



UPSA ENTREPRENEURSHIP CLUB & UEIC

Presents
Entrepreneurship Training



HOST
Twum O. Obed
UPSA UEIC Administrator

THEME:
Cultivating an Innovative Mindset: Empowering Entrepreneurship in Ghana with Tools and Strategies for Success

DATE: 14th Feb, 2024 **TIME:** 10:00 am

VENUE: Business Incubator
(5th Floor of UPSA library)



FACILITATOR
Emil (Aurehøj) Persson

- Co-founder - InspiNest Foundation (Sunyani, Ghana)
- Co-founder - Green Investments Ghana (Sunyani, Ghana)
- Operations Manager & Board Member - SDG World (Copenhagen, Denmark).



Changing mindsets to



Instagram, Facebook, Twitter icons | [upsaenterprise](https://www.upsaenterprise.com) | Phone: +233 24387 0420 | Website: www.upsaenterprise.com





SDG World fights for the realization of the global goals (SDGs)

We do this through training, advice and partnerships across sectors.

SDG Ambassadors



Det har skabt **ejerskab og handling** på hele skolen og i **lokalsamfundet**. Og nu også det Globale Syd gennem **SDG venskabskoler i Afrika**.

Jan, Leder, Humlebæk Skole



Jeg har lært, at det er vigtigt at holde fast i sine drømme og blive ved med at **kæmpe for det man tror på**.

Esther, 15 år, Verdensmåls Ambassadør



Eleverne er som fisk i vandet på uddannelsen. De deltager ivrigt og engageret på både dansk og engelsk. **Det samme gør vi** (ledere og lærere)

Susanne, Lærer, Langebjergskolen



Inspi
Nest®

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Inspire Nest



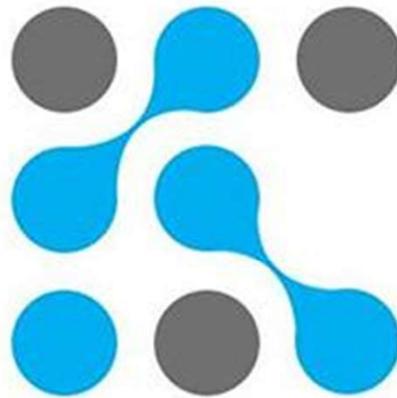
HOME NEWS BUSINESS SPORTS SHOWBIZ OPINION INFOGRAPHICS

Bono Region: InspiNest to set up entrepreneurial hubs in five schools

by Ann-Shirley Ziwu in Education



Entrepreneurship Hub



GHANAHUBS**NETWORK**

SUNYANI CENTRAL

REAL TIME FOOTAGE



SURVEYOR NEWTON
3D MAPS NOW



I

Am

No professor



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My Entrepreneurial Journey



July 2019

MSc Digital Innovation & Management



aurehoej
IT University of Copenhagen

aurehoej Cand.IT 🎓 #candidatusenormus #frifraskole #lifeatitu
209w See translation

davidavellar Tillykke 🇩🇰 🎉 🎊
209w 1 like Reply See translation

evamariamogensen Tillykke 🇩🇰 🎉 🎊
209w 1 like Reply See translation

kristinrolin Stort tillykke 🎉
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bluesyboozy Tillykke!!! 🎉
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simoneskouby 🎉
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emiliemaxen Tillykke!!! 🎉 🎉 🎉 🎉 🎉
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mebyrd04 Congrats 🎉 🎊

