



Starting up and sustaining enterprises in Africa

A COMPILATION OF THE SESSIONS

Judith's Munnir

providing your every need

Introduction

- "Starting up and sustaining enterprises as a youth in Africa" is a 3 day online training organised by Judith's munir to help African youths in their daily pursuit to build sustainable ideas.
- The program held on the 26th-28th of October this year.

A summary of the sessions

- The program was for three days
- There facilitators were:
 1. Mr Folajimi Adesanya
 2. Miss Esther Opone
 3. Mr Ik Ebengho
- There were 209 participants in total.

The sessions and it's facilitators





Session 1

Judith's Munir

MR FOLAJIMI ADESANYA

providing your every need

Session 1

- Mr Folajimi: Good Evening Guys. My name is Folajimi Adesanya and I have been afforded the privilege of addressing such a immense collection of great talent and motivated young minds on a topic I myself am just discovering every day. It is indeed an honour. I'd like to appreciate Judith for giving me this privilege and more importantly for everyone here who has found it worth their while to be here. I hope to learn as much from you all as I have penned down and let's have a great session together.

- So for a brief introduction of myself. My name once again is Folajimi and I have the privilege to be the Chief Administrator of The Panacea Project - a social research organisation committed to solving local problems and the achievement of the Sustainable Development Goals (SDGs) in Ibadan. This organisation started back in late 2017 and in the less than one year of our existence, we have successfully launched 3 social enterprises:
 1. Feed-A-Child Initiative (FACI) that addresses the issue of hunger amongst homeless Almajiri children in Ibadan
 2. Clean City Initiative - that addresses the plastic waste and environmental sanitation problem
 3. Better Tomorrow Initiative - a mentorship & professional development platform for high school students in public and private schools in Ibadan.

- In addition to this, we are in the process of completing our first research study into the Prevalence of Malnutrition among Homeless Almajiri Children in the Sabo Community of Ibadan.
- In April 2018, I successfully completed the US Government Young African Leader's Initiative (YALI) Leadership Program at the Ghana Institute of Management and Public Administration (GIMPA), during which I was awarded the YALI Star of Public Policy Award.
- In August 2018, I was a member of the AMEE Students Task Force where I worked with a team of 69 other student from 40 different countries for the successful planning of the 2018 AMEE Conference in Basel, Switzerland. I am an alumni of the Clinton Global Initiative University (CGI U) Program and in October 2018, I was awarded a *lifetime Resolution Fellowship* and a *Social Venture Challenge Winner* at the CGI U Meeting at University of Chicago.

- Currently I am finalising work on my first book titled: "*The Victory of Grace*" as well as the launch of my second enterprise: *Infitential Consulting*, a firm that would train undergraduates students all over the country on 21st century skills needed to excel in the corporate world.
- Most importantly, I am a 4th year Medical Student in the University of Ibadan and as I am typing this, I am in the A&E unit at the University College Hospital on Admission round. So permit me if it take a little time to send my messages.

OVERVIEW

- Having introduced myself I'd like to proceed to the few things I have to share with us about *starting up & sustaining an enterprise as a youth in Africa*.
- First things first, why is it necessary for youths to start enterprises in Africa? Recent data tell us that the African continent has the youngest population in the world with 60% of our people being within the age bracket of 18 - 35. Therefore, it is quite clear that the group that would drive the development of this continent in the near and distant future are those present here in this WhatsApp group today. In addition, in a community like ours where there are an array of problems that need solving, it is therefore necessary for youth to launch innovative and sustainable interventions that would solve these problems and create a better future for our society.

What kind of enterprises are there?

- Well, broadly there are 3 kinds of venture models that we may choose to launch - non-profit, for-profit or hybrid. A non-profit venture is one that does exactly that, does not make a profit. For this kind of venture, you raise money every fiscal year and spend it all and have to repeat the whole thing in the next fiscal year. A for-profit venture on the other hand can be seen as a business, you raise money known as capital and make a profit at the end of the fiscal year which can be used to run the next fiscal year. A hybrid venture is a combination of both. It has a non-profit component and a for-profit component i.e. you raise money at the start of a fiscal year, you make a profit but its not enough to run the next fiscal year.
- You then have to raise money again for the next year. Most non-profit ventures have to rely on grants, donations and crowd-funding programs to run while for-profit ventures run under investors and corporate entities.

