

# ODES 2023 GENERAL REPORT



# ACKNOWLEDGMENTS

This report is based on the second edition of the Ogbomoso Digital Economy Summit held on November 1-2, 2023 at the Great Hall, LAUTECH, and was put together by five forward-thinking organisations in Ogbomoso (Ennovate Lab, SQL College of ICT, Helix Biogen, The Pitch Community, and The DIMEC Mandate).

We would like to especially thank all our invited speakers who honoured our invitations either onsite or sent in a pre-recorded video, as well as all our over 1400 participants and volunteers.

# ODES 2023 AT A GLANCE

## From the Co-Conveners

We welcomed over 1300 participants to the second edition of the Ogbomoso Digital Economy Summit - the largest and most strategic gathering of economic stakeholders in Ogbomoso at the Great Hall, LAUTECH, Ogbomoso.

This year's event has been an incredible journey, marked by insightful discussions, innovative ideas, and a shared commitment to harnessing the power of digital transformation for the betterment of Ogbomoso.

The Ogbomoso Digital Economy Summit has emerged as a pivotal platform for fostering dialogue and collaboration among key stakeholders in the digital landscape. This year, our summit aimed to explore the latest trends, challenges, and opportunities in the digital economy, with a special focus on how technology can drive sustainable development in our region.

As we reflect on the impactful conversations and collaborations that have unfolded during the Ogbomoso Digital Economy Summit 2023, we look forward to a future where our collective efforts propel our community towards greater digital inclusivity and prosperity.



# CONFERENCE OVERVIEW

# A BRIEF REVIEW OF THE SUMMIT

The Ogbomoso Digital Economy Summit 2023 proved to be a resounding success, showcasing a dynamic convergence of minds eager to explore and embrace the transformative power of the digital world. The summit, held over two days, provided a comprehensive overview of the latest trends, challenges, and opportunities in the digital landscape, with a keen focus on fostering sustainable development within our community.

One of the summit's standout features was the exceptional lineup of speakers, each bringing a wealth of expertise and insights to the forefront. From thought-provoking keynotes to interactive panel discussions, the speakers illuminated the path forward, emphasising the critical role that digital innovation plays in shaping the future of Ogbomoso.

The diversity of topics covered was impressive, ranging from how to position Ogbomoso as a destination for tech, biosciences, and agribusiness to how digital transformation can catalyse prosperity in secondary cities. The engaging sessions facilitated meaningful discussions, sparking ideas that have the potential to drive positive change on a local scale.

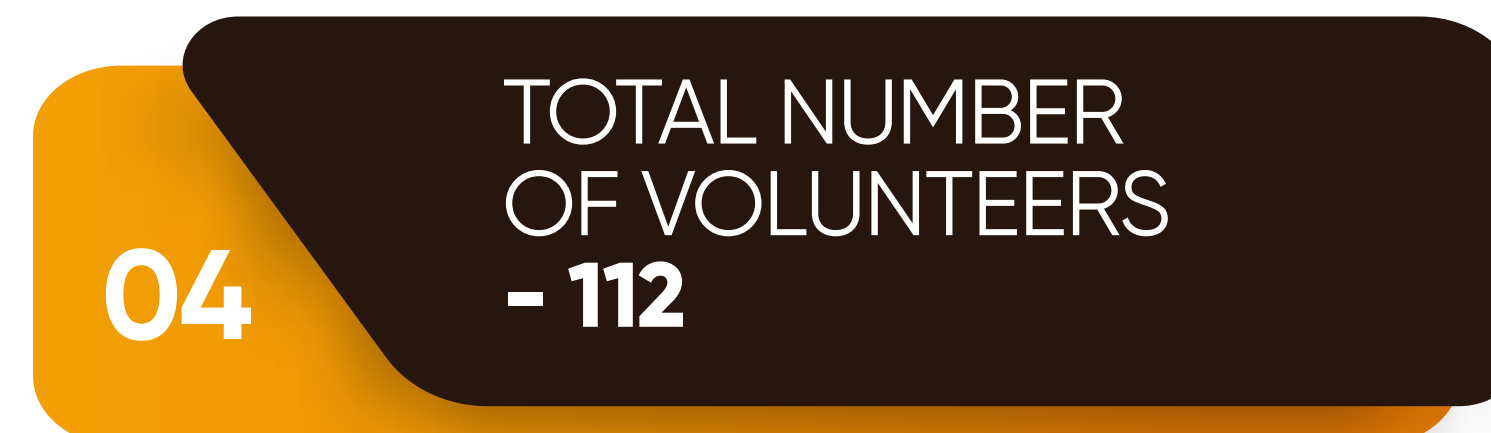
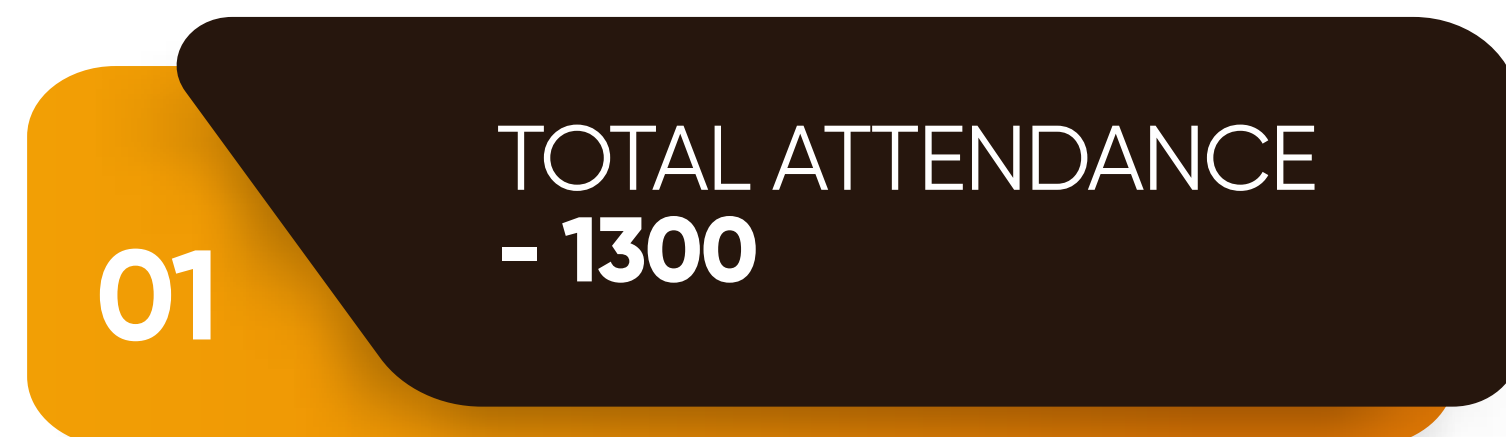
Ultimately, the Ogbomoso Digital Economy Summit 2023 succeeded in not only shedding light on the possibilities within our digital landscape but also in fostering a sense of community and collaboration among attendees. As we reflect on the insights gained and connections made, there is a palpable sense of excitement and optimism for the digital future of Ogbomoso.

