

Table of Contents

1 Executive Summary – November 2025	3
2 Marketing and Promotion	3
3 Twitter promotion:	3
3.1 Link	3
4 Recruitment Activities Delivered – November 2025	4
4.1 Meeting with Mr Harding Ekow	4
4.2 Meeting with University of Legon Ghana	4
5 Allocation of onboarded universities to new facilitators	4
5.1 Assistance to marketing member (Noel Sule) verification	4
5.2 Assistance to Hussain	4
6 Meeting with Virtual Clerks	4
6.1Meeting with Ayomi Shuga	5
7 Alpha Omega Podcast meetings	5
8 Executing marketing strategy plan(Trailer and graphics)for Alpha Omega	5
9 EBU Register updates	5
10 Sharing of drafted recruitment sheet to marketing team	6
11 Launch and welcome of new members for November 2025	6
12 Future plans summary	6

1 Executive Summary – November 2025

This report provides a comprehensive overview of the key activities and highlights of notable projects for the month of November. Detailed insights within this summary encompass crucial areas including marketing activities, the status of EBU Register and attendance, Podcast plans, execution of Catalyst marketing strategies, Recruitment of universities and new members and progress and other operational activities.

2 Marketing and Promotion

As November began previous activities and projects continued. Social media campaigns, one on one online meeting and physical meetings to recruit marketers and universities.

3 Twitter Promotion

1.1 Link

<https://x.com/wimscardano/status/1993188441476022336?t=wfVfhO1DcEcVnpwIJCSc9A&s=35>

4 Recruitment Activities Delivered – November 2025

4.1 Meeting with Mr Harding Ekow

I reached out to Mr Harding to assist onboard Ghanaian students into Coxygen, afterwards a meeting was scheduled with Mr Sibanda to further discuss about the project, introduction from Mr Ekow and to strengthen his understanding about the project.

4.2 Meeting with university of Ghana legon students

Meeting with Mr Ekow was a successful one, he assisted to recruit about 12 students to start Haskell Plutus with coxygen, I coordinated to welcome students and get a schedule for sessions and our first meeting was with Mr Sibanda. Now Kehinda is their facilitator and taking them through Haskell Plutus.

5 Allocation of onboarded universities to new facilitators

I had a meeting with Saviour and facilitators both new and old to allocate universities to them. In all there were 4 universities (legon, ATBU, Nsukka and Jos) allocated to Kehinde, Quam, Grace and Teslim respectively. So far these groups are progressing successfully, increase in student numbers and attendance. Except ATBU run by Quam which have not started sessions yet.

5.1 Assisting marketer (Noel Sule)

Before allocations were done to facilitators, I provided direct support to noel sule with regards to verifying his recruits. This was a problem because recruits were reluctant in providing their personal telegram names but we resolved with through tracking their activeness in their respective universities. Later a meeting was scheduled with Mr Sibanda to clarify this and pay incentives.

5.2 Assistance to Hussain

Hussain reached out enquiring about marketing and the tiktok challenge.I explained to him what was at happening.

6 Other meetings : Meeting with Virtual clerks

A meeting was held to discuss administrative,storage and filing works of WIMS and Coxygen global. Mr Sibanda intend to bring in people to handle these tasks by training them.

6.1 Meeting with Ayomi Shuga

We had a meeting of introduction and to discuss collaboration with Ayomi Shuga to run spaces for WIMS and Alpha Omega Podcast when launched. After discussing, Mr Sibanda suggested an MOU from her to see the way forward.

7 Alpha Omega Meetings

We had 3 to 4 meetings to work towards the launch of Alpha Omega podcast.

First meeting I presented the marketing strategies I prepared to execute the project,subsequent meetings were speakers rehearsals and plans towards launch.

Marketing strategies link:

<https://docs.google.com/document/d/1HXcTglGu6S9BGDiJVqasHlsd4XmsIgqSzJiB8yWqA2s/edit?usp=sharing>

Meeting minutes: <https://eu.docworkspace.com/d/sIJfiuLvOAd6Dw8kG?sa=601.1074>

<https://eu.docworkspace.com/d/sID7iuLvOAZ6Fw8kG?sa=601.1074>

8 Executing marketing strategies plan(trailer or teaser)

For the launched of Alpha omega,I worked with Rido with some ideas to prepare the trailer and graphics towards the launch day.

9 EBU Register and attendance

We continue to mark EBU register with attendance during sessions .

Register link: <https://docs.google.com/spreadsheets/d/1PNLXX3COHJb7fCWVY2ZSiZjQL-TU8y29ccMCN7edJ5c/edit?usp=sharing>

For phase 2 we have already uploaded the list of students.

10 Drafting and sharing recruiting list

For the month of November I have shared recruitment register to marketers to follow up on recruits for launch day.

11 Launch and welcome of new member

As the month of November 2025 ended we welcomed and launched our new members as usual with a meeting to educate them about the community and its opportunities.

12 Future Plans Summary

- Alpha omega podcast
- Strategies to Improve EBU attendance
- Recruitment of new universities
- Market to secure funding for Coxygen proposal