WOMEN IN DIGITAL STARTUPS

Angela Koranteng
Co-founder of STEMbees

Let’s empower more young African women in science, technology, engineering, and mathematics!

STEMbees

CHALLENGE

In Ghana, very few girls are encouraged to pursue a path in math, sciences, or engineering. STEMbees was formed to counter this issue and empower girls by providing resources, mentorship, and in-depth training.

IDEA

While Angela Koranteng and her three co-founders were studying in the science and engineering fields, they realized that very few girls were following a similar path. In Angela’s case, she was one of only eight in a class of 90 in engineering. Determined to change the status quo, they started a non-profit to encourage and empower girls to focus in these fields, which led to STEMbees being founded in July 2014.

BUSINESS MODEL

Most of STEMbees financing has come from donors and partnerships that allow STEMbees to use their resources. They offer a career awareness program (Stem 1.0) to promote awareness of more technical careers. This program is targeted at girls, but is also open to boys. The Stem 2.0 program is more in-depth, which includes coding, math, and specialized workshops in, for example, technology.

Networking is king! Never underestimate its importance.

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ENTREPRENEUR INSIGHTS

1. **Never take your network for granted.**
   At infoDev’s Mobile Startup Camp, I learned the importance of networks in both my personal and professional life.

2. **Family support is critical.**
   Being an entrepreneur is very demanding, but it helps to have support from your family.

3. **Team dynamics are huge!**
   Make sure that all team members have bought into the mission and everyone knows their unique role.

WORKING WITH infoDev

Before her current venture, Angela and two of her classmates launched Trokxi, a mobile app that showed local taxi rates in Ghana. The app provided fare estimated based on the user’s location and destination, and was meant to help travelers avoid taxi fare scams. Trokxi’s success earned Angela a nomination to infoDev’s Mobile Startup Camp, a weeklong accelerator program held in Washington DC. Mobile Startup Camp exposed Angela to a broader global network of entrepreneurs, coaches and mentors, and taught her several important lessons that she now shares with other young women through STEMbees.

NEXT STEPS

STEMbees is working on getting certification from the Ghana education system to be able to work on a larger school. This certification would allow them to access public schools and accessing even a small portion would help to reach their mission. Additionally, they are working on increasing the number of partnerships they are involved in to become more commercially driven and generate income so that they are not 100% reliant on donors.

BUSINESS FACTS

**Stem 1.0**

- 200 girls
- 100 boys.

**Stem 2.0**

- 30 Girls received more specialized training

TEAM

Angela’s three co-founders each pursued science, technology, engineering and math – comprising the first part of the company name STEM. They met during their time at the Meltwater Entrepreneurial School of Technology (MELT).

**Partners:** STEMbees currently works with one public school and one private school, along with working with other non-profits. As each potential partner approaches them, they develop coursework tailored to the partner.