



REGIONAL BUREAU FOR AFRICA SERIES OF WEBINARS FOR YOUNG INNOVATORS/ENTREPRENEURS- SESSION 1

Loretta Asiedu

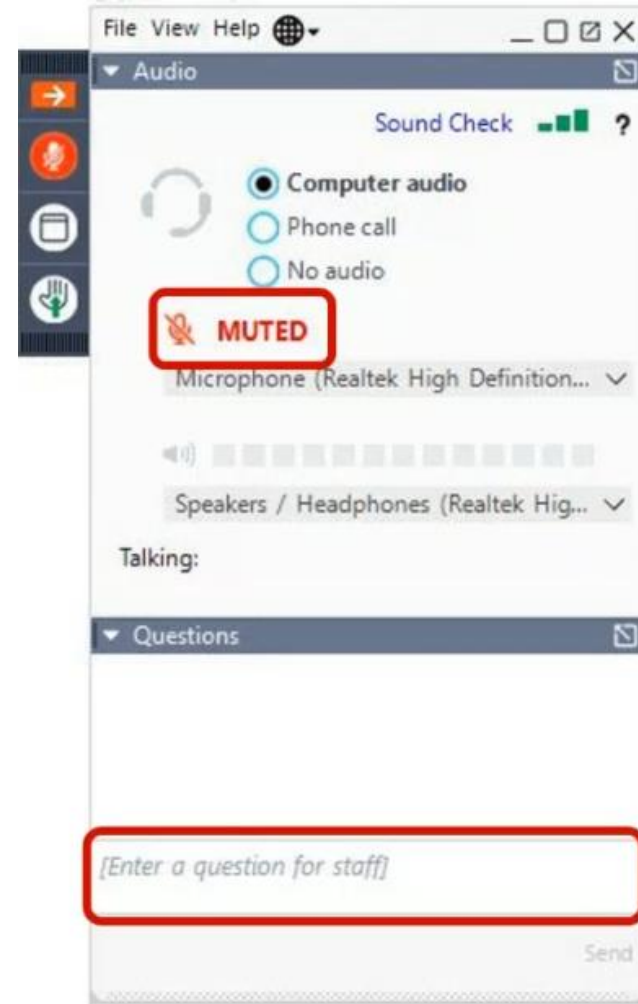
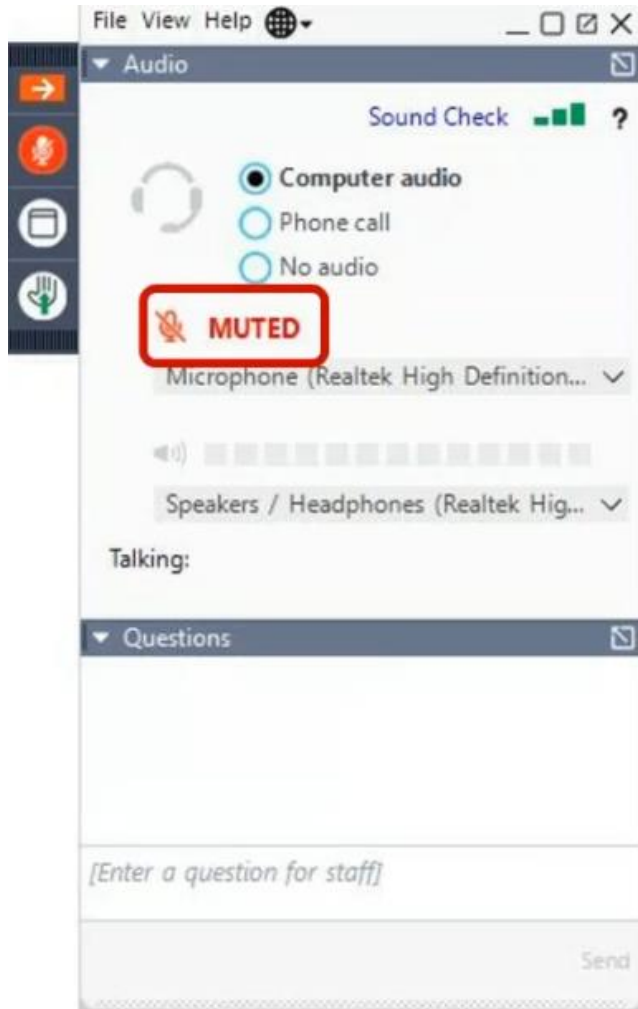
Senior Counsellor,
Regional Bureau for Africa
Department for Africa and LDCs

