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# FIRST SEMINAR

(SEM 1)

## REPORT

### **NETWORK NAME**

WEST AFRICA SUSTAINABLE NETWORK FOR  
DEVELOPMENT

### **CONTACT**

KWAME NKRUMAH UNIVERSITY OF SCIENCE  
AND TECHNOLOGY

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### **REPORTED BY**

WASEND SEMINAR COORDINATING TEAM

# REPORT ON WASEND'S MAIDEN SEMINAR

## INTRODUCTION

The West Africa Sustainable Engineering Network for Development (WASEND) held its maiden seminar on Friday, 11<sup>th</sup> February 2022 from 12:00pm - 2:00pm (GMT) on a zoom platform with the theme, "The Role of Research in Entrepreneurship and Business Ideas Development". The aim of the seminar was to equip WASEND members with knowledge in business idea development and tools necessary to make the transition from research ideas and concepts to start-ups and businesses that make meaningful contribution to the economy of the sub-region.

Participating ACEs (African Centers of Excellence) were:

- College of Engineering, Kwame Nkrumah University of Science and Technology (KNUST).
- International Institute of Water and Environmental Engineering (2IE), Burkina Faso
- University of Science, Engineering and Technology, Gambia
- College of Engineering, University of Abomey Calavi, Benin

Mr. Ransford Mensah, the resource person for the seminar is an alumnus of College of Engineering, KNUST from the Department of Electrical Engineering. He is the CEO of Hover Services Limited, a service company since 2004. The Hover Services Limited comprises of Hover Consult which specialises in the sale and installations of alternative power solutions, solar and wind mills. Hover Homes is a real estate company which is into building homes and structures, sale of land and properties, renovation, and property management. Hover Farms Investment deals in coconut and pawpaw plantations, sale of seedlings, plantation management and the sale of coconut and pawpaw.

He took participants through who an entrepreneur is, the stages in developing ideas as an entrepreneur, the need for research in entrepreneurship, the business model conceptualisation, the competition analysis and the growth strategy. He concluded his presentation by stating the benefits of research to an entrepreneur as underlisted:

- It makes one confident
- It gives one the power to communicate effectively to audience
- It gives one the ability to see the future today.
- One is able to draw the right lines as to when to start, grow and end a business.
- One is able to forecast the anticipated business with a good model.
- It gives one the ability to market non-existent product even before it is birth.

Participants asked questions on how to start a business with no capital and how to acquire patent for research works commercialised among other questions and comments. Mr. Ransford Mensah

used the operations of Uber and Bolt as examples to explain that, one can be in charge of the processes of the business and use already acquired items of people to run the business.

Ing Asare Yeboah, the chairman of the Industrial Advisory Board for the KNUST Engineering Education Project (KEEP) commended Mr. Ransford Mensah for an insightful presentation and said he is impressed with the organisation of the seminar.

The Network Coordinator for WASEND, Prof. Jerry John Kponyo in his closing remarks stated that, implementing and commercialising research results is the way to go as researchers. He added that, the College of Engineering has introduced a final year course in Entrepreneurship and Management to guide researchers on how to commercialise their research ideas.

Please click

[https://docs.google.com/presentation/d/1OHZYSBuXxT6Q3zHwYCyJmI7gX1S\\_yYGs/edit?usp=sharing&oid=100843132195621956409&rtpof=true&sd=true](https://docs.google.com/presentation/d/1OHZYSBuXxT6Q3zHwYCyJmI7gX1S_yYGs/edit?usp=sharing&oid=100843132195621956409&rtpof=true&sd=true) to view the presentation.

## REGISTRATION

A link to a google form was circulated for registration of participants for the seminar. It included questions on name, gender, email and institution of participants.

The image shows a Google Form titled 'WASEND' for registration. At the top, there are logos for KNUST, IIWE, and USET. The form contains the following fields:

- Name \***: Short answer text field.
- Gender \***: Radio buttons for Male and Female.
- Email \***: Short answer text field.
- Institution \***: Radio button options for:
  - College of Engineering, Kwame Ninsin University of Science and Technology (KNUST), Ghana
  - International Institute of Water and Environmental Engineering (IIWE), Burkina Faso
  - University of Science, Engineering, and Technology (USET), Ghana
  - College of Engineering, University of Jos, Jos State, Nigeria
  - Other (Please specify)

Figure 1 Google form for WASEND seminar registration

In figure 1 above, fifty-five (55) people responded to the questions in the registration form. Below are chart results on gender, institution and designation of participants.