STARTING AN ENTERPRISE

- When it comes to starting a venture as a youth, there are 4 all-important concepts :
 1. Passion
 2. Innovation
 3. Sustainability
 4. Branding

Let's use a step-wise approach, shall we?

STEP 1

[PASSION]

- Passion they say is an important commodity, but is never enough when it comes to starting and sustaining an enterprise. You need to look around you and find that anomaly in your community that irritates you. The keyword here is not finding a problem that you'd like to see solved, it is finding a problem you'd like to be the solution to. Once you can find that problem, you have taken a huge step in the right direction towards the establishment of your enterprise. Have in mind that no problem is too small nor challenge too big to be passionate about. Kate Robertson once said that every good work, no matter how small is a step towards the achievement of a better society.
- Whatever the problem you have identified, trust me, there will be someone to support you, home or abroad. Personally, I have had more success and support for my work on the international stage than locally. Recently I was awarded a \$5,000 grant from The Resolution Project for the execution of the Clean City Initiative. **Work locally but think globally.**

STEP 2

[INNOVATION]

- Once the problem has been identified the next step is to think of an innovative solution that addresses this problem and solves it. Innovation simply put is a new way of solving a problem **OR** a way that improves on existing techniques. You'd therefore agree with me that in order to be innovative, one has to first know the existing solutions to the problem and this always means **RESEARCH**. Research into what is currently being done and why they haven't been effective enough to completely eradicate this problem, and what you can do differently to improve on this methods.
- This is important particularly when it comes to requesting for funding from organisations as its a question all organisations will ask. No one wants to fund an intervention that is already in use and has clearly not worked. Lemme give an example, while applying for the grant from The Resolution Project for the Clean City Initiative, the fact that our initiative recycles the plastic waste that we collect into reusable products that can be donated back to the community or sold in local markets made the intervention stand out from the crowd of existing ones, helping to secure the funding. A lot of people run clean up projects but not many actually recycle the waste they collect. **Innovation**

STEP 3

[SUSTAINABILITY]

- **SDGs! SDGs!! SDGs!!!** I can't say it enough. Remember I said one way to not secure support for your venture is to have an intervention that is not innovative? *Well, another way to ensure you will not secure any funding for your venture is to have an intervention that is not sustainable.
- How to be sustainable? Well easy! **Address at least one of the Sustainable Development Goals.** Once your enterprise can achieve this with your product or service, you will always be relevant no matter where you go. As these goals are the focus of the entire international community until 2030 at least, ensure you find a way to link your work to one of these goals.
- Many people particularly those in business complain to me that it is difficult to be in line with the SDGs but that's not true. If it were true, the YALI Leadership Program will not have an Entrepreneurship Track. The key is to ensure your business has a social component to it. Take for instance: Chidinma Chukwemeka Marianjess, the Managing Partner of The Footwear Academy, a shoe making business, who committed to building a shoemaking academy for out of school children in Aba and won a \$100,000 grant from Ford Foundation to execute her project. She pitched her impact on SDG 8: Economic Growth as well as SDG 9: Innovation & Infrastructure and it got her the support she needed

STEP 4

[BRANDING]

- Once you have identified a problem you are passionate about solving, and have devised an innovative, sustainable intervention/business model that addresses this problem, the next step is to launch your brand to the world. There are various means of doing this but of course the most readily available is Social Media Branding which I am sure many people here know more about than me.
- my social media accounts will tell you how bad I am with social media. By the way kindly follow me on Instagram and Twitter [@folajimi_adez](#).
- Branding helps you tell your story and what should you focus on in your branding strategy? Telling your stories of IMPACT and relate it to the SDGs. Once you can achieve this, you are Gold.

OBSTACLES TO STARTING UP SUCCESSFUL ENTERPRISES IN NIGERIA

- As youth in Nigeria, the challenges we face are multifaceted and universal, ranging from lack of funds to launch the start-up to the lack of an enabling environment for the success of the start-up. However, there is a common saying that *where there is a will, there is a way*. Anyone who would launch a successful start up must be willing to sacrifice alot in terms of funds, time and other resources, particularly in the early years of the enterprise. In a nutshell, some of the ways to overcome some of these obstacles from my personal experience are highlighted below:
 1. Put together a great team: I cannot overemphasised this enough. The extent to which your idea will be successful will depend on the quality of the team you can put together.
 2. Sacrifice: money, time and resources. Your enterprise will need alot of these in its early stage and the first source of course will be from you.
 3. Put yourself out there & be ready to learn from others.
 4. Seek for opportunities. *Apply! Apply!! Apply!!!*
 5. Believe in God & Hope for the best.



