source: turkewitizlaw.com


COUNTERFEIT
DRUGS KILL!
Counterfeits have harmful effects on patients' health and can kill
Counterfeits frustrate efforts to deal with high burdens of disease

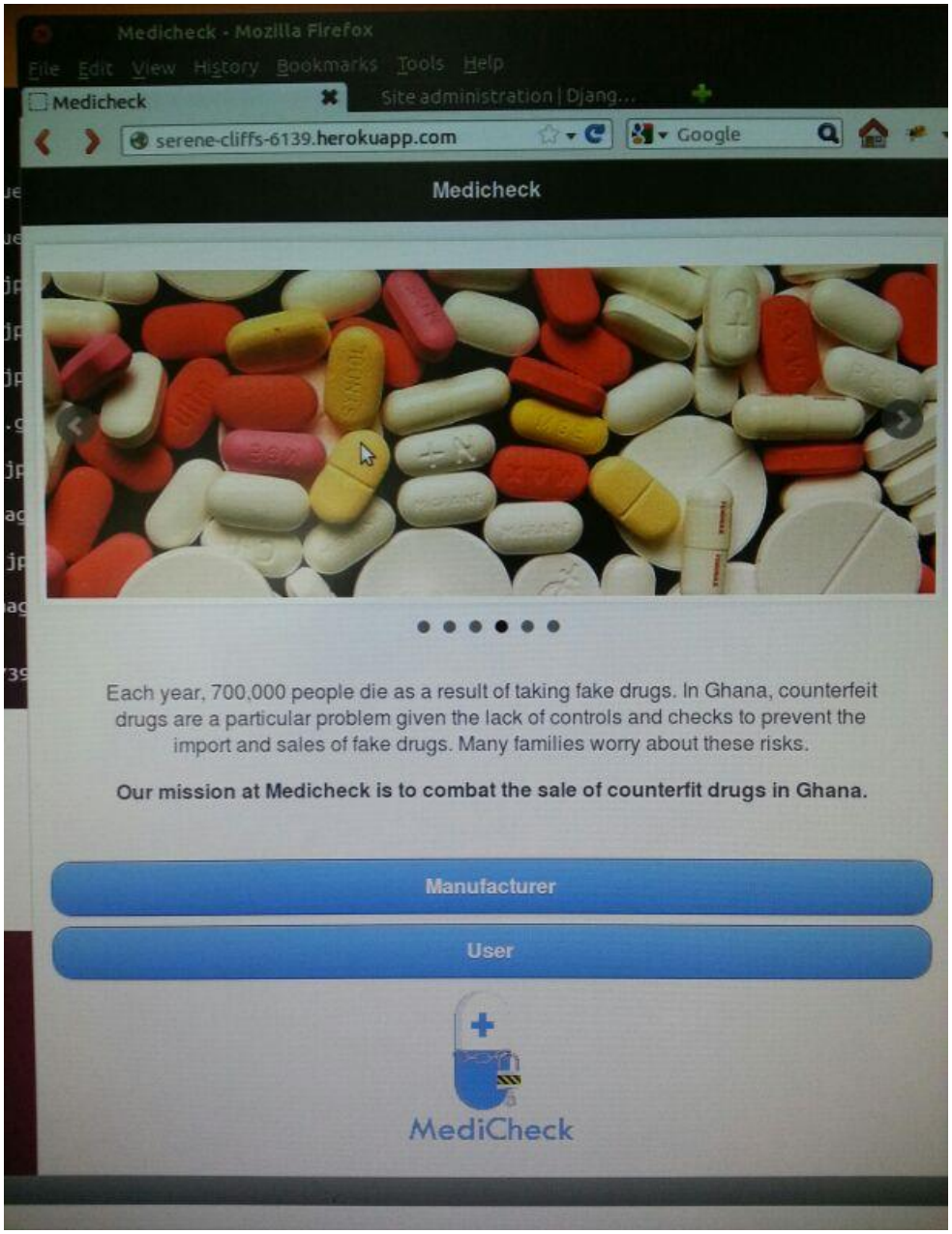
FAKE
MEDICINE
REAL DANGER
don't risk your health.

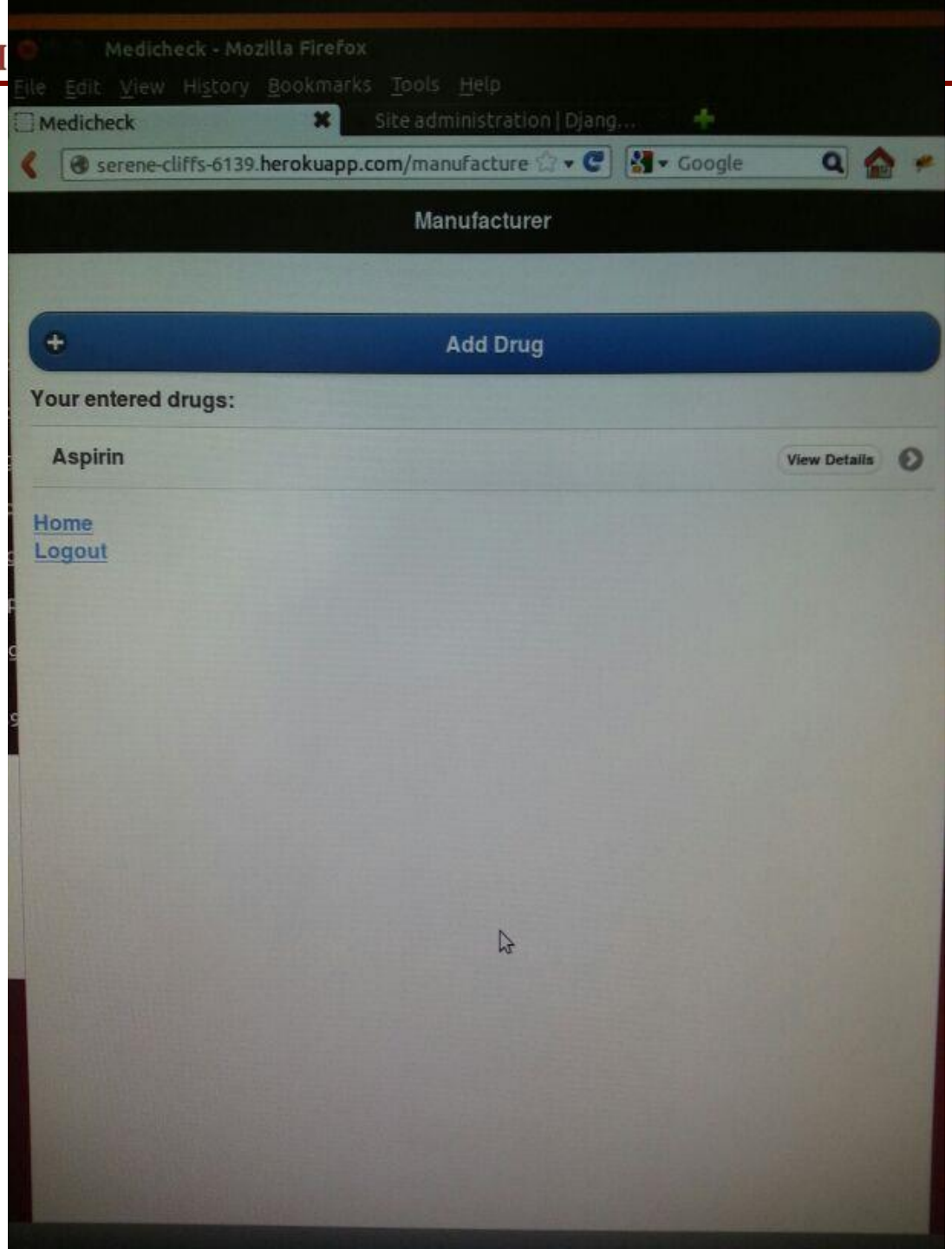
Introducing our solution to this problem....
Each year, 700000 people die as a result of taking in fake drugs. The WHO has previously estimated that 200,000 deaths per annum would be preventable if drugs used were not fakes.

