Foundations of Design and Entrepreneurship

A mandatory course for all first years

Dr. Gordon Adomdza
SubSaharan:

Today: Of the world’s top 10 countries with the youngest populations, 8 are in sub-Saharan Africa.

2050: The region will be home to all 10. *World Bank*
Pedagogy

T-Shaped Thinking

Empathy, Intuition, Experimentation

Point of View (POV) – defines the requirements of the solution

USER + NEED + INSIGHT

What does she aspire to in life?

- Self-actualization
- Esteem Needs
- Social Needs
- Safety Needs
- Physiological Needs
The Big Picture

**FDE I** 14 weeks

- Problem Identification
- Business modeling
- Customer Development
- Business Simulation

**FDE II** 15 weeks

- Ashesi Enterprise Fund
- Ashesi Venture Accelerator
- Ashesi Design Lab

- Programme Coordinator
- 6 faculty members for 6 cohorts
- Industry advisors and associates
Ordel: the Ashesi student startup that wants to improve your refrigeration system: bit.ly/22N xu7A #atAshesi
IBM’s Design-Centered Strategy to Set Free the Squares

By STEVE LOHR  NOV. 14, 2005

Phil Gilbert is a tall man with a shaved head and wire-rimmed glasses. He typically wears cowboy boots and bluejeans to work — hardly unusual these days, except he’s an executive at IBM, a company that still has a button-down suit-and-tie reputation. And in case you don’t get the message from his wardrobe, there’s a huge black-and-white photograph hanging in his office of a young Bob Dylan, hunched over sheet music, making changes to songs in the “Highway 61 Revisited” album. It’s an image, Mr. Gilbert will tell you, that conveys both a rebel spirit and hard work.

Let’s not get carried away. Mr. Gilbert, who is 50 years old, is not trying to redefine an entire generation. On the other hand, wants to change the habits of a huge company as it tries to adjust to a new era, and that is no small task.