



YOUNG AND WINNING IN BUSINESS

5 POWERFUL STORIES OF GROWTH



NURTURING THE POTENTIAL OF THE FUTURE.

REMI ADEMIJU

MARKETING ESSENTIALS FOR SMALL BUSINESSES



Editor's Note

When *potential* meets a *catalyst*, growth is *imminent*.

In this special edition of 100Talks, we're diving into stories of empowerment and growth that aim to ignite a chain reaction towards a prosperous future for all. We kick things off with inspiring tales from 5 entrepreneurs who turned their dreams into reality. Their journeys highlight the transformative power of seizing the right opportunities, often as simple as tapping into the right networks. We're also shining a spotlight on 5 thriving entrepreneurs, each a testament to the relentless pursuit of success.

Consider this a special edition that promises an enjoyable and enlightening read.

But that's not all! 100Talks has plenty more in store for you. Look forward to monthly editions brimming with amazing content. Stay connected with us and stay inspired.

Odulu Amos

Managing Partner, Bilateral Communications
odulu@bicomms.com.ng



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SME100 Africa: Pioneering the Path to Prosperity for African Entrepreneurs

In the heart of Africa, a powerful vision is taking root—a vision that aims to transform the continent's entrepreneurial landscape.

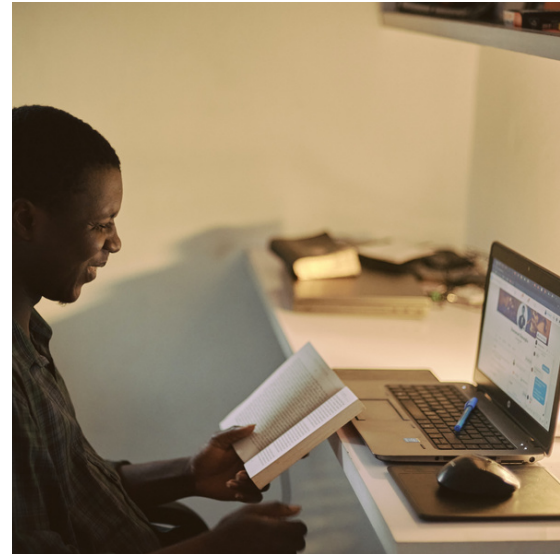
SME100 Africa, with its unwavering commitment and ambitious mission, is emerging as the driving force behind a thriving African young entrepreneurial ecosystem. As Africa stands at the precipice of unprecedented growth and innovation, SME100 Africa envisions a future where every young entrepreneur, regardless of their background or circumstances, has the resources, knowledge, and support they need to succeed in their career path. This article delves deep into their mission and the five core elements that are reshaping the future of African entrepreneurship.

Empowering Africa's Young Entrepreneurs

SME100 Africa's mission is rooted in the belief that entrepreneurship is the catalyst for sustainable economic growth in Africa

1. Education (Development): SME100 Africa empowers business owners with the knowledge, skills, and resources needed to navigate the complex world of entrepreneurship.

Through workshops, seminars, and educational programs, they are bridging the gap between formal education and real-world business challenges. Young entrepreneurs are equipped with the tools to develop robust business strategies and make informed decisions.



