



STANFORD SEED STUDENT INTERNSHIPS

Example Project Descriptions

MARKETING PROJECTS

Stanford | Seed



Company name: Victoria Courts Trading Ltd
Website: www.victoriacourts.co.ke
Project type: Marketing (Website Development)
Project location: Nairobi, Kenya

About the company

Victoria Courts is a furniture retailer, and sells living room, bedroom and dining furniture, as well as related products eg mattresses, curtains etc. In essence, whilst we are selling furniture, we believe we offer solutions to our customers to enable them design their dream home, giving them a chance to shop differently and live comfortably. Customers would choose us over competitors for the following key reasons: - excellent customer service - we offer monthly payments - value for money proposition - high quality products, at a fair price

Project Description

PROJECT OBJECTIVES: Assist Design and building a new e-Commerce interactive website on a secure platform. The aim of the website proposed in this project is to use this opportunity to further promote e-commerce, Data collection, interaction, and collaboration among key users of the site.

KEY DELIVERABLES: The new VHS website presents a new visual look, and its functionalities are accessible and enhanced to provide a better experience to end users. Mobile-first. Support and maintenance: Administrative and technical support, hosting, and quality control for a period of 3 months. Deliver a webinar for the support staff and system administrators to perform content upload, system maintenance, and administration.

SCOPE OF WORK: The services required and activities will include: Website development The main activities will include:

1. Build a new website on a secure CMS (WordPress) or other mediums, migrate select content from the old website, and implement new features that add value.
2. Optimize the site for low bandwidth users.
3. Browser compatibility.
4. Integrate the current Google Workspace functionality so that it can be managed via the website.
5. Create data collection and Loyal program options.

Company name: Spazio ideale
Website: www.spazioideale.com
Project type: Marketing
Project location: Lagos, Nigeria

About the company

Spazio Ideale is a multidisciplinary, full-service interior design firm. We specialize in comprehensive interior design, consultancy services, and turnkey installations for varied types of projects including commercial, residential, and hospitality projects. Spazio Ideale is strategically positioning itself to be the largest interior design and architectural firm in Africa to compete with the likes of Gensler and Soata. Our approach is deeply rooted in a purposeful and timeless design. We understand that great design is more than just aesthetics; it is about understanding how people both want and need to live; in other words, we connect people to spaces. We've helped various organizations create functional, aesthetically appealing spaces that reflects their brand and culture. Some of our clientele include tech startups such as Paystack, Spektra(Dash), Heritage Bank, Ernst & Young, Four Points by Sheraton, Akiba Digital. We have currently delivered jobs in four countries, on three continents and are working to solidify our presence in these geographies.

Project Description

As a growing company with a goal to develop its growth department in 2023 and to achieve its growth objective, we are looking for an intern to brainstorm ideas and create processes with the team to help achieve its marketing objectives. The role will include:

1. An in-depth understanding of our market, sectors, value proposition, product, services, positioning and competitors.
2. Developing ways to position better within 2023 geography and sectors (medium high hospitality spaces, medium high commercial spaces in Nigeria and medium high residential spaces in Dubai)
3. Help develop our marketing communications to ensure that they are memorable, different, unique, appeal to our ideal customers and meets our publicity objectives
4. Determine what marketing tactics fit our model.
5. Create a plan for SEO, etc. As a summary, this is an analytical and creative role.

The overall objective would be to create a marketing strategy/plan with great storytelling that helps position Spazio Ideale better within the market as well as to implement some aspects of the plan.

Company name: Ditec Mobile

Website: www.ditecmobile.com

Project type: Marketing (brand marketing)

Project location: Gaborone, Botswana

About the company

Dichaba Consumer Electronics was formed out of ideas stemmed from Stanford Seed Transformation program and the new brand to be launched in the market is to be called DICE. This brand will compete with the already established Ditec brand and the problem that needs solving is how to steal market share from Ditec, which markets to target, how to grow the brand and position it against giants such as Samsung, Apple and Sony. The question is, in a market saturated with consumer goods and dominated by big brands, how do we position ourselves to grow the brand and the revenue.