Q and A

SESSION 1

Judith's Munir

providing your every need

Q: Are you saying first stage to this is setting up a team? how many people should be in this team? does it have to be a team work or a personal race at first before initiating other people

A: Alright. Basically it depends on the kind of project you want to embark on. But the rule of thumb is to have people who share your vision and can support you through the process. There is no perfect number. It all depends on the needs of the enterprise at that point in time.

- Q: Hello Dr Folajimi I am Dieudonne Ngwa from Cameroon and I have learnt a lot this night from your presentation. I wish to find out what were your major obstacles during this journey to success and what were the joker cards you applied to outsmart this difficult periods?
Thanks
- A: Thank you sir. Well success is the journey itself and not the destination. That's the way I chose to see things. So my major obstacles has been balance. Like I said, I am a student and it is always very challenging to find the balance between all I do and my academics. But it's a work in progress. Then of course the usual suspects - Funding. But most other challenges have been surmountable due to the wonderful team I have by my side.

- Q: Please i would need you to throw a little light on how you present your proposal to these foundations who eventually give support?
- A: I have come to know that most organisations have their specifications. The reason many applications fail is because we are usually not patient enough to go through the website and download all the resources that have been made available by the organisation. There is usually a format they request for, once you can follow this format and leverage on impact. You'll most likely do fine.

- Q: From your level of expertise which would you recommend: profit, non profit, or the hybrid? thanks
- A: It depends solely on you. All have their pros and cons. There's no one that's better or the best. The question here is which are you comfortable with.
- Q: Thank you so much Folajimi!! Please I'll like to know how you e managed to strike a balance in all that you do pending the fact that you are a medical student
- A: I wouldn't say I have stroked the balance yet. But it's a work in progress. Just understand yourself. I am mostly a person who runs on impulse. When I decide to do something, I could finish in a sitting. But I could also lazy around useless for days. Just know what works for you

- Q: Thank you so much sir Folajimi for the very enlightening session. I'll just want to ask how you know about this opportunities to apply for? Are there like special places online to find them
- A: Ohh great. Yes. There are websites. www.opportunitydesk.org. That's the website I often visit. Just register for their newsletter.
- Q: Great one, Mr Folajinmi, it's a stupendous presentation. Also to add that Mr Folajinmi, is not just an innovator. He is also very stuffy academically from my assessment. I want to ask a question sir. How can a student undergrad or postgrad like me find a balance between pressure of study and the passion of entrepreneurship together?
- A: Those who know me, know that's not very true. But thank you for the compliment. I'll take it. Hmmm. About the passion, I think it's just something you develop once a need strikes you. That's what I'd say.

- Q: First of all, I want to say a very massive thank you for making out time to lecture and prepare us for the journey we are about to start or we have already started.
- We all know in Nigeria no matter your ambition the country will still frustrate you, so my question is: how much can someone have in his pocket to be able to say am ready or start up something for a profitable venture that will make the person grow big. Also if you can list some notable ventures we as young entrepreneurs can go into that will profit us large or small. Thanks
- A: Once you have enough to start, I think you are fine. There's something I know, the universe always arranges itself in favour of those who are passionate. Even if Nigeria won't help, America will. Like I said, work locally but think globally.
- About some examples. Like I said earlier, it all depends on your passion and the need in your community. Once you can juxtapose those. You are good to go.

- Q: Looking back sir, is there anything you should have done that you did not do when you began? Have there been an influence "with regards on have a mentor" on who you are now?
- A: I actually wish I started earlier than I did. But for something I should have done differently when I started, nothing. My greatest influence are young people I see doing something for the community. Like you, IK Ebengho. you inspire me greatly.
- Q: Good evening all. My name is Ilori Oyindamola, a final year student of Federal University Otuoke. Thanks for the great lesson Mr. Folajimi. I'm about to start a business but my major fear is how to balance my academics and business. I don't want to loose that balance. Any insight on what to do?
- Start slowly but surely. However Judith's Munir will be of great help here. I advise you speak to her privately.