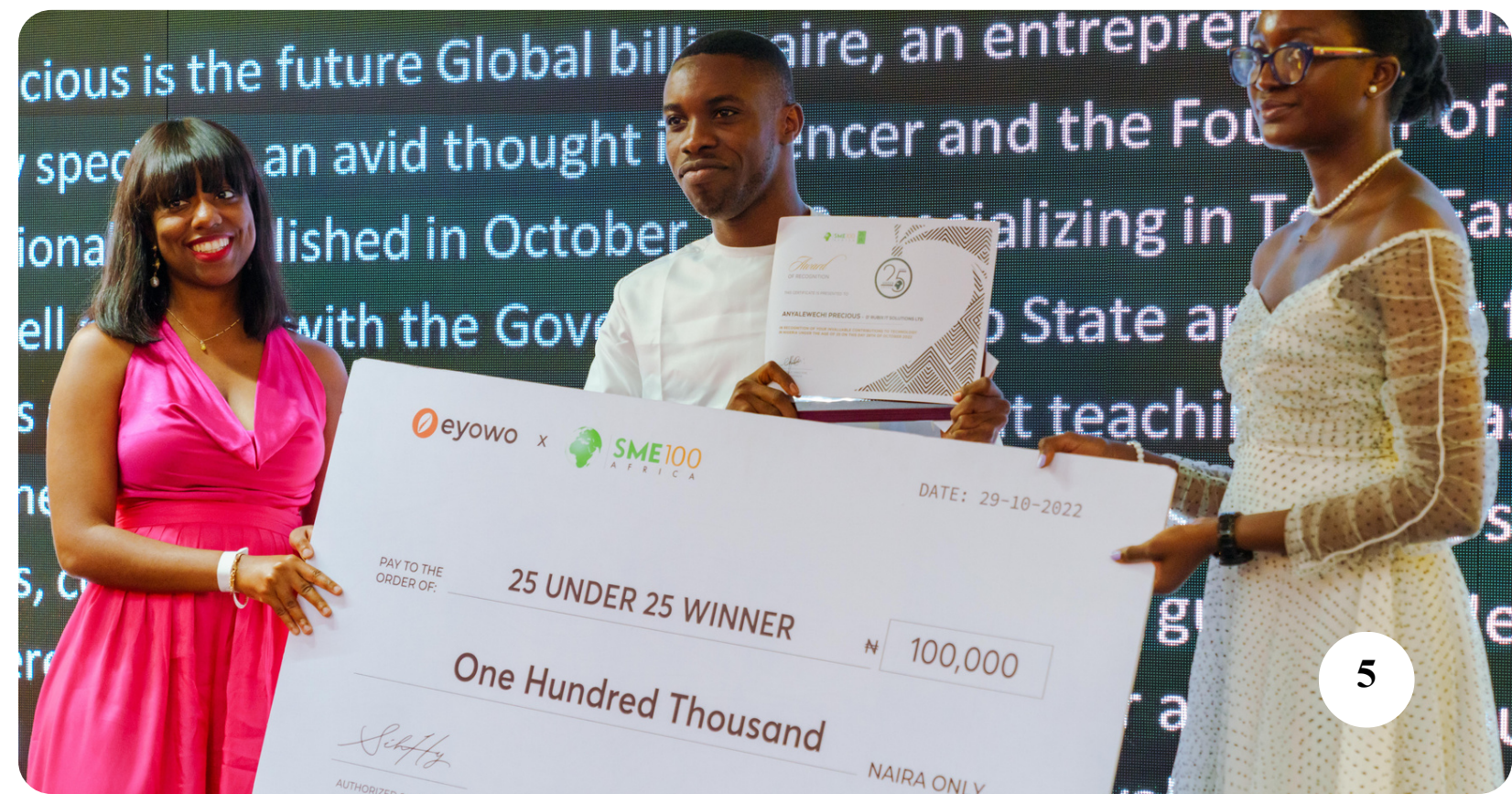
2. Network: The power of a well-connected network cannot be underestimated in the business world. SME100 Africa connects business owners to a diverse array of people and opportunities that span various industries. This expansive network fosters collaboration, encourages cross-pollination of ideas, and opens doors to new partnerships, investments, and markets.

3. Mentorship: Mentorship is a cornerstone of SME100 Africa's approach. They provide one-on-one mentorship by experts from different fields, ensuring that young entrepreneurs receive personalised guidance and support. These mentors offer invaluable insights, share their experiences, and help budding entrepreneurs refine their skills, navigate challenges, and scale their businesses.

4. Access to Finance: Financial literacy is a critical component of entrepreneurial success. SME100 Africa goes beyond the surface by providing entrepreneurs with the knowledge and tools to unlock financial opportunities that align with their business goals. By demystifying the world of finance, they empower entrepreneurs to secure funding, manage resources effectively, and achieve sustainable growth.

5. Market Access: In the global marketplace, access is everything. SME100 Africa is building a vibrant community to connect great local businesses for networking and support. This is aimed at creating an environment that fosters partnerships, enables entrepreneurs to expand their reach, and increases their growth potential.

Through their unwavering commitment and comprehensive approach, SME100 Africa is creating an ecosystem where young entrepreneurs can thrive, innovate, and lead Africa towards shared prosperity.