In summary, the Ogbomoso Digital Economy Summit 2023 was a testament to the power of collaboration, innovation, and a shared vision for a digitally empowered community. It set a high standard for future events of its kind, leaving a lasting impact on all who had the privilege of participating.

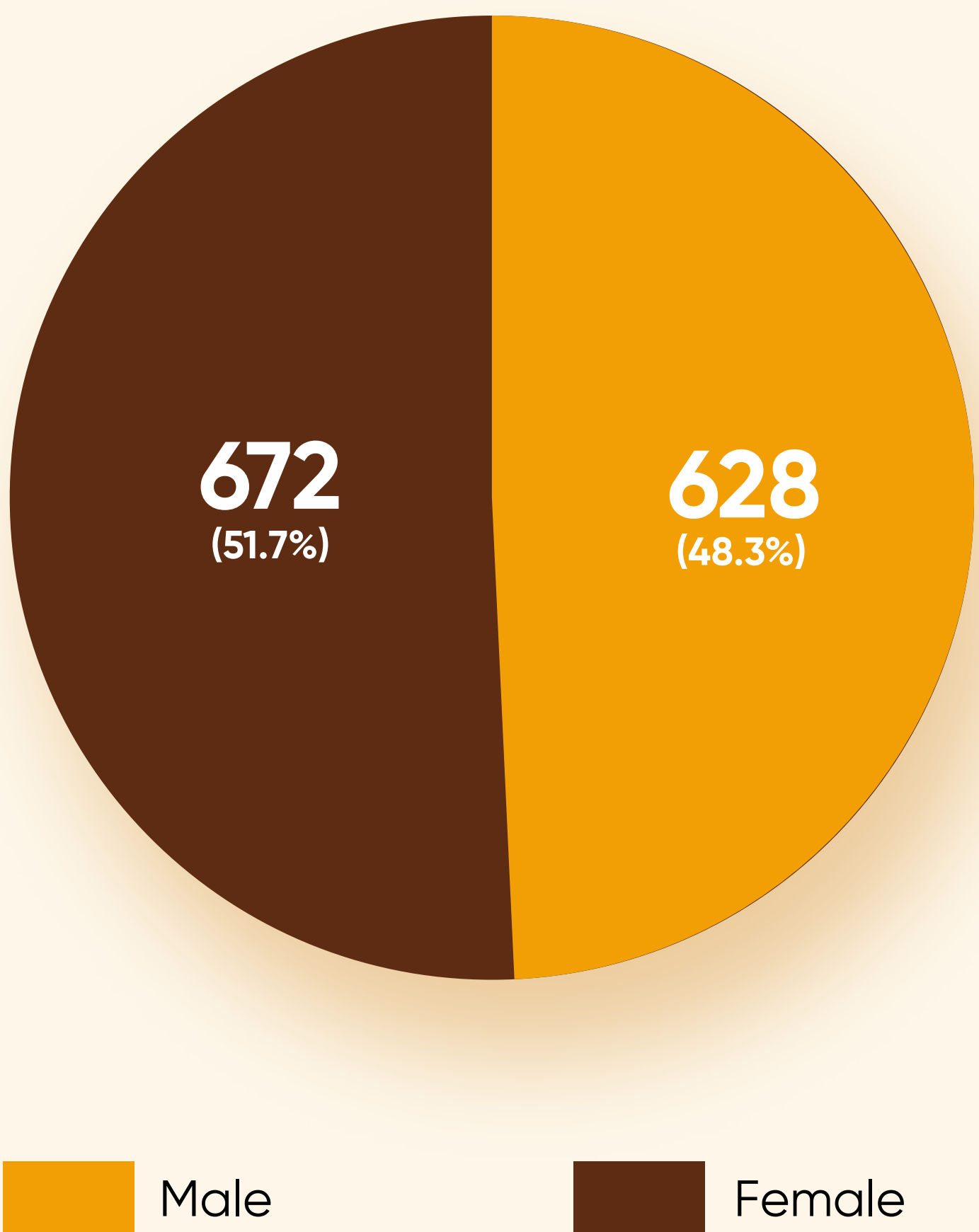
# ATTENDEES PROFILE IN FACTS AND FIGURES

The data gathered from all attendees is not complete, as we missed out on some participants who didn't stop at the registration stands on both days of the event. But, categorically, we had nothing less than 1,200 participants each day. However, for accuracy and the purpose of this report, we will only use data collected on both days of the Summit.

