

One-Month Intensive course on

# Innovation & Design thinking

Cohort 4



# T.I.D.A

THE INNOVATION & DESIGN THINKING ACADEMY



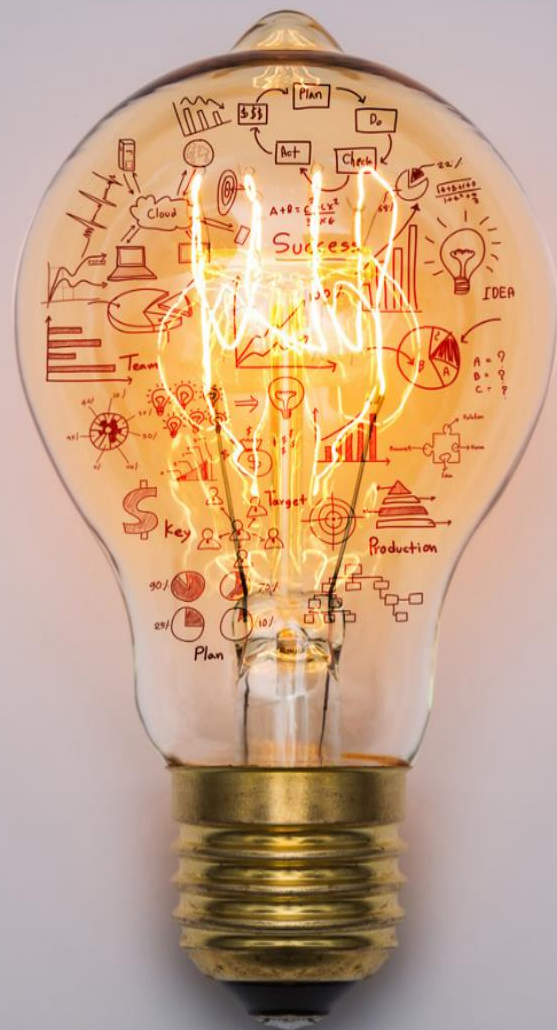


# Problem



## High startup failure and youth unemployment

The National Bureau of statistics report of Sep 2016 revealed that 13.5 million youth of employable age are currently unemployable due to lack of needed skills. Some of the reasons include inconsistency of government policies, lack of right skill sets, insufficient access to funding, high cost of registering business. However, 83% of youths we surveyed had no prior knowledge about innovations and design thinking. Hence, even the skillful youths cannot adapt their skills to solve huge societal problem in the country. Besides, 61.07% of start-ups fail in Nigeria, highest failure rate among top 3 biggest tech ecosystem and investment destination in sub Saharan Africa



# Our Vision

To nurture every young minds in Africa to solve societal problems through design thinking and innovation





# Our Mission

- To build innovative minds that turn passion into purpose
- To create environment for creative and innovative thoughts to thrive
- To equip students with necessary skills to solve societal problems
- To provide mentorship and strong network for social entrepreneurs
- To increase access to opportunities for young and aspiring social innovators





# Partners

We are collaborating with diverse tech hubs, organisations and startups to allow innovative thoughts to thrive among young and aspiring innovators

y•labs

ennovate  
= HUB



# Traction

46

Course  
graduates

7

Innovation  
Experts

350+

Attendees of  
Webinars  
and other  
sessions

Register  
NOW

Link: [bit.ly/TIDACourse2](https://bit.ly/TIDACourse2)

