

STORIES OF AFRICA'S MILLENNIAL ENTREPRENEURS

the **BUSINESS DAY**
ceo



*BUILDING
INNOVATING
DISRUPTING*

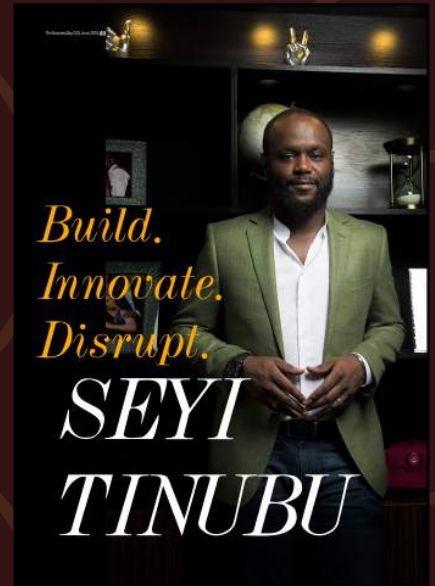
SEYI
TINUBU

CONTENT

08



49



33 *The Margaret*

Art Feature:
Adesola Yusuf (Arclight)

Visual Inspiration: Modamo
DA.
Thiago Rodrigues
Ben Ali Souheil
Elias Klingén
Murmure
Felix Inden



The June edition of the CEO magazine features our cover with Seyi Tinubu, who has become a force to be reckoned with, in the Nigerian/African advertising space. Drive through any popular road or tollgate in Lagos and you are guaranteed to catch yourself looking at one of the many creative digital ads creatively spread out in various locations on LED screens. According to PWC in 2015 outdoor advertising revenue was \$181 million, in Nigeria which created an opportunity for digital innovation in the advertising sector. In this interview with Seyi Tinubu, we uncover the genius behind Loatsad Promomedia and more about what this modern day entrepreneur is doing to empower and mentor a new generation of millennial entrepreneurs.

Also in this edition:

Discover the female-led Banana Island mega real estate project, find out about the new millennial led digital media startups entering the Nigerian market, learn about gamification and get some tips from the social media lead at one of the leading media firms in Nigeria. You can also read an inspiring conversation with Kaduna based entrepreneur Sadiq Falalu, the MD of Falgates Foods.

'The key to realizing a dream is to focus not on success but on significance - and then even the small steps and little victories along your path will take on greater meaning'. Oprah Winfrey.

Sincerely,
Lehlé Baldé (@lehlalumiere)
BusinessDay



A major rule was broken: for the number of years I've headed visual design and content production processes you will never see a work having more than two font types under my watch. We added a little bit of the Dubiel mostly in italics as the third typeface to suggest the out-of-the-box theme sprawled all over the stories we have in this edition. These stories jolt a nerve on how disruption and dare would create the environment Africa is about to be proud of. Yes, Seyi Tinubu is someone I suggest you follow closely and if you won't get a physical handshake, make sure you have his news on your devices to **learn** from!

More use of text than images was brought into play to emphasise the important of WRITING our stories more in these times; dotted with art works from Adesola Yusuf, you have an edition that presents you with the state of Africa in global conversations. We are the future and we are replacing stereotypes. However, the bulk falls on us, millennials. Let's continue working.

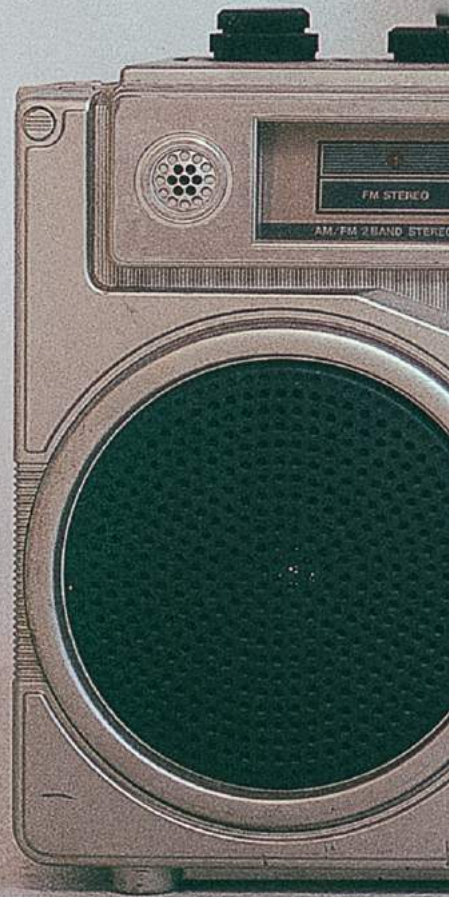
Never settle,

Tomi Wale (@tomiwale_)

Creator & Art Director,
The CEO Magazine

TUNE IN TO FINANCIAL INCLUSION TODAY

EVERY **TUESDAY** 11:30AM
ON **RHYTHM FM 93.7**



Financial Analysts.



