My Wii, A Startup & I

...story of a startup...

Saheed Adepoju.
Co-founder/Strategy and Innovation Manager
Encipher Limited
Nintendo wii & wii-fit.
Work place.

"I hate to quit school, Mrs. Wiggins, but I got a better offer."

"Mr. Frimley, sir, can I have a word about the motivational artwork..."
June 2008.
Sir Alan Sugar moment

• You fired!!!!
Cloud computing.
Apple IPAD.
OpenMoko project
ADAM-NOTION INK
Encipher tablet.

- Unveiling of Encipher prototype tablet codenamed: “TheOne”.
- Runs Android 1.5, 7 inch touch screen, USB ports, Video & audio playback, 2GB and 128MB RAM.
Tablet comments

• “Unless it becomes available through local retailer i don’t think i will ever try and buy one. I don’t trust the postal service of the African countries…”
• “Has anything came out of Nigeria that wasn’t a scam?”
• ‘What sounds exciting: " to use the tablet as a means to sell cloud computing services". It is a very precise positioning’.
• “I'm guessing this Encipher company is owned by a prince who needs 100,000 to complete the project”.
• “this product was made in china...nothing nigerian about this..apart from the logo that the chinese were probably paid to put on it..”
• “And you can have it for free if you just show the Nigerians some "trust money" up front. $5,000 should do fine”.
• “This makes me proud of my COUNTRY!!!! NIGERIAAAAA!!!”
• “Not bad. Android is indeed going global.”
Future tense
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