

JUNE 2025

TEAM ASSIGNMENT III

Prepared by Sankofa Sounds



Team Members:

- CEO : MANUELA AMA NTOW (46902028)

MARKETING DEPARTMENT

- CMO: ABDUL SALAAM MARIAM BUNYANGSU (47222028)
- NIBONTENIN COULIBALY (04972028)

SALES DEPARTMENT

- ADELE AKYEAMA BEDIAKO (67622028)
- NII OTIBU ATTRAM YARTEY (51852028)

PRODUCTION DEVELOPMENT

- CTO: PEACE MUNASHE NYAMANNGODO (76442028)
- REMY NTEZIRYAYO (90102028)
- TAWANASHE STANLEY MAKUVAZA (57462028)
- AIMY SAM DABOAT (52072028)

FINANCE DEPARTMENT

- CFO: BRIAN ADU GYAMFI (33712028)

Question 1

After several group meetings and discussions, our team members have finally decided what they would each want to do post-FDE. When we first started our FDE journey, we saw this as an opportunity to address a societal problem, protect and preserve our culture. We believe that upon further research, more work and effort put into the business, we will be able to make it profitable, and we do not want to take this opportunity for granted. In our opinion, the business will solve a significant challenge and has vast possibilities to succeed, provided we remain cooperative and run it correctly. We have therefore decided to shelve the business idea and pursue it as a project, with a few members deciding to completely part ways with the team and the venture. Mariam Abdul Salam, Adele Bediako, Manuela Ama Ntow, Peace Munashe, Remy Nteziryayo (part-time), and Nii Yatey Otibu are the majority of the members who agreed to continue with the venture, and the few members parting ways with InstruAfrica and the Sankofa Sounds business are Brian Gyamfi and Tawanashe Makuvaza.

In one of our last meetings, we had a free discussion concerning the business future. They all expressed their ideas on the direction they felt was best. This assisted us in ensuring that each of the team members was listened to and their views were included in the final decision. The mutual agreement was reached, and there was no pressure on anyone to make an individual decision on whether or not to proceed with the venture. The students who left did so according to their own goals and plans. As a team, we realise that as promising as the idea may be, it involves more time and dedication than we could have dedicated during FDE. Certain limitations, like a lack of full-time participation and mistakes in implementation, challenged our work. These points taught us very important things, and now we are ready to solve them. Proper planning can develop the business into a meaningful and sustainable business model.

At this point, our venture will be our project. Those who are committed are already planning the next phase, better role distribution, and closing weak points of the past. We are optimistic and eager about the future to turn the effort we put into something useful.

Question 2

APPENDIX C

TRANSITIONING CHECKLIST FOR TEAM _

Please update this form to suit your needs. Sankofa Sounds Decide on what happens after FDE.

A. Continue the business

B. Turn into a project

C. Transfer to someone else

D. End simulation

If you tick option A, List down the members who would wish to continue.

1.
2.
3.
4.
5.

For option A(or D), all other members must ensure you write your name and sign, in agreement to transferring the business to the individual(s) who wish to continue (and for option D, in agreement to end the simulation.)

1.
2.
3.
4.
5.
6.

Those not interested in continuing with either the venture or the project version of the transition from FDE II. The following students should sign their names to pledge not to bring any future claims to the success or failure of the post-FDE efforts that they are not a part of.

1. Brian Adu Gyamfi
2. Aimy Sam Dabotat
3. Tawanashe Makuvaza
4. Nii Otibu Attram
5. Nibontenin Coulibaly

For the rest of the team continuing as a project, they are going to take a break from production between August 2025 and December 2025. However, from January 2026, they will maximise the break and reassess the idea. They would also conduct further research to look for alternative solutions to our initial idea. If the solution from FDE is still feasible for the problem, they would look for different ways to open it, making it into a fully working solution.

Question 3

During the design journey for our product, the Teka-Teki puzzle, feedback from both customers and experts, like parents and other potential customers, was essential in developing our MVP and business model. The suggestions were vital for improving our service as we continuously iterated the design of our puzzles.

Our first example comes from our customer safari, which we did on campus. We interviewed Ms. Ewurabena Zwenes from the Alumni Office and she commented on our concept, but expressed concern about the sizes of the pieces. She stated that smaller puzzle pieces would not be ideal when working with children, as children would probably swallow the pieces, and this can harm the children. We welcomed Ms Ewurabena Zwenes' idea with open arms and decided only to sell the 3×3 for the children, whilst the 5×5 and the 8×8 remained targeted for adults. The 3×3 is our most extensive piece set, and the 8×8 is the smallest. On the same day, students who tried out playing the puzzle found it challenging to slide the pieces through the rows and columns of the tray because of the very tight spaces in our first model design. Also, the pieces were too high, about 1cm between the height of the tray and the height of the piece, thus would easily fall. We took the feedback quite seriously, increased the tray's space by 1 mm, and reduced the height of each puzzle piece by 5 mm. Finally, we had to switch to printing stickers rather than using the colored printer at the library and covering it in sellotape because users condemned the extra edges that came as a result of cutting the paper, as this made the product less appealing.