Project Description

We are looking for a vibrant marketer who will manage the strategic positioning of our newly formed Dichaba Consumer Electronics brand. You will work to devise a distinct brand marketing strategy and then set out to implement it along with the marketing executive. You will play a part in the development of the brand marketing strategies to establish strategic direction and product positioning. Your role will also include establishing marketing partnerships with retailers, media partners, and other external partners to broaden the reach of the DICE brand. You will also play a major part in the development and execution of social media advertising platforms inclusive of Google AdWords, Facebook, YouTube, Pinterest, LinkedIn, and Twitter along with supporting the brand's media programs. You will also contribute to the development and execution of all ground events, promotions, and stunts for the brand. Managing media timelines and execution of plans across all media channels, that is, TV, Social, Radio, and Print etc. will also form part of your tasks.

Key performance deliverables and outputs will include, but not be limited to, a. Marketing plan including market size and opportunity, competitive landscape, positioning statement, marketing goals, target segments, value proposition, key pillars etc. b. Marketing budget c. Customer experience journey per product d. Social media content strategy e. Launched campaigns

Technology, Engineering & Data Science



Company name: MGI

Website: www.themgigroup.com

Project type: Technology

Project location: Kumasi, Ghana

About the company

MGI Microfinance Ltd. is one of the leading microfinance companies providing microfinance services (micro loans and deposits) to micro, small- and medium-sized enterprises (MSMEs) in Ghana. With almost 16 years of existence, MGI operates 25 branches, employs about 350 employees, and serves over 50,000 customers (85% of whom are women). MGI provides individual, group, MSME loans and micro-savings products and services to many of the "unbanked" small business entrepreneurs who have long been ignored or underserved by traditional commercial banks. This is because most of these traditional banks see such enterprises as credit risk. The limited access to credit problem has been worsened by the closure of so many microfinance institutions in recent times due to Ghana's financial sector cleanup exercise carried out by the government between 2017 and 2020.

Project Description

MGI's main challenge is unstable and inadequate profitability mainly caused by a limited revenue base and high operating expenses resulting from legacy systems and semi-effective business processes. Therefore, our intern will assist MGI's transformation team to execute some of our profit-improvement initiatives defined in our T-Plan. Specifically, the intern will assist in:

1. Evaluating current systems and making recommendations for changes
2. Evaluating current business processes and make recommendations for changes
3. New product development for revenue improvements
4. Executing expense improvement projects for expense efficiency
5. Undertaking feasibility studies and data analysis for technology and system migration.

Based on the above, our expected deliverables or outcomes include but not limited to: a. improved revenue b. reduced operating expenses c. improved service-deliverable times d. profit improvements e. improved management information systems (eg. introduction of e-lending, automated business processes, new and interactive website etc.)

Company name: VITALITE Senegal

Website: www.vitalitesenegal.com

Project type: Technology

Project location: Thies, Senegal

About the company

Vitalite Senegal is a social, for profit company, making high quality products and services available and affordable mainly to rural families in Senegal living on less than 2.25 dollars a day. We were founded in 2015 by five postgraduate students from the University of Leuven, Belgium; we have since installed about 8,500 systems nationwide, through which we have provided access to clean energy to nearly 80,000 people. Our main products are 'plug and play' solar home systems (solar pumps, complete systems up to 10 KW). We also focus on generating extra income for our customers by saving them the cost of phone charging in a electrified village a few miles away, buying lamp oil and / or candles, etc. We are at the beginning of an exciting new adventure with intensifying the current market, diversifying with a new product in our market (biodigesters), and recruiting, coaching, and evaluating more than 300 new solar ambassadors over the next two to three years.

Project Description

We currently have about 80 active solar ambassadors in the 14 regions of Senegal who perform various tasks and are paid on a commission basis. In order to keep these agents motivated and coach them to become even better solar agents, we need to have insight into what they perform on a daily basis and where. We have an application that already records some things but it is not yet working optimally. With the recruitment of over 300 new solar ambassadors on the horizon, we need a tool that can track performances so that the specific team leaders can better guide their colleagues in the field.

For the intern, we had the following in mind: Analyzing the data currently kept in various applications and forms 2) Reviewing the current "agent-tracker" tool 3) Designing, with the help of the leadership team, and building a digital tool that can record and synchronize the various important tasks both offline and online once there is network. 4) Piloting the built solution 5) Implementing the solution.

