3 of Africa’s Most Disruptive Tech Startups

The Inspirer Magazine

In this issue...

- FashionTech in Africa
- Productivity hacks for the 21st
- Can the Bible be trusted?
- Review: The One Minute Entrepreneur & more

Foster A. Akugri
Building a Tech foundation from scratch

NiiDaHyper
Conversations with a Digital Marketing guru

#Digital Revolution

In this issue...

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Takoradi - Ghana
The last few decades have been incredible years for our world. The digital revolution, also known as the Third Industrial Revolution has led to unprecedented opportunities for entrepreneurs and quick thinking individuals to develop great products that solve some of humanities biggest challenges. In a sense, Africa has to a large extent been a consumer of digital products and not leading producers.

In this issue, we will like to celebrate some young African entrepreneurs who are using the power of digital innovation to solve social challenges, inspire the next generation and help build better businesses and brands. What do you see when you look around your community, most likely a lot of challenges and problems. We challenge you today to change your perspective. See these problems as opportunities to make a difference and see how you can utilize technology to solve these challenges. Let’s not be youth who only know facebook and twitter. Let’s get creative and innovative and create technology backed solutions for our dear continent.

Enjoy this issue and don’t forget to share your thoughts at admin@studentshubgh.com

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JUNE - AUGUST 2019
Our African fashion designers have been making us proud in recent years with the creative use of African fabric and Africa inspired designs in clothes and accessories. The increasing interest in African inspired fashion has led companies like Forbes to declare it a billion dollar industry. Yet Sub Saharan African contributes less than 1% to the global fashion industry. Can technology spur the African fashion industry forward?

Here’s a look at 2 pace setters using technology to promote African fashion.
ONCHEK.com
(Ecommerce luxury african brands)

ONCHEK specializes in making luxury African brands accessible worldwide. The ecommerce stocks luxury brands and designers from across the continent who are in the luxury space and selects from products made locally in countries across Africa.

FASHIONTech Africa:
(Event)

The first of its kind, this conference held in South Africa in 2018 allows for participants to immerse themselves with the latest technological tools such as augmented reality, artificial intelligence, internet of things etc.

The FASHIONTech hackathon brings together developers to use the latest tech practices to discover solutions for fashion industry in Africa.
"We Africans are able to build companies that can operate in the global environment."

- Strive Masiyiwa
  Founder, Econet wireless Group
  & Zimbabwe's Wealthiest man
In a world of commerce, when you close a deal, it means you have made a sale. The reason making a sale is often referred to as a closed deal is because there is a sales cycle, from understanding the customer's needs to overcoming their objections. When a deal is closed, the sales cycle is completed and another sales cycle, either with another customer or with the same customer, begins.

Big Bang deal is quite opposite. After all the hype and advertisements, the product does not match what is being advertised or said. This rather dissuades customers from closing the deal with a salesperson (buying the product) or not patronizing the product a second time.

The way consumers make purchasing decisions is constantly changing, so it's important to continually reevaluate your sales strategy as an entrepreneur, student or manager. Here are some of the most effective strategies to help close your sales faster.

1. Be Original
A client can sense if you are being genuine during the sales process. In other words, it's important to convey to the client that you care about their business and not just the deal. Coming off too calculated can turn people off; however, remember that there is nothing wrong with being prepared. It's okay to appear like you're ready for every question that comes your way, just simply don't act like you don't care about the customer's best interests.

2. Identify the decision maker
No matter what industry you are in, knowing the decision maker is crucial to a quick close. Many times the decision makers will send someone else into the meeting to get all of the information they can about your company/product. If this is the case, be sure to put yourself into the head of the decision maker so that you can customize your sales pitch to that person's interests, even if they aren't there. Of course, your best-case scenario is that you sit down with the decision maker. Do whatever you can to setup a meeting with that person.
3. Create a sense of urgency

Attach a deadline to the deal to help give the client an incentive to commit. Whether it’s a discount or something free, make them feel like they have the upper hand. This does not mean rush the customer; it simply means try to give them a little extra reason why your product or service is the right choice, and the right choice right now.

