MAJOR PROJECT

Phase 1 - Concept

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 sometimes post box 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 Proposition

"Best of both worlds"

I am British with Ghanaian heritage 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 Report - outline

- General business environment: culture, tourism, crafts, arts & entertainment.

- Competitors: Facebook, Twitter, Pinterest, Wiki, Time Out, BBC Africa, You Tube, Instagram.

- Niche: My London, meet ups, Black British, diaspora.

- Revenue generation/alternate value: ads, entrepreneurial, small business start ups.

SWOT Analysis - outline

■ **Strengths**: strong Ghanaian culture, wealth of information, my heritage.

■ **Weaknesses**: I wasn't born in Ghana, need parents/friends input, need to do lots of research on Ghana.

■ **Opportunities**: to learn/discover more about Ghana, meet people, go to different venues/places, build a great website.

■ **Threats**: Lack of cultural/technical knowledge, wrong information, risk of offence, alienate Ghanaians.

Research Report - outline

■ Existing web landscape could do with some updating.
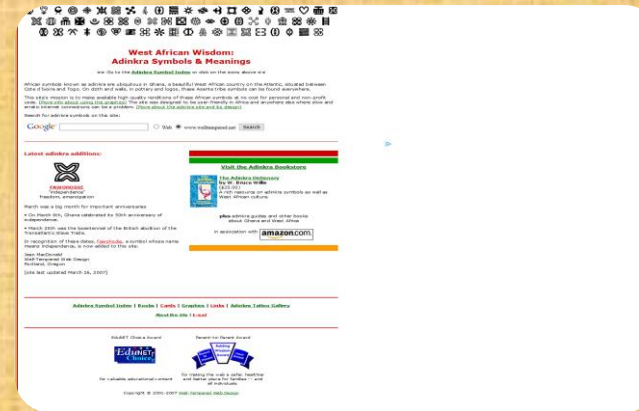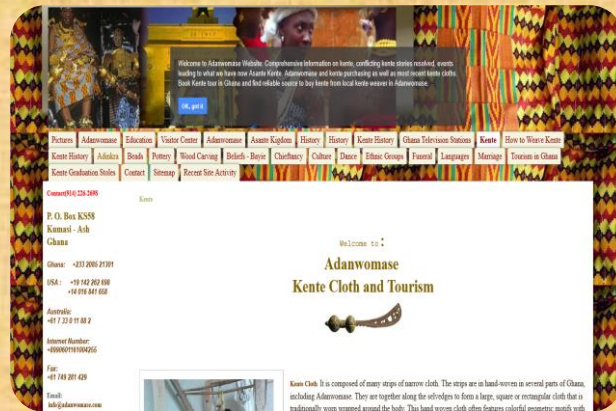
Research Report - outline

Analysis of

■ Cognate websites: www.akwaabauk.com, www.adanwomase.com, www.ghananation.com, www.adinkra.org, www.myafricanow.com, http://www.divinechocolate.com/uk/

■ Non-cognate websites: www.thepennetwork.org.uk, www.proskillconsulting.com, www.sefwihealthinitiative.org, www.ibdesignsvi.com, www.colouricious.com, http://www.shaadi.com

Competitor Analysis - outline

- How successful/popular are they?

- What's their business model?

- Problems my competitors face: out of date information, poor performance/tech website, poor grammar, poor images.

- What can I do differently? Avoid all of the above, add a personal touch.

- How can I learn from them?