Project deliverables: an (Android) agent tracker app, tested and if feasible, implemented in a small group. What we offer at Vitalite Senegal: a young dynamic team (average age under 30) in which your contribution can have an absolutely big impact for our future. We love brainstorming and listening to each other's ideas to come to even bigger results! Besides hard work, there is ample time for relaxation and getting to know the culture, together with colleagues or organized with their help.

Company name: Brastorne Enterprises

Website: www.brastorne.com

Project type: Technology

Project location: Gaborone, Botswana

About the company

Brastorne connects the unconnected in Africa. Brastorne has built a suite of products targeting the 300 million feature phone users in Africa, who are among the world's most marginalized citizens. Brastorne provides access to information, markets, communication platforms, and financial transactions specializing in USSD, SMS, IVR, voice, and apps. Brastorne was founded in Botswana seven years ago and has since rapidly grown into a profitable fintech provider with a diverse portfolio offering services across various industries ranging from payments to ecommerce and lifestyle apps. Brastorne Enterprises is driven by its partnerships with leading organizations to develop high performance solutions that improve productivity, reduce costs, and have high social impact. Brastorne has since grown to reach more than 1.5 million users in total and has recently become operational DRC and Cameroon. We are currently expanding our footprint to include Guinea, Mali, Ivory Coast, and Burkina Faso.

Project Description

We are currently developing a new app called Banjee. Banjee is a neighborhood app that connects communities, creating meaningful interactions between residents and resulting in communities being more safe, transparent, and united. The first release of the app has been published. But the UI/UX Design was not prioritized at the beginning and now there is a need to work on the appearance/presentation of the app and improve its interactivenss. The intern will be responsible for: 1) creating user-centered designs by understanding business requirements and user feedback 2) creating user flows, wireframes, prototypes, and mockups 3) translating requirements into style guides, design systems, design patterns and attractive user interfaces 4) designing UI elements such as input controls, navigational components and informational components 5) creating original graphic designs (e.g. images, sketches and tables) 6) identifying and troubleshooting UX problems (e.g. responsiveness) 7) collaborating effectively with product, engineering, and management teams 8) incorporating customer feedback, usage metrics, and usability findings into design in order to enhance user experience 9) producing high-quality UX design solutions through wireframes, visual, and graphic designs, flow diagrams, storyboards, site maps, and prototypes.

Deliverable at the end of the project: an easy to use, appealing, and well laid out app.

EDUCATION PROJECTS



Company name: SaPa Learning Pvt Ltd

Website: www.sapaindia.com

Project type: Education

Project location: Bangalore, India

About the company

At SaPa, our goal is to make music a meaningful part of every child's life. We currently work with over 30,000 children, and in addition to teaching, we have our own curriculum, methodology, teacher training, and certification. Headquartered in Bangalore, India, we work in a number of different ways: 1. SaPa in Schools. SaPa in schools is a music program with structured and levelled curriculum, with textbooks and digital learning materials and clearly defined learning outcomes. 2. SaPa Centres of Excellence. At the SaPa Centres of Excellence, we are creating the next generation of musicians. Many of our students who joined us as young as three are now performers, creators, and outstanding musicians that have been featured in Rolling Stone Magazine, won numerous awards, and been invited to present on prestigious stages. 3. SaPa Outreach. We work with a number of NGO and government schools to provide music education to students from underserved communities free of cost. 4. Higher Education in Music. Through collaborations with Universities in India, we offer BA (Hons) and MA Programs in Music, and in the process of creating diplomas and certificates. At SaPa, we believe music should be accessible for all. Accessible not only financially, but by creating methodology and materials that children can understand and appreciate.

Project Description

There is a large body of research globally, which shows the cognitive, social emotional, and other benefits of music education on children. Anecdotally, we have seen the benefits for a decade and a half, with the students we work with. We would love to work with an intern who is passionate about the cause of high quality education for all, and could: 1. Design and conduct Research/Impact studies measuring the impact of music education on children from different backgrounds, and in our Centres of Excellence, to help make a case for "Music for All" 2. Identify and work on grant applications and awards to allow us to serve a wider base of children from underserved communities across India.

