

Happiness Now, 2022

Timeline: 14 NSCC students and 3 staff will travel to VHTTI in Njiro, Tanzania (Arusha Region), from May 14, 2022 – May 29, 2022.

Project Goals:

- Working directly with and educating 21 Tanzanian post-secondary students about entrepreneurship and business planning via the Business Model Canvas, taking those students into their communities to learn from other small, medium, and large business owners, hosting a week of “mini-ventures” on campus where VHTTI students will plan and run their own small businesses, following up with 7 of the women in the Vicoba and supporting them with their entrepreneurial ideas through education and mentorship.

Pre-Project work for NSCC Students: Research the value and Impact of empowering women in Africa through entrepreneurship

Tentative Schedule:

Arrive Sunday, May 15, evening

- Welcome, supper, and walk after long journey

Monday, May 16

- **Campus Tour**
- Opening ceremonies
- Choose groups (2 NSCC and 3 VHTTI students in 7 groups?) – random selection of students
- Ice breaker Intro – Name, course, how you are involved in business? Present to other groups
- Business Model Canvas Presentation
 - Entrepreneurship, Intrapreneurship, Social Entrepreneurship
 - 3 P’s - People, Planet, Profit
 - Activity on Competency Wheel – bring color copies of wheel. Discuss it, break into groups, leave the class and meet with group to determine that if within your group you cover most of the competencies. Concept of it takes a team to run a business. Come back and share.
 - Write questions you have about Canada/Tanzania on cue card. Homework - Tanzanians make a presentation to answer questions about Tanzania and Canadians do the same about Canada to be presented end-of-day Thursday.

Tuesday, May 17

- Travel to Tengaru Cultural Centre for tour and learning about their local culture and business
- Afternoon – meet with groups and report on learning.
- Presentation by VHTTI faculty on topic of “What is a Vicoba”

Wednesday, May 18

- Travel to ee-Yeiyo CTE.
- Interview Nkasiyoi Pallangyo. Learn about cultural centre.
- Meet with Janet and Naime. Bring 5 other women from their VICOBA to the village to meet with students and learn about their lives as small entrepreneurs. Students have prepared questions.
- Invite the five women to spend the next week creating a business idea for potential funding. Connect women with students through What’s App for mentorship opportunities over the week.
- Afternoon: Interview skills – power point from Erin Moore (Shari will send). Practice interviewing each other in groups. Interview people on campus to help get business ideas. Market research exercise. Things they would like to see improved, problems, issues, etc.

Thursday, May 19

- Visit entrepreneurs in the Arusha area? Small, Medium, or large. Businesses that focus on empowering women. Find VHTTI alumni who are now running their own business? Any past participants of project, either 2018 or 2019?
- Afternoon –
 - Value and impact of empowering women in Tanzania (collaboration of NSCC and VHTTI faculty)
 - Brain storm business ideas and create BMC including forecasted budget and income.
- Cultural Presentations

Friday, May 20

- Work in groups prepping for business opening on Monday. Students pay expenses on their own and get reimbursed from profits.
- HALF DAY to allow for free-time/prayer in the afternoon

Saturday, May 21

- Canadian Students travel to Ngornogoro overnight
- Shopping opportunities

Sunday, May 22

- Canadian students on Safari in Ngornogoro; travel back to VHTTI for late supper

Monday, May 23

- Run business, track expenses, profits, number of customers, success, etc
- Afternoon debrief – what worked, what didn't, what to pivot for next day. Canadian and VHTTI faculty will act as business advisors

Tuesday, May 24

- Run business, track expenses, profits, number of customers, success, etc
- Afternoon debrief – what worked, what didn't, what to pivot for next day. Canadian and VHTTI faculty will act as business advisors

Wednesday, May 25

- Run business, track expenses, profits, number of customers, success, etc
- Afternoon debrief – what worked, what didn't. Prepare Business Presentations including financials for judging.

Thursday, May 26

- Business Presentations and Closing Ceremonies

Friday, May 27

- Return to ee-Yeiyo and meet with 5 female entrepreneurs from the week before. Have them pitch a business idea. The best business pitch wins the prize \$ to invest in their Vicoba. (All five receive a certain amount.)
- Evening – farewell

Saturday, May 28

- Shopping
- Canadians begin journey home

*Enactus NSCC Pictou to provide equivalent of \$50 in TZS to each of the women at ee-Yeiyo who provide business pitch on Friday, May 27. Winners of the mini-ventures receive a \$50 CDN equivalent to award the female entrepreneur with the best business pitch – either for new or existing business.

*If the students wish to donate their own proceeds amongst the women they may, but not mandatory.