**Online
28 July p.m.
2020**

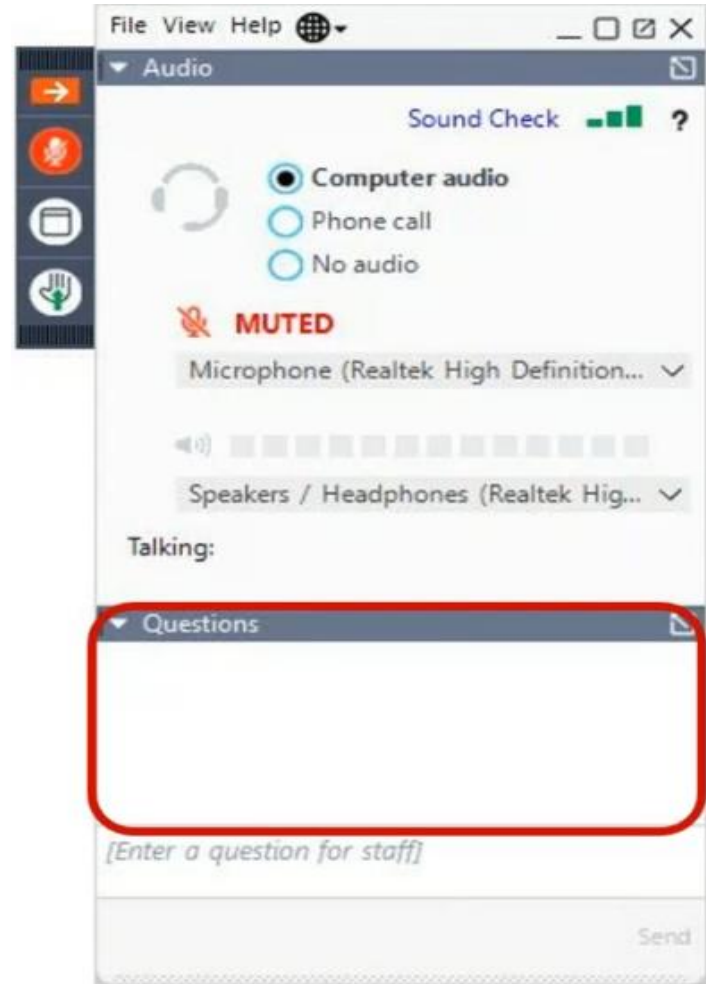
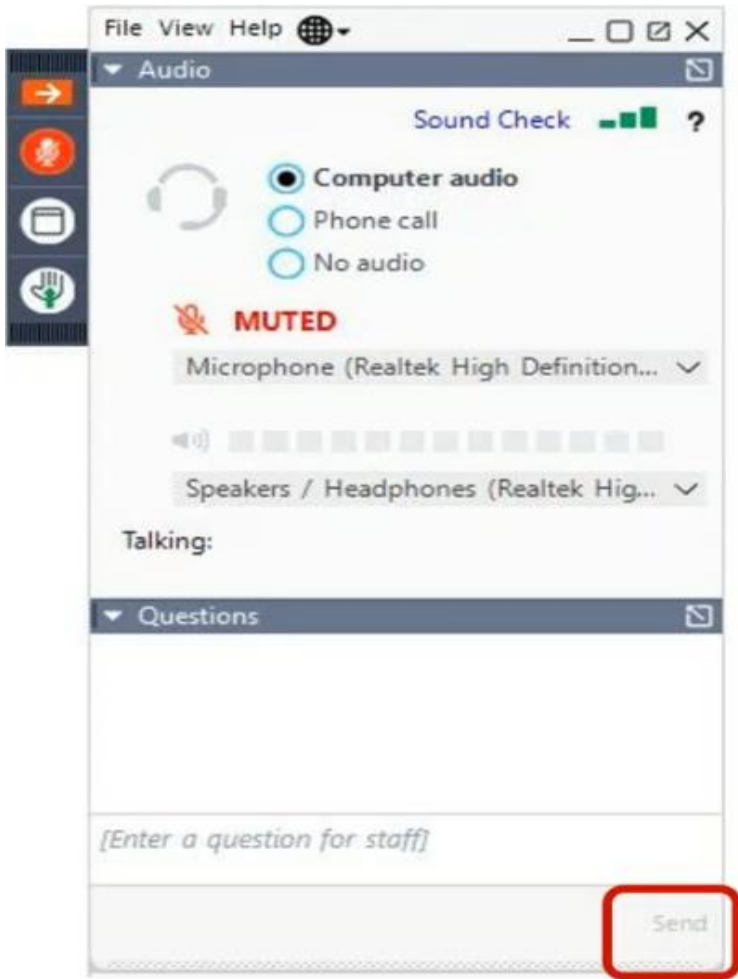
FROM PASSION TO INNOVATION

