

STORIES OF AFRICA'S MILLENNIAL ENTREPRENEURS

the **BUSINESS** DAY CEO



BIZZLE & ASA

ON BUILDING TALENTS AND
CREATING GLOBAL NARRATIVES
THROUGH **#THEPLUG**



DECEMBER 2018



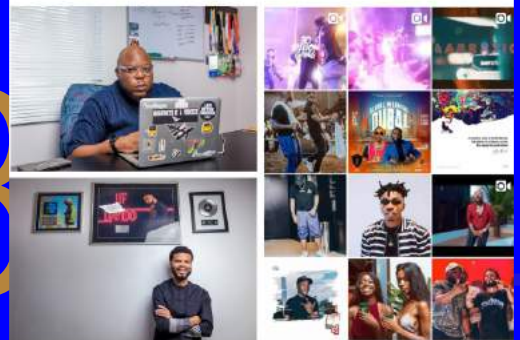
CREATION OF SELFIE BY @I_AM_ARCLIGHT

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Happy December to all our CEO magazine readers. December is indeed a festive time around our beautiful continent of Africa and I wish you a beautiful and blessed December to remember.

As we close off the year many things come to mind... one of those things that stands out for me are the wonderful accomplishments of so many millennial entrepreneurs across Nigeria, Africa and the diaspora. From technology, arts, entertainment, media and beyond, African millennials are constantly innovating and creating which is what brought us to our December cover.

We enjoyed this interview with Bizzle and Asa of the Plug. The forces behind many of your favorite artists, shows and hit songs. In this interview we go behind the music to discover what it really takes to build an African music empire.

We also talk to many inspiring and groundbreaking millennials across various sectors. Turn the pages to find out who.

I hope you enjoy this edition of the CEO magazine as much as we did putting it together.

Love and light,
Lehlé Baldé (@lehlalumiere)
Editor

Lehlé Baldé



I am sitting at the corner of a room somewhere in the country's capital, listening to Kanye's Life of Pablo while going through the pages of what you are about to swipe through.

Yet another text use and photo movements to make communicating the good articles in this edition easy, my mind is flashing through the experiences I've had in creating this edition with Lehlé- from talks at the Backyard to emails, photo-shoots and now an edition that will make you see the hard working side of the most dynamic generation edged off the popular flattened narration of Africa.

I just smiled at what I wrote above and projected five to twenty-seven years down the line and seen how the humans of the earth will be grateful when benefitting from the impact African Millennials are making today. It's so beautiful.

About Asa and Bizzle, they define many things you just thought of on the beautiful world millennials could create. I cannot say anything about the interview, you have to look at it yourself and share with your clout what you read on the essence of hard work, patience and lifting others up! I think you can tweet the pages at them and ask more questions, they are men to learn from.

Have a great December, save some money for January & keep your attitude positive.

Never settle,
Tomi Wale (@tomiwale_)
Creator & Art Director,
The CEO Magazine

Tomi Wale

As a millennial, you must have heard of the school of thought that says relationships are mediums of distraction for young, career-driven individuals who want to rise to the top of their careers early in life.

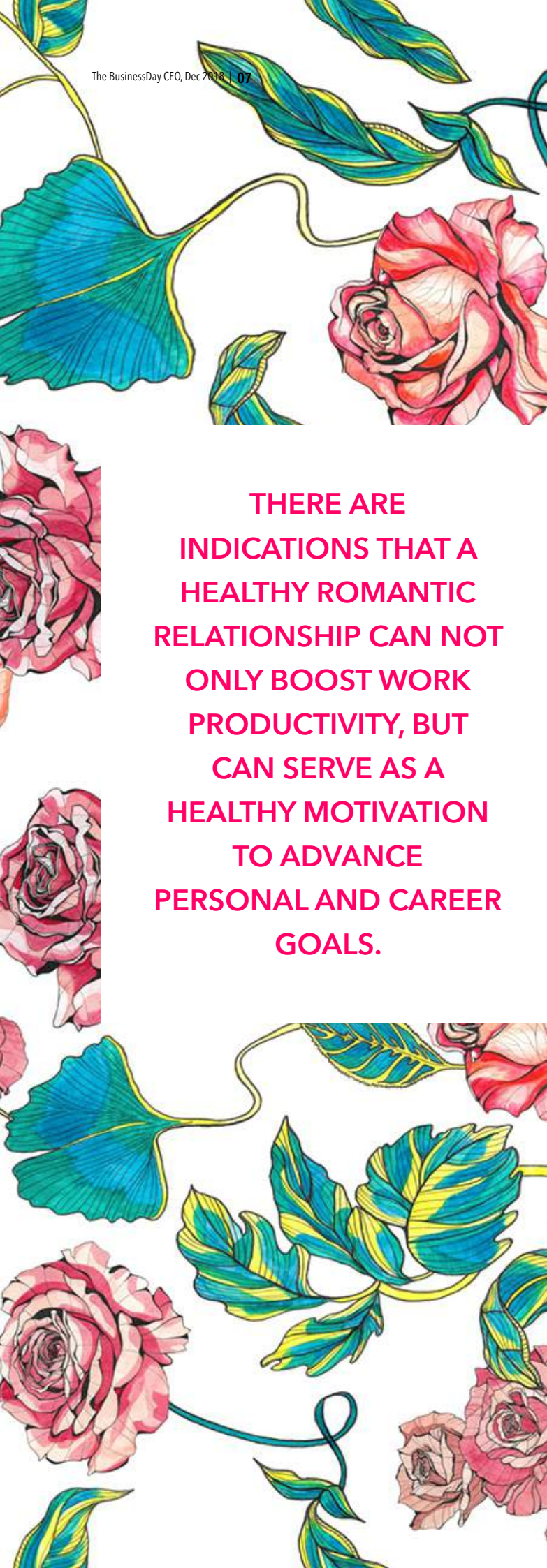
Singleness is considered the surest way to avoid distractions and shoot for the stars. In other words, it is only by being single can the diligent climb to success be made with such laser focus that guarantees success in no time. It is believed that being in a romantic relationship and having to deal with all its intricacies is demanding and sometimes draining and leaves one with little zeal and energy to exert in one's career.

Owing to this mindset, millennials are finding it more difficult, according to research, to enter into relationships especially at the beginning of their careers. Most millennials at the starts of their careers, usually within the 25-35 age range, are known to say in defense of being single, that their primary focus is on their careers because they do not want any "distractions". While this may have its benefits, there are reasons to believe that the effects of a healthy romantic relationship on career advancement may have been perceived all wrong.