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## Gender

55 responses

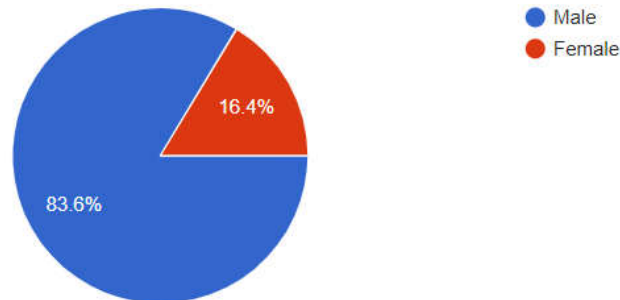


Figure 2 Chart results on gender of participants

In figure 2 above, forty-six (46) males, representing 83.6% registered for the seminar while nine (9) females, representing 16.4% registered.

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## Institution

55 responses

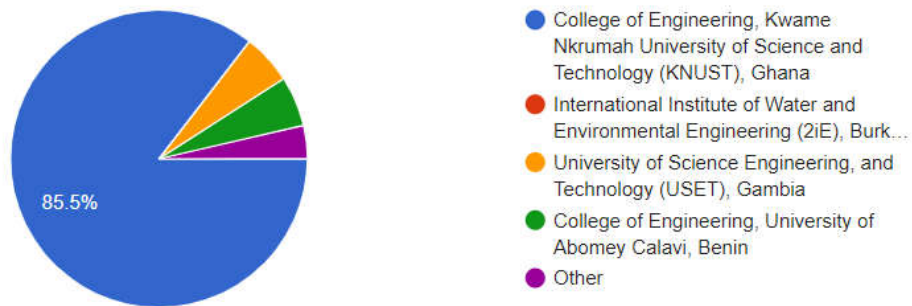


Figure 3 Chart results on institution of participants.

In figure 3 above, forty-seven (47) people registered from College of Engineering, Kwame Nkrumah University of Science and Technology (KNUST) representing 85.5%. No one registered from International Institute of Water and Environmental Engineering (2iE), Burkina Faso. Three (3) people registered from University of Science, Engineering and Technology, Gambia representing 5.5% as well as three (3) people registering from College of Engineering, University of Abomey Calavi, Benin also representing 5.5%. Two (2) people registered as self-retired representing 3,6% of the total responses.

## ACTUAL PARTICIPATION

51 people participated in the WASEND maiden seminar.