- How you can follow your inner passion to become a successful entrepreneur and IP owner.
- You will understand what it means to innovate and how to transition from the initial innovative ideas to the real innovation.
- Q &A session

How to ask questions?



How to ask questions?



Prof. Keolebogile (Keo) Motaung



- Full Professor, Biomedical Scientist and Assistant Dean for Research, Innovation and Engagement in the Faculty of Science at the Tshwane University of Technology in SA
- Founder and Chief Executive Officer of Global Health Biotech (Pty) Ltd working on alternative natural anti-inflammatory products to relieve muscles and treat pains
- Winner of the Top Women in Science at the 16th Annual Standard Bank Top Women Awards by Topco Media and Communications 2019
- Winner of the Black Management Forum (BMF) in partnership with Standard Bank Top Inventor of the year award 2018; and more.

Mr. Julius Akinyemi



- Resident Entrepreneur at Massachusetts Institute of Technology's (MIT) Media Lab in Cambridge, Massachusetts.
- Founder of UWINCorp – the Unleashing the Wealth of Nations initiative
- Former Global Director of Emerging Technologies for PepsiCo Inc.
- Former Senior Vice President of Wells Fargo Bank in San Francisco for Emerging Technologies and the Mobile Banking Technologies
- Julius holds a patent in “Method and Apparatus for a Broker Entity” -Virtual Private Message Broker (United States Patent: US 7,900,038 B2) for secure financial transactions and a joint patent with MIT in Interactive Vending Machine.

Q&A



- Do not worry if we can't address all your questions in today's session
- You can always reach us at the following emails for further questions or information:

rba@wipo.int

Next sessions

- Intellectual Property/Commercialization
 - July 29 from 15.00 – 17.00 CET
 - Register here:
https://www.wipo.int/meetings/en/details.jsp?meeting_id=58053

- Mentorship - The 3 C's
 - August 5 from 15.00 – 17.00 CET
 - Register here:
https://www.wipo.int/meetings/en/details.jsp?meeting_id=58055

- Becoming an Entrepreneur
 - August 6 from 15.00 – 17.00 CET
 - Register here:
https://www.wipo.int/meetings/en/details.jsp?meeting_id=58069

- The Market Place & Fund Raising
 - August 7 from 10.00 – 12.00 CET
 - Register here:
https://www.wipo.int/meetings/en/details.jsp?meeting_id=58328



WIPO Young Innovators Program Agenda

Prof Shirley Keolebogile Motaung
Assist Dean: Research/Innovation & Engagement
Tshwane University of Technology
Pretoria West, Pretoria, South Africa
smotaung@gmail.com

Mr. Julius Akinyemi
Entrepreneur In Residence
Massachusetts Institute of Technology
The Media Lab, Cambridge, MA. USA
akinyemi@media.mit.edu

WIPO Young Innovators Program Agenda

The Modules:

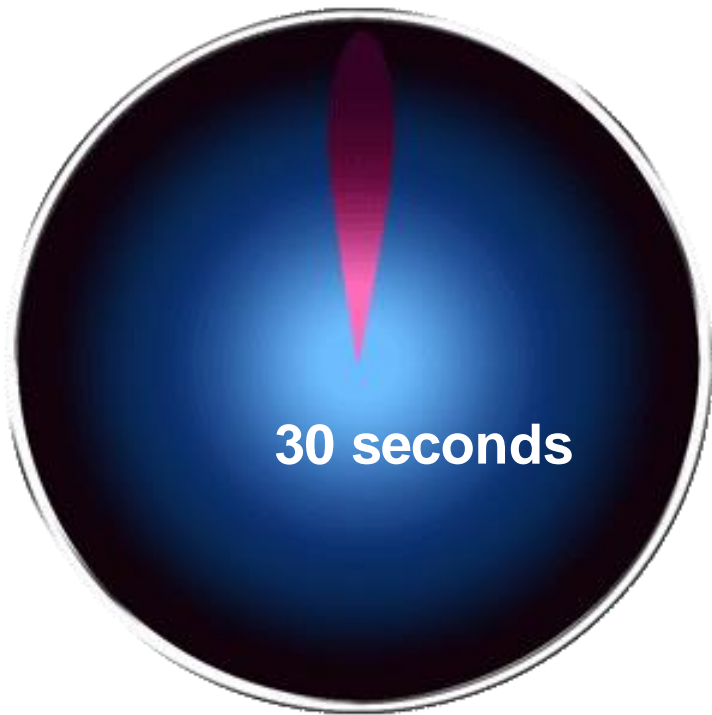
1. Introduction

- I. Personal
- II. Your Project - TR Levels

2. From Passion to Innovation— the journey

- I. Defining Innovation
- II. Discovering Your Passion
- III. From Passion to Innovation

What is YOUR business?



- Tell us about your business (5minutes)
- Choose a partner
- Take a few minutes to introduce your partner to your business
- You then have 30 seconds to tell the audience what your partner does

LIST OF INNOVATORS

Rokiatou	Traoré	Mali
Joseph	Manzvera	Zimbabwe
mtisunge	Mngoli	Malawi
Typson	Dahan Kueshi	Côte d'Ivoire,
Rebecca	Owusu	Ghana
Gilbert	Mwale	Zambia
Stephen	Wanjala	Kenya
Digna	Swai	Tanzania
Gobeze Truayinet	Mekuriaw	Ethiopia
Toure	Howele michaelle	Côte d'Ivoire,
Zione	Kalumikiza	Malawi
Mevoyon Pamela	Afokpe	Benin
Fiona	Mumoki	Kenya
Job	Oyebisi	Nigeria
Seun	Sangoleye	Nigeria
Maggie	Munthali	Malawi
Christine A.I.N.	Quinsavi	Benin
Lamore Alemayehu	Abebe	Ethiopia
Diana	Wanda	Kenya
Lydia	Wangeshi	Kenya
Rozina	Gidey	Ethiopia
Elias	Gaveta	Malawi
Olalekan	Olawuyi	Nigeria
Gwladys	Azongnide	Benin
Mariama	Ngom	Senegal
Kitty	Mngoli	Malawi
Asimenye	Chitika	Malawi
Sandy	Ghoms	Cameroon
Saumu	Shaka	Kenya
Vincent	Otieno	
Chaka	Ng'ambi	Zambia
Veronica	Muniu	Kenya
Matsimbe	Msekiwa	Malawi
Toundji	Oliver	Burkina Faso
Akintayo	Oluyemi	Togo
Herbert	Mudzamba	Zimbabwe
LemLem	Abebe	Ethiopia
Jemima	Amielle	Madagascar
Ruth	Bekele	Ethiopia
Lessah	mandoloma	Malawi
Florence Chibuye	Kunda	Zambia
Chapwa	Kasoma	Zambia
Grace	Njeri	Kenya
Martin	Agboton	Benin
Esther Gloria	Mbabazi	Uganda
Angela	Gerald Mkindi	Tanzania
Bob	Ndatoya	Zambia
Dina	Zougmore	Burkina Faso

Your Project - TR Levels

- Technology Readiness Levels (TRLs) are metrics
- Evaluate readiness of your business/ technology
- Mainly used by funders to evaluate your business