4. Overcome Objections

Preparing the sales presentation to address and overcome potential objections can speed up any deal. If something catches you off-guard, you might need to take some time to think up a solution. Have a “landmine map” by having an outline of anticipated problems and a thoughtful analysis of the risks, you can reduce the resistance.
I recommend working on this in a team. Give them your sales pitch and see if there are any objections you and your team may have missed.

5. Know your competition

Know your competition. Competing for business is tough. Knowing the areas that you are more competitive than your competitor can lead to that quick close. Again, this is all about preparation.

Do your research and make sure that you make note of something that you are doing that your competition is not.

This is oftentimes the biggest selling point, so you don't want to ignore it.

6. BE PROFESSIONAL

Don't put your foot in your mouth. Keep it to the point and focus on your areas of expertise. You want to be real and personable, but you have to remain professional.
Sweet with Money

Her land is filled with beautiful sites,
Blessed with natural resources,
And cherished by many.

The aroma of the delicious palm butter she prepares,
can only be eaten by few.
And for the others, it's small, no taste.
Her home is heaven for some, And misery for others.
Her beauty is so astonishing,
You take solace in her presence.

Everything about her is sweet with money,
Only a few might enjoy her sweetness
And for others, it's just, "mmmmmmh, aaaaay na easy ooh."
Because she is sweet with money.

My Guardian Angel

There is no one in this world that can be compared to you.
You are like a root that holds a tree, without you, how will I stand?

You support me in everything I do.
Your warm and comfortable arms embrace me.
You are my guide, Who shows me the way.

Your warm and cool arms
You give me, when I need you most,
You are my hero that rescues me in times of trouble.

My guardian angel, Who watches out for me,
You love and care about me, even when I hurt you most.

Oh, how sweet you are, My guardian angel.
BUILDING A TECH FOUNDATION FROM SCRATCH

- Foster Awinti Akugri

Foster Awintiti Akugri is the Founder & President of the Hacklab Foundation. He is currently the Incubator Manager for the Stanbic Bank Incubator Ghana (SBIncubator Ghana), an initiative of Stanbic Bank Ghana Limited.

He also serves as a Business Analyst on the Digital Transformation team for Stanbic Bank Ghana Limited & was the youngest participant at the World Economic Forum’s 48th Annual Meeting. We had a chat with him concerning his Tech career & the Hacklab Foundation.
The first Hackathon Experience

When I was entering college for the first time, I had received advice from a cousin of mine who suggested I get involved in capacity building opportunities and network with positively influential friends. So I decided to find clubs and programs on campus that offered the opportunity to build myself. One particular club got my attention, mFriday, a community-based group of technology and entrepreneur aspirants. We met on Fridays to discuss and learn new subjects, resource persons came through, senior colleagues served as mentors.

My first hackathon experience was thanks to this club and it gave me a new insight to building a career path. It was a great experience.

Unfortunately however, a year later, the club lost its vibrancy and participation because the leadership graduated without a succession plan. I was quite disappointed because I had always looked forward to Fridays.
"The opportunity is in the problem. The moment I see a problem, I immediately begin to think about the opportunities that can be created by trying to solve it."

- Strive Masiyiwa
Starting Hacklab Foundation

Fast forward, I decided to build a similar community that offered these opportunities not only to me, but to other colleagues. The decision started with a Hackathon event in 2015. Through support from Stanbic Bank Ghana and DreamOval Foundation we hosted the first edition in April 2016 with 72 participants from 4 universities. It grew over the years by over 100% increase annually. In 2018 we recorded a participation of 450+ participants forming 112 teams and 30+ mentors and coaches.

As our objectives started to expand, we introduced a couple of initiatives including the Hacklab Junior Summer Makers Camp for kids between the ages of 7 years to 13 years, Hacklab Remote Internship Program for college students to gain work experience concurrently as they pursue their academic obligations, National Digital Skills Training Program in partnership with IBM to develop the capacity of over 100,000 youth in Ghana for careers such as Artificial Intelligence Analyst, Blockchain Developer, Data Scientist, Web Developers, etc.