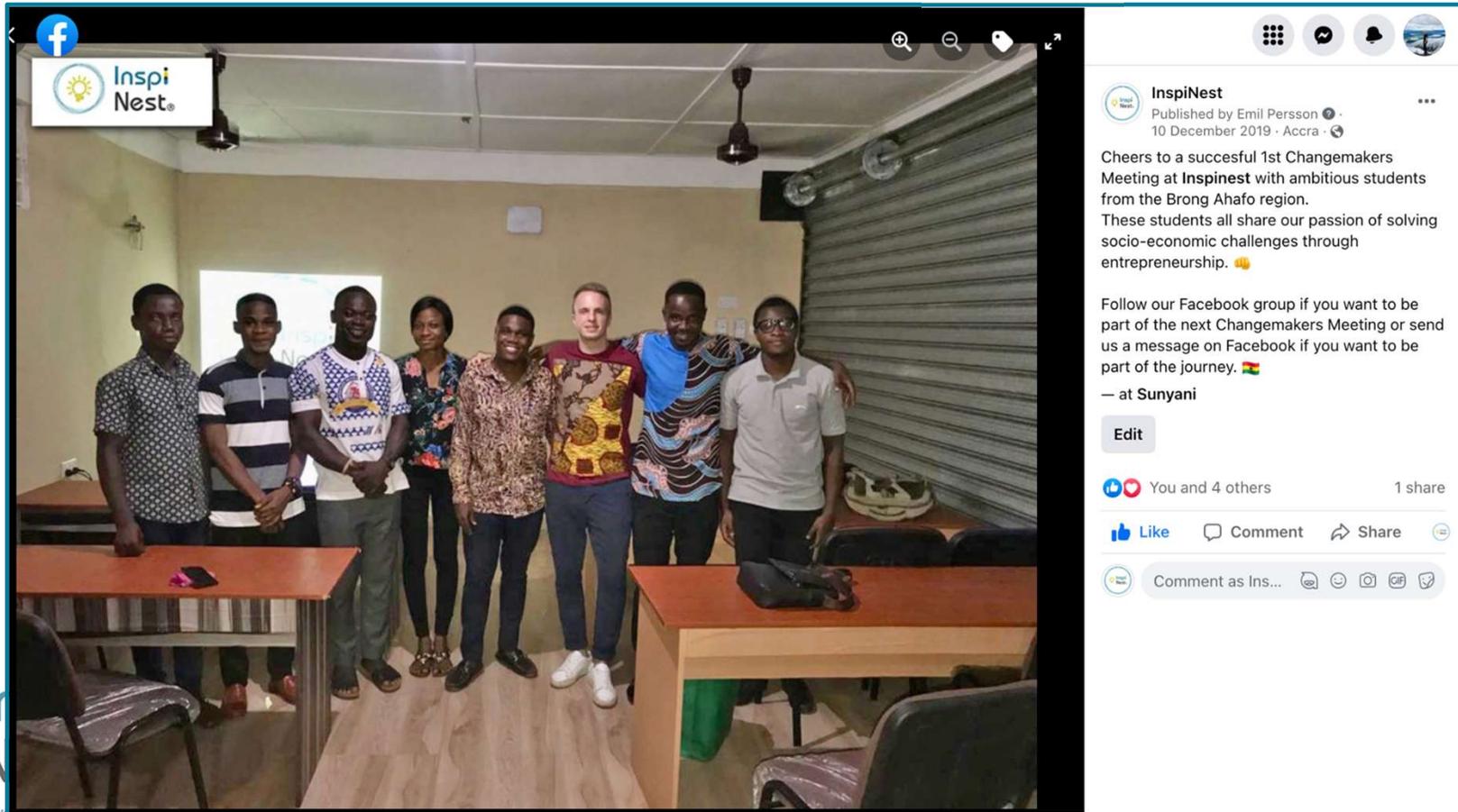
Liked by **mikkel.rosendal** and 96 others
JUNE 26, 2019



mest



December 2019



The image is a screenshot of a Facebook post from the InspiNest group. The main content is a group photograph of eight individuals (seven men and one woman) standing in a room. They are dressed in a mix of casual and semi-formal attire, including patterned shirts, a striped polo, and a white polo. The room has a wooden floor, a white wall, and a grey roller shutter door in the background. A sign for 'Inspi Nest' is visible in the top left corner of the photo. The Facebook interface shows the post was published by Emil Persson on 10 December 2019 in Accra. The text of the post celebrates a successful 1st Changemakers Meeting with students from the Brong Ahafo region, highlighting their passion for solving socio-economic challenges through entrepreneurship. It also invites users to follow the Facebook group for future meetings or to message the group for more information. The post has received 4 likes and 1 share.

Inspi Nest
Published by Emil Persson ·
10 December 2019 · Accra ·

Cheers to a succesful 1st Changemakers Meeting at **Inspinest** with ambitious students from the Brong Ahafo region. These students all share our passion of solving socio-economic challenges through entrepreneurship. 🙌

Follow our Facebook group if you want to be part of the next Changemakers Meeting or send us a message on Facebook if you want to be part of the journey. 🇳🇬

