Twitter Thread by Osaretin Victor Asemota



Osaretin Victor Asemota
@asemota

Sometimes I wonder if we should be building certain types of African organizations with obvious gaps in people resourcing?Then I remember what my uncle and his friends did for the financial sector with MAYO and PTC.

Edtech has actually been in Africa longer than we think.

MAYO/PTC was actually the first Ed-Tech company in Nigeria and also the first place I worked and did my NYSC. We took UK accountancy and banking institute materials and used tech to modify and republish local versions of study text for students preparing for professional exams.

We also provided prep classes and corporate training. This was how we also started @SwiftaSystems, it was initially from tech training before we moved to product development and services.

For tech, we were self-taught but we created a new market for ourselves with education.

Education ALWAYS comes first before adoption when it comes to tech. We aren't doing nearly enough at the moment. Everyone wants to build products for the educated market and ignore the uneducated market. Uneducated doesn't mean formal school, it is about industry and paradigms.

Current Ed-Tech initiatives are focusing on basic education but market education is a significant opportunity. No matter how simple you think your product is to use, there will be many who will not use it until they understand the fundamentals and why it exists at all.

ALL industries need market education and it is best as a collaborative effort. Many people wait for others to educate the market before they jump in but also lose brand advantage.

India taught me a lesson on how tech education can create a larger market for tech overall.

Teaching people how to use basic tech products for business will go a longer way to create a larger market for tech products than any digital marketing effort.

Maybe @BWLawal and others will crack this and I am willing to put small change and effort.

A lot of customer service issues happen because of a lack of customer education. I still remember how we started ECONET Nigeria and Francis Osakonor the CMO decided we should educate the general market about GSM on newspapers months before launch. We also had the best call center

Massive GSM adoption happened because the market was primed and educated. The informal dealer network pioneered by MTN also became a very good user education channel. Most of the material passed to the channel was as much to educate than just sell. It all paid off as we can see.