OF CUPID'S ARROW AND CAREER SUCCESS

By Kay Ugwuede



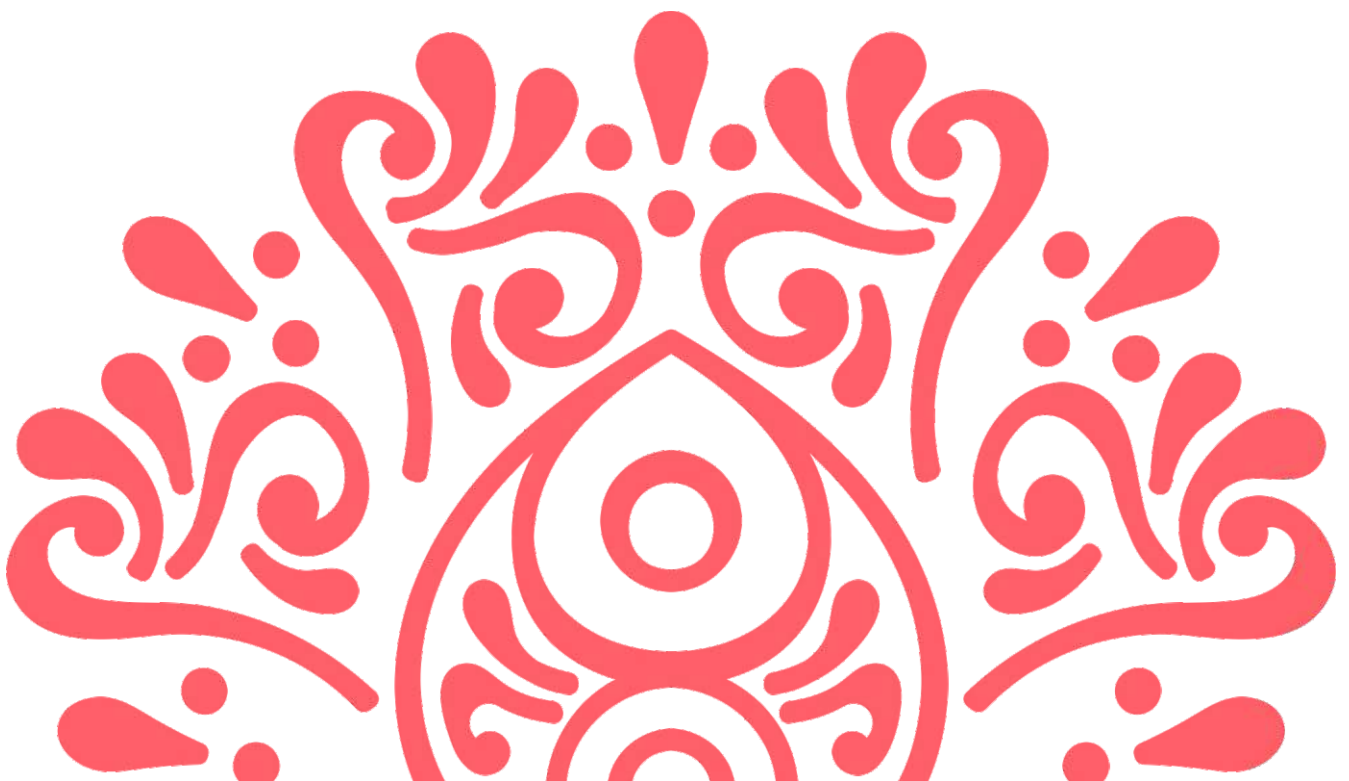


**THERE ARE
INDICATIONS THAT A
HEALTHY ROMANTIC
RELATIONSHIP CAN NOT
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HEALTHY MOTIVATION
TO ADVANCE
PERSONAL AND CAREER
GOALS.**

According to Maslow's Hierarchy of Needs, besides from the basic physical needs of food, shelter, safety and clothing, human beings desire more than anything else to belong, to be intimately involved with a person, family or with a community. You can attest to this yourself. In the depths of our pain and the heights of our successes, it is always important to us that we have people who share in our joy or provide a leaning shoulder or a firm hand of guidance and correction. The feeling of having a support system such as this in your life cannot be underestimated.

But with romantic relationships, we tend to assume that it has the exact opposite effect. There are indications that a healthy romantic relationship can not only boost work productivity, but can serve as a healthy motivation to advance personal and career goals.

Interestingly, according to a report by Antonivics Kate of the University of California, titled; *Are All The Good Men Married? Uncovering the Sources of the Marital Wage Premium*, career individuals in romantic relationships as discovered, get promoted more quickly, and are more likely to rise to the top of their fields. Now this may not apply to our local setting as much given that we are behind on data collection and analysis. However, we can make an argument for this phenomenon within our own context and from our personal experiences. Nothing beats having a single cheer leader on your team who is rooting for you and chanting your praise from the side lines even when you are having a bad day in the pitch. However, it is important to understand that the underlying magic effect here is healthy. Just like in other aspects of life, unhealthy and toxic relationships can not only ruin chances of career betterment but can also have lasting negative effects on an individual's esteem and drive for success in general.

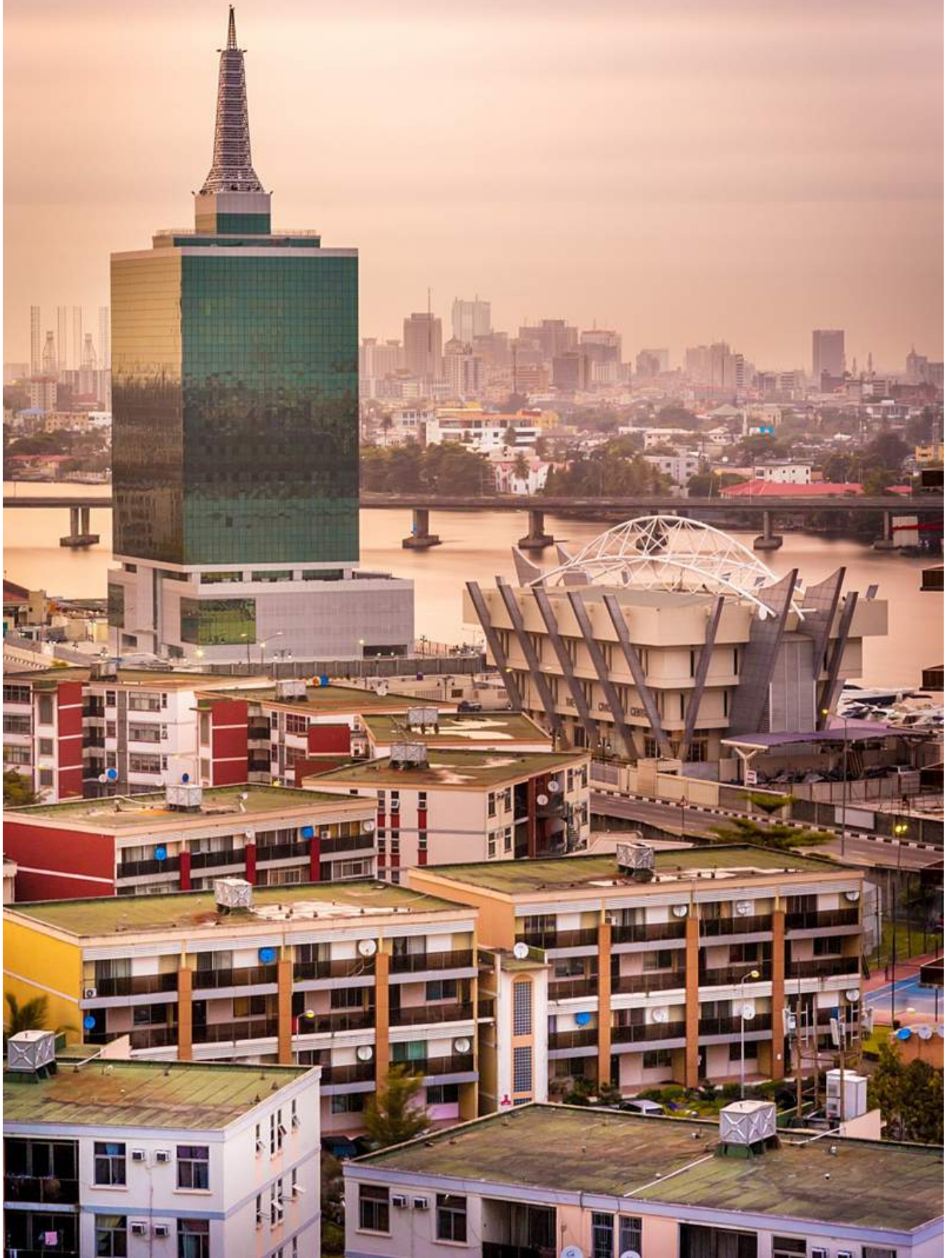


How then do you ensure that you are in a healthy romantic relationship that aids the advancement of your career and personal goals? I say find someone who understands where you are headed and buys fully into your vision. No one encourages what they do not have an inkling or emotional attachment to. You are looking not for superficial support that says, "Oh, my girlfriend wants to anchor a programme on CNN someday and I support her dreams" and that's it. You are looking to be with someone who understands that there might be forgotten dinner dates, late working hours, missed hang-outs and so many little sacrifices along the way and is willing to work to bridge the gap because they truly care enough to support you.