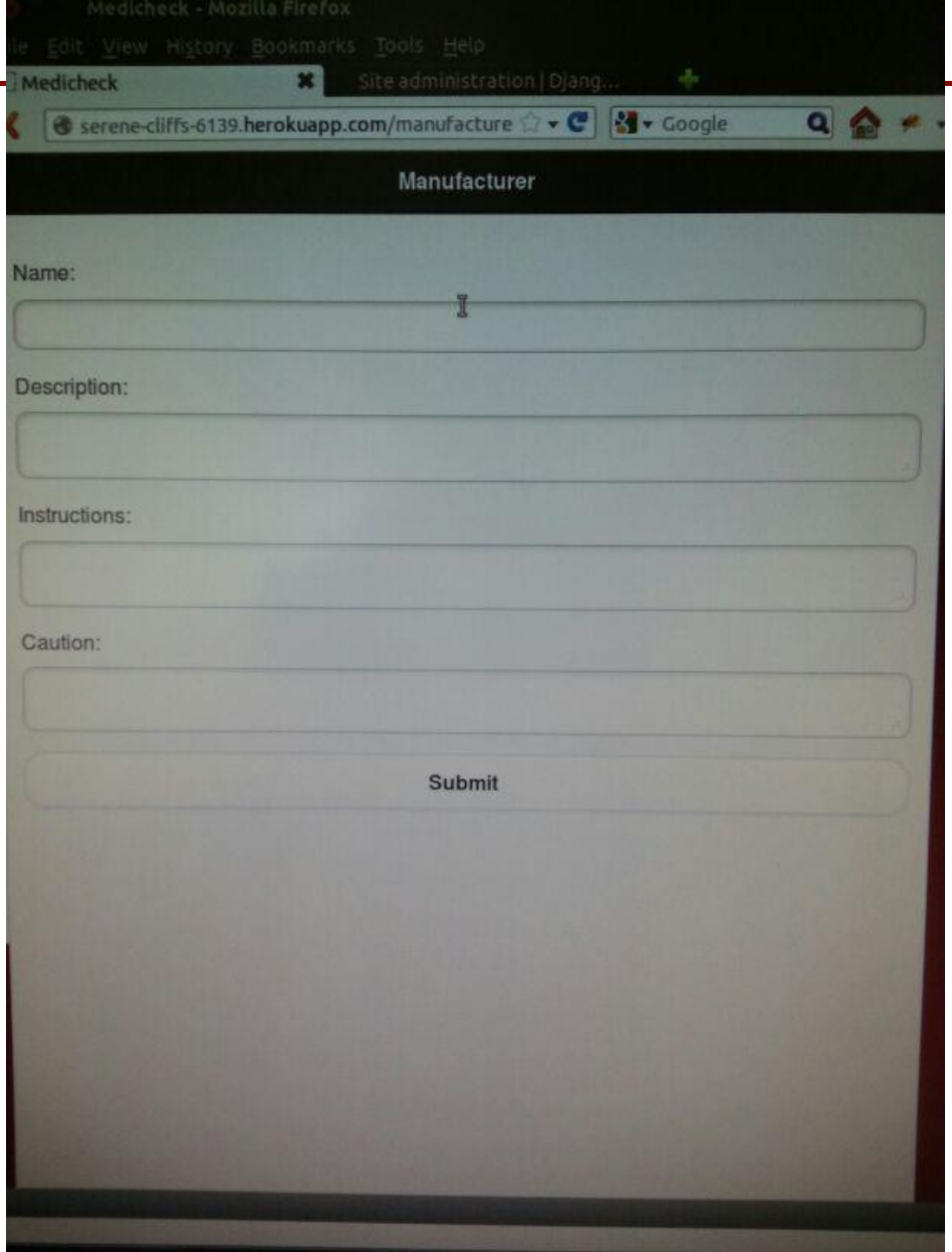
Many drugs in this country are fake

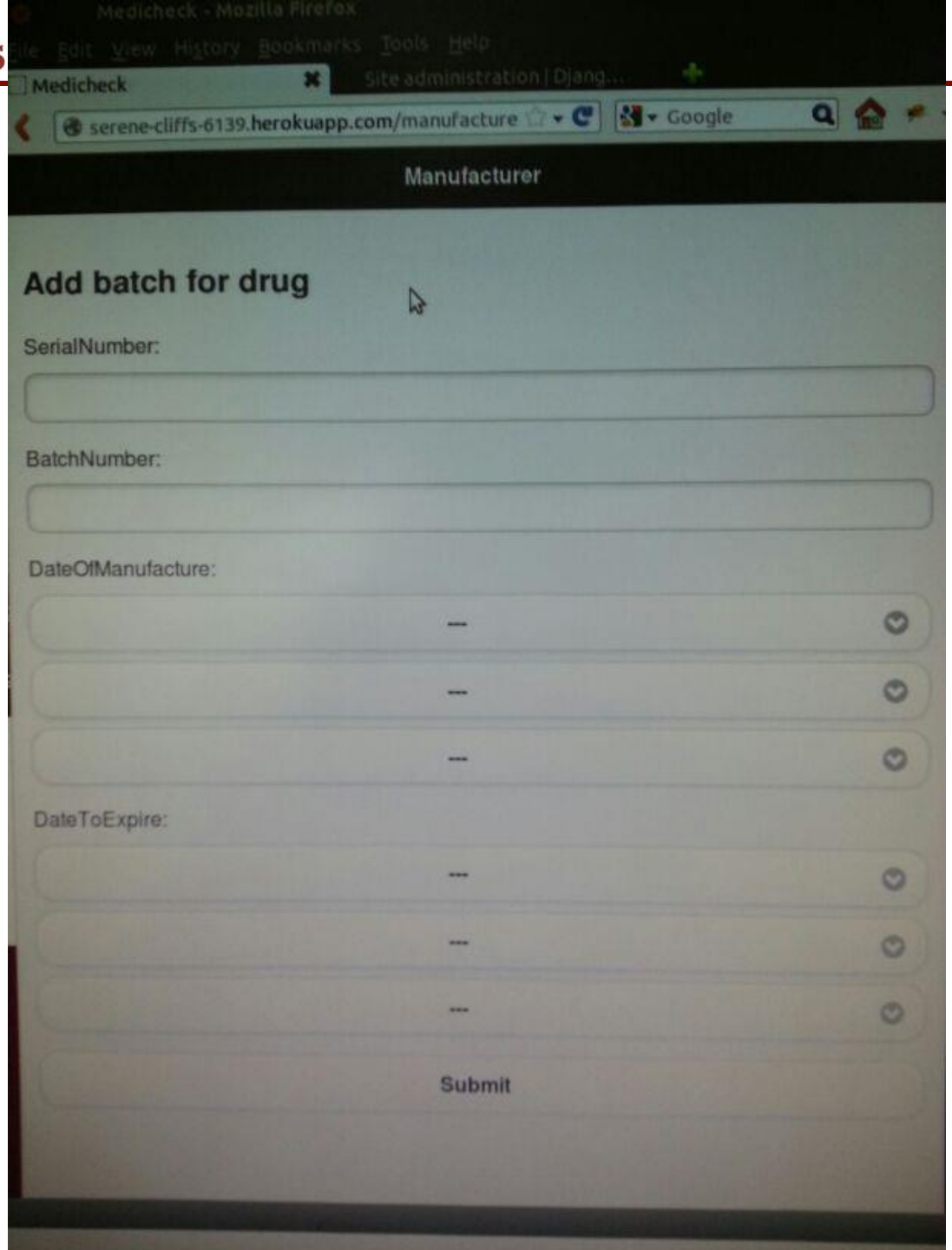
WHAT IS MEDICHECK???

- MEDICHECK IS AN APPLICATION THAT IS MADE TO COMBAT THE SALE AND WIDE SPREAD OF COUNTERFEIT DRUGS


Medicheck - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Medicheck
Site administration | Djang...
serene-cliffs-6139.herokuapp.com
Google
Medicheck
Each year, 700,000 people die as a result of taking fake drugs. In Ghana, counterfeit drugs are a particular problem given the lack of controls and checks to prevent the import and sales of fake drugs. Many families worry about these risks.
Our mission at Medicheck is to combat the sale of counterfit drugs in Ghana.
Manufacturer
User
MediCheck

