

Social Value Creation

My understanding of social value creation is a social responsibility, aims as a problem-solving asset to create social and environment well being. As an entrepreneur to understand what your social value is, you first have to understand what private value and what role do you play in creating it. My motivation as a social value creator stated when I first engaged in community service back in home country in Nigeria; we volunteered reading books for various schools, enlighten students moral etiquettes and general knowledge. We also helped in raising money to make a playground, football pitch and water boreholes in that local area.

This really made me to be more involved in giving back to the community where help is needed. As an Urban Entrepreneur I aim to help in developing a better community for people in need. Give back to the community in terms of finding jobs, education and shelter. Through networking and finding the right investors we will be able to achieve a lot in order to accomplish what we want in Ward five. Asking the right questions in order to know what the community does best and enable them on building on their strengths, most importantly aid them "be their own entrepreneur of their own life". A phrase that motivates me to strive and give my best is "nothing is impossible".

Core Values:

Trust: Trustworthiness is an important value and foundation of an entrepreneur. Being able to live by our words and also from the way we operate to the way we communicate.

Teamwork: Teamwork is an essential value. We hope to promote learning, sharing and individual growth so that we can build a team that is much more than the sum of its individual parts. I had an amazing team which I worked with in my CityLab project, all were extraordinary and brought in their different expertise and strengths.

Knowledge: The quest for knowledge is never-ending, and as part of our pursuit

for building a better community, we are driven to expand our universe of knowledge in all our fields of expertise. As Bruce Katz and Jennifer Bradley mentioned "An economy driven by knowledge bestows new importance on institutions of knowledge such as universities and innovations institutes"

Some skills I have acquired and would also want to put it to use and challenge of social value creation are proficient computing skills, having studied in the Information Systems area both my Undergrad and Graduate degree. Efficient organizational capabilities, I am also dedicated to what I hope to achieve in life, hardworking, disciplined and carrier oriented. Objectivity in decision-making process. I am very good at working under little or no supervision, having taken project management courses in both degrees; I have also acquired knowledge in managing projects and working with MS Project software (organizing project schedules, use of work breakdown structure, project charter) which are all useful in starting a major project for an industry or Organization.

Project Experience

I have worked in only two major real life project so far, one was stated above, the other one was in Secondary Education Board in Nigeria; we were able to make more classrooms in secondary schools and also look into what was needed to enable them have a better environment for learning.

I also foresee some weaknesses in actualizing my vision; time constraint will be the first problem, having conflict in time between you and an organization concerning a deliverable. Resources and investors; asking the right questions to the right stakeholders because sometimes you might be unclear or you might view a project in a different way your stakeholder views it and that will affect the knowledge you have on how to tackle it on a bigger scale. I try to manage these challenges doing my own research very well and finding the right sources to talk to. Exchanging ideas and conversing with people who specialize, or have knowledge in that area before meeting with stakeholders. I also try to put myself in their shoes and know what exactly they want me to deliver and provide. I believe I have learned to overcome half of my weaknesses

during the second phase of CityLab because I got to engage with stakeholders of Ward 5, made connections with and a sense of understanding with them, they were really easy going which made the project more exciting to get to meet more of them.

In order for me to attract others to invest or partner, the first way to go about it is raising awareness, it could be through social media, showing what you as an individual aims in doing, showing its social benefits and end product. Most people would want to see what they will get out of it, so you will have to make that available and also be transparent, showing where each and every resource is being allocated to what product. Most importantly gaining their trust. One problem I foresee is people hardly invest in projects or make donations to organizations where they don't see any use being done with the donation they gave. So, for that I aim in creating something where there will be value and long-term benefits where the public in general can see major difference in the society.

I am a person who always thinks about the future, weigh my choices or ideas and see which one has more benefits in the future. I would want to be involved in something that goes a long way for future generations to remember. Like the project my group is working on currently in making the art design for New York Avenue Gateway, we are planning on involving art schools and people in the community who have skills in art. The project will not only be remembered by those schools, but once the finished product (gateway) is accomplished, we will be proud of it because we were part of that foundation and which in turn will be remembered and valued by the community. This is a project that excites all our stakeholders especially our major stakeholder Mr. Lionel Thomas; the project will serve as roadmap for all gateways (not just one). This is just the foundation and its said to be very realistic and doable, so we hope one day we enter into the District through that GATEWAY!.