



## Ocheikwu John Agbo

Industrial Physics, Federal University of Agriculture Makurdi

- DBA Learner Case Study

Meet John Agbo a DBA learner with over a decade of experience in the professional services sector with a specialisation in Information Communication Technology. John is passionate about helping and has volunteered for an NGO, focused on peer education and covering topics like goal setting, personal development and entrepreneurship. He is currently setting up his own business aimed at helping retirees and senior citizens during Covid-19.



Nigeria



Agriculture & Service  
Industry



Selected courses completed:

- > Succeed with social media
- > Manage a digital product
- > Build a strong brand

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*"The DBA has given me the confidence to provide strategic leadership to both the non-profit and for-profit organisations I am involved with."*



## Challenge

One of my biggest challenges was starting a business amid the heightened uncertainty of the Covid-19 pandemic. Building a sustainable and much-needed service for retirees and senior citizens during a time where entrepreneurial resources has been pushed to the back has made my goal more challenging.

As someone who is looking to set up a business, it has been important for me to gain access to the right knowledge and guidance to help develop the right strategy for my concierge service targeted at this demographic.

## Solution

Having access to the free online courses at the Digital Business Academy provided me with much-needed resources and skills to start and run a business. I took advantage of the courses related to the use of social media and internet technologies to help scale my business.

I also had the opportunity to unlock enough points by completing various courses to gain access to one of the DBA mentors. He provided me with valuable guidance for my business idea and helped me pivot.

## Result

Starting on an entrepreneurial journey is never easy. Even though I have experience in a wealth of different fields from information technology to reporting and social development, the resources at DBA helped me gain a solid understanding of business essentials for startups.

The learnings and resources available have given me the confidence in the areas of strategic leadership in the non-profit and for-profit organisations I am involved with.

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