25 UNDER 25

Impact is the core of everything we do.

8 Previous Editions

175  Winners

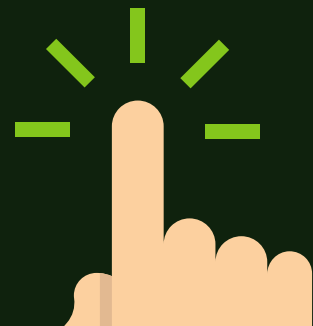
2296 Nominations

 **1,750** Shortlisted Nominees

155 Businesses Access to Market



40,000 Applications received



175 Winners inducted into the thriving business community

446 Shortlisted

 **15 Million** in business financing

5 Previous winners now on Forbes 30under30

20 Businesses with Global recognition

125 Businesses supported with 1 year of free workspace

235 participated in the voting stage

Alumni CSR Project in Ajegunle

35 British High Commission Recognition





This year's event is proudly supported by;

Oyo State Government



Empowering **Dreams** and fueling the immense **potential** of Young Entrepreneurs



At SME100 Africa, we are deliberate about empowering emerging young entrepreneurs by nurturing their potential, connecting them with valuable resources, offering mentorship, and creating a supportive community where their dreams can thrive.

This year, we honoured selected members of our alumni community who are still flying the flag, thriving in their various businesses, and actively contributing to the development of Nigeria through innovation and entrepreneurship. We shed some light on their unique endeavours and the positive impact they are making in their respective fields, from career development and media to fashion, culture, and engineering, and how winning the 25under25 Award has been instrumental in their journey.

Emmanuel Omolaja, CEO and Co-founder of Renerworld Global Limited

Emmanuel's passion lies in developing sustainable energy solutions in Nigeria and contributing to the nation's development. He is focused on powering homes and businesses with reliable and affordable solar solutions to enhance the standard of living by reducing generator-related costs.

According to him, winning the 25under25 Award in his category marked a turning point for Renerworld. The financial aid he received from us came at a very critical time that eventually became a stepping stone to winning a \$10,000 grant shortly afterwards. The ripple effect of these awards and recognition boosted his team's morale and also opened doors to new opportunities and partnerships. Emmanuel's journey from humble beginnings to a recognized industry leader showcased the power of perseverance and innovation.

Doyinmola Paul Adewusi, CEO and Creative Director of Dhoney Adire and Craft Nigeria. Doyinmola's story revolves around her passion for fashion, her cultural heritage, and environmental sustainability. These 3 elements were seamlessly interwoven and evolved into Dhoney Adire and Craft Nigeria, a platform that not only supports sustainable fashion but also celebrates the richness of the Nigerian culture.

The 25under25 Awards stands as a significant milestone in Doyinmola's journey because the recognition brought with it a wave of opportunities, from media coverage to new partnerships and grant opportunities.

Her journey reminds aspiring entrepreneurs that passion, purpose, and the ability to solve problems are the very building blocks of a truly outstanding legacy.



Emmanuel Omolaja



Doyinmola Paul Adewusi

Samuel Anefu, CEO of Jaykole Fashion Empire Samuel's visionary approach to fashion lies in empowering individuals to embrace their uniqueness through his brand. He has transformed his fashion empire into a celebration of love and self-expression.

Samuel's journey reached new heights when he was recognized by the 25 Under 25 Awards. The impact was profound as it strengthened client trust and validated his brand's legitimacy. Doors of opportunities also swung open wider, expanding his customer base and reinforcing his commitment to excellence.



Samuel Anefu

Michael Okolie, CEO of Panda Media Entertainment and Productions

Michael's work focuses on fostering creativity and driving social impact. Through entertainment and the media, he is committed to supporting young talents and solving social issues like depression and unemployment that they may be experiencing

Winning the 25under25 Award in his category was transformative for Michael. The recognition has enabled him to connect and collaborate with fellow entrepreneurs, enhanced his visibility and exposure in the industry, and opened doors to numerous collaborations and partnerships.



