

**Entrepreneurship Course in African Business Model with Free and Open
Source Software (FOSS)
Trainer: Edgar Telesphory
2-13 August 2010
Training Report Summary**

1. Basic Information

1.1 Name of trainer and training institution

Edgar Telesphory

National Institute Of Transport

1.2 Time & location of Training

Time: 02 August 2010 – 13 August 2010

Location: Computer Lab, Center For Continuing Education, NIT.

1.3 Number of people trained: **19 (2 women and 17 men)**

1.4 Training fees

- Tanzanian Shillings 100,000/= for 17 participants

- Tanzanian Shillings 50,000/= for 2 participants (These were not issued with Certificates)

- Collected amount from participants TAS 1,800,000/=

1.5 Mode of training (class room based, online, blended)

Class room based and Online

Support and assistance to enhance the skills learned will be done online for one month. There will be meetings on the Dokeos portal every friday between

1500 – 1700 East African Time)

1.6 Objectives / learning outcome of the training

- Understanding general FLOSS concepts and Knowledge**
- Impart FLOSS basic skills**
- Identify business opportunity in FLOSS**
- Create business using FLOSS**
- Develop a business plan and business proposal**
- How to organise and hold trainings on FOSS Business Models for local SME**
- How to market your FLOSS Business Model**
- Managing Migration to FOSS (Ubuntu 10.04)**

2. Syllabus Information

2.1 Modules Trained

[] Module 1: Introduction to Emerging FOSS Business Models

[] Module 2: African FOSS Business Models: Case Studies

[] **Module 3: Communicating FOSS**

[] **Module 4: Introduction to General Business Skills**

[] **Module 5: FOSS Specific Business Knowledge and Skills**

[] **Module 6: FOSS Training**

[] **Other: ___Please___Name**

Introduction to Linux Operating System

Basic Linux Administration

2.2 Localized versions of Modules

If you have localized or enhanced the original [African FOSS Business Syllabus](#) please name the modules that were modified or new ones you developed.

Introduction to Linux Operating System

Basic Linux Administration

2.3 Course Syllabus

Please provide at this field the course syllabus that you have handed out to the participants.

In the case the Syllabus is too long, please attach it to the end of this document or submit it as a separate document.

MODULE 1: INTRODUCTION TO EMERGING FOSS BUSINESS MODELS

Module 1.1 General FOSS Concepts

Module 1.2 FOSS Business Globally

Module 1.3 Evolution of FOSS Communities and Software Markets

Module 1.4 FOSS Licensing Models

Module 1.5 FOSS resources for keeping current on the FOSS eco-Space

Module 1.6 Multimedia

MODULE 2: AFRICAN FOSS BUSINESS MODELS: CASE STUDIES

Module 2.1 The OpenWorld Ltd Experience

Module 2.2 The case of GIS Global Image Ltd.

Module 2.3 Revitalizing software resources through FOSS

Module 2.4 Training Linux Users in South Africa

Module 2.5 The Linux Solutions Experience

Module 2.6 The Amest Santim Systems PLC Experience

Module 2.7 CENFOSS - Using FOSS for Business

Module 2.8 FOSS Business Potentials: From Academic to Business

Module 2.9 Taxonomy of FOSS Business Models

MODULE 3: COMMUNICATING FOSS

Module 3.1 Public Relation and Advocacy Strategies

Module 3.2 Advocating FOSS

Module 3.3 Online Advocacy tools

Module 3.4 Creating a FOSS market and brand in Africa

MODULE 4: INTRODUCTION TO GENERAL BUSINESS SKILLS

Module 4.1 Starting a Business

Module 4.2 Defining Target Market

Module 4.3 Leadership

Module 4.4 Organizational Structuring

Module 4.5 FOSS Proposals and Contracts

MODULE 5: FOSS BUSINESS KNOWLEDGE AND SKILLS

- Module 5.1 How FOSS business is different from other types of business
- Module 5.2 FOSS Communities
- Module 5.3 Competition, cooperation – coopetition
- Module 5.4 Marketing FOSS
- Module 5.5 FOSS Strategies
- Module 5.6 Innovation in FOSS Business

MODULE 6: FOSS TRAINING

- Module 6.1: How to be a FOSS Trainer
- Module 6.2: FOSS Training as a Business
- Module 6.3: Organising Trainings
- Module 6.4: Open Educational Resources and Open Content
- Module 6.5: Communication Skills

Other Module:

Introduction to Linux System

1. Introduction to Linux
2. Getting Ubuntu
3. Writing Ubuntu to CD
4. Installation types
5. Installation instructions
6. Introduction to the Ubuntu Desktop
7. Introductions to applications
8. Basic commands from the terminal

Basic Linux Administration

1. System Administration
2. Security
3. Services
4. Web Server and Joomla installation quick setup

2.4 Online Training Facilities & Online Location of Course Materials

Please provide a link to your online course materials and your online learning environment.

