



ABSbio Project Lessons from Uganda



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Achievements

- Project launch in Uganda (2020)
- Sustainable entrepreneurship Workshop: 35 participants



Achievements

- Introduction to sustainable entrepreneurship: Sustainable development; Current economy vs green economy; benefits of the green economy etc
- Business idea identification: Characteristics of a good business idea; how to identify a business idea; case studies from Uganda; Business plan development, Incubation centres, Business clinics, Self study/reading books/watching DVDs

Achievements

- Feasibility of a business idea: Why conduct a feasibility study; Steps of a feasibility study; Pursue the business idea or not?; Business feasibility assessment checklist
- Why business ideas fail: causes of business idea failure; failure at different stages of the project idea
- Inolytics: Navigating the business idea challenge platform

Achievements

- Field excursion with students
- Assessing landscapes
- Overview of Kibale NP; flora, fauna & local community



Achievements

- Overview of Kibale NP; flora, fauna & local community
- Field equipment for sampling plants, animals & weather; field project identification & development, biodiversity data collection & analysis.



Achievements



- Ecotourism & botanic gardens in conservation



- Training students on fungal identification

Achievements

Training of Trainers workshop (online) : 21 participants:

- Increasing Customer Orientation;
- Personas
- Planning and gathering data
- Customer Segments
- Value Map
- Customer Demand
- Profile business model canvas
- Value proposition
- Customer relationships.

Achievements

- **On-line courses undertaken:**
 - i) Strategy Development at entrepreneurship centers at higher education institutions
 - i) Developing Entrepreneurial courses at Higher Education Institutions

Observations & Lessons learnt

- Participants were enthusiastic about knowledge on the bio-business creation acquired during the workshop.
- Realization of the potential of bio-resources for income generation.
- Bio-based business ideas for translation into commercial products and services were designed.

Observations & Lessons learnt

- Leveraging multinational collaborations between different partners viz LU, Mak, IRGIB to enhance learning & knowledge sharing on creation of bio-based businesses.
- Incorporation of bio-entrepreneurship courses in the department of Plant Sciences, Microbiology & Biotechnology, Makerere University in curriculum.

Challenges in implementation of ABSbio project at MaK

Covid-19 pandemic disrupted many activities esp.

- Couching of students by business mentors
- Summer school in Uganda
- Students business ideas lacked start up funding as the activity was not budgeted for

Way Forward

- Follow up project with cross-university knowledge/training to incorporate many beneficiaries in the bio-based business creation.
- Funding for graduates to incubate their business ideas with the industry through business coaching and mentorship.
- Set up an incubation centre in the department for the College of Natural Sciences at MaK for value addition.
- Develop short courses on bio-entrepreneurship

Way Forward

- Encourage students to pool personal resources for project development

Danke fürs Zuhören

