

MAJOR PROJECT

Crit #1 –

**Business & Cultural
Context**

Twitter Description

The Ghanaian Network

Helping the discerning user discover,
taste and enjoy the variety of
Ghanaian culture on offer in London

Elevator Pitch

- **The problem** – highlighting Ghanaian culture in London.
- **Value Proposition** – I will act as a tour guide, sometimes 'leading' the way.
- **Solution** – the website will act as a notice board, 'forum' and network to transfer and exchange ideas between users.

'The Problem'

- Ghanaian culture is relatively new in London compared to Asian, West Indian and Chinese cultures.
- I want to access a website that could tell me about Ghanaian culture, namely traditions & customs, provide translations and events without having to visit 2-4 websites.
- I want to speak to like minded individuals outside of my 'circle of influence.'

The Value Proposition

Acting as tour guide:

- I can learn too.
- Draw attention to Ghanaian culture.
- Create a community or strengthen the current one.
- Facilitate a learning/entrepreneurial environment.
- Be part of the group forging a digital footprint for Ghana.
- Build a great website!

Unique Selling Point

“Best of both worlds”

I am British of Ghanaian descent living in London, I was brought up enjoying the best of both worlds.

My unique position could help share personal insight, clarify, update, be objective etc.

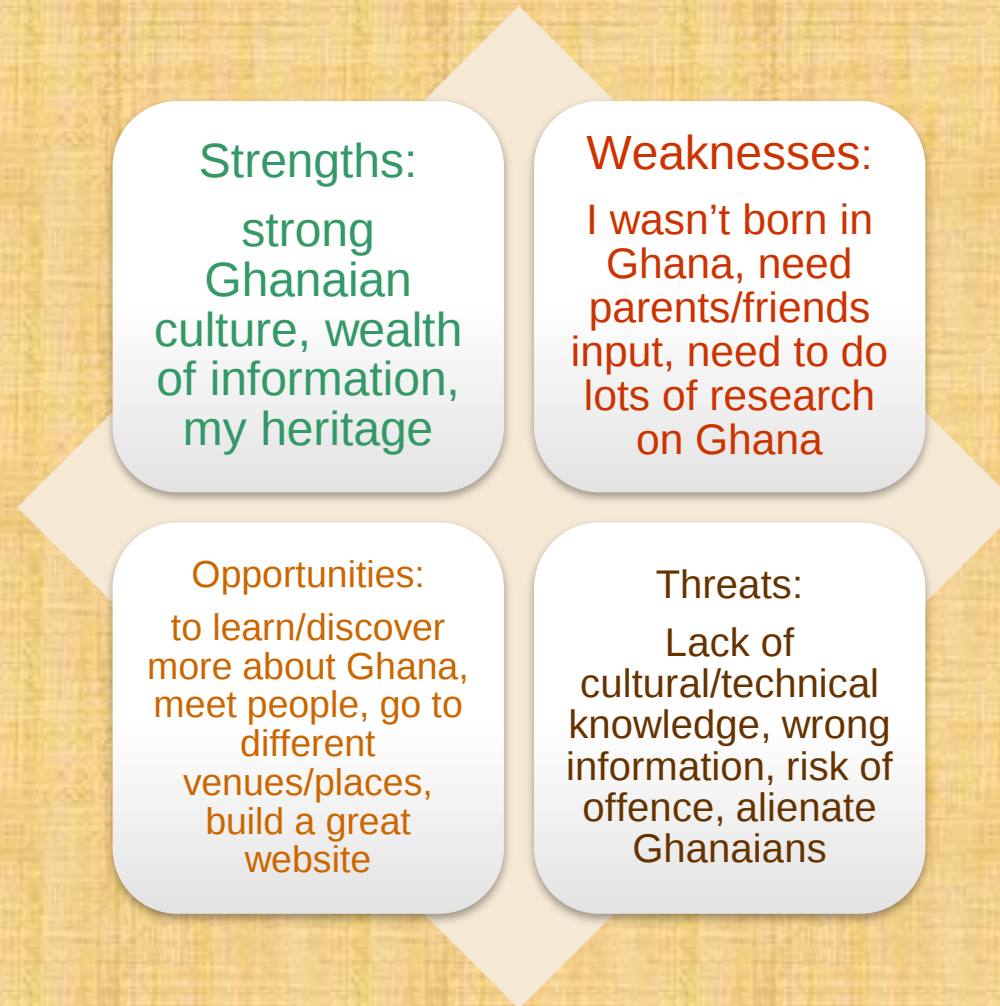
Manifesto - outline

- **I believe** that Ghanaian culture has a lot to offer.
- **I want to live in a world** where sharing information is encouraged, developed and supported.
- **This is what I know for sure** – we can learn a lot from culture.
- **To trust** my instinct.
- **I will not** be afraid to ask for help.
- **I promise** to manage my time wisely.

Business Context

- **General business environment** – culture, lifestyle & entrepreneurship - Ghana is a country 'on the up', the most stable of the African nations.
- **Competitors:** My Ghana Roots, Adanwomase, Divine Chocolate & Touring Ghana
- **Niche:** My London/Black British/Diaspora
- **Site Revenue:** none to start, alternative value - building community

SWOT Analysis - outline



Cultural Context

- **Historic Context – migration:** Ghanaians have been arriving and living in Britain since the mid–16th century.
- **Diaspora** - By the 1980s and early 1990s, 10 to 20 % of Ghanaians were living outside Ghana due to the economic conditions Ghana faced at the time.
- **Website** will focus on Ghanaian arts, customs, food & sports.
- **How** this sits within the wider context of tourism, crafts, arts & entertainment in London.

Next steps...

- Competitor Analysis - focussing on their business model.
- How successful are they?
- What can I learn from them?
- What can I do better?
- What problems can I avoid?

Any Questions?