



DEP 201



Your Journey starts here

**Mindset Shift: Seeing Possibilities in Digital
Entrepreneurship & Remote Work**



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Learning Objectives

By end of this lecture, students should be able to:

- 1. Describe the current state of digital entrepreneurship and digital skills adoption in Nigeria (and globally).**
- 2. Visualize the opportunities (what if) for students in digital entrepreneurship and remote work, locally and globally.**
- 3. Identify what differentiators (what wows) they can bring to stand out and lead in the space.**
- 4. Understand proven tools, approaches and business models (what works) that have succeeded over time.**
- 5. Begin to reframe themselves: not just job-seekers, but creators, problem-solvers, digital-first innovators.**

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1. What Is? The Current Landscape





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Lecture Flow & Suggested Content

1. What Is? — The Current Landscape

Nigeria has a vibrant but uneven digital entrepreneurship ecosystem.

Despite Nigeria's strong fintech scene, many small and micro enterprises still lag on digital adoption. For example, a study showed less than 7% of microenterprises in Africa report using smartphones/computers for business use.

In Nigeria, 63% of microenterprises still lack access to formal financial services.

Among MSMEs, only a small fraction have a full online presence (websites, e-commerce, digital brand) — in Nigeria, only ~13% have online presence beyond payments.

Digital entrepreneurship in Africa is growing. Africa's youth are increasingly seen as capable of moving “up the value chain” in digital services.

Nigeria is among the top countries in Africa driving digital entrepreneurship: (with Nigeria, Egypt, Kenya, South Africa accounting for ~60% of digital entrepreneurial activity in Africa).



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Challenges:

- **Infrastructure gaps (power, connectivity in rural zones)**
- **Access to funding: over 55% of sampled digital entrepreneurs cited it as a barrier.**
- **Digital skill gaps, lack of awareness, resistance to chang**



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Discussion / Reflection Prompt:

- What do these numbers tell you about both risk and opportunity?
- How many among you already have used digital tools (e.g. social media, websites, mobile payments) in personal or school projects?



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What If? The Opportunity Space

Remote Careers by Experience Level





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Discovery stage



What If? — The Opportunity Space

Now shift to imagination: if the landscape is this, what could you (students) do with it?

OPPORTUNITY THEMES

Remote work / freelancing / global gigs

Many global companies now hire remote workers from all over the world so your market is global, not just local.

- In countries like the Philippines and India, digital talent export (e.g. content creation, BPO, software services) is a major income source.
- In Southeast Asia, demand for digital skills (e.g. content management, social media, WordPress) is booming.



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Discovery stage



OPPORTUNITY THEMES

DIGITAL-FIRST ENTREPRENEURSHIP

- You can build businesses with zero physical inventory (digital products, SaaS, content platforms, microservices).
- Leverage platforms (marketplaces, app stores, APIs) to access global customers.
- Use lean / no-code tools to test fast, scale affordably, pivot if needed.

BRIDGE PHYSICAL + DIGITAL WORLDS

- Use tech to enhance traditional businesses (e.g. farmers, artisans) → digital marketing, e-commerce, supply-chain optimization.
- Hardware + IoT solutions that solve local problems (e.g. energy, agriculture, health, logistics).
- Hybrid models: digital services plus physical support (deliveries, on-demand services, maintenance).



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Comparisons / Benchmarks

- In the Philippines, digital government investments and connectivity expansion are underway.
- In India, there is rapid scaling of tech infrastructure, innovation programs, and startup ecosystems.
- In Southeast Asia, rising demand for digital content roles, social media management, platform-based services



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What Wows? Your Differentiators & Unique Value

What are your
Values?



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Development stage



What Wows? Your Differentiators & Unique Value

what special things can they do differently?

Possible Differentiators

- Deep empathy & local insight
- • Understand problems at ground-level in your communities.
- • Local culture, languages, behaviors can be competitive advantage.

Niche specialization

- • Don't try to do everything; pick a vertical or micro-niche you can dominate (e.g. ag-tech for rural farmers, youth ed-tech, climate solutions).
- • Become "the go-to" in your niche.



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Development stage



What Wows? — Your Differentiators & Unique Value

what special things can they do differently?

User-centered design & usability

- Many digital solutions fail because they ignore local context, UX, accessibility.
- Use design thinking to ensure your product “wows” users with simplicity, delight, utility.

Agile iteration and lean approach

- Launch minimal viable solutions early, collect feedback, pivot.
- Use data to drive decision-making, rather than assumptions.
- Smart use of existing platforms / ecosystems
- Plug into existing marketplaces, social platforms, APIs, payment systems rather than build everything from scratch.
- Partner with other local startups, hubs, networks



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**What Works?
Tools, Models,
Case Studies, Best
Practices**



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What Works?

Tools, Models, Case Studies, Best Practices

Proven Models & Tools

- Lean Startup / MVP approach
- Build a minimal version, release early, iterate based on feedback.
- •Keep costs low; focus on validated learning.

No-code / low-code platforms

- • Tools like Bubble, Webflow, Zapier, Carrd enable non-engineers to build apps/web flows quickly.
- Many successful startups began with no-code prototypes before hiring devs.



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What Works?

Tools, Models, Case Studies, Best Practices

Freelancing & contracting platforms

- Upwork, Fiverr, Freelancer, Toptal—many Africans already earn dollars through these.
- Use portfolios, case studies, reviews to build reputation.