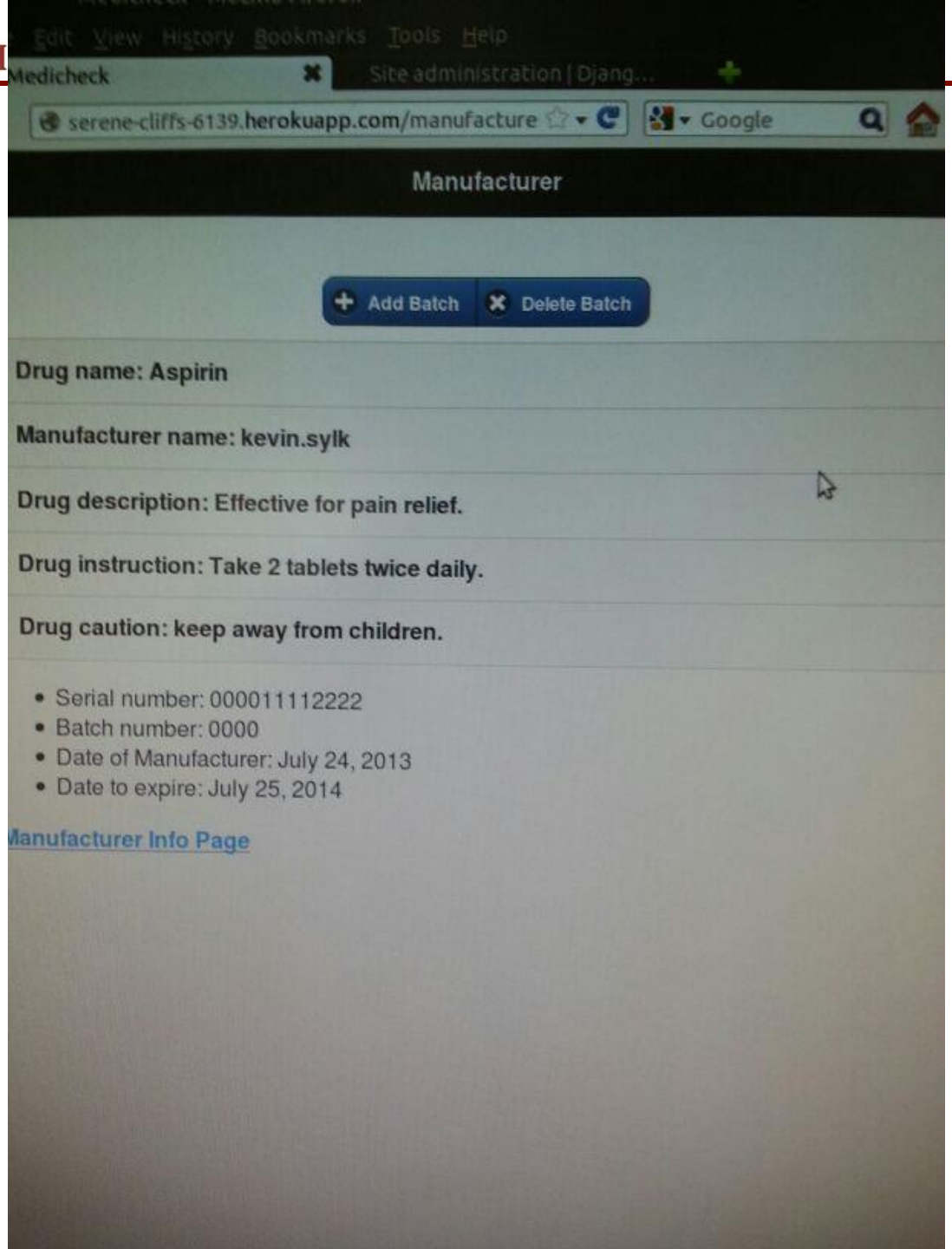

Medicheck - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Medicheck
Site administration | Djang...
serene-cliffs-6139.herokuapp.com/manufacture
Google
Manufacturer
Add Drug
Your entered drugs:
Aspirin
View Details
Home
Logout

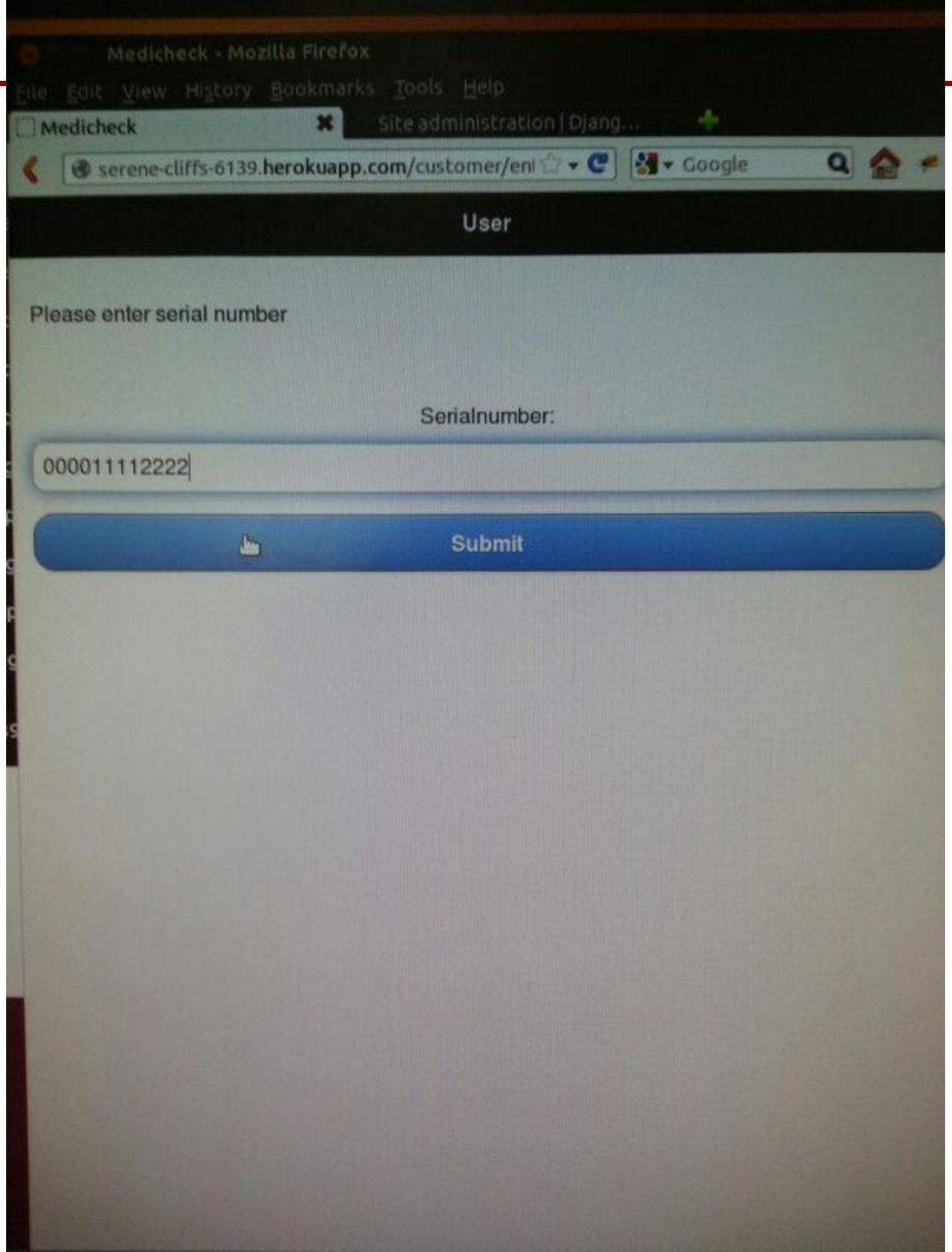

Medicheck - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Medicheck
Site administration | Djang...
serene-cliffs-6139.herokuapp.com/manufacture
Google
Manufacturer
Name:
Description:
Instructions:
Caution:
Submit