— at Sunyani

Edit

You and 4 others 1 share

Like Comment Share

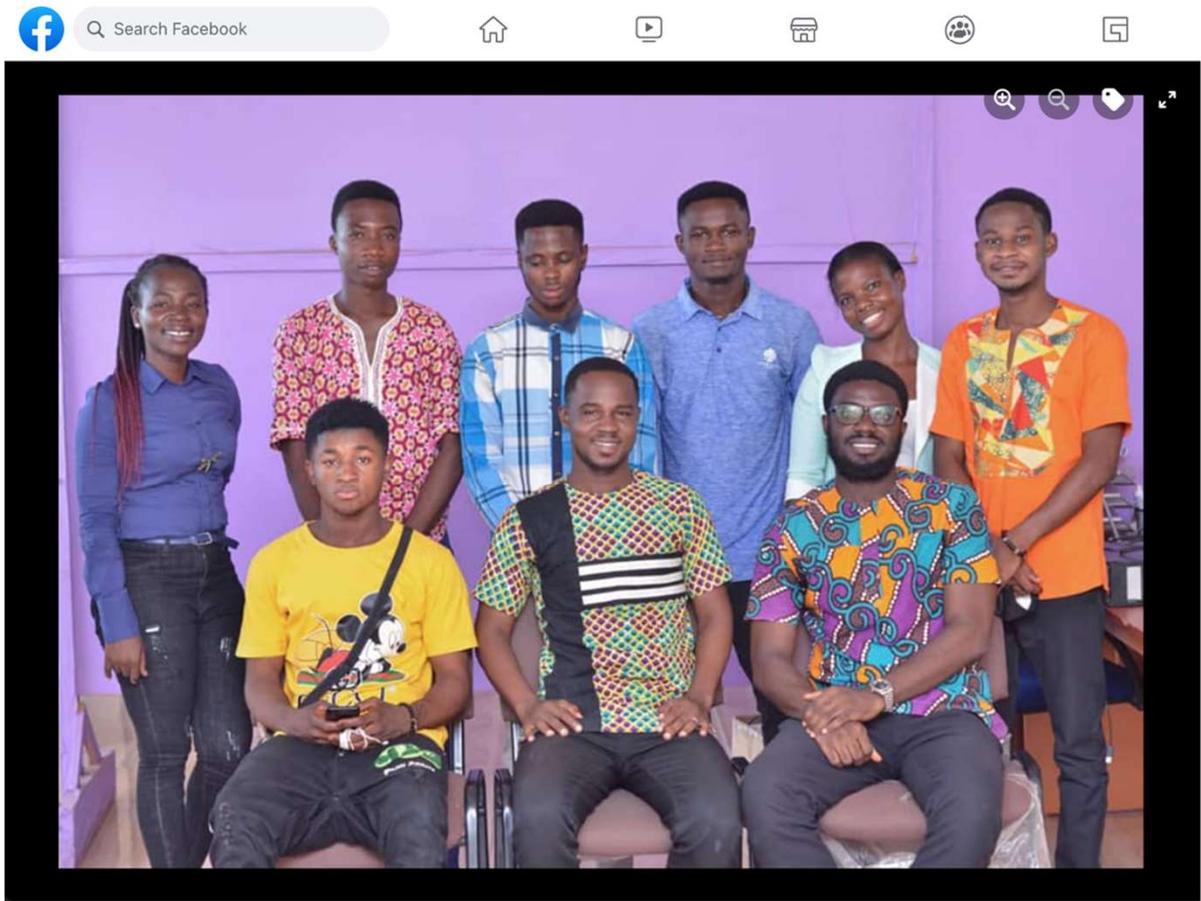
Comment as Ins...



2020 🧑‍🦺



June 2021



Bono Region: InspiNest to set up entrepreneurial hubs in five schools



by Ann-Shirley Ziwu in Education



2022

Mindsets changed in 2022

855

Suffix

InspiNest Impact

“ My training with InspiNest has inspired me to pursue my passions and dreams.

I also improved my drawing abilities through constant practice.”

Jessele Addae Bediako
Bishop Owusu Girls JHS
12 years



   @InspiNest

“ I had a passion but didn't know how to develop it, but now I'm able to break out of my shell, be more outspoken, and confident ”.

Mawusenam Ankomah Adigbli
Notre Dame Girls SHS
17 years



   @InspiNest



2023 🚀 🚀 🚀 🚀

Business Weekly: Sunday, April 2, 2023 Share



Business **ENTREPRENEURSHIP SKILLS**
YOUNG GIRLS NEED TO BE TRAINED EARLY TO PREPARE THEM FOR THE FUTURE

MORE VIDEOS

9 491 for more information.

[SUBSCRIBE](#)







Changing mindset

Successful How?



Changing mi

Dreams change



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USP

MVP

FEEDBACK

Energizer

Entrepreneurship

“Businesspeople run their business for the primary purpose of making profits.”

Entrepreneurs intend to make profits but with a purpose of making a difference. They want to change the world by addressing a problem.”



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What annoys you
the most about
entrepreneurship?