Deliverables and Output: 1. Deeper insights for SaPa as to what kind of delivery is working better and why. 2. Research paper/impact studies strengthening the case for specialized Music Education in schools of all kinds. 3. List of grant/award applications that can be made 4. 5 completed applications, and a database of answers. This project would involve working in schools, with teachers and children from a variety of different backgrounds, working with students at our centres, and getting a feel for India and Indian culture.

Company name: Learn@ease Centre

Website: www.learnatease.com.ng

Project type: Education

Project location: Abuja, Nigeria

About the company

We run a tutoring centre for children in primary and secondary school, and a college counseling program. We have structured virtual and physical classes for children from 5 to 18 years old. Our services include secondary school entrance exam preparation, booster programs, summer programs, SAT/ACT test preparation, and college admissions counseling. Our mission is to “mold future leaders through innovative learning.”

Project Description

The intern will guide the students through the entire application process, including: lead workshops, create college lists, brainstorm essay topics, review essays, etc. At the end of this, we expect our students to understand the whole application process and come up with very strong applications in order to get into their "best fit" colleges and be competitive enough for scholarships and financial aid.

STRATEGY PROJECTS



Company name: African Concrete Products Ltd

Website: www.acp.com.gh/

Project type: Strategy

Project location: Ghana

About the company

ACP Ltd was founded in 1956 to solve the housing shortage in the then Gold Coast. ACP Ltd currently produces a broad range of concrete products to meet the construction requirements of public authorities, government and international contractors, private construction companies and individuals. ACP Ltd supply products to sites throughout Ghana and other countries in the sub-region. ACP products, manufactured to British standards, include roof tiles, blocks, pipes, pavement blocks, fence posts, transmission poles, septic tanks and have the capacity for high levels of customization.

Project Description

The African Growth and Opportunity Act (AGOA) in the U.S. and the Africa Continental Free Trade Agreement (AfCFTA) provide unique opportunities for local companies to export their products under preferential conditions. ACP would like to develop and execute a plan to do just that; the intern will be responsible to prepare and initialize our strategy to grow our business in Africa and the U.S. The intern's responsibilities include:

1. Understanding our market, product, and services; articulating our core value proposition and how that can be strategically positioned in other African countries and the U.S. markets
2. Conducting market research to determine the best entry points for ACP products in these foreign markets and coming up with an overall theme that can articulate our brand position as a company for determined or selected product
3. Utilizing the above information to inform the company on how to present and package their products for export.

Deliverables: ACP will expect a strategy paper on how to enter new markets utilizing the AfCFTA advantage. ACP will expect to be able to export to the U.S. under the AGOA initiative.

Company name: DreamOval Ltd.

Website: www.dreamoval.com

Project type: Strategy (Other; business model canvas, corporate strategy, strategic planning, strategy beyond markets)

Project location: Accra, Ghana

About the company

DreamOval Ltd. was co-founded in 2007 by four Ashesi University alumni. We build smart cloud and mobile software solutions in the finance sector and other industries in Ghana and Africa to enhance processes, stimulate trade and create wealth. Through our innovation and products, individuals and businesses have access to smart technology solutions.

Project Description

SmartGrid is a platform that delivers features to tackle the challenges financial institutions face when trying to digitize. With a goal to provide superior financial technology through a multi-tenancy single cloud platform, there is a need to carefully plan out the features that will enable the customers of our clients to go about their business with ease. The objective of this project is to develop a roadmap that delivers business value outcomes to various stakeholders of the platform. The project is looking for an intern to:

1. Assist the product team in brainstorming and building the product strategy
2. Conduct internal and external market research with customers and partners
3. Analyze feedback from customers and partners to present to the rest of the team
4. Develop a framework/strategy to support marketing and sales for customer and merchant retention
5. Develop consumer and merchant journeys for all products and services
6. Develop product development knowledge sharing through podcasts and video channels (YouTube)

Company name: Paradise Game

Website: www.siamtechnologies.com

Project type: Strategy (business model canvas, strategic planning, strategy beyond markets)

Project location: Abidjan, Côte d'Ivoire

About the company

Paradise Game is a beacon for e-sports and e-learning in Africa. We host events, manage gaming and e-learning centers and create e-learning, ed-tech, and gaming content. In 2019, 500,000 people visited our centers. Paradise Game partners with major companies such as the NBA and Coca-Cola Co. to promote their brand to millennials across the continent.