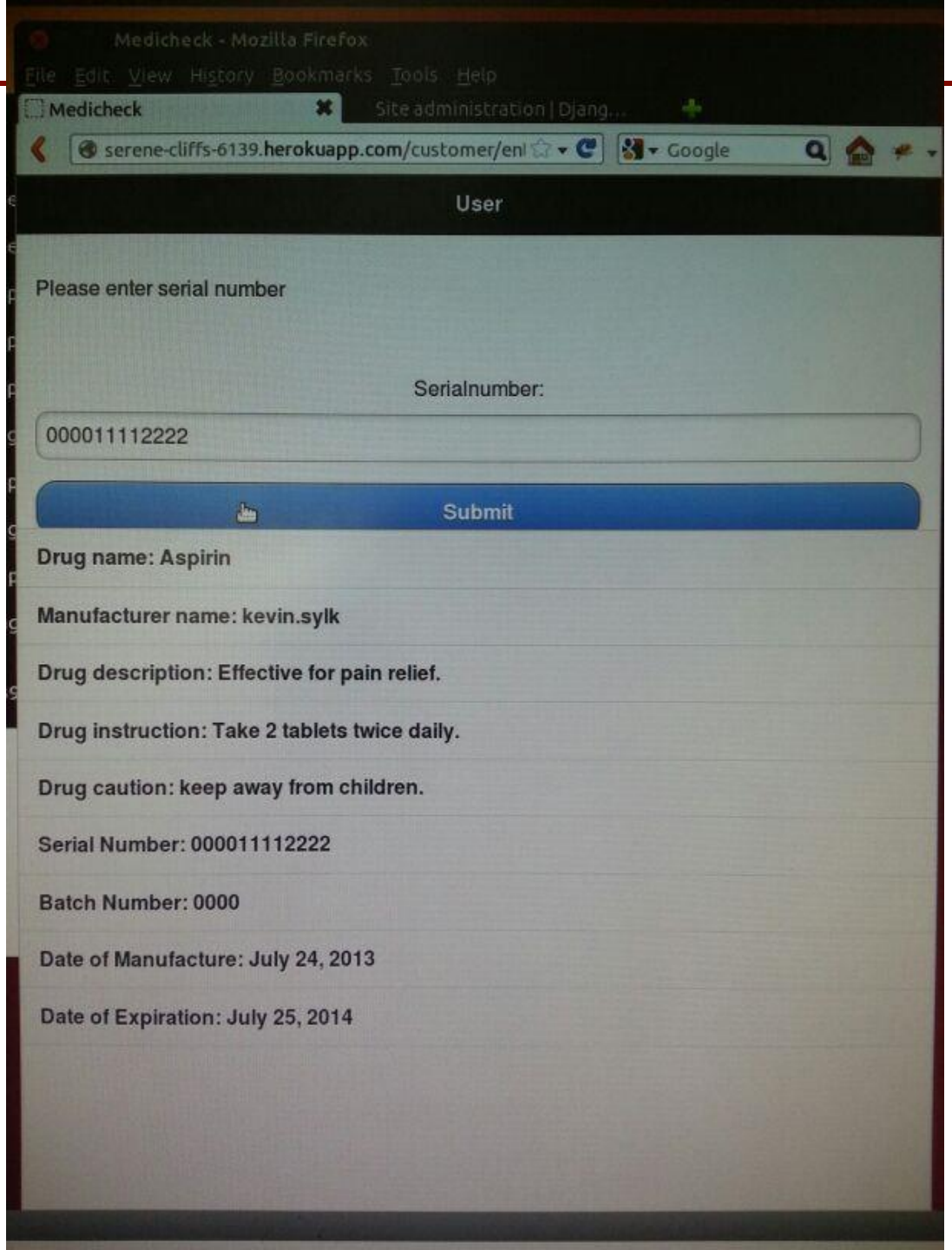

Medicheck - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Medicheck
Site administration | Djang...
serene-cliffs-6139.herokuapp.com/manufacture
Google
Manufacturer
Add batch for drug
SerialNumber:
BatchNumber:
DateOfManufacture:

DateToExpire:

Submit


Edit View History Bookmarks Tools Help
Medicheck
Site administration | Djang...
serene-cliffs-6139.herokuapp.com/manufacture
Google
Manufacturer
Add Batch
Delete Batch
Drug name: Aspirin
Manufacturer name: kevin.sylk
Drug description: Effective for pain relief.
Drug instruction: Take 2 tablets twice daily.
Drug caution: keep away from children.
Serial number: 000011112222
Batch number: 0000
Date of Manufacturer: July 24, 2013
Date to expire: July 25, 2014
Manufacturer Info Page


Medicheck - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Medicheck
Site administration | Djang...
serene-cliffs-6139.herokuapp.com/customer/en
Google
User
Please enter serial number
Serialnumber:
000011112222
Submit


Medicheck - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Medicheck
Site administration | Djang...
serene-cliffs-6139.herokuapp.com/customer/en
Google
User
Please enter serial number
Serialnumber:
000011112222
Submit
Drug name: Aspirin
Manufacturer name: kevin.sylk
Drug description: Effective for pain relief.
Drug instruction: Take 2 tablets twice daily.
Drug caution: keep away from children.
Serial Number: 000011112222
Batch Number: 0000
Date of Manufacture: July 24, 2013
Date of Expiration: July 25, 2014

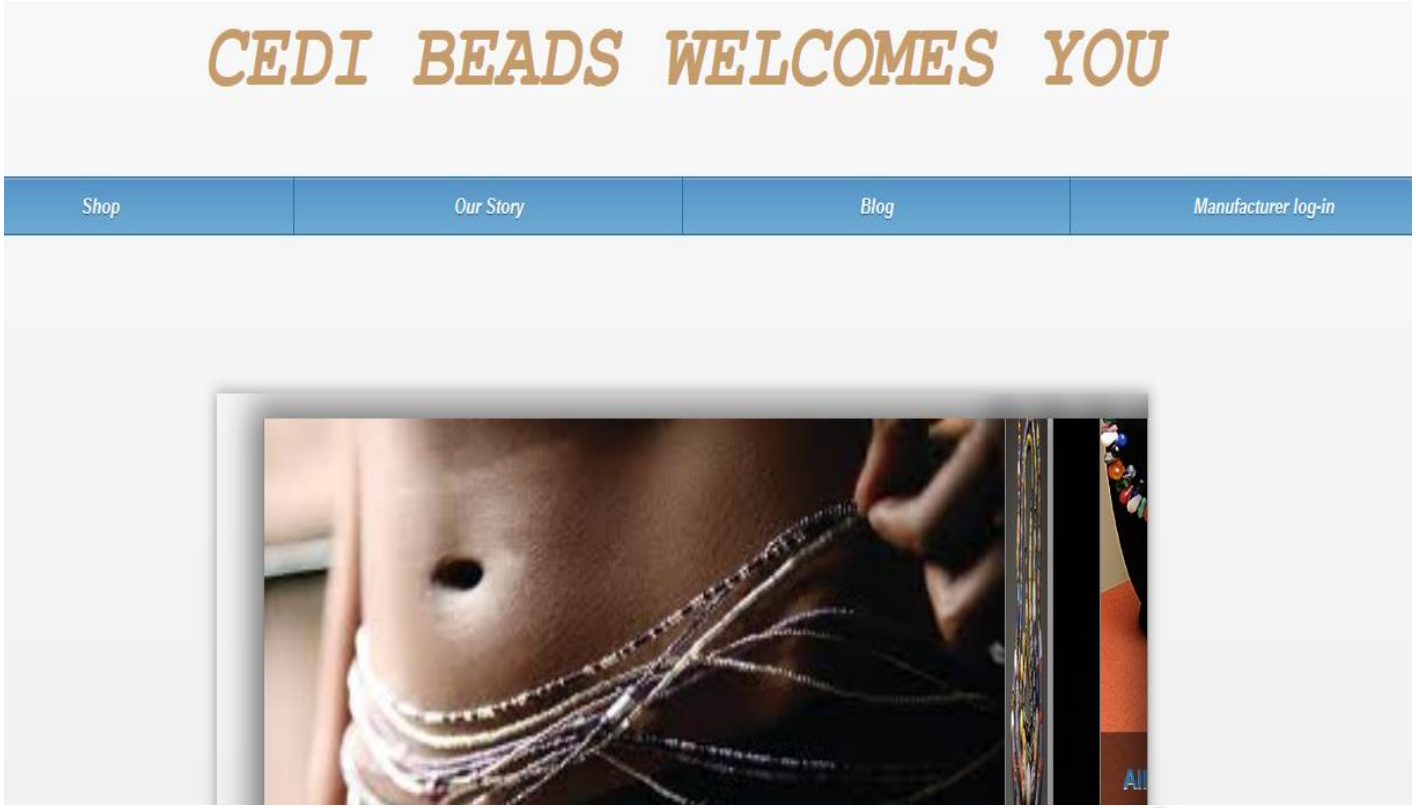
Today's Agenda

Social Campus	**http://nameless-castle-6284.herokuapp.com/**
ScoutSide	**www.scoutside.mobi/**
MediCheck	**www.medicheck.mobi**
CediBeads	**www.cedibeads.mobi**
Native Prints	**www.nativeprints.mobi/**

CEDIBEADS INNOVATORS

- BENEDICTA GOKAH
- BEATRICE MIGALIZA
- JUSTICE KWABENA OPPONG

During our presentation we welcome you to test our web-app on your mobiles:

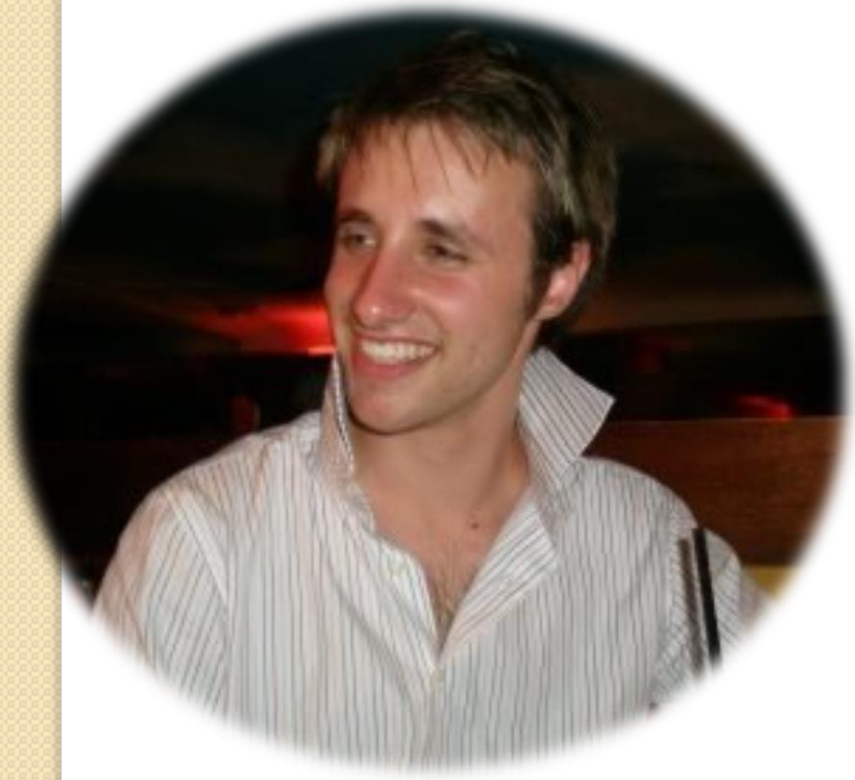


www.cedibeads.mobi

¢ Beads

¢ Beads

Real life scenario



¢ Beads

MISSION

CREATE A PLATFORM THAT WOULD BRING TOGETHER BEAD MANUFACTURES AND CONSUMERS OF VARIOUS TYPES TO TRADE EFFECTIVELY

VISION

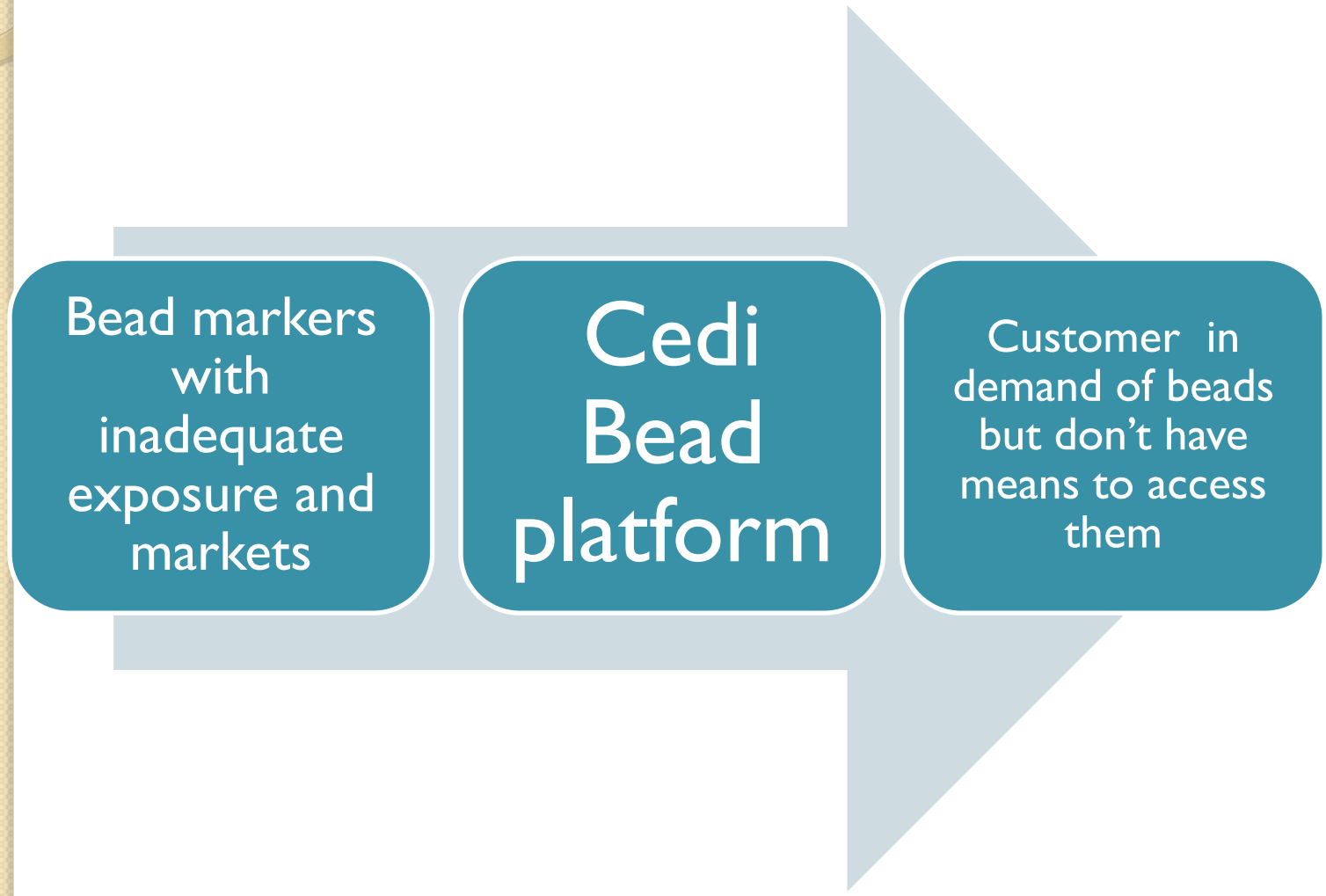
ESTABLISH A SUSTAINABLE BUSINESSS USING UP –TO- DATE TECHNOLOGY WHICH WOULD SERVE A GROWING MARKET FOR AUTHENTIC AFRICAN BEADS.

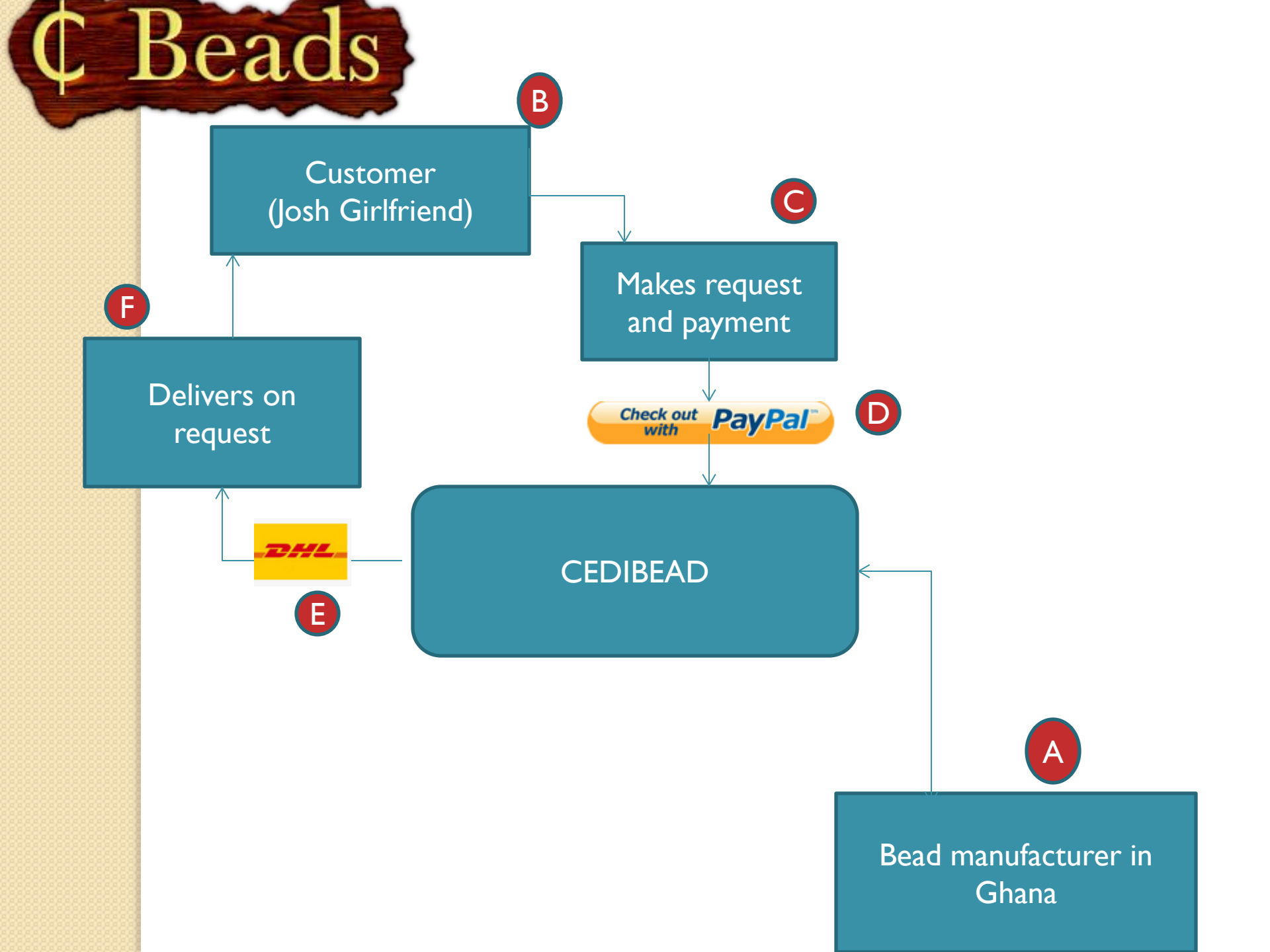
opportunity

- Solve customer problem (i.e. people like Josh)
- Benefit financially from lucrative market
- Unearth the talent of Ghanaian bead manufacturers
- Ultimately preserve Ghanaian culture

