



Kenneth Igiri
Strategy Coach
[HTTPS://KENNETHIGIRI.COM](https://KENNETHIGIRI.COM)

Simple Technology for Small Business

Fundamentals of Digital Business

AGENDA | STSB – Digital Business



Simple Technology for Small Business is a series of practical workshops designed to help emerging entrepreneurs make effective use of technology. STSB sessions are designed to be:

Scenario-Based

- We use scenarios to communicate the intended knowledge. This approach ensures **you leave our sessions with knowledge you can apply** immediately.

Demo-Driven

- We minimize the theoretical aspects of the knowledge. Rather than tell you what to do, **we show you what to do** in the context of the scenario.

Hands-On Sessions

- We encourage you to follow along during the session. You capture knowledge not just in your notes but straight to **your muscle memory**. Bridge the gap between knowing and doing.

Module I: **The Customer is the BOSS**

Module II: **Establish a Presence**

Module III: **Develop Artefacts Rapidly**

Module IV: **Leverage Your Initial Market**

MODULE 1

The Customer is the BOSS

This section focuses on emphasizing the role of the **customer as the boss**. Without the customer, there is no business. The customer must be recognized, respected, and empathized with. Your task in this section is to understand the customer and give them their place in your business – the most important place. Three tools will be used to achieve this:



PERSONA | Describe Your BOSS



TASK 001



Target Market

In the boxes provided, describe your ideal customer across the following five dimensions. Your description does not imply you will not have *outliers*. It simply means if you were to really focus, this is the kind of person you are looking for.

- **30 – 35**
- Young Mothers

Age



What is the desired age range?

- **Female**
- Working Preferred

Gender



Are they mostly male or mostly female?

- **Lagos**
- **Accra**
- **Dakar**

Location



Where can you find them most of the time?

- **Middle Class**
- Online Orders
- Good Margin

Social Status



What is their level of influence and wealth?

- **Clean, Healthy Babies**

Aspirations



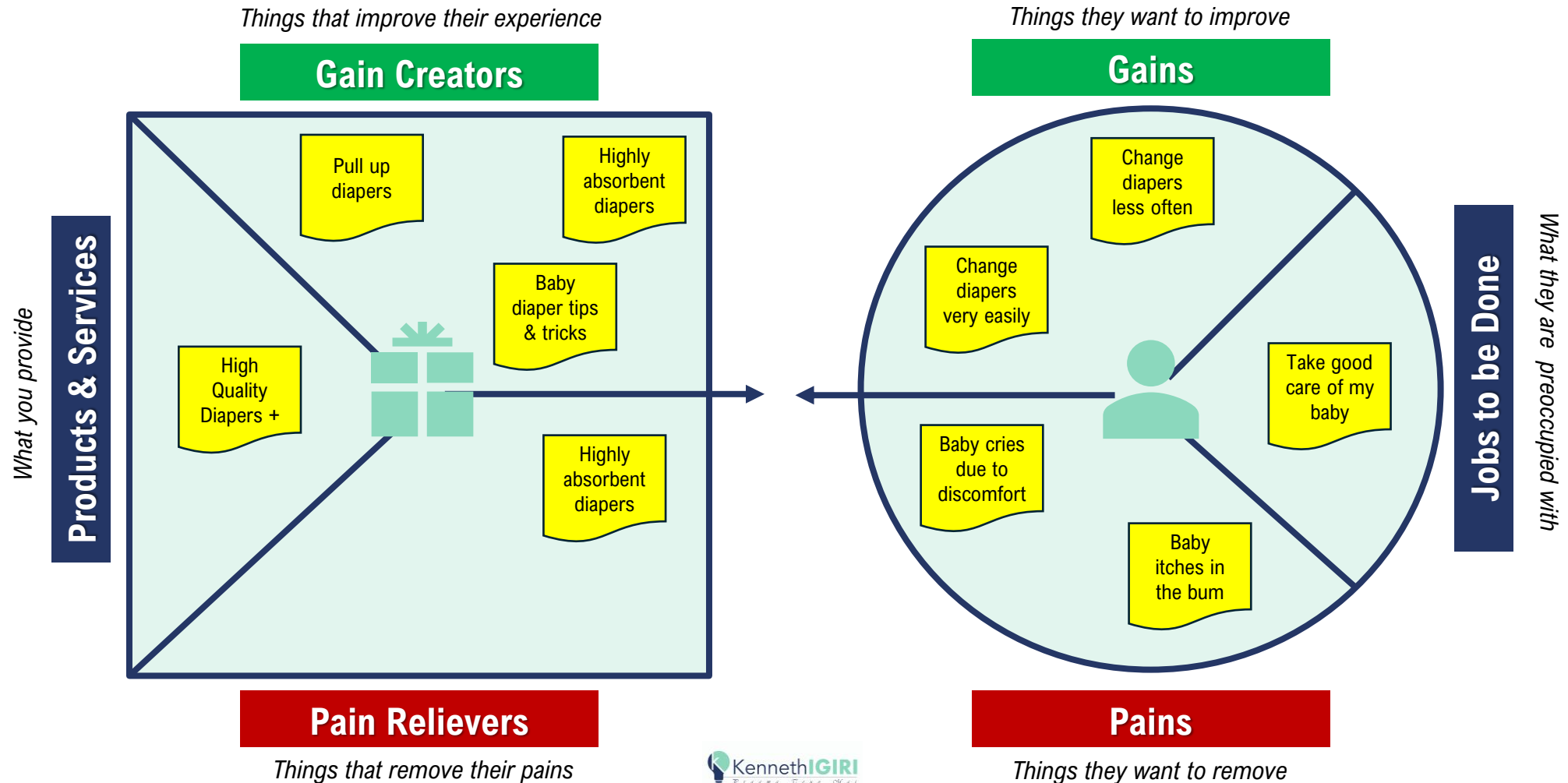
What do they want and what do they want to go away?