Michael Okolie



Folashade Ayinde



Ayodeji Faletto

Folashade Ayinde, Founder and CEO of EFHER Art Management

Folashade is giving performing arts the recognition it deserves in Nigeria through EFHER Art Management, the brains behind the Theatre Students Award. Her vision is driven by a mission to amplify the voices of those who bring stage plays and other theatrical productions to life, as they are not given enough accolades for the amazing work that they do when compared to film production.

The 25under25 Award opened her to a lot of networking opportunities in her industry. These young leaders – Emmanuel, Doyinmola, Samuel, Michael, Ayodeji, and Folashade – are a testament to the transformative power of our recognition and support. Their journeys, although marked by passion and innovation, have been significantly catapulted to new heights by winning the 25under25 Award.

We will continue to stand as a beacon of hope in harnessing the potential of young and emerging entrepreneurs in Nigeria.

Ayodeji Faletto, CEO of Careers and Business Everything

Ayodeji, also known as the career expert, is celebrated for his dedication to bridging the information gap in employment and career development. His work is driven by a passion for providing valuable resources and solutions to job seekers and young professionals in Nigeria.

Since winning the 25under25 Award in 2021, Ayodeji has witnessed a remarkable positive impact on his business. The recognition brought increased visibility, partnership opportunities, and validation to his business.

HOW TO SUCCEED AS A MEDIA PROFESSIONAL IN NIGERIA

Gloria Olufeko



In the ever-evolving world of media, the journey to establishing and nurturing a thriving media business in Nigeria can be quite the rollercoaster. Speaking from my own experiences as a media entrepreneur, I'm thrilled to share some personalized insights that could be your guiding light on your path to media mogul success.

First and foremost, you must get to know your audience inside out. Nigeria, as we all know, is a colorful tapestry of cultures and interests. So, tailor your content to speak directly to your specific audience, whether they're from a particular region, age group, or united by shared interests.

Now, let's talk about the golden rule in this digital age – quality content is the kingpin! Pour your heart, time, and resources into crafting content that's not just top-notch but also informative and captivating. Trust me, the power of great audio and crystal-clear videos can work wonders for your brand. I've personally put this into practice, and it's like having a magic wand in your hands!

Next up, a lesson I've learned the hard way (and the smart way) – networking and collaboration. I can't stress this enough: your network's value is like currency in this business. Forge solid relationships within the industry, and connect with fellow media professionals, talented content creators, and influential figures. Networking isn't just a buzzword; it's the key to unlocking doors to partnerships, cross-promotions, and exciting new opportunities.

Now, here's a little nugget of wisdom – don't stash all your eggs in one basket. Diversify your content offerings to cater to a smorgasbord of tastes and preferences. This diversification strategy can be your savior when audience interests take unpredictable turns.

Lastly, never forget this: mistakes are simply stepping stones on your journey. They're part and parcel of the process. Embrace them, learn from them, adapt, and keep forging ahead. Remember, it's often persistence that holds the key to the kingdom of success.

So, dear aspiring media magnate, take these personalized insights to heart and let them light your path to media success in Nigeria. Your unique journey begins now!



Young and Winning In Business

In a world where dreams often fade and aspirations can wither away with time, we stand in awe of the remarkable young Nigerians who defy these odds. They demonstrate that age is no obstacle when it comes to achieving their ambitions and building thriving businesses. These exceptional talents are past winners of the prestigious 25under25 Awards, and they exemplify the tremendous potential inherent in Nigerian youths.

According to Samantha Lazarus, the visionary Founder of The Springsgates Grammar School, being young and successful means making an impact because that is one of the things she stands for. "In my life, I endeavour to ensure that everyone who crosses my path is positively influenced in one way or another,"

Gloria Olufeko, an acclaimed Media Professional in Nigeria, gives an interesting perspective on what it means to be a young and successful entrepreneur. For her, it is about finding one's passion at a young age. "Finding what you love to do early in life is very important because you get to hit the ground running faster. I'm truly grateful to be both young and successful, and have had an incredible journey in Nigeria's media industry. It just tells me that there is room for more in the coming years as I grow older, and I'm excited about it."

For these young business leaders, one thing is common among them. Success is not only about profit or monetary gain, it is about making a positive impact on society.

