

Company Profile

Mind Builders Africa

**Promoting
Entrepreneurship, Innovation
& Digital Transformation**

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**Mind
Builders
Africa**

Mind Builders Africa

Mind Builders Africa (MBA Africa) is a registered entrepreneurship and innovation development hub, headquartered in Accra, Ghana. We are dedicated to providing exceptional business development services across Africa, with a focus on building world-class leaders through digital transformation and creating sustainable businesses in Africa for Africans.

At MBA Africa, we believe that entrepreneurship is a vital force for social and economic progress in Africa. We are committed to supporting the growth and development of startups and entrepreneurs across the continent by providing access to knowledge, resources, and networks that help them achieve their goals.

Our core objectives are centered around promoting entrepreneurship, innovation, and digital transformation. We achieve this through various means, including:

- **Business Development Services**
- **Incubation & Acceleration Programs**
- **Entrepreneurship Training and Education**
- **Financial Management & Accounting Services**
- **International Business & Market Linkages**
- **Policy Development & Advocacy**
- **Technology & Innovation Consultancy**
- **Marketing & Branding Solutions**
- **Mentorship and Coaching Programs**

We understand that every startup is unique, and as such, we provide tailored solutions that are specific to the needs of each client. Our services include business planning, mentorship and coaching, access to funding and investors, market research, product development, and marketing and branding.

We are committed to creating sustainable businesses that have a positive impact on the communities they serve. We believe that entrepreneurship is a powerful tool for promoting social and economic development, and we are dedicated to empowering entrepreneurs to realize their full potential.

At MBA Africa, our focus areas are aligned with our core objectives and are essential to driving economic growth and creating sustainable impact across Africa. We are committed to supporting:

- **Social Enterprises**
- **Agricultural technology and innovation (AgricTech)**
- **Information technology (IT) and artificial intelligence (AI)**
- **Financial management and technology (FinTech)**
- **Agri-business**
- **Manufacturing**
- **Service Industry**
- **Technical & Vocational Education and Training (TVET)**

Our core values are encapsulated in the acronym VISAS:

Visionary Leadership: We strive to lead by example, promoting innovation, and driving change across Africa.

Innovation: We strive to stay ahead of the curve in the ever-evolving business world, providing our clients with innovative solutions.

Service Excellence: We are dedicated to providing exceptional customer service, always putting the needs of our clients first.

Agility: We embrace change and remain nimble, adapting quickly to the evolving needs of our clients and the market.

Social Impact: We are committed to driving positive change in our communities and creating a lasting social impact through our work.



Our Vision

We envision a future where every Ghanaian & African entrepreneur has access to world-class business development services, transformative digital tools, and sustainable funding opportunities to build successful and impactful businesses that benefit their communities and the continent as a whole.

Our Mission

Our mission is to empower African entrepreneurs with the necessary skills, knowledge, and resources needed to build sustainable businesses through entrepreneurship and innovation development programs, mentorship, and access to funding opportunities. We aim to drive economic growth and prosperity across Africa, one entrepreneur at a time.

We believe that entrepreneurship is the key to unlocking Africa's economic potential. That's why we are committed to providing aspiring entrepreneurs with the tools and resources they need to turn their innovative ideas into thriving businesses. With our proven track record of delivering high-quality business development services, mentorship, and access to funding, we are confident that our entrepreneurship project will help drive sustainable economic growth and create meaningful impact for communities across Africa.



Structure

Mind Builders Africa began operating in 2015 as a sole proprietorship and was later incorporated as a Limited Liability Company with Business Registration Number 202009042342012 in 2020.

Our organizational structure is designed to ensure effective management and oversight of our operations. The structure includes:

¶ **Board of Directors**

- Chairperson
- Non-Executive Directors

¶ **President**

¶ **Vice President, Strategy & Operations**

- Operations Manager
- Strategic Planning Manager
- Partnerships and Business Development Manager

¶ **Vice President, Trainings & Programmes**

- Programme Manager
- Training Manager
- Incubation and Acceleration Manager

¶ **Director of Finance, Human Capital & Administration**

- Finance Manager
- Human Resources Manager
- Administration Manager

¶ **Director of Policy & Research**

- Research Manager
- Policy Analysis and Advocacy Manager
- Grants Management and Reporting Manager

¶ **Director of Brands, Innovation & Technology**

- Innovation Manager
- Technology Manager
- Brand Management and Public Relations Manager
- Communications and Marketing Manager

Company's Work Experience

Mind Builders Africa (MBA) has a diverse portfolio of initiatives that support its vision of empowering entrepreneurs and creating sustainable businesses in Africa.

