

PROJECT 01 | AKOFRESH

MATHIAS YABE



AkoFresh



Reducing post-harvest losses and ensuring long lasting profits for smallholder farmers across Ghana.



NINJA Innovation Challenge

Pitch Showcase.

May, 2022



▶ The Problem



Post harvest losses

40% harvested food is lost in Sub Saharan Africa.
(Source: UN FAO)

\$2M annual loss of fresh tomatoes in
Akumadan community in Ghana.

► Solution



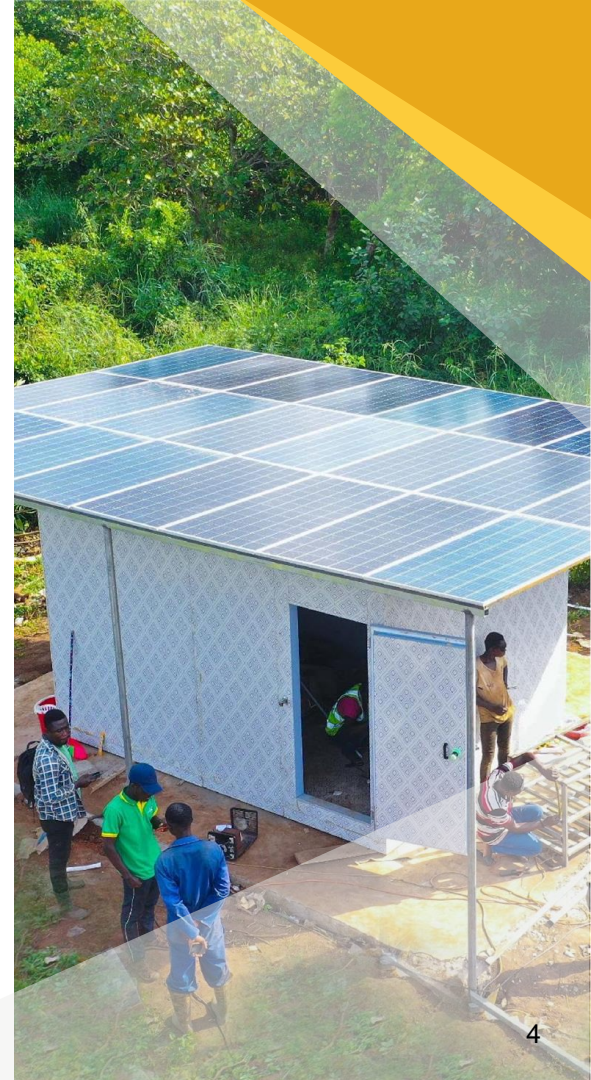
A green cold chain solution with **sustainable crop preservation services**.



Get farmers **access to ready market** through AkoFresh digital market.



- Economic stability of farmers
- Improve food Security.
- Reduce food waste emissions



► Competitor Analysis

Frigo Ghana

- Large and expensive to set up
- Require upfront cost to set up.
- Mostly connected to the grid.
- High cost of electricity fees

AkoFresh



- Smaller and less expensive to setup
- Uses flexible pay-as-you-store model
- 100% off-grid.
- Environmentally friendly
- No electricity fees.

▶ Next 3 Months

JUNE – July 2022

Complete product development.

July - August 2022

Develop a robust system for check-in and check-out of our storage services.

September 2022

Create a database for current customers and potential farmers.

► Partners



**Global Tomato Farmers
Cooperative-Afranco**



**INSTITUTE
FOR
SCIENTIFIC
&
TECHNOLOGICAL
INFORMATION**



Thanks!

www.akofresh.com

PROJECT 02 | SHII APP

TEAM MEMEBERS

ASANTE STEPHEN GYAN

PETRA AGYEI

AGYEKUM EMMANUEL

JESSE ANSAH



WELCOME TO SHII



Speech and Hearing-Impaired Inclusive Application addresses the critical communication challenges faced by persons with speech and hearing impairments (PWDs) in developing contexts, such as Ghana.





Problem

Challenge: Lack of communication tools/ opportunities for PWDs in Ghana



Problem 1

Lack of affordable and accessible assistive communication tools.



Problem 2

Limited customization for local cultural and linguistic needs.



Problem 3

Barriers to communication for individuals with speech disabilities.



Solutions



A customizable app
designed for individuals
with speech disabilities.

01

Incorporates a freemium
model for accessibility.

02

Localised content
tailored to cultural
and linguistic needs.