URL to online course materials:

<http://www.ict-innovation.fossfa.net/e-learning>

URL to online learning environment:

<http://www.ict-innovation.fossfa.net/e-learning/courses/NFBT/>

3. Support

3.1 Suitability of Marketing Materials

Please provide a sample of your localized version of your marketing materials as attachment
or as a separate document.

NATIONAL INSTITUTE OF TRANSPORT

ENTREPRENEURS COURSE ON AFRICAN FREE AND OPEN SOURCE SOFTWARE BUSINESS MODELS

Free and Open Source Software (FOSS) are modern computer technology of choice to run servers, networks, or content management systems, as well as operating systems such as Linux, and business and office applications such as OpenOffice. As FOSS is adaptable and does not entail annual license fees, it is particularly useful when applications need to be adapted to a local context. FOSS is a key technology to drive innovation, add local value and create sustainable and affordable ICT Solutions.

The National Institute of Transport (NIT) is organising a training programme with support by **ict@innovation**, a joint capacity building programme of **Free Software and Open Source Foundation for Africa (FOSSFA)** and **Capacity Building International of Germany (InWEnt)**, funded by **OSISA and the German Ministry for Development Cooperation (BMZ)**. The training programme is based on ict@innovation's regional course known as "Advanced African Business Models with Free and Open Source Software (FOSS)".

In a period of Two Weeks, the following Course modules and thematic elements will be covered: FOSS Knowledge, FOSS Opportunities, How to go about with FOSS, Writing FOSS Proposal and Contracts, dealing with competition and cooperation and Conducting FOSS Training.

NB: All participants will receive Training on Ubuntu Linux Operating System and OpenOffice suite.

Dates: 02nd August 2010 - 13th August 2010

Venue: Research Building, National Institute of Transport

Requirements and Fees: TSH 100,000

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Apply Now, "Usikose fursa hii muhimu ya kukusaidia kupata uhuru wa kunufaika na matumizi ya kompyuta programu huria"

3.2 Suitability of support to recruit participants

If you requested support from AITI to recruit participants, please provide a short feedback, if not, you can leave this point blank.

3.3 Feedback on financial support

Please provide a short feedback on the suitability of the financial support provided through InWEnt. Please also provide suggestion on improvements for future financial support that InWEnt might consider to provide

I do thank Inwent for the financial support provided, without this support it would have been very difficult to offer African FLOSS Business Model training.

However, the support would have helped a lot if could have been provided at the beginning of the training than at the end of the training.

Financial support should include accommodation to strengthen the networking and sharing of various issues during the training.

3.4 Follow-up training & revenue models

Please provide a short summary about planned future trainings and the type of revenue models that you are going to use to support those trainings

I have directed the participants to meet every friday between 1500 hours and 1700 hours on the e-learning portal www.ict-innovation.fossfa.net/e-learning

4. Summary of Training and Experiences

Please provide here a **written report** on your training, including

- Achievement of objectives
- Divergence from planning
- Report on training conducted
- Tutoring
- Motivation of participants
- Assessment of participants for future involvement in FOSS Business (e.g. are the participants likely to open up their FOSS Business? If not, what is missing?)
- Occurrences
- Recommendations for future trainings

This written report on your training experience shall also be published on the ict@innovation portal, therefore please feel free to add any good photos and other documents at:

<http://ict-innovation.org/wiki/public-wiki/course-advanced-african-foss-business-models/national-course-versions>

[TRAINING REPORT ON THE ENTREPRENEURSHIP COURSE IN AFRICAN BUSINESS MODEL WITH FREE AND OPEN SOURCE SOFTWARE](#)

The National Institute of Transport (NIT) has organised a training programme with support by **ict@innovation**, a joint capacity building programme of **Free Software and Open Source Foundation for Africa** (FOSSFA) and **Capacity Building International of Germany** (InWEnt),

funded by **OSISA and the German Ministry for Development Cooperation (BMZ)**. The training programme was based on ict@innovation's regional course known as "Advanced African Business Models with Free and Open Source Software (FOSS)".