Impact so far
The Hacklab Foundation has since inception impacted over 3000 people, organised 6 hackathons, 2 bootcamps.

250+ women have been directly impacted, 187 projects emerged from our hackathons, 50+ have gained internships, 23+ have gained employment and 9 startups are currently in business incubation. We hope to impact 150,000 people by 2020 through our initiatives. Learn more about us via www.hacklabgh.org

Final Words
In today’s world, you have no excuse to fail, because access to information comes at almost zero cost, learning a new skill doesn’t require you to go through formal education. So if you intend to climb up on your career ladder then learn a new skill every day, stay updated with trends and spend less time on unproductive conversations.

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Location: Windy Ridge, Takoradi
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Writing a thesis project is a difficult task that requires strong research and writing skills. It is difficult for various reasons. It is a paper where you present your research and findings regarding your Diploma, Masters degree or PhD. It is therefore, complex, lengthy and must be accurate in every way. Each point you make must be clearly spelt out and backed up with concrete evidence. It must be written in a formal way following laid down rules.

Thesis writing can be a very stressful process if one does not plan carefully.

Here are a few tips to help you navigate this stage in your academics gracefully:

**Plan early**

Early planning is important. Have a Google folder where you can store all relevant articles and literary works. Create a Google doc and start adding bits and snippets that will be helpful for your work later on.

Think also of choosing a supervisor you will enjoy working with. It is a good idea to identify such early on and develop communication to make it easy for them to accept to supervise you.

**Select a topic you care about**

To make your thesis writing a more pleasant experience, make sure your topic is something you will enjoy researching & writing on.

Brainstorm your ideas with your research supervisor, who will assist you in identifying “burning issues” in your field of study/interest. Give yourself the luxury of being expansive in your thinking at this stage.

It is a good idea to develop a list of ideas and get feedback and suggestions by discussing with your supervisor, colleagues or mentors. Based on the feedback, you can refine your topic and settle on something you are satisfied with. Most importantly, don’t forget to consider your career aspirations when selecting your topic.

**Avoid Plagiarism**

It is very important to give credit to those who have made contributions towards the results and interpretations presented in your paper. Do this by referencing, citation and acknowledgements. Beware of rushing through your work and forgetting to appropriately cite authors as this can have very negative effects on your work. Don’t forget to use the right citation style approved by your institution eg. APA style.
BOOK REVIEW

THE ONE MINUTE ENTREPRENEUR

Beautifully crafted, the book is co-authored by Ken Blanchard, Don Hutson and Ethan Willis. The three present some lessons about entrepreneurship in a way that is fictional. Perfect idea of delivery as their book can be picked up by even those that would swear novels are their only heart’s commitment.

In this short review, I will share with you some main lessons I picked up in the book and some quick nuggets for entrepreneurs.

Lesson 1: Good foundation
A grandparent gives the main character a technique to record his one-minute lessons out of everyday life, both mistakes and triumphs. By the time this young man is in the university, he has a collection of one-minute lessons. All of which set him on a rock solid foundation as a would-be entrepreneur.

A firm foundation, mind you, is more than just the books read or the everyday lessons gained through experience, it is to a large extent about giving in to mentorship and not being afraid to ask for it. A good life is built on strong solid values.
Lesson 2: Mentorship/partnership
To become a master at what one does, the book teaches the art of commitment to learning from those that have gone before you in the same business. The basics learned through this process will contribute to make one a successful entrepreneur.

The authors also dismiss the notion that successful entrepreneurs are better off single/unmarried. They, however, do not fail to highlight the importance of a marriage partner who is equally dedicated to/supportive of your entrepreneurial pursuits.

Lesson 3: Numbers/Customer care
As an entrepreneur, the main character was often faced with the need to analyze expenses and cut out costs. Though cost cutting is important, entrepreneurs need to focus on the right numbers and these are none other than the profits to be made. “Take care of your numbers and your numbers will take care of you”.