¢ Beads

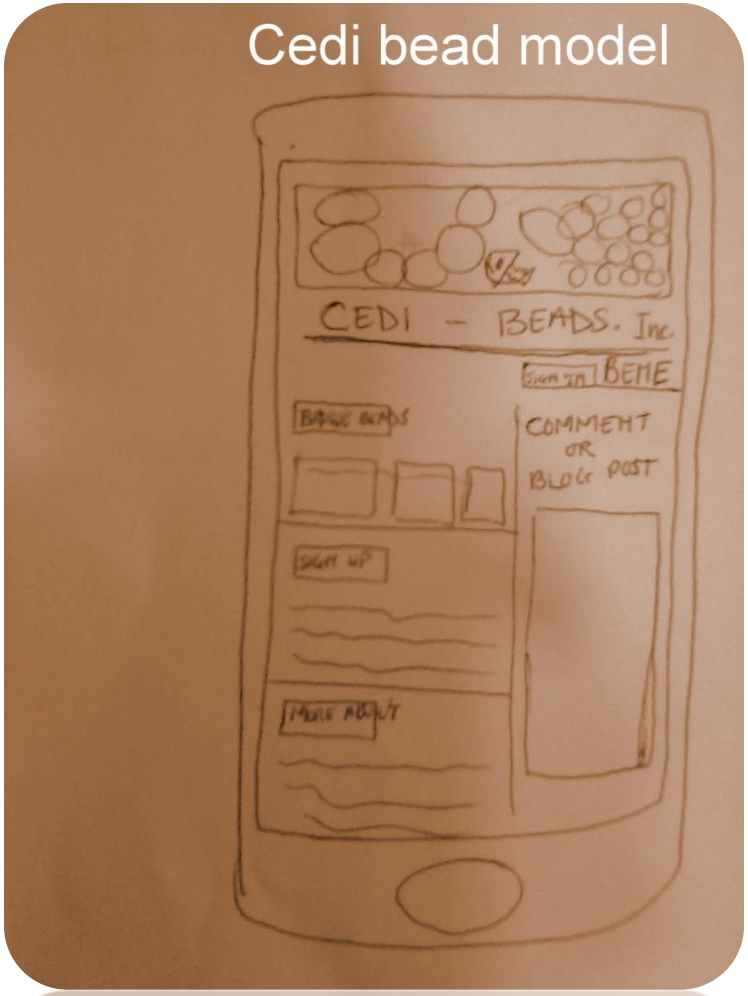
PROPOSED SOLUTION




¢ Beads
B
Customer
(Josh Girlfriend)
C
Makes request
and payment
Check out with PayPal
D
F
Delivers on
request
DHL
E
CEDIBEAD
A
Bead manufacturer in
Ghana