Catapult is a program designed for businesses that want to reinvent themselves in the ever-evolving business world, providing incubation and fund management support. Catapult, a comprehensive incubation and acceleration program designed to help entrepreneurs take their businesses from ideation to market launch and beyond.

SheBuilds is an MBA Women flagship program which focuses on female empowerment and skill-building for girls and women aged 9 and above. The program provides hands-on training in technology, manufacturing, and related fields, with the aim of promoting financial freedom, decision-making skills, and cultural attitudinal change about women.

MBA Juniors is an initiative focused on the younger generation, providing training, mentorship, and fellowship opportunities to unleash their hidden potential in entrepreneurship.

Faithpreneurship is an MBA program that fosters entrepreneurship within faith-based organizations. MBA has organized successful events like the Adventist Business & Entrepreneurship Conference and ICE (Innovation, Creativity, and Entrepreneurship) Summit. These events bring together key stakeholders in the business and entrepreneurship space to discuss the latest trends and opportunities for growth in the church.

These initiatives are just a few examples of MBA's efforts to create sustainable businesses and promote entrepreneurship across Africa. By providing support for women, young people, and businesses at various stages of development, MBA is committed to building world-class leaders and driving economic growth across the continent.

Other initiatives includes;

MBA Venture Capital: a program that provides seed funding, mentorship, and strategic guidance to early-stage startups in Ghana.

MBA Social Enterprise Initiative: a program that supports social entrepreneurs in Ghana who are focused on creating sustainable solutions to social and environmental challenges.

MBA Diaspora Engagement Program: a program that aims to connect African diaspora entrepreneurs with opportunities and resources on the continent, while also promoting cross-cultural exchange and collaboration.

MBA Export Readiness Program: a program that helps Ghanaian businesses prepare for and enter international markets, with a focus on export promotion and market access.

MBA Innovation Lab: a platform for entrepreneurs and innovators in Ghana to collaborate, experiment, and test new ideas and technologies, with support from industry experts and investors.





Our Services

MBA Africa offers a range of services to support businesses at various stages of development. Our services are designed to provide entrepreneurs and businesses with the resources, guidance, and support needed to succeed in their respective industries.

Business Development Services: MBA Africa provides customized business development services to help startups and entrepreneurs grow their businesses. Our team of experienced professionals will work closely with you to identify areas for growth, develop strategies for scaling, and provide you with the resources and tools needed to succeed. Our services include market research, product development, financial modeling, sales and marketing support, branding and more.

Consultancy: MBA Africa offers consultancy services to businesses across various sectors. Our team of experienced consultants will work with you to develop strategies for growth, improve your operational efficiency, and enhance your organizational structure. Our consultancy services include market research, feasibility studies, project management, strategic planning, and more.

Co-Working Space: MBA Africa offers a comfortable and collaborative co-working space for entrepreneurs and small businesses. Our space is designed to foster creativity and innovation, with high-speed internet, comfortable workspaces, meeting rooms, and other amenities. In addition to providing a comfortable work environment, our co-working space also provides networking opportunities, allowing you to connect with other entrepreneurs and business professionals.

Financial Services: MBA Africa could offer financial services to help startups and small businesses manage their finances effectively. This could include financial planning, budgeting, accounting, and tax advisory services. Our team of financial experts can provide customized solutions to help you meet your financial goals and ensure that your business is financially healthy

At MBA Africa, our goal is to provide entrepreneurs and businesses with the resources and support they need to succeed. Whether you are just starting out or looking to take your business to the next level, we have the expertise and resources to help you achieve your goals..





Collaborations

MBA Africa has engaged in to provide services and training in different industries. MBA has collaborated with various organizations, both public and private, to provide training and support to entrepreneurs, business owners, and farmers in Ghana. These collaborations have aimed to improve the skills, knowledge, and resources available to individuals and groups, with a focus on sustainability and economic development. We will explore some of these collaborations and the impact they have had on the industries they serve.

Before the COVID-19 pandemic, MBA was contracted by NEIP & the United Nations Population Fund (UNFPA) to collaborate on a project aimed at imparting hard and soft skills to Domestic Head Porters, also known as Kayayeis, in the Accra Metropolis. The team focused on basic record keeping, personal branding, product and service packaging, basic marketing skills, creativity and innovative ways of conducting business, government interventions for businesses, and sources of funding for their businesses. The level of education of the target audience did not require a deep dive into the various aspects mentioned above.