Haoma Worgwu, popularly known as LinkedIn Queen and Founder of Envisage Hub, shares her motivation for starting her own business at a tender age. “My passion for solving problems drove me to entrepreneurship,” she reveals. “I view entrepreneurship as the art of solving problems intelligently and innovatively, and that was what I wanted to do. I observed that many young, mid-level, and even senior professionals required guidance in their careers. So my goal was about how I could help them and solve their problems. And that was how I started my business.”

Achieving success as an entrepreneur demands unwavering dedication, visionary thinking, and unyielding perseverance. According to Precious Bassey, CEO of Purple Leisure, “what motivates and sustains my drive right now is the happiness and solutions we give our clients. We are bringing solutions for mobility because transportation is a basic problem in Nigeria, especially for people coming into the country. We mostly serve expatriates and tourists, and we’re doing a very good job with that. That is what keeps me going.”

Emmanuel Dairo, CEO of Red Circle Digital Agency, reflecting on his journey and offering advice to budding entrepreneurs, emphasizes the importance of differentiation. “In everything, be different. If you are in a space that is already crowded, the only thing that will set you apart is your uniqueness. In my field, beyond digital marketing, I also specialize in ad direction. This dual expertise has exposed me to global opportunities in and outside Nigeria.”



Haoma Worgwu

As we celebrate these accomplished young entrepreneurs, we also cast our gaze towards the future. Their passion and determination, serve as a guarantee that they will continue to push the boundaries of what's possible, and scale even greater heights in the years to come.

Their stories are a powerful reminder that age should never be a limiting factor when pursuing one's dreams. And we will remain steadfast in our commitment to recognizing, inspiring, uplifting them, and championing the cause of entrepreneurship and innovation in Nigeria.

Precious Bassey





Gloria Olufeko



Emmanuel Dairo



Samantha Lazarus

Creating Eco-friendly Lip Care Products

Ogo Debby Ese

While we often use makeup to shield our faces from the sun, we tend to overlook our lips. Yet, caring for your lips is crucial for several reasons. Lip skin is unique, and requires special attention. Lip care is essential to prevent dry and chapped lips, especially in cold or arid conditions. It's also a form of self-care.

At Rujee Beauty, we've been dedicated to crafting various lip products, such as lip liners, lip gloss, lip oil, lip balms, and lip scrubs. Plus, you can easily make your basic lip balm. Here's a simple guide:

You will need:

- Lavender oil or any other essential oil.
- Shea butter (also called Ori).
- Beeswax.
- Cocoa butter.
- Sweet Almond oil.

Instructions:

1. In a microwave or a heat-proof container, melt a spoonful of shea butter, beeswax, cocoa butter, and almond oil.
2. Once everything is melted, add a few drops of essential oil, like lavender, and stir thoroughly.
3. While the mixture is still liquid, pour it into lip balm tubes or containers.
4. Allow it to cool and solidify in the tubes. Now, your lip balm is ready to use!

Here's another way to contribute positively to the environment:

Reduce waste by:

- Opting for biodegradable packaging.
- Reusing old lip balm containers or recycling other containers for your homemade balms