On the other hand, some interesting suggestions were not feasible at this stage. Most users insisted that a sound system on the puzzle plays once a user has solved the puzzle. We ended up not proceeding with this idea because of its cost infeasibility to the business. According to our quotation from Mr Nicholas Tali from the Engineering Department, we would need an additional 300 GHS for the sound system components only for each puzzle set. This would skyrocket our production cost and selling price as well. Per our market research, users were buying physical puzzles in the toy/board game genre for prices within the range 20 to 150 GHS, and thus, by stretching our selling price to over 400 GHS, we would not have a chance in the market. As a result, we had to shelf the suggestion for later consideration. Another suggestion we had to skip was adding a music sheet to our puzzle. We did not see the connection between a music sheet and a puzzle; we would have considered it if we had been selling instruments.

Instead, we decided to create a puzzle manual and pamphlets. Handling feedback was challenging because it required managing people's expectations and our operational capacity.

Question 4

Nii Otibu Attram Yartey:

My time at Sankofa Sounds has taught me valuable lessons that prepare me well for both entrepreneurship and membership within an organisation. These developed skills include time management, resource management, communication skills [across different cultures], innovative thinking, problem-solving skills, collaboration, and conflict resolution. Having an effective team greatly influences the success of any start-up venture. This is because, even if one person has a goal different from that of the team, conflicts will begin to emerge and progress will slow down. I would describe Sankofa Sounds as an effective team; however, we were not always effective. During periods when we lacked effectiveness, little work was achieved, and focus was absent. For this reason, I have concluded that efficiency is vital for any start-up venture.

Tawanashe Makuvaza:

FDE was a challenging yet rewarding journey. It was a big step toward maturity. At first, I found completing my responsibilities in team assignments challenging because everything felt overwhelming. Sometimes, I would be shy to express that I was suffering because I thought it was a sign of weakness. But, FDE taught me that a team is there to guide and not judge - team members are there to pull from the ground. As a result, I felt more open expressing my insecurities or challenges to my teammates because I trusted them - they became family. Teamwork is essential for startup success because, like Johnson and Johnson, every startup is a 'family' business.

Aimy:

Working with the team has been an incredible yet stressful journey. This experience has improved my public speaking skills and allowed me to exercise my problem-solving abilities. Additionally, it allowed me to learn how to interact with different people and practice emotional intelligence, fostering a peaceful and cooperative environment. I believe an effective team is essential for any start-up venture because if you want to go far, you go with people who share the same vision as you. This helps you overcome challenges diversely, creatively, and quickly.

Brian:

Before coming to Ashesi, I knew very little about entrepreneurship and what an entrepreneur does. From the design thinking process to creating a company and business for the outside world, the past 7 months have taught me valuable traits and have introduced me to knowledge I won't trade for anything. With my team, I learnt the value of cooperation, patience, and diversity, three very essential characteristics of an Ashesi student. My initial weaknesses in my SWOT analysis included taking work upon myself when I felt the need to. However, working with this team made me realize what real coordination felt like. I strongly believe that for any venture start-up to excel, they need to adopt these three valuable traits in their company.

Remy:

Having FDE in my reach has been a blessing journey that has poured rivers of knowledge applicable in business and my life. My neuro-connectivity towards teamwork had exponentially increased and shifted my perspective from having a lone-wolf mindset to lion pride.

Manuela Ama Ntow:

The FDE journey was an alien journey to me, working with the same group of people towards a goal I cared for. Team work taught me a lot and I got the opportunity to learn and tap into different fields due to the different skills each team member has. In addition to this, I learnt the importance of collaboration and effective communication especially with the structure of the company. Communicating progress rates and activities under each sector helped us work faster. I believe strongly that for a start-up to survive it needs a variety of people with different skills.

Peace:

Being part of Instru-Africa taught me that a good idea is only as strong as the people behind it. Beyond deadlines and deliverables, I learned the power of trust, not just in others, but also in myself. At times, it was uncomfortable leaning on teammates and adjusting my thinking to fit new perspectives, but that's exactly where growth happened. I learnt a start-up isn't built by perfect individuals, but by individuals willing to adapt, listen, and keep going when things get tough. An effective team creates a safe space for those things to happen. I now understand that success isn't just about doing the work, it's about building a rhythm with others who believe in the same goal. Kudos to us!

Adele:

FDE has been a journey full of many ups and downs. From the countless team and individual assignments to the last-minute planning and presentation prepping, at times the creation of our venture felt overwhelming; however, with the help of a good team it all seemed worth it in the end. Patience, perseverance and remembering to have fun even when faced with challenges were some of the many lessons working with Sankofa Sounds has taught me. Through first hand experience I have learnt that having an effective team consisting of hardworking, trusting and self-motivated members is the secret ingredient to establishing any start-up venture.

Coulibaly:

Before coming to Ashesi, I had almost no idea what entrepreneurship was. To me, it was simply a commercial and professional activity that generated money, without really understanding or considering the underlying ideas behind it. However, FDE captivated me, deepening my understanding of entrepreneurship from the design thinking process to customer creation and business building. It was a long journey, but a unique experience where I learned a lot. I also learned how to work in a team, where I gained many values such as respect, integrity, and adaptability to diversity, three fundamental keys to excelling in a group.

Mariam:

FDE has been a very insightful experience. One of the lessons I've learnt and will always keep with me is learning how to solve problems and seeing every problem as an opportunity. Our Teka-Teki business venture was a real opportunity to solve a problem that has been discussed for decades. Still, nothing has ever been done to address that particular problem. FDE allowed us to address this problem and make a real difference while building a business venture. This gave me a real opportunity and chance to learn to work and collaborate well with others. Another lesson I have learnt is that everything is a process, and not every process is always smooth and easy. And it is crucial to endure and persevere to reach our goals and achieve success in all our endeavours