Collaborations

In response to the pandemic, MBA collaborated with the National Entrepreneurship and Innovation Programme (NEIP) to provide weekly training to women and men business owners and entrepreneurs in the Metropolitan, Municipal, and District Assemblies (MMDAs) across Ghana. The training focused on entrepreneurship journey aspects, including accessibility to government opportunities, funding sources for businesses, business sustainability, corporate and personal branding, product and service packaging, proper record keeping, among other areas of entrepreneurship. The objective of the training was to help these entrepreneurs survive the pandemic and beyond.

MBA also collaborated with the Ghana CARES Obatanpa Project, which was established in partnership with the Government of Ghana and faith-based organizations. In this project, MBA, in collaboration with NEIP, provided soft skills training to women and men entrepreneurs in various churches or denominations in Ghana to help them better manage their businesses, acquire new skills, and become sustainable. The training included New Business Models to reshape their businesses and position themselves to receive funding and knowledge to rebuild their businesses.





Additionally, MBA collaborated with the Ghana Congress on Evangelization (GHACOE) to implement the "Mitigating the Impact of COVID-19 Related Pregnancy Among School Girls and Young Women" project. Through this project, MBA, in partnership with the Government of Ghana and NEIP, provided entrepreneurial/livelihood skills training to 1000 young pregnant girls across Ghana and helped them start small businesses until they could return to their formal education and training. The hard skills training included fashion, cosmetology, and catering. The soft skills training included creative and innovative ways of doing business, generating ideas for a business, product and service creation and branding, formalizing businesses, sales and marketing basics, accessing various opportunities in government and private investors, personal branding, basic record keeping and accounting, and prudent saving of money.

Collaborations

MBA Africa also partnered with the Ministry of Finance for The Youth in Innovative Agriculture program under the Ghana Cares "Obaatan Pa" initiative, with the aim of providing training to over 24,000 new, commercial, and small-scale farmers across all 16 regions of Ghana. The program encompasses both technical and business development training, delivered through incubation hubs, to equip participants with the knowledge and skills needed to scale their enterprises and increase their yield production

Recently, MBA collaborated with the World University Service of Canada (WUSC) and NEIP on the Innovation in Non-Traditional Vocational Education and Skills Training (INVEST) for Women in Ghana project. The project targeted 5,000 poor young women in Accra, Kumasi, and Sekondi-Takoradi in the Western Region of Ghana. The goal was to test and scale innovative and sustainable models to improve the enabling environment, reduce gender-specific barriers to women's economic participation, and enhance access to decent work for marginalized women in high-growth, non-traditional sectors.

INVEST sought to partner with MBA to train 40 young women aged 18-35 in entrepreneurship, business development services, and project intervention areas through a business competition. Over the past three years, MBA has championed the entrepreneurship agenda in Ghana, building the entrepreneurship ecosystem and providing business development services, incubation, mentorship, and other forms of support to about 2,000 beneficiaries, the majority of whom are less privileged women and youth.

The business competition was designed to provide technical and financial support to 20 women entrepreneurs per year for five years in the project target areas, which include Accra (Greater Accra in general), Kumasi, and Sekondi-Takoradi. The project will focus on non-traditional sectors, such as ICT, construction, engineering, and energy.



Women in TVET Incubation and Training Programme



Meet the Team

The success of any organization is often attributed to the quality of its team. At Mind Builders Africa (MBA), we pride ourselves on having a team of talented and experienced individuals who are passionate about promoting entrepreneurship and providing business development services. Our team comprises of individuals with diverse backgrounds and skill sets, ranging from business development to finance, marketing, and project management. With a shared vision of fostering entrepreneurship and creating sustainable businesses, our team works collaboratively with clients to help them achieve their goals. In this section, we introduce our team members and their unique expertise.



**Michael Rockson
Nkrumah**

President



**Kenneth Abeiku
Owusu**

Vice President
Strategy & Operations



**Daniel Adutwum
Darko**

Vice President
Trainings & Programmes



**Belinda Naa Borley
Bornmai (MPhil)**

Director, Finance,
Human Capital & Administration



**Nana Kwafo
Asiamah**

Director, Brands, Innovations &
Technology



**Lydia Esi
Takyi (PhD)**

Director, Research and Policy



Michael Nkrumah Rockson is a highly accomplished African entrepreneur and the President of Mind Builders Africa. With an MSc in International Business and a certificate in Growth Strategies for businesses, Michael is dedicated to improving performance, developing youth skills, and empowering women economically. He has over five years of experience leading non-profit and humanitarian initiatives that aim to reduce hardship and help vulnerable members of society.

