



Student
Enterprise
Innovation
Africa



Strategic Plan 2015





Student Enterprise and Innovation [Africa – Uganda]

Photo: August 2012 Programme Leader, Martin Nolan, Head of Dept. of Accountancy & Professional Studies at IT Tallaght, Sylvia Katete Gavigan, Consul for Uganda in Ireland, Dr. Kamanda Batarigaya, Minister for Education and Sport, Uganda, and Volunteers.

SEI Africa – Uganda

Programme Plan 2015 – Official Launch

14th April 2015

Foundation and Background

SEI Africa was founded in 2011 by Sylvia Katete Gavigan, to help educate Ugandan students in entrepreneurial and innovation endeavors.

The Student Enterprise Awards competition in Ireland is a national initiative organised by the County and City Enterprise Boards, which aims to foster an enterprise culture among second level students in Ireland. It offers students the opportunity to take a business from the idea stage, through market research to production, selling, record keeping, management and finally, to writing a comprehensive report on the activity.

Mr. Loman O'Byrne, Chief Executive Officer of South Dublin County Enterprise Board [now Local Enterprise Office - LEO], encouraged the adaptation of the Irish model to suit the SEI Africa programme needs. Accordingly, a programme was designed and tailored to the needs of Ugandan students and their teachers and was delivered in collaboration with Ugandan Universities.

A partnership with the Institute of Technology Tallaght, Dublin, South Dublin County Enterprise Board and University College Dublin (UCD) - Enactus was formed to organise a practical learning programme in Entrepreneurship & Innovation, which was specifically tailored for Ugandan students.

The introduction and purpose of the Student Enterprise & Innovation programme was to foster entrepreneurial and innovation skills in Ugandan students with the aim of raising their business acumen and awareness. The idea is for young Ugandans to potentially create self-employment through starting their own enterprises and to consider it an option for their future careers. The Uganda economy is on the cusp of expansion so there is a growing need for young entrepreneurs to emerge. Innovation needs to be encouraged to meet the needs of small, medium and large businesses. Furthermore, alternative employment opportunities must be developed within the local economy.

The programme and workshops held in August 2012 demonstrated how to form business ideas, form a viable business plan and set up their own business through the use of practical exercises which allows them to practice and nurture their entrepreneurial skills. Within the programme students are familiarised with the business language, production strategies and the marketing required with running their own businesses. The workshop provides and teaches them the necessary skills to generate a new business idea, develop the idea, and put together a business report needed to acquire capital, successfully set up and manage a new business operation. Students were also taught other essential business elements such as, teamwork, market research, presentation, budgeting, costing, pricing and finance.

Entrepreneurship is only one option for students, but by showing how it works and what support is available, those who are motivated to follow this route will have a much better understanding of what is required and how they can improve their chances of becoming a successful entrepreneur themselves.

Mission and Vision:

Mission: To empower local people to transform their own lives and their communities through entrepreneurial action.

Vision: To have a network of students and teachers utilizing the skills received through the SEI Africa programme and passing on the knowledge.

Values:

Empowerment: We believe in independence, autonomy and enabling others to alter their own outcomes rather than simply charity.

Sustainability: We believe that ensuring sustainability is integral to the success of SEI Africa

Collaboration: We believe in the value of forming a strong network with communities. We put a strong emphasis on building partnerships between like- minded students in Ireland and Uganda.

Integrity: We believe in the importance of being responsible to all the stakeholders with whom we engage

Education: We at SEI Africa believe in the truly transformative power of education.

Project Aims

- To build and improve relationships between Ireland and Uganda
- To provide worthwhile and meaningful business education for Ugandan students and teachers
- To encourage innovation and entrepreneurship within Ugandan Communities
- To encourage and maintain high interest in business and education for the young people of Africa.
- To promote awareness regarding the importance of innovation and entrepreneurship in Uganda
- To develop alternative employment routes for the young people of Uganda
- To provide a platform and nurture young, aspiring and potential entrepreneurs.
- To prepare and equip the young people and teachers of Uganda how to put together a viable and realistic business plan.

- To reach 100 Schools, approx. 300,000 students to benefit in the first three years.
- To have the participating teachers pass on their acquired knowledge gained from the programme to other schools within their district.

How the program works:

The main aspect of this program is to enable and empower people to better their own lives. We aim to achieve this through our unique programme in entrepreneurship and innovation. The program is delivered by a number of students and lecturers from both UCD and IT Tallaght in partnership with Ugandan University lecturers [Makerere and Uganda Martyrs] and local second level teachers of business subjects. The programme comprises a weeklong intensive engagement with the process of idea generation through to a formal business plan.

Proposed changes to the program:

The program has run successfully in Masaka and Hoima regions and we will be expanding our scope to include Karamoja in 2015.