I say find someone who is both cheer leader and coach, someone who is not afraid to raise the pompoms for you and yet will make you run around the pitch for as long as it takes to build your stamina and resolve. I say find someone who makes you feel as if you can take on the world both in your work space and personal life as well. I say also, that you be that person for someone.

**YOU ARE
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VICTORIA ISLAND BY OYEBOLA FAMUYIWA
INSTAGRAM: @ARTBYOYE

Millennials Zero Distance & Grassroots Innovation

-Austin Okere
Founder, CWG Plc



I recently attended the Infosys annual confluence in San Francisco. The keynote speaker was former US President Al Gore, who spoke passionately on the topic very close to his heart, climate change. While Vice President's Al Gore's message was compelling, what held my attention throughout the conference was the potential of our burgeoning millennials and their impact on grassroots innovation.

In October 2004, researchers Neil Howe and William Strauss called Millennials "the next great generation." They define the group as those born between 1982 and 2004. Millennials are likely the most studied and talked about generation to date. They are the first generation in history that have grown up totally immersed in a world of digital technology, which has shaped their identities and created lasting political, social and cultural attitudes. Without a doubt, they have embraced technology like no other generation.


For instance founders of Airbnb in America, millennials Brian Chesky, Joe Gebbia and Nathan Blecharczyk, have built a business in the hospitality sector with over 1.5m accommodation on their platform, and is now valued at \$25b. Similarly, millennial founders of Didi Chuxing, Cheng Wei and Zhang Bo have built a transport platform that is pooling over 8m drivers and serving 11m commuters every day. Didi has more than 87% of the market for private car-hailing in China, and recently attracted additional capital of \$1b from Apple.

In his address, Vishal Sikka, CEO of Infosys, described zero-distance as staying close to the customer, understanding his needs and wants and ensuring disintermediation. This was collaborated by Sandeep Dadlani,

In 2008, Millennials were the number one reason why Barack Obama won the Democratic nomination, and also the reason why Bernie Sanders is sticking around in the current Democratic nomination battle with Hilary Clinton, despite the odds against him.

Infosys' President and Head of the Americas, who shared a story that best illustrates zero-distance. He describes it as where the rubber meets the road. According to him, it took mankind to go to the moon before putting wheels on suitcases even though both have been there for a very long time. It took a further 17 years to put 2 more wheels, and a then 17 more years to put a telescopic handle and make it rotate 360 degrees. This is because a pilot went 'zero distance' where the rubber meets the road, to get to the desired innovative point.





Innovation culture often speaks to breakthrough innovation, but Grassroots innovation amplifies the whole innovation idea. What do I mean by grassroots innovation?

Let me illustrate with an example; the story is told about a company which manufactured and sold baby food. One of the sales teams, whose members were young rookies, and not particularly regarded, also had the worst patch. But they continually busted their targets. In actual fact, there were hardly any babies in their territory, since it was an area typically inhabited by pensioners and elderly care giver homes.

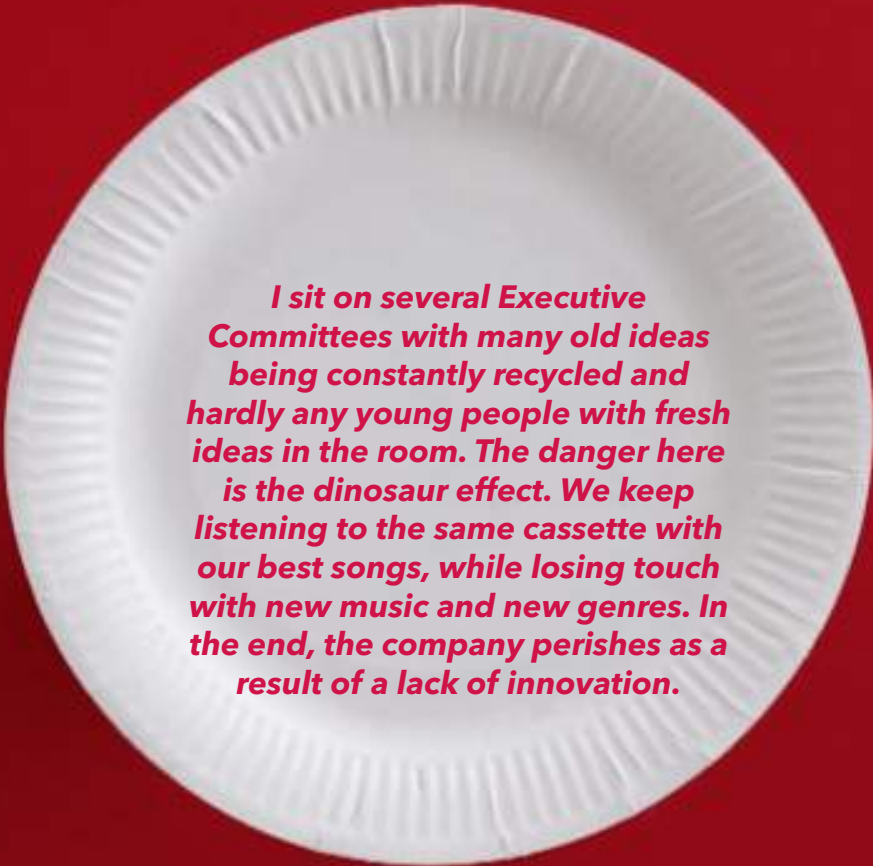
Nobody bothered to ask them the formula for their success. It turned out that the old people in their patch, having lost many of their teeth, were mostly consuming the baby foods, and therein lay a spontaneous innovative idea. Could the company have used this new discovery to strategically diversify into 'specialised old peoples' food and diversified their business? Leveraging new ideas within the company to amplify breakthrough discovery is what constitutes grassroots innovation.

Education is the bedrock for design thinking

helping us think in an organized way about creativity and consistently improve through continuous iteration. Properly articulating a problem however, is half the solution. New and innovative ways of doing things can come from the most unexpected sources, not least the current generation of millennials. They are the sort that dare to believe that they can make the elephant dance.

The core medium for education in the workplace is story telling. This is the time tested way by which the culture of the company is passed onto future generations. While the 'elders' in the company are a trusted custodian of 'how it is done' and mentor the young rookies, there must also be a reverse mentorship program, where millennials are engaged and have a voice at the highest levels in the hierarchy. While the elders may know where we are coming from, it is definitely the millennials that can point the way to where we should be headed.

I personally have two reverse millennial mentors, my son, Omimi Okere, and my Digital Media assistant David Afolayan. They both have a deep role in my belated online presence. I guess I became a convert when my son at thirteen years old launched his first computer game 'Catch it' on iTunes and Android. He followed two years later with 'Jetraider', a paid game on both platforms. The clincher was the insightful articles and comments I saw on his blog 'Knox Tech'. I thought to myself, not bad for a teenager. This is what motivated me to launch my blog, austinokere.com.



I sit on several Executive Committees with many old ideas being constantly recycled and hardly any young people with fresh ideas in the room. The danger here is the dinosaur effect. We keep listening to the same cassette with our best songs, while losing touch with new music and new genres. In the end, the company perishes as a result of a lack of innovation.

As the sun is setting on old ways of tackling social problems, millennials may well save us from our broken socio-economic system. They certainly possess the attributes of what Harvard professor Joseph Nye refers to as tri-sector athletes or multilingual leaders; these are individuals and organisations that nimbly cross traditional spheres of influence to translate and broker these different institutional logics into private-public, government-civil and civil-private partnerships and solutions. Their careers typically straddle sectors, defying the labour market siloes, and thus enable them make the necessary linkages.

My advice is that organisations infuse millennials in their workforce, and create winning environments that aim for zero undesired attrition.