VALUE | What is Your Promise to Your BOSS?



TASK 002

In the respective spaces provided, indicate how your core product addresses the needs of the BOSS.



JOURNEY | How Does Your BOSS Reach You?

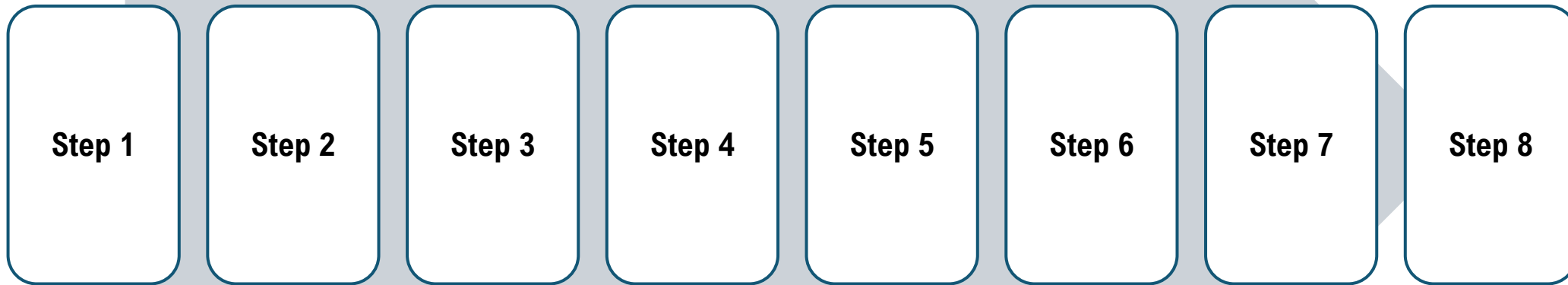


TASK 003

In the respective spaces provided, indicate how your BOSS gets to your product. Try to limit the number of steps in the journey as much as possible.



Customer Journey



View Advert
or Post

Click Chat
Link

Get Auto
Response

Get human
response

Get price,
Invoice

Make
payment

Provide
Address

Get Items
Delivered

PLANNING | Key Tasks



Plan a Facebook Page
using **Gemini**

Create Artefacts for a
Facebook Page

Create the first **3
Facebook Posts** –
Value-Value-Sell

Identify contacts that
need the product

Ask **Contacts** to Follow
the Page

Identify the ideal customer for your product

Map your capabilities to your client's concerns

Make service delivery as easy as possible

Assignment

Complete the 12 Tasks for your next venture.
Visit KennethIgiri.com/DOWNLOADS to get the free Re-Design Your Business Template.