03

*Our Innovation facilitates communication
and offers support services...*

01 Birth of Product

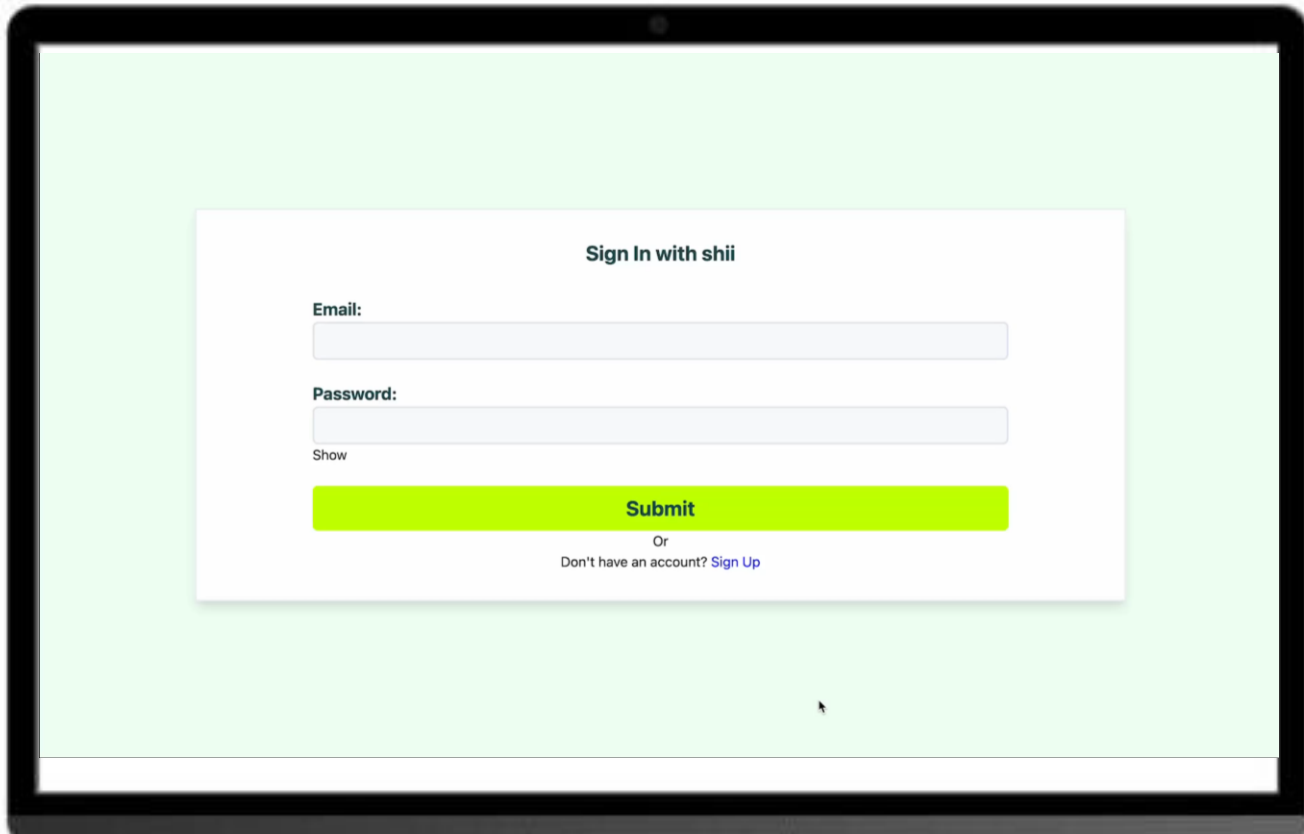
Our journey began with a simple but profound idea: creating a solution to empower Persons with Disabilities (PWDs) to communicate more effectively. This initiative aligns with Sustainable Development Goal 10: Reduced Inequalities, which aims to empower and promote the social, economic, and political inclusion of all, irrespective of ability.

Inspired by the daily challenges PWDs face in expressing themselves and connecting with others, we conceptualized an inclusive application. Over the past year, we have conducted in-depth research to refine our concept and ensure it meets real needs. Starting with a low-fidelity prototype, we iterated and evolved, culminating in the creation of the Shii app – a tool designed to break barriers and foster seamless communication for PWDs.

By addressing communication challenges, the Shii app also contributes to Sustainable Development Goal 4: Quality Education, as it enhances learning opportunities for PWDs, and Sustainable Development Goal 3: Good Health and Well-being, by reducing social isolation and fostering mental well-being.



Using Shii App



Sign In with shii

Email:

Password:

Show

Submit

Or
Don't have an account? [Sign Up](#)

02 Target Market



- Individuals with speech disabilities and their families.
- Educational and healthcare institutions

PRIMARY USERS:

Persons with Disabilities (PWDs) who face challenges with verbal communication.