Session 2

Judith's Munnir

MISS ESTHER OPONE providing your every need

Session 2

- Miss Esther: Good evening everyone!! It's a great honour to be here tonight. I believe this would be a worthwhile session for us all.
- As stated above, I'm Opone Esther and the first thing I always want people to know about me is that I'm obsessed with adding value, which is why I volunteer, blog and do whatever I can to make people and spaces better. Tonight, I hope I'll be able to do that as well as learn from you too (from your questions and contributions) as I can spy "stuffy" people here too.
- Those who were here yesterday will agree that it was an insightful session with Mr. Folajimi, in fact, I daresay he "finished work". I'll be making some references (while carrying new comers along) as well as adding to what was shared.
- So first off, starting up anything, especially as a youth is not an easy thing, it requires a lot of planning, work, sacrifices, etc.
- Be it a for-profit or no-profit organization, starting requires a lot of ground work which is what I'll be addressing tonight. Some people here also stated that they want to learn how to add value, so I'll be incorporating that too.

- I'll tag this session **Preparing Yourself for Starting Up**
- So, first off, you have identified a problem and decided where to come in, that is, have solution(s) you want to order to the problem, but before you jump in and start up, you have to put things in place so you can add value to others. I'll call that Building Capacity for Value.
- I know the term "building capacity" is a cliché but it cannot be overemphasized. It simply means **gaining and improving the knowledge, skills, tools, etc, necessary to be effective.**
- I'll address building capacity in 3 divisions:
 1. Knowledge
 2. Skillset
 3. Networks

Building capacity

KNOWLEDGE

- One major thing you need is the relevant knowledge necessary to make your plan work.
- Say you want to start a textile/fabrics business, you need knowledge of the different types of fabrics, their peculiarities, maintenance, etc. Same with hair business, you need to know the different types of weaves, styles etc. Your customers won't take you serious if you don't know the difference between curls, coils and kinks. Or Malaysian and Peruvian hair.
- In addition, knowledge of the industry, pricing systems, etc. The same thing goes for a non-profit enterprise like an NGO. If you want to address a problem in a community or sector, learn all you can about it and then apply your solution(s). You don't embark on a project to install boreholes for a community whose primary need is a good drainage system. Have a good knowledge of the real need and address that, not what you feel they need.
- Also have the know-how of the proposed project. How is it done? Who has done this before? What are the obstacles to plan for? What are the latest trends in the industry? etc.
- As yesterday's facilitator stated, in any venture of yours, research is important.
- Knowledge will help you make informed decisions and take steps that give you a better advantage

Building capacity

SKILLSET

- Build relevant and helpful skills or at least, know how to identify and attract people with the skills you need. Identify and make a list of the skills you need and work on acquiring them.
- For instance, as a team lead, you know you need to manage your team effectively and relate well with people, then take time to build communication, emotional intelligence, people management skills, delegating skills, etc. You want to start a graphics design brand, you'd need to first learn how to design. Some people have certain talents and launch a business around that without honing the skills needed to succeed.
- You want to approach potential investors/donors/partners, do you have good pitching and negotiating skills?
- Mind you, when you're just starting, you might not have all the funds and as much people you need, it might even be a one man thing initially, so that means you'll be manager, secretary, accountant, etc. Thus you might need to build skills in these areas too

Building capacity

NETWORKS

- It's commonly said that your network is your net worth and that's true. In fact, I call it, your *longleg*, the people in your circle. Learn to build good networks who can help you on your journey. There are people who have access to key information and people, those you can grow with, those who challenge you to be better.
- The greatest resource you can have is the Human Resource, so learn to build that.

Tools

The vital extras

- So you have the plan, the people, the technical know how and all that, you need to identify and acquire the tools necessary. An hairdresser will always need her combs and brushes, among others. You also need to acquire those tools that will help you deliver effectively.
- Now that all these is out there, how do you actually build capacity? I have a few points:
 1. **Read!!!** I can't overemphasize this. Books are awesome resources. You might not have direct access to industry giants but you can have access to their books. They've been there before you. So pick up their books and read. Learn from their mistakes and success stories. Reading also expands your mind. Once in a while, read something beyond your school books or those that relate to your job, read good fiction, biographies, self development, finance books, etc. Who knows? Ideas could get sparked from something you picked up in a book.

Tools

The vital extras

2. Attend events *strategically*: Take advantage of conferences and seminars in your area of interest. They are great avenues to learn, connect and build networks. Some people who know me here can attest to the fact that I love going for stuff like these. This is because I love learning things that can help me. It adds to your knowledge bank and you also get a chance to network and meet great minds. Ask questions and build relevant contacts.