MODULE 2

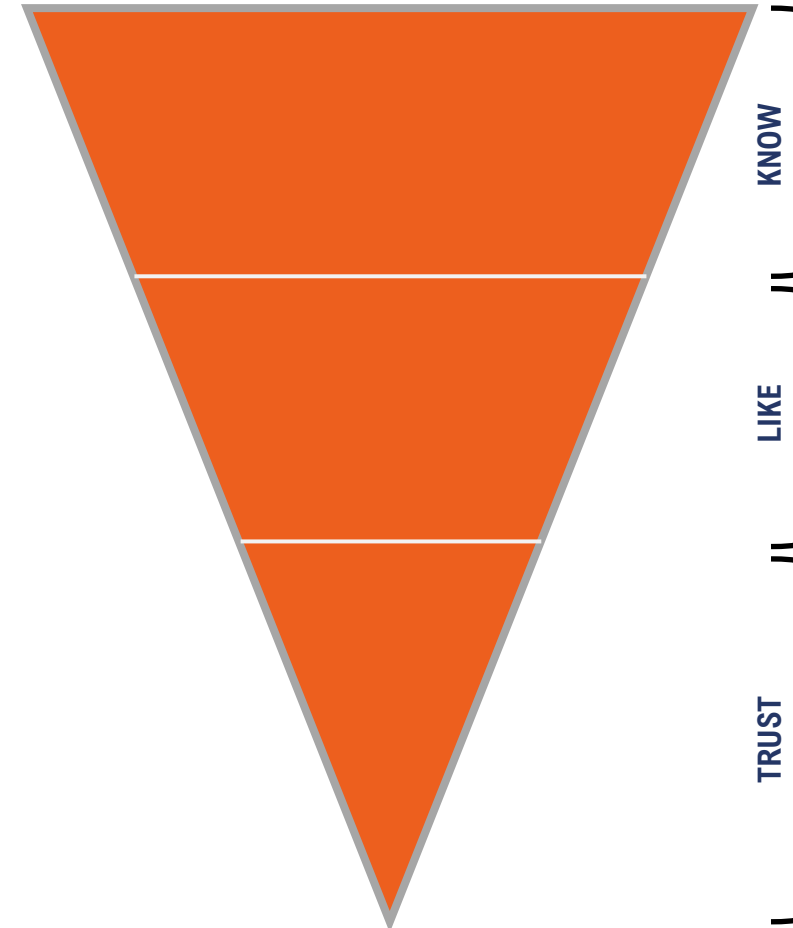
Establish a Presence



PRESENCE | Show Up in Your Shop



- Focus is the first law of success. Consistency is key. There for, **decide on the best shop**.
- Establish a *rhythm* – **value-value-sell**. Build a relevant audience, home in on key customers.
- Learn what works *fast*, then amplify it. A **learning entrepreneur** is a leading entrepreneur.
- People come to social media to socialize. **Be human** (*social*) before selling.



ARTIFICIAL INTELLIGENCE | Short History



1956 – 1960s

- Officially introduced at **Dartmouth Conference**

1980s

- Expert systems used for decision making

2010s

- **Big Data** & Deep Learning
- **AlphaGo** Defeats Lee Sedol

1960s – 1970s

- Rule-based systems and natural language

1990 – 2000s

- **Machine learning**
- **Deep Blue** defeats Garry Kasparov

2020s

- Large Language Models
- Generative AI

TERMINOLOGY

Model

Neural Networks

Deep learning

Predictive AI

Generative AI

Large Language Model

Chatbots

Prompt Engineering

Hallucination

GENERATIVE AI | Top 10 Terms



Term	Definition
Prompt	The input or instruction given to a generative AI system that guides the output it produces.
Token	A small unit of text (word, sub-word, or symbol) that the model processes and generates sequentially.
Transformer	The core architecture used in modern AI models that enables understanding of context and relationships in language.
Fine-tuning	The process of further training a pre-trained model on specific data to specialize it for a particular task or domain.
Embeddings	Numerical representations of text that capture meaning and relationships between words or concepts.
Context Window	The amount of text a model can consider at one time when generating a response.
Temperature	A parameter that controls the randomness or creativity of the AI's output.
Sampling	The method used by the model to choose the next token from a range of possible options.
Retrieval-Augmented Generation (RAG)	A technique where the model retrieves external information before generating a response to improve accuracy.
Multimodal	The ability of an AI system to process and generate multiple types of data such as text, images, audio, or video.