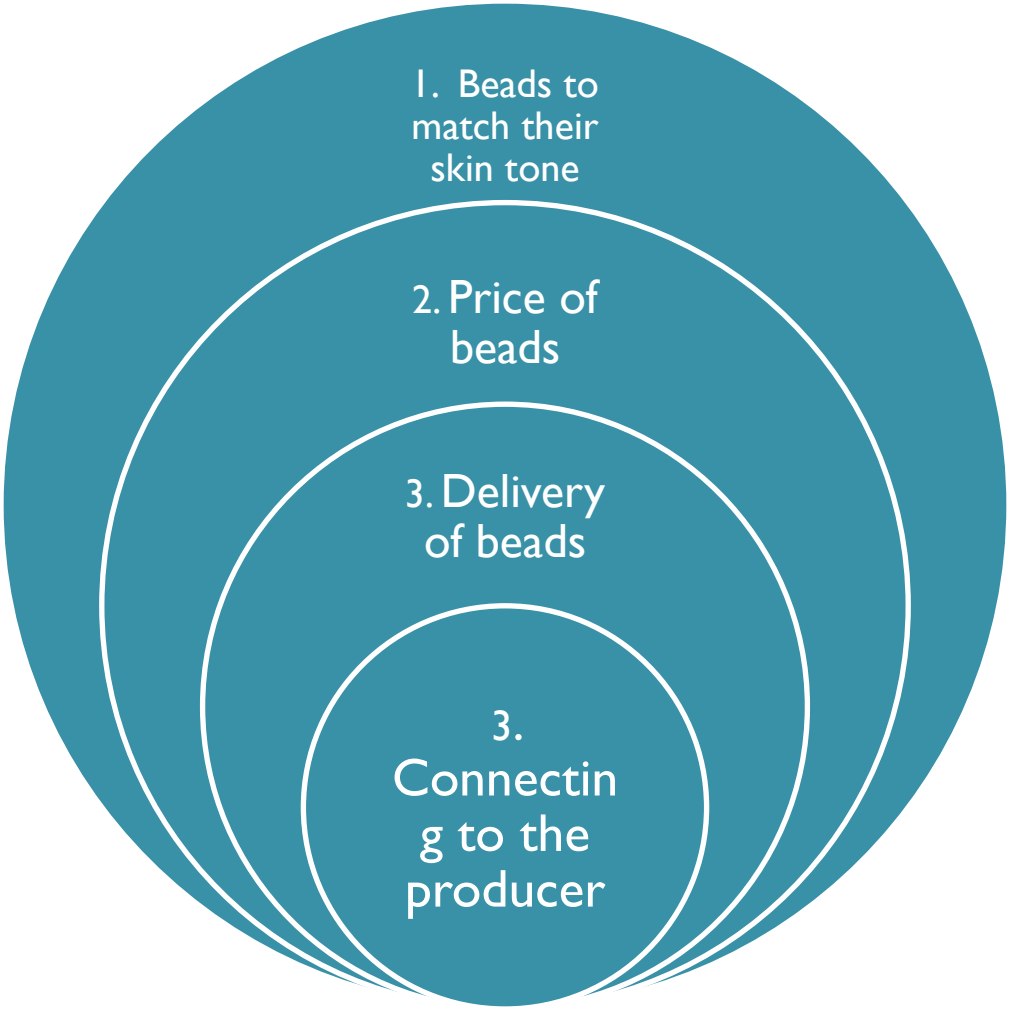
¢ Beads

Alpha prototype

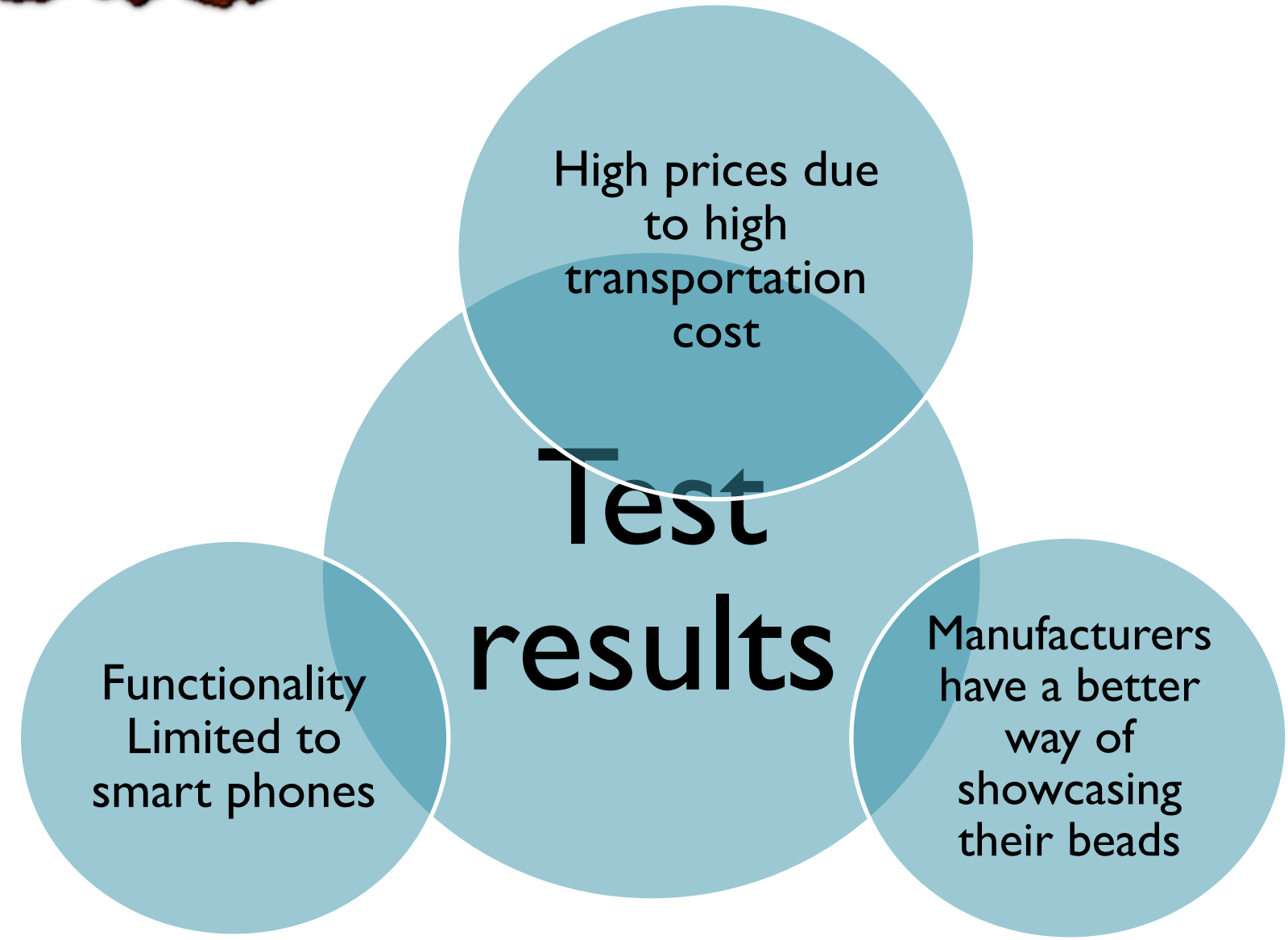


Product demonstration…

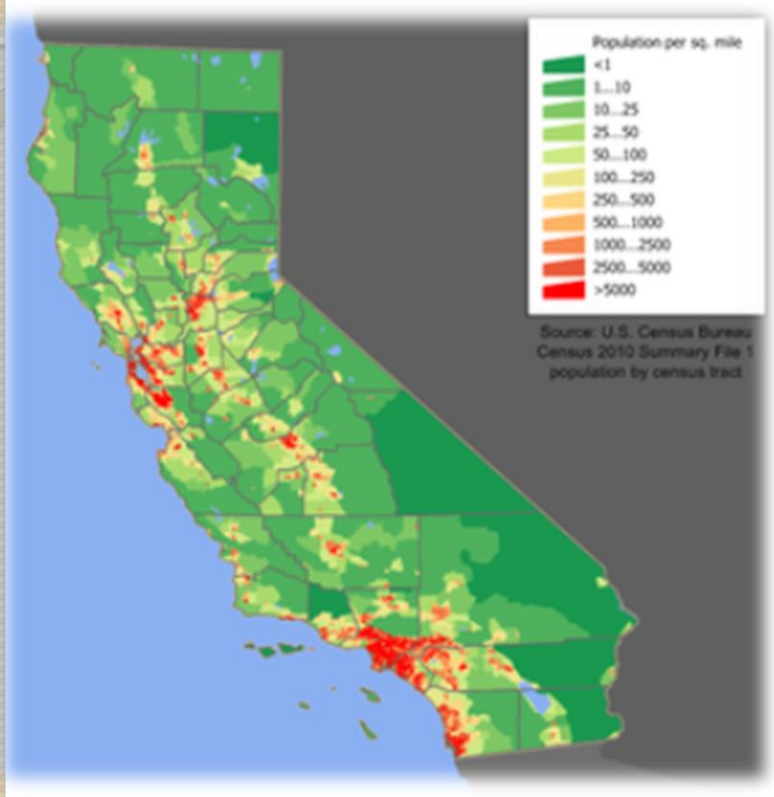
¢ Beads


1. Beads to match their skin tone
2. Price of beads
3. Delivery of beads
3. Connecting to the producer

¢ Beads


High prices due to high transportation cost
Test results
Functionality Limited to smart phones
Manufacturers have a better way of showcasing their beads

Main target market – Sans Francisco, California



- Population(California)– 38 million
- Population(Sans Francisco)- 825,863
- Women(50%)- 405498.733
- 1% - 4054.98
- Revenue- $121,649.62

¢ Beads

Marketing Strategies

¢ Beads

Challenges

- Earning the Trust of Local Manufactures
- Illiteracy in using the Mobile App
- Raising the Initial Funds for the Business

Why we need you??

- Financial support and Advice; with a potential 10% interest;
- Sound Technical Advice with respect to E-commerce systems;
- Genuine interest and advertisement of Cedibeads.com

THANKS TO:

1. LEAH ALPERT
2. TAIBO LI
3. JOSH PRZYBLKO
4. ALL DISTINGUISHED GUESTS

¢ Beads

QUESTIONS

Today's Agenda

- **Social Campus** — http://nameless-castle-6284.herokuapp.com/
- **ScoutSide** — www.scoutside.mobi/
- **MediCheck** — www.medicheck.mobi
- **CediBeads** — www.cedibeads.mobi
- **Native Prints** — www.nativeprints.mobi/

NATIVE PRINTS

PERSONA EXAMPLE

We can't live our lives like we used to

Meet Kuukaa and her friends

- ✓ Juniors in the University
- ✓ Fashion freaks
- ✓ Their days are so packed with school work that, they can no longer roam the streets of Accra shopping to stay in vogue.

PERSONA 2: MEET MENSIMA

- ✓ Workaholic wife in the diasporas
- ✓ Fashionable and desires to have every thing in vogue.
- ✓ Loves to shop herself because she is choosy.

•Will I be satisfied with my sisters choice for me?
•Can she tell the fake apart from the authentic ones?
•Wont it be tedious for her sister to comb the whole city in order to satisfy me?

I feel as though I'm doing business in the dark.

PERSONA 3: MEET KOJO

- ✓ Creative
- ✓ Found a lucrative way of making money considering the prevailing fashion trend
- ✓ His market is his circle of friends only
- ✓ His wish is to expand his business.
- ✓ I don't have a shop, how would people notice me?

We've had so much fun here. Where do we get gifts for our family and friends back home

PERSONA 4: TOURIST

- ✓ It's almost time to go back home.
- ✓ Looking for gifts for their friends and family.
- ✓ Time is not on their side, they can't scour the whole city to find the best gift.

The Idea..

What if she could shop for her desired products from the comfort of her home.

What if there was a central place where she access a variety of authentic African print products

What about he still doing business without a shop?