To be the best at what you do, to get the best out of your entrepreneurship, remember to value the service consumer. The customer must be treated as rare gold. Give them an ear, it will help you know exactly what they want. Be ready to deliver well

Summary of Nuggets from the Book
- When it comes to finding a life partner, character and values trump over personality and looks.
- Profit is the applause you get for taking care of your customers and creating a motivating environment for your people.
- If you focus only on managing costs, your business will never grow.
- Too many people dream too small. Remember you will never achieve more than you think you can so create a BIG dream!
- Relationships at work, and at home, can deteriorate when they aren’t nourished.
- To live a happy and fulfilled life be generous with your wealth, time, and talent.
- We all leave legacies, be intentional about making a positive difference with yours
Sitting down that afternoon, with a borrowed copy of the New International Version Bible, I sat down to read the bible for the very first time, in my life....... I just read, and read, and read...Often, I would read the whole day, and the whole night... Finally I finished it after about three weeks.

- Strive Masiyiwa
Can the bible be trusted?

By: Nana Ofosu Boakye

If the Christian faith is to be accepted as true as we discussed in our last issue, then the bible upon whose words christians today base their faith must be credible as well. Believing the words of the bible as true and beyond error is the first step to accepting the Christian faith. So why must you accept the words of the bible to be true? Here are 10 reasons to do so:

1. It is based on history, not on the subjective experience of one individual. This opens it up to being tested. It can be proven or disproved.

2. It contains the highest and purest moral teachings. They remain unsurpassed for their simplicity, applicability, and profundity.

3. It contains prophecies that were made and fulfilled. They surpass the possibility of human or natural powers to foresee or bring them about.

4. It has a sublime unity about it in every way—doctrine, progression of thought, story line, theme, details, structure, etc.

5. It is accurate in every way—historically, geographically, scientifically, etc. It is based on the testimony of thousands of witnesses throughout its history. As diligently as sceptics have tried for centuries, there never has been one flaw or contradiction proven to be in the Bible that would establish that it is not what it claims to be. Yet, “to err is human.”

6. It contains medical and scientific knowledge ahead of its time. The Bible did not partake of its contemporary medical and scientific ignorance.

7. It has had an immeasurably profound impact on the world and always in a positive way whenever faithfully practiced.

8. It has the best textual sources of any ancient book. That is, we can trace its history back to its beginnings more accurately, and with greater corroboration, than any major writing of the ancient world.

9. It contains a reasonable view of God, man, and truth.

10. It addresses our fundamental questions about why we are the way we are, why suffering exists, where we came from, what our destiny will be, how the Universe began and how it will end, etc.

Credits: RZIM ACADEMY, apologeticspress.org, faithfacts.org
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Conversations with a Social Media Marketing Guru

By: Rita Ofori Amponsah
Gabriel Nii Amasah Blankson is one of the foremost social media marketers/influencers in Ghana. He was nominated for the Jack Daniels Night Life Social Media Influencer of the Year in 2017 and also in 2018. He was also nominated in the Ghana Youth Awards 2018 as the Youth Blogger of the year. Gabriel is the CEO/Founder of NDH Media Consult and a Social Media Marketing Specialist at Anita Erskine Media.

We had a chat with him to learn more about his work and his views on the impact of social media on businesses.

ROA: Could you tell us about yourself?

I am Gabriel Nii Amasah Blankson (NiiDaHyper), born 7th February 1990. I have 10 siblings of which I am the 3rd born. After SHS I entered into teaching. Taught ICT in a local school for 2 and 1/2 years and Computer Science in DpS International for 5 and 1/2 years. I will say what keeps me strong and going is my zeal and my goal which is to become the most sought-after and successful Digital Marketer in Africa. I am currently a certified and experienced digital marketer. I work full time with Anita Erskine Media as her Digital Strategist, Project Manager, Photographer and her Personal Assistant.

ROA: When you say social media has evolved what does it mean?
Few years ago when social media became a thing, it was very difficult to use, not accessible to everyone, but now social media has become so easy to navigate. Day in and day out, new social media platforms are being introduced, while existing ones are being updated.