As a seasoned leader, Michael is skilled in leveraging skill development programs, strategic planning, fundraising for startups, and business management. With his vast experience as a banker, he serves as the Executive Director for FOSANIMO Ent, Co-Founder for Seven7Africa and Kahw Foods. Michael's vision, coupled with his leadership, has been instrumental in the success of Mind Builders Africa. His passion for entrepreneurship has been a driving force behind the organization's mission to foster entrepreneurship and create sustainable businesses in Africa.

Michael's leadership style is based on a mix of talent, experience, humor, and vision. He has a keen ability to identify and cultivate the talents of individuals, empowering them to realize their full potential. Under his leadership, Mind Builders Africa has achieved significant milestones in promoting entrepreneurship and empowering the youth and women in Africa. With his African ingenuity, Michael has assembled a remarkable team of professionals and partners who are passionate about creating positive change in the world.

**Michael Rockson
Nkrumah**

President



Kenneth Abeiku Owusu is a highly accomplished business leader, serving as the Vice President of Strategy & Operations at Mind Builders Africa (MBA). With a solid background in strategic planning, partnerships and business development, as well as operations management, he brings a wealth of experience to his role.

Prior to joining MBA, Kenneth served as the former Country Director for ACE-GHANA, a diaspora NGO from the United States. He was also an executive member of the Torch Bearer Diaspora Board in Memphis, Tennessee, a community organization dedicated to supporting African businesses. In addition, Kenneth served as a consultant for the government of Ghana's SEI program, which trained over 1,000 senior high school students in business development.

Kenneth's passion for advancing the role of girls in the entrepreneurship ecosystem has led him to lead numerous female-focused projects, such as Tai Drones, a company he co-founded to train basic school girls on how to fly drones and develop their interest in science. He holds a first degree in Integrated Rural Art and Industry from the Kwame Nkrumah University of Science and Technology and has completed the prestigious MASHAV program in Israel, specializing in business strategy. With his diverse skill set and commitment to driving impact, Kenneth is a valuable asset to the MBA team.

**Kenneth Abeiku
Owusu**

Vice President
Strategy & Operations



Daniel is an accomplished business leader and serves as the Vice President of Trainings and Programs at Mind Builders Africa (MBA). He is responsible for designing and implementing impactful training programs for entrepreneurs across Africa. With his passion for entrepreneurship and years of experience in running successful businesses, Daniel brings a unique perspective to his role.

Before joining MBA, Daniel started Treasure Estates and Development Consult, now Twenth5th Estates, LLC, where he provided estate valuation and consultation to clients. He also co-founded JAY'S SIPS & SNACKS (J.S.S) and is a partner to Z&A FARMS in a village near Nkoranza called Dromankuma. His experience in starting and managing successful businesses gives him an edge in designing MBA's training programs to cater to the needs of entrepreneurs.

Daniel holds a Bachelor's degree in Land Economy and a Master's degree in Procurement Management, both from the Kwame Nkrumah University of Science and Technology. He also has experience in project management and has worked on projects in the construction industry.

In his role at MBA, Daniel is committed to providing training programs that empower entrepreneurs to succeed in their businesses. He brings a wealth of knowledge and experience to the MBA team and is dedicated to helping entrepreneurs across Africa achieve their goals.

**Daniel Adutwum
Darko**

Vice President
Trainings & Programmes



Belinda is a highly experienced professional who brings a wealth of expertise to her role as Director of Finance Human Capital & Administration & at Mind Builders Africa (MBA). With over seven years of experience in corporate environments, she has held various roles in human capital management, general administration, and accounting.

Belinda is a proven business leader with an international reach. She holds an MPhil in Human Resource Management from the University of Ghana and is a Certified Chartered Accountant. She started with Alex Thompson & Company, an Audit firm, in 2012 and ventured into Human Resource Management in 2013. She has a combined background in both accounting, and human resource management. In 2015, she ventured into taxation and business advisory services with A.B. Business Consultancy then moved on to Academia. She's worked with the University of Cape Coast, Laweh Open University, and Blue Crest College.

As a gender and women's rights activist, Belinda has a deep understanding of these issues and a proven track record of creating materials that are sensitive to gender issues and promote gender equality.