## ODES 2023 ATTENDANCE



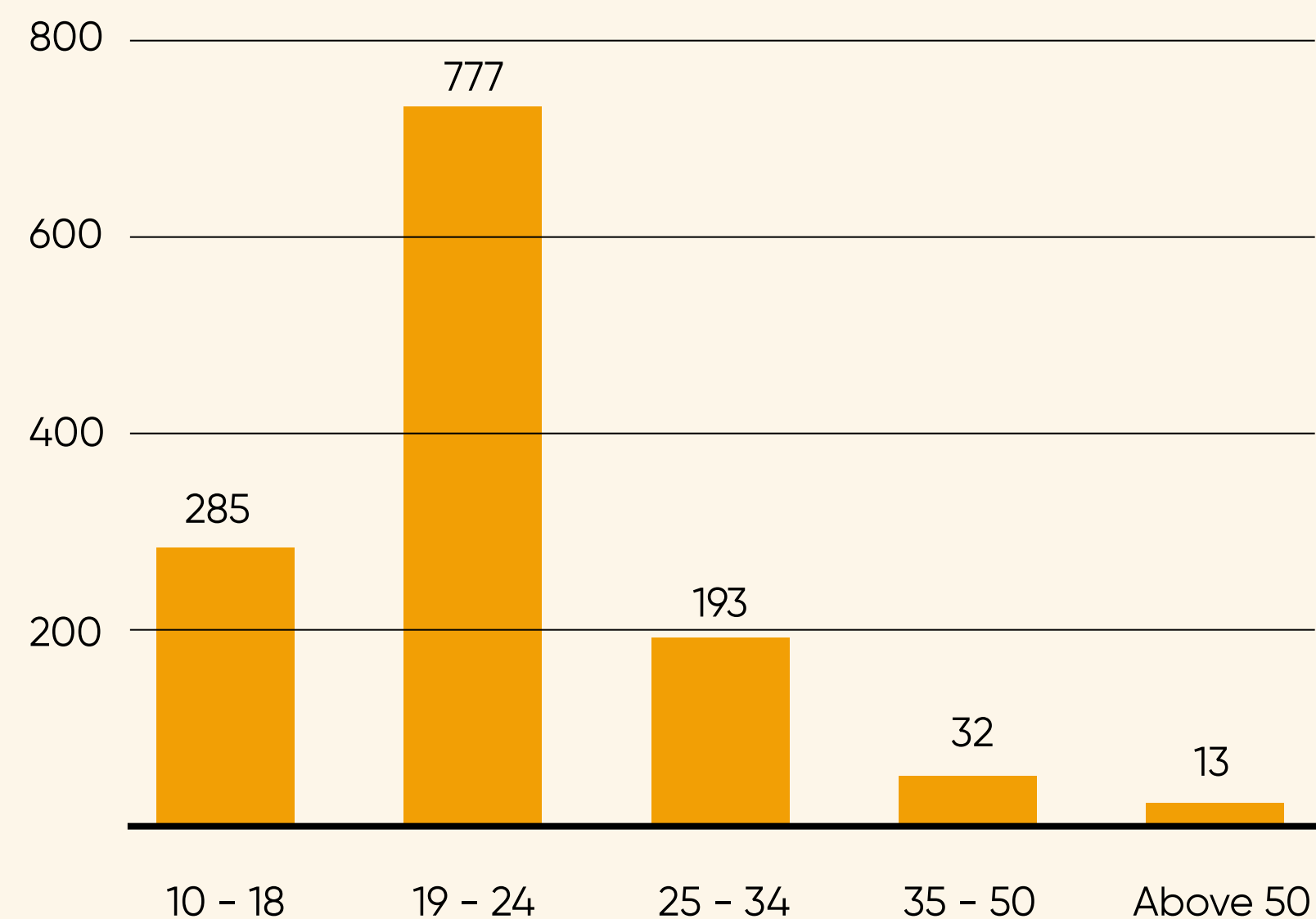
# DEMOGRAPHICS OF ATTENDEES



## Gender of Participants

At the ODES 2023 Summit, the attendance breakdown revealed that 51.7%, equivalent to 672 participants, were females, and 48.3%, totalling 628 participants, were males. The attendance breakdown demonstrates a commendable gender balance. This almost even representation suggests that the summit attracted a diverse and inclusive audience, where both males and females were well-represented.

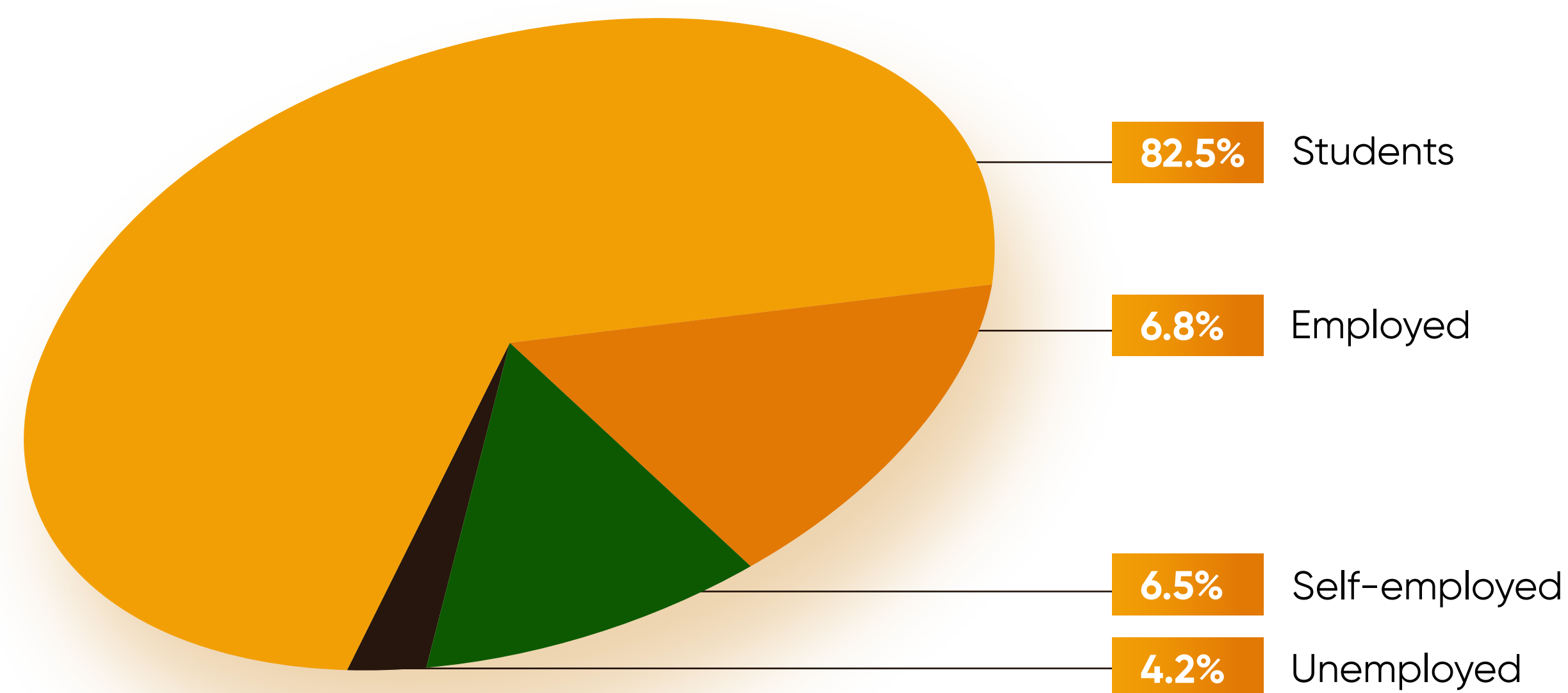
# DEMOGRAPHICS OF ATTENDEES



## Age Range of Participants

The ODES 2023 summit saw substantial attendance variations across distinct age brackets. The highest participation occurred in the age range 19-24, with 777 attendees, symbolizing a significant interest from young adults and emerging professionals. Following closely was the age range 10-18, consisting of 285 participants, reflecting active involvement from a youthful demographic, likely students and adolescents. The age range 25-34, with 193 participants, demonstrated continued interest from individuals in their early to mid-career stages. Meanwhile, the age range 35-50, with 32 participants, represented a segment of more seasoned participants, potentially professionals with established careers. Lastly, the age range above 50, comprising 13 participants, showcased a diverse and inclusive age distribution, bringing a wealth of experience and perspectives to the summit.

# EMPLOYMENT STATUS AND ORGANISATIONAL SECTOR OF ATTENDEES



The majority of attendees, accounting for 82.5% (1,074), identified as students, marking the most significant presence at the summit. Following this, the Self-employed category constituted 6.8% (88) of the attendees, showcasing entrepreneurial engagement. Participants in the employed category made up 6.5% (83) of the attendance, reflecting a portion of professionals. Finally, the Unemployed category constituted 4.2% (55), indicating the inclusion of individuals seeking opportunities and engagement at the ODES 2023 summit.