Examples: Autism ,Cerebral palsy, Speech impairments (due to stroke, injury, etc.)



SECONDARY USERS

Support network for PWDs.

Examples: Family members, Caregivers, Close associates



WHY TARGET THESE GROUPS?

Direct Need: Accessible, affordable, and customizable communication aids.



KEY IMPACT

- Enhanced quality of life for PWDs.
- Improved social interactions.
- Strengthened relationships between PWDs and their supporters.



03 Size the market



**1.2 Billion
Total Available
Market (TAM)**

**1.6M
Serviceable
Obtainable
Market (SOM)**

**53 M
Serviceable
Available
Market (SAM)**

04 Business Model



Revenue Streams

- **Basic Features (Free):** Limited functionality to attract and onboard users.
- **Premium Features (Paid):** Advanced tools and customization for full access.

Flexible Subscription Options

- **Monthly/Yearly Plans:** Affordable and recurring.
- **Lifetime License:** One-time payment for permanent access.
- **Educational & Institutional Discounts:** Bulk pricing for schools and NGOs.

Key Metrics

- **Lifetime Value (LTV):** High retention expected due to valuable features and accessibility.
- **Customer Acquisition Cost (CAC):** Optimized through targeted campaigns and partnerships.

Operational Strategy

- Focus on freemium conversion rates.
- Partnerships with NGOs, healthcare, and educational institutions.
- Iterative improvements based on user feedback.

05

Competitive Advantage

1 Customised Freemium Model

- The Shii App incorporates a freemium model that balances inclusivity and sustainability.
- Users can explore essential features for free and upgrade to premium tiers as needed.
 - Basic Features (Free)
 - Premium Features (Paid)

2 Flexible Subscription Options

- **Monthly/Yearly Subscriptions:** Affordable recurring access to premium features.
- **Lifetime License:** One-time payment for permanent access.
- **Educational and Institutional Discounts:** Tailored pricing for schools and NGOs to encourage bulk adoption. recurring access to premium features.

3 Innovative Monetisation Strategies

- **In-App Purchases:** Users can buy additional features or libraries as needed.
- **Advertising:** Carefully curated, non-intrusive ads in the free version.

4 Benefits for Users

- Try Before You Buy
- Affordable and Flexible Access
- Holistic Support
- Empowered Users

06 Future Roadmap

Next Steps and Goals

- Finalise high-fidelity prototypes and conduct pilot testing with users.
- Expand partnerships with schools, NGOs, and healthcare providers.
- Launch the app and scale operations regionally and globally.

Support Needed from Investors

- Required Funding: \$250,000 to cover development, marketing, and scaling efforts.
- Allocation: 40% for app development, 30% for user acquisition and marketing, 20% for partnerships and outreach, 10% for operational costs.

This investment will ensure product readiness, market penetration, and steady growth.

Step 1

Q1 2025
(Finalise Prototypes)

Step 2

Q2 2025
(Expand partnerships
with stakeholders)

Step 3

Q3 2025
(Launch the App.)

Step 4

Q4 2025
(Reviews, updates and
maintenance App.)



07 The Team



Program Managers

Role: Focuses on higher-level planning, aligning the app's development with organizational goals and long-term strategies



Project Manager (PM)

Role: Oversees the entire project, ensuring it stays on schedule, within budget, and aligned with objectives.



UX/UI Designer

Role: Designs the app's layout and ensures an intuitive user experience.



Front-End Developer

Role: Codes the user-facing side of the app and ensures functionality aligns with the design.



Back-End Developer

Role: Manages the app's server-side logic, databases, and APIs.



08 The Team



Presentation Specialist (Optional)

Role: Prepares materials and delivers presentations to stakeholders or potential investors.



Marketing Specialist

Role: Manages the app's promotion and ensures a successful launch.



App Developer

Role: Develops the mobile-specific features and ensures app performance on platforms like windows and iOS



Quality Assurance (QA) Tester

Role: Tests the app to ensure it meets functional, performance, and usability standards.



WELCOME TO SHII

A Place Where Everyone Is Heard 🗣️



✔ Successfully signed up!

HOW DO YOU WANT TO COMMUNICATE?