Above all, give the millennials the freedom to engage in 'Innovation Blitz', where failure holds no fear of punishment, but is rather regarded as part of the experience culminating in generating fresh ideas for the continued sustainability of the enterprise.

Austin Okere is the Founder of CWG Plc, the largest Systems Integration Company in Sub-Saharan Africa & Entrepreneur in Residence at CBS, New York.

Austin also serves on the World Economic Forum Business Council on Innovation and Intrapreneurship.



Z U M A

ARCLIGHT

A DREAM ABOUT ZUMA BY @I_AM_ARCLIGHT

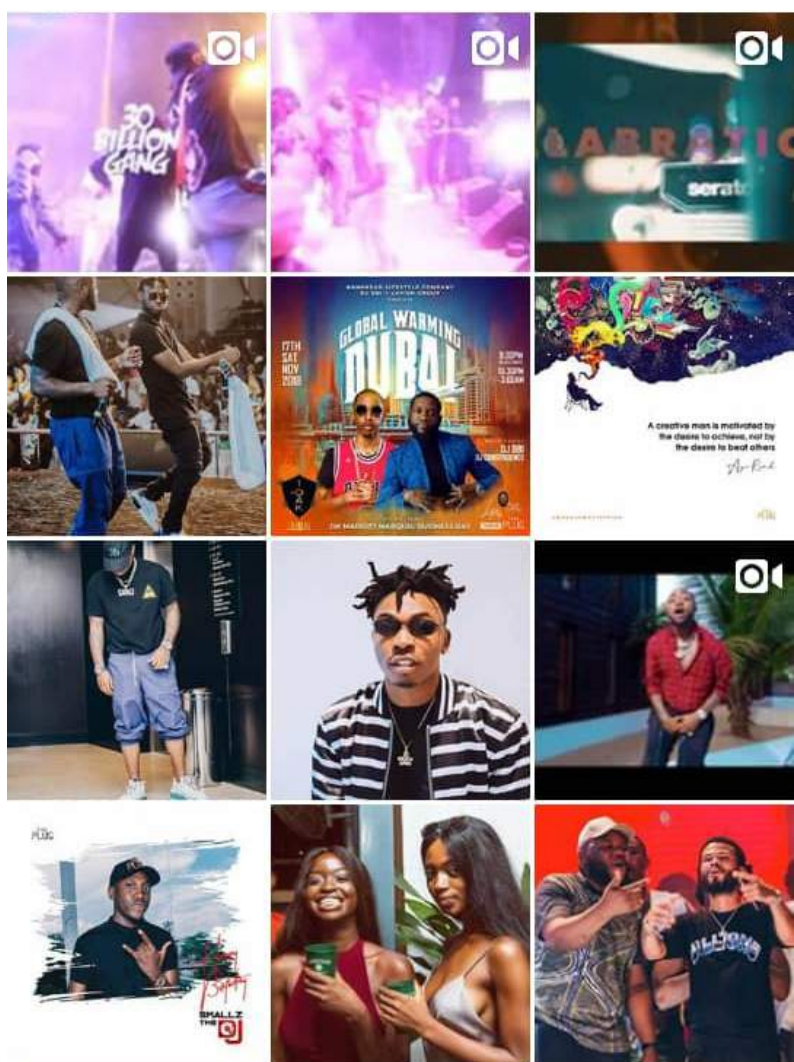
We are all friends
with different
flavours-
Now that's
juice!

#AFRICA



Photo by Geanina Mora

Bizzle, Asa & #ThePlug



INTERVIEW BY LEHLÉ BALDÉ



Lehlé: What is the significance of the brand name, the Plug?

Bizzle: We see ourselves as the connect of the industry (connecting the New Gen Guys with the Industry and also connecting the rest of the world with Nigeria) .

Asa: We are creating our own lane, as the connection between Nigeria and the rest of the world; creating experiences, building talents and growing fresh ideas.



TheCEO: Looking back at when you started... did you ever dream that you would have achieved so much at such a young age?

Bizzle: To be honest, One reason many dreams never go anywhere is because the dreamer keeps it all to himself, I have always believed in carrying my people along, hence the reason I have achieved a lot at my young age.

Asa: At a young age, I set a high standard for myself. I have also been driven to achieve. All my life I have worked hard and made my own opportunities. I have had a passion in giving people a platform for spreading ideas that work.

**At a young age,
I set a high standard
for myself.**



TheCEO: In your opinion, what 3 characteristics do young people need in order to succeed?

Bizzle:

- Discipline
- Patience
- A Goal

Asa:

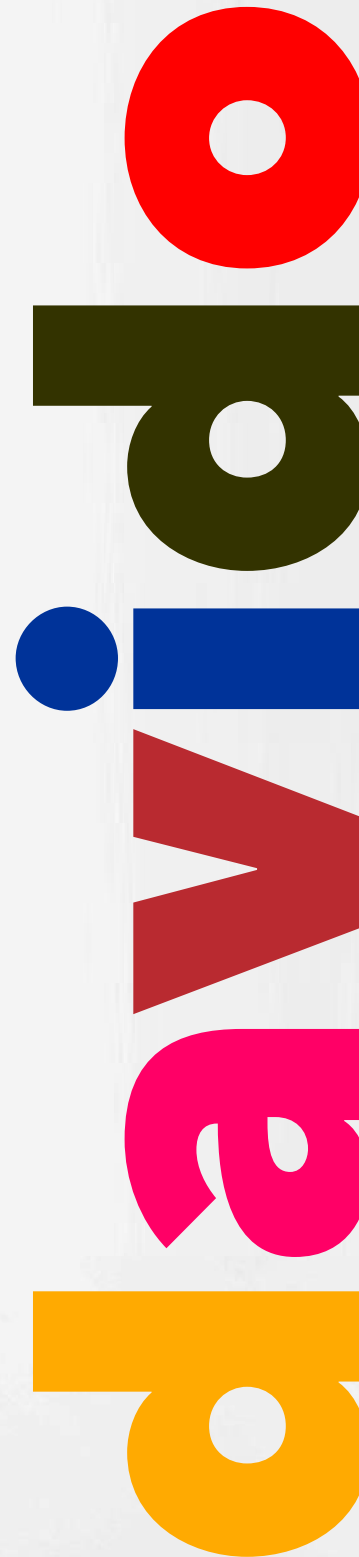
- Patience
- Accountability
- Always keep learning



Lehlé: You manage one of Africa's biggest musicians Davido. Many millennials go on social media and believe it was an overnight success. We know it takes intense strategy and behind the scenes efforts to achieve his level of success... talk to us about what it takes to build a global brand like Davido's?

Bizzle: David is hardworking and he listens and believes in his Management team, that's the major thing that motivates us to work harder.

Asa: Working with David started as far back as 2008, days of Back When, Dami Duro and the likes. David is hardworking and is always willing to show up. He believes in the team and that's what is important for all of our growth.





TheCEO: What is the biggest challenge you've faced as a brand?

ThePlug: **Startups aren't glamorous and thriving on limited resources.**

Lehlé: What has been your biggest achievement(s) so far?

ThePlug: **Setting up the office in Lagos and giving young smart talents an environment to thrive and grow in their craft.**



Lehlé: When you are not managing artists, how do you both unwind?

Bizzle: There is a lot more we do besides artist management-music publishing, music licensing and music distribution. In my spare time I am often reading and learning.

Asa: I own a lounge in Lekki called Shisha Room. If I am not focusing on our talents; Davido, Peruzzi, Mayorkun, DJ Obi or SmallztheDJ. I am most likely running my other businesses and spending time with family.



#ThePlug

**"It's not fun and games it's a lot of
hard work, sleepless nights"**

Lehlé: What is your advice for millennials looking to go into artist management/entertainment?

Bizzle: It's not fun and games it's a lot of hard work, sleepless nights.

Asa: You can't always get it right at first; take your time, learn, grow and meet people. You have got to be hardworking.

