

The Raymond V. Haysbert, Sr. Entrepreneurship Lecture Series



**Dr. Adegboyega "Ade"
Akinsiku '23**
CEO and Founder,
Didara Technology

Background:

Education

- BS, Howard University, Computer Science
- PhD, UMBC, Human-Centered Computing

Work Experience

- User Experience Researcher & Designer: United States House of Representatives, IBM Research, Intel
- Science Fellow at National Academies of Sciences, Engineering, and Medicine
- Teaching Fellow at African Leadership University

The Unexpected Journey: Building a Company from an Unplanned Pivot

What do you do with the unexpected?

The best entrepreneurs do not just invent products, they solve problems they understand intimately. The problem Didara Technology is solving chose Ade, he didn't choose it. After making a major lifestyle pivot in graduate school to support a family member, he uncovered systemic health computing gaps that standard data did not capture.

His talk will unpack how he leaned into an unplanned pivot to differentiate himself and Didara Technology. He'll provide specific, reusable insights on navigating life's realities while building a purpose-driven venture.

Didara Technology is an ambient intelligence company designing systems to support the needs of older adults aging in place.



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October 28, 2026
12-1 pm
University Center 310