- That's how many build relationships, found partners and collaborators, even potential donors and investors. Mind you, it's not everywhere you can be or should be, be intentional and strategic. I used to just jump about (out of curiosity most times), now I do "*Strategic Waka*".
- You'll also pick up new knowledge and learn about new trends in your industry or new best practices and/or better ways of doing certain things

Tools

The vital extras

3. Leverage on your digital space: There's something I learnt sometime ago, there are 2 major things that can help you the most in life, *GOD and GOOGLE*. In my bio, it was stated that I love the internet, because it's a literal life saver. The amazing resources you find there are out of this world and can change your life for good if you know how to use it.

- I love sitting and surfing the net, asking even seemingly stupid questions, learning and all and trust me, it helps. Digital space which encompasses both search engines and social media is an amazing tool. Sadly, many of us just use them wrongly. Follow thought leaders and relevant people in your industry or who are doing what you are doing already and are doing it well. Read and comment on their posts. Learn!! Take advantage of online courses and websites that give good information. YouTube is there to learn skills. Use Google to research and arm yourself.

Tools

The vital extras

- A personal story, I attended a book club hangout recently, I'd always wanted to meet the writer plus the book was of great interest to me so I went online, read about her and checked her website. After the event, I walked up to her and said "I read your website, I particularly loved your article on this, but I need this clarification, bla bla bla.. ". That piqued her interest and I was able to roll on the same level with her, asked key questions, exchanged contacts and now I can say I have access to her.
- That business magnate you've been dying to pick his/her brain, take time to learn about them. Before you pitch to those potential investors or donors for your busier NGO, read about them online, know their values and company policies so you know where and how to come in. Show that you did your research well and it just might make your pitching smoother and more impressive.

Tools

The vital extras

- **4. Intern/Volunteer:** Giving your time to serve others without expecting payment might sound like a rough deal, but the value you get will be greater than you expect. When you work to help build other's dreams, you won't go unrewarded.
- Mr. Folajimi said something about the universe aligning yesterday . You also get to hone your **skills**, build **knowledge** and **experience** that will help you when you start yours.



Q and A

Judith's Munir

SESSION 2

providing your every need

- Q: Thank you so much Esther, This was wonderful!! How do you make out time to do quality reading despite your busy schedule?? What books will you recommend for the average African youth?
- A: Plan around your schedule and be intentional about it. We have more than enough excuses to not read, but once you see it as something you MUST do despite busy schedule. You can divide the book into chapters or pages and say "I must read at least 5 pages in a day" or 2 chapters. Set a general goal and break it down, maybe 1 book per month and use the above method to follow through.
- Another thing is to join a book club and/or have an accountability partner. I take advantage of online ones like Pinnacle Reading Club, Book Rage, The Everyday Chapter (recent) .Also, rather than wait for a long time stretch, you can sneak in some reading in between, maybe while waiting for your lecturer, in the cab, on the queue, etc. Carry a book around or use e-books
- Recommended books:
- I love and recommend all Malcolm Gladwell books. Niyi Osundare's pieces. For financial management, Smart Money Woman by Arese Ogwu is awesome. It's for everyone, not only females and it's written as relatable fiction.

- Q: Thank so much Miss Opone Esther. To approach potential investors/donors/partners, how to have good pitching and negotiating skills? Can you please throw more light ma
- A: These people most likely have lots of people coming up to them for funding, you need to up your pitching game. Learn to communicate what you do or plan to do in a way that will hook the listener and they want to listen to you and help.

- Q: Thank you very much but can help build this communication skill, is it you tube video or books? I really want to build my communication skill. All of the above helps. I mean, you get tips from these resources, but the major work is **Practice**. It's not about knowing what to do alone, apply the knowledge
- Building skills in areas when I am just starting, please ma throw more light, is it by surfing the net or how do I build my skill because I once tried online video and it didn't do great justice to my taste
- A: I get you, it doesn't work the same way for everyone. Some people need physical teachers and hands on learning to know some things, so once you know yourself, follow what works for you. But there are some skills, especially soft skills, that can be learnt online, you however need to put them go use and get better at them.
- For the YouTube video, you might have to watch several times and get the practice materials and follow along with the video. If that doesn't work, then approach a teacher