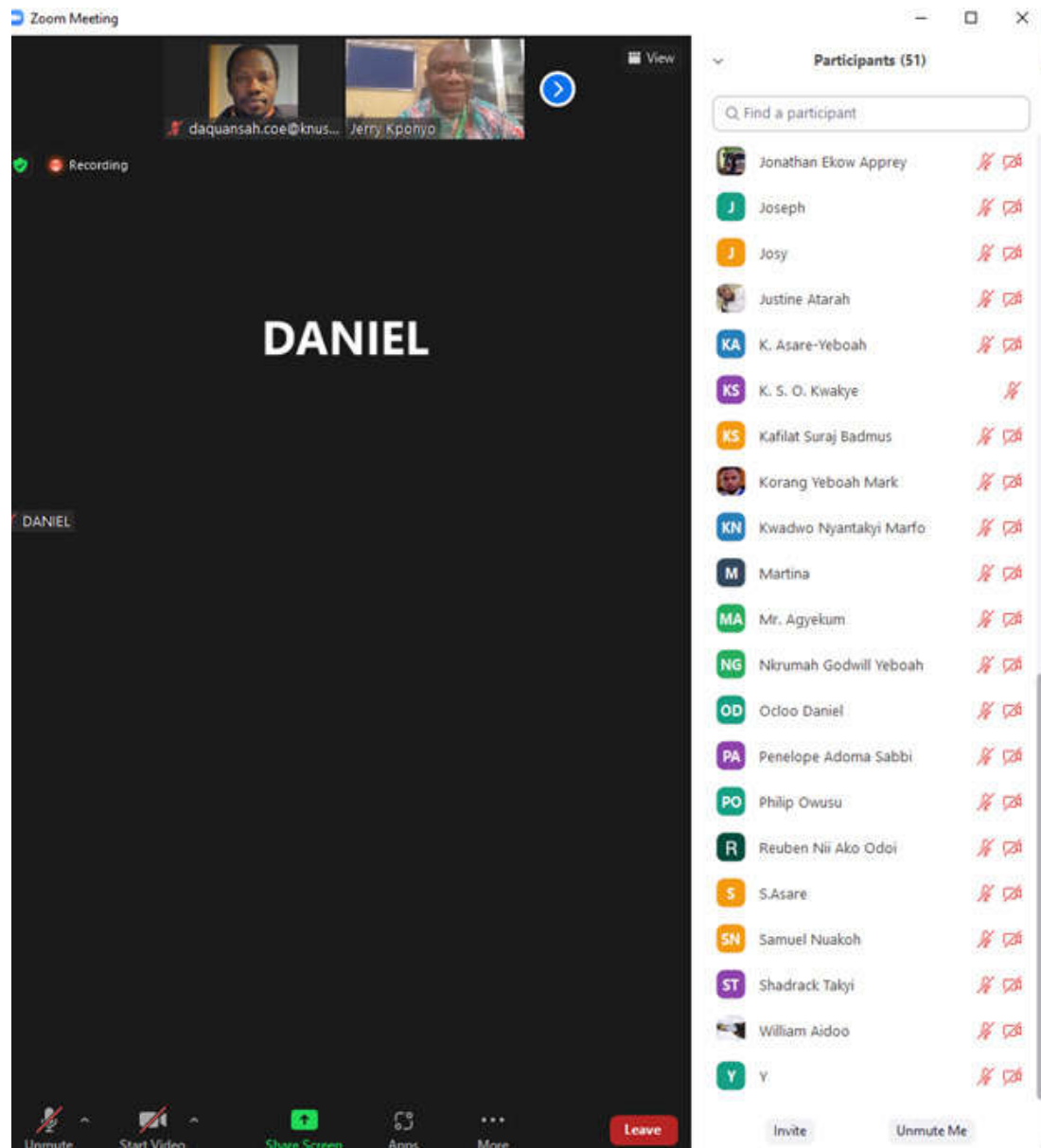


Figure 4 Screenshot of the zoom meeting

# EVALUATION

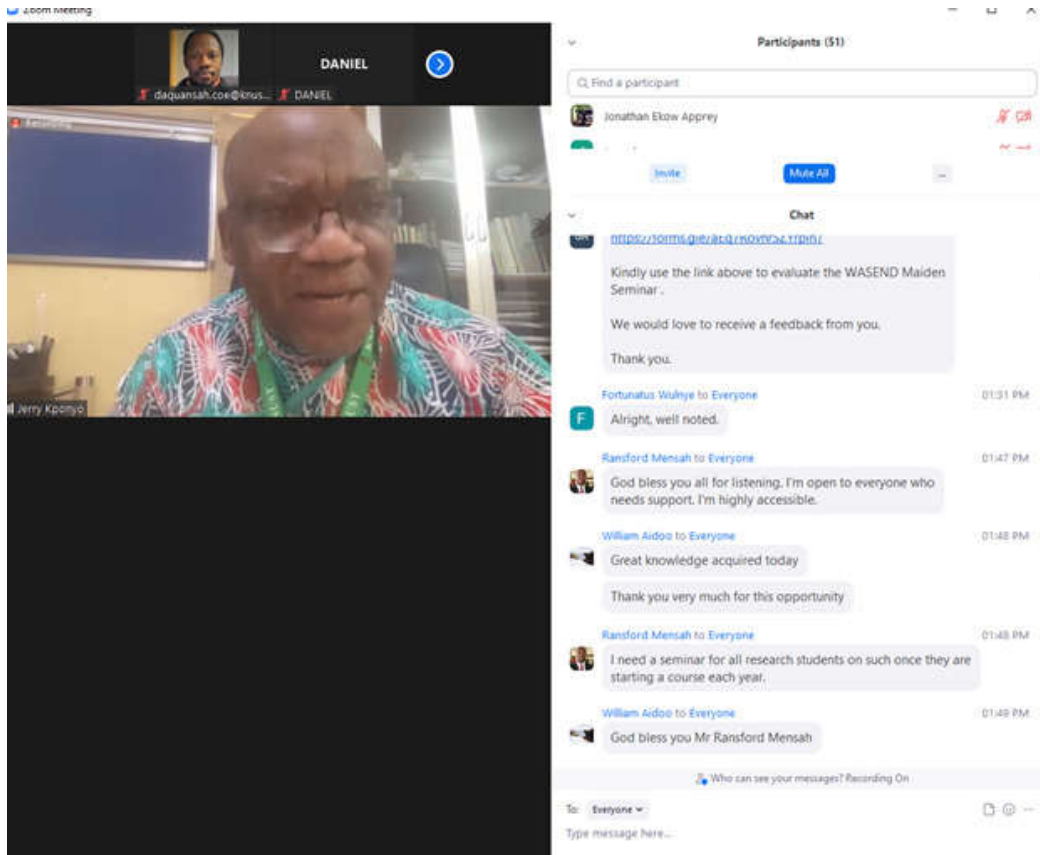


Figure 5 Screenshot of chats in chat box

A link to an evaluation form was put in the chat box for participants to give feedback on how the seminar had been useful to them. Twenty-four (24) people responded to the evaluation form and below are some chart responses.

How satisfied were you with the Seminar?

24 responses

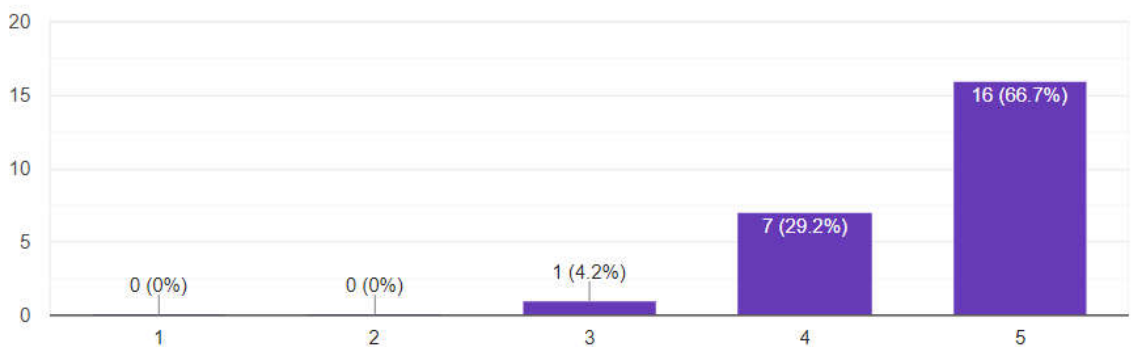


Figure 6 Chart results of evaluation question "How satisfied were you with the seminar?"

Figure 6 above shows responses on the level of satisfaction of participants with the seminar. Using the 5-point rating scale for measuring satisfaction where 1 means not satisfied and 5 means very satisfied, one (1) person was averagely satisfied with the seminar representing 4.2%. Seven (7) people were satisfied with the seminar representing 29.2% while sixteen (16) people were very satisfied with the seminar representing 66.7%. This implies that, majority of respondents were very satisfied with the workshop.

How relevant and helpful do you think the Seminar is to you?