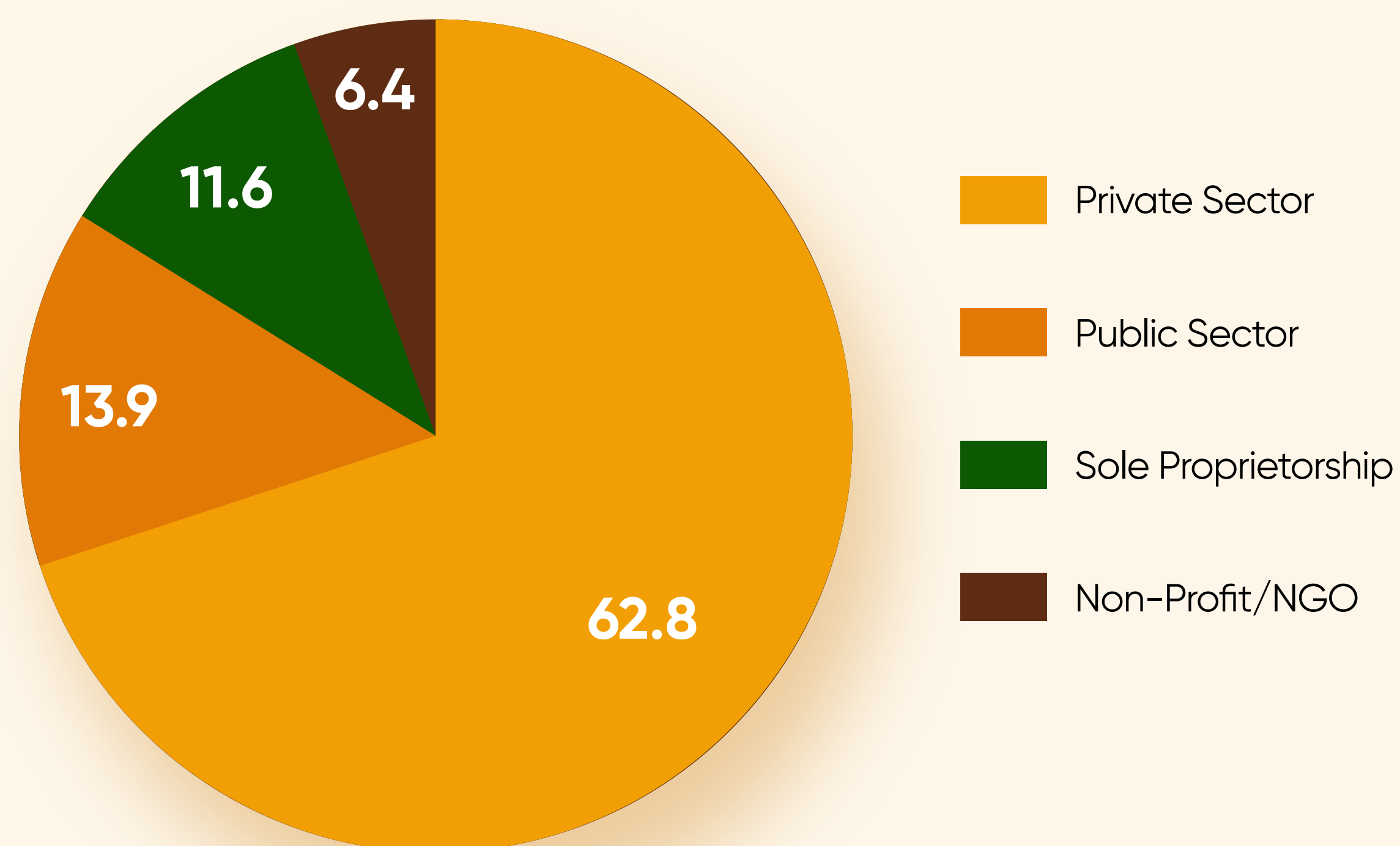
# EMPLOYMENT STATUS AND ORGANISATIONAL SECTOR OF ATTENDEES

## Organizational Sector

1	Education	43
2	Information Technology	23
3	Health	20
4	Media	17
5	Wholesale & Retail (MSME)	12
6	Agriculture	10
8	Art, Hospitality and Entertainment	10
8	Financial	08
9	Others	26

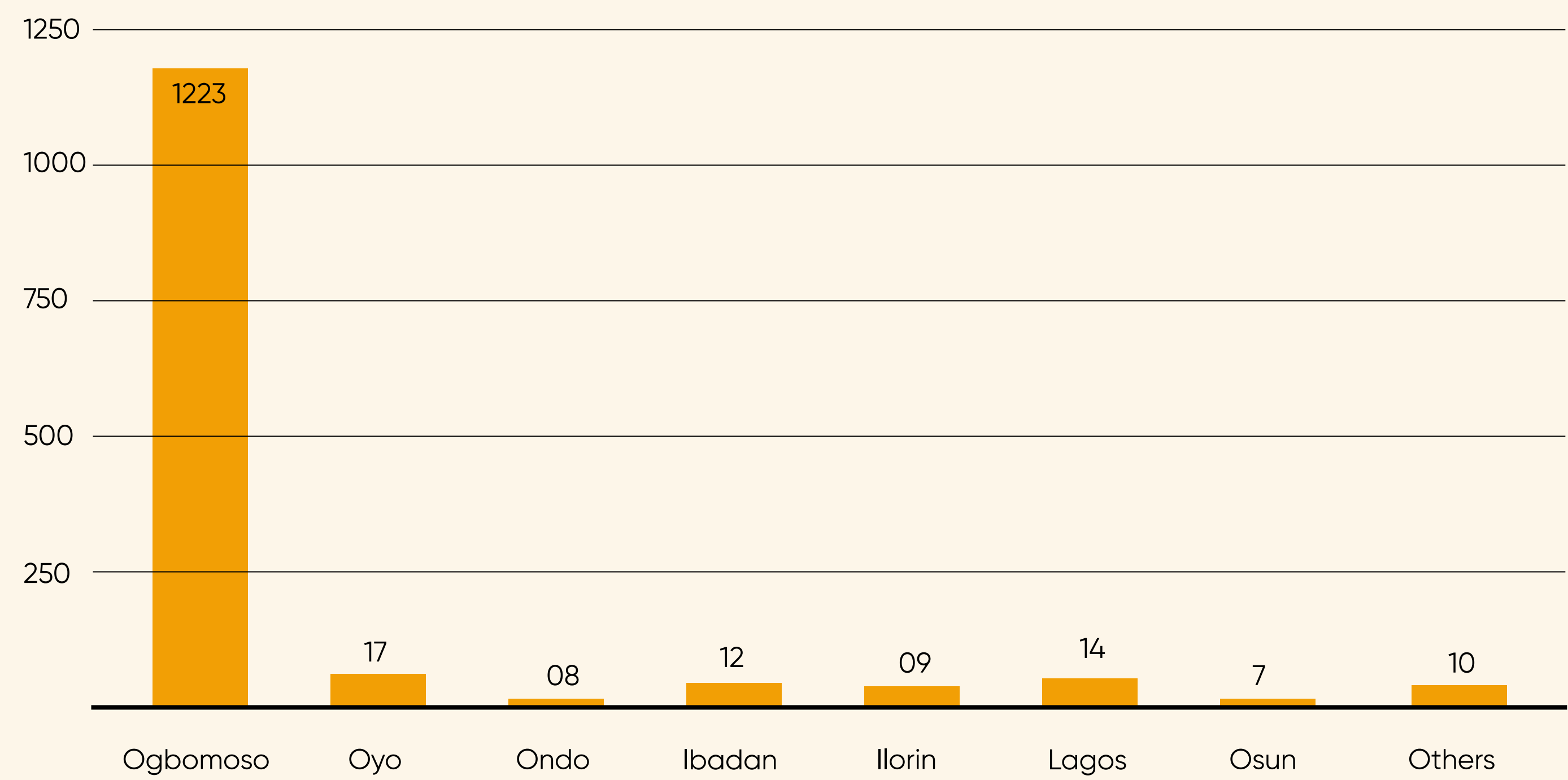
The educational sector led in terms of the organisation sector represented at the ODES 2023 summit, with 43 participants. Following closely was the information technology sector, with 23 participants. The health sector accounted for 20 participants, while the media sector had 17 participants. The wholesale and retail (MSME) sector and the agriculture sector each had 12 and 10 participants, respectively. The sectors of arts, hospitality, and entertainment also had 10 participants. The financial sector contributed 8 participants, and other sectors collectively added 26 participants to the ODES 2023 summit.