Project Description

We are looking for an intern who will work closely with the CEO to define the growth strategy of the company. The intern will define the potential available market and serviced available market, assess the competitive landscape and Paradise Game's capabilities, and recommend a growth strategy.

Project deliverables:

- The intern is expected to deliver a comprehensive report with a consolidated analysis to advise on where and how to grow the business as well as an actionable plan and cash budget for the next 18 months.

Our main requirement for the intern is someone who wants to impact the lives of millions of people, desires a better and more educated world, and seeks a rich and fulfilling experience.

Company name: Oorja Energy Pvt Ltd

Website: <http://www.oorja.in/>

Project type: Strategy (Corporate Strategy)

Project location: Hyderabad/Delhi, India

About the company

Oorja is a cleantech heating and cooling company, focused on providing sustainable solutions for industrial and commercial systems. Oorja is eyeing to revolutionize the existing HVAC industry in India by introducing the concept of "servitization" through an energy efficient "Cooling-as-a-Service (CaaS)" business model. Target market shall be new and upcoming greenfield projects in various industry segments.

Project Description

The objective of this project is to ideate and develop a robust framework that defines clear business value to the various target segments (external stakeholders). The project is looking for an intern to: To develop an easy to understand customer value proposition for the CaaS business model. Conduct internal and external market research involving customers for different segments. Connect with leadership level driving sustainability and sensitize them for energy efficient CaaS. Analyze feedback from customers to present to the rest of the team. Assist the commercial team in brainstorming and building the pricing strategy across segments. Develop a framework/strategy for building internal processes/approaches for CaaS concept selling. Develop ideas for mass promotion including CaaS marketing videos (explainer videos) for YouTube. Create a roadmap for building the sales pipeline using curating techniques (project identification). Expected deliverables: Summary in the form of report/ppt, process design formats, scripts.

OPERATIONS PROJECTS



Company name: So Fresh

Website: www.sofreshng.com

Project type: Operations (Improving eCommerce and delivery service)

Project location: Lagos, Nigeria

About the company

So Fresh is Nigeria's pioneer and leading healthy good restaurant chain on a mission to inspire people to live fresh and healthily, by enriching their lives with fresh, wholesome, nutrient-rich, and delicious meals. Our vision is to become the prime destination for healthy lifestyles in Africa. Over the past 12 years, we have been committed to solving the challenge of availability and easy access to better-for-you food options for busy working-class professionals in urban areas. Our philosophy is that food should be fresh and as close to nature as possible because the choices we make about what we eat, where it comes from, and how it is prepared have a direct and powerful impact on our health, well-being, and productivity of individuals, communities, and the environment. We currently have 15 outlets in Lagos and Abuja, Nigeria; we offer delivery services to over 150 locations, and we serve over 100,000 customers across our online and physical channels with meals such as salads, wraps, and sandwiches, parfait, juices, smoothies, other beverages, and healthy snacks. We are well positioned to capture the burgeoning demand for healthy food options by urban-dwelling Nigerians, as more Nigerians are becoming increasingly aware of and more knowledgeable about the importance of healthier eating habits.

Project Description

As the business grows and becomes dynamic across its service channels, we want to improve our eCommerce platforms and offer an efficient delivery service to increase online sales, reduce delivery time and enhance the customer experience. The intern will conduct an analysis of the current service, identify areas for improvement, and make recommendations for updating the eCommerce platform and streamlining the delivery system. The intern will work closely with the management to implement these changes and monitor their effectiveness.

The deliverables include: 1) Conduct research, gather data, and provide a clear report of the current eCommerce and delivery service, including identifying issues and opportunities for improvement. 2) Recommendations for improving the eCommerce platform, including recommendations for any necessary updates or changes to the website. 3) Development of a streamlined and efficient delivery system, including the use of technology to schedule deliveries, optimize routes, track riders, and ultimately achieve reduced delivery times. 4) Implementation of the recommended changes and ongoing monitoring of their effectiveness. 5) A report summarizing the project's findings and recommendations for continued improvement of the eCommerce and delivery service.