24 responses

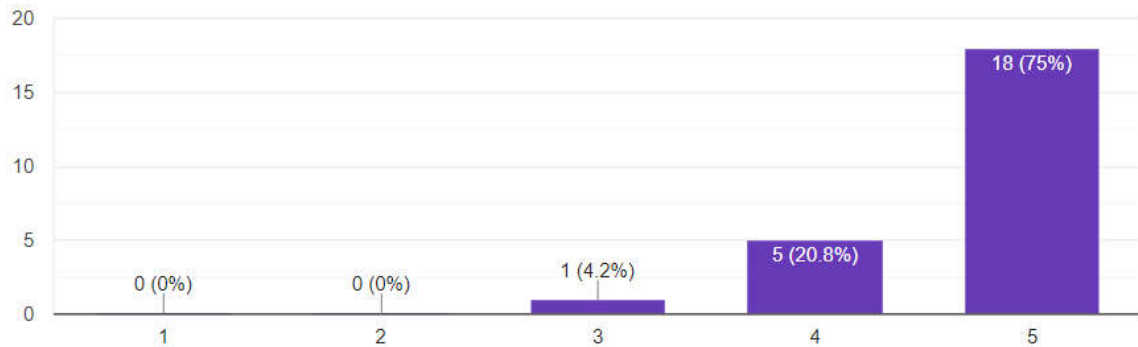


Figure 7 Chart results on how relevant and helpful the seminar was to participants.

Figure 7 above is the chart response on the level of relevance of the seminar to participants. Using the 5-point rating scale for measuring relevance where 1 means not relevant and 5 means very relevant, one (1) person stated that the workshop was averagely relevant representing 4.2%. Five (5) people stated that the workshop was relevant and helpful representing 20.8% while eighteen (18) people stated that the workshop was very relevant and helpful to them representing 75%. This implies that, majority of the respondents perceived the workshop to be very relevant and helpful.

What was your key take home message from this Seminar?

19 responses

- To be strategic when it comes to handling a business
- I am the product first
- You don't need much money to start a business; have the process.
- We should do research with an entrepreneuring focus and we should be analytical as an entrepreneur
- We are first the entrepreneurial product
- Do not be afraid to start a business
- We should commercialize our project work.
- As an entrepreneur, you are your own product
- You can turn your academic research outcome into a business, instead of letting it lie idle on the shelf after attaining the certificate.

What was your key take home message from this Seminar?

19 responses

- You are the Product and manufacturer of ideas in your business
- To take opportunities and monetise them
- Come up with a business related thesis/research
- No opportunity is small
- An entrepreneur is one who gets ideas and sees ways of monetizing it. They turn ideas into a money bank.
- Involve legal experts in your process.
- As an entrepreneur I am the product
- Look at the business side of our academic research work
- See yourself as the product and research around your ideas and passion before venturing in to that space

Figure 8 Responses on participants key take home messages

Nineteen (19) respondents answered this evaluation question with their key take home messages from the seminar as shown in figure 8 above.



## How satisfied were you with the Presentation?

24 responses

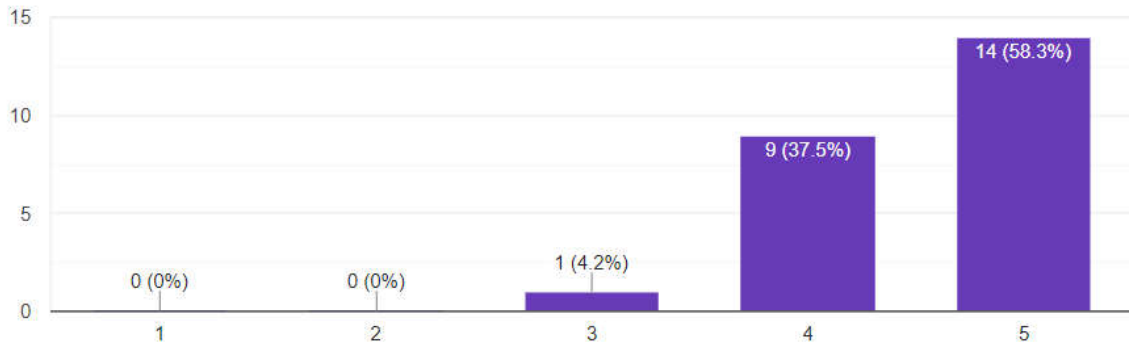
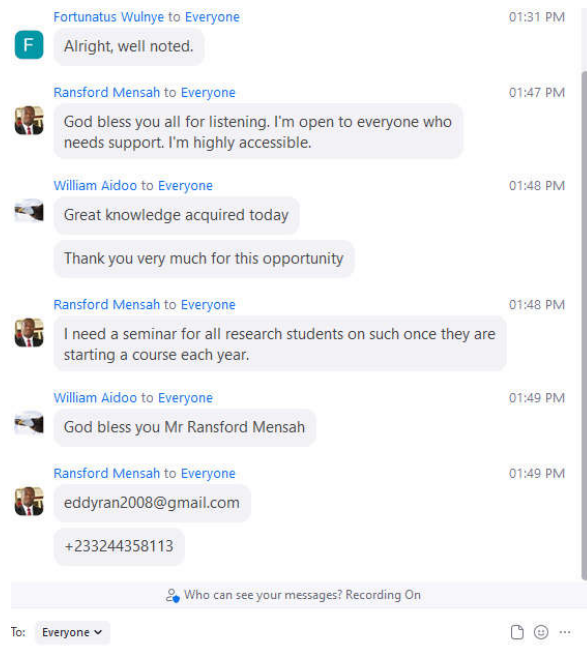