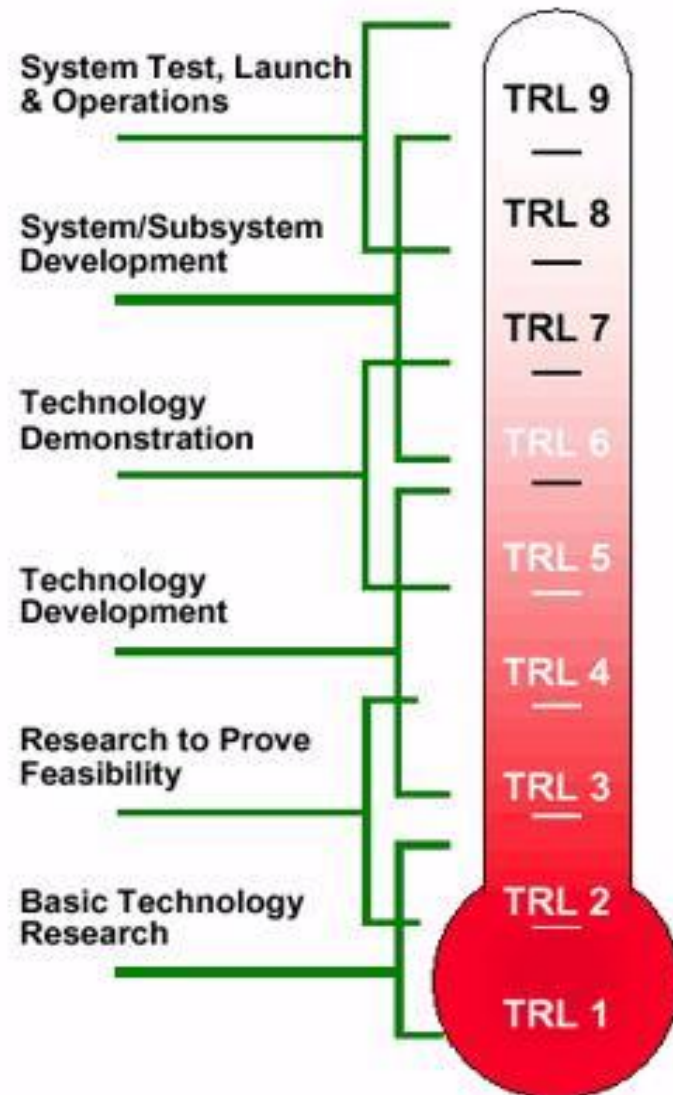
EXAMPLES OF TRLs

- TRL 1: Idea
- TRL 2: Proof of Concept (Doing an experimental process to work in a laboratory setting)
- TRL 3 : Prototype
- TRL4: Validation in laboratory environment (Pitching)

EXAMPLES OF TRLs

- TRL5: Prototype component validation in relevant environment (more robust) than TRL 4. Present it at the conference for people to try it.
- TRL 6: Prototype demonstration in a relevant real environment (ground or space)
- TRL 7: Prototype demonstration in a space environment
- TRL 8: Safety and Efficacy of the prototype is been done
- TRL9: Prototype is been in used. It doesn't need any expansions, or upgrades,

Your Project - TR Levels



WIPO Young Innovators Program Agenda

The Modules:

1. Introduction

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2. From Passion to Innovation— the journey

- I. Defining Innovation
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How do we define Innovation?

“Innovation is the creation, development and implementation of a new product, process or service, with the aim of improving efficiency, effectiveness or competitive advantage.” ...Government of New Zealand

How do we define Innovation?

“Innovation is the successful exploitation of new ideas.”