Company name: Innoval Digital Solutions Private Limited

Website: www.ivldsp.com

Project type: Operations (process improvement, frameworks for monitoring business performance and various functions KPIs)

Project location: Trivandrum, India

About the company

A B2B enterprise application software company involved in digital transformation & building innovative SAP based Add-on products in tax technology, compliance and foreign trade domain to cater to functional gaps in standard SAP software which have been implemented in over 300+ large enterprises. Company also provide SAP application management, consulting and custom software development services using digital and cloud technologies.

Project Description

Background and current status: Currently company has various business activities around several revenue segments, products, implementation, services, consulting and customer support along with cost centers like HR, IT, Admin, Finance etc spread across 2 locations primarily (Trivandrum and Mumbai).

Challenge: It is currently not optimized and turnaround time for various initiatives is very high resulting surplus manpower, poor man-man management and task allocation along with leakages in customer delivery processes.

Aim: We aim to optimize resource to actual work ratio, improve customer facing processes which will create foundation to scale up

Tasks and Deliverables: 1. Study existing process, finding improvement areas, redefining/develop KPIs & Metrics for continuous monitoring and achievement of Optimum utilization, 2. Systems adaptation suggestion and framework implementation 3. Suggestion and Implementation plans for overall process improvement and value chains 4. Create Integrated approach and plan to drive increase in productivity, profitability and accountability

Company name: LawPavilion Business Solutions Limited

Website: www.lawpavilion.com

Project type: Operations (operational design, quality management, workflow processes and change management)

Project location: Lagos, Nigeria

About the company

LawPavilion is Nigeria's foremost LegalTech company with a mission to equip the justice system to enable people and businesses to achieve their potentials. Driven by its conviction that poverty is not the lack of resources, but the absence of justice, LawPavilion seeks to help eradicate poverty in Africa by upholding the rule of law through development of technological tools that facilitate access to justice. Our platform seamlessly connects and empowers all stakeholders: citizens, legal practitioners, and the court system, as well as automates legal operations to accelerate the administration of justice. Our products include: 1. JUSTEASE MOBILE APP: a citizens' engagement app that educates them on their rights and duties, as well as providing a platform for reporting violations, seeking redress and engaging lawyers to handle their matters. 2. LAWPAVILION PRIME: a digital publishing software for lawyers and judges. It contains electronic law reports, laws, contract agreement templates, legal textbooks and journals as well as other legal resources required for prompt legal service delivery. 3. CASE MANAGER: An enterprise resource planning solution for the law firms and law courts, making it easy to manage and coordinate legal services easily and more efficiently.

Project Description

LawPavilion has a unique blend of professionals across technology and legal industries with operations spanning both software development and legal analysis among others. Implementing processes that work seamlessly for both industries has been daunting. LawPavilion is seeking an intern to study our current processes to identify weak points, blockages and wastage in the system, to make and implement recommendations that will help attain business efficiency and optimize productivity. The intern will have exposure to most departments of the organization in an effort to understand how the business operates. The project will require the intern to accomplish two main deliverables: 1) Shape policies in some areas we don't have policies for while creating processes and procedures where there are none. 2) Work with the management team towards attaining ISO 9001 certification.

BUSINESS DEVELOPMENT



Company name: XL Management Services

Website: www.xlafricagroup.com

Project type: Business Development

Project location: Ghana

About the company

XL Management Services Ghana Limited, an indigenous company incorporated under the Companies Code, 1963 (Act 179) of the Republic of Ghana to provide diversified Outsourced services. Our areas of operations are Recruitment & Selection, Human Resource Outsourcing (for all categories of staff), Payroll Administration, Training and Capacity Development as well as and Project Facility Management Services.

Project Description

Challenge: We render diversified outsourcing services (human resource, project management, facilities management, delivery, and haulage) and peculiarity has made it that we haven't been able to fully realize our market share in all areas of our business. We need to increase our market share.

Tasks: With the assistance and support of the business development (BD) team, the intern is expected to research and identify existing, tried and tested and peculiar modules that will enable us increase our market share across all our service lines. We expect that modern technics, resources and approaches will be employed during the exercise to ensure that the project goal is achieved as much as possible.

Deliverable: At the end of the exercise we should have identified a robust and sustainable and measurable framework that will guide the activities of the BD team as they prospect for business in our the areas of our business.