Figure 9 Chart results of participants level of satisfaction with the presentation.

Figure 9 above shows the chart results on the level of satisfaction of participants with the presentation on the theme, “The Role of Research in Entrepreneurship and Business Ideas Development”. Using the 5-point rating scale for measuring satisfaction where 1 means not satisfied and 5 means very satisfied, one (1) person was averagely satisfied with the presentation representing 4.2%. Nine (9) people were satisfied with the presentation representing 37.5% while fourteen (14) people were very satisfied with the presentation representing 58.3%. This implies that, majority of respondents were very satisfied with the presentation.



Any additional comments regarding the Presentation or overall Seminar?

24 responses

Very informative

Very helpful

Need more from resource person

Very informative with regards to starting a business.

It was good

Generally a good piece and we look forward to seeing more of these

It was ok and concised.

No

Really impactful

Any additional comments regarding the Presentation or overall Seminar?

24 responses

No please

Very insightful and inspirational

It was a great seminar and in my opinion it should be organized regularly to equip scholars with diverse ideas which may broaden the scope of research in our institutions. Also, it would be great if we could have copies of the presentation slides to refresh our minds with the knowledge acquired from time to time. My personal gratitude goes to the organizers of this seminar; thank you for the opportunity.

Great takeaways

The presentation was awesome, and I am glad I was part of it.

it was an insightful and educative seminar

Great

No comments

Any additional comments regarding the Presentation or overall Seminar?

24 responses



The image shows a screenshot of a survey form with a list of 24 responses. The responses are as follows:

- Great
- No comments
- Very interesting
- So far so good.
- Very interesting. I hope we have more of this exposures.
- Great
- This seminar has given me the desire to look at entrepreneurship
- Looking forward to more of presentation in this direction
- Now I understand most CEO's are engineers

Figure 10 Participants comment on the workshop.

Twenty-four (24) general comments on the workshop were given by respondents as shown in figure 10 above.

## CONCLUSION

The WASEND maiden seminar was a success as positive comments were received after the session. Majority of participants indicated in the evaluation form that, the seminar was very relevant and helpful. They stated that, series of such programs should be organised frequently.

## APPENDIX



# WASEND MAIDEN SEMINAR

**THEME:**

**THE ROLE OF RESEARCH IN  
ENTREPRENEURSHIP AND  
BUSINESS IDEAS DEVELOPMENT**

**RESOURCE PERSON**

**Mr Ransford Mensah**  
(CEO of Hover Group)

**PARTICIPATING  
ACES (Africa Centers of Excellence)**

- (CoE-2iE), Burkina Faso
- (CoE\_EIE), Benin
- (GTTI), The Gambia
- (CoE\_KNUST), Ghana

Friday, 11th February 2021  
12:00pm - 2:00pm (GMT)

**Join Zoom Meeting**  
Meeting ID: **872 1039 9497**  
Passcode: **611889**

[wasend.org](https://wasend.org)    WASEND    WASEND    West Africa Sustainable Engineering Network for Development