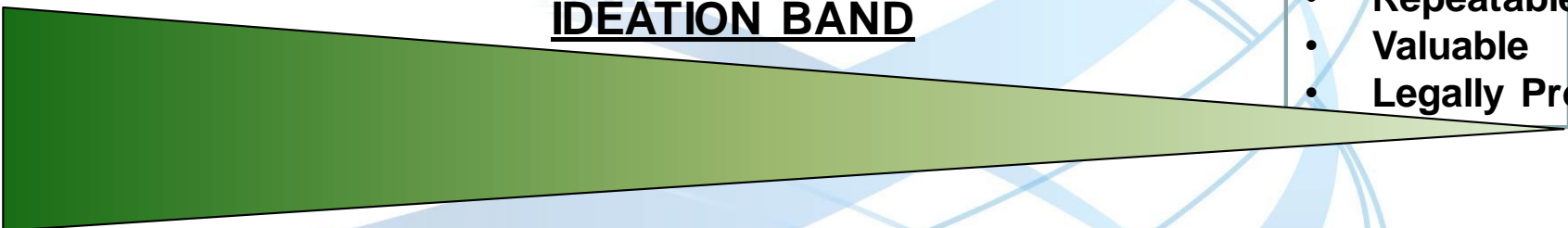
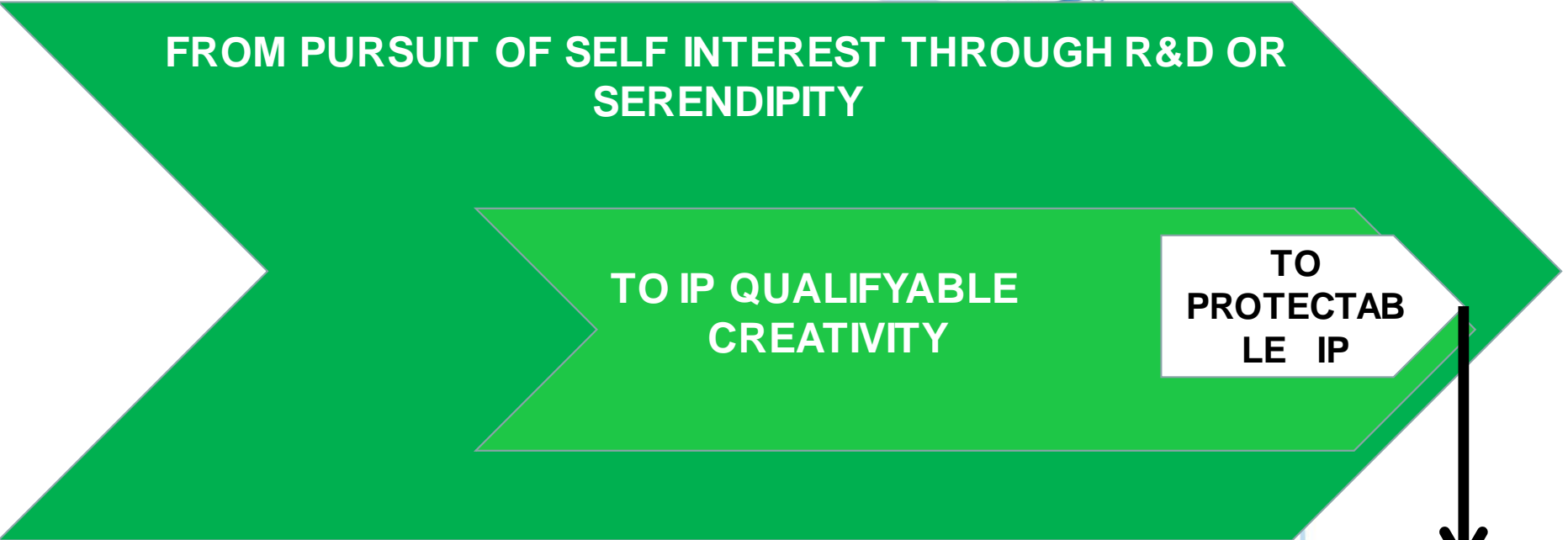
.....UK Department of **Innovation** and Skills

How do we define Innovation?

“A country that does not innovate will die a slow death..”

.....Junichiro Koizumi, Former Prime Minister of Japan

From Individual Passion to Intellectual Properties



- Unique
- Repeatable
- Valuable
- Legally Protected

BROAD  **NARROW**

FROM PASSION TO CREATIVITY TO UNIQUE INVENTIONS

Innovation Driven Entrepreneurship

What to Consider:

1. Knowledge – What is your knowledge base?
2. Capabilities – What are you proficient at?
3. Connections – Who do you know that have expertise in industries /other Entrepreneurs?
4. Financial Assets – Do you have financial Capital or personal Savings?
5. Name Recognition – What are you and your partners reputed for?
6. Past Work Experience – What did you learn from prior experiences as pain points to fix?
7. Passion for a particular Market – Do you thrive in challenging environment? Market – Developing economies? etc
8. Commitments - DO you have time, efforts and are you committed to make this your primary focus?

Thank you for your attention!