# ORGANIZATION TYPE OF ATTENDEES



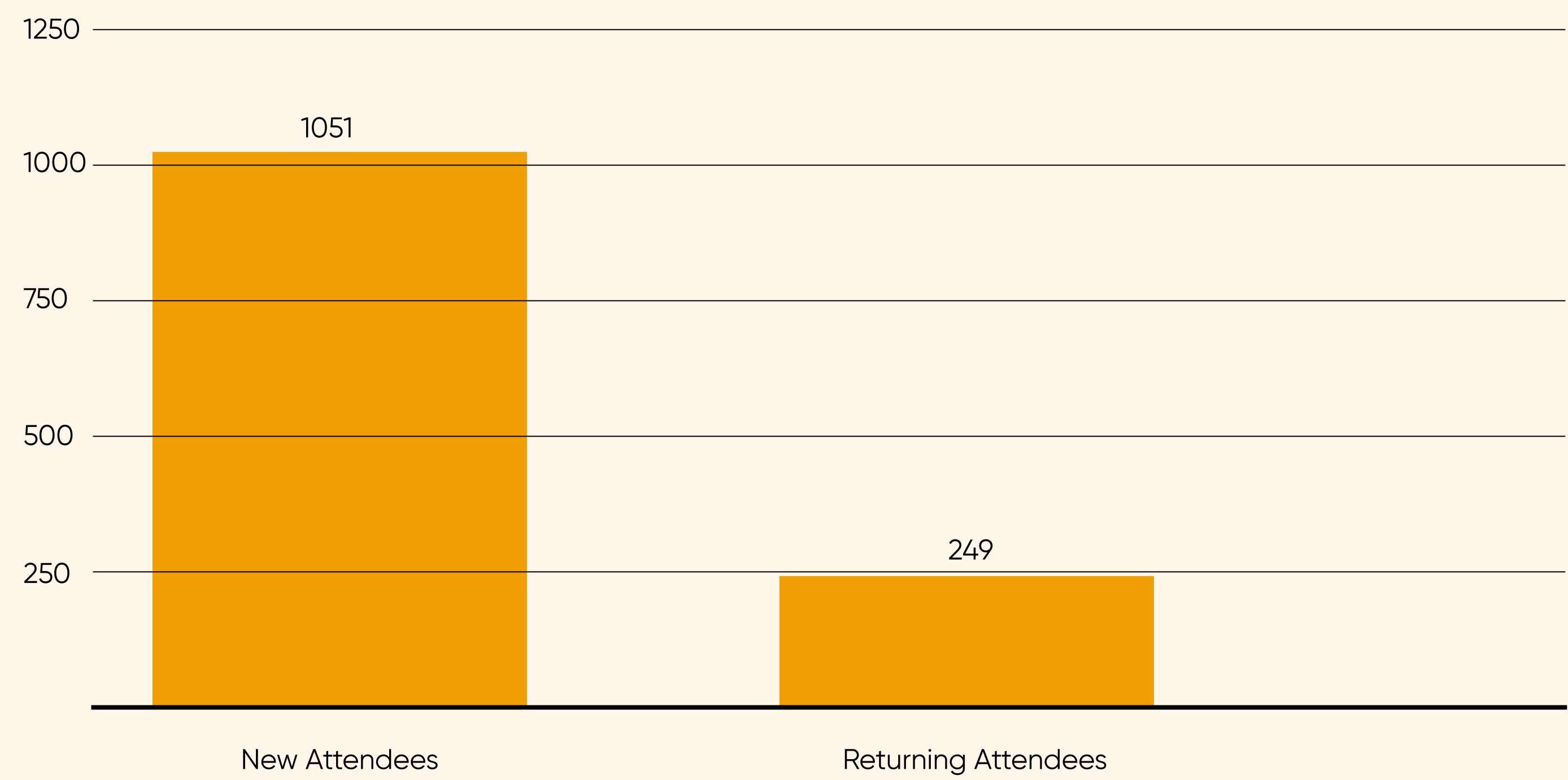
The ODES 2023 summit saw a dominant presence of the Private sector at 68.2%, indicating significant corporate participation. Following closely, the Public Sector held a share of 13.9%, showcasing government and public entity involvement. Sole Proprietorship businesses constituted 11.6%, highlighting entrepreneurial representation. In contrast, Non-Profit/NGOs had the lowest presence at 6.4%, suggesting limited participation from charitable and non-profit organizations.