A 1-Month Intensive Course on  
**INNOVATION & DESIGN THINKING**

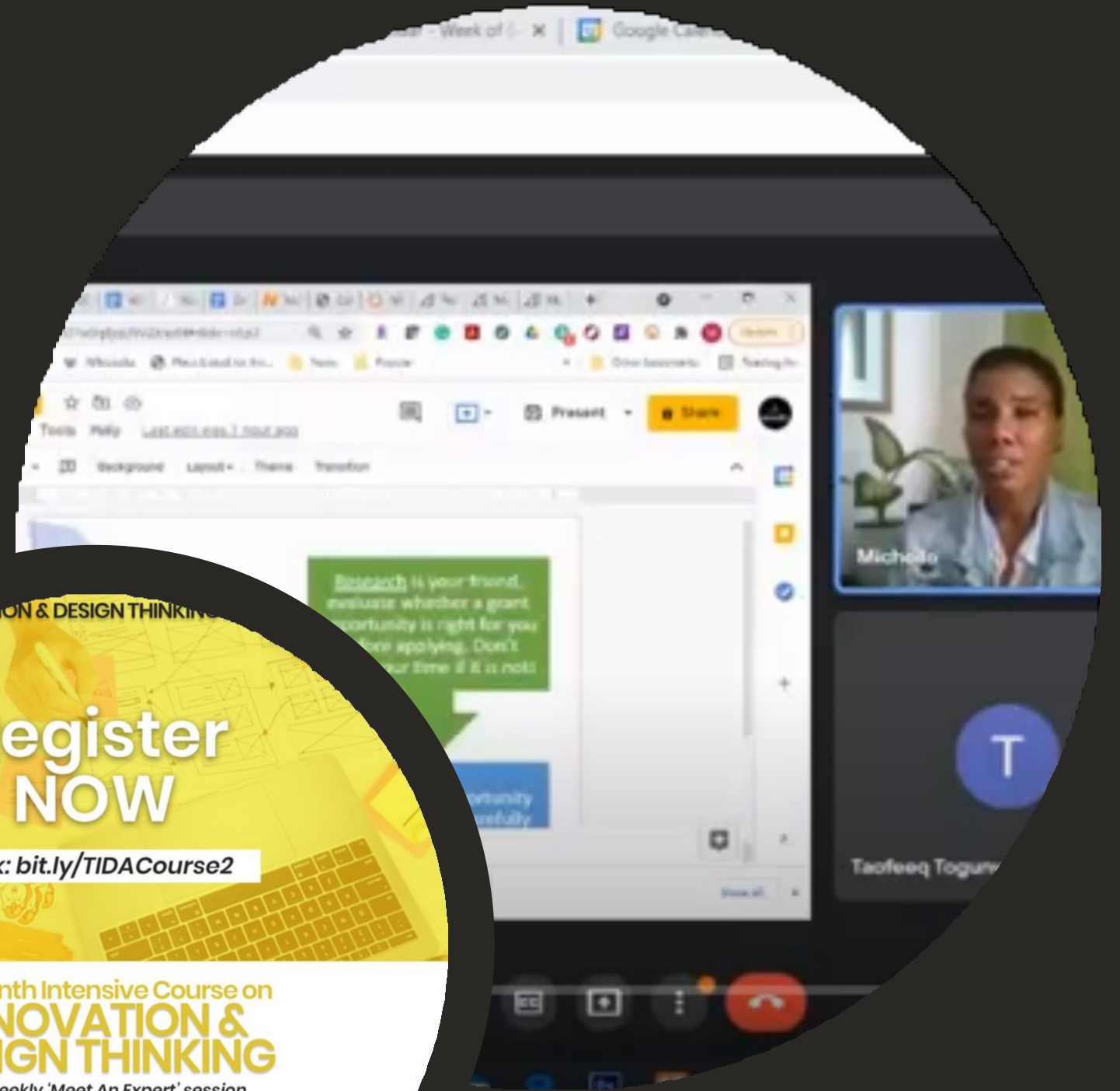
Plus weekly 'Meet An Expert' session  
COHORT 2

Early bird NGN3,500 | \$10.00

Late NGN5,000 | \$15.00

217618365  
Abdulhammed

to: +234810098







# Cohort 4



THE INNOVATION & DESIGN THINKING  
ACADEMY

One-Month Intensive  
**Innovation and  
Design Thinking**  
Course 4.0

*All you need to build a  
sustainable social enterprise*

- human-centred design thinking,
- storytelling, & pitching
- user journey mapping
- business model designs,
- pitch deck design, and
- **'meet an expert' sessions.**

Early Bird Deadline: **23rd November, 2022**

*Account Detail:*

Account name: **TIDA Digital Enterprise**

Account number: **3000041053**

Bank: **KUDA Microfinance Bank**

Send proof of payment to: **+2347035409371**

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| SUN                                                                                                       | MON                                                                                                         | TUE                                                                                                                        | WED                                                                                  | THUR                                                                               | FRI                                            | SAT                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 31 <sup>st</sup> July<br>Pitching                                                                         | TIDA COHORT 4 CALENDAR                                                                                      |                                                                                                                            |                                                                                      |                                                                                    | 25 <sup>st</sup> Nov<br>Registration<br>closes | 26 <sup>th</sup> Nov (5:00pm WAT)<br>-Course Overview<br>- Introduction to design thinking<br>(Google Meet)                           |
| 27 <sup>th</sup> Nov<br>Module 1:<br>Introduction to<br>Design thinking<br>(pre-recorded)                 | 28 <sup>th</sup> Nov<br>Module 2:<br>Design thinking<br>processes<br>(empathy,<br>define)<br>(pre-recorded) | 29 <sup>th</sup> Nov<br>Module 2:<br>Design thinking<br>processes<br>(Ideate,<br>Prototype &<br>Testing)<br>(pre-recorded) | 30 <sup>th</sup> Nov<br>Module 3:<br>Team<br>Formation<br>Strategy<br>(pre-recorded) | 1 <sup>st</sup> Dec<br>Module 4:<br>Customer/User<br>Journey Map<br>(pre-recorded) | 2nd Dec                                        | 3rd Dec<br>Meet an Expert: Mathias Yabe<br>Crafting a winning essay and pitch for<br>innovation funding and training<br>opportunities |
| 4 <sup>th</sup> Dec (5:00pm<br>WAT)<br>Discussion on<br>Module 1-4<br>(Google Meet)                       | 5 <sup>th</sup> Dec<br>Module 5:<br>Story telling and<br>Pitching                                           | 6 <sup>th</sup> Dec<br>Module 6:<br>Pitch Deck<br>Design                                                                   | 7 <sup>th</sup> Dec<br>Module 7:<br>Prototyping<br>and<br>Prototyping<br>tools       | 8th Dec                                                                            | 9 <sup>th</sup> Dec                            | 10 <sup>th</sup> Dec<br>Meet an Expert: Elwinder Singh<br>Challenges and breakthrough as an<br>innovator and social entrepreneur      |
| 11 <sup>th</sup> Dec (5:00pm<br>WAT)<br>Discussion on<br>Module 5-7 (Google<br>Meet)<br>Online Assessment | 12 <sup>th</sup> Dec<br>Innovation Lab                                                                      | 13 <sup>th</sup> Dec<br>Innovation Lab                                                                                     | 14 <sup>th</sup> Dec<br>Innovation Lab                                               | 15 <sup>st</sup> Dec<br>Innovation Lab                                             | 16 <sup>nd</sup> Dec<br>Innovation<br>Lab      | 17 <sup>rd</sup> Dec<br>Innovation Lab                                                                                                |
| 18 <sup>th</sup> Dec<br>Innovation Lab                                                                    | 19 <sup>th</sup> Dec<br>Innovation Lab                                                                      | 20 <sup>th</sup> Dec<br>Innovation Lab                                                                                     | 21 <sup>th</sup> Dec<br>Innovation Lab                                               | 22 <sup>th</sup> Dec<br>Innovation Lab                                             | 23 <sup>th</sup> Dec<br>Innovation<br>Lab      | 24th Dec.<br>Pitching                                                                                                                 |





## THE INNOVATION & DESIGN THINKING ACADEMY

**Yusuf Babatunde** is a co-founder of the innovation and design thinking academy (TIDA), and the chief operations officer (COO).

After serving a 2-months internship at Zohay Healthcare and a 3-months internship at Robotics and Artificial Intelligence Nigeria (RAIN), Yusuf proceeded to lead a team to build a multi-lingual chatbot that can diagnose specific mental health conditions and also provide psychoeducation for youths in Tanzania.

His team has won several innovation completion including; 2022 PrEP4youth innovation challenge, 2021 Hults Prize On-campus Winner, 2021 winner of the VOICE open call for HIV consent research. His team was also a finalist at the first Nigerian Science and Technology Innovation Competition (STIC) in 2021, semi-finalist at Ignite Africa in 2020, three (3) times regional finalist at Hults Prize in Abuja and Nairobi.

Currently, Yusuf and his team are in the first testing phase of "Frigo", an off-grid cooling system built to reduce post-harvesting food spoilage among market men and women in Nigeria after they received a funding of \$1,000 to build a mini-prototype. He is also enrolled at the startup school with Ycombinator to further his knowledge on successfully building a sustainable startup in Africa.

**#MeetTheTutors**

[in TIDA](#) [TIDAcademy](#) [tidacademy](#)



**Innovation &  
Design thinking  
Course (cohort 4)?**



## THE INNOVATION & DESIGN THINKING ACADEMY

**Abdulhammed Babatunde** is a social innovator, global health researcher and serial volunteer with interest in improving public health and wellbeing of Africans with research-driven innovations using human-centered design thinking.

His team was winner of the 2019 national HIV Self Testing contest; 2020 ITEST Designathon; runner up of PrEP4Youth innovation challenge 2022; and winner of global VOICE open call for HIV research. His team was finalist of the Ignite innovation lab 2020; Hult Prize University of Ibadan 2020; and UNLEASH Plus 2021.

Currently, Abdulhammed is working on piloting MyBelle, an innovation he co-founded with aim of reducing maternal and childhood mortality in Nigeria after his team emerged as winner of the Fishbowl Challenge 2021 with \$25000 seed funding together with young innovators from Harvard, Stanford and Singapore Universities.

Abdulhammed is currently a co-founder and Chief Technical Officer at TIDA.

**#MeetTheTutors**

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**Innovation &  
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## THE INNOVATION & DESIGN THINKING ACADEMY

As a first-generation entrepreneur, the desire to fix a fragmented healthcare system led Elwinder Singh to Co-found Connect and Heal (CNH) - with the ultimate aspiration to provide accessible, convenient and cost-effective care.

As a co-founder, Elwinder looks after overall strategy and enterprise & channel sales. Prior to joining CNH, he was a strategy consultant with Roland Berger and AT Kearney across South East Asia.

A graduate of The University of Warwick, Elwinder has been recognised for numerous international accolades including being named as part of the Forbes Under 30 List and is a One Young World Global Ambassador

**Mathias Yabe**  
Co-founder, AkoFresh

**#MeetAnExpert Session**  
3rd Dec., 2022 | 5:00pm GMT+1

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**#MeetAnExpert Session**  
10th Dec., 2022 | 5:00pm GMT+1

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## Opportunity to get mentorship opportunities with tutors and experts





# Instructions

- 
- **Classes start today**
- 
- **It is advisable to stick to the activities on the calender so you would not lag behind**
- 
- **The primary platform for communication is via whatsapp and email**
- 
- **Your email will be added to the drive today in order to gain access to our course resources**
- 
- **Tasks would be during the innovation lab**
- 
- **We would have discussions on the 4th and 11th December to answer questions about the modules and other gray areas**
- 
- **Attendance at the meet an expert session is compulsory**





# Instructions

Set goals for yourself regarding what you want to gain knowledge, network, skills etc

- 

Watch the pre recorded videos and ask questions were necessary

- 

Interact freely with other enrollees, tutors, and experts and ask questions

- 

Complete all tasks diligently and before deadline You paid for this course so it is expected that you will be diligent with the classes and tasks

- 

Work with your team to complete team based tasks

- 

Give feedbacks and recommendations for the course and TIDA team

- 

Share your progress on social media and remember to tag TIDA





# Welcome

...DESIGNING HUMAN-CENTERED AND SUSTAINABLE SOLUTIONS