



2021 ANNUAL CONVENING

Entrepreneurship @ Ashesi

Sena Agbodjah Agyepong (PhD PMP)

William Ohene Annoh

14th June 2021

Story Line

- Ashesi's entrepreneurial journey
- What theory has defined our intentionality
- How we look like: our ecosystem structure
- The Ashesi Entrepreneurship Centre

Ashesi's Entrepreneurial Journey

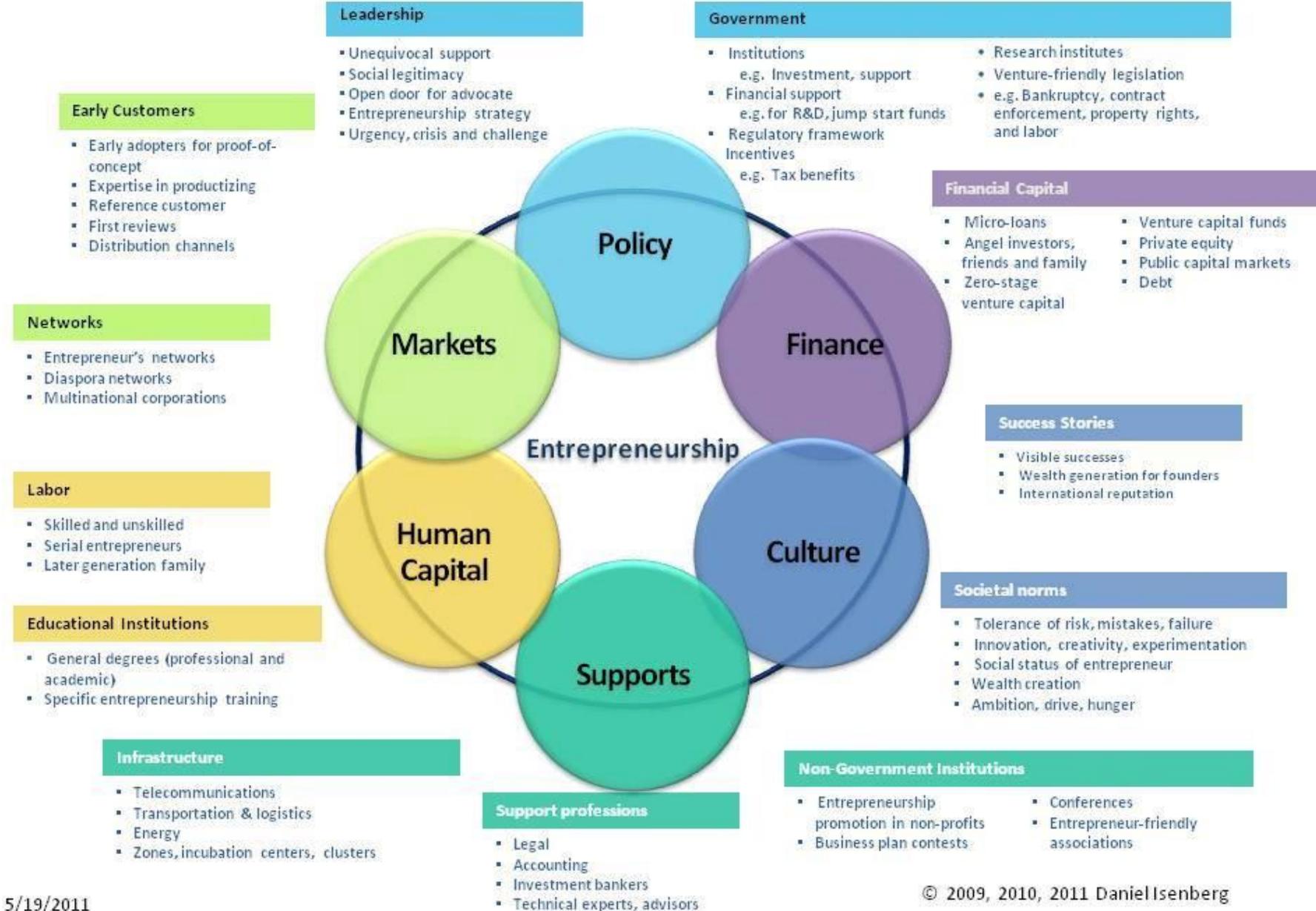
... a new generation of ethical entrepreneurial leaders...