In a period of Two Weeks, starting from 02nd to 13th August 2010, the following Course modules and thematic elements has been covered: FOSS Knowledge, FOSS Opportunities, How to go about with FOSS, Writing FOSS Proposal and Contracts, dealing with competition and cooperation, FOSS advocacy and Conducting FOSS Training as a business.

All participants received a Training on Ubuntu Linux Operating System and OpenOffice suite.

Participants were eagle to learn and in such the objectives of the training were met. Seven participants were motivated to join with FOSSFA as an individual members and paid their membership fee during the training.

The original plan had indicated that original module syllabus will be used, however component of technical know how was introduced so as to impart basic skills for the participants to migrate to FOSS, specifically, using Ubuntu 10.04

The cost of the venue also differed from the plan, and, the cost of internet usage was a key issue to raise the cost of hiring the venue. We had internet connectivity through out with good speed which had a significant contribution to the training.

I received 25 applications but only 19 applicants enrolled in the training, 2 females and 17 males, i'd a help from 4 co-trainers from University Computing Center, and from Zalongwa Technologies Ltd. The names of participants and trainers attached as different document.

Participants were highly motivated, their vote of thanks is attached as separate document. Most of them have plans to venture into FOSS business models, and some were going to implement FOSS solutions to their work places, especially in the area of servers, desktop computing as well as developing solution such as database driven website, customized solutions and FOSS training to secondary schools and other education institutions. The participants decided to have a graduation ceremony with a special dress code that they paid by themselves to imply the change they have after the training, as John 'Maddog' Hall once said in his Idlelo 4 keynote " ... Open source software is a gift whose cost has been paid already, all it is needed is for someone to take the gift and use it, and the next day when they look into the mirror, they be new persons. The participants have even decided to form a Linux User Group, established a blog with the url www.fosstz.blogspot

Some of the issues raised during the training includes obstacles in adoption of FOSS in Tanzania, these includes

1. Resistance to change at the beginning-most people resist to adapt the FLOSS
2. Inferiority/Quality myth-People tend to fear due to the word Free they think that it won't be good for them to use
3. The problem is the word itself(Free)/Lack of understanding the word 'free' in local context-as I said before many people misunderstanding the word free they think open source software are useless for them to use because it is there for free because always free things are not good
4. Lack of awareness on FLOSS(People natured in Windows life)-many people think that to be a computer there must be windows on it otherwise the computer won't work
5. Lack of knowledge-Many people they lack knowledge on FLOSS so they must be educated on that
6. Insensitive to costs(especially government institution)
7. Discouragement from proprietary vendors
8. Training institution embarrassing old tradition of teaching proprietary software-most of the institution prefer to teach the use of windows rather than Open source software

9. Fear to migrate to FLOSS-most people/users they fear the open source software they think it going to be a problem to use that,things won't be done properly maybe etc
10. Lack of patience
11. Lack of accessibility to Internet connectivity/costs of bandwidth

Other issues includes how to identify if your class is left brain or right brain, in the FOSS training as a business.

My recommendation for the future training is to have a workshop with media people; they will help spread the word. Since they will form part of FOSS evangelists team. Also the support package should be released before the training commencement. The marketing strategy should have enough budgets instead of using word of mouth.

More pictures of the training can be found at National Institute Website http://www.nit.ac.tz/index.php?option=com_content&view=article&id=111&Itemid=101

Also some more information captured from Local newspaper has been posted on <http://www.ict-innovation.fossfa.net/taxonomy/blog-category/african-foss-business>

and about the course on <http://www.ict-innovation.fossfa.net/wiki/public-wiki/course-advanced-african-foss-business-models/national-course-versions/tanzania>

And also on the tafossa blog <http://tafossa.blogspot.com/v>

Was also invited for TV show at Independent Television (Tanzania) for the live show that took place on Tuesday morning 0630hrs – 0645 hrs, 17th August 2010.

Participants also decided to start the mailing list as a means to share and communicate fosstz@googlegroups.com and currently there are efforts in collaboration with other stake holders to celebrate the Software freedom day.

1 WORD OF THANKS FROM PARTICIPANTS OF THE TRAINING ON ADVANCED AFRICAN FREE AND OPEN SOURCE SOFTWARE BUSINESS MODELS-FOR IT-SME'S. TO GUEST OF HONOUR, MR.E E.MGONJA Ag.PRINCIPAL NIT.