Asa





Lehlé: You have created a movement called the MainLand Block party... Talk to us about the motivation for that?

ThePlug: Mainland block party in in collaboration with TOP BOY FIRM & TASH Studios, we knew people living on the mainland wanted something to look forward to and out of the need to entertain people, MBP was created. Hard work and consistency has been able to manage it this far. The whole idea behind it was to create fun for those that live on the mainland, because of the misconception that all the "cool" events happened on the island and we want to show people & brands that the Mainland is also a cool place to party.



Lehlé: What can we expect from The Plug in 2019?

Bizzle: Not trying to brag, but expect a whole lot in 2019

Asa: Expect 2019 to be packed with so many more experiences. We believe 2019 will be a more familiar and acquainted time with The Plug.



CULTURE



ARCLIGHT

Please consider these
as you think more about your
particular business.

How will I reach
the customers I want in
the marketplace?

How is the customer and
what am I offering them?

What is
my idea's
differentiated
value?

What are the costs of
production?

What are my
sources of revenue?

What are the unit
economics of my product
(i.e. revenue and costs or
selling one single product
by itself)?



*In the wake of your awareness
you realise you knew that the traveler who brought
you this pain had nothing else to offer
you had heard pain stained words
dripping from his very lips
and still it was you who offered him shelter*

*Do not curse these scars
he might have held the knife
but it was you who showed him where to cut
thinking that to love was to lose yourself to his fire.*

-Damian



WORDS: Damian Nwanabia Okafor (@damian.ynotes)
ART: Ana Cuba (@ana__cuba)

Peak Performance At Work

Have you been in a high stake situation, such as a job interview, a sales presentation, a networking session or in an event or activity that presented you with some opportunities and you left the scene with the feeling of under performance and inability to seize the moment. And the reason is usually not lack of preparation, it could even be that you were over prepared, however, you make comparison in your evaluation with similar occurrence in the past and rated yourself high, and wish you could have done better on the very ground.

Peak performance is the ability to perform flawlessly on demand whilst under pressure. The truth is that we are presented each day with opportunities, and our ability to convert this opportunity to fit our purpose would go a long way to determine whether we have harnessed it enough or allow it to pass repeatedly without making use of it. Situations that could give us the lucky breaks we deserve are called high stake situations, trouble with this, is that we do not know when it would present itself, and reason why we should always be in our peak state regardless of the


pressure or urgency with which it comes.

IF THE PROCESS IS RIGHT!

We deny ourselves the opportunity of flowing with the present because we focus on the outcome too much, and that's because the outcome might come with some reward that we do not want to miss, or it might be to suit our ego so we are not labeled unskilled. However, if the process is right, the result would be right. Be a process person, the present is what you have control over and to a large extent determines the future that you are curious about, with a focus as that of the eagle on the present, you would have less need to worry about what the end result would be, as you would have emotional and psychological satisfaction that you have prepared enough to engage the task at hand.

USE SIMULATION WHILE PRACTICING

While practice is the best way to prepare, most lack the major ingredient that would help us to be emotional alert and fit for the task, and simulation is this ingredient. If you could get into the board room where your presentation would be made, get in, if you could ask someone to mimic how the person you are meeting would ask their questions



Create the
environment early
enough as if you are in
the field of play, then
watch your own
performance and
evaluate until you are
satisfied.

meeting would ask their questions, engage them. Create the environment early enough as if you are in the field of play, then watch your own performance and evaluate until you are satisfied. I talked about emotional fitness and it is intentional, as it connotes state of readiness, while practice alone is capacity that hasn't been subjected to simulation. With practice should come this fitness to enable step into this state of performance without regrets.

ENGAGE IN YOUR AREA OF ENORMOUS CONTROL

Having observed all the strategies that would help us win, we need to allow ourselves engage in what we know well. Most times, we have prepared enough, but we get into trouble as we seek to impress and excite and we slip from our original plan of action. This place us in a position where we would find it difficult to pull back to our

Emmanuel Otori

Lead Consultant, Market
Advantage | Advisory Board
Member, African Centre for
Innovation and Leadership
Development

emmanuelotori5@gmail.com
info@emmanuelotori.com
www.emmanuelotori.com



MERLIN'S APPRENTICE
BY @I_AM_ARCLIGHT

Profiling Women in Tech.



Bankly

SECTOR: Fintech
bankly.ng
info@bankly.ng
STAGE: Beta Testing Stage
Founded 2018

FOUNDERS:

- Tomilola Adejana
- Fred Adams

Bankly is a voucher based payment solution for the unbanked. It enables people without bank accounts or debit cards make payments easily at point of sales merchant locations and online channels using USSD and the existing telco distribution network.

THE PROBLEM

The core challenges Bankly solves for the unbanked / underbanked are:

- Access to financial services
- Cash Digitization
- Risk of Cash Management
- Convenience
- Financial Literacy

Nearly one of every three women in the world – or 1.1 billion – is excluded from the formal financial system. Globally, women are 7 percent less likely than men to have basic transactional accounts, and this disparity rises among the poor. Women living below \$2 a day are 28 percent less likely than men to have a bank account. Often, these women have to store their money in cash and

rely on personal networks or loan sharks to meet their most basic financial needs. This makes them vulnerable to loss, theft and exploitation, reinforcing the cycle of poverty. Lack of sufficient documentation makes it hard for the unserved / underserved to register for a bank account at local bank branches which are located miles away from rural areas.

THE SOLUTION

Bankly is a cash digitization payments and savings product where users pay using Bankly vouchers in a "Recharge to pay" model. This cash digitisation system is similar to the telco mobile airtime top up and is currently available on MTN and 9mobile networks in Nigeria. Financial services has to be seen through the lenses of a fast moving consumer product in order to reach the last mile and the use of vouchers has been proven to be a successful cash digitisation system by the telecoms industry. Leveraging this existing consumer behaviour to drive financial inclusion, reduce cost of financial services and create a foundation to provide other financial services is where Bankly identifies huge potential and is poised to make an impact.



AMPZ.tv

AMPZ.tv

SECTOR: Media / Sport

ampz.tv

info@ampz.tv

STAGE: Beta Testing Stage

Founded 2018

FOUNDERS:

- Brenda Nwagwu
- Jabbar Momoh

AMPZ is an online media platform that connect the African sports ecosystem from grassroots using mobile and web technology. AMPZ mobile solution aims to bring Africa's 928 million sports enthusiasts together connecting them with like minds and African grassroots sports talents to opportunities. AMPZ engages over 6,000 enthusiasts on it's social media channels and plans to launch across 10 countries in Africa with focus on the 7 most viable sports.

THE PROBLEM

Despite Africa's youthful population and passion for sports, young talents have been limited and endangered by various factors including human trafficking, lack of access to information and poor infrastructure. From extensive research, AMPZ realized most talents currently rely on Facebook to showcase themselves and word of mouth to get information, these methods have proven to be inefficient due to the broadness of the audience and limited information spread. These challenges over the years have crushed many dreams especially for the

young African children to whom sports remains their gateway from poverty and AMPZ is committed to bridging this gap.

THE SOLUTION

AMPZ proposes to connect the African sports ecosystem from grassroots using mobile and web technology. The AMPZ mobile platform has been designed to become Africa's fastest growing sports community connecting sports talents to the right audience and opportunities. Our solution offers value to key stakeholders including sports talents, enthusiasts, scouts, agents and businesses as it enables;

- Sports talents discover opportunities, profile and showcase themselves to the right audience.
- Enthusiasts engage with communities of interest, share and consume sports content on the go.
- Scouts/Agents identify and engage with top talents from all corners of the continent with just a tap.
- Businesses reach a Pan-Africa sports centric audience via digital advertising and engagements.



Allpro

Allpro

SECTOR: Financial Services/ Education

allprotech.co

hello@allprotech.co

STAGE: Revenue Stage

Founded 2017

FOUNDERS:

- Henry Nnalue
- Angela Essien

Allpro is an end-to-end lending platform for schools in Nigeria. Allpro's solution underwrites credit risks for lenders while making financial-access easy for various users in the school ecosystem including school owners, parents and teachers. With over 30+ schools, Allpro has processed over \$1.5M in school fees payment and recently acquired a significant stake in www.schoolscompass.com.ng that will see us acquire over 1700 schools.

THE PROBLEM

The education sector has the highest number of SMEs in Nigeria. With over 35% of all SMEs found in the education sector, only 12% of school owners have access to loans. Currently, small and medium-sized school owners find it extremely difficult to obtain loans from traditional banks mostly because of the following

- Revenue collections are done by cash hence makes it difficult to track income.
- Keeping proper accounts record is almost non existent

in these schools.

- Lack of government policies for targeted loans to the Education Sector.

THE SOLUTION

- Parents have easy access to manageable loans for school fees as well as a convenient way to pay fees or automatically save towards the said fees.
- Schools have fewer parents defaulting on payments and can access capital for infrastructure and training improvement.
- Teachers can spend more time on students and less time on administrative work
- Lenders have a collated group of customers across the country who have been vetted with verifiable data.



BitMama

BitMama

SECTOR: Fintech and Crypto assets

bitmama.io

ruth@bitmama.io

STAGE: Beta Testing Stage

Founded 2018

FOUNDERS:

- Ruth Iselema
- AdebamboOdumosu

Bitmama is a crypto-fiat exchange that allows customers and traders to buy and sell Bitcoin, Ethereum and other digital currencies in Africa. It allows its users to create their own wallets and start buying or selling digital currencies by connecting with their bank accounts, credit or debit cards and mobile money accounts. BitMama also offers institutions and professionals the ability to trade a variety of digital currencies on a regulated exchange.

THE PROBLEM

- Buying and/or selling of Bitcoin (BTC) and other cryptocurrencies is difficult in Africa.
- There is a lack of trust
- Higher chance of fraud with resolution often taking 1-3 days.
- Current exchanges are expensive to use and also offer no ease of use and security to the customers funds.
- P2P exchanges often require that users are online when

trades are in progress.

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THE SOLUTION

- Bitmama aims to solve these problems by using its system to ensure
- Cheaper trading fees
- Eliminating the need for trusting individual sellers/buyers
- Make instantaneous purchases and remittances possible.
- Eliminating fraud and Increasing security measures.
- Making it needless for users to be online during an ongoing trade.



Nicademia

Nicademia

SECTOR: Education and Media

www.nicademia.com

info@nicademia.com

STAGE: Revenue Stage

Founded 2016

FOUNDERS:

- Valentine Ubalua
- NnekaNjoku

Nicademia is a video streaming and content distribution animation company for promoting the culture and languages of Nigeria and other African countries. The mission is to prevent the extinction of Nigerian and African Languages as well as create a market for African Animation. Nicademia is currently the largest video streaming platform for African animations with over 2 million viewers, 500 animations and airing on 7 local and international TV Channels including DSTV and GOTV.

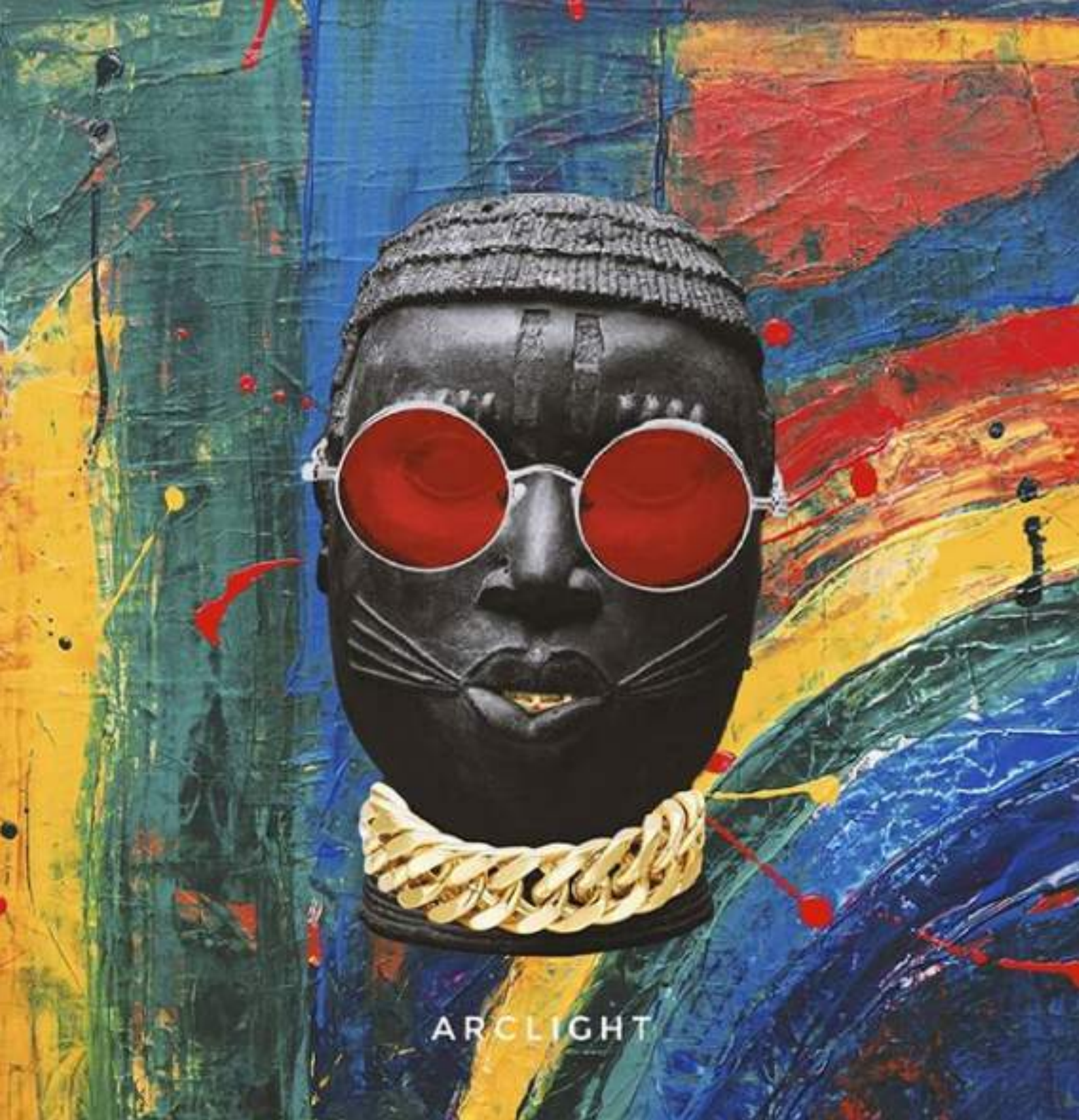
THE PROBLEM

According to UNESCO, over 300 African Languages are endangered and more than 52 African Languages have gone into extinction. UNESCO also states that the Igbo language might go into extinction by 2025 if the kids and youths do not learn how to speak their languages. Over 60% of the African population are youths below 18 years and more than 500 million kids and youths in Africa cannot speak their mother tongue and do not understand

their culture, heritage and values. Mostly affected of this population are youths and kids in the urban cities and diaspora. This is a WAR we are silently losing in Africa and needs to be urgently addressed.