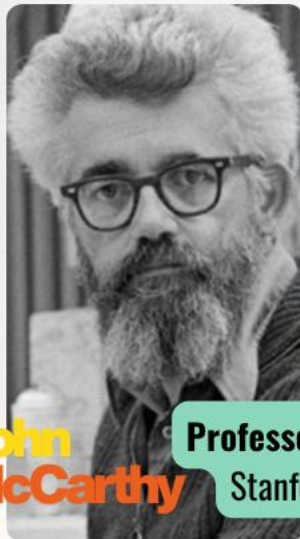
ARTIFICIAL INTELLIGENCE | Hall of Fame



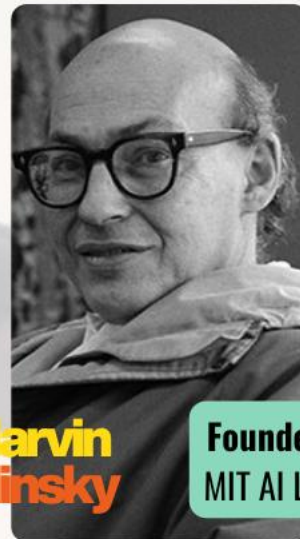
Person	Key Contribution	Why It Matters
Alan Turing	Proposed the idea of thinking machines; created the Turing Test	Laid the theoretical foundation of AI
John McCarthy	Coined “ <i>Artificial Intelligence</i> ”; led the Dartmouth Conference	Established AI as a formal field
Marvin Minsky	Early work in neural networks; co-founded MIT AI Lab	Shaped early AI research direction
Herbert Simon	Built early problem-solving AI programs	Demonstrated machines can simulate reasoning
Geoffrey Hinton	Advanced neural networks and deep learning	Enabled modern AI breakthroughs
Yann LeCun	Developed convolutional neural networks (CNNs)	Powers modern image recognition
Yoshua Bengio	Foundational research in deep learning	Key figure in modern AI progress
Andrew Ng	Popularized AI education globally	Made AI accessible to millions
Demis Hassabis	Led AlphaGo development	Showed AI surpassing human expertise
Sam Altman	Led development of ChatGPT	Drove global adoption of generative AI



Alan Turing Father, Computing & AI



John McCarthy Professor, Stanford



Marvin Minsky Founder, MIT AI Lab



Herbert Simon Researcher, CMU



Geoffrey Hinton Co-Founder, AI Safety



Yann LeCun Founder, AMI Labs



Yoshua Bengio Founder, LawZero



Andrew Ng CEO, DeepLearning



Demis Hassabis CEO, Deep Mind



Sam Altman CEO, Open AI

Artificial Intelligence (AI) has been around for decades, but GenAI is a game changer

Learn as much as you can but focus on what is relevant for your business/career

The most effective way to learn new tools is to use them and to try new tasks

Assignment

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MODULE 3

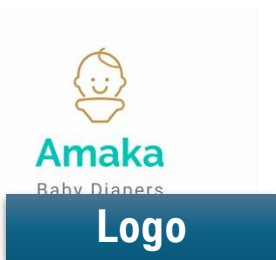
Develop Rapid Brand Artefacts



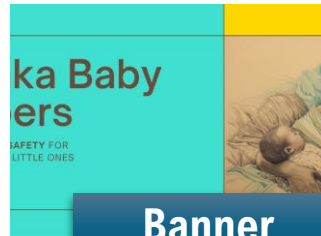
BRANDING | Focus on Current Need



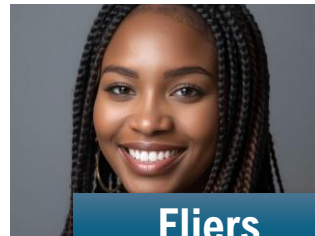
KEY ARTEFACTS



Logo



Banner



Fliers

PROMPT 003

I am a young working professional looking to start a baby diaper business in West Africa. I want to create a Facebook page that reflects my brand and attracts relevant customers. Please outline the key considerations for an effective brand positioning. Suggest taglines, hashtags, colour and page design.

PROMPT 002

I am a young working professional looking to start a baby diaper business in West Africa. Which social media platforms are most effective for reaching mothers aged 30-35, and why? List the top three with reasons based on user demographics and engagement.

TOOLS

Facebook

Facebook is the world's largest social media platform, with over **3 billion** active users. It is best to view it not just as a social network, but as a **digital marketplace and identity engine**.

Canva

Google's most advanced suite of artificial intelligence. It isn't just one thing; it is both the **AI models** (the "brains") and the **products** (the apps) that you interact with.

ACCESS: canva.com

Google Gemini

Google's most advanced suite of artificial intelligence. It isn't just one thing; it is both the **AI models** (the "brains") and the **products** (the apps) that you interact with.

ACCESS: gemini.google.com

AUTOMATION | Enable as Needed

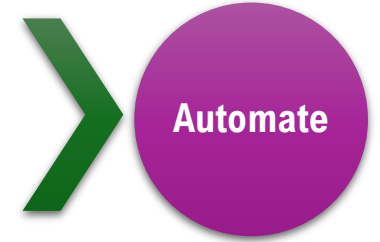


Comment to Message	Away Message	Unanswered Messages
Custom Keywords	Contact Information	Hours
	Location	



<https://business.facebook.com/>

Inbox



PROMPT 005



Generate the portrait of a 32-year-old Nigerian lady wearing braids. She is poised to succeed, wearing a broad smile and engaging eyes. Use the same photo from the previous results but ensure the entire head is visible and the lady is facing front.

Face of the Page



Canva and similar tools enable anyone bootstrap their branding at low cost

You are probably better off with Social Media not a website if your *new business* is B2C

AI can rapidly accelerate and amplify your ability to create a compelling web presence

Assignment

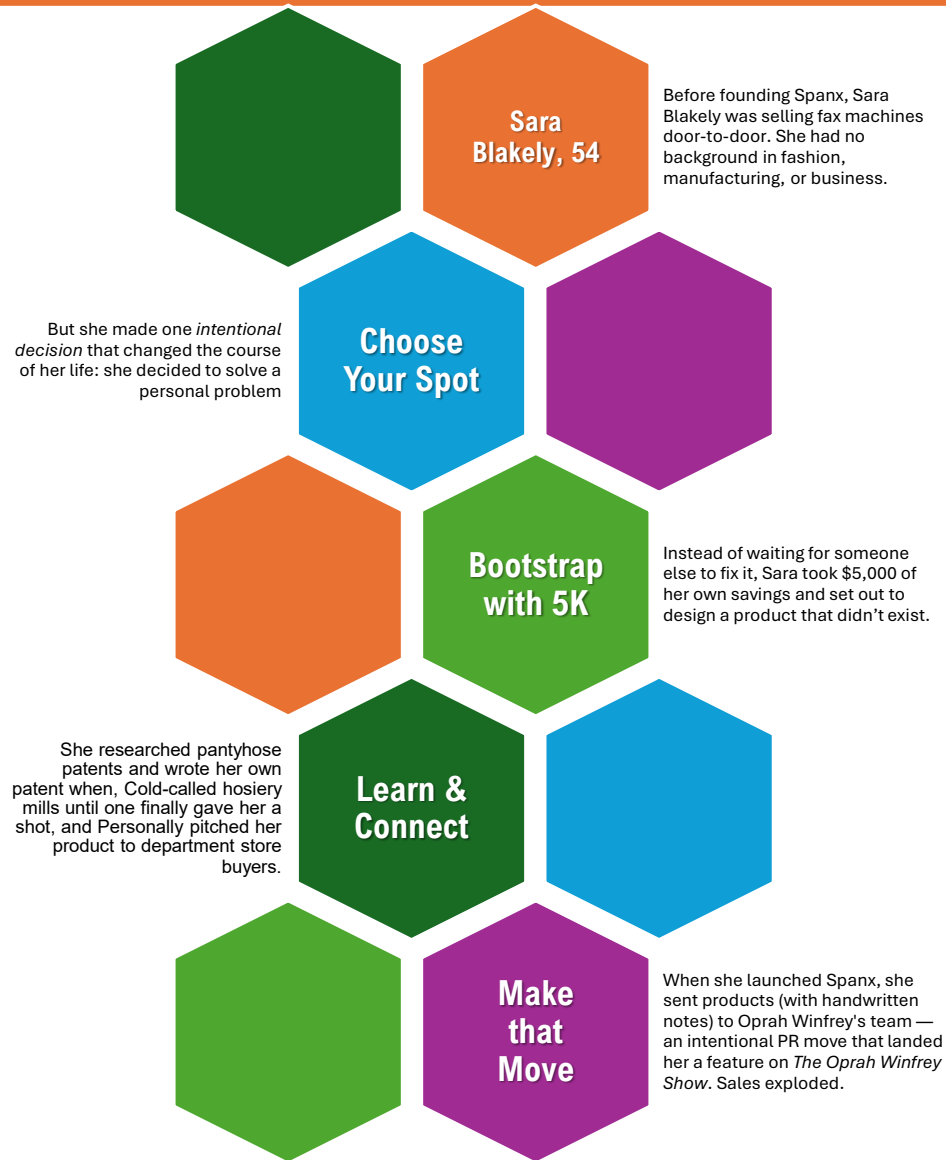
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MODULE 4

Leverage Your Initial Market



QUICK STORY | Hucksterism



How Do We Use Customer Data?

