



WELCOME

VOL. 1 ISSUE 1 • SEPT 2019

# THE JOURNEY BEGINS

Newsletter of the SWC INNOVATION HUB

## THE SWC INNOVATION HUB EXPERIENCE

The Sustainable World Corporation Nig serves to; Identify certified Companies with Raw Materials, Services and Products to Foster business networking, International Trade and Serve as a bridge for Business to Business and Business to Consumer relationships. In October 2018, the Sustainable World Corporation Hub was launched to serve as a stronghold for budding and blooming Entrepreneurs to build, engage and scale their businesses under one roof. These businesses have the benefit of mentoring sessions from resident mentors and encouragement from one another. The Entrepreneurs enjoy monthly workshops, seminars, one-on-one sessions and especially fika!



"THE SUSTAINABLE WORLD CORPORATION HUB WAS LAUNCHED TO SERVE AS A STRONGHOLD FOR BUDDING AND BLOOMING ENTREPRENEURS TO BUILD, ENGAGE AND SCALE THEIR BUSINESSES UNDER ONE ROOF".

# Meet The Occupants

Jonathan Hussaini  
Founder/CEO Globe Cabs Services Ltd

'SWC Hub has a beautiful working space and environment that is uniquely professional for both office holders and guests.

Beyond the physical beauty and professional environment, meeting new people who are pursuing world changing ideas has become the norm and this is quite inspiring for me personally and the team at Globe Cab Services. It makes coming to work less burdensome; a daily encounter with life changing possibilities.

Finally, and perhaps most important, the Hub is teaching and training us on how to cooperate and work with others. Practical

learning and living in cooperation are very different from theoretical cooperation and we are learning these very important life lessons individually and as a team because of SWC Hub'.



'Being in the SWC Hub has opened our participants up to Mentoring, Coaching and a supportive learning environment. Having other entrepreneurs working in various industries within reach gives them the advantage of learning from the experiences of other business owners'.

Itzinya Nigeria Startup Academy

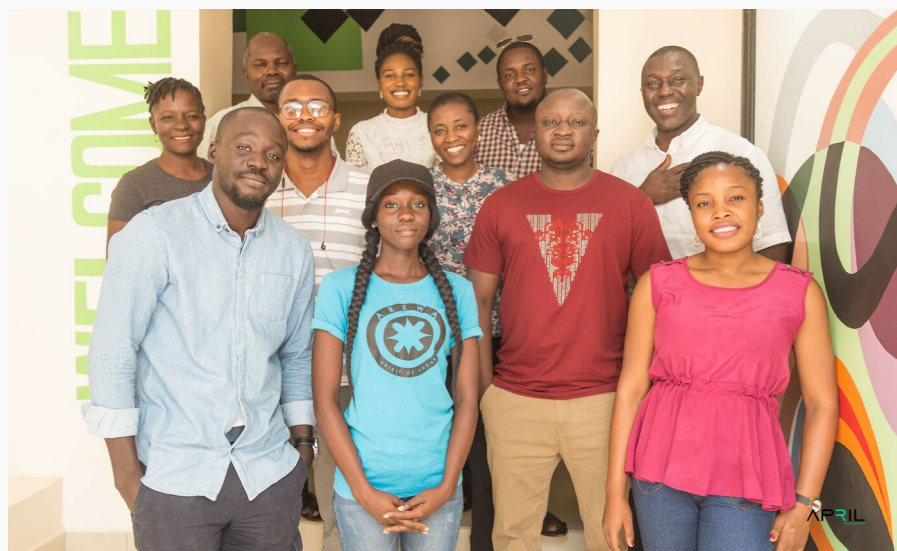
"...the Hub is  
teaching and  
training us to  
cooperate  
and work  
with others..."





"I am glad I have a conducive work environment and a standard office that makes a lot of difference. Being part of the SWC Hub offers opportunity to meet other entrepreneurs, share ideas and collaborate on projects. I also get to learn from their mistakes and triumphs. This allows me to better succeed and create bonds and friendships that are everlasting".  
Esther A. Bagudu, CEO April Photography

"The first big idea is to make your environment make you successful. SWC Hub has designed the environment that will help me think big and I am the better for it. Thank you always!"  
Jerry Daniel Ajang, Founder Budrus House Market Ltd.



"The Hub offers an opportunity to work at my convenience, and at a lower cost compared to a conventional office space. It offers a great learning atmosphere. In times when I have needed assistance with lean canvas and business strategy, I found the best person at the Hub that helped throughout establishing my ideas into reality.

Also, I have the opportunity to harness talent around. It has become easier for me to interact & collaborate with qualified professionals from different fields.

Lastly, the immense benefits from the entrepreneurship oriented meetups, workshops and events on regular basis has been tremendous.

Being part of this community has given me the opportunity to get involved in all these activities and more".

