

**KOSMOS
INNOVATION
CENTER**

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ENERGY

Business Concept Training

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About the Trainers



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Program Officer and
Entrepreneurship Development
Specialist, KIC

- (Social) entrepreneur, consultant, social media influencer and blogger.
- Consults in the youth, tech & agric spaces.
- Startup experience: Museke, Africa's Talking
- Professional experience: Google, Rancard, etc
- Director of the GhanaThink Foundation (social enterprise)
- On the advisory board for multiple African startups
- Coached & mentored several startups formally & through events
- & programs

Key Components

- Background (Research)
- Problem
- Solution
- How It Works
- Innovation / Technology
- Collaborators & Partners
- Team

Background / Research

The background should cover the following

- Causes of the problem
- The size of the market and the opportunity
- Value chain category and type
- Effects of the problem on the market
- Value proposition – benefits for the target market

Share some verifiable sources that have data that

- Supports your assertions
- Supports research findings

The Problem

What is the problem in the market that you have identified?

A good Problem Statement is:

- **Short** – 1-2 sentences maximum
- **Specific** – clearly identifies what the problem is, the cause of the problem, and who has the problem
- Answers the question: So What?

Support your problem statement

- Examples of how the situation is “bad” now
- Use a personal story/anecdote to illustrate
- Quantitative – some statistics

The Problem

- X** Slow and cost-ineffective manual harvesting. Physical damages to the crop that affect the economic value of the crop.
- X** There is a lack of adequate technical information in Ghana regarding proper farming, processing, and marketing.
- X** Farmers in Ghana find it challenging to identify genuine farm inputs.

The Problem

✓ Vegetable greenhouse farmers, achieve only about **40%** of expected **yields** due to **inadequate knowledge, inefficient manual operations and lack of marketing support**

✓ **20% to 40% of agro-chemicals** on the Ghanaian market are **counterfeit**. The average Ghanaian farmer can't tell the difference between genuine and fake, and as a result, has **lower than anticipated yields and suffers loss of income**, while the agrochemical dealers (manufacturers and importers) record **losses** due to this same counterfeit battle.

✓ Mothers find it difficult finding **affordable and nutritious ready to eat baby food** for their children

The Solution

- What is your product and how does it address the Problem Statement?
- 1-2 sentences maximum
- Type of solution
- Customers and users



The Solution

- Examples:

- ✓ TechShelta:

A web and mobile application that enables greenhouse farmers to have **on demand access to advisory, automation and market linkages.**

- ✓ Qualitrace:

Anti-counterfeiting, verification and agro-input platform

- ✓ Fruitflour:

Production and packaging of **highly nutritious, ready to serve baby food**, from fruits and vegetables



How It Works

- This shows how your business works - the process ----
- It should have a linkage with the problem and the solution
- Showcase how the customer interacts with the solution to the problem you are solving
- Focus on what your product does
- The audience for this is primarily your customer

Technology / Innovation

- Share what is innovative about your proposed solution
- Share the differentiating factors between your solution and similar solutions
- Share how various technological platforms are used to deliver the proposed solution



Collaborators & Partners

- Which organizations and partners would be important for this business idea?
- Talk about those you are in conversation with
- Mention any MOUs or agreements so far and what those are about
- Talk about how they are helping you cover an aspect of your business you cannot do yourself currently

Team

- What is your name of the team?
- Who is on your team?
- What role do they play on the team?
- What skills, experience, and relationships do they contribute that are directly relevant to your business concept?





Questions?