Patrick Atuanya



Lolade Akinmurele



Bala Augie



Endurance Okafor



Anchor. Lehlé Baldé

Cultivate the
minority mindset!

ALWAYS THINK DIFFERENTLY FROM THE MAJORITY:
AS CLICHE AS THIS MAY SOUND, NEVER FOLLOW
THE CROWD.

-Seyi Tinubu



VISUAL BRANDING & DESIGN TRAINING

FOR
CORPORATES
& STARTUP
OWNERS

**CLASSES START
JULY 14TH, 2018**



CALL NOW FOR INQUIRIES:

08099493441

WWW.GETUPINC.COM/DESIGNSWORK



THE COOL NEW WAY TO WORK

WORKSTATION **ENTREPRENEURS**



Tobi Onanuga

Lehlé: How did you come up with the concept for DSF media?

I came up with the concept of starting DSF Media because I had a visual blog on Instagram (@thedsfblog) at the time, and I noticed a lot of the Nigerian brands that wanted to collaborate with me - in terms of advertising - needed help with creating content that would appeal to a

DIGITAL Marketing

Lehlé: You studied and practiced law before opening DSF media, how did you get into digital marketing?

Running my blog led me straight into this alternate career path. While I was serving as a Youth Corper at a litigation firm, I was emailed about a possible job opportunity in digital marketing for a Furniture Manufacturing/Interior Design company - I had no idea people were making money from it at the time. After I was done with my NYSC, I chose a masters course in Intellectual Property Law at the University of Reading that had a course in Digital Marketing. After that, I decided this was the path I was willing to go down.

Lehlé: Talk to us about your clients?

Most of my clients are entrepreneurs trying to make a living from what they're most passionate about. Our company focuses on retail and consumer brands but I do try not to limit us to any particular field because I'm all for learning about different industries.

Lehlé: What are some of the biggest struggles you face as an entrepreneur in Nigeria?

I think the biggest struggle I've faced so far as an entrepreneur is maintaining a healthy work/life balance. I find myself thinking about work most hours of the day, and if I'm not thinking about my clients, I'm thinking about how to improve my skills and my business as well. It's important to strike a balance and remember to take care of yourself too.

Lehlé: In your opinion, how important is a digital marketing strategy for business success?

A digital marketing strategy is super important for the success of certain companies. A lot of people are on social media everyday, and if that's where your audience is, that's your best shot at getting your product out there. You can't use social media pages simply as a broadcast medium, promoting your products, events and special offers. That's not "social". You have to "be there". You have to participate, answer questions, and take part in a genuine, social conversation. That means watching your social media pages hour by hour, every day. If you're not paying attention and contributing, it's not social. When done properly, it increases a brand's reach and visibility. It increases trust and credibility, conversion rates, ROI and brand equity.

Lehlé: What advice do you have for freelancers looking to start building their clientele?

A lot of my clients have been gotten through word of mouth from friends and family, and as a result of the network I was able to build with PR Agencies through my blog. What I have found is that its best to build a portfolio in the beginning and not focus as much on the income coming in - the more diligent, consistent and innovative you are, the more you get noticed. Another key thing is - when you do get these clients - focus on retaining them. Remain professional always!

Lehlé: How do you keep up with ever evolving nature of the digital marketing space?

I think being a lawyer has helped me hone my research skills, I'm always looking up ways to improve. I also pay attention to Industry blogs, LinkedIn groups and I keep an eye out to see what my competitors are doing. I want to be the best at what I do so when people ask me to deliver, I don't fail.

advice

I think the best part of it is getting to work next to people starting out just like you.

Lehlé: Where do you see your business growing in the next two years?

I see DSF Media becoming a full service digital marketing agency. I want the company become an entity that helps Nigerian and (hopefully) international brands, evolve into the best version of themselves in the digital space.

Lehlé: You work out of workstation, the cool new way to work... talk to us about your experience ?

I love working out of Workstation. I think the best part of it is getting to work next to people starting out just like you. You get to share and learn from everyone's experiences.



[https:// INTERNET: Harmonization of different cultures?](https://www.instagram.com/i_am_arclight)

ADESOLA YUSUF. Instagram @i_am_arclight

GAMIFICATION

RETHINKING YOUR CUSTOMER ENGAGEMENT STRATEGY.