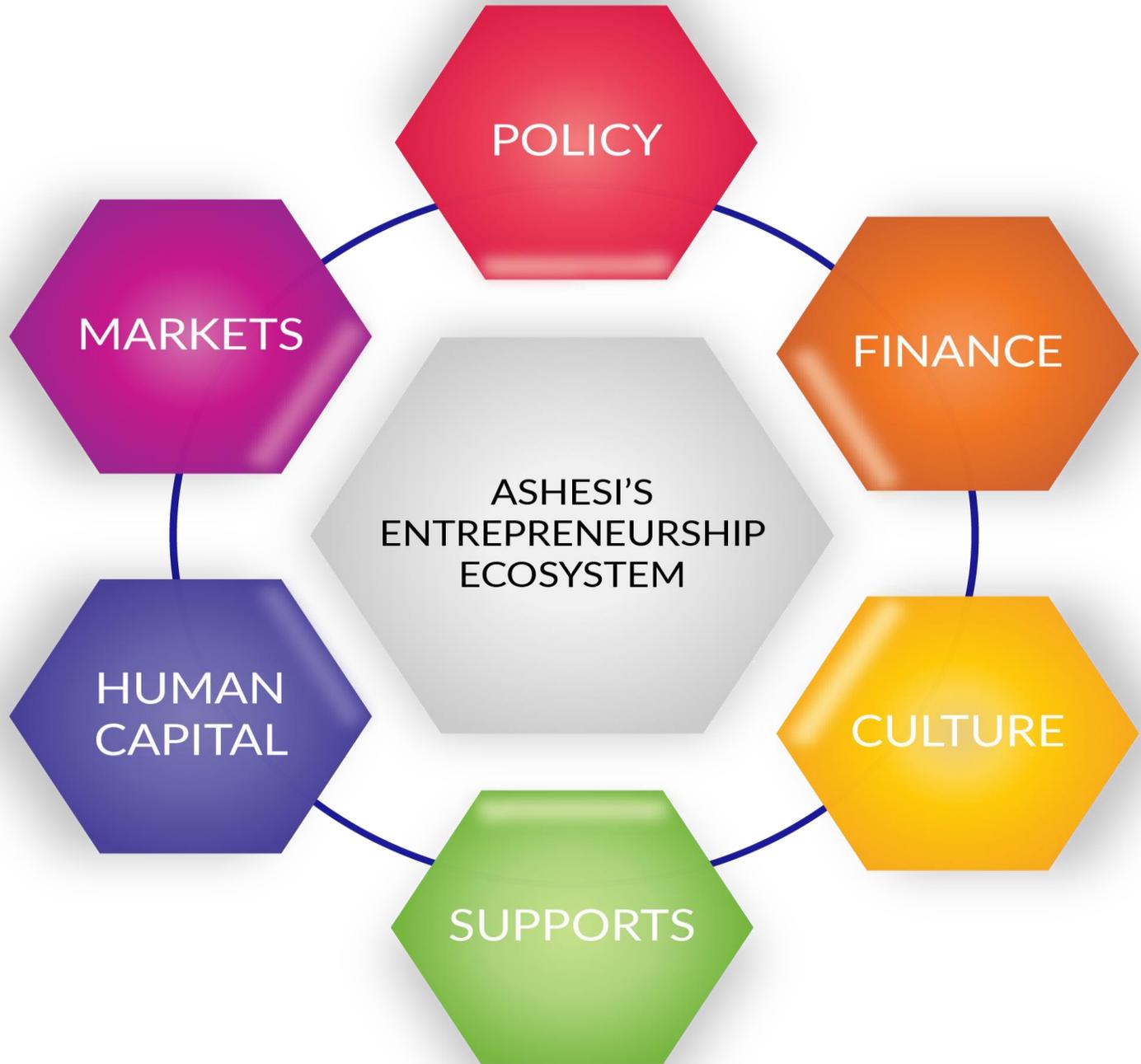
Intrapreneurship & Entrepreneurship

10 years on, a decision to be more intentional about entrepreneurship education at Ashesi

