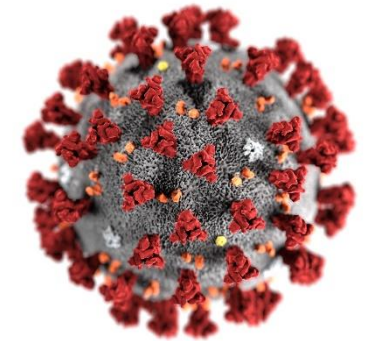
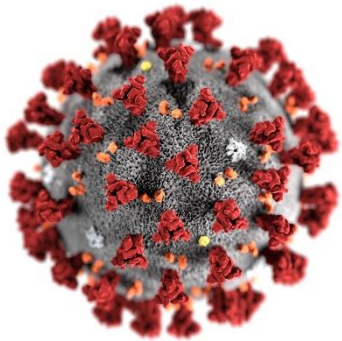


# THRIVE

IN THE FACE OF **DISASTER**  
**AND** CREATE OPPURTUNITIES IN ADVERSITY

**JOIN THE TECHNOCRATS**

to navigate through the oppurtunities



**MODERATOR**  
**SARAH CHIDIEBERE JOE**

Lecturer, Rivers State University, Nigeria  
Researcher, University of Huddersfield, UK  
CEO, ElanHub



**SPEAKER**  
**EDWARD ESENE**

Co-Founder, Plus Innovation Hub



**SPEAKER**  
**JOEL OSEBOR**

President, Fragrance Equip, USA

A free webinar session with the bright brains

**Saturday, 16th May, 2020**

**3pm Nigerian time** **10am US time**

 **Zoom details:**

**Meeting ID: 541 599 6644**  
**Password: 015845**

# Interact with me: #ComeONLINE


 **Edward Esene**

 @EdwardEsene2

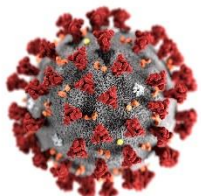
 **Edward Esene**

 @EdwardEsene

 **Edward Esene**

 edward@plusinnovationhub.com  
esene.edward@gmail.com

 **Edward Esene**



Channels Television Live Stream

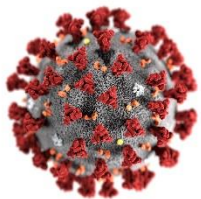


**BUSINESS MORNING**

**EDWARD ESENE**  
Senior Consultant, Kinetic Associates

13% **NIGERIA: ALSI:** 39,119.88 +0.78% NS

**HEADLINES** FG ACCUSES CAMEROON OF NOT HELPING FIGHT EXTREMISTS





**BUSINESS**  
TURNING

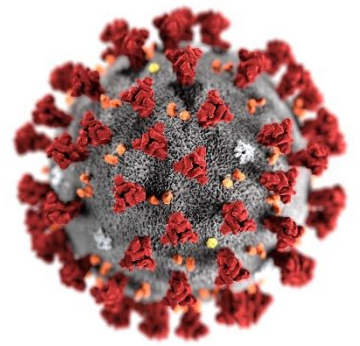
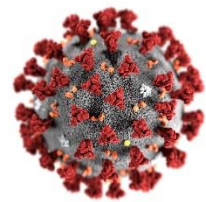
**SME DEVELOPMENT**  
Using Online & Digital Platforms For Business Growth

FR 3M Rate 20.4779 % Change -0.11 NIBOFEM Rate 22.9299 % Change 0.21

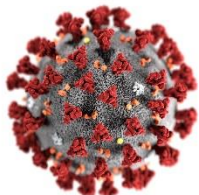
MR1 Price : N2.35 Change : 0.00% MBENEFIT (MR1) Price : N0.50

**ITTF WORLD CUP: QUADRI TO BEGIN CAMPAIGN IN GROUP A**

SONY



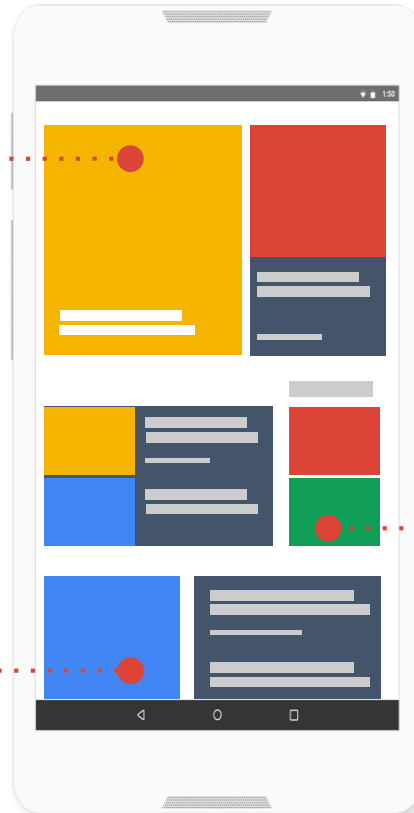
# THRIVE: Opportunities in Adversity



# The 3 segments of Opportunities:



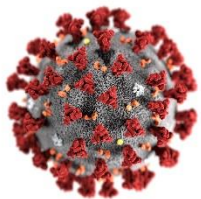
OFFLINE



ONLINE

“Despite covid19, the lockdown shouldn’t be a knockdown for us. Our opportunities are not locked-up”  
- **Edward Esene**

GOVERNMENT

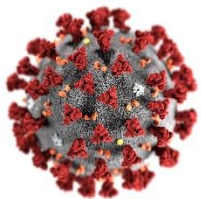


@EdwardEsene

## TRADITIONAL & OFFLINE OPPORTUNITIES



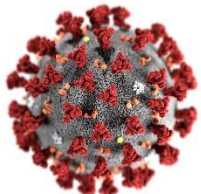
- Supply of Facemasks and PPE's
- Food Business
- Logistics business
- Micro-Lending
- Branding & Printing Services
- Fumigation & Office Cleaning
- Battery Charger & Mechanic Work
- Logistics business: Delivery business
- Laundry services
- Proposal and businessplan development.



## GOVERNMENT AND POLICY

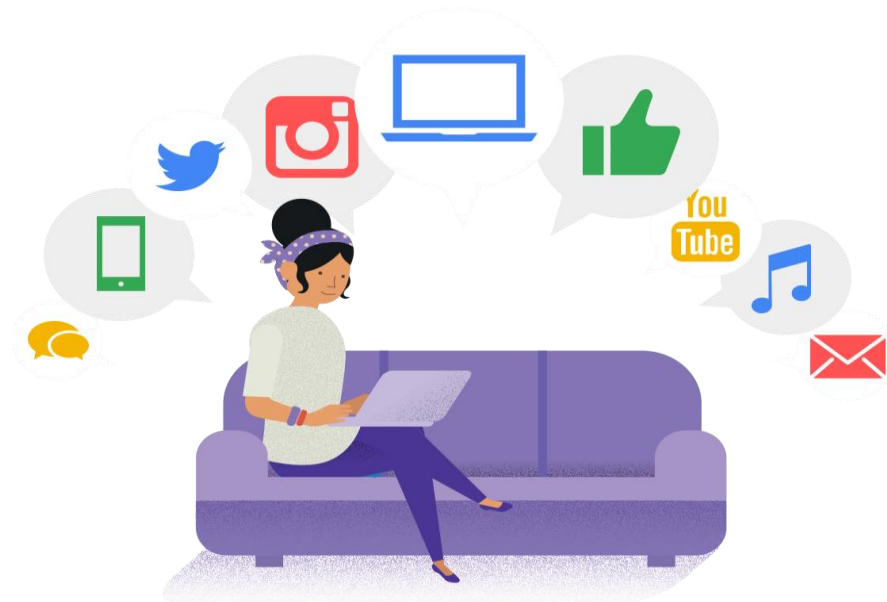


- Palliative distribution
- Citizens data
- Security
- Loans, Grants & Aids (including loot recoveries)
- Security
- Health, life and safety
- Revenue Generation Strategies
- Unemployment issues
- Skills Acquisition, Empowerment and Job creation programmes.
- Building local supply chain capacity
- E-Government

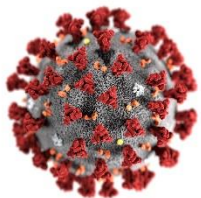




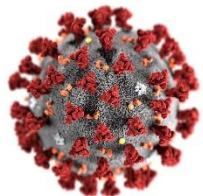
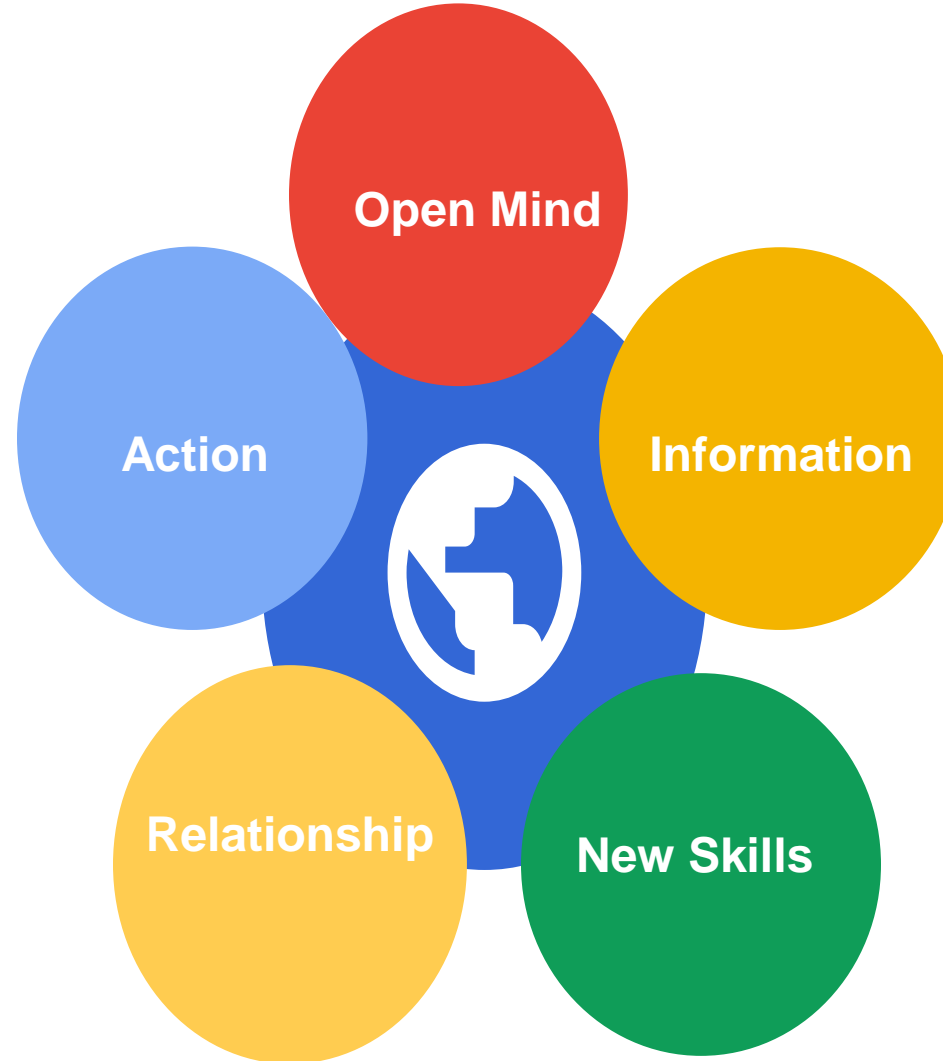
## ONLINE & DIGITAL OPPORTUNITIES



- Online Fashion Stores
- Online Groceries
- Gigs from Upwork, Weworkremotely.com, Fiverr
- Online Schools for kids
- Online Counselling
- Drop Shipping
- Online Business Coaching & Consulting
- Online Church
- Cybersecurity
- Social Media Management
- Website and Mobile App Dev
- E-commerce
- E –government
- Online meetings and trainings
- Online Health Care Services
- Online Legal Advisory
- Online Traveling Consulting



# 5 Things Needed to make the Most of any Opportunity:



[@EdwardEsene](#)

# Proof Of Concept:

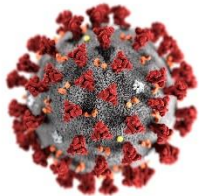
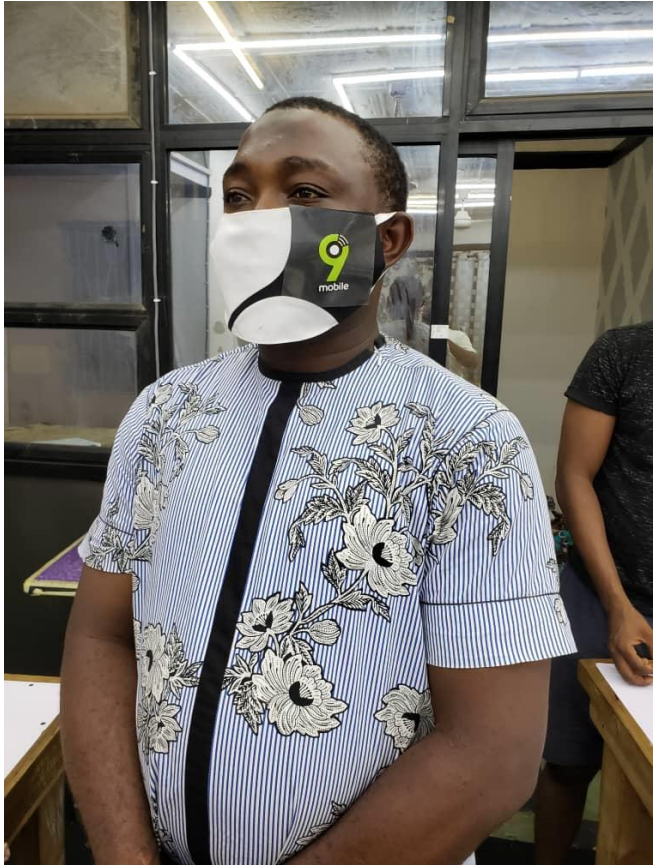
**PURCHASE ORDER**  
Procurement



**EMERGING MARKETS TELECOMMUNICATION SERVICES LTD.**  
(9mobile Nigeria)  
**PLOT 19, ZONE L, FEDERAL GOVERNMENT LAYOUT, BANANA ISLAND, IKOYI.**  
**LAGOS, NIGERIA.**  
RC No. 685139

PO No.	18067	Revision	0	Supplier Number	7054
PO Type	STANDARD			Supplier Name	IDEAS AND SOLUTIONS
PO Date	30-APR-20			Currency	NGN
Buyer	Ezeribe, Nnabugwu Anozie			Payment Term	7 Days
Buyer Phone #				Supplier Address	52 Fideli Adeyemi NG
L.C Number				Supplier Contact	
PO Status	APPROVED			Contract #	

S. No	Item / Description	Need By Date	UOM	Qty	Price	Line Amount
1	Procurement of Branded Breathable Fabric Facemasks as per the attached BoQ		EACH	6,202	700.00	4,341,400.00
	SHIP TO : 169, Aba Road Port Harcourt NG.	07-MAY-20				



**@EdwardEsene**

# Proof Of Concept:



## The Brief and Justification for Going Virtual

### Boost with Facebook Program – Going virtual

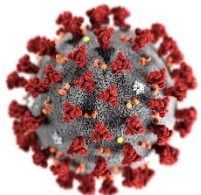
Boost with Facebook has helped thousands of small and medium-sized businesses across Africa, to learn how they can leverage digital tools to achieve their business objectives. These have been in-person one-day workshops where they have gained critical digital marketing skills, whether it is how to have an online presence or how to reach new audiences to build their brand or sales.

This year, COVID-19, a human tragedy that has affected hundreds of thousands of people across the globe, has affected businesses around the world. The pandemic so far is having a growing impact on the global economy, and more so, to small and medium-sized enterprises. Accordingly, governments, private sectors, NGOs, and organizations from different industries have responded in various ways to help stop the spread of the virus and mitigate adverse effects on lives and the economy.

At Facebook, we're looking to keep people safe and informed about the outbreak and have initiated several initiatives to that end. To learn more about how Facebook is responding to the pandemic, read more [HERE](https://about.fb.com/news/2020/04/coronavirus/) <https://about.fb.com/news/2020/04/coronavirus/>. For businesses, especially small businesses, we know that they may be experiencing unexpected challenges, and we are committed to providing as much support as possible. Accordingly, we are going to offer our Boost with Facebook Program virtually, to provide small and medium-sized businesses the digital marketing skills they need during this period. Further, it is crucial to follow the guidelines provided by governments and health experts to stay at home and exercise social distancing.

### Boost with Facebook Digital

In the next six months, we are moving our Boost with Facebook program entirely to a digital format. Moving virtual will require specific considerations to make them useful and successful.



# Proof Of Concept

## The Brief

### Background

The Coronavirus pandemic continues to ravage the world impacting industries, large, medium scale, small businesses and even the strongest economies in the world.

In order to stop the spread, Governments both locally and globally have initiated a lockdown while banning gatherings of more than 20 people per time in order to aid Social Distancing practices and stop the spread. This lockdown has impacted visits to POP and vendor movement making it difficult for consumers to access FanMilk's range of products among others.

As part of the business continuity plan, an online ordering and delivery system within Lagos has been created which will allow continuous delivery of delicious and nutritious frozen dairy products to consumers through these times.

This system is an easy 3 way process that allows for easy order placement, payment and doorstep delivery.

It is important to amplify this ordering and delivery system for maximum impact and reach so that consumers can be duly informed and make use of the platform for purchase.

### The Task

Create a deployment media plan optimized for reach and impact to consumers creating awareness and driving action for the order online system

### Channel

Digital (Lagos only)

### Budget

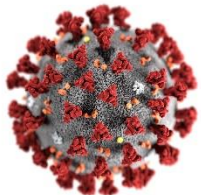
3 million Naira

### FAN Milk Range of Products



### Campaign Duration

2 months



April, 2020

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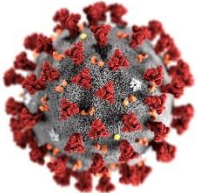
## 1.1 Executive Summary

Client is a Consulting and Investment firm with investment interest in various businesses across several industries. The Board of Realistic Consulting has resolved to consider investment possibilities in the hospitality industry by setting up a **Robust Tourism Business**.

## 1.2 Corporate Statements

**Project Vision:** To create the best and most user-friendly hospitality hub in Sub-Saharan Africa

**Project Mission Statement:** Aimed at providing an end to end, secure and seamless hospitality-focused solutions for tourists, hospitality investors and the general public

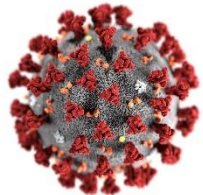


# Finally:

This seasons, those problems and challenges becomes our opportunity.

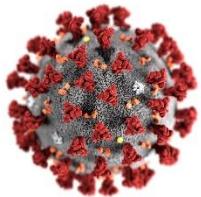
## People Need:

- Faith
- Food
- Fitness (Health)
- Finance (Income or Earning)
- Friends (communication, community support and comfort)
- Restoration
- Hope
- Counselling
- Healing
- New Skills
- Training
- Remote working and Freelancing
- Online Safety and Security
- Online & digital strategies
- Information



\_\_\_\_\_  
**@EdwardEsene**

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esene.edward@gmail.com

 **Edward Esene**