# CITY OF RESIDENCE OF ATTENDEES



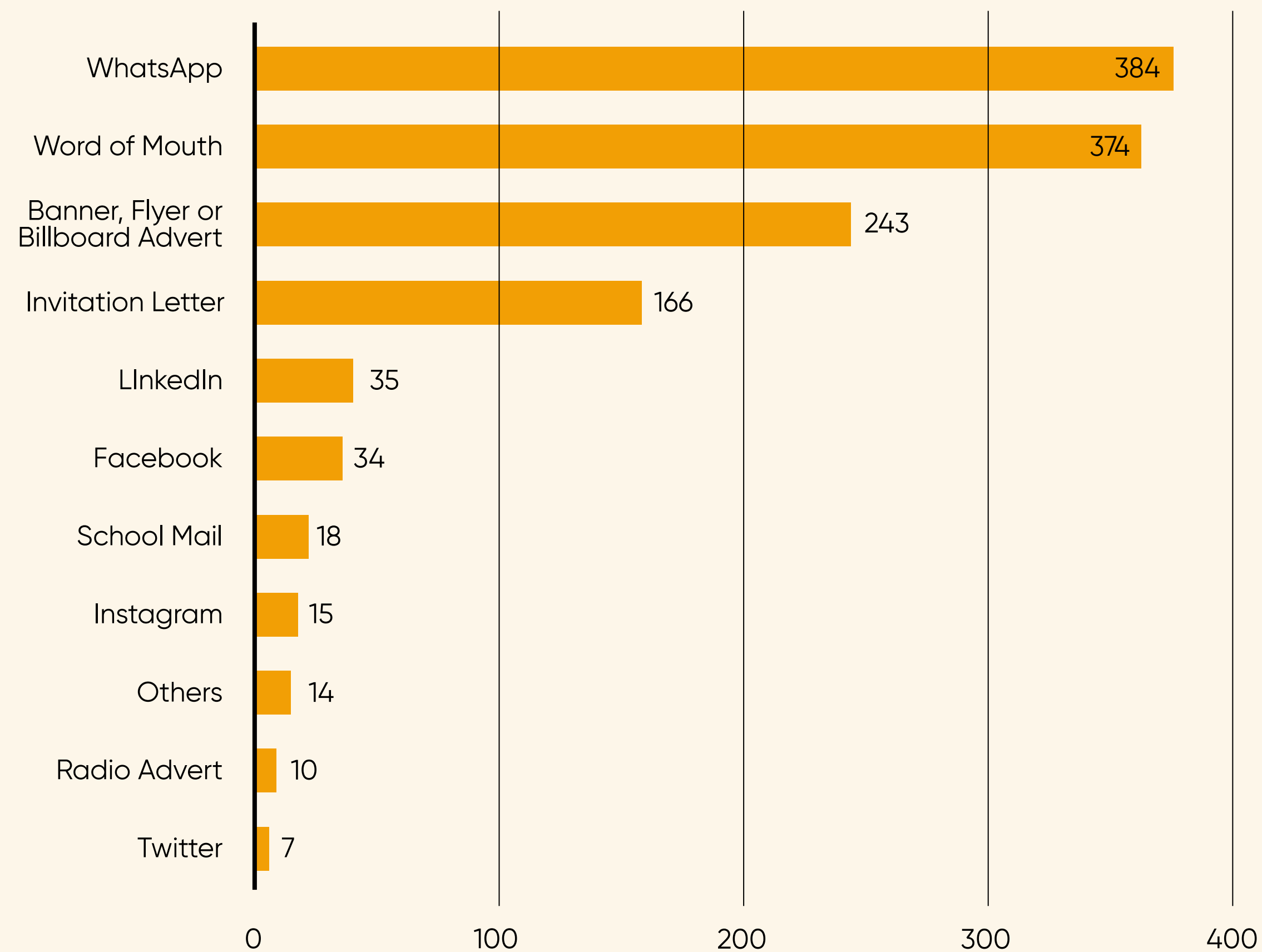
The town of Ogbomoso, serving as the venue for ODES 2023, attracted the largest attendance, with 1223 residents participating—an indication of significant local involvement and interest. In contrast, there were 17 participants from Oyo town, followed by Lagos with 14 attendees. Ibadan had 12 participants, Ilorin had 9, Ondo State had 8, Osun had 7, and there were 10 participants from various other locations.

# PRIOR ATTENDANCE



The ODES 2023 attracted 1051 new participants to this year's summit, with 259 attendees returning from the previous year.

# MARKETING

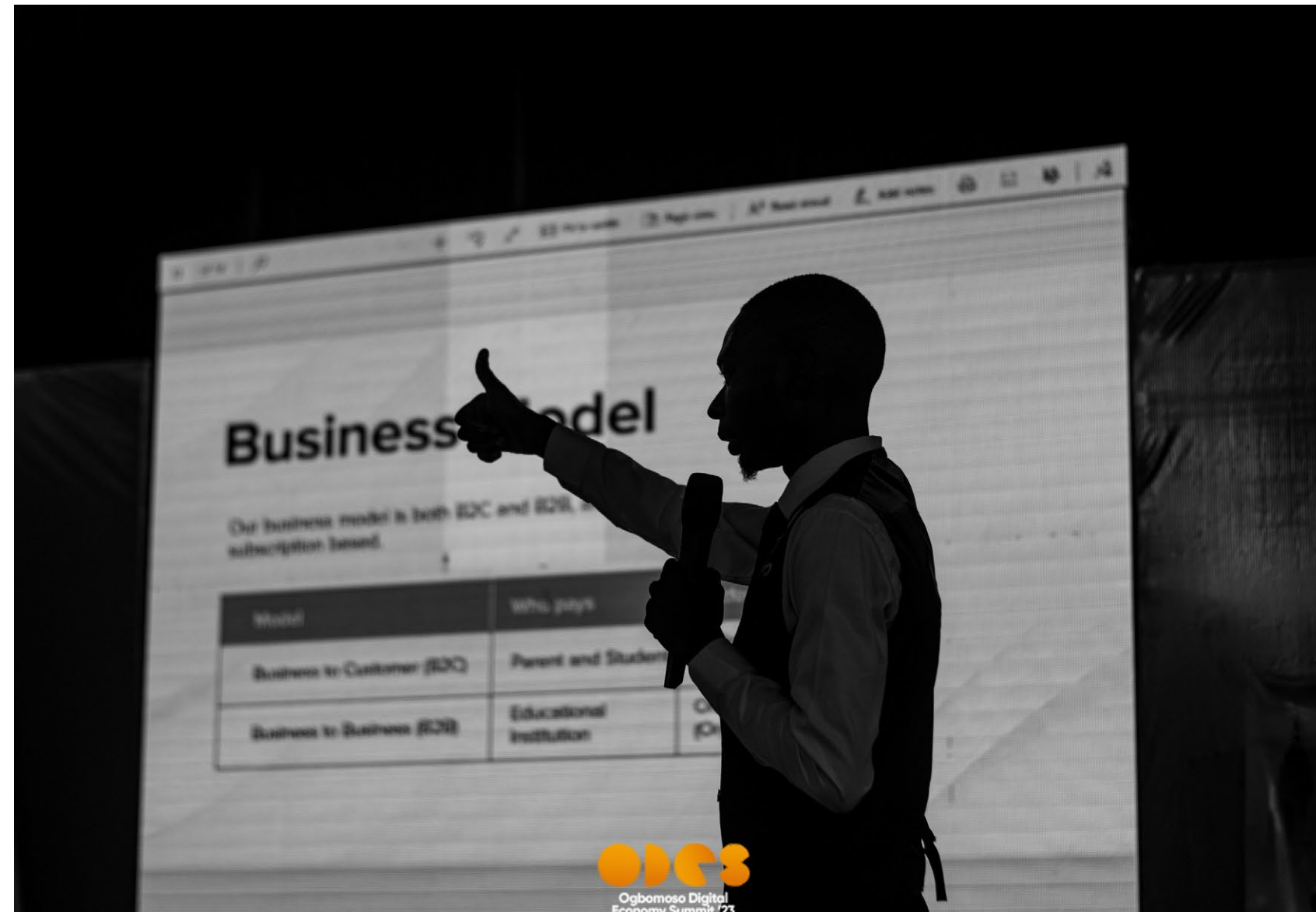


WhatsApp emerged as the most effective awareness tool for the ODES 2023 summit, engaging 384 participants. Word of mouth also played a crucial role, with 374 participants. Traditional advertising methods, including banners, flyers, and billboard advertisements, reached 243 participants. Invitations sent to individuals, organizations, and businesses were also resourceful, gathering 166 participants for the summit. Social media channels, such as LinkedIn, Facebook, Instagram, and Twitter (Now X), collectively attracted 91 participants. Additionally, school mail attracted 18 participants, radio advertisements attracted 10 participants, and other means of awareness attracted 14 participants.