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Home » Ghana – the country with the most CEOs?

Ghana – the country with the most CEOs?



Emil Persson
Co-Founder InspiNest Foundation

This blog was written by Emil Persson and Gloria Bribi of InspiNest

If Instagram was the official business registry of private companies in Ghana, the country would probably be the country in the world with the most CEOs per capita.

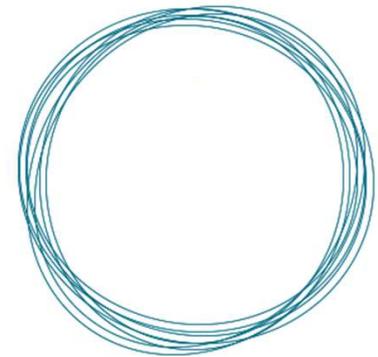
Innovation

- *A new idea, method, or device*
- *The introduction of something new.*

Innovation

- ***a new idea, method, or device***
- ***The introduction of something new.***

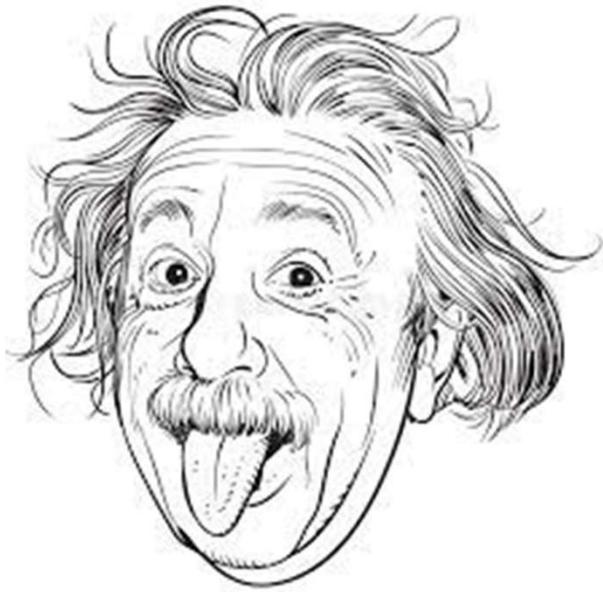
CREATIVITY



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GOAT



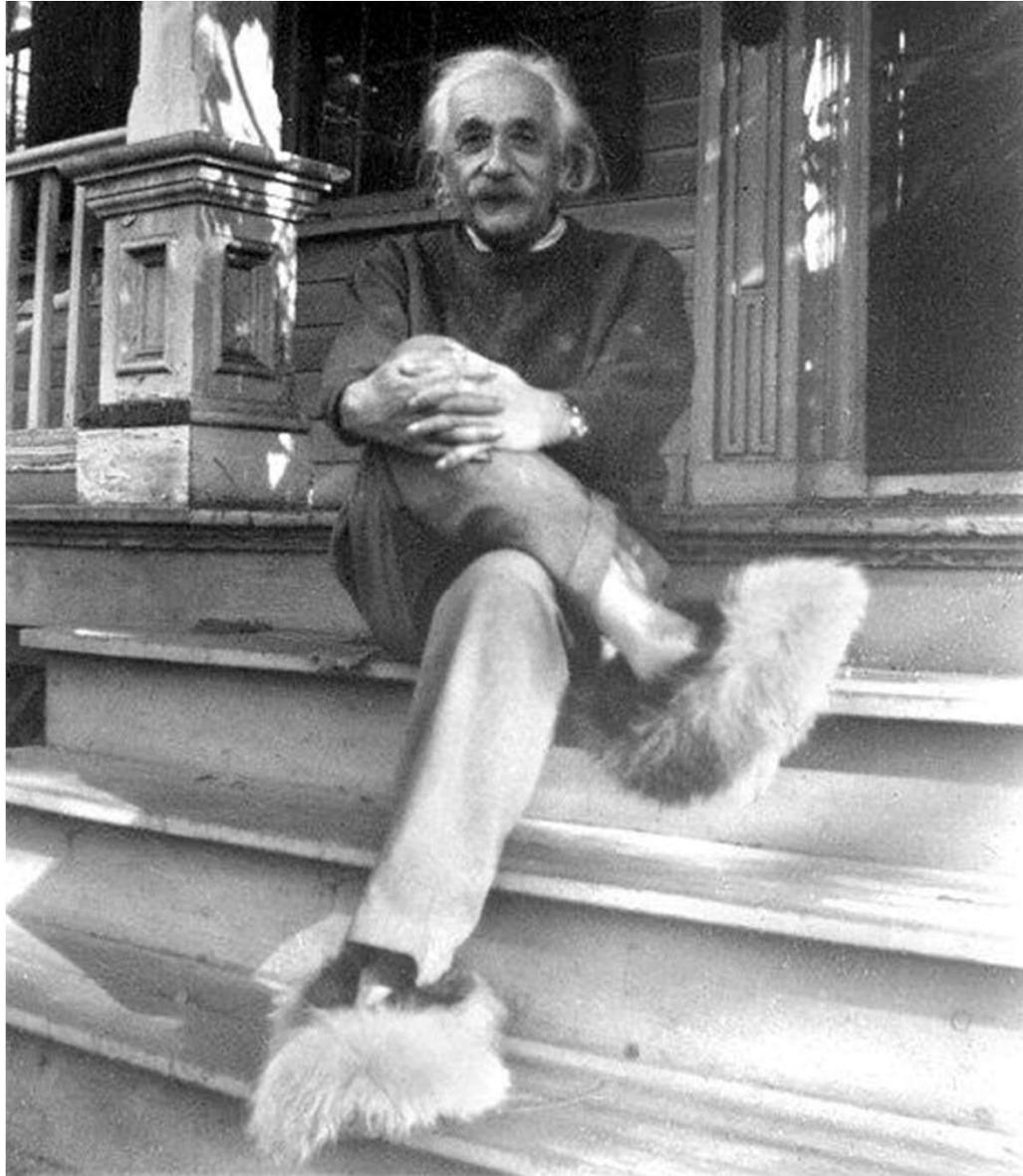


***Creativity is
Intelligence Having Fun.***

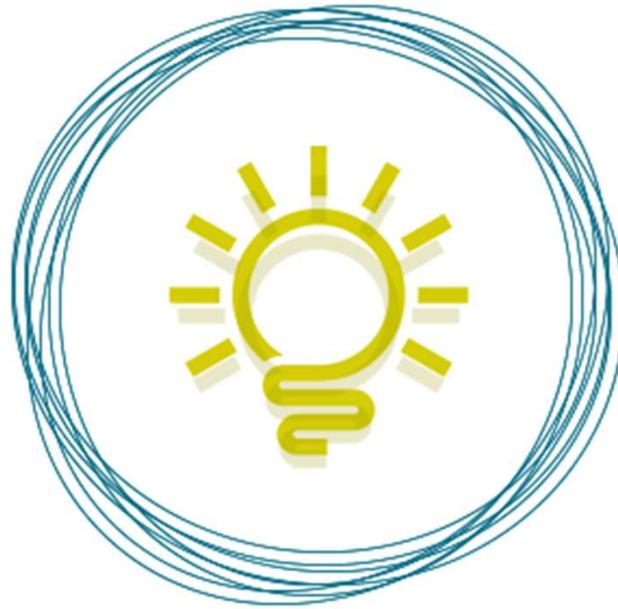
- Albert Einstein



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When are you creative?



