

# WEE-NORTH



Empowering Women in Industrial  
Trades in Northern Ghana

## Group Business Model Design Thinking Lab and Pitch Challenge

Facilitated by Broghen Aitkin at the 2024 WEE North AGM

# Agenda for Today and Beyond

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1. Icebreaker using online tool (15 minutes)
2. Challenge Question Discussion (15 minutes)
3. Milestone #1: SWOT Analysis (30 minutes)
4. Milestone #2: Business Model Canvas (45 minutes)
5. Milestone #3: Group Business Model Pitch Deck and Select Presentations (1 hour)
6. Next steps discussion (15 minutes)



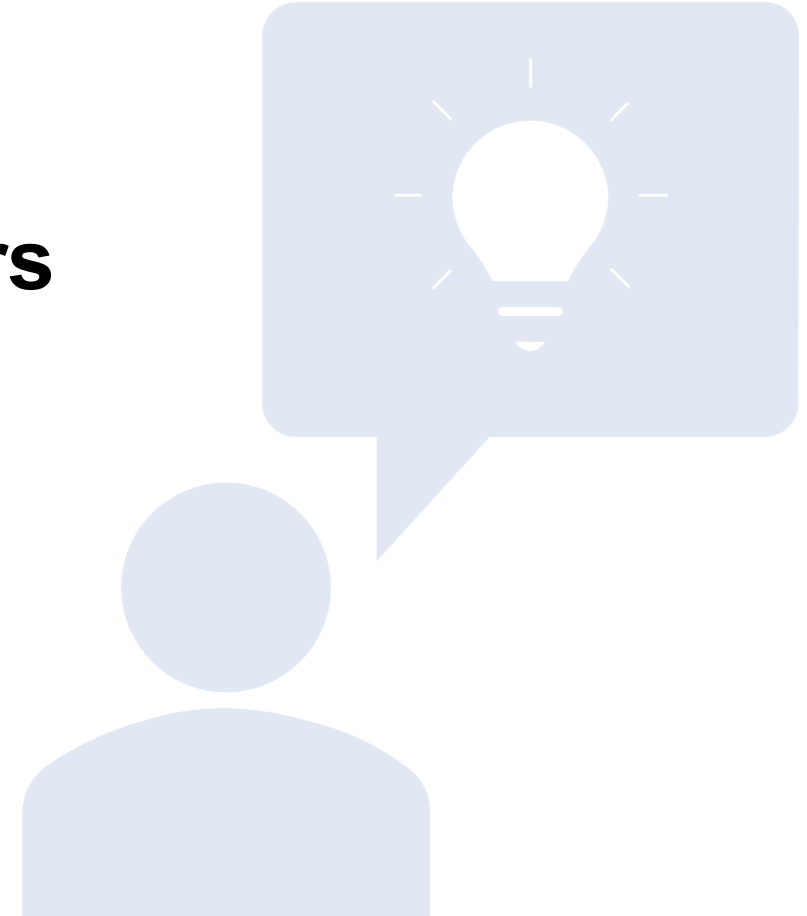
“If you want to go fast, go alone. If you want to go far, go together.”

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African Proverb

# Challenge Statement:

**How might you and your fellow WEE North members design and establish a group business model in your district?**



## Key Considerations:

- Innovation in responding to the market
- Motivating WEE Group membership (e.g. employment and contracts, on the job training, etc.)
- Leveraging available resources (e.g. trade and business skills, partnerships, capital, etc.)

# How to Do a SWOT Analysis

Internal

## Strengths

- What do we do well?
- What have our customers or partners told us they like about us?
- In what areas do we outpace our competitors?
- What's unique about our business, products, or services?
- What assets do we own (Intellectual property, proprietary technology, capital)?

## Weaknesses

- What can we improve?
- What are our customers or partners dissatisfied with?
- Where do we fall behind our competitors?
- Where are we lacking in knowledge or resources?

External

## Opportunities

- What emerging trends can we take advantage of?
- Which of our strengths might be valuable to potential partners?
- What adjacent markets might we tap into?
- Are there geographic locations with less competition?

## Threats

- What is our competition doing?
- How could our weaknesses leave us vulnerable?
- What market trends are we unprepared for?
- What economic or political issues could impact our business?