Company name: Process & Plant Automation Ltd

Website: www.automationghana.com

Project type: Business Development

Project location: Accra, Ghana

About the company

Process & Plant Automation Ltd. is a Ghanaian-owned business. It was incorporated in 2003. The company provides electrical engineering and automation services to businesses in the industrial and manufacturing sector and infrastructure/building construction sector. The company's solutions include industrial process control and instrumentation, production of switchgear for electrical distribution and control of lighting, ventilation, pump control systems and electrical installation projects for upgrades and new/green projects. The company sells electrical hardware and components needed for electrical infrastructure such as lighting, switches, cables, distribution boards, transfer switches, motor starters, etc. Currently Process & Plant Automation is certified to ISO 9001:2015 Quality management system. The company is currently pursuing certification to ISO 45001 Occupational Health and Safety. The company has a staff strength of 142. Key industry partners include Phoenix Contact, Fluke, and Siemens. The company's clients include Unilever, Nestle, Vivo Energy, Vodafone, Cal Bank, Devtraco, and Volta River Authority. The company's mission is to transform the lives of stakeholders by providing unique electrical and automation services and products through innovation, training and exceptional customer service.

Project Description

The company currently offers training courses for professionals to develop hands-on skills for maintaining electrical and automation equipment. The training is also accessible to students in tertiary and vocational institutions. The company has invested in a new training facility and training rigs to give participants adequate experience to tackle field work. The company has also invested in an online learning platform to improve the learning experience and assessment process. It is the goal of the company to expand courses and access to courses across the country and online. This project is called Automation Academy. Your tasks will be to: 1) Define the processes and procedures that will govern the operations of the academy 2) Define the resources and budget to operationalize the academy. The finished project should also include 3) development of an online booking system for applicants 4) development of a course performance review for assessing course content, teaching and learning experience 5) design of a referral program to help applicants find employment with the skills acquired 6) help to determine the optimum layout of the training rooms to enhance teaching and learning experience 7) review of the online platform and implement strategies to improve the learning experience 8) auditing of the current situation and proposal of teacher-student engagement strategy and production of a guide for its implementation.

Company name: Brands on a mission

Website: Brands on a mission

Project type: Business Development

Project location: Nairobi, Kenya

About the company

Brands on a Mission designs, implements, and evaluates sustainable business models that improve health and well-being through behavior change at scale. Each year, we work with a select group of consumer-facing brands to accelerate their impact in health and well-being through prevention. The overall goal is to catalyze USD 1 billion additional investment towards achieving Sustainable Development Goals by 2030 and improve the lives of 100 million people sustainably. The impact of Brands on a Mission's work is measured by the improvement in health and well-being driven by the transformational effect that Brands on a Mission programs create when purpose and mission are embedded into the business models of these brands. We support brands to define their purpose, get a measurable meaningful mission, and we support them with a validated framework, the Brands on a Mission Purpose Tree model. We provide training, workshops, coaching, and consulting services for key commercial brands that we work with. We have various levels of memberships that companies and brands subscribe to, ranging from a basic 'Dream the Mission' workshop to a full membership of one year where we guide brands through the journey of developing their social mission at scale.

Project Description

Brands on a Mission is a B Corp. We accelerate brands' impact on global health and well-being through transformative business models. We want to launch world's first digital platform where business leaders can map out their brand purpose, and understand their readiness and the impact that they are creating through their brand purpose. The 'Purpose 2 Impact' platform provides tools, frameworks, and systems that help leaders and businesses manage and navigate their brand purpose journey. It will consist of three parts: Assess, Learn, and Engage. At this stage we are planning to launch the 'Assess' phase. Assess phase consist of a self-diagnostic tool for marketers to understand their brand purpose's readiness and impact. Deliverable: Define the best set of questions to ask and the best UX for the platform to make it engaging, simple, and useful. If time permits: Create a marketing strategy for the launch of the tool. Tasks for Intern: -Analyze existing online diagnostic tools. -Translate the set of questions we already have into easy to understand and engaging questions. -Make the tool engaging and easy to navigate. If time permits: -Launch strategy for the tool. Skills required: -Exposure to and interest in brand purpose and creating social impact through brand marketing. -Understanding of digital marketing essentials. -Coding skills are good to have but not mandatory. Understanding of U.N. Sustainable Development Goals would be added advantage but is not mandatory.

INNOVATION/DESIGN THINKING

TPP Workshop #3

Report Back & Discussion

Design Thinking skills

Plan for next time

How to be a better teacher?