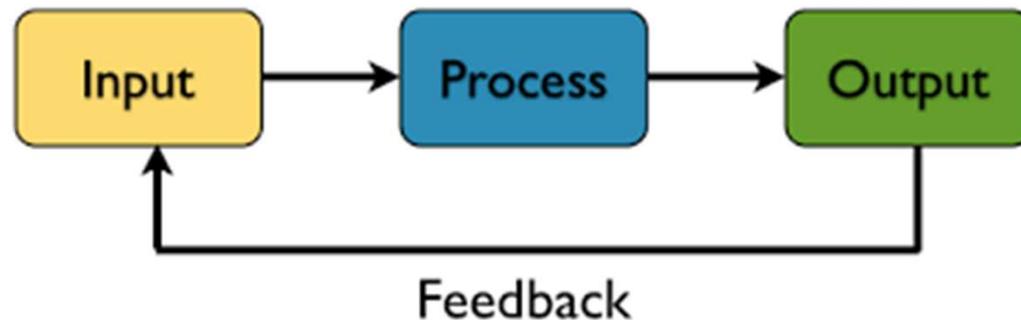
My theory

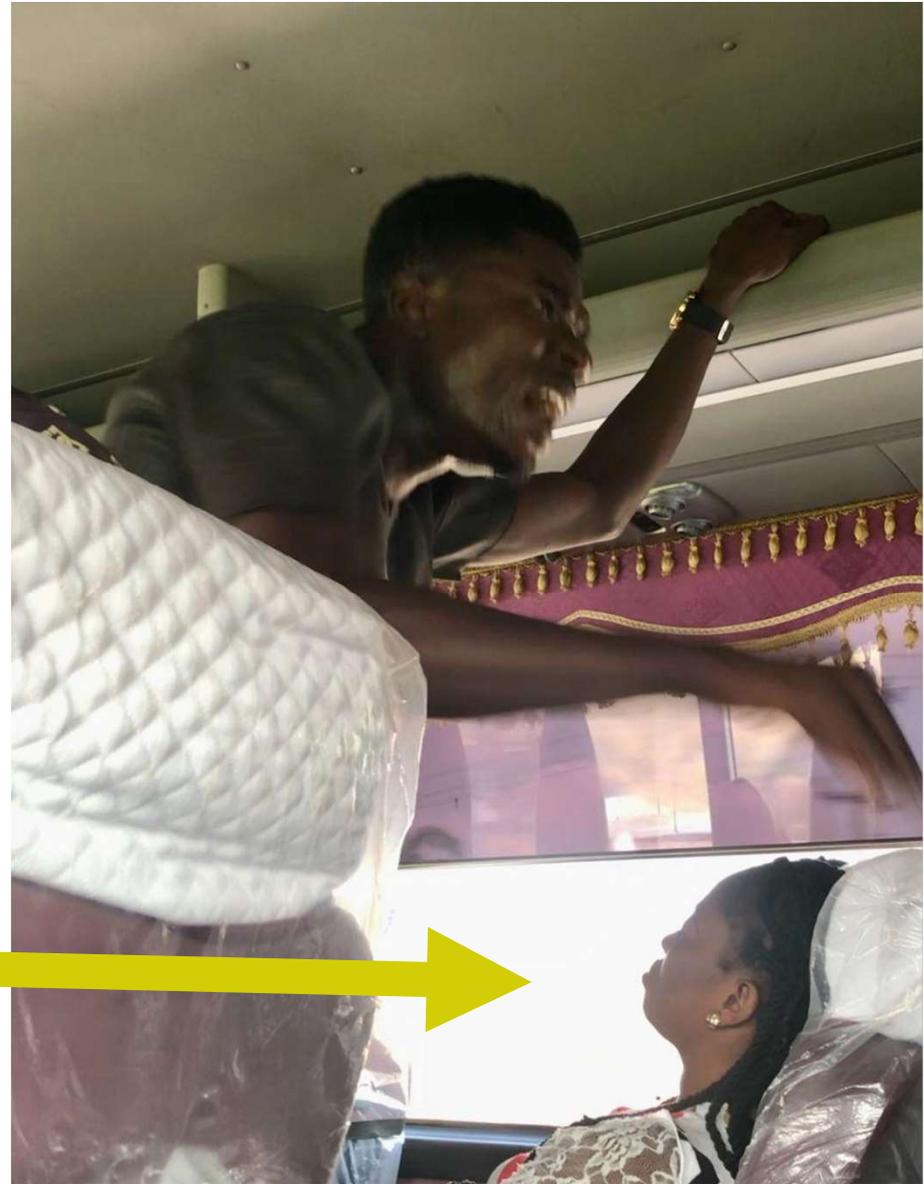
4 tools to be innovative

We practice
what we preach

1. Get out of your comfort zone

- You will be INSPIred
- If we keep doing things the same way..
- What and who causes change?





Ins
Ne

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Let's get out of our
comfort zone

