

# XENT



*The Commerce Launchpad for  
Africa's Next Generation of Founders*

Lois Amponsah · Wings of Change Ghana · [xentshop.com](http://xentshop.com)

START HERE. GROW ANYWHERE.

# Youth unemployment in Ghana is not a lack of ambition.

## It's a lack of infrastructure.

34.9%

Female youth  
unemployment rate

82%

Students have never  
started a business

87%

Want to become  
an entrepreneur

# The system sets them up to learn, not to earn.



## Theoretical Education

Entrepreneurship taught through case studies and pitch competitions — never live commerce.



## No Commerce Infrastructure

Students have ideas but no storefront, no credibility, and no way to reach customers.



## No Market Access

Without institutional trust, no one buys. Without sales, no real learning happens.

*The result: poverty cycles, social vices, and a generation of potential trapped behind a classroom door.*

# The Solution

Xent is a university-endorsed e-commerce marketplace where student entrepreneurs list, sell, and grow real businesses — while still in school.

**Not simulations. Not competitions.**

**Actual products. Actual customers.**

**Actual revenue.**

## Three pillars:

01

### University Partnership

Official endorsement = instant student trust & campus-wide reach

02

### Real Commerce

Live storefronts, real payments, real customers from day one

03

### Growth Pathway

Scale from campus to community — Xent grows with the founder

# Xent was born from 3 years of proof.

Wings of Change Ghana — our parent NGO — has spent 3 years running entrepreneurship programs with students. What we kept seeing: students had ideas, skills, and hustle. What they didn't have was a place to actually sell.

## Wings of Change: 3 Years of Evidence

- 500+** students reached through programs
- 4** student ventures supported with seed funding
- GHC 2K** awarded to best emerging junior entrepreneurs
- 3 yrs** of workshops, innovation challenges & training

## The Gap We Kept Seeing

- Students learned to pitch but had no place to sell
- Ventures stalled after programs ended — no market access
- No university-endorsed platform to give them credibility
- Theory was taught. Revenue was never generated.

Xent is the infrastructure Wings of Change students always needed — and now it exists.

# xentshop.com

*A live marketplace — already running.*



## Student Storefronts

Verified sellers, easy setup, campus-credentialed listings



## Safe Transactions

Trusted payments so buyers know what they're getting



## Data Dashboard

Universities track student revenue, venture activity & outcomes



## Growth Pathway

Mentorship, seed funding (\$500), annual startup competition



Ghanaian  
Bracelet \$5.97



Bead  
Handbag \$20



Palm Kernel  
Oil \$12



Local Clothes  
\$15.99

# How Xent Makes Money

**5-8%**

**Transaction  
Commission**

Per sale on platform

**\$\$\$**

**University  
Licensing Fee**

Semester partnership fee

**Fee-  
based**

**Workshop &  
Training**

School programs & events

**WOC  
Track**

**Grants &  
Fundraising**

Development funding

Revenue target: \$100K Year 1 → \$200K Year 2 → \$320K Year 3 → \$480K Year 4

# A continent-sized opportunity.

# 54

countries

across Africa where  
this problem exists

# 1M+

students

studying business in  
West Africa alone

# 3

phases

Campus → Community  
→ Public Market

Shopify = tools for founders | Etsy = handmade marketplace | Amazon = mass retail

**Xent = the launch & growth marketplace for emerging founders** 🚀

# Three phases. One clear path.

*Xent just launched. Here's how we grow.*

## 01 NOW Official University Marketplace

- Partner with universities as official student marketplace
- Integrate into entrepreneurship courses & incubators
- Student founders get verified storefronts
- Universities get measurable outcomes data
- Campus buyers discover & support student brands

## 02 NEXT Trusted Emerging Brand Marketplace

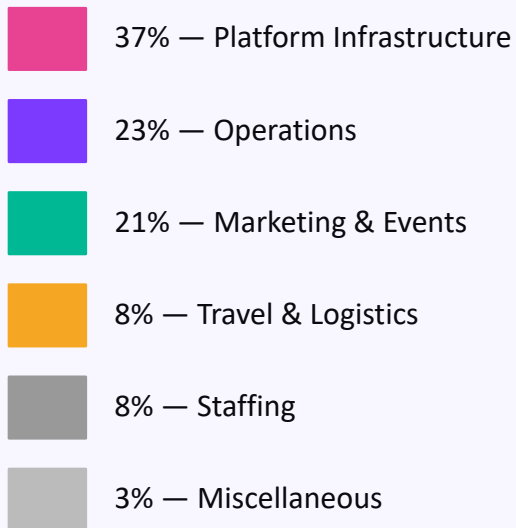
- Student brands mature & gain community following
- Platform opens to post-campus young founders
- Public consumers discover emerging brands
- Shift from institutional trust → brand trust
- Xent becomes the home for Africa's rising brands

## 03 VISION Youth-Driven Commerce Platform for the Public

- Full public marketplace with curated founder stories
- Local community buyers support youth enterprise
- Scaling founders grow from campus to continent
- Xent = where brands are born before going mainstream
- New category: University-born brands, global potential

# What we need to get there.

## Use of Funds



**Invest in us —**

and you're investing in the future of young people in Ghana and their ability to build that future on their own.

***Let's build something real.***

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**Start here.**  
**Grow anywhere.**