How to increase understanding?

EMPATHIZE

▷ "Why?"

▷ + with stories

▷ + to not

DEFINE

▷ What do they need to be a better teacher or increase understanding?

▷ What do students need from them?

▷ "I talked to _____. I found it interesting that _____."

It would be great if they _____."

IDEATE

▷ "How Might We...?"

▷ Brainstorm!



QUANTITY ^{not} quality!

PROTOTYPE

▷ "Minimum viable product"

TEST

▷ Execute once, then revise

▷ What do you want to learn from the test?

Company name: Alpha Direct Insurtech Pte. Ltd.

Website: www.alphadirect.africa

Project type: Innovation/Design Thinking

Project location: Gaborone, Botswana

About the company

The company has become the fifth largest general insurance underwriter in their home market in under five years and is now focused on regional and continental expansion across Africa as well as entering the life insurance market. The company has a strong stable of intellectual property including software, trademarks, and patents. The company recently won 'The African Insurance Award for Innovation of the Year,' for their insurance-in-a-box product sold through retail outlets (with a cloud-based activation and policy management platform) where they have acquired 40,000 customers and are scaling up rapidly.

Project Description

Our proprietary software platform known as Graphite is gradually being improved to meet the demands of the growth in business. The software allows for live rating using an algorithm driven engine, open API integrations, flexible payment mechanisms, and a tailored rewards platform to attract and retain the best customers, and uses AI and ML to make processes more efficient and reduce costs. Some of the advantages of this system have been the ability to perform repetitive jobs, daily applications, digital assistance, and easy access. We are looking for an intern to assist us in developing a semi-automated system for the reconciliation of the client's bank information to Graphite collections in order to reconcile data, resulting in manual work being minimized.

The intern will perform the following tasks: 1) Download or create a report of the transaction. 2) Upload it on Graphite; Graphite will check the whole report and update the status of transactions on the system 3) Create a report of the transactions that are imported; these reports will vary as per the payment vendors. Currently we have Realpay, Vcs, DPO and ngenius in Botswana; flutterware and DPO in Zambia. The intern should have knowledge of the technical specification of Node and MYSQL and be a computer science or software engineering/programming student. The project timeline will be 6-8 weeks.

The project outcome will be a system where we can import large amounts of data and correct our missing transactions, thus cleaning our records. Reports will be corrected, and reconciliation will be faster resulting in a faster audit process.

Company name: Canberg Global Sourcing P. Ltd.

Website: www.canberg.com

Project type: Innovation/Design Thinking

Project location: Kolkata, India and Kalutara, Sri Lanka

About the company

We at Canberg Global are a sourcing and manufacturing company engaged mainly in the protective workwear and corporate wear and expanding into related products. We offer one-stop solutions for the requirement of protective-wear, professional workwear, safety work gear, specialized ergonomic uniforms and allied products to our customers by bringing together all the related products under one supply point. This reduces the effort on the part of the customer to gear up and kit-out their workforce. The one stop solution offered by us ensures quality, timely delivery, and fewer logistical challenges to the customer. Our sourcing and vendor management team ensures responsible sustainable and effective sourcing and supply.

Project Description

Project Description Goal: To make Atacama the most sought after global brand for workwear and professional gear solutions. Canberg Global is a supply chain solutions company focused on apparel and wearables for professionals with sustainability as its underlying strength. Atacama is its newly launched brand. It is striving to gain its footprint in the Indian market. The objective of this project is to define a path to make Atacama one of the top five professional workwear brands in India by the year 2025 and one of the top 50 brands globally by the year 2025.

We are looking for a curious individual who can be disruptive and offer ways to make the brand relevant by resilience, a futuristic approach, and consumer/user insight and distinctiveness. **Reporting and Coordination:** Reports to the manager of design and branding and works with the managing director on fortnightly updates. Coordinates with all cross-functional teams at corporate, design and content agencies, innovation and development partners at global offices.

Expected Deliverable of the Project: Defining a path to make the Atacama brand stand out and resonate with Gen Z. Create a distinctive and elevated product line keeping ESG (Environmental, Social and Governance) sustainability at its core and thus making it the most sought-after wearable and apparel brand. Submit a pitch deck for the same.