Text to speech

Speech to text

Learn Sign Language

Emergency

Write on board



SHII



PROJECT 03 | **ENABLE ME**

TEAM MEMEBERS

EMMANUEL MENSAH

PRINCE FRITZ NEIZER

SAKA EMMANUEL

ROLAND NII ASHITEY

HEYFORD ANTWI AHENE

enable ME



ENABLE ME – AI ASSISTANCE AND HEALTH-TECH INNOVATION

CHALLENGE

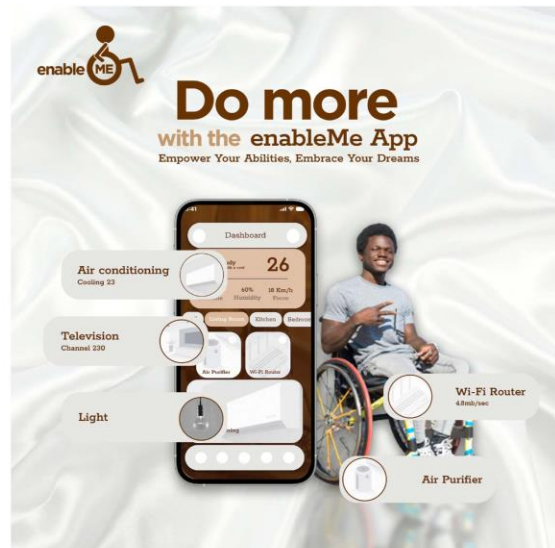
Design and develop an AI-enhanced mobile application, Enable ME, that provides personalized assistance, accessibility features, and seamless usability for individuals with various disabilities. The app should leverage AI technologies to offer tailored support, integrate with hardware devices for smart home control, and promote greater inclusion and autonomy for users.

CONTEXT

Many individuals with disabilities face significant barriers in their daily lives, including limited accessibility and autonomy. While existing mobile applications offer some support, there is a need for a comprehensive AI-powered solution that addresses the unique challenges faced by individuals with diverse disabilities.

OUTCOME

This AI app enhances wheelchair users' independence and safety with features like real-time navigation, voice control, accessibility info, and emergency alerts. It addresses key challenges such as finding accessible routes and improves safety by reducing emergency response times. The app aims to promote greater independence and inclusion.









**Empower Your Abilities,
Embrace Your Dreams.**

Welcome!



Login

Please sign in to continue.



EMAIL



PASSWORD



[Forgot Password](#)

LOGIN 

Create Account



FULL NAME



EMAIL



PASSWORD



CONFIRM PASSWORD



SIGN UP 



Light



Living Room

Kitchen

BedRoom



Bulb
1 devices



On



Dashboard



Cloudy
Sun with a cool **34**

28
Sensible

60%
Humidity

18 Km/h
Force

All

Living Room

Kitchen

Bathroom



Air Purifier



Wi-Fi Router



Rooms



Living Room
7 devices



Kitchen
4 devices



Living Room



All

Living Room

Kitchen

Bathroom



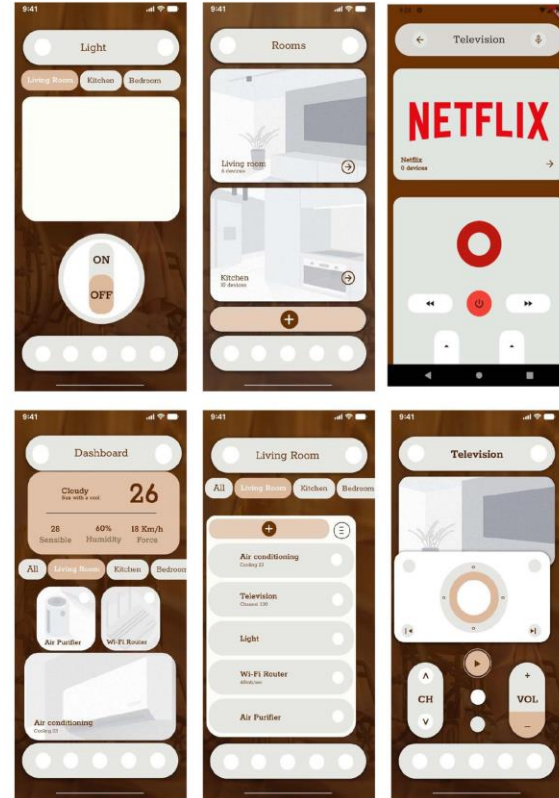
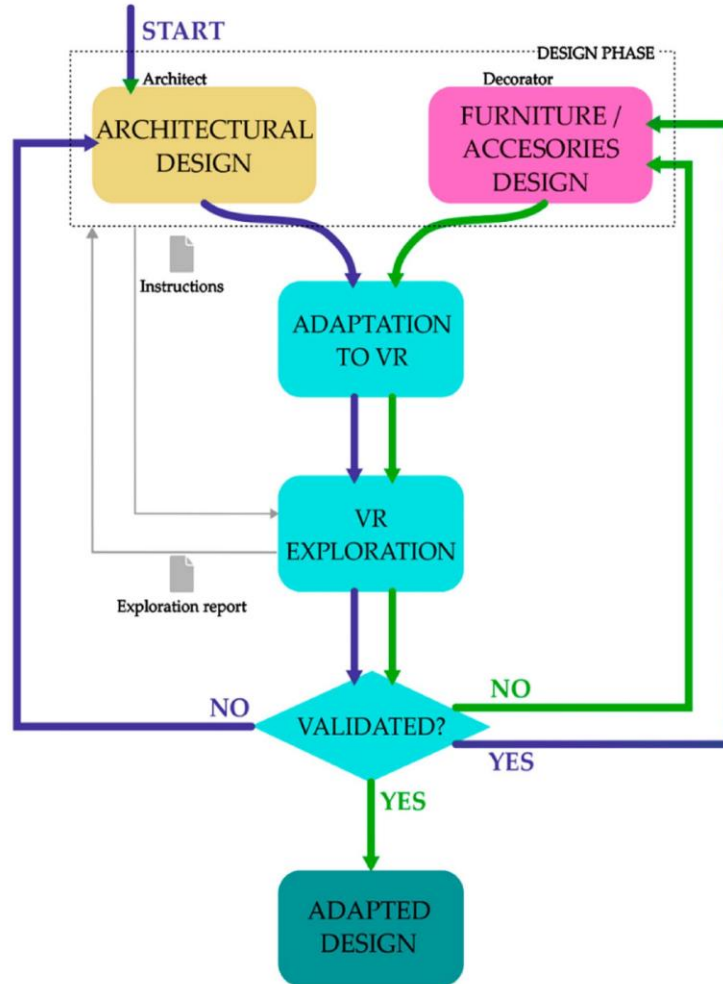
Air conditioning
Cooling 23