SEI Africa is now in the process of considering using **School In A Box [SIAB]** as a significant feature of the proposed 2015 SEI Africa project in Uganda. The merits of SIAB are that it can have an exponential effect on the provision of education in Entrepreneurship and Innovation in Uganda. Grant aid has been applied for and the outcome is expected shortly. Once again IT Tallaght and UCD will collaborate in the project in conjunction with the Institute of Art, Design and Technology [IADT].

Details of how SIAB works is set out in appendix 1. This innovative system enables us to redevelop the current curriculum taking into account newer business practices such as The Lean Startup process and the Business model Canvas, which have revolutionized the way in which we start businesses over the past decade.

The school in a box platform allows us to make the programme more interactive and environmentally friendly.

We plan on focusing on delivering the program to educators. This will help to increase the impact the SEI Africa programme has on the local communities. By delivering the program to teachers we are empowering them to pass on the knowledge. The School in a box will then travel around to schools within each of the areas throughout the year where the teachers can utilize the preloaded curriculum.

We want to ensure that we are optimizing the school in the box resource and are currently researching ways in which we can expand the SEI Africa programme. There is significant potential to include modules on IT skills, coding and numerous different subjects.

Launch of Programme for 2015

The First Lady of the Republic of Uganda, Hon. Janet K. Museveni will launch the Student Enterprise & Innovation Africa [SEI Africa] programme for 2015 on Tuesday, 14th April 2015.

First Lady of the Republic of Uganda, Hon. Janet K. Museveni
Dublin, Ireland.
Tuesday 14th April 2015.



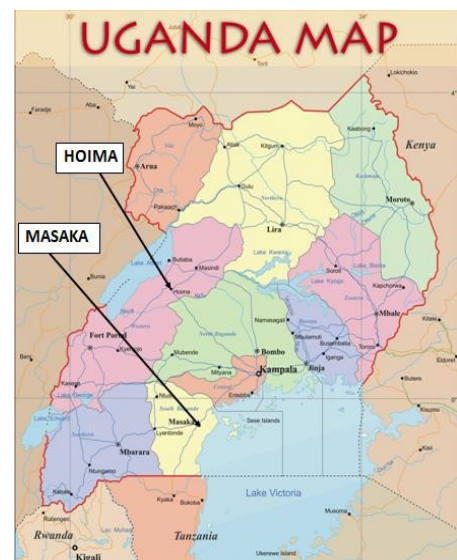
Focusing on Uganda;

Students participating in the *SEI Workshop held in Masaka, August 2012*

The programme involved 15 schools (5 pupils per school) and 30 teachers (2 business teachers from each school) from both the Hoima and Masaka districts in Uganda. A structured series of daily workshops and plenary sessions were held over a one week period. It began on Sunday 19th August with an introduction assembly evening and continued through to Friday 24th August 2012 ending with a closing ceremony in the afternoon. The closing ceremony was attended by the Minister for Education and Sport Uganda, Dr. Kamanda Batarigaya, where he presented certificates to all participants involved.

The programme was delivered and implemented by 6 volunteers from the partnership colleges in Ireland, 2 Lecturers from Makerere University, and 3 Lecturers from the Uganda Martyrs University – Uganda.

The workshops were held in the Blessed Sacrament, Secondary School Kimaanya. Students and Teachers travelled from the Hoima and Masaka districts to take part in the workshops.





The Students Business Ideas – August 2012

The students who attended the workshops arrived with little or no understanding of the general business environment. By the end of the week each group had generated an idea, named their enterprise, created a mission statement, highlighted their vision, assigned responsibilities, formed a marketing and advertising campaign and finalised a complete business plan. The following are a list of new businesses ideas that evolved from the SEI workshops.

Lisa O’Leary, Discussing the Importance of Entrepreneurship with Ugandan Students:

- Builds an entrepreneurial mind-set
- Provides the experience of working as part of a team
- Applies learning in a practical way
- Explores possible career paths for the future
- Motivates students to become entrepreneurs themselves
- Enhances creativity
- Improves communication skills
- Builds personal confidence



SEI Workshop

Participants from Masaka / Hoima districts in Uganda



The Irish volunteers and local N.G.O. representatives met with H.E. Anne Webster to discuss the outcome of the SEI Africa Student Enterprise and Innovation Programme Kampala, 2012.

Key Contacts and Partners

Centre for Entrepreneurship, innovation and information Technology

Dr. Cleophus Mugenyi

P.O Box 1136

Masaka

Uganda

Partner University in Uganda

Makerere Business School

Uganda Martyrs University

Children's Educational Development Fund

Mrs Sylvia Gavigan

C/o Terenure Enterprise Centre,

17 Rathfarnham Road,

Terenure,

Dublin 6W

Email: skgavigan@gmail.com



'A First World Solution to a Third World Problem'

An Innovative Solar-Powered Solution for the
Deployment of Information & Communication
Technologies in Classrooms in the Developing World

Dublin, Republic of Ireland – August 2012

What is 'School In A Box'?

IADT School in a Box (SIAB) www.iadtschoolinabox.com is an IADT¹ initiative that addresses the global problem of inequitable access to modern educational tools. It is an innovative first world solution to a third world problem.

One of the main aims of SIAB is to overcome the infrastructural barrier presented by a lack of access to electricity in developing regions of the world. Multi Grade and Single Grade classrooms in rural India and sub Saharan Africa can be transformed into twenty first century learning spaces through the use of solar power.

At the heart of SIAB is a solar powered iPad imaged with 150 pre-installed educational Apps that connects to a digital projector and speakers to deliver rich multimedia learning content that can also be developed locally. The built-in cameras (video and stills) on the iPad2 allow development of customized locally driven curricula for ePub that can be archived and reused.

SIAB does not replace existing local paper-based learning content. Our approach focuses on producing a digital version of this content which (is cost effective) and increases productivity in the classroom. Teachers can navigate seamlessly between subjects and subject matter using the intuitive iPad interface.

Integral elements of the SIAB solution include a Train-the-Teacher (TTT) program, the provision of post-training online & offline supports and a detailed partner feedback mechanism which informs the SIAB Research & Development team back in IADT. To ensure optimal learning outcomes, both parties sign up to a Memorandum of Understanding (MOU) before an order can be processed. The MOU incorporates all elements of the SIAB solution. SIAB is not -for-profit and will only be deployed where all criteria detailed in the MOU are met.

International Support & Supply

Whilst SIAB is an IADT initiative, it is able to tap into the full support of Apple's infrastructure on the ground.

In Southern Africa, Apple is represented by Johannesburg-based Core Group, who resell and support products through a network of resellers across RSA, Zimbabwe, Botswana, Namibia, Swaziland, Tanzania, Mozambique, Lesotho and Zambia. Central and Northern Africa is covered by MCI, who are headquartered in Paris, but like Core, have a network of regional representatives.

¹ IADT – Dún Laoghaire Institute of Art, Design & Technology – a Higher Education Institute specialising in creativity, innovation and entrepreneurship in the digital age. IADT is located 10km from Dublin City Centre.

SIAB has partnered with BPI Telecom Ltd, Dublin, Ireland. They are the largest distributor of digital products in Ireland with a global reach, providing a complete distribution and logistics solution: www.bpi.ie

AfricanBrains 2012

After a number of relevant presentations in late 2011, the SIAB project team was encouraged by the Minister of Arts, Culture and Education in Zimbabwe (David Coltart) to showcase SIAB at AfricanBrains <http://africanbrains.net/edusa/>. At the conference in January 2012, SIAB was presented to 18 Ministers for Education in Sub Saharan Africa. A number of ministers in countries across Africa – including South Africa, Zambia and Zimbabwe - have shown great interest in the project.

Local Partners

From the outset, IADT have recognized the vital importance of developing and fostering relationships with organizations and partner institutions that act as representatives or champions of SIAB on the ground. Choosing the right partner with key personnel who understand the SIAB solution in a ‘holistic’ way is a vital part of the process and great care is taken at this initial stage.

Deployment 1: ‘First Phase Roll-Out’ in South Africa - March 2012

Cape Peninsula University of Technology (CPUT) <http://www.cput.ac.za/> is the first institution to help develop and deploy SIAB in South Africa. CPUT have received 15 units for deployment in three Multigrade schools where they run programs. The main Apple Distributor in South Africa: Core Group www.core.co.za Sandton, Gauteng South Africa, 2196 are assisting CPUT with SIAB local distribution and training needs.

Deployment 2: ‘First Phase Roll-Out’ in Nepal - June 2012

IADT are partnering with Karuna-Shechen www.karuna-shechen.org a non-profit humanitarian organisation that works with a network of local partners and volunteers to provide education, health care and social services in the greater Himalayan area.

This relationship has allowed us to proceed with our second SIAB pilot deployment. Ten SIAB units have been deployed in Humla, the highest (3,500 meters) and most remote region in northwestern Nepal, close to the border with Tibet.

David Baugh, digital media expert and Apple Distinguished Educator / Mentor travelled to Nepal to oversee deployment and deliver the Train-the-Teacher program. David’s prior experience of living, working and trekking in Nepal stood him in good stead for this challenging assignment.

The Nepal deployment presents most of the challenges that the SIAB solution was designed to overcome.

UNESCO

Since June 2012, IADT have been in discussions with UNESCO and the US Delegation to UNESCO regarding potential collaboration in respect of a number of further deployments. In August 2012, Philip Penny of IADT and representatives of UNESCO undertook a scoping mission to Mozambique, with significant assistance from the Irish Ambassador to Mozambique and Irish Aid. The visit confirmed the immediate relevance, usefulness and usability of School in a Box in a number of settings.



It also allowed us to build some very positive links with corporate entities who are interested in lending their support to the initiative. We hope to be delivering School in a Box and the associated training programmes in Uganda in August 2015.