2. Think **outside** the box



Agree on 1 box

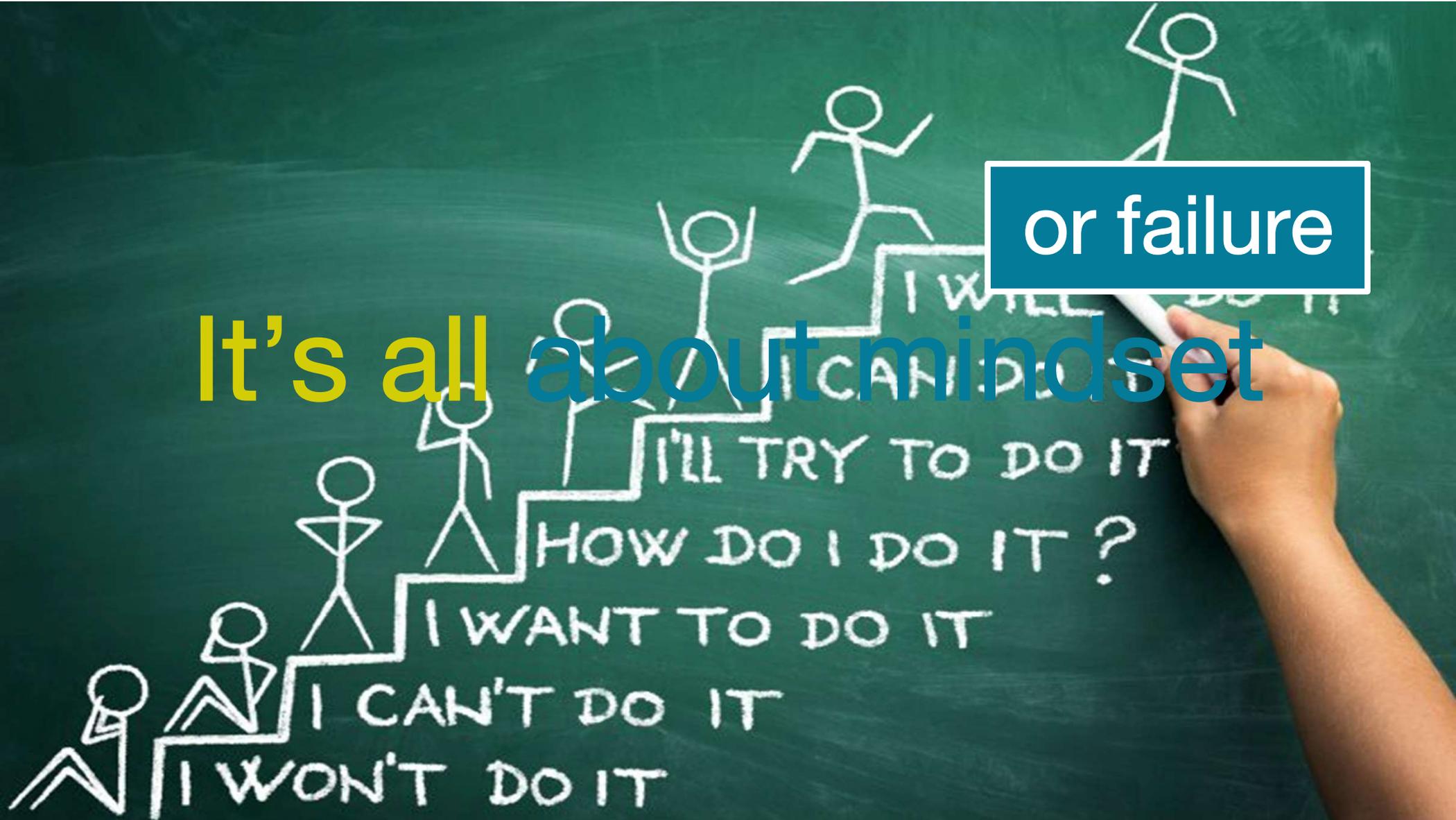
With your neighbour

3. Daily



It's all about mindset

or failure



Share one failure
With your neighbour

4. Be realistic

- Know your own limitations and focus on what you are good at
- Go Local before you go Global
- Get help
- Teamwork makes the dream work.



Share a limitation With your neighbour

Questions?

4 tools to be innovative

1. Get out of your comfort zone
2. Think outside the box
3. Dare to do - dare to fail
4. Be realistic

Innovators in GH



LOOK WHAT I'VE INVENTED!

WHAT USE IS IT?



Humans are resistant, comfortable and ignorant!

1876: *“The Americans have need of the telephone, but we do not. We have plenty of messenger boys.”*

– Sir William Preece, chief engineer, British Post Office.

1977: *“There is no reason for any individual to have a computer in his home.”* – Ken Olsen, founder of Digital Equipment Corp.

2007: *“There’s no chance that the iPhone is going to get any significant market share.”*