# GALLERY












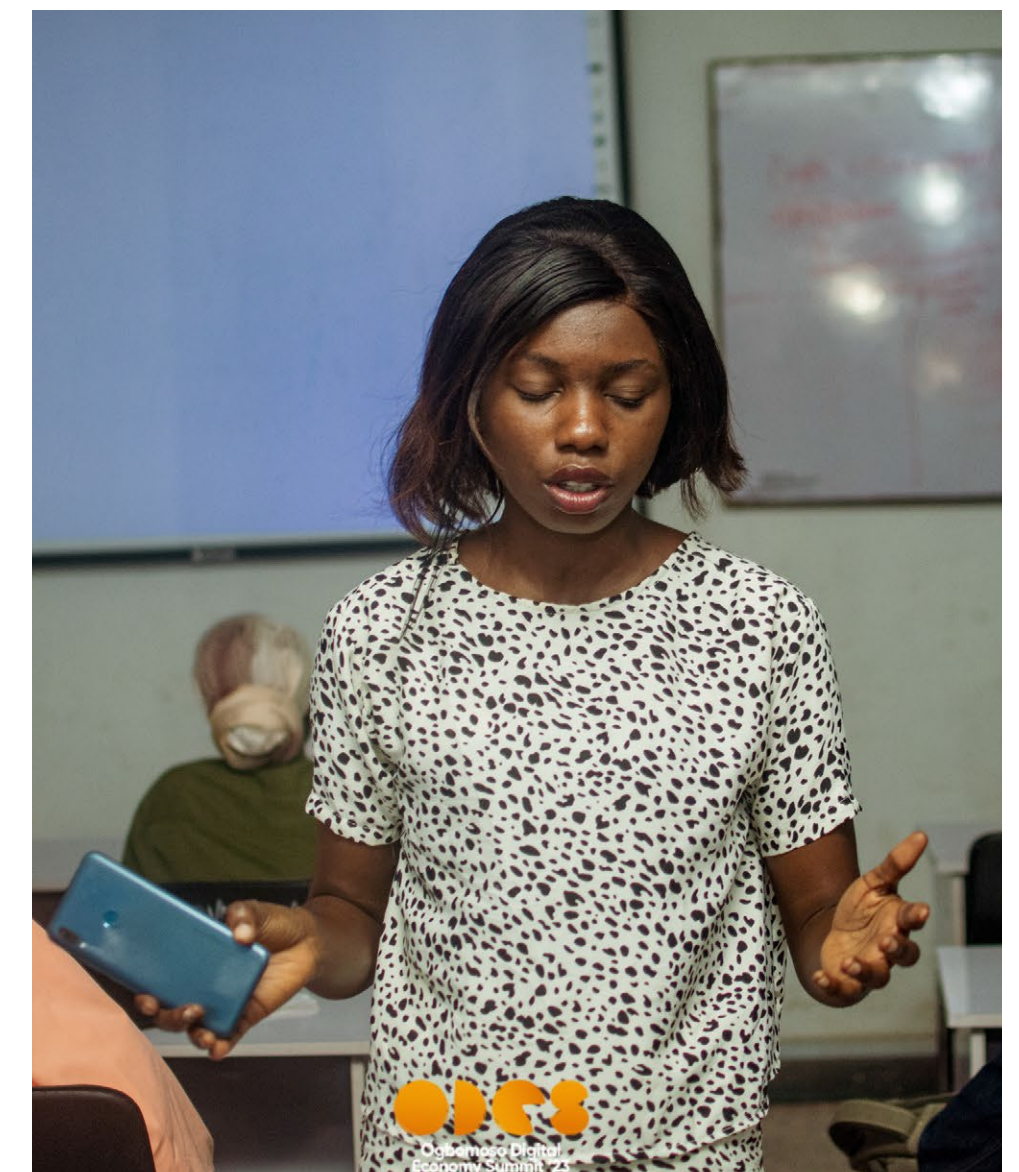


# WORKSHOPS



# WORKSHOPS

-  The workshop on “Product Development, Idea Validation, and Investment Readiness”, hosted by Jesudamilare “JD” Adesegun-David (Co-founder, Ennovate Lab) & Uche Aniche (Convener, Startup South), garnered the highest attendance with 84 participants.
-  Following closely was the “Innovation and Sciencepreneurship” workshop, led by Dr. Oladipo Kolawole, Founder of Helix Biogen Institute, which drew 82 participants.
-  The workshop on the “Importance of Data Analytics Skills in Research Methodology”, hosted by Timileyin Arowosola, Data Analyst at Ennovate Lab, had 47 participants.
-  Dr. Adeyemi C. Aderinto, Director of SQL College of ICT, hosted the “Introduction to Tech Entrepreneurship” workshop, with 42 participants in attendance.
-  Adefemi Adewemimo, Practice Lead at CcHUB Design Lab, led the workshop on “How to Use Design Thinking in Solving Health Challenges”, attracting 39 participants.
-  Tayo Sobowale, CEO of The Pitch Business Enterprise, hosted “The Role of Digital Infrastructure in Driving Digital Transformation in Ogbomoso”, which had 33 attendees.
-  The workshop on “The Power of Collaboration: A Catalyst for Exponential Growth for Creative Entrepreneurs”, hosted by Pamilerin Emmanuel, CEO of Emmanuelpixels, had 29 participants.



# EXHIBITION

Approximately 8 exhibitors were on ground for both days of the Summit demonstrating innovation, talent, and entrepreneurship from the community. Businesses on display included Biotech, Agritech, EdTech, Education and many more.



# EXHIBITION



# SUMMIT SPEAKERS



**Keynote 1:** Digital Inclusion and Sustainable Development: A Roadmap for Ogbomoso

Delivered by Seun Onigbinde (Global Director, BudgIT)



**Keynote 2:** Ogbomoso as a Global Tech Hub: A Vision for a Digitally Empowered and Economically Sustainable City

Delivered by Tim Handorf (Co-founder, G2 Labs)