Class Of 2022



**Solomon
Chiinma**



**Victory
Uzoma**



**Samuel
Anefo**



**Samantha
Lazarus**



**Rukevwe
Edwards**



**Precious
Bassey**



**Oyin
Shoyombo**



**Olqdimeji
Caxton**



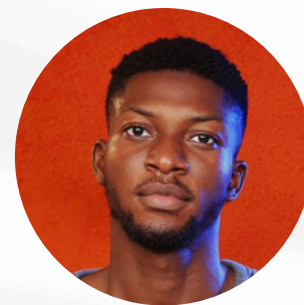
**Okonkwo
Paul**



**Okolie
Michael**



**Michael
Uchime**



**Israel
Eshofun**



**Israel
Chigozirm**



**Ismail
Ajagbe**



**Emmanuel
Obiayo**



**Esther
Ekpendu**



**Emmanuel
Dairo**



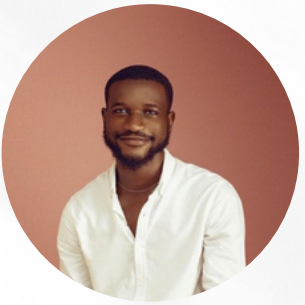
**Debra
Pepple**



**Daniel
Samuel**



**Anyalewecji
Precious**



**Akalezi
Timothy**



**Christain
Agu**



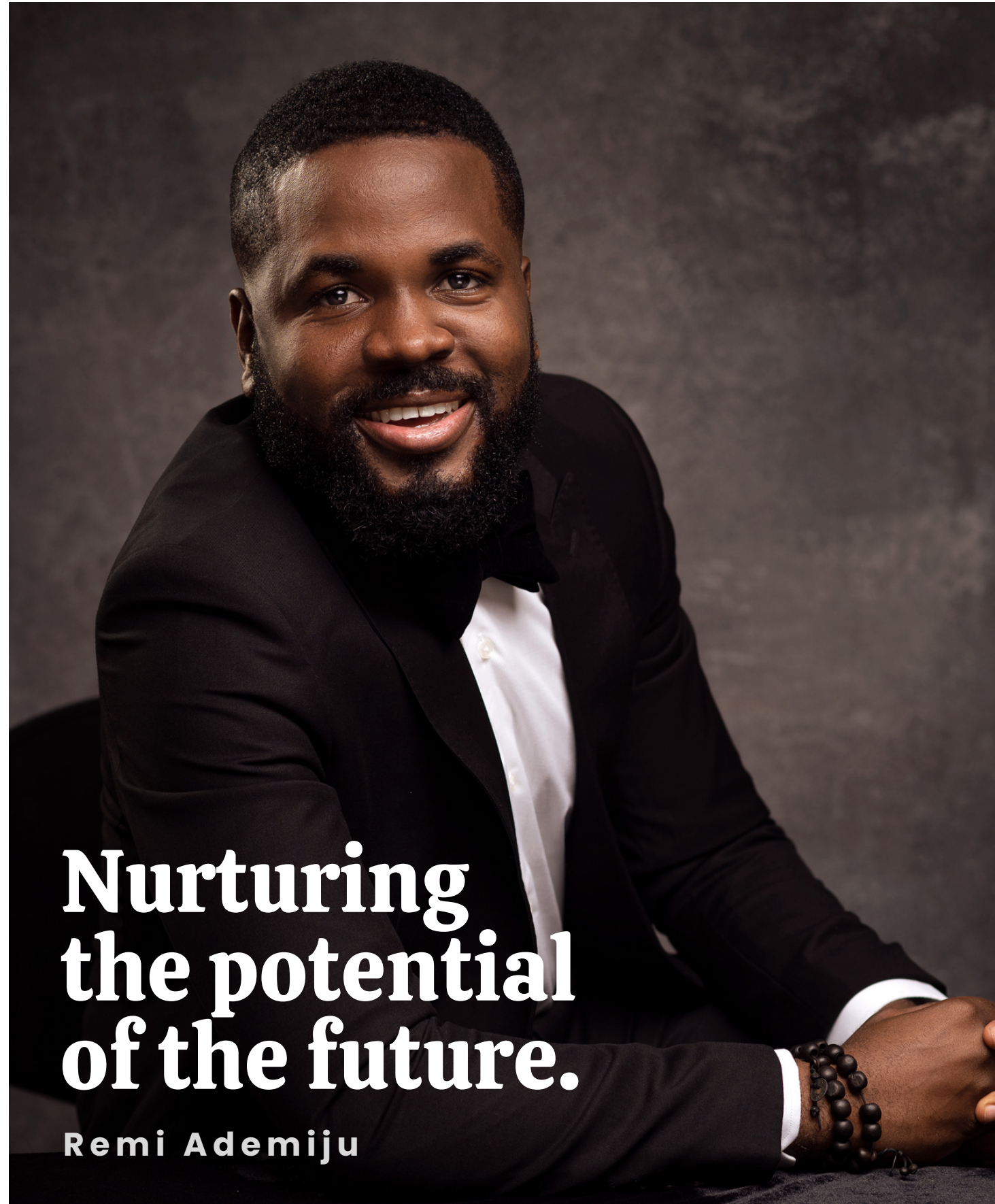
**Ayomide
Ojumu**



**Aderinsola
Omirin**



**Ayotunde
Olayinka**



Nurturing the potential of the future.