- Q: If I want to start up a business and I don't have any source of income even to get my equipment at all what do I Do?
- Do I seek help from people. must admit I still struggle with this. But if there's a way they can be married together, it would be great. If not, pick the one that most drives you and maybe when your structure is well set, you can expand or start the other. You can also research those who own conglomerates or who ate serial entrepreneurs.
- A: That's where friends and family comes in. If you can sell your story well and show how serious you are about it, your friends and family will help, even if it's to loan you the money.
- But a key question is, how much have you raised for yourself? True, there's no source of income, but do you save part of monetary gifts you get? Some would have to go as far as sell some things to raise money. Why this is important is that, people you're seeking help from will almost always want to know how much you have raised for yourself. It discourages them if you say nothing because they'll think you don't believe in the dream enough to put in your own money first. Or that your own close people don't believe yet, so why should they?
- I also learnt something from Tricia Biz, it's not a thing of shame to get a job that funds your dream. If you have to work for someone or do menial jobs for a while to raise money first, then do so. It's better than the dream sitting somewhere due to lack of funds. Care must be taken not to get stuck in the rut though and bury the dream to start your own business.
- And of course, take advantage of grants and funding opportunities.



Session 3

MR IK EBENGHO

Judith's Munir

providing your every need

- IK: Good day dear all . My name is **IK Ebengho**, I am a medical student, a photographer and a blogger. I want to thank Judith's Munir and her team of organisers for this event. I will not fail to thank the previous speakers you have impacted me a lot.
- I am the Founder and Content Manager of Pendical. She (www.pendical.com) is a weblog that provides the platform for medical practitioners and medical students to share their experiences and in so doing illuminate the path of other practitioners/students. By the grace of God, Pendical will launch her first product and project which is geared to improving the quality of girl child education in Nigeria (particularly in Ibadan).
- And as a photographer, I am always open for business.
- *STARTING UP AS A YOUTH* very important topic.!!

- When is the best time to start that business of yours? When is the ideal time to implement the ideas you have thought of and developed for so many years? Should I sit back and wait for all ingredients and materials to be ready?
- Regardless of the circumstances and rigours around you, the best time is now.
- Personally, I am more inclined towards *the WHY you do things* and not what you do or how many things you do. Honestly speaking, it plays a sentimental role in what I purchase.

WHY?

Why you began!

- This is very important because, there are times when things may not be as you would want it to be and there are times when things will be fantastic - and a deep understanding of "**why you began**" will prevent you from shifting or drifting away.
- By why, I am not speaking of making money. *Do not get me wrong I am not the wealthiest or richest here.* However, what I am referring to, are the **core principles** that make you a better creative or solutionist.
- When you have been able to understand and answer why you want to start a venture or an NGO, creativity and innovation will surface in your thoughts. Only then, will you be able to build a team and make a concrete foundation regardless of your environmental factors. Building a team isn't going to work, unless you have been able to convince yourself why you want to start and then, **only then**, can you convince other great minds.

WHY

Why you began!

- I called myself a blogger, nonetheless, I can actually count the number of times I have posted my article on my weblog. This is not because I do not write. It is because I did not create Pendical for IK Ebengho. I want it to be a treasure for the medical education and practices in Nigeria and not my own space of thoughts and articles.
- Right now, it may seem like we have a lot of time to spare. But *the truth is unless we are deliberate about our actions and plans, we will be swayed by the wind of distraction and we lose precious time.
- This is why it is important to have a plan of action, a vision, a mission, goals and objectives for our start up. There is the saying that unconsciously we attract towards us the things we think about.

A vision statement

Your company's reason for being

- reveals the highest levels, what a start-up/organisation most hopes to be and achieve in the long term.
- From Disney's "to make people happy" to Instagram's "capture and share the world's moments," well-crafted vision statements are at the heart of every successful company. Although the individual details and focus vary, all effective vision statements encapsulate the core ideals that give a start up its shape and direction and provide a roadmap to where it wants to go.
- Vision statements are future-based and meant to inspire and give direction to team mates in the start-up rather than customers.
- **Your mission statement** is your company's reason for being – it's all about what you're doing right now.
- Your vision statement is where your company is going – it's all about your future
- Simply put, a vision is aspiration. A mission is actionable.