2013 to 2015 - establishment of a committee to arrive at an ecosystem framework which was rolled out in 2015 with the first engineering cohort

Theoretical Underpinning







Leadership & Government

1. Ashesi's mission being entrepreneurially (and intrapreneurial) driven: ethical entrepreneurial leaders;
2. Ashesi's brand and goodwill globally as well as the Foundation and partners;
3. Pan-African renaissance for the future of global Africa's positioning and repositioning;
4. National emphasis on support for youth entrepreneurship (e.g. GEA) and other entrepreneurship and enterprise related policies.



FINANCE

Availability & General Landscape

1. AEF: Ashesi, MCF, individual, corporate institutions etc.
2. Outreach & Experiential Programme: Ford Foundation/ MCF
3. Mix of grants and loans.
4. Seed funding. Need for fund management and collaboration with investors, Angel investors, VC etc.



Stories & Norms

1. Success stories captured on Ashesi's website, and other SM platforms
2. Reports from various departments and initiatives showing the innovations, experiments etc being done
3. Classes supporting by highlighting entrepreneurial innovations and successes on SM and on campus while starting courses like FDE, CaRINE, repurposing thesis and projects, Entrepreneurship Capstone etc.
4. Creating a buzz on campus through institutionalized events, pitch competitions etc.
5. The Career Services joining in the drive to position entrepreneurship as a career option along with intrapreneurship
6. Intentionally celebrating innovative ventures and outputs



Infrastructure, Professionals & Institutions

1. Internet, spaces (Centre building, student centre, market outlets), labs (e.g. fab lab, design lab) etc provided on campus
2. Road to campus has always been a hurdle to battle with but we prevail! Events off campus, virtual events, taking students out, supporting student travel, etc.
3. Courses: Entrepreneurship minor? Graduate program? These are being explored.
4. Networking and collaborating with professionals and consultants within the larger ecosystem globally with a focus on Africa and Ghana
5. Alumni serving as professional consultants, advisors, mentors, coaches etc.



Infrastructure, Professionals & Institutions

6. Academic departments: FDE, CaRINE, Capstone
Entrepreneurship, Social Enterprise, Agribusiness, Software
Engineering, E-Commerce, Engineering Projects, Leadership IV
etc

7. Other Departments: Career Services, Engineering design
teams, Outreach & Experiential Programs etc

8. Institutional Partnership: GBSN, OSUN, ANDE etc.

9. Entrepreneurship Centre: programmes, events, initiatives,
collaborations etc.



Labour & Institutions

1. Experienced faculty with competencies in entrepreneurship, design thinking, business management, engineering, information systems, computer sciences, big data, artificial intelligence, biotech, etc.
2. Staff and alumni with a wide array of competencies and professional acumen
3. Friends of entrepreneurship at Ashesi: a global network of institutions, foundations, organizations, individuals etc who support with their professions, technical expertise and as well serve as coaches, mentors and facilitators