Remi Ademiju

Africa, the continent teeming with youthful energy and untapped potential, stands at the cusp of a transformative future.

In this vibrant continent, Nigeria takes the lead with more than 50% of its population below the age of 20. This demographic dividend holds the promise of a brighter tomorrow, and it is an opportunity that should not be squandered.

Recognizing this immense potential, SME100Africa, with its 25u25 Awards and incubation program, is determined to harness the best of talent and propel them towards success. As we embark on the seventh edition of these awards, our intention is clear: to make this year a significant milestone in our journey of nurturing the next generation of African entrepreneurs.

In this latest edition of our magazine, we celebrate the dynamic young entrepreneurs of Nigeria who are rewriting the narrative of success. Within these pages, you will find inspiring stories of individuals who have ventured into diverse industries such as fashion, technology, and agriculture, and emerged victorious.

Victory Wilson, one such trailblazer, exemplifies the spirit of resilience and innovation that defines this new generation of African entrepreneurs. These young visionaries are not merely building businesses; they are also creating jobs and opportunities that ripple through society, elevating the economic landscape of Nigeria and the entire continent.

Our hope is that the stories within these pages will serve as a wellspring of inspiration, motivating you to either embark on your entrepreneurial journey or support the endeavors of young entrepreneurs in Nigeria. At SME100Africa, we are unwavering in our commitment to fostering the development of entrepreneurs, knowing that they hold the key to improving the socio-economic fabric of our beloved nation and continent.

To turn this commitment into a reality, we are forging partnerships with both the private and public sectors. Collaboration is our mantra, as we believe that by uniting our strengths, we can amplify our impact and drive sustainable change.

The heart of our mission beats within the 25u25 Awards—an event designed not only to recognize exceptional youth entrepreneurs under the age of 25 but also to serve as the launchpad for their future success. Beyond the accolades and recognition, all winners will be inducted into a comprehensive program lasting 6 to 8 weeks.

his program is carefully crafted to equip these budding businesses with the essential knowledge and skills needed to thrive in a challenging economic climate. Many of these ventures are less than 5 years old, and we understand the unique hurdles they face. Hence, our commitment to providing them with the guidance and mentorship required for success at this crucial stage of their journey.

As we continue to champion the cause of young entrepreneurs in Africa, we invite you to join us on this remarkable expedition. The stories of resilience, innovation, and triumph showcased in this magazine are just a glimpse of the potential that lies within our continent's youth. With your support, we can unlock Africa's brightest future, one entrepreneurial dream at a time.

Thank you for standing by us on this incredible journey. Together, we are shaping a future where Africa's youth not only dream big but also achieve even bigger. The possibilities are boundless, and the horizon is limitless.

Harnessing Customer Passion Points and Pain Points.

In the bustling world of small business, understanding your customers on a deeper level is akin to discovering buried treasure. It's not just about knowing who they are; it's about tapping into what truly drives them. In this comprehensive article, we'll explore the concepts of passion points and pain points, and how harnessing these can elevate your marketing strategy to new heights.

1. Unveiling Passion Points: Connecting on a Deeper Level

Passion points are the areas of interest, hobbies, and activities that resonate deeply with your potential customers. Think of them as the passions that make your audience tick. Understanding these can profoundly impact your marketing strategy:

Identifying Passion Points

- Conduct Surveys and Interviews: Reach out to your current customers or potential leads to find out what activities they are truly passionate about.
- Social Media Listening: Monitor social media conversations related to your industry or niche to discover what your target audience is discussing and engaging with.

- Analyse Trends: Keep an eye on emerging trends and topics in your industry, as these can provide valuable insights into what's capturing your audience's attention.

Crafting a Tailored Message

- Personalization: Tailor your marketing messages and content to align with your audience's passion points. Show them that you understand and share their interests.
- Content Creation: Develop content that speaks to these interests. This could be blog posts, videos, social media content, or even interactive quizzes related to their passions.
- Partnerships: Collaborate with influencers or businesses in the same niche to tap into their audiences and share your passion-focused content.
- Building Meaningful Connections
- Community Engagement: Foster a sense of community among your customers who share similar passions. Encourage discussions and interactions around these interests.
- Feedback Loop: Continuously gather feedback from your audience to refine your approach and ensure you're meeting their needs and interests effectively.