THE SOLUTION

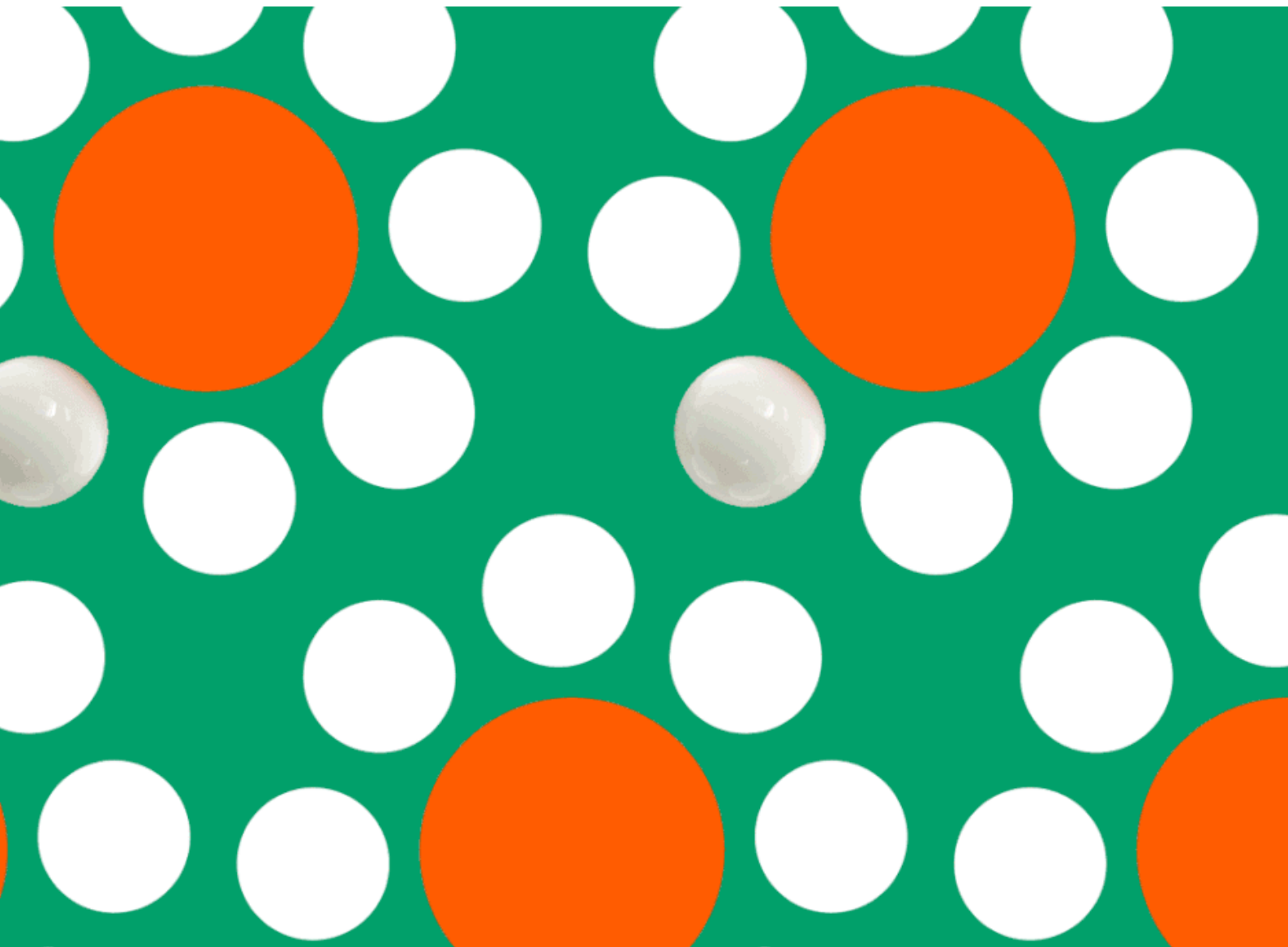
Nicademia currently addresses this problem by promoting African culture through animations and cartoons distributed on our video on demand platform, Mobile App, Television and Tablet.

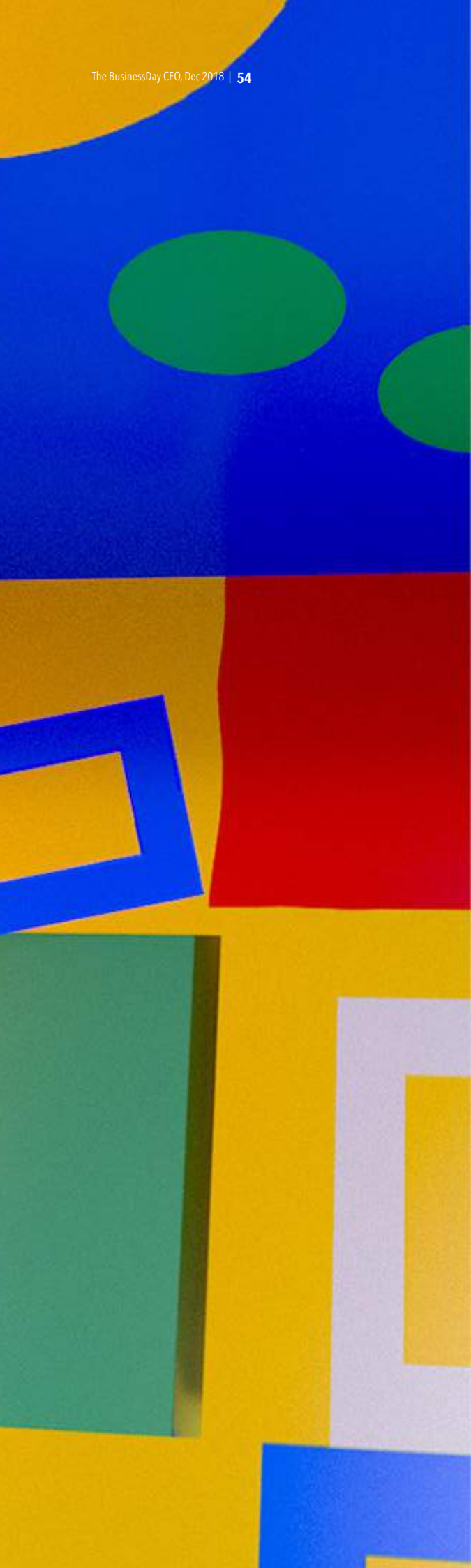


IYA OBA REPPIN' POP CULTURE
BY @I_AM_ARCLIGHT

thethrills

Pause, relax and chill a little, flashback on life and how we get to this place that we are today, the quality of the life we are living, our dreams and our hopes, the warnings we held on to, the things we want when we can't have them and the many things that after wishing and wanting them, we finally have and we really just don't want it anymore, the many face of life that we've seen, the ones we experienced and the ones we hope to have, the life that got us to this place that we now live in, the things we now do in our everyday life.

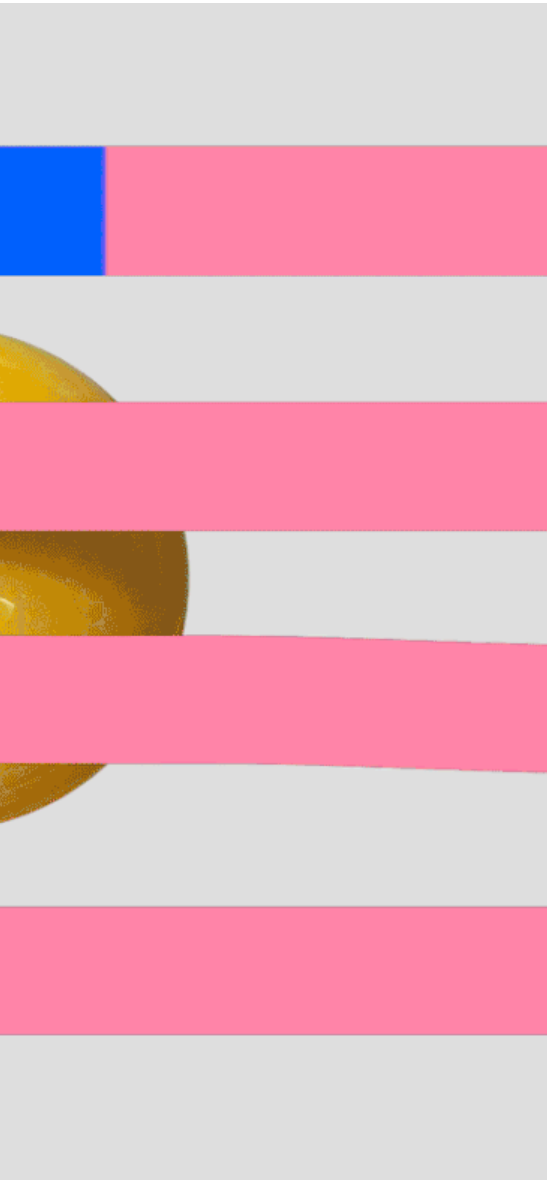




We dreamt big when we were young, freedom we wanted, money too, joy and happiness we crave and most times we thought only when we are adult that's when we'll have access to all this, so we grew up fast and almost didn't experience the teenage days, all we want to experience and live as, is that adult life, to be free, to have that huge account, but reality happens differently and life happens too and we too happened and here we are in 2018 with dreams and hopes, maybe new ones, maybe not like we dreamt when we were young, maybe those dreams led us here but we are here now.