Digital marketing & growth tools

- SEO, content marketing, social media funnels, email marketing, paid ads (Meta, Google).
- Analytics & tracking (Google Analytics, dashboards) to measure what work



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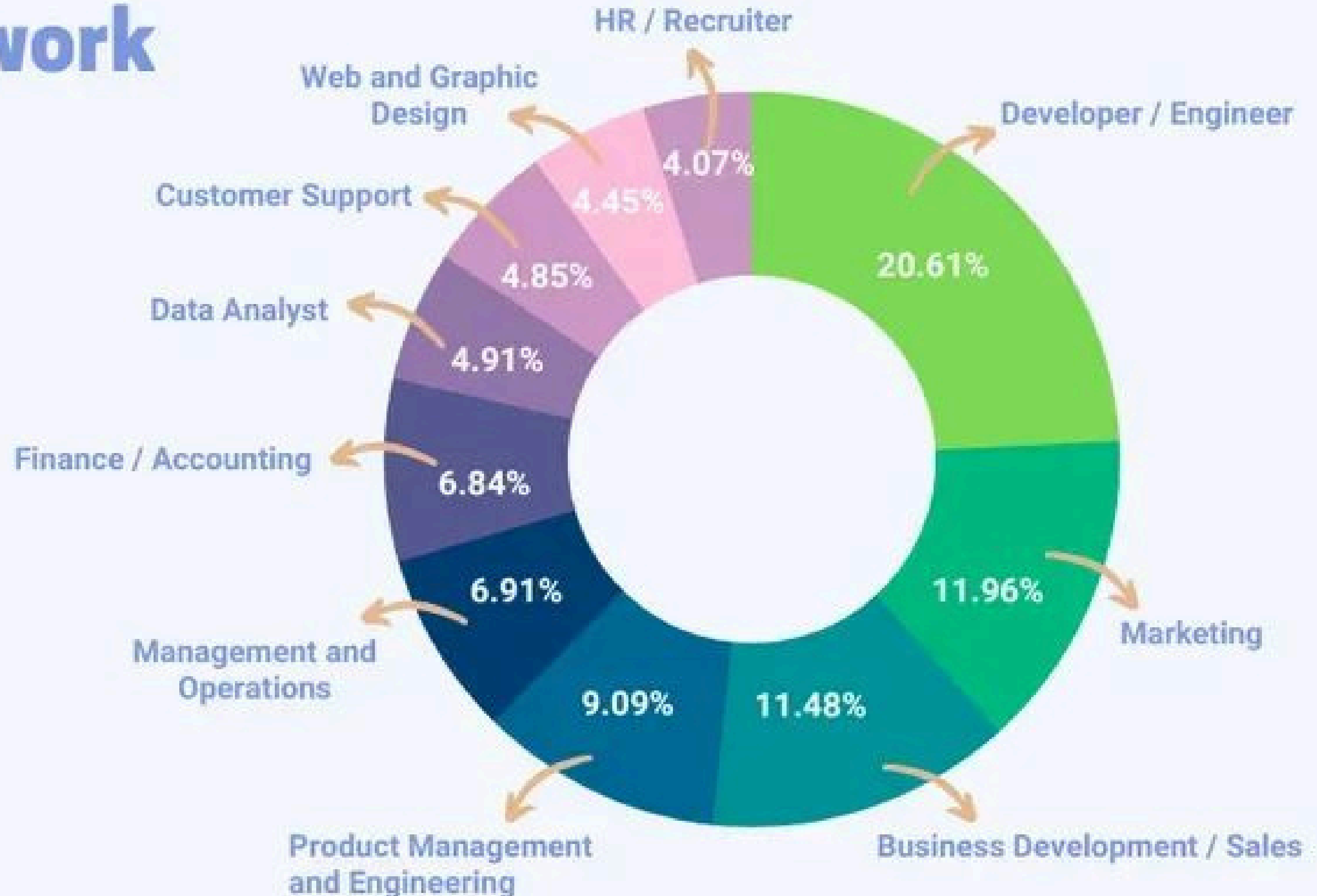
What Works?

Tools, Models, Case Studies, Best Practices

Best Practices / Principles

- Validate assumptions early (talk to users first)
- Use data & metrics, not intuition alone
- Build strong customer feedback loops
- Prioritize simplicity & clarity over over-engineering
- Start with a beachhead market (a small, manageable niche)
- Reinvest in your product, brand, community

In-demand skills for remote work





Your Journey in Two Semesters

DEP 201 Skill	DEP 202 Track	Career Pathway
Excel, Power BI, SQL	Data & Analysis	Data Analyst, BI Specialist
Persona Mapping, Market Research	Data & Analysis / Marketing	Market Research Analyst, Product Analyst
Figma, Canva, Miro	UI/UX & Design	UI/UX Designer, Product Designer
Storytelling, AI Ideation	UI/UX & Design / AI & Software Dev	Creative Strategist, AI Product Designer
Onshape, Blender, 3D Printing	Physical Product Development	Product Engineer, Hardware Prototyper
Business Model Canvas, Lean Startup	Entrepreneurship & Fundraising	Startup Founder, Business Strategist
Bubble, Carrd, Zapier	AI & Software Development	No-Code Developer, Software Innovator
SEO, Digital Marketing Basics	Digital Marketing & SEO	SEO Specialist, Growth Marketer
Agile, Scrum, Jira/Trello	Product & Agile Management	Scrum Master, Product Manager
GitHub, APIs, App Prototyping	AI & Software Development	Software Developer, AI Engineer
Manufacturing Basics, Supply Chains	Physical Product Development	Manufacturing Manager, Industrial Designer
Google Workspace, Time Management	All Tracks	Productivity & Remote Collaboration Expert 📈



Thank You For Your Attention!