Positive

Negative

# Milestone #1: SWOT Analysis of WEE Group Business Activities

# SWOT Analysis Activity

- WEE Group District:
- Participant Name(s):
- Date:

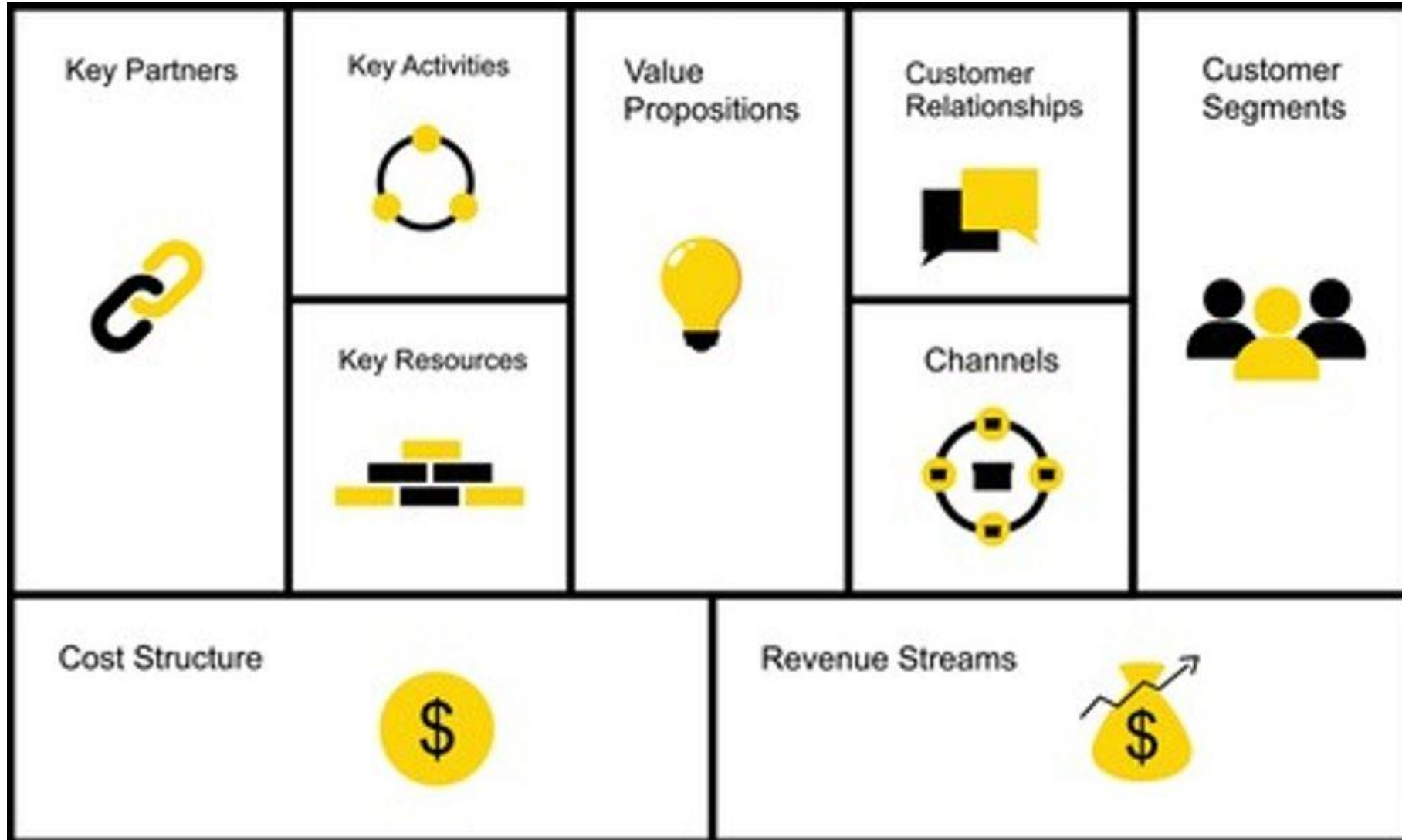
**Strengths**

**Weakness**

**Opportunities**

**Threats**

# Milestone #2: Business Model Canvas



# Business Canvas Pillar #1: Customer Segments

- For whom are you creating value?
- What type of customer?
- Who are your most important customers?

# Business Canvas Pillar #2: Customer Relationships

-What type of relationship does each of your customer segments expect to establish and maintain with them?

-What relationships have been established? How costly are they?

# Business Canvas Pillar #3: Channels

-Through which channels do your customers want to be reached?

-How are you reaching customers now? Which ones work best?