Names
Phone Numbers
Email Addresses
Locations
Preferences

PII

TOOLS

WhatsApp

A free, multi-platform messaging and Voice over IP (VoIP) service owned by Meta. It is one of the **most popular communication tools** globally, primarily used for text, voice and video messages.

ACCESS: web.whatsapp.com

Google Contacts

A cloud-based contact management tool which functions as a **centralized digital address book** that integrates across the entire Google ecosystem.

ACCESS: contacts.google.com



WRAP UP | Behind the Tools



QUICK TIPS

- **Understand** Time Zones
- **Accept** Meeting Invites
- **Show up** strong, show up ready
- **Check** emails and socials daily
- **Follow** up and follow through
- **Keep** high profile customers close

Pareto Principle

SWOT Analysis

Four Reasons

Competitive Advantage

If you are ashamed of your business, you **should not** be in that business

If you do not **take yourself seriously**, no one else will

There are four **reasons people buy** from you, leverage all of them

Prioritize your customers and give them the attention you want to get

The Internet is very *competitive*; your grit is part of the recipe if you want to succeed

Your first audience and potential customers are those that know you – they trigger growth

Doing business on the internet involves continuous learning; nothing is waiting

Assignment

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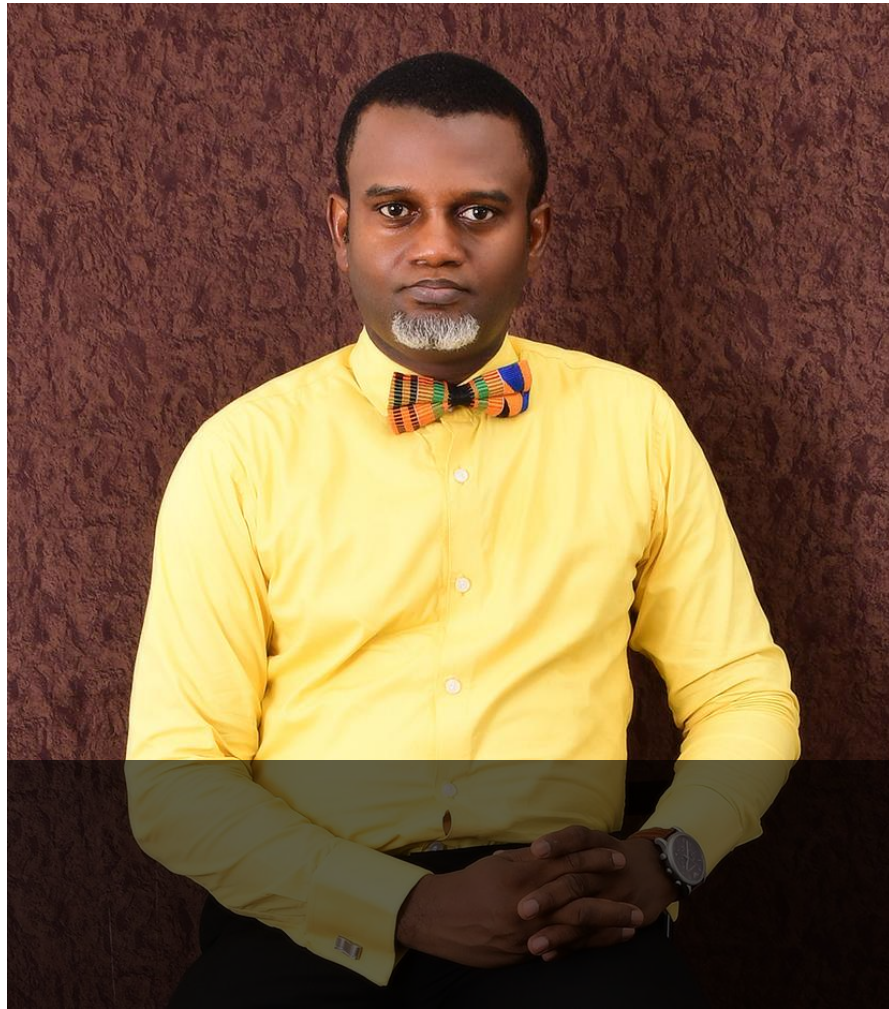


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About Kenneth Igiri LLC

A Strategy Coaching Firm for Emerging Entrepreneurs

A *WIP* you should be listening to



Educational background in engineering, career in **Information Technology**

Experienced in **four sectors** – *ISP, Telco, Banking, Non-Profit*

Explored entrepreneurship in 2016, created the **Interactive Ideation Session [IIS]** in 2019

Offering **Strategy Coaching** services to *Career Professionals and Emerging Entrepreneurs*.