Honourable Guest of Honour Ag. Principal for National Institute of Transport Mr, Elifadhiri E.Mgonja

On behalf of the training participants of the **Advanced African Free and Open Source Software(FOSS)** I would like to take this opportunity to thank you Mr. Guest of honour for your kindness and willingness that you accepted our short notice invitation to join us this noon to officially close our training to day, as we know that you have limited time, you have lot of commitment, but you decided to allocate some amount of time to make sure that you attend to this significant occasion, thus we hope to hear from you words of wisdoms, for that we say thanks again, and we welcome you to join us.

Honourable Guest of honour, the group of people you see seated in front of you comprises of Nineteen 19 participants who has come from different regions of Tanzania Mainland and Zanzibar to attend for the training. Out of 19 participants 17 are Males and 2 Females.

Honourable Guest of honour we would like to convey our thanks and appreciations to the sponsors and organizers of this training for their vision of introducing this kind of training which is very unique. We are happy to tell you that we are the first batch to attend this kind of training in our country. We have been told by our training facilitator that we are the first to undergo this kind of training among of the five East African Community countries member states, followed by Kenyan which is taking place in Kisumu and another in Uganda.

Honourable Guest of honour in conveying our thanks to the organizers and sponsors we would like to mention them to you as they deserve to be comprehended, this includes:- ict@innovation, a joint capacity building programme of Free and Open Source Foundation(FOSSFA), Capacity building International of Germany(InWEnt),funded by OSISA and the Germany Ministry for Development Cooperation (BMZ).

Honourable Guest of honour special thanks should also go to the management of the National Institute of Transport for hosting the training by allowing the IT lab to be used for the training for a period of two weeks

Honourable Guest of honour further more special thanks should go to the team of facilitators especially team leader Mr, Telesphory Edger who for sure he devoted his entire time, mind, energy and support to make sure the training is performed under

acceptable standards. We, say that we have nothing to reward him for his great work but God has seen him he will definitely reward him.

Honourable Guest of honour for the period of almost two weeks we have gained much knowledge in business of Free and open Source Software Business model. We are now looking quite different compared before we had this training. Models which we covered includes:-1.Introduction to Emerging FOSS business, 2. African FOSS Business Model case Study, 3. How to Communicate FOSS Business, 4. Introduction to General business skills, 5. FOSS business Knowledge and Skills, and 6. FOSS training business Honourable Guest of honour our facilitators has tried to impart us this knowledge by giving us appropriate examples and evidence of the FOSS business how can quickly in long run minimize the cost of doing business to most of Tanzanians Entrepreneurs if this model will be adapted accordingly.

To the other hand the government will minimize its ministerial operations costs currently being spent under the ICT, by deploying the Foss Model. Just to mention few cited examples of the developments of Foss model given by our facilitator, country like Brazil has managed to cut down the government expenditure under the ICT, as it has a policy in place whereby no one is allowed to purchase computer software under proprietary, country like Peru or France they are implementing. In Tanzania we have started we thank the University Computing Centre for developing a system which now is used by Tanzania Commission for Universities (TCU) – The Central Admission System (CAS). It's now a matter of few minutes for students to apply for colleges' enrolments unlike previously. Also University of Tumaini Makumira-Arusha, Iringa they are using FOSS products too.

Honourable Guest of honour we would like to use this opportunity to pin point some of concerned which we have identified during the training we thought could be challenges and perhaps if cannot be addressed by the public in general this seminar will not attain its objectives:-

- The number of ICT Service consumers is very low compared to the Populations of Tanzanian.
- The perceived Consumers mind set of the Term “Free “considered as service or goods provided has low quality.
- The habit and perceptions of Consumers under Proprietary undermines the community based owned goods and services especially for high class consumers.

- The fact that the government always has money to spend through allocation of ministerial budget they don't feel the misuse of taxpayers' money unlike to the entrepreneurs who are always cost conscious
- The fact that most of the donor funded project come with conditions of acquiring goods, machinery, and services to be obtained from specific country of vendors

Honourable Guest of honour despite of the mentioned challenges and some more prevailing we believe the situation can be minimized if the following measures will be undertaken

- Political leaders should be exposed to this model
- The government itself and its ministerial, department should adapt the FOSS model
- The government should pass a policy under ICT to be connected to the PPRA
- Intensive training programme to be introduced at a primary level to equip the students with ICT knowledge from the glass root.

Honourable Guest of honour we would like to highlight you to our Tanzania FLOSS slogan which we have developed and we need you to officially announce to be our reference is "FLOSS NI ZAIDI YA FAIDA" and in order to marker this event I would like to call a person holding a t-shirt with this slogan to handle over to you as a market
Last but not least Honourable Guest of honour we would like to thank you once again for coming, and we wish you good health and successfully journey on your way back home.

Thanks