



CHRISTENSEN
INSTITUTE

The Very Human Pursuit of Innovation

Efosa Ojomo

Push versus Pull



Lack of water
Lack of education
Lack of healthcare
Lack of infrastructure
Lack of honesty

→ Wells
→ Schools
→ Hospitals
→ Roads and bridges
→ Institutions and laws

Building \$1.5B
deep sea port

16 players
in market

\$350M in
investments

\$1 billion
revenues

Millions of
dollars in
taxes

Honesty

Distribution

Education

Agriculture

42,850 jobs created
in the economy

13 factories

8,500
direct jobs

Electricity & Water
treatment