Six **Core Products**, three **Udemy Courses** and six **Published Books** – *Available on Amazon*

About Me | My Personal Five Whys



Why I Do What I Do

Share Knowledge

- Deeply stirred by the quest to share usable knowledge

Sponsor Missions

- Missions include every venture to develop humanity

Financial Freedom

- To stop depending on unreliable sources of income

Global Impact

- A desire to achieve significance of global proportions

Transcendence

- A desire to leave a worthy inheritance for my descendants



2017



2019



2021

Recently Registered in Nigeria



Wyoming Secretary of State
Herschler Bldg East, Ste.100 & 101
Cheyenne, WY 82002-0020
Ph. 307-777-7311

For Office Use Only

WY Secretary of State
FILED: Feb 15 2023 7:58AM
Original ID: 2023-001224023

Limited Liability Company Articles of Organization

- I. The name of the limited liability company is:
Kenneth Igiri LLC
- II. The name and physical address of the registered agent of the limited liability company is:
FBRA LLC
1603 Capitol Ave Ste 413A No 2932
Cheyenne, WY 82001
- III. The mailing address of the limited liability company is:
1603 Capitol Avenue, Suite 413A 3202
Cheyenne, Wyoming 82001
- IV. The principal office address of the limited liability company is:
1603 Capitol Avenue, Suite 413A 3202
Cheyenne, Wyoming 82001
- V. The organizer of the limited liability company is:
Firstbase
1603 Capitol Avenue Suite 413A 2932 Cheyenne Wyoming 82001



About **Kabila**, the Strategy Community

Vision

- Locally creative, globally relevant

Mission

- To promote African entrepreneurs and grow MSMEs in the consumer goods sector through collaboration

Africa to the World

- African Entrepreneurs
- Consumer Goods
- Locally Made

We embrace the diversity in our community

Variety



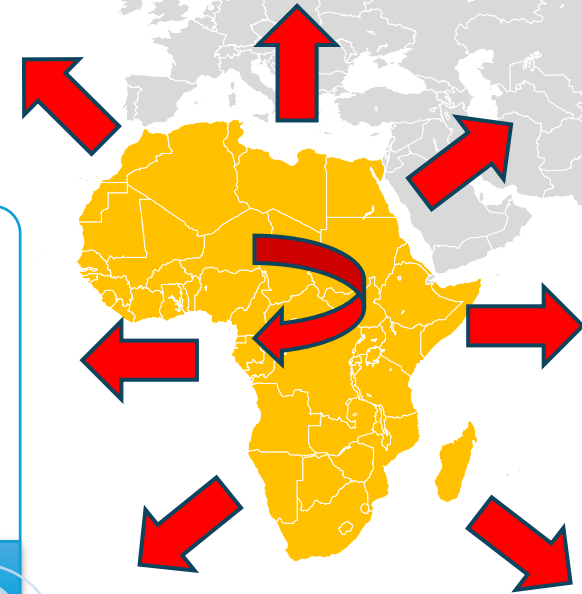
We have high energy, resilience, and adaptability