Belinda also serves as the President of MBA Women, an organization dedicated to advancing women's leadership and empowerment in entrepreneurship. In this role, she has been instrumental in developing programs and initiatives that support the growth and success of women entrepreneurs in Africa.

With her extensive experience and commitment to promoting gender equality, Belinda is a valuable asset to the MBA team and is well-equipped to drive the organization's human capital, administration, and finance functions.

**Belinda Naa Borley
Bornmai**

Director, Finance,
Human Capital & Administration



Nana (Kojo) Kwafu Asiamah is a highly experienced startup mentor and consultant, dedicated to helping entrepreneurs and small businesses refine their business ideas and grow their ventures by leveraging digital technologies. As the Director of Brands, Innovations, and Technology for Mind Builders Africa, Kojo has worked with a diverse range of clients, including Fortune 500 companies, startups, and brands.

In addition to his consulting work, Kojo is an entrepreneur, farmer, and tech enthusiast who is passionate about design. He shares his knowledge and insights with others through his website, kojomckenzie.com. Kojo is also the President of Creatives for Social Impact (CSI), an organization that helps design enthusiasts learn, network, and work on impactful projects while developing new ways of storytelling.

After earning a BSc. in Material Science and Engineering from KNUST, Kojo followed his passion and founded YelloCircle Africa in 2013. The company is an independent global creative, innovation, brand, and strategy design company that specializes in creating brand personalities, deciding their online journeys, and sharing their exploits with the world. Kojo also holds a Certificate in Brand Identity and Strategy from IE Business School in Madrid, Spain.

Kojo's mission is to help 1 million ambitious African entrepreneurs build great brands. He believes that entrepreneurs are the driving force behind Africa's future and works tirelessly to help them achieve their goals. Through private coaching and workshops, Kojo helps high-performing entrepreneurs find clarity of purpose, amplify their impact, and access new opportunities through great branding. He also assists international brands in integrating into the African context, using his expertise in strategy, design, web development, photography, video, digital marketing, and copywriting.

Nana Kwafu Asiamah

Director, Brands, Innovations &
Technology

Company Culture

At MBA Africa, we foster a culture of collaboration, innovation, and excellence. We believe in creating a work environment that allows our team members to thrive both professionally and personally. Our company culture is centered around teamwork, where every team member is encouraged to contribute their ideas and expertise towards achieving our common goal.

We value creativity, open communication, and continuous learning, and we strive to create a work-life balance that supports our team members' personal growth and well-being. We believe that a happy and motivated team is essential to delivering excellent services to our clients, and we are committed to creating an atmosphere that promotes positivity, respect, and growth.

Our Group of Professional Trainers

We have a team of both internal and external trainers who are experts in their respective fields. Our trainers have years of experience and possess the skills and knowledge necessary to deliver high-quality training programs. They are dedicated to providing our clients with the tools and resources they need to succeed in their businesses. With a combination of theoretical knowledge and practical experience, our trainers provide hands-on training to equip participants with the skills needed to succeed in the business world. We are proud to have a team of professional trainers who are committed to helping entrepreneurs and small business owners achieve their goals.



127 Projects Done



3850 Start-Ups Impacted



100 Capacity Training Facility



250 Idea Innovations



175 Community Employees

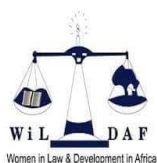


85 Successful Start-Ups

Our Partners

At Mind Builders Africa (MBA), we believe in the power of collaboration and partnerships. We recognize that we cannot achieve our mission of promoting entrepreneurship and creating sustainable businesses alone. That's why we have formed strategic partnerships with various organizations that share our vision and values. These partnerships have enabled us to expand our reach and impact, leveraging the expertise and resources of our partners to deliver high-quality services to our clients.

In this section, we highlight some of our key partners we have undertaken collaborative projects with. We are grateful for their support and look forward to continued collaboration in driving economic growth and development in Africa.





Mind Builders Africa (MBA) is a leading business development and entrepreneurship support organization that is committed to driving economic growth in Africa through the provision of cutting-edge business solutions. With a team of experienced and talented professionals, MBA is well-positioned to provide a range of services that cater to the diverse needs of clients across various industries. Our collaborative approach to working with clients has enabled us to achieve numerous success stories, and we remain committed to supporting entrepreneurs and businesses at every stage of their journey. Whether you are a startup, small business, or an established enterprise, MBA has the expertise and resources to help you achieve your goals and grow your business.

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