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Newaccra
ACHIEVERS
Report 2015



30 Ghanaians About To Shake The World

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Foreword

Millennials, also known as the ‘Generation Y’ worldwide, are Ghana’s ‘Revolution Generation’. Members of this generation were born during stable political times in Ghana, but have had their fair share of challenges. From food insecurity in the early 1980s, to recent challenges with the educational system, economy, and energy, they have seen it all.

Despite going through so much, this generation still keeps the hope of a prosperous Ghana alive for the unborn, against all odds.

Our generation is full of achievers. While some are household names, others are unsung or totally unknown. It is the unsung achiever that Newaccra Magazine celebrates in this report. We are unearthing, presenting, and celebrating these change makers as gems of their times.

All these unsung achievers are making impact and showing future promise at the same time. For this reason, our report is both a picture of the current state, and an indicator of future trends in youth entrepreneurship and activity in Ghana. We are happy to say The Newaccra Achievers Report has detailed analysis and recommendations that make it very useful for policy makers, entrepreneurs, investors, donors, media, civil society, and the wider community.

This year, we honour thirty people, majority of whom are in business, the arts and technology. Try as we may, we simply cannot name everyone who deserves a seat at the honour table, but we can commit to produce a genuine list each year. So to all the hardworking people who will make next year’s list, we say ‘keep going, your impact speaks for you’.

Finally, to our 2015 achievers, may your inclusion in this list serve as a motivator. May you be reminded that wherever you are and whatever you do, someone is watching. Today, the heavens celebrate you for every impact you make in shaping our collective destinies.

As you flip these pages, be inspired to bring out more of the gold in you. We believe in you. Go out and shake the world!

Kwamina S. Ekremet

Project Manager

Eric J. Kumah

Team Lead

Newaccra Achievers List 2015

Adjei	Adjei-Baah, Haiku Poetry champion	Lily	Kudzro, Devio Arts
Anne	Amuzu, Nandimobile	Marfoa	Acheampong, TouchMakeup Artistry
Bryite	Asamoah, Healthline 255	Martha	Bissah, Olympic Gold winner
Christian	Atsu, Footballer	Michael	Dakwa, Team1000words
Daniel	Ampofo, Ninety3 Studios	Michael	Bediako, Adinkra Ino-V8
Emmanuel	Nyame, Ghana StartupCup	Nana	Akwasi Awuah, Lawyer and Activist
Emmanuel	Tagoe, Boxer	Papa	Oppong Bediako, Illustrator
Eric	Vondee, My Home Teacher	Patrick	Atsu, Filmmaker & Engineer
Frederick	Osei Mensah, GMC Consulting	Philip	Kofi Ashon, Citi FM,
Gamel	Adam, Gamel Clodin	Philip	Osei Bonsu, Public Relations Specialist
Josephine	Marie Godwyll, Young At Heart	Prosper	Ahmed Amuquandoh, Academic
Joshua	Ayinbora, Agriculturist	Randy	Osae Bediako, Kharis Group
Kenneth	Owusu Akyaw, Gnalet	Theophilus	Acheampong, Petroleum Economist
Kobby	Blay, Ghana Health Nest	William	Okyere-Frempong, HuD Group
Lesley	Afra Aidoo, Afra K Designs	Yaw	Odoom, Trotro Diaries

Business and Leadership



Emmanuel Nyame | Student Entrepreneur, Ghana Startup Cup

An African proverb says he who washes his hands well is fit to eat with kings. Emmanuel's journey into entrepreneurship began in high school with winning a national Junior Achievement competition. Today, his company, DPI, organizes the yearly Ghana StartUp Cup sponsored by U.S. Department of State. This twenty something year old student is a guest author for "2 Billion Under 20" an online book, curator for Startup Digest, a weekly digest for tech startups, a Kairos Global fellow and a Leader at UP Global Community.



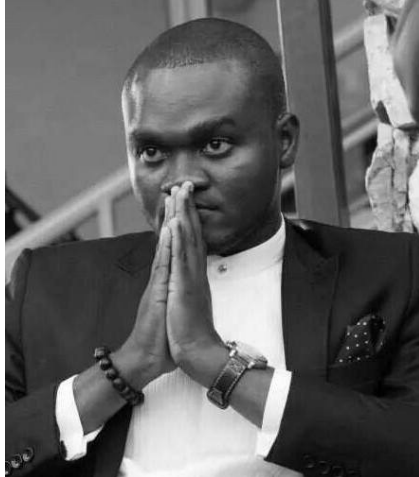
Eric Vondee | Student Entrepreneur, My Home Teacher

Few university students want to build a career in teaching after school, and the ones who end up teaching consider it as a stepping stone. Not Eric, a second year student of the University of Cape Coast. His business, My Home Teacher, connects parents who need home tutoring for their children, to well-qualified teachers. Aside that, Eric is also a radio correspondent, social media strategist for a thriving magazine, and a movie actor and singer. He does all these and still manages to maintain a first class grade point of 3.7



Frederick Osei Mensah | GMC Consulting

Frederick is the managing director and a co-founder of GMC Consulting, a firm that provides business advisory and key training in audit, tax and other professional services for Micro, Small and Medium Enterprises (MSME's) in Ghana. Frederick is a chartered accountant who is helping to grow the informal sector of the country. He is positioned to bring a clear improvement to the operations of hundreds of small businesses in Ghana, starting from Kumasi, where he is based.



Nana Akwasi Awuah | Occupy Ghana

Nana is a Lawyer and one of the leaders of Occupy Ghana, a movement that was formed to demand accountability from the national leadership. He galvanized the talking middle class of Ghana to walk their talk at a time when many had become apathetic to national issues. This movement has subsequently become a force to reckon with in the national affairs of the nation, and has been described by some as the 'Third Political Force' even though it is not set up as a political party.



Prosper A. Amuquandoh |The Smart & Green Energy Group

This Renewable and Sustainable Energy expert spoke on Solar Power Systems at the 2013 Solar Power for World Peace conference in Turkey. He has graced events organized by the United Nations, ECOWAS, Eastern Africa Power Pool, and some universities. He was guest speaker at discussions organized by Joy FM, Citi FM, The African Center for Energy Policy, ELBA Energy Forum, and IMANI. Prosper doubles as the Ghanaian Leader of SKEGU (Scotland, Kenya, Ghana and Uganda), a movement of legacy minded inspirational role models.



Randy Osae Bediako | Kharis Group

Randy is a dynamic leader seeking to inspire his generation with modern and innovative thinking in business and leadership. He started off by establishing Kharis Magazine, an award winning Christian magazine and then moved on to enlarge his territory. His umbrella of brands now covers Kharis Express, Outdoor, Books, Wedding, Media and Printing. He hosts the unique 'Spiritpreneurship summit', a Christian entrepreneurship programme aimed at imbibing godliness in business people. He also runs the Kharis Foundation as his contribution to society.



Theophilus Acheampong | Petroleum Economist

Theophilus Acheampong is a petroleum and energy economist. He is currently a researcher at the University of Aberdeen. He has written extensively on the economy, energy and petroleum in Ghana and has spoken on the Ghana Growth and Development Platform, a body that has recently proffered alternatives to the economic policies of the government. His specialties include oil and gas investment analysis, financial modeling, strategic analysis, hydrocarbon accounting and political risk analysis.



William Okyere-Frempong | HuD Group, LEKMA Polyclinic

By training, Dr. William Okyere–Frempong is a medical doctor. By divine design, he is a leadership and life coach, and a passionate speaker who mixes biblical reflection, visionary perception and refreshing common sense. William is the Country CEO of The HuD Group, and lead coach of the group’s leadership and consulting programmes. He also acts as the Medical Superintendent of the LEKMA Polyclinic, and sits on the governing boards of Durban View College, Baobab Family Tree Investment Group, and Kharis Magazine’s Contributing Partners. He recently won the Nobel International Award for leadership and Integrity by West Africa Nobles Forum.

Society and Healthcare



Bryite Asamoah | Healthline255

Dr. Bryite Asamoah founded Vantage Medical Solutions to undertake a range of activities in the health sector. They became trailblazers when they introduced Healthline 255 in partnership with the Vodafone foundation. Healthline 255 is a medical phone service that provides credible and reliable health information to the callers over a telephone. The health advice is given by doctors and nurses, and this phone medical service is the first of its kind in Ghana and West Africa.



Josephine Marie Godwyll | Young at Heart

Josephine got her start in social entrepreneurship when she was studying at the KNUST. She used to volunteer with her friends to go into neighbouring villages, and introduce local children to computers. Today 'JMarie' leads a campus based organization that uses a team of student and alumni volunteers, to reach thousands of rural children with computer education. Young at Heart has campus hubs in schools like KNUST, University of Ghana, All Nations University, and Kumasi and Koforidua Polytechnics.



Joshua Ayinbora | Sustainable Agriculture Entrepreneur

Joshua Ayinbora is an engineer, agriculturist and entrepreneur. As an engineering consultant, he worked on critical aspects of Accra's new West Hill Mall interchange project. As an entrepreneur, Joshua is currently working on a sustainable agriculture project. This multi-part project involves sustainable farm practices and recycling. He was awarded the Alumni of the Year, Most Promising Innovation by the UK University Alumni association of Ghana in 2014.



Kobby Blay | Ghana Health Nest

Kobby has emerged as one of Ghana's strongest health advocates. A committed individual, who is passionate about improving health in Ghana, Kobby leads a team at Ghana Health Nest to provide health information as well as organise health related events. Kobby aims to influence individuals, communities and countries to make sound decisions for excellent health outcomes. If in 2015, Ghana has not had a case of Ebola, then thanks should be given to Kobby and some individuals who took it upon themselves to educate Ghanaians about this deadly virus.



Lily Kudzro | Devio Arts Centre

When financial difficulties forced Lily to drop out of university in 2009, she refused to become depressed. Rather, she fell on her natural creative abilities to survive.

Today, Lily runs Devio Arts Centre, an organization on a mission to bring out the creative side of Ghanaian children. Lily's organization has several programmes that reach over one thousand children. She partners with big names like Alliance Francais, and runs her flagship Arts festival, Children's film festival and Slow arts day all in Ghana.

Competitive Sports



Christian Twasam Atsu | Ghana Black Stars , Everton FC

The star of the just ended African Cup of Nations is merely warming up to achieve his true potential. Known for his quickflash dribbling, speed, and gifted left foot, Atsu has won admirers all over the world.

Pundits have long predicted major success for this 23 year old. He is expected to emerge as one of Ghana's greatest attacking players ever.



Emmanuel Tagoe | Boxer, BabyJet Promotions

Ghana has produced some legends in the world of boxing. However for a long time, the country has been searching for her next boxing export.

Emmanuel 'Gameboy' Tagoe is one of the nation's promising youngsters. In his last WBA Intercontinental Lightweight fight, Tagoe dressed up in traditional war gear, arrived in a palanquin, and defeated his opponent halfway through the bout.



Martha Bissah | Olympic Gold Medalist

When seventeen year old Martha Bissah qualified for the World Youth Championships, a journalist on the sidelines of the track asked her how far she thought she will go in the competition. Struggling to catch her breath, Martha responded

"In China, I must say, I will be first" How true were those words. Martha Bissah is the first ever Ghanaian to win an Olympic gold medal. She also holds the record for the youngest achiever in Newaccra's compilation.

Literary and Creative Arts



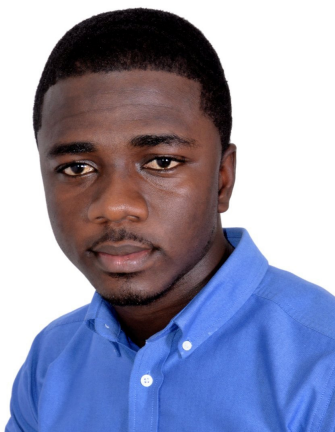
Adjei Adjei-Baah | World Haiku Poetry Champion

This Kumasi based poet is a true icon. Since a teacher forced him to write his first original poem, he has never stopped writing. Adjei has now read his poetry in front of all the Ashanti kings at a large Akwasidae festival. His work has been used by the BBC to represent Ghana during the broadcaster's coverage of the London Olympics 2012. Recently, he won the Global Japan- Russia Haiku poetry contest. Adjei is the cofounder of the Poetry Foundation Ghana.



Daniel Ampofo | Student Entrepreneur, Ninety3 Studios

What have physics and graphic design got in common? Not much! But Daniel's passion for design led him to start a design business whilst enrolled on a Physics degree programme at KNUST. Ninety3 Studios is now the designer of choice for many clients in and around campus. Daniel is also the chief designer for Hetura Books, an innovative publishing company based in Ghana.



Gamel Adam | Student Entrepreneur, Gamel Clodin

One would imagine that the pressure health related programs bring, will deter students from their other interests and dreams, but not Gamel Adam.

Out of nothing, this Herbal Medicine student at the KNUST founded Gamel Clodin, the company he now runs as CEO. His company is now one of the leading fashion houses on campus and in Kumasi. He has a campus shop that records four-figure sales every week. Even as a student entrepreneur, he has already employed over eight people.



Lesley Afrakoma Aidoo | Afra K Designs

In a market filled with several people trying to produce the same things, Afra K is emerging as a leader is making beautiful shoes and handbags with African print materials. Afra K's unisex products are mainly handmade and come with an African touch. Lesley developed the idea for the business while still a student. She is personally interested in law and opportunities for women.



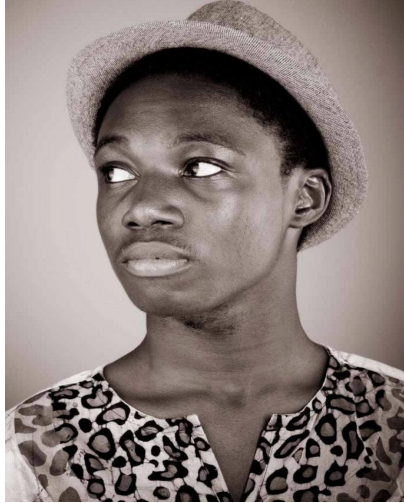
Marfoa Acheampong | TouchMakeup Artistry

Marfoa is a gifted and intelligent makeup artist whose services are sought after in the Ghanaian movie industry. She can expertly enhance, correct, disguise and cause dramatic changes that are needed in the appearance of movie characters. Ladies love Marfoa for her exquisite wedding makeup. The Best makeup artist at the First Edition of the Kumasi Film Festival 2011 always leaves an unforgettable memory of beauty, perfection and impressive transformation for brides. She is also a consultant who trains upcoming makeup artists.



Michael Dakwa | Team1000Words

Michael 'Kwame Pocho' Dakwa is regarded by many as one of the pioneers of modern professional photography in Ghana. He has worked for big names like Ghana Petroleum Commission, Ghana Oil Club, Oak Plaza, and at events like the GLITZ Fashion Week. Driven by a love for the camera, he put together a team of creative individuals to shoot top quality photo and videography for clients. Michael's mantra is that a picture is worth a thousand words. His journey is a lesson in how to turn a hobby or talent into a business.



Papa Oppong Bediako | Illustrator

When Ghana lost one of her best fashion designers in 2014, some wondered if there was enough young talent to step to the drawing board. Papa's exceptional talent that brings life to fashion and art is making him one of Ghana's emerging icons in illustration and fashion designing.

The handiworks of this Radford University fashion design student have been endorsed by American singer Kelly Rowland, musician Lana Del Rey, and Amber Rose, one of America's top models and wife of rapper Wiz Khalifa.



Patrick Kwatsikor Atsu | PatrickMay Film Productions

Patrick Atsu is many things in one- a poet, author, movie director, entrepreneur, electrical engineer, the list goes on.

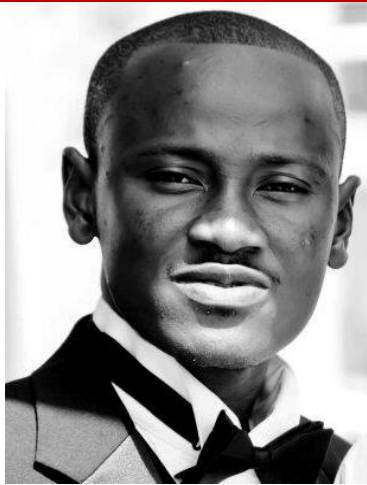
He recently launched his book, "From Dreamer to Achievers", in which he detailed stories of success despite struggle. As a filmmaker and videographer, he has produced a movie which featured veteran actor David Dontoh. His company, also does wedding photo and videography. Patrick does all these while holding down a position as an electrical engineer with the VRA.

Technology and Media



Anne Amuzu | NandiMobile

The CEO and Technical lead at Nandimobile is one of the very few female entrepreneurs in the technology space in Ghana. Anne and two others set up the software company that has now received some recognition in Ghana and abroad. They won the best Business award by a Grand Jury in 2011, SMS award of the year at Top Apps Awards 2013, and the World summit awards in 2013. Anne attended the Meltwater Entrepreneurial School of Technology and is part of the Fortune Global Women's mentoring Partnership Programme.



Kenneth Owusu Akyaw | Gnalet, Aquimini

Without a working geographical address system in Ghana, it is difficult to locate homes, workplaces and landmarks, and cumbersome to set up meetings with friends, family and business partners. Kenneth and his team built the Gnalet App to solve this problem. Gnalet is a Geographical Navigation Address application that links physical address with a phone number, making it easy to find places. This product is pushing gnalet as one of the leaders in App innovation. Ken is also the CEO of Aquimini, a digital signage company.



Michael Bediako | Adinkra Ino-V8

Michael started Ghana's first digital signage company. He has now installed digital signage in over twenty tertiary institutions countrywide, and reduced the need for paper communication in many schools. Since 2008, Adinkra has provided services like App development, Webcasting, and Signage to clients like PZ Cussons, Samsung, and the US Embassy. Another entrepreneur who started in University, Michael is known for his professional work ethic and commitment to high standards.



Philip Kofi Ashon | Citi 97.3FM

Philip is emerging as one of Ghana's foremost media practitioners. Peers describe him as a complete media professional who aims for high quality work. Philip has done an internship with the BBC, UK. He also worked as a freelance videographer and has produced the internationally recognized documentary, 'Living with The Red Book'. He led the CitiFM team that won a World Association of Newspaper and News Publishers grant to pioneer mobile newspapers in Ghana. They also won the Most Innovative newsroom award in 2012.



Philip Osei Bonsu |Public Relations Specialist

Without a doubt, Philip 'OB' Osei Bonsu is one of the most recognized broadcasters in the Western and Central regions, where his award winning SKYY FM Jolly Breakfast Show airs. Philip has interviewed seasoned politicians and industry leaders, and has moderated international discourse on energy, economy and education. Listeners will identify his fluent delivery and ability to achieve a smooth blend while switching languages. Philip also wears the hat as the Corporate Communications Manager of the SKYY Media Group, Public Relations Officer of Eleven Wise FC, and founder of OB|PR Consult.



Yaw Odoom | Student Entrepreneur, Trotro Diaries

Yaw Odoom is the founder of Trotro Diaries, a Facebook group he created just to share the fun and thrill of public transport in Ghana. In just four years, Yaw has grown Trotro Diaries into a formidable group on Facebook, where more than 10,000 members share their memorable moments on public transport in Ghana and other countries. Yaw is now using this group as agent to make contributions towards improving the public transportation in Ghana, and his efforts have landed him an interview by the CNN Inside Africa programme. *END*

Methodology and Analysis

1. Overview of methodology

This is the second straight year of the compilation and our methodology has been completely overhauled. This year's edition has a sharper focus so it provides better value both for our achievers and the wider business community.

Our process begins with nominations by a party of researchers. This year, we expanded the reach of our research party. This has led to the inclusion of more achievers from outside Accra.

Additionally, we specified the basic criteria as follows;

- *To be considered for inclusion in the Newaccra Achievers List, a person must be an unsung Ghanaian achiever, who is not more than 35 years, and has achieved something outstanding as perceived by peers.*

This will explain why we chose relatively unknown people over some popular names. Overall, a lot of detailed work went into compiling The Achievers List and performing the accompanying analysis.

Because of the uniqueness of our approach, this report captures both a picture of the current state and indicates future trends in youth entrepreneurship and other activity in Ghana. The Newaccra Achievers Report is useful for policy makers, entrepreneurs, investors and donors, media, civil society, and the wider Ghanaian community.

In presenting the final 30 names, we generate category labels for grouping convenience. These labels are broad descriptions and not the known industries of achievers. *Business and Leadership* includes business, academic thought leading, research etc; *Society and Healthcare* covers social and agriculture entrepreneurship, sustainability projects etc; *Competitive Sports* covers several professional sporting disciplines; *Literary and Creative arts* covers photography, fashion, design and illustration, fine art etc; *Technology and Media* includes traditional and new media, software and hardware manufacturing, etc.

2. Numbers at a glance

Newaccra Achievers Report 2015 at a glance	
Number of achievers	30
Categories	
Number of categories	Business and Leadership (8) Society and Healthcare (5) Competitive Sports (3) Literary and Creative Arts (8) Technology and Media (6)
Most popular	Business and Leadership (8) Literary and Creative Arts (8)
Gender	
Females	6 Females, representing 20 %
Males	24 Males, representing 80 %
Highest proportion of females	Society and Healthcare – 40%
Highest proportion of males	Business and Leadership -100%
Other	
Youngest Achiever	18 years , Martha Bissah

3. Analysis of Key Trends

Over the past few years, there has been increased activity in Ghana's private and social entrepreneurs space. In producing this compilation, a lot of observations were made. The three major trends observed are;

- The rise of the student entrepreneur.
- The trend of hobby turned business
- The importance of the internet in entrepreneurship.

Each of these trends are analysed below.

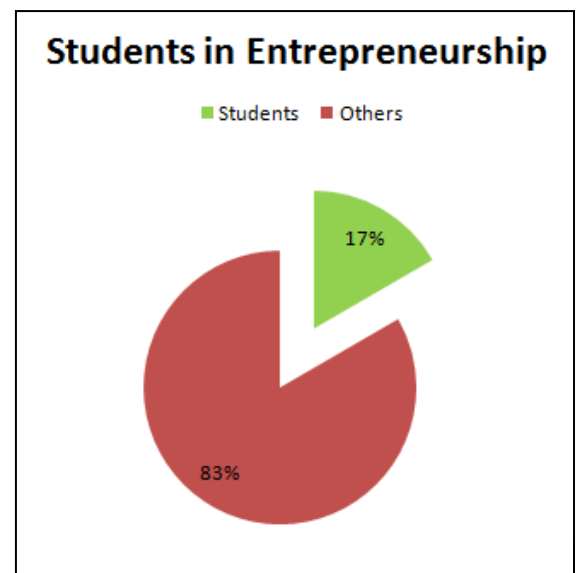
Trend 1: The Rise of the Student Entrepreneur:

Several of our achievers are students or recent graduates who conceived their ideas while still in school.

Student entrepreneurship is nothing new. Several of the world's leading brands started on campus partly because many students are drawn to the idea of 'being your own boss'. Recently however, there seems to be a serious increase in the number of students attempting and actually starting their own businesses¹.

While it is heart-warming to see students juggling their lecture notes and the demands of running a business, it is also important to point out the many challenges they face.

- Working with people turns out to be one of the most popular challenges identified by the student entrepreneurs we interviewed. A lot of them seem to now be developing the kind of teamwork and people skills needed to run a company.
- Finances are commonly said to be a challenge for most, if not all, entrepreneurs². But students understandably feel the pinch more. This is because they have to live on a lean budget and try to use those same funds to cover all the expenses that come with starting and running their businesses.



- The third challenge students face is how to find the balance between academic work and running their businesses. This is interesting because some programmes are very demanding. Also several of these students are starting businesses in areas that are removed from what they are studying. For example, one of our achievers is a physics student who started a graphic design company.

To progress, we all need to support these students. For example, local businesses leaders could come together to offer these students simple resources like training sessions, guidance, and networking. Universities could also strengthen links with industry and design special courses to be taught by successful entrepreneurs and managers.

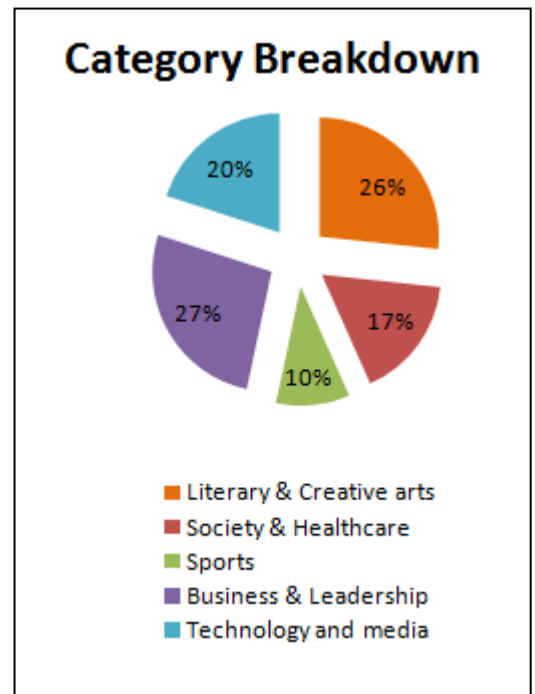
These will go a long way to help to help students fail faster, learn quicker, and become successful earlier. This is a new revolution and these students are the future movers and shakers of the world economy.

Trend 2: The trend of hobby turned businesses

The second observable trend in this report is how people are turning their hobby or personal interest into a business.

Take for example, Yaw Odoom, Founder of Trotro Diaries. Yaw was only having fun by spending his hobby hours to post images and experiences he encountered in his daily commute on trotro. Today, Trotro Diaries has gone beyond just a hobby. Another example is Michael Bediako, who simply had an interest in computers and design work. He started helping family and friends with their presentations and noticed that they loved his work. That was how Adinkra Ino-V8 started.

In this kind of business, the key challenge tends to be how to make the transition from just performing an enjoyable activity to performing the activity within the setup of a business. Any intervention that makes this transition smooth will be really useful. Due to the varied nature of such businesses, entrepreneurs will benefit greatly from speaking with carefully selected mentors. An ideal mentor will be somebody who has achieved a similar



progression, and can teach insights that will shorten the beginner's journey.

At first glance, it will appear that a service that matches beginners to mentors will be in demand. But a closer study will reveal that for this to be successful, beginners must first recognize the importance of mentoring and how to identify the right mentor.

An interesting angle to this trend of people turning their hobbies into businesses is its ability to change history.

For ages, parents, counsellors and teachers in developing countries have pushed their brightest children into career fields that have better prospects and are considered safe. That is why medicine, law, banking and engineering have traditionally been the preferred choices³.

If today's young people can grow their hobbies into sustainable businesses, it will have a positive effect of opening another career door for the next generation of youngsters. When youngsters get exposed, they know something is possible; when they see role models they can relate to, they believe they too can do it; when they see the link between effort and results, they become confident. That is when they are ready to act.

On the basis of the current trends, we can forecast that a lot more young people will attempt to use their creative abilities to start businesses. Their number may however be somehow impacted by how successful the people currently running hobby based businesses become in the near term.

Trend 3: The role of the internet in entrepreneurship

Almost all our achievers have some form of online presence, either on their personal social media pages or company pages. The health category shows how powerful the internet and new media can be. For example, Kobby Blay's Ghana Health Nest did a significant part of their Ebola education online.

The important role that new media tools like social media are playing highlights a few things;

- First, there is the need for all health professional bodies in Ghana to develop ethical codes to guide their members who use media to deliver health. This is a quality assurance measure for both professional bodies and the general public ⁴.
- Second, health professional bodies in Ghana should require their members to display their licences or certification on media platforms especially digital media channels. They should also set up an online verification system that allows users to check whether

someone is qualified or not. This will help people consuming health information to be assured of the quality of information and delivery they are receiving ⁵.

One problematic area of new media is its open nature that gives equal access to anybody – from licenced professionals, to unlicensed people, and even pure charlatans. It is dangerous enough that anybody can put out misleading health information online. But it is even more dangerous that unsuspecting people will actually following that misleading advice found online without making any effort to crosscheck its authenticity.

- Lastly, there is the need for the Ghanaian health professional to be trained in using media, especially new media tools, to efficiently and effectively deliver health to Ghanaians ⁶.

When the internet becomes more affordable and accessible in Ghana, it will be one of the cost-effective ways the government can use to deliver health care to Ghanaians irrespective of their location. It is therefore important that we put in systems to ensure reliable health information exist online ⁷.

While it appears the citizenry is becoming more comfortable with using the internet, we are still far from becoming true digital natives.

Compared to neighbouring countries, Ghana has slightly better internet speed and access. But when we set our standards higher, there is a lot of work to be done ⁸. Internet accesibility is very bad in many rural areas and the cost per megabyte is still not cheap.

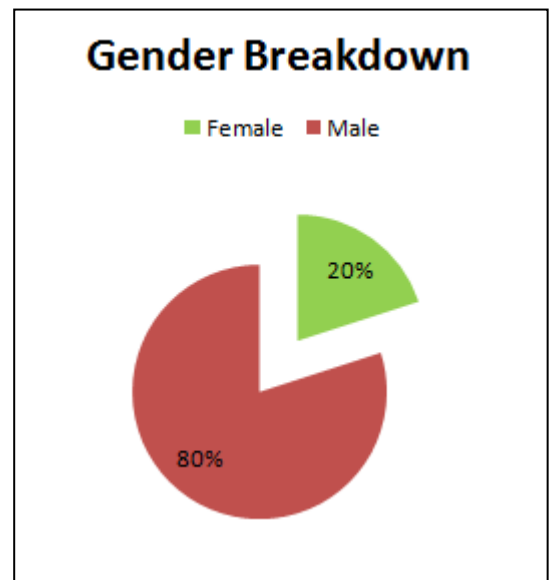
Rural areas do not represent a profitable segment for internet service providers (ISP); therefore there is no strong business reason for ISPs to cover those areas. However, some sort of government policy or agreement could get them to do so. Along that same line, it is also possible to set prices on the maximum cost per second or Megabyte of internet access in the country.

In summary, efforts that make the internet more accessible and affordable are likely to boost youth entrepreneurship.

4. Final Observations and Recommendations

Apart from the three main trends – the rise of the student entrepreneur, the increase in hobby turned business, and the role of the internet, the keen observer will notice the small number of females in this list. Truly, female achievers were outnumbered 4 to 1 in this report. The highest proportion of females is in the society and healthcare category, where they took two out of the five places.

The scarcity of females in technical businesses like software, manufacturing, and construction is well known. Ironically, the few who have made it on a very large scale have enjoyed so much media coverage that they no longer meet our unsung criteria, and therefore could not be included.



Females are important beyond simply correcting the gender imbalance because their success positively affects families and communities ⁹.

It is therefore a good idea to use more grassroot efforts to make more girls attend and complete basic school. Once in school, these girls will now receive targetted efforts to get more of them to choose subjects like science, math, and computing, where they have been traditionally underrepresented. This longer term approach is more likely to bring strong results.

Thankfully, our investigations reveal that there is a crowd of female social entrepreneurs who are quickly finding their feet and getting better. Some of those rising females participated in TechCamp West Africa in early February 2015 ¹⁰. Although females are underrepresented in this year's edition, we expect more females, particularly in the social entrepreneurship and creative business categories in the next few editions.

The Way Forward

We all have a role to play. Local business actors could resource student entrepreneurs or team up with tertiary institutions to provide important insights to students. Young entrepreneurs themselves should look within and identify areas of their personal and entrepreneurial life that

will benefit from strong mentoring. Apart from creating a generally enabling environment, Government and policy makers should work on making the internet more widely accessible and affordable.

The citizenry should support grassroots efforts that get more girls to attend and complete basic school. Established entrepreneurs can also help by developing solutions for the common problems like finance, mentoring, information that confront starting entrepreneurs. The media will greatly contribute if they give some coverage to more unsung young achievers.

In the end, our young people are on the move, and they are moving towards a prosperous Ghana. It is in our interest to start supporting them today.

Conclusion

The journey from raw talent to world achiever is a winding, unpredictable, and weary marathon. People who choose this path are like true athletes who give their all and some more to achieve their goals. Each day, they come alive with ideas, jump out of bed and rush to the tracks.

Somewhere on the unmarked road between the starting and finish line, they run into hard challenges and breathe in discouragement. They are tempted to take the many available exits. Yet the best of them keep running.

More of Ghana's young people are choosing this road daily, and as they race towards their goals, they shape our common destiny with each lunge forward.

The Newaccra Achievers Report 2015 is a celebration of people on their way to change the world. We know them because they are already changing their communities, industries, and countries, even while relatively unknown. Most importantly, they show that the world stage is their next playing field.

In this 2015 report, we have highlighted thirty young achievers from various fields and locations nationwide. Although their projects are different, they are all on the rise, they have shown potential to make impact on the global stage, and they fall under the same age ceiling.

The work of our achievers and other people highlights some major trends; we are seeing more students going into entrepreneurship, more people attempting to turn a hobby into a business, and the important role the internet plays in entrepreneurship. We also observed the small number of females in the list this year.

The challenges of our achievers vary. Students have unique issues with people skills, finance, and balancing schoolwork with their business activities. Hobbyists need to make a smooth transition to a full business. It is also clear that we will be better off with more affordable and accessible internet, and more females in various fields.

We all have a role to play. Let us start today by supporting young people we see doing amazing things.

Regards,

The Team- Newacra.com

Notes

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Media

Kindly email info@newaccra.com for a media pack and to schedule interviews.

This is an unranked, unnumbered compilation produced entirely by Newaccra Magazine without solicitation from any featured personality. It is done as a service to youth achievement in Ghana and Africa. It focuses on relatively unknown people doing amazing things. It is released in March each year to mark Ghana's independence month. Newaccra reports are useful for investors and donors, entrepreneurs, policy makers, the media and the wider business and social community.

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Irene Danquah (MSc) - Associate nutritionist, Team Lead at Olime Health, a total health brand.

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ABOUT

Newaccra.com is a leading success and personal development brand on a mission to become Africa's most trusted name in success and personal development.

We have been online since October 2013. Our sites have been viewed more than thirty thousand (30,000) times by visitors from more than ninety (90) countries.

We produce special reports and run unique events for current students, recent graduates, and young entrepreneurs. Visit us at www.newaccra.com

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