Vibrancy

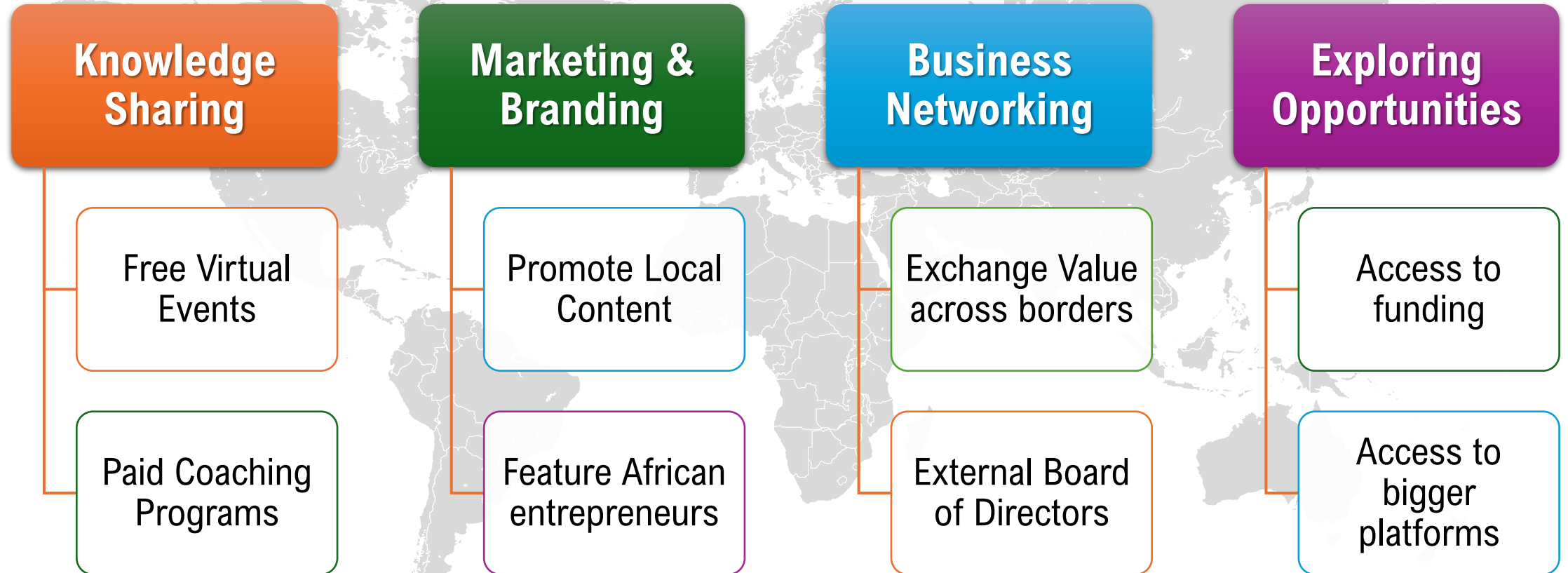


We promote trust within our community and to the world

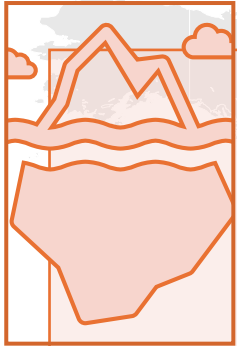
Veracity



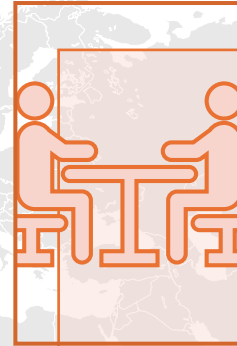
Africa to the World



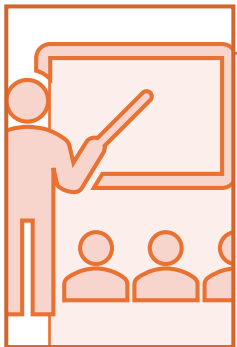
Africa to the World



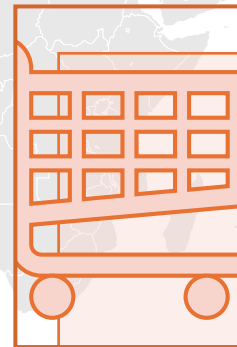
Gain **visibility** for your brand through *collaborative marketing*



Do **business across borders** in a safe, *controlled space*



Learn how business is done on the ground in *other countries*



Exchange value across borders without exchanging money

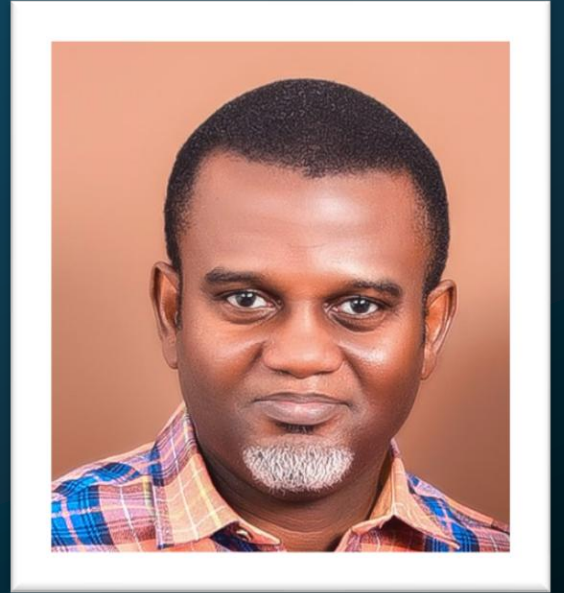
EPILOGUE | Questions & Next Steps



- Q & A
- Session Recording
- Feedback - Kennethigiri.com/FEEDBACK
- Kabila Community

Please give us **feedback** here: [STSB Feedback](#)

THANK YOU



Kenneth Igiri, *B.Eng., MBA, M.Sc., CSP*

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