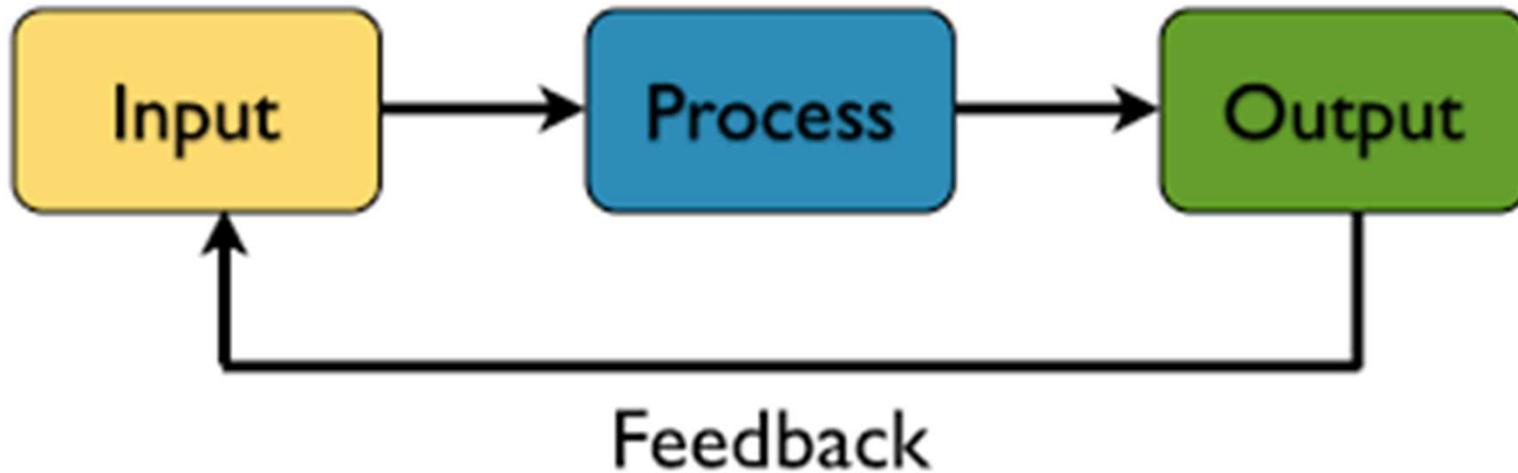
– Steve Ballmer, Microsoft CEO.



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No feedback No Success



Let's get practical

Idea Testing Model

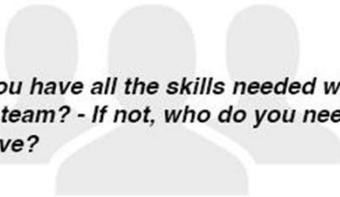
Go Local before you go Global

2 TEAM

What are your personal strengths. What are you good at?

Do you have all the skills needed within your team? - If not, who do you need to involve?

Do you know anyone who will help you?



1 IDEA

What problem are you solving?

How will you solve it?

How is your idea /solution different from existing ones? How is it unique?



3 PERSONA

Age:

Location:

Hobbies/Passion:

How and when will you reach the persona in their daily life?



Make more personas if possible!

(A Persona is a fictive description of the kind of person that you are targeting with your solution.)

4

TEST

Find a real Persona and get their feedback about your idea!

Accept feedback and build on it!

Make adjustments to your solution accordingly!



How will you test it in your local area?





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Changing mindsets tow

1

IDEA

What problem are you solving?

How will you solve it?

How is your idea /solution different from existing ones? How is it unique?



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If it annoys you..

GIYF

2 TEAM

What are your personal strenghts. What are you good at?



Do you have all the skills needed within your team? - If not, who do you need to involve?

Do you know anyone who will help you?



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Teamwork

Leave no one behind - consider a talking stick

3 PERSONA

Age:

Location:

Hobbies/Passion:

How and when will you reach the persona in their daily life?



Make more personas if possible!

(A Persona is a fictive description of the kind of person that you are targeting with your solution.)

“My friends say my plantain
chips are the best”



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4

TEST

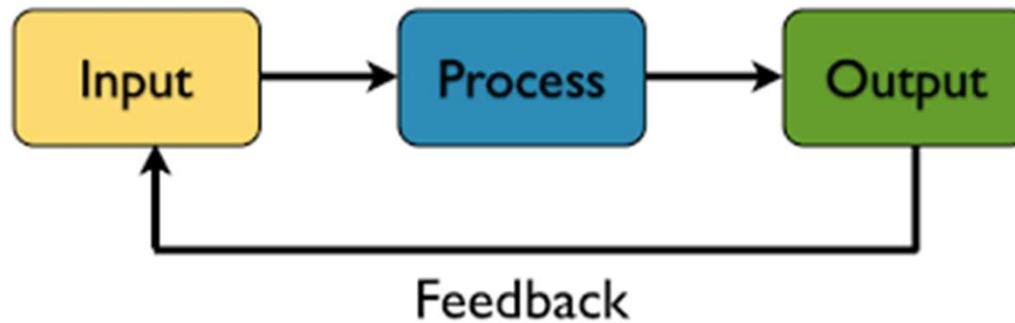
Find a real Persona and get their feedback about your idea!

Accept feedback and build on it!

Make adjustments to your solution accordingly!



How will you test it in your local area?



Choose a box from earlier
In groups

Have fun with it
Get feedback!

2019



2021



2023





ep@sdgworld.org