# Business Canvas Pillar #4: Value Proposition

-What value do you deliver to the customer? What problems are you helping to solve?

-What bundles of products and services are you offering to each customer?

# Business Canvas Pillar #5: Key Activities

-What key activities does your value proposition require?

-What are your distribution channels, revenue streams and customer relationships?

# Business Canvas Pillar #6: Key Resources

- What key resources does your value proposition require?
- What resources are needed for your distribution channels, revenue streams and customer relationships?

# Business Canvas Pillar #7: Key Partnerships

- Who are your key partners? Who are your key suppliers?
- What key activities do your partners perform? What resources are coming from partners?

# Business Canvas Pillar #8: Cost Structure

- What are the most important costs in your business model?
- What key activities and resources are most expensive?

# Business Canvas Pillar #9: Revenue Streams

- For what value are your customers willing to pay? What do they currently pay?
- How are they currently paying? How would they prefer to pay?

# Onwards to Milestone #3: The Pitch



# Slide 1: Vision and value proposition

- This is a quick one sentence overview of your WEE North group business model and the value that you provide to your customers. Keep it short and simple. A great way to think about this slide is to use the e.g. sentence below:
- *My (insert district) WEE North group business model...is developing...(a defined product/service offering) to help...(a defined audience)...(solve a problem) with...(secret sauce).*

## Slide 2: The problem

- Use this slide to talk about the problem your group business model is solving and who has the problem. Ideally, try and tell a relatable story when you are defining the problem. The more you can make the problem as real as possible, the more your audience will understand your business model and its goals.

## Slide 3: Target market and opportunity

- Use this slide to expand on who your ideal customer is and how many of them there are. What is the total market size and how do you position your company within the market?

## Slide 4: The Solution

- Finally, you get to dive into describing your product and or service. Describe how customers use your product/service and how it addresses the problems that you outlined on slide two. This is classic storytelling where you build up the problem and describe how bad it is for lots of people. Now your product or service is coming to the rescue to help solve that problem.

# Slide 5: Revenue Model

- Now that you've described your product and or service, you need to talk about how it makes money. What do you charge and who pays the bills?

## Slide 6: Key Milestones

You can also use this slide to talk about your milestones. What major goals have you achieved so far and what are the major next steps you plan on taking?

## Slide 7: Marketing and sales strategy

How are you planning on getting customers' attention and what will your sales process look like? Use this slide to outline your marketing and sales plan. You'll want to detail the key tactics that you intend to use to get your product/service in front of prospective customers.

## Slide 8: Team

Why are you and your WEE Group the right people to build and grow this business? What experience do you have that others don't? Highlight the key team members, their successes, and the key expertise that they bring to the table.

Even if you don't have a complete team yet, identify the key positions that you still need to fill and why those positions are critical to your business growth.

## Slide 9: Summary Slide (bonus)

Typically as you finish your pitch you want to reemphasize the 3 to 5 most important points from your pitch. What do you want your audience or others in the room to remember after you leave? Use the strongest points in your slide which can include market size, solution, traction, team, and the ask.

# Slide 10: Competition (bonus)

Every business has competition in one form or another. Even if your group business is opening in an entirely new market, your potential customers are using alternative solutions to solve their problems today.

Describe how you fit into the competitive landscape and how your group's business is different than the competitors and alternatives that are on the market today. What key advantages do you have over the competition or is there some “secret sauce” that you have?

The key here is explaining how you are different than the other players in the market and why customers will choose you instead of one of the other players in the market.

# Slide 11: The Ask

Do not fill out this slide until you have filled in slides 1 through 10. Fill this slide when you have a better idea of what your group business needs to create employment opportunities and revenue in your district.

*My (insert district) WEE North group business model...is developing...(a defined product/service offering) to help...(a defined audience)...(solve a problem) with...(secret sauce). We are asking for start-up support...(a defined resource which could be capital, training, land/shop, etc.)...in order to empower women and their families in Northern Ghana.*



# Next Steps

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- Share the business model design lab materials with your WEE Group. Explain to them the SWOT, Business Model Canvas and Pitch Milestones.
- Hold an in person or online discussion using WhatsApp to refine and validate your districts group business model.
- Finalize your pitch draft with WEE Group members and record it on video. Send it to WEE North by March 30th.
- Coordinate with your MMDA and or other key partners and set a date to pitch your group business idea. Once the meeting is set, inform WEE North staff so that support can be scheduled.



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**Thank you kindly for your hard  
work and attention!**