Tamuno Opubo Dappa  
Founder Tardigrade Energy

"the SWC Hub  
offers  
opportunity to  
meet other  
entrepreneurs,  
share ideas  
and  
collaborate on  
projects. I also  
get to learn  
from their  
mistakes and  
triumphs.."

**"The flexibility of the Hub in terms of possibilities has also impacted the branding of SWC, both to the outside world and within the SWC network."**

: "The first time I walked into the – what now feels like a 6 feet by 6 feet – office in 2011, it felt larger because there was a warm welcome, a stool to seat on and dreams to share. Today we all have individual offices, with nostalgia of where we've come from. It's been a hard journey for me as a person and for my business which was formed out of the need to serve others in the community.

I see passionate people around me every day and that spurs me on. Being the Administrator of the Hub for the past 6 months has thought me that there's more to my business than I could have imagined.

This comes to mind every day I drive to work... "If you want to go fast, go alone; if you want to go far go together", African Proverb" And we have indeed come far!"

Ejeh Glory

Founder, Principal Partner Meraki Solutions Ltd

"Firstly, being in the Hub has made it easy for SWC network companies to collaborate, and complement each other. This community enables sharing of experiences and insights. Ordinarily, individual SMEs have limited brains and human capital, the hub provides a platform for a number of companies under the same roof, leveraging our collective knowledge and networks to support one another.

The hub has been supportive in providing services with more flexible payment terms, especially in the challenging economic situation in the country.

The flexibility of the Hub in terms of possibilities has also impacted the branding of SWC, both to the outside world and within the SWC network".

Yahaya Yunana, CEO Tafauti Ltd

'SWC Hub is a very friendly environment to grow my business in a lean way. The benefits of brainstorming with other business owners in the hub is invaluable. The training/mentoring sessions are always mind challenging. I am glad to be a beneficiary of the process'.

Benjamin Haai Bako,  
Founder, Mala'ika Energy Solutions Ltd.



## How it all started

The Sustainable World Corporation SWC was incorporated in 2017 after interactions between Nigerians and Swedish companies during the Swedish Winter Challenge.

These interactions were between individuals and Companies exchanging ideas on how to integrate services and commodities, and as such it became necessary to have a channel of communication, vetting and in some cases connecting and creating networking opportunities.

Taking a closer look at Companies coming from Nigeria it was observed that there was a need to encourage sustainability and this required a resetting of the mind set of the Business founders who are young, bootstrapping and in need of mentoring for their businesses.

Certain training and workshops such as the Itzinya Startup Academy and Family Business Workshops have been at the forefront of preparing business founders to operate their businesses with the mindset for sustainability and International trade, while creating a community and providing spaces for them to be able to work and belong to a community of like minded business founders.

This was incorporated at the initial stage with the Itzinya Incubator in 2017 where a large hall was provided for mainly graduates for the Itzinya Startup Academy while other businesses within the network rented shops within the same plaza. It was started with 4 startup company founders.

In October 2018, the Hub moved into its current location and it has been an exhilarating journey of startup founders finding a welcome at the SWC Hub environment, each one of them a part of something budding.

While working on their ideas, they experience the freedom to lean into the community for support, encouragement and inspiration and this gives us the greatest pleasure and fulfillment to watch businesses move from stage to stage.

We face challenges on a daily bases however, these challenges have only served to fuel our determination to keep the Hub going.

The Hub currently houses 4 resident businesses and graduates Incubating their businesses with a capacity to house more.



The Hub has provided more than just a co-working environment, it has provided a safe space for stories of failures to be shared over fika, to share frustrations and gain encouragement, through mentoring, coaching and facilitated growth promotion sessions.

There is so much potential. So much more we can and will do, but here, we stop to count our achievements, celebrate our milestones!



# EVENTS

In 2019 the SWC Hub has hosted events and training sessions within its facilities. In April it was the host for the Family Business week, Which featured a Family Business awareness and Consultation sessions. This was facilitated by our Swedish partners, Annika Hall and Jenny Jakobsson. The availability of several training and meeting rooms made it very convenient to host the activities at our Hub.

The Hub also played host to several activities leading up to the itzinya 3rd annual Graduation, Mini fair and Pitch event night. Henrik Hall from Sweden was on hand to facilitate a couple of workshops and share experiences with our entrepreneurs.

Hakan Sandberg, the founder of Itzinya AB. led some sessions and trainings for our mentors and coaches.



One highlight event so far is our partnership with a Federal Legislator Dr. Simon Karu, of Kaltungo - Shongom Constituency of Gombe State. As a result of which our team was invited to train his Legislative Aides. We adapted tools and roadmaps from our Facilitative Leadership Development trainings ( Team Coaching) received during The Swedish Winter Challenge to facilitate his team's strategy sessions. He has since moved his liaison office within the HUB. So they Now Occupy the Annex within the Hub. There is so much potential. So much more we can and will do, but here, we stop to count our achievements, celebrate our milestones! Thank you for being a part of our journey.