With new interactive technologies arising, millennials have less patience for stale, boring brands. As such, more companies are looking for ways to interact and engage with their audience. The current trend for a lot of brands to achieve this is influencer marketing. While this strategy has its pros and cons, most brands fail to hit the mark in terms of long term engagement or conversion after all the hype

dies down. After the brief recognition as a vibrant and trendy brand, what next? Entertainment has been a powerful driver for brand campaigns in recent years. With reality show sponsorships, sold out concerts and multimillion dollar endorsement deals, who are the real winners? The brands get their hype, the influencers smile to the bank but there is no significant difference in service delivery or experience for consumers.

The trend shows a great potential for entertainment but is there a giant opportunity being missed?

Gamification is the use of typical game playing elements in other activities to motivate engagement, participation or loyalty from an audience. Games have been a source of entertainment for many, right from a young age. It is fun, engaging and everyone feels happier in the end. The relationship between loyalty, games and fun, stretch as far back as 1973. However, the term "gamification" was coined only 15 years ago to explain the concept in business. Many experts believed it would change innovation processes in more than 50% of organizations and be as important as Facebook in terms of changing the way brands interact with their audience.



One of the reasons why it works so well is due to the fact that it amplifies one of the greatest motivators in people: Progress. At the core of gamification is a strong connection to the human desire for socializing, learning, mastery, competition, achievement, and self-expression. When done right, gamification is a win-win for both the brand and customers.



Why Gamification Works Well

Let's take a deeper look into why you should consider it for your next marketing campaign.

1. We are used to it.

Think of road markers on the highway. The markers simply tell you you are 'x' km from your destination or your goal. Earliest recorded case of business gamification was as far back as 1896. Marketers sold stamps from a company called S&H Green Stamps, to retailers who used them to reward loyal customers. The success of gamifying made many people start looking into its application in other areas. Since then gamification has had a long standing in health, education and many other areas.

2. Everybody want to have feel good and fun.

People are always looking for ways to entertain themselves. From social media, tv programs to online games; people are looking for ways to engage themselves. Fun is a major driver for many people and gamification looks at providing a fun positive experience for customers. A recent study showed more than 1.2 billion people are playing online games which is 44% of internet users. The value of the gamification market is set to rise to \$11.94 billion in 2021. The future is not looking bad at all.

3. It creates a community.

Brands like Nike have been able to get great value from their Nike+ community. The app allows you to discuss as a group and challenge others to beat a score. The ultimate aim however is to get people to exercise by walking and live healthier. There are also cases where companies reward users with badges for participation, commenting or helping others in the group. It is very popular in Slack communities and UGC platforms like quora.

4. Instant feedback is good for measuring.

People love to measure and at its core, gamification is a visual representation of ones progress. Companies like Fitbit are connecting with customers that want to live healthier and they've effectively used gamification to achieve that. Members can track their activities in km/miles how many steps they have taken and set goals to stay fit.

5. Word-Of-Mouth Influence.

A successful gamification process can skyrocket customer loyalty. Give a group of people a difficult challenge for a handsome reward and watch the answers roll in. The winner(s) would be happy to share the good news with anyone that cares to listen making them your number 1 ambassador. A good example is Poshly, an amazing company that does a great job of showcasing winners of their Giveaway challenges and making them feel special.

Gamification is only effective if it is thought out from implementation to reward. This means that to deliver results, gamification must complement your current strategy and must be maintained in the long-term.

L *to* **O** *r* **N** *m* **G**

IMPORTANT TO REMEMBER

When using gamification techniques, one of the key things to remember is objective. At each point in the development process you have to always ask:

"Why are we doing this"

"Will customers care about this reward so much they will be willing to engage?"

"How can this strategy work"

Define what success would look like for your company. Also, know the behaviors you want from your customers and the measurable end result. Game on.

Follow me on twitter (@nathanbassey) for more thoughts on digital marketing and share what you think about the article. Emails are also welcome: nathanbassey@gmail.com.



Remember!



Parklins Ifeanyichukwu

Lehlé: What inspired you to create “Lupark?”

Poorly represented brands across Africa especially in Nigeria inspired me to start up Lupark and help solve this problem. The goal is simply to increase the value & impact of brands while helping them build world class products.

Lehlé: What gap do you intend to fill in the creative design industry?

We have a great deal of focused on startups and SMEs and we intend to tailor our services to cater for their needs. There are a lot currently existing and many new SME springing up everyday. The quality creative digital agencies available are not enough to meet this need.



Lehlé: What are the biggest challenges you have encountered so far?

So far, hiring talents has been our biggest challenge. Very few available creative design talents are ready to start engaging with projects from their first day at work excellently. The really amazing ones are either already engaged or prefer freelancing. So we had to hire talents as interns.

Lehlé: How extensive is the scope of "Lupark"?

The scope for Lupark extends from Branding to UI/UX Design, Product and Web development



Lehlé: What makes “Lupark” different from other creative design agencies?

