



Conference



Competition



Networking



**NATIONAL HIGH SCHOOL  
ENTREPRENEURSHIP COMPETITION**

"Raising the next generation of Entrepreneurial Leaders"

# Mini Handbook

creating the next generation of entrepreneurial leaders

[www.sageghana.org](http://www.sageghana.org)

for more information

Endorsed by



Ministry of Education

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Ministry of Trade & Industry

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National Entrepreneurship &  
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# About Us



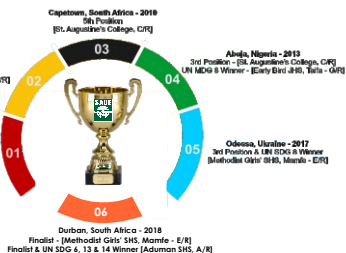
SAGE - an acronym for Students for the Advancement of Global Entrepreneurship. It is a non-profit Transnational Social Movement Organization initiated at the California State University Chico USA. It is currently operating in all the continents of the world with the mission to help create the next generation of entrepreneurial leaders whose innovations and social enterprises address the major unmet needs of our global community. It engages young people in a hands-on learning process on how to create wealth, help others and their communities. Since the adoption of the SAGE Programme in Ghana in 2005, it has shown that it is a potent model for educational reform, youth re-orientation, community service learning and youth employment generation. SAGE Ghana's strategy is to prepare and empower Ghanaian youth through a youth entrepreneurship and community service programme, while simultaneously emphasizing the importance of financial literacy, ethical business practices, civic engagement and environmental awareness.

## SAGE Vision

Creating better futures through social enterprises, socially responsible businesses and community service.

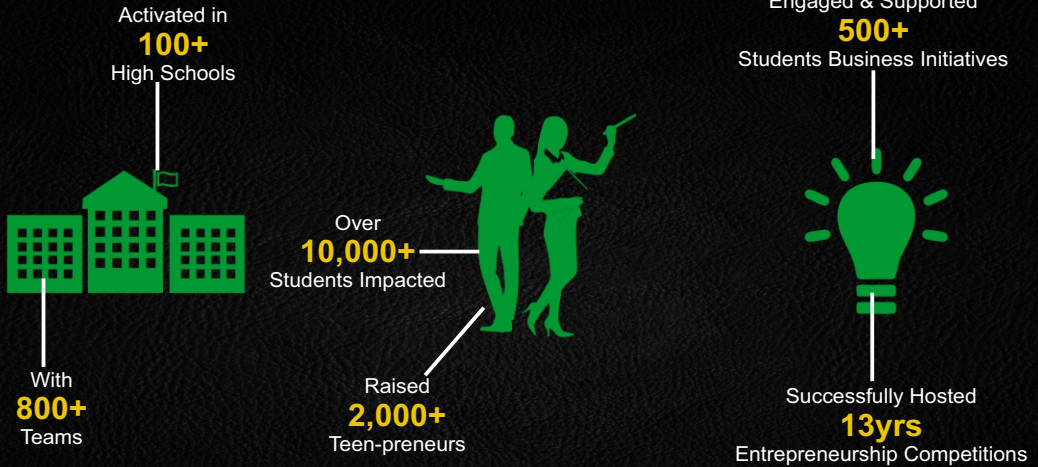
## SAGE Mission

To help create the next generation of entrepreneurial leaders whose innovations and social enterprises address the major unmet needs of our global community.

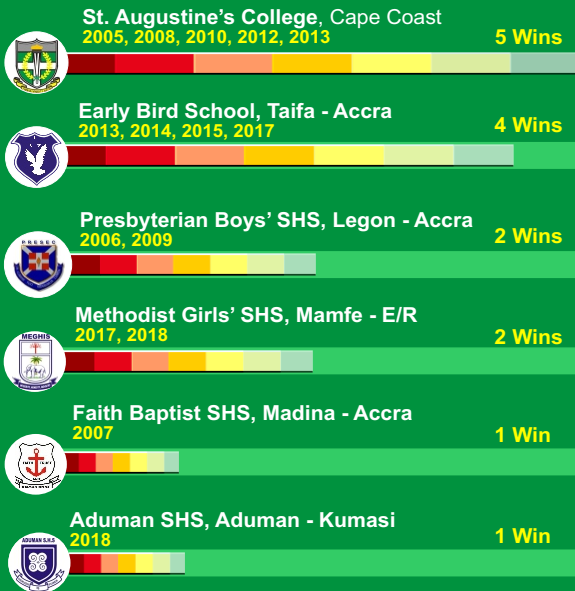


Armenia	Georgia	Nigeria
Australia	Guinea Bissau	Poland
Belorussia	Iran	Pakistan
Belgium	Ireland	Philippines
Botswana	Israel	Russia
Burkina Faso	Japan	Rwanda
Cameroon	Kenya	South Africa
Canada	Kazakhstan	Tanzania
China	Lithuania	Ukraine
Czech Republic	Latvia	United Kingdom
Colombia	Laos	Uganda
Chile	Mali	United States
Ghana	Moldova	Zambia
Germany	Macedonia	Zimbabwe
	Netherlands	

# SAGE Ghana Impact Statistics



## TIMELINES



## List of Participating & Observing Schools



visit [www.sageghana.org](http://www.sageghana.org) for full list of SAGE Winners





# Are you in HIGH SCHOOL

Participate in the



- **Form a SAGE Team**
- **Sign-Up for Free**
- **Win the National Competition & Other Prizes**
- **Represent Ghana at SAGE World Cup Competition**

## HOW TO ENTER

### a. EXPRESS INTEREST

We are looking for school/community-based teams with business initiatives that have just started or gone beyond the initial concept and started to make an impact.

A business model that is focused on addressing at least one **CUSTOMER PROBLEM** and has the ability to maximize profit and scale while addressing at least one **SOCIAL PROBLEM** [see Sustainable Development Goals (SDGs)]

### b. SEND EXPRESSION OF INTEREST

1. Send Business Model concept of **ONE-PAGE** description of business to our email

[info@sageghana.org](mailto:info@sageghana.org)

2. Sign-Up for Free on [www.sageghana.org](http://www.sageghana.org)

**Become A Teen-preneur Now**

**Join a Network of Teen-preneurs in 100+ in High Schools**







## REGIONAL GALA

### REQUIREMENTS

1. Sign Up on [www.sageghana.org](http://www.sageghana.org)
2. Record a 5 minutes video and take photo of Business Concept made by the students
3. Upload content on [www.sageghana.org](http://www.sageghana.org)

### JUDGING CRITERIA

#### CRITERION ONE (1)

##### **Innovativeness and Creativity**

The business has features which few, if any other businesses have, which add to its success.

#### CRITERION TWO (2)

##### **A Believable Path Toward Profitability or Revenue Generation**

The business has defined a believable path toward profitability.

#### CRITERION TWO (3)

##### **Persuasiveness of the "Pitch"**

The pitch clearly explains how much funding is sought by the business, and for what purposes the funding will be used.

#### CRITERION FOUR (4)

##### **Sustainable Development Goals**

The project must address at least one of the 17 Sustainable Development Goals.

# JUDGING CRITERIA

## National & Global Competitions



### CATEGORY ONE (1)

#### Business Operations

- 1.Sales and Marketing (5 points)
- 2.Accounting and measuring business operation results (5 points)
- 3.Strategic Planning (5 points)
- 4.Structure and organizational management (5 points)

### CATEGORY TWO (2)

#### Social Impact

- 1.Measuring Results of Impact (5 points)
- 2.Serving a local or global community need (5 points)
- 3.Primary business focus serving a community need (5 points)
- 4.Addressing the U. N. SDGs (5 points)

### CATEGORY THREE (3)

#### Creativity and Innovation

- 1.New or improved business model (5 points)
- 2.Meeting an unmet need in a market or community (5 points)
- 3.Demonstrating critical thought and problem solving (5 points)
- 4.Potential to inspire change (5 points)

### CATEGORY FOUR (4)

#### Sustainability

- 1.Teamwork (5 points)
- 2.Succession Planning (5 points)
- 3.Market Viability (5 points)
- 4.Ethics and Integrity (5 points)

### CATEGORY FIVE (5)

#### Overall Presentation

- 1.Annual Report (7 points)
- 2.Oral Presentation (5 points)
- 3.Questions & Answers (8 points)

Each SAGE team will be given a **20-minute time block** at the competition.

# COMPETITION PROCESS



## 1. Written Annual Reports & Setting Up

**First 3 minutes:** The SAGE team will immediately hand out their annual reports to the judges.

While the judges are reading the annual report, the team will set up its equipment, set up props, etc.

Before the oral presentation begins, judges will score the written annual report according to the SAGE judging criteria.

## 2. Oral/Audio-Visual Presentation

**Next 10 minutes:** The team will give their oral/audio-visual presentation.

Teams are allowed to demonstrate their products during the presentation, but they cannot hand them out to judges for individual inspection.

## 3. Questions & Answers

**Next 5 minutes:** Mandatory question and answer period.

## 4. Exiting

**Last 2 minutes:** SAGE team will remove all its equipment and exit the room while the judges score the team.

## Judging

The SAGE tournament is about which team does the best job of integrating all five criteria into their business ventures during the year. Judges for SAGE Tournament are business, civic and education leaders.

### GENERAL INFORMATION

1. Each team comes along with four (4) members [3 oral presenters and audio-visual presenter].
2. A laptop for audio-visual presentation.
3. Four-page Annual Report [10 copies].



**DOWNLOAD**

Sample  
**ANNUAL REPORTS •**

**AUDIO - VISUAL PRESENTATION •**

**VIDEOS •**

[www.sageghana.org/resources](http://www.sageghana.org/resources)





SAGE-National High School Entrepreneurship Competition - OPENING DINNER

SAGE-National High School Entrepreneurship Competition - ARRIVAL OF SCHOOLS

SAGE-National High School Entrepreneurship Competition - EXHIBITION

SAGE-National High School Entrepreneurship Competition - SPONSORS & PARTNER

SAGE-National High School Entrepreneurship Competition - INTERVIEWS

SAGE-National High School Entrepreneurship Competition - REP MY SCHOOL

SAGE-National High School Entrepreneurship Competition - COMPETITION

SAGE-National High School Entrepreneurship Competition - AWARDS NIGHT

SAGE-National High School Entrepreneurship Competition - PANEL OF JUDGES

SAGE-National High School Entrepreneurship Competition - ENTERTAINMENT

SAGE-National High School Entrepreneurship Competition - AUDIENCE

SAGE-National High School Entrepreneurship Competition - AWARDS PRESENTATION



WORLD CUP SAGE 2003, USA, Chico



WORLD CUP SAGE 2012, USA, San Francisco



WORLD CUP SAGE 2004, USA, Chico



WORLD CUP SAGE 2013, NIGERIA, Abuja



WORLD CUP SAGE 2005, USA, San Francisco



WORLD CUP SAGE 2014, Russia Federation, Moscow



Courtesy Call: Office of the President Nana Addo Dankwa Akufo-Addo, 2017



Courtesy Call: Office of Formr President Jerry John Rawlings, 2017

WORLD CUP SAGE 2006, CHINA, Shanghai



WORLD CUP SAGE 2015, SOUTH KOREA, Seoul



WORLD CUP SAGE 2007, UKRAINE, Odessa



WORLD CUP SAGE 2016, PHILIPPINES, Manila



Courtesy Call: Office of the 1st Lady Rebecca Akufo-Addo and 2nd Lady Samira Bawumia, 2017

WORLD CUP SAGE 2008, NIGERIA, Abuja



WORLD CUP SAGE 2017, UKRAINE, Odessa



Courtesy Call: Office of the Deputy Minister of Education, Hon. Yaw Osei Adutwum 2017

WORLD CUP SAGE 2009, BRAZIL, Brasilia



WORLD CUP SAGE 2010, RSA, Cape Town



Courtesy Call: Kafu Dey, Former TV Host GHOne TV, 2018

WORLD CUP SAGE 2011, USA, Buffalo



SAGE Students honoured @ 5th SMEGHA for Winning 3 Gold Medals @ SA, 2018

visit  
[sageghana.org](http://sageghana.org)  
for more pictures and videos



Courtesy Call: Gabriel Kwamigah, National Coordinator Zylfofon Cash, 2018



NATIONAL  
HIGH SCHOOL  
ENTREPRENEURSHIP  
COMPETITION

# PACKAGES

- CASH PRIZES
- PRODUCTS FROM SPONSORS
- 6 MONTHS INCUBATION
- EXPOSURE TRIPS
- SPONSORED TRIP TO CHILE TO REPRESENT GHANA

Join the

# techbooth<sup>TM</sup> CHALLENGE

@ National High School  
Entrepreneurship Competition

## SPECIAL Competitions

visit

[www.sageghana.org/resources](http://www.sageghana.org/resources)  
for more information

[www.techboothghana.com](http://www.techboothghana.com)

Powered by



There will be 17 special competitions for Best Enterprises Addressing the UN Sustainable Development Goals (SDGs). Details about these goals can be found here: [www.sageghana.org/resources](http://www.sageghana.org/resources)

SAGE teams advancing to the National Cup are eligible to submit their entries for consideration for one or more of the 17 goals. The winning team in each category will receive a plaque and prize money.

The goals are:



SDG

challenge

Choose any Sponsor Brand,  
Develop Concept & Submit

# "REP" A BRAND





NATIONAL  
HIGH SCHOOL  
ENTREPRENEURSHIP  
COMPETITION

[www.sageghana.org](http://www.sageghana.org)

**CONNECT & ENGAGE**

**COMPETE & WIN PRIZES**

**REP GHANA @ WORLD CUP**

**SIGN UP**

## **SAGE - GHANA ACTIVITIES TIMELINE**

- |  |                           |
|--|---------------------------|
| a. SAGE Schools Activation               | [October - December 2018] |
| b. SAGE Regional Gala                    | [January - March 2019]    |
| c. SAGE National High School Competition | [May/June 2019]           |
| d. AFROSEES Continental Challenge        | [July 2019]               |
| e. SAGE World Cup 2019 (CHILE)           | [August 2019]             |
| f. SAGE Dinner & Awards Night            | [December 2019]           |

## **NATIONAL TEAM**



**Jonathan Nsebo**  
National Coordinator



**Bennett Baah Jr**  
Administrator



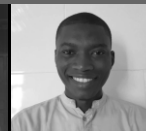
**Leonard Oloo Mensah**  
Events Organiser



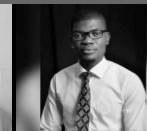
**Sedem Afetornu**  
Global Ambassador



**Esi Kaye**  
Head - Legal



**Mohammed Shaban**  
Team Leader



**Richmond A. Larbi**  
Media Relation



**Dela Anyigbah**  
Head - SAGE Alumni

## **REGIONAL COORDINATORS**



**Elvis Baffour**  
Ashanti



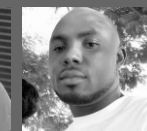
**Kingsley Acquah**  
Brong-Ahafo



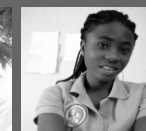
**Ishmael Yusif**  
Central



**Raphael A. Otu**  
Eastern



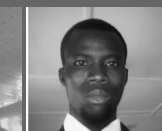
**Narh Saam Ayerley**  
Greater Accra



**Perpetual M. Katsiku**  
Volta



**Emmanuel Koranteng**  
Western



**Salifu A. Falawu**  
3 Northern\*

# THE GLOBAL GOALS

For Sustainable Development



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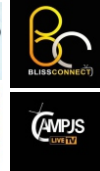
... using innovative ideas by teenagers to address the major unmet needs of THE GLOBAL GOALS for Sustainable Development.

## Sponsors and Media Partners

### Sponsors



### Media Partners



## CONTACT US

Hse No 8, Church Street  
Mile 7, Achimota, Accra.

P.O. Box TU 8, TUC  
Accra, Ghana

T: +233 (0) 302 909519  
M: +233 (0) 248 127 169/ +233 (0) 207 932 835/ +233 (0) 556 245 088

info@sageghana.org / sageghana@gmail.com

www.sageghana.org