Formerly one could only send a text message on mobile but now you can either do a video call or Voice call to an individual or a group of people. It keeps getting better and easier as the days goes by.

ROA: How has social media benefited you and the company or companies you work for?

Social media has changed me from just a popular labadi boy to a popular social media influencer. Now am well known in the entertainment industry. I'm friends with lot of the top musicians and celebrities in the country but that doesn't really mean anything.

Personally it has helped me learn more about personal branding and how to interact with people who you do not meet everyday in your life.

For the companies and individuals I've worked for, my ultimate goal is to make sure their brand is well known and they are getting exactly what they want be it ticket sales, product purchase, music downloads, video views, event attendance... I make sure it happens.

ROA: What exactly does marketing in the digital world age involve?

Marketing is the act of promoting a product or service by running research and advertisement. Marketing online is known as e-commerce or digital marketing.

Using myself as a digital marketer as an example, I help companies identify who are their target audience are, where they live, what they do and like, their age and the type of job they do. Then I promote the product or service to them.

ROA: How are the the various social media platforms different from each other in terms of social media marketing?

We all see them as doing the same thing but they are very different from each other. Twitter and Tumblr(for kids) are "micro blogging" platforms. They allow us to blog using few characters. Mostly news and trending issues are shared here first. Pinterest, Instagram and Snapchat are "Photo Sharing" platforms. YouTube and Vimeo are "Video Sharing" platforms.
Every game, has its own rules, and its own language... Learn the rules, and language of the money game!

- Strive Masiyiwa
With the introduction of live videos, Twitter live (Periscope) Facebook live and Instagram live and TV, we also include them. Facebook, LinkedIn and Google+ are examples of "Social Networking" platforms.

Whatsapp, Viber, Imo, Telegram Yahoo Message, Google Hangout and Facebook Messenger are all examples of "Messaging" platforms. Their main purpose is to send and receive instant messages. With the introduction of group chats and status on some of these platforms makes them look like social networking platforms.

**ROA: Wow! I never knew there were so many platforms and their differences. Has the evolution of social media impacted the marketing industry in anyway?**

Yes it has. Gone were the days one has to buy a newspaper, or watch TV to get educated on a new product, now the only thing you need is a smart device and your internet access. For companies that will like to market their products, they get to save on how much they spend for advertising and also get figures for the number of people that their message has reached. That is value for money. An example is...

If a get my product marketed on Radio, how will I find out the exact number of people listening to that particular radio station as at the time my advert was played. This also applies to TV. Now to Newspapers and Billboards. Can I get figures for the number of people that have seen my advertisement? But for social media, you will be able to find out the exact number of people that have seen your post, liked, shared, commented, their location, age, gender and device used. With this data you will be able to strategize well to achieve more.

**ROA: Nii, your final words to the young ones out there who aspire to be like you?**

Social media can be a blessing and a curse at the same time. Let’s spend our time on it wisely.

Before you enter into the social media marketing business, first read a lot on it, find the necessary tools you will need to start, get the right contacts to help you understand it perfectly and plan according to your budget. Invest in building your personal pages and running some few services for free.

Get a mentor who is already running a social media business and work with them as an intern. With that you get to experience a lot about the Industry.
"A vision on its own is not enough. Hard work & dedication is required to make that vision a reality."

Strive Masiyiwa
mPharma - MedTech

mPharma is an innovative health platform that makes medicine accessible and affordable by connecting the key stakeholders in the purchase and delivery of drugs.

mPharma began as a means to solve the challenges in the drug supply chain. The innovative platform supports patient profiles, prescribe prescriptions, send reminders, know where the stocks are, or assess the required reimbursements.

The success of mPharma has seen it receive investments particularly from investors outside Africa. It recently closed its series B round of funding for $12 million.
In Ghana & other African countries, small holder farmers, whose trade feeds the nation are often the poorest in the society and are continually exploited by middlemen.

Agrocenta is an innovative idea to remove the exploitative middle men and replace them with a digital platform for trading farm produce.