2. Probing Pain Points: Addressing Crucial Needs

Pain points are the problems, frustrations, or unmet needs your customer has that your product or service can alleviate. Delving into these can be a game-changer for your marketing strategy:

Uncovering Pain Points

- Customer Surveys: Conduct surveys to directly ask your customers about their pain points. What challenges do they face in their daily lives that your business can help solve?
- Online Reviews: Analyze customer reviews, both for your business and competitors. What recurring issues or concerns do customers mention?
- Competitor Analysis: Study your competitors' offerings and customer feedback to identify areas where your business can excel in addressing pain points.

Tailoring Solutions

- Highlight Solutions in Marketing: Make it clear in your marketing materials how your product or service specifically addresses these pain points. Use customer testimonials or case studies to illustrate this.
- Educational Content: Create content that educates your audience on how to overcome common challenges or frustrations in your industry. This positions you as a trusted resource.
- Customised Offers: Consider offering customised solutions or packages that directly tackle these pain points. Highlight the value of your offerings in resolving their issues.

Empathetic Communication

- Active Listening: Show empathy and actively listen to your customers when they express their pain points. Respond promptly and transparently, addressing their concerns.

- Customer Support: Provide exceptional customer support to assist customers in resolving issues swiftly. A positive customer service experience can turn pain points into opportunities for loyalty.

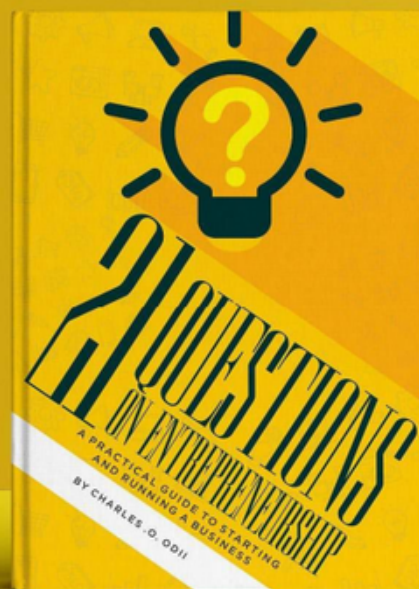
3. Integration into Your Marketing Strategy

Passion points and pain points should be seamlessly integrated into your marketing strategy:

- Content Strategy: Develop a content calendar that balances content addressing pain points with content that resonates with passion points. Ensure your messaging is consistent and empathetic.
- Segmentation: Segment your audience based on their interests and pain points. This allows for highly targeted marketing campaigns that speak directly to each segment.
- Feedback Loops: Continue gathering feedback and monitoring customer sentiment. Use this data to refine your marketing strategies over time.

Transforming Insights into Success

Understanding your customers' passion points and pain points is like holding the key to their hearts. By tailoring your marketing strategy to resonate with their interests and address their needs, you're not just promoting a product or service; you're fostering meaningful connections and building lasting customer relationships. Remember, in the world of small business, these insights can be your most powerful tools for growth and success. Embrace them, and watch your business thrive.



21 QUESTIONS ON ENTREPRENEURSHIP

This book by Charles Odi, the founder of SME100 Africa, serves as an indispensable practical guide for launching and managing a successful business venture. It provides clarity to aspiring entrepreneurs by addressing key questions and emphasizing the importance of defining your entrepreneurial purpose.

Beyond motivation, this comprehensive manual answers 21 crucial questions, covering topics such as funding, risk-taking, and startup resources, and provides templates for essential documents like business plans.

Tailored to the Nigerian business landscape, it offers actionable insights and practical advice for both aspiring and seasoned entrepreneurs, empowering them to turn their dreams into reality.

Don't miss this invaluable resource.

CROSSWORD PUZZLE

A	V	B	D	I	W	C	L	C	R	E	A	T	I	V	I	T	Y	A
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Find the words below

- Creativity
- Journey
- Tenacious
- Impact
- Diligence
- Award
- Diligence
- Innovation
- Passion
- Resilience
- Opportunity
- Networking
- Perseverance
- Ambition
- Empowerment
- Nigeria
- Consistency
- Money
- Responsible
- Revenue