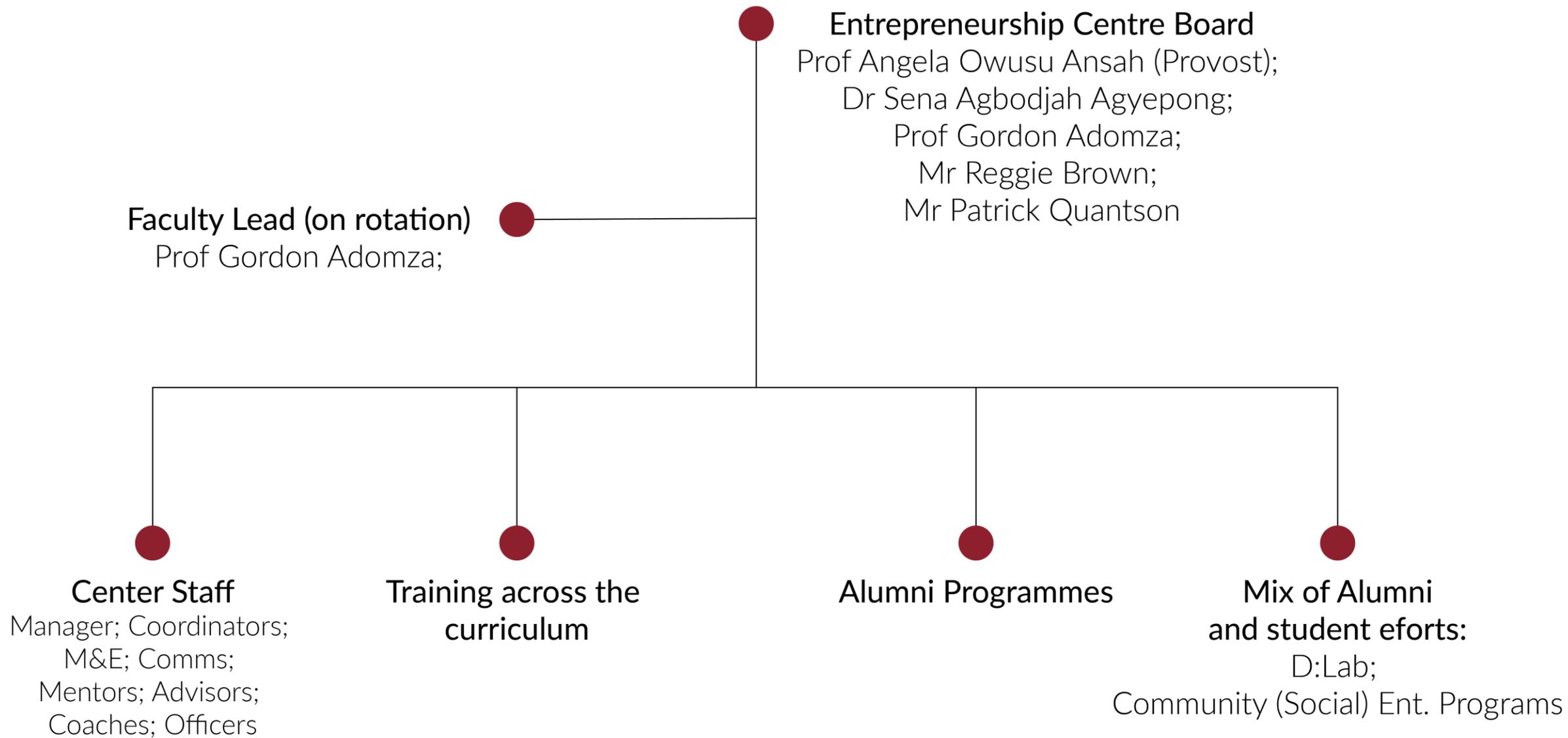
Customers & Networks

1. Customer base within the Ashesi community, Berekuso township, Ghana, Africa and the globe!
2. Ashesi Foundation
3. Opportunities to cross borders across the continent due to our student demographic allowing very early stage start-ups to expand beyond home countries (multiplicity of home countries)
4. New works within the Ghanaian, African and indeed global entrepreneurship ecosystem



ASHESI

Entrepreneurship
Center



Detailing the Training Across the Curriculum & Graduate Programmes/ Efforts

YEAR 1	YEAR 2	YEAR 3	YEAR 4	GRADUATE
FYE: POD; EU; CAAD			Entrepreneurship	
	Software Eng; CaRINE; E-Commerce			
		Social Ent.; Agribusiness; Leadership IV; Engineering Projects		
Entrepreneurship Centre: D:Lab; Community Ent; Mentors/ Advisors/ Professions/ Consultants; Events (Exhibition, Ignite, Club events etc.)				
Student led efforts: Ashesi Start up Launchpad; Business Club; Agribusiness Club				
Career Services; Outreach & Experiential Programs				
				Ashesi Venture Incubator (AV) - NEXTi2i Fellows - searching

AEF: Funding from Ashesi, MCF, Individuals, Companies, Foundations, etc.
 Outreach: Ford Foundation, MCF

Our Outputs...



HEEL THE WORLD



Our Outputs...



Many Thanks!

Questions? Comments? Feedback?
Suggestions? Ideas?