In addition, the company has introduced several solutions for the betterment of small scale farmers such as an instant digital payment channel-Agropay, Access to financing, Truck R- an on-demand trucks and transportation solution as well as Insurance.

Agrocenta was the winner of the SeedStars Global Competition in 2018 where it secured a $500, 000 investment. Its main operations are in the northern regions of Ghana.

Bluewave- InsurTech

Bluewave is an insurtech company based in Kenya. Africa’s population remain widely uninsured for various reasons the least of which is not cost & accessibility.

BlueWave is solving this problem with an innovative platform which allows easy access to affordable micro insurance products thus taking out the complex onboarding process & costs usually associated with insurance.

Having grown a subscriber base of over 10,000 within a few months, the company is looking to expand into other East African markets such as Rwanda
We all have 24 hours, 1,440 minutes, and 86,400 seconds each day. Let’s be realistic! We might look and feel busy, and might even ship some code once in a while. But the fact is that a few hours of undistracted, deep work produces more quantity and quality than a full day of scattered, distracted work.

Productivity hacks help you stay relevant in your industry. In order to remain valuable in today’s technological world, we must be excellently proficient in the art of quickly learning complicated things. This task requires deep work and focus.

If we do not develop this ability, we are likely to fall behind as technology advances, especially in Africa. 89% of people have admitted they waste time at work. The top three time-wasters at work are email, meetings, and social media.

Today we will focus on useful and simple productivity tools that reduce repetitive & boring tasks.
General Organiser Tools

It is very easy to lose track of something you meant to do or just plain remember. You probably saw an article about the latest recipe to get you in the mood to be in the kitchen again, or a new tool that you deem handy to make your work at the office easier—and forget them all.

Enter those note organizers or document management tools that you could run on multiple devices—contributing to improving work productivity. Example of these productivity tools are EverNote, Google organizer package.

How it helps increase productivity
- Clip contents or save notes (audio and text)
- Organize photos
- Set reminders
- Upload attachments

Project Management (PM) Tools

Project Management productivity tools allows you to commit to project delivery and make it more efficient and offers visual enhancers such as Gantt Charts and Kanban boards as well as time and resource tracking tools. Example of such tool is Wrike.

How it helps increase productivity
- Set more realistic milestones and deadlines
- Tie up and automate interdependent assignments
- Keep all of your team’s members focused on your deliverables

File Sharing Tools

An essential tool for improving productivity at any personal or business level. File sharing tools today support multiple file formats including text documents, videos, and images. It is commonly used to download and share media files with other people. Examples are ShareFiles, Dropbox, Google Drive.

How it helps increase productivity
- Employees can use business networks to distribute and share project documents.
- The software can be used to track inbound and outbound brand mentions, social marketing campaigns, and the effectiveness of social media.

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JOIN OUR COMMUNITY OF FUTURE LEADERS

Our mission is to provide under-served youth in Sub-saharan Africa with opportunities, mentorship, information, and resources that will enable them to succeed in their social, spiritual, academic and economic lives and become noble future leaders of Africa.

Here’s how you can join and contribute to the community:

1. BECOME A MENTOR
   Join our team of mentors and offer a helping hand, guiding voice and listening ear to the younger generation. Areas include career, academic, and Christian growth, and relationship/dating guidance. Our mentors offer council and mentorship through one-on-one chats and also by hosting forums on our website.
   If you would like to become a mentor, kindly send your information to admin@studentshubgh.com.

2. RECEIVE MENTORSHIP
   Whether you just need advice, someone to talk to or counsel in any area of your life, our mentors are ready to chat with you and offer godly counsel. From schooling to career, dating and Christian growth, there’s someone ready to help you.
   If you want to request mentorship or just a quick counsel or chat, send a message to:
   - +233 207259376
   - +233 508111299

3. SHARE YOUR ARTICLES
   We are always on the lookout for articles/write-ups that will motivate and educate our community.
   If you have any articles on career, entrepreneurship, tech, motivation, Christian growth, academics, interviews etc., we will be happy to review and publish on our website, our social media pages and in the magazine.
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