What do we do with us, with our sense, what sense do we have, the ones the society pitch to us or the ones the doctrine allow us to have, the ones they approve is real and true, the humanity they allow us to experience. It used to be human slave trade in the old times, mind slavery is the thing now and every day they die knowing not much of what they can do and how much they can experience as human. Humanity have its thrills and it's either you're enjoying it or you're enduring it and like everything we endure its usually boring and boring kills, many don't want to die, even though they are not having much fun on earth, hoping they'll still have, one day e go better.

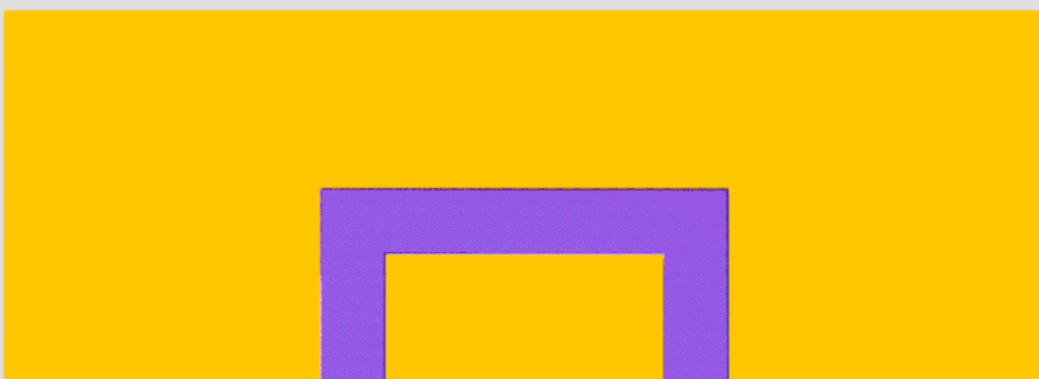




Let's have fun a little and refresh our head and how we think, how we see us, let's solve a problem because that's how we start a business, a different mind, a different vision and mind set and hope of glory, the vibe that make us different, the wave of the groove and we just turn out to be unstoppable as we sleep every night and wake differently with a different thought and a new and different kind of love, love of self because that's how we get to discover ourselves, it's usually about self and that's why the thrills is interesting, because if you are not fun to you, then you're not fun and just like in the movies, we all hate boring movies, at least the story should be interesting enough to keep us till when the credit starts to roll, so how interesting is the movie of life and the business we own.

Feel the vibe, be it, be the wave that people will joyfully stare at, the glamor and the human that we are created to be, which we can only access in the core of us, the real us that's not shy to say it the way it is, the lies change us, the mainstream too sometimes, the vibe to be relevant even when know you should evolve, as human evolves, it's the beauty behind the madness, the dark twisted fantasy that really keep us, the happy vibes that thrill us like the life of Friday, Friday night when everything can happen, even you can happen if you want you to happen, the freedom lead the way to new discovery but only your mind can free you and you own your mind, guess it's safe to we are the prisoner of ourselves and we are our jailer, so only us can free us, only us can make us enjoy all of the thrills. But really who are you?

-Mouyori Buttons





movie review

by Linda Ochugbua

Just when I thought the excitement was over and we had seen the best for the year, KemiAdetiba decided to grace our screens with a blockbuster movie – **King of Boys**.



I am so thrilled to write about this new Nigerian movie that is keeping the cinemas extra busy; although it didn't have a crazy hype like that of *The Wedding Party*, this movie has been selling out, and do you know how? Referrals!

It is said that "a good product will always speak for itself and sell itself", this is the case of this movie.

Believe me when I say that the trailer for this movie didn't actually do justice in telling what to expect from this 3 hours movie; maybe that was their plan - to keep us guessing. It worked. Yes, you read right, it is a 3-hour movie and one of the longest Nigerian movies since the likes of "Rattle Snake" of the 90's.

This 3-hour movie had no

single dull moment; it was back to back action, intrigue and suspense. No one could predict the end, not even I the "movie review specialist" and when we thought it was over, we found out that the movie was just getting started!

It had a perfect crew, top-notch production; impeccable acting by the best of the best -Adesuwa Etomi Wellington, Sola Sobowale, Jide Kosoko, Osas Ighodalo Ajibade and even the newly introduced actor, Reminisce as he is popularly called in the music industry totally nailed his role as "Makanaki". The costumes were on-point and also world class specifications. They paid attention to every detail and left no "i's" without dots nor any

uncrossed "T's". I have played out more than 20 different scenarios of what I thought the end could have looked like, in my head, but then I always have to remind myself that it's just a movie, despite the fact that it was so relatable.

King of the Boys started with the first scene displaying wealth and affluence of a typical Yoruba woman. There was a big party organized by Alhaja Eniola Salami to celebrate her birthday; the party brought together the ministers, the commissioners and the governor of the state. Alhaja Eniola was desperate for power and affluence, she was willing to do anything to get the throne, take over and retain it and in such a short time, she accomplished all her

dreams, and she became "the King of the Boys" she took over the seat of her late husband Alhaji Salami and she controlled a table filled with men. She was in total control of everything that went on in the city, both during the day and night, everything that happened in that city whether good or bad never took place without her consent.

The movie had loads of lessons to teach the viewers, lessons like being careful with the kind of decisions you make, take out sentiment during your reign as "King", if you kill by the sword you will also die one day by the sword, among other lessons. It also portrayed Nigeria's political gimmicks and what goes down in the halls of affairs in government houses.



There were some tragic scenes in this movie as well that brought me to tears. The best aspect of this movie for me was its epic end.

When we thought it was over for Alhaja Eniola, she dusted herself and started again; we all almost stood up to have a standing ovation for her at the last scene.

"When you are the boss; you are the boss" no one can take your seat.

My Verdict

This movie deserves a 10/10; yes, it does.

For the first time in a long while, I am confidently and comfortably giving this Nigerian movie a 10/10, with no restrictions or reservation.

This movie would definitely make it into my top 10 movies of 2018 and I strongly believe it will bag loads of awards in the coming year. Thumbs up to the entire crew for this one; you all did a great job, and surely deserve some accolades.

Movie Credit:

Cast: Adesuwa Etomi Wellington, Sola Sobowale, Reminisce, Osas Ighadalo
Ajibade, Jide Kosokoetc
Director: KemiAdetiba
Written by: Kemi Adetiba
Produced by: Kemi Adetiba, Remi Adetiba, Okwuosa
Duration: 180mins

Genre:Thriller, Action, Suspense

Feel free to review any movie of your choice in not more than 200 words and send via mail to linda@businessdayonline.com and stand a chance to win a free movie ticket.

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BUSINESS DAY

Linda@businessdayonline.com
lynda4real@yahoo.com
08026011296