At Lupark, we believe we are not just creatives but also interpreters and a brand partner. We are driven by culture art and result.

Lehlé: What do you feel is the future of the creative design industry in Nigeria?

I believe that technology and the latest shifts in creative design industry will ultimately empower creative professionals. The creative production itself will be distributed to individuals and small teams who are at the top of their game. In the past, resources for finding and managing top talent were extremely limited. Now, the rise of online networks, as well as project management and collaboration tools is empowering creative professionals and ushering in a new era of independence. A large number of designers will opt out of joining a company for a 9-5 staff position.



Lehlé: In what ways would “Lupark” contribute to that future?

We are creating a platform to groom designers in Nigeria and Africa towards becoming creative experts. We are also studying a model to allow them work with the brands they love and be comfortable at it while being independent.

Lehlé: Where do you see the agency in Five years?

I see Lupark to have contributed a great deal into making the creative design industry in Nigeria and Africa valuable.





the evidence OF MY THOUGHT

Maybe because Fela mentored me through his music, his life and his philosophy, maybe because I'm born in this place called Africa, the birth place of civilization, though as it stands today, many of the nations in this continent is classified as under developed country and the people that live in this place survive and some die, not the real death though but the living death, where all dreams and hopes die and many just live by the day and sleep at night to wake up to a new day to face whatever without no passion and no dream and so our President called us lazy.

We found love in the hopeless place, basically because they beat our imaginations when we found them there, they usually

present to us a new discovery and a new meaning to life when we do find them, an experience that we never thought could be real because of the reality we face in the world we live and so many dreams was more like an idea that's meant to exist only in the head or part of the things that make up your limbo world, but real reality is, love is real and it's not an idea, it can be experienced and when you do, your life have another meaning and it's like you've just been given birth to again, guess that's why the rich will do anything to stay alive.

We live everyday differently, while some try to survive the day, some make love all day, with their dreams and what they create, beautiful sounds

that will guide and inspire some, interesting lyrics that will tell some of the depth of the earth and the message embedded in the things that happen to us every day, the creation of fabrics and trends and designs that will make people have sleepless night until they're able to add it to their wardrobe, we obviously fall in love with different things and beauty is definitely in the eye of the beholder because you know what you're looking at and you know what you're feeling.



Life is like a movie, we are like art in the canvas of life, the picture that represent the different time that we've spent on earth, a representation of our hopes and dreams, of our falls and glory, of our believe system and how much we trust in the things that we see every day, the things that made us, pictures I'm obsessed about, first, obsession is my favorite word and pictures just

pictures just capture the true moment, it can be influenced by art and fashion and illusions and dreams and hopes,

capture the true moment, it can be influenced by art and fashion and illusions and dreams and hopes, it's a reflection of who we are and what we hope for and can do, a depiction of the confidence we possess.



Falling in love with attractive things have a different influence on you and your mentality, it affect your self-esteem which is one part of you that you need, your taste for quality which helps your pride and ego, knowing what you want and not the society telling you what you should want, you knowing what you want is the real freedom because you'll be able to affect your world the way you want to, they'll call you a rule breaker which is a good one because really if you obey all the rules you'll miss out on all the fun, we love to have fun and that's why we will always cherish this age that we are living in and the grace to experience young, wild and free.





Let's dream wild, let's live free, enjoy sleepless night and dress gorgeously, let's live in the moment and enjoy the moment and our imaginations too, let's live in our head and escape the reality that we see every day, the false evidence appearing real, the illusions of reality, let's not think but act from the core of our mind, only then will we know who we really are and not what our parent and the society and the books we've read has taught us and only then can we create beautiful innocent things.

I'm Mouyor Buttons.



Are we Lost? X

ADESOLA YUSUF. Instagram @i_am_arclight



The Margaret

NIGERIA'S FIRST ALL-FEMALE REAL ESTATE DEVELOPMENT

In an industry where women only represent 33% of professionals, Gilead Global has sparked a revolution with its latest residential project in Ikoyi's Banana Island.

Experts have already termed it as one of the very few truly luxury developments., owing perhaps to the female-dominance which brings about an increased attention to detail. The Margaret is a stunning collection of four and five-bedroom townhouses located in Banana Island, Ikoyi and designed by critically acclaimed female architect; Okwi Onuzo in collaboration with London-based Landscape Architect, Moji Adeniran and Sicily-based Interior Architect, Martina Pardo. As the African cultural saying goes; "the woman owns the home", the development boasts of specific features, which are extremely pertinent to women. This is due to its all-star female team of Architects, Engineers and Designers. The Margaret is an apt name for this modern-English residential enclave, which draws inspiration from the values of Margaret Thatcher, former British Prime Minister fondly referred to as the "Iron lