



**UPSA ENTREPRENEURSHIP CLUB**

*Presents*

# Entrepreneurship Training

**THEME:**

**Schoolpreneur 101: Effective Steps to Turn  
Your Business Dreams into Reality.**

**DATE:** 7th Feb, 2024 (Wednesday) **TIME:** 9:00 am

*With*

**DR. ANDREWS AYIKU**



**Register:** <https://forms.gle/gqrBBetWZ5jDVATt7>

Lecturer / SME industry coach



# MYSELF

---

17+Developing Business Ideas, Startups, SMEs, etc.

Lecturer (University of Professional Studies Accra)

Consultant (GIZ, Impact Investing Ghana, E4Impact Foundation etc.)

Training/Mentorship/Certified Business Coach

Sierra Leone, Senegal, Nigeria, Kenya, Canada, Italy etc

Bank

Microfinance

Ministry of Finance

# "Schoolpreneur"

---



**BUSINESS OPPORTUNITIES**

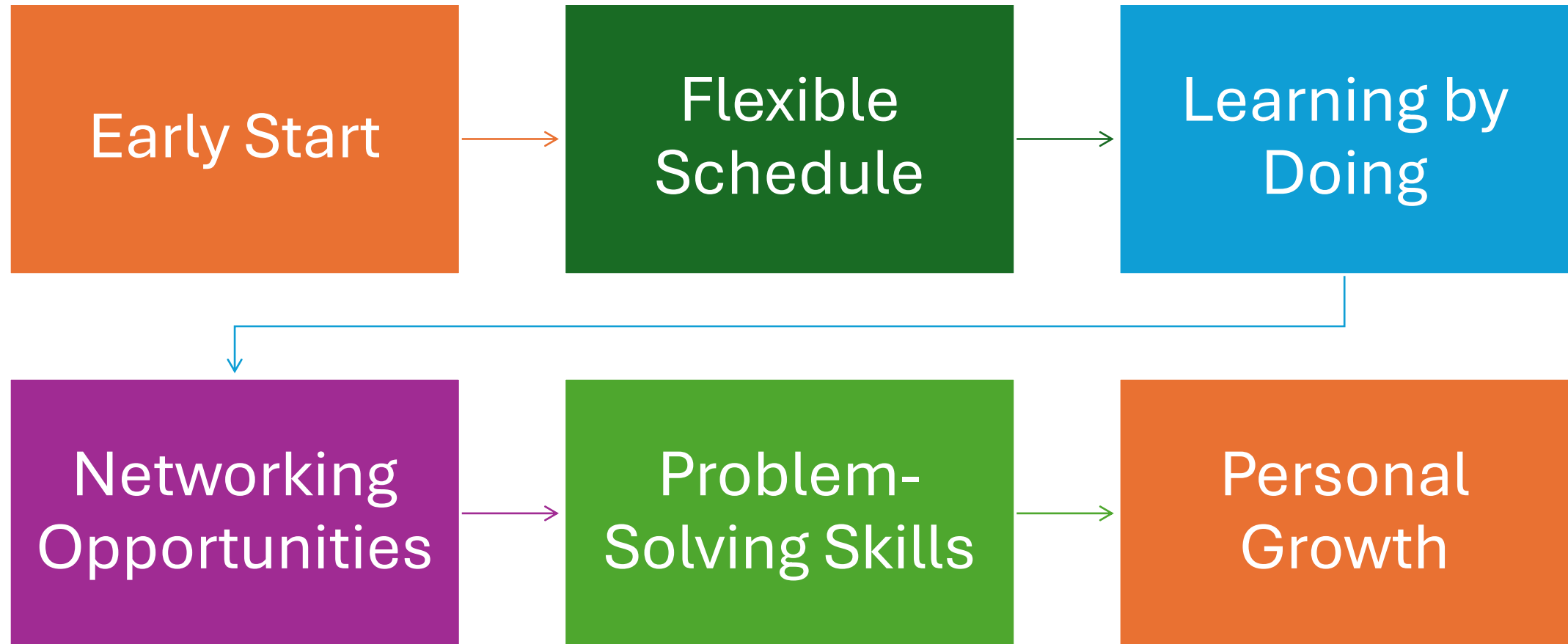


**DEVELOP INNOVATIVE IDEAS**



**TAKING THE INITIATIVE TO START AND  
MANAGE SMALL VENTURES OR PROJECTS  
WHILE BALANCING ACADEMIC  
RESPONSIBILITIES.**

# Reasons why schoolpreneur?



# Turning your business dreams into reality

<b>Define</b>	Define Your Vision
<b>Conduct</b>	Conduct Market Research
<b>Develop</b>	Develop a Solid Business Model
<b>Validate</b>	Validate Your Idea
<b>Secure</b>	Secure Financing
<b>Build</b>	Build a Strong Team
<b>Establish</b>	Establish Your Brand





“Being an entrepreneur is a mindset. You have to see things as opportunities all the time.”

Soledad O'Brien

“

You have to see failure as the beginning and the middle, but never entertain it as an end.

JESSICA HERRIN

BRAND POLICE @BRANDPOLICE.COM

“ If opportunity doesn't **knock**, build a **door**.”

Milton Berle

“

SUCCESS DOESN'T COME FROM WHAT YOU DO OCCASIONALLY. IT COMES FROM WHAT YOU DO CONSISTENTLY.

- Marie Forleo -

The secret of getting ahead is getting started.

-Mark Twain

THE LONGER YOU'RE NOT TAKING ACTION THE MORE MONEY YOU'RE LOSING

- CARRIE WILKERSON



# Entrepreneurship

- The dynamic journey of turning ideas into reality by creating and managing ventures that solve problems, meet needs and drive innovation.
- It's about taking calculated risks, pursuing opportunities, and being resilient in the face of challenges.

# Entrepreneurial mindset

- Opportunity-Oriented Thinking
- Risk-taking and Resilience
- Resourcefulness and Creativity
- Adaptability and Flexibility
- Continuous Learning and Growth
- Focus on Value Creation





---

## Why you need to develop an entrepreneurial mindset.

- Promotes Creativity and Innovation
- Develops Critical Thinking and Problem-Solving Skills
- Prepares Students for the Future of Work
- Encourages Risk-Taking and Resilience
- Promotes Collaboration and Networking



---

## Entrepreneurial mindset

- Opportunity-Oriented Thinking
- Risk-taking and Resilience
- Resourcefulness and Creativity
- Adaptability and Flexibility
- Continuous Learning and Growth
- Focus on Value Creation





---

## Why Entrepreneurship while in School

- Benefits of starting early
- Gaining practical experience alongside studies
- Real-world application of Knowledge
- Career Advancement
- Building a Personal Brand

# Identifying Your Passion

Environmental  
Activism

Social Justice  
Advocacy

STEM Outreach

Creative Arts  
Expression

Global Health  
Initiatives

Entrepreneurship  
and Innovation

Manufacturing

Training

Cooking





---

## Identifying Your Passion

- Self-reflection and identifying personal interests
- Explore Different Areas
- Listen to Your Inner Voice
- Consider Your Values and Beliefs
- Notice What Energizes You
- Seek Feedback from Others



---

## Market Research

- Importance of understanding the market
- **Choose Your Research Methods**
- Conducting surveys, interviews, and analyzing trends
- Example: Research on campus needs leading to a successful business idea
- Analyze Data



---

## Developing a Unique Value Proposition

- Understand Your Target Audience
- Identify Your Competitive Advantage
- Focus on Benefits, Not Features
- Be Specific and Tangible
- Make It Memorable and Compelling



---

## Building a Team

- Diverse Skill Sets
- Complementary Strengths
- Shared Vision and Goals
- Support and Collaboration
- Risk Mitigation
- Access to Networks and Resources





---

# How to create a business model

- Understand Your Value Proposition
- Identify Your Target Market
- Analyze the Competitive Landscape
- Choose a Revenue Model
- Define Your Customer Acquisition Strategy
- Estimate Costs and Expenses
- Forecast Revenue Potential



---

## Funding Your Venture

- Exploring funding options
- Crowdfunding, grants, and student competitions



---

## Leveraging Campus Resources

- Utilizing campus facilities, mentorship programs, and networking events
  
- Example: A student accessing a campus innovation hub

# Testing and Gathering Feedback

---



**IDENTIFY TESTING  
OBJECTIVES**



**IMPORTANCE OF USER  
FEEDBACK**



# Marketing Your Venture

---



EFFECTIVE MARKETING  
TECHNIQUES



SOCIAL MEDIA,  
COLLABORATIONS, AND  
GRASSROOTS MARKETING



EXAMPLE: A STUDENT  
LEVERAGING INSTAGRAM FOR  
BUSINESS PROMOTION

# Balancing Academics and Entrepreneurship

---



**SET CLEAR  
GOALS**



**CREATE A  
SCHEDULE**



**PRIORITIZE  
TASKS**



**MANAGE YOUR  
TIME WISELY**



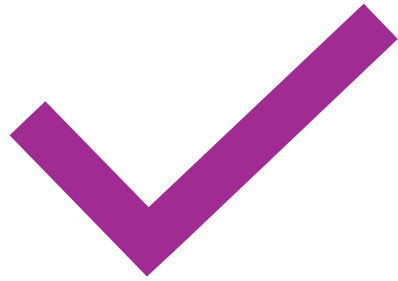
**STAY  
ORGANIZED**



**PRACTICE  
SELF-CARE**

# Conclusion and Q&A

---



Summary of key points



Encouraging questions and  
discussions



**THANK YOU!**