# PANEL SESSIONS SPEAKERS



**DR. ADEYEMI C. ADERINTO**  
Founder, SQI College of ICT



**DR. KOLAWOLE OLADIPO**  
Founder, Helix Biogen Institute



**ARTURO MACHADO**  
Research and Development  
Director, ST Engineering Hackney  
(High Tech Manufacturing)



**PROF. JULIUS KOLAWOLE OLOKE**  
Vice Chancellor, Precious  
Cornerstone University



**ABIOLA DABIRI**  
Asst. Vice President,  
Corporate Secretariat, Africa  
Finance Corporation



**UCHE ANICHE**  
Convener, Startup South



**BISI ONI**  
Executive Director/COO,  
FundQuest Financial  
Services Limited



**YEMISI ISIDI**  
Co-Founder, Triift Africa



**PROF. JUSTICE EMUOYIBOFARHE**  
Dean, Faculty of Computing  
and Informatics, LAUTECH



**GABRIEL OKEOWO**  
Country Director, BudgIT



**DR. JINMISAYO ADIGUN AWOKOLA**  
COO, MotoPay



**KUNLE ADEGOKE**  
CEO, Archiscope Limited



**PROF. LATEEF AGBAJE**  
Professor of Nano  
Technology, LAUTECH



**DR. TAOFEEL ABDUL-HAMEED**  
Rector, The Federal  
Polytechnic, Ayede



**TAIWO OLAONIPEKUN**  
Founder, Farm Fixers



**IDOWU AKINDE**  
Manager Partner,  
Boolean Capital

# LIGHTNING TALK SPEAKERS



**REMI ODUNSI**  
Chief Executive Officer,  
Eridan Group



**PROF. JULIUS KOLAWOLE OLOKE**  
Vice Chancellor, Precious  
Cornerstone University



**AMANDA HUFFORD**  
Founder, Context  
Design Studio



**EMEKA OKOYE**  
Founder, Open Data NG



**KUNLE ADEGOKE**  
CEO, Archiscope Limited



**CHARMAINE SADIE**  
Co-Founder, Infundo



**TOMMY MICHAEL**  
Co-Founder, L'Orbe



**GABRIEL OKEOWO**  
Country Director, BudgIT



**ANU AGBOOLA**  
COO, Loft Africa



**OLUWASEYI GBADEBO**  
CEO, Konkere Designs



**TAYO SOBOWALE**  
Founder, The Pitch Community



**AYOOLA OJO**  
Value Innovator,  
Tenpos Limited



**OLORUNFEMI OMOTAYO**  
Head of Training and Learning  
Teachers Academy Africa



**STEPHEN FOLA-BADEJO**  
Founder/CEO, LogiTrak



**JESUDAMILARE ADESEGUN-DAVID**  
Co-Founder/CEO, Enovate Lab

# TESTIMONIALS

## **Evang. Niyi Adebayo (CEO, Zoe Group of Schools)**

"ODES is the first of its kind and a blessing in this land. It has opened our eyes to many things, fantastic opportunities and versatile information that can make economic activities thrive in Ogbomoso. It can also aid the commercial life of the city".

## **Mrs Animi – from TIC (Technology Incubation Center, Ogbomoso)**

"ODES is a lively, educative and informative event. I believe it will help entrepreneurs improve their businesses, products, and access financial assistance. It will also help them in marketing their products. We need to collaborate with Ennovate Lab to get sponsors and investors for our entrepreneurs. That will be beneficial to TIC".

## **Stephen – Final year student, LAUTECH**

"I believe there is a need for more events like ODES to sensitize the people of Ogbomoso to know what we can do, and how we can work on the economy of the entire city. ODES is a huge plus to student entrepreneurs, business enthusiasts, students interested in different forms of art and students who want to start businesses. It helps them know how they can tap into the economic space of the city."

## **Oluwadamilola Ogundeji, Lead Midwife at ANC with DamiTheMidwife**

"I heard about ODES in 2022, the first edition, through Uncle JD. It was such a profound event for me as it had a great impact on my life and my career as a nurse. I was able to see beyond being a nurse and the four walls of the hospital. I was able to see the need to make a great impact in my city as a nurse and contribute to reducing the death of pregnant women in Ogbomoso. That's one of my dreams that was amplified during the conference in 2022 at ODES."

# TESTIMONIALS

## Ifeoluwa Aiyegboyin, Co-founder, Creative Razers Network

One standout aspect of ODES was learning to place more value on myself and demonstrating my capabilities. I realized I could proudly represent Ogbomoso while making significant contributions. ODES was also a platform for meeting influential people, and the quality relationships I built there have been instrumental in my journey. Moreover, ODES inspired me to enhance community contributions. Before ODES, I hosted various events, but afterward, they became more impactful. The 2023 edition of the 'Choose Growth Training' showcased many ideas I learned at ODES. I didn't just learn marketing skills; I also gained insights into community development and adding value to those around me.

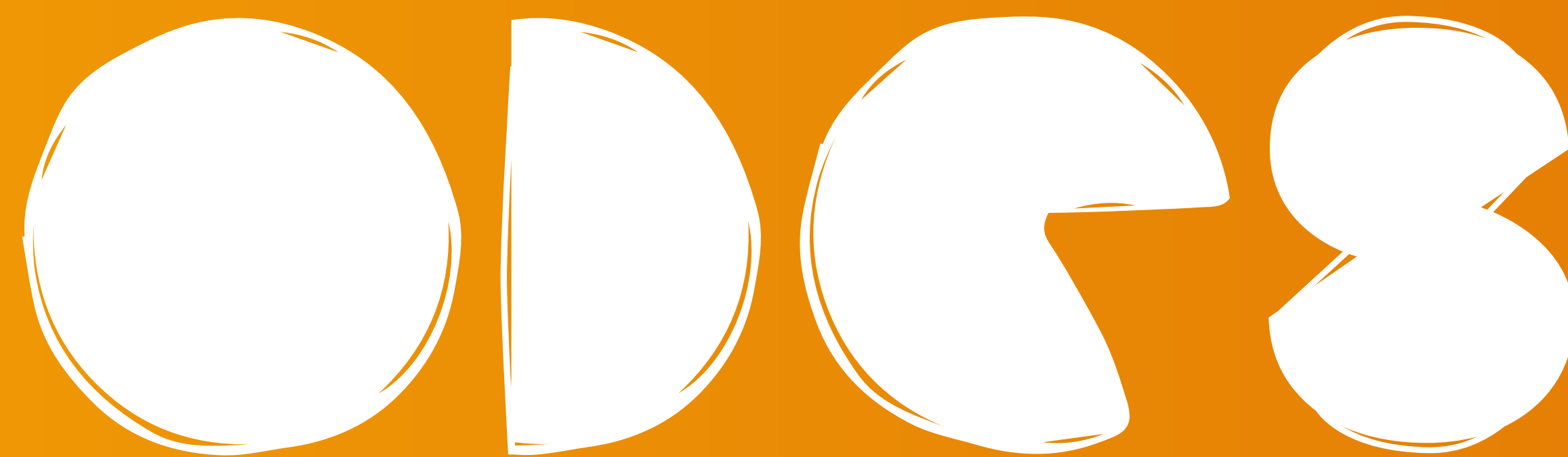
This year, I became more dedicated to building physical communities, and fostering innovation through small groups focused on thinking, reading, and doing together. I acknowledge the 55% improvement at our last hangout in December to ODES. I'm willing to volunteer again, as each experience makes me better."

## Chizitere Duru, CEO and Founder of Wildflower Cosmetics

"I was privileged to be among the businesses that exhibited at the Ogbomoso Digital Economic Summit last year - 2023. It was one of the best decisions I made as the founder of a small business. I gained significant reach and engagement for my brand, which led to an increase in overall awareness. I also had the opportunity to meet industry leaders and receive mentorship and support from individuals outside my line of business. They provided valuable ideas for positioning my brands. It was an exciting, enlightening, and empowering experience."

# CO-CONVENERS





# Ogbomoso Digital Economy Summit

[www.ogbomoso-des.com](http://www.ogbomoso-des.com)