TARGET MARKET

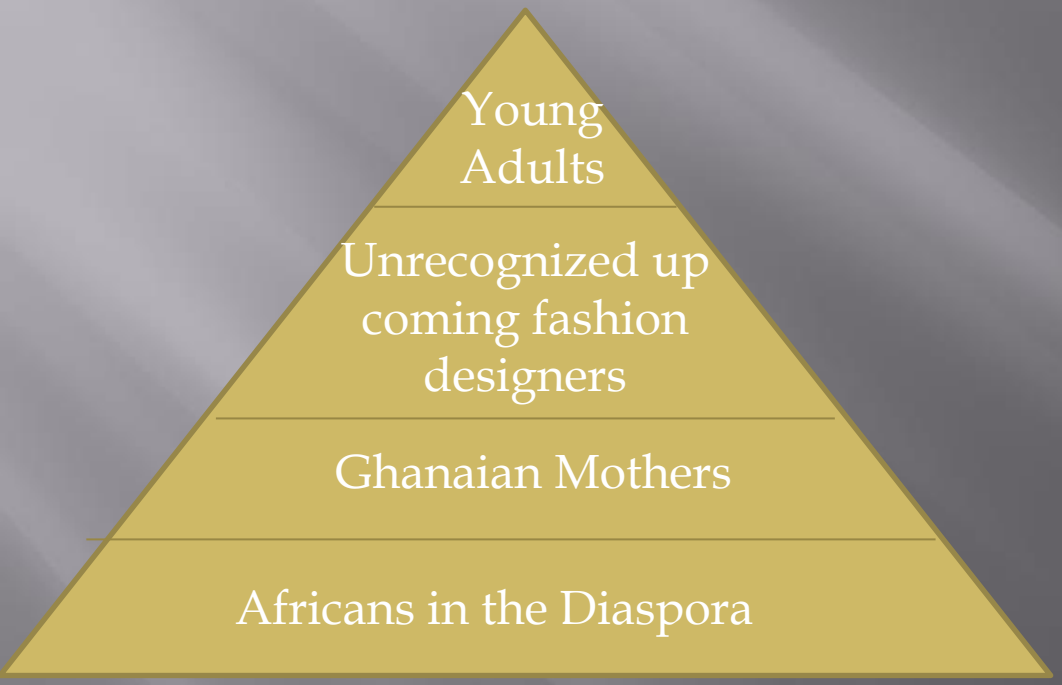
DESIGNERS

TOURIST

AFRICANS IN THE DIASPORA

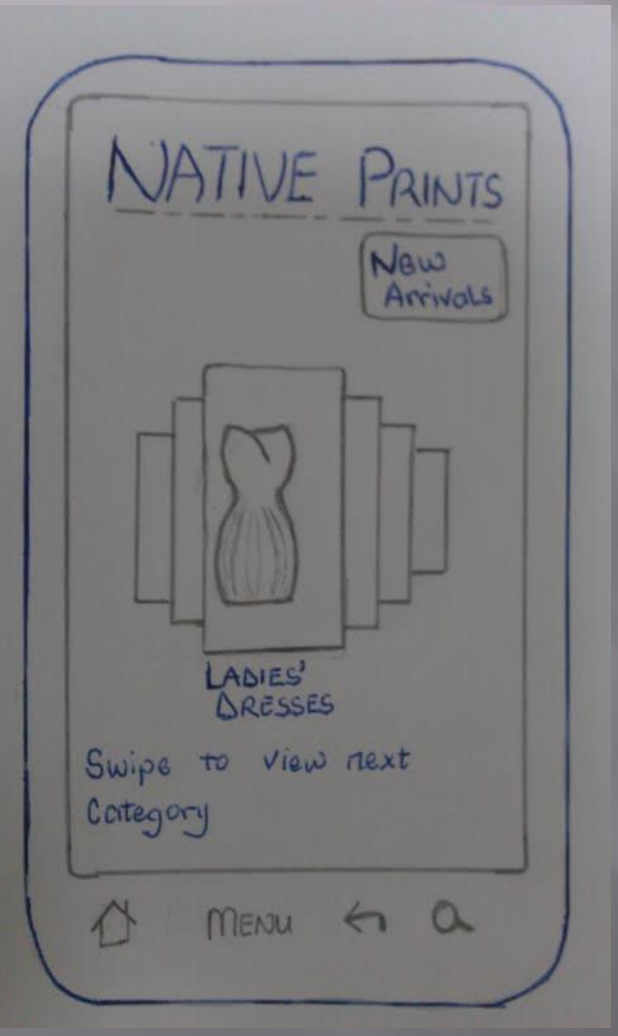
YOUNG ADULT

TOTAL ADDRESSABLE MARKET

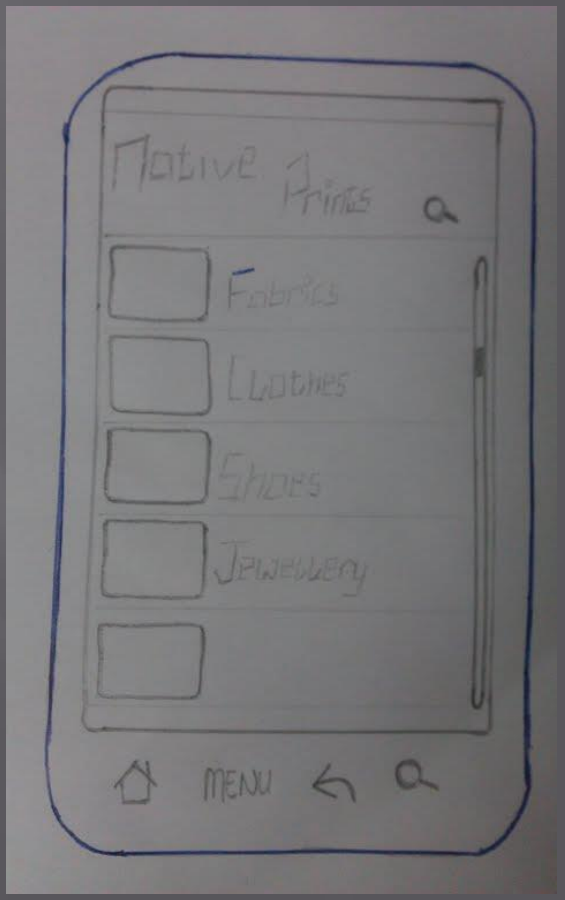


- We estimated that about 80% of young adults in Ghana have high interest for African print products
- 85% of the designers seem to be operating in the dark
- Almost all Ghanaian mothers have on average 5 African prints fabrics in their closets.
- Family members in the Diaspora would love to live lives reminding them of home and so have great desire for African Print Products.

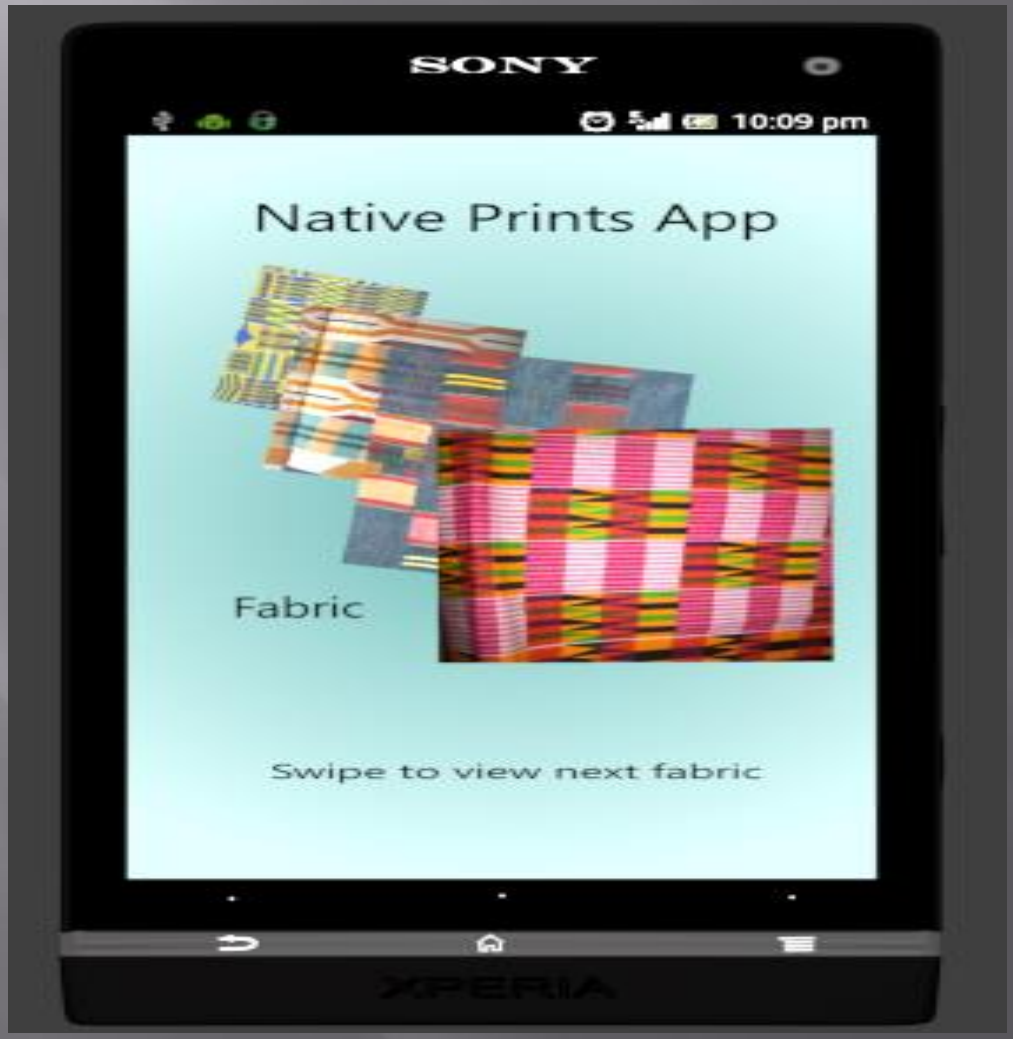
CONCEPTS


NATIVE PRINTS
New Arrivals
LADIES' DRESSES
Swipe to view next Category
MENU

NATIVE PRINTS
Search
Fabric
Shoes
Bags
Clothes
Accessories
Browse through our category of items
MENU


Native Prints
Fabrics
Clothes
Shoes
Jewellery
MENU

WHAT WE SETTLED ON



HOW IT WORKS

- Works as an online market mainly for African Print Products.
- A user has a category of products to browse through (Wax print, Kente)
- Desired category is selected and user can again click on either the seller or tailor button to make his purchase depending on need.
- Both sellers and tailors make available images of their products for users to choose from.
- It's easy and simple.

MARKETING STRATEGY

SOCIAL MEDIA

FIELD AGENTS

MONETIZATION STRATEGY

- Advertising
- Coming to a consensus with sellers
- Ranking

THANK YOU. QUESTIONS….