KNOW YOU NICHE

you must be able to read and understand the reality around you

- You probably must have heard this for so long now. But this topic can not be overemphasized. Funny enough it diffuses into all start-up be it profitable or non profitable (for example NGOs). The internet may make it seem that you can co-opt a working plan from another location into yours and it will immediately work in your environment.
- Truth is, in most cases this may not always be the outcome - you must be able to read and understand the reality around you, modify ideas and suggestions to suit your niche. *"Because na the person wey wear shoe know as e dey do am for leg"* . For those who do not understand this, I mean it is the person that wears the shoe that knows if the shoe hurts the foot or not.
- Hence it is important to consider providing your product or service at the most basic level possible this is also called Minimum Viable Product **MVP**. A minimum viable product is a product with just enough features to satisfy early customers, and to provide feedback for future product development.

GET A MENTOR

your mentor is not your business partner

- No matter what you do, get a mentor. You know how easy it is to walk a bare path in the bush because lots and lots of people have gone through that same road before? Imagine walking through a bush without a path for the first time. Stressful and very demanding right? I know.
- That's how start-ups without mentorship are. Write a letter to someone who inspires you, and does something similar to what you do. It doesn't show that you are weak or under-talented. It shows you are willing to learn and do better than you currently are.
- Surround yourself with only people who are going to lift you higher.
- It is important to remember that your mentor is not your business partner; you need an *objective view* from outside your start-up/organization in order to truly benefit from this type of relationship.
- Another key point is that the relationship has been mutually agreed upon - (write a letter to your mentor set goals together) ensure that they have the time to give you a steady and consistent relationship and guidance.

- I like to end with this session by highlighting, the need of *Monitoring and Evaluation (M and E)*. Monitor and Evaluate yourself and your start-up regularly only when we perform this exercise that we can improve on our strength and weakness.
- A steady documentation of this process is actually very important and it enables you to track records of growth and increment.
- It is one thing to know you are increasing and it is another to actually have it on paper, documented and presented as facts and figures.
- Thank you dear all, I appreciate this privilege given to me by Judith's Munir and her team.
- You can check my photography page on Instagram @ikebengho and my weblog page on Instagram, Facebook and Twitter by searching Pendical and do well to visit www.pendical.com
- Stay blessed.



Q and A *Judith's Munir*

SESSION 3

providing your every need

Q and A

- Q: Sir, you spoke about understanding your **niche** What about a situation where you have this business idea, but from your investigations, you find out that it may not really work out in that environment. What do you do? Abandon that business idea, even if it is a passion?
- A: **do not abandon your ideas when you have passion for it.** What you do is, you modify it, you work on it and refine it. Trust me it will eventually come out big.
- Q: About the mentorship, I once tried countless but didn't work out.. From this experience what do you think I do
- A: There are a lot of reasons mentorship fail. It could be as a result of the approach. This is why we are advice to at first write a formal letter to the mentor and we ensure the mentor understands the objective of this relationship.
- Days of meetings should be agreed upon also.
- There is also the issue with ease of communication. It is always best that we have a mentor that we can easily communicate with.

About Judith's Munir

- Judith's Munir is a fashion brand that deals with the sales of hair extensions for the contemporary African woman. We understand that the Afro hair is fragile and needs a lot of protection and care, hence we major in crochet extensions which are protective styles.
- Munir is a French word that means to provide, hence our intention is to provide way more than hair extensions in the nearest future and that includes programmes like this! I look forward to more of this next year.
- My name is Judith Ebengho, CEO Judith's munir. It was a privilege having you here. Let's connect on Instagram @judithebengho @judiths_munir or on twitter @judithebengho.

Appreciation

- This program isn't complete without saying thank you to my awesome planning committee!! You guys rock . Thanks, we made this happen together!
- This program isn't also complete if I do not say thank you to you! Yes you! Thanks for registering! Thanks for participating in the group discussion, you made it worth while. My earnest prayer is that everything we've been taught by the facilitators are adequately applied!
- To our awesome facilitators, I love you guys! Thanks for the wealth of knowledge you've instilled in us! God bless you earnestly.
- Special thanks to my YALI mentor! I'm really grateful for the push to do this. God bless you ma
- You won't believe that my parents are here!(the group chat) With tears in my eyes right now! I want to say I love you Mum and Dad. Thank you for raising me to be all that I can be! Thank you for supporting my dreams. In all I do, I want to make you proud
- To the big one, all thanks to my Heavenly Father, who makes all things beautiful in his own time. I'm grateful for the gift of life, as long as I live my life is yours.



Till next time,

Keep living!

Judith's Maurin

providing your every need