Television
Channel 23

Light
On

Wi-Fi Router
4mb/sec

Air Purifier
On



PROJECT 04 | PSYCH UP

TEAM MEMEBERS

CHRISTIAN OWUSU-DEBRAH

EMMANUEL KELVIN KWAO

GODFRED OWUSU-ACHIAW

EZEKIEL AGYAPONG OSEI

Logo



PSYCH UP

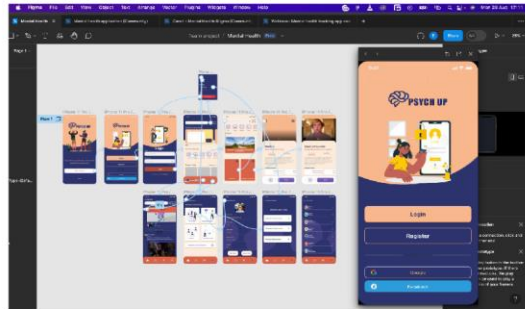
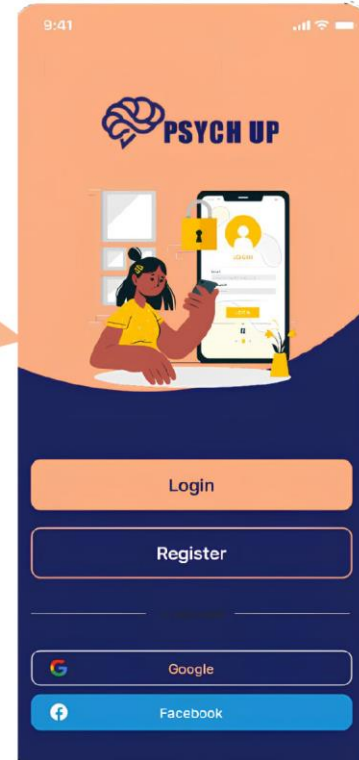
PSYC Up is a mental health support app designed specifically for students facing challenges like depression and anxiety. With a user-friendly interface and thoughtful design, it creates a supportive community where students can easily connect with mental health resources and professionals. The App's focus on user experience and calming visuals ensures a safe space for students to find the help and guidance they need.



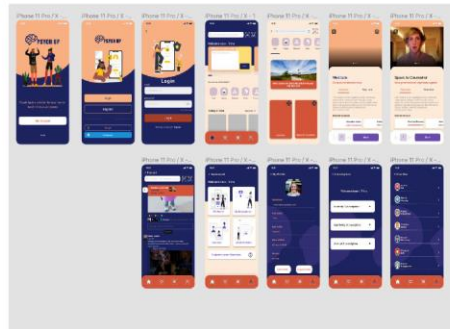
Light Peach

Color

Navy blue



Prototyping



UI_UX flow Design

