

1 TRICYCLES BY AMEYAW HAYFORD, GHANA

This project is done by Sven Koster in collaboration with the Movendi Foundation, Eindhoven University of Technology and Ameyaw. The intention from Sven Koster to start this project was because of his graduation project of his master Innovation Management. Besides the project with Ameyaw, there was also a research conducted. This research provides guidelines to NGOs how to start alliances with the corporate sector.



Workshop Ameyaw

1.1 Background

In 2006 a group of six volunteers with different backgrounds went to Nkoranza to teach local technicians how they could make orthopedic devices. One of those persons was Ameyaw Hayford. This group of volunteers and Ameyaw Hayford were able to realize a workshop in Nkoranza where Ameyaw could start to produce tricycles.

With support from the Movendi Foundation, Ameyaw Hayford is still able to make those tricycles in the Brong-Ahafo region in Ghana. Tricycles are cycles with three wheels meant for physical disabled people. The tricycle will be moved forward by using the arms and is roughly a wheelchair with an extra wheel up front to move the wheelchair forward by the user itself.

Ameyaw makes those tricycles in Nkoranza in the workshop for the physical disabled people. Together with one apprentice, and one assistant, both are physical disabled as well. Currently they are making approximately 5 tricycles a month which are also 'sold' to new customers.

1.2 Goal

Ameyaw was facing the problem of the fact that he was funded for every tricycle he produced. This made him wonder for how long this business model could exist, when the Movendi Foundation would run out of money for funding his tricycles and what would happen next.

The goal of this project was to map the problems related to this funding problem. Find out what Ameyaw's current situation is and try to bring solutions forward how the future of his workshop could look like to solve the funding problem. This project was also related to a research for a master thesis project for the department Innovation Technology Entrepreneurship and Marketing (ITEM) on Eindhoven University of Technology. The goal was to find out about the movement on corporate-NGO alliances.



Customer with a new tricycle

1.3 Results

During the stay in Ghana, Ameyaw is trained in being more entrepreneurial minded. Suppliers have been found in Nkoranza to reduce the cost price of the tricycle by 14%. Collaboration has been made with a financial institution. Due to this collaboration future customers are able to save money for a tricycle in such a way that will work for Ghanaian people.



Ameyaw searching for new suppliers

Ameyaw wants to implement this new business model and for this he has decided to cut the funding stream coming from the Movendi Foundation. It takes time for customers to get used to the new situation but Ameyaw expects that after a year customers are used to this new situation and his business is running as before. In the meantime he will do repairs and constructing new things as fences.

The master thesis itself delivered guidelines for NGOs. Practitioners of NGOs can use those guidelines to establish alliances with corporations.

1.4 Future

Ameyaw already switched to the new business model. Ameyaw should regularly being contacted to ask about the status of his current situation. Where necessary, advice should be given to Ameyaw. If possible a check-up in Ghana should be conducted within 2 years to check the impact of this project on Ameyaw and his tricycle business.

For more information

www.movendifoundation.org

Or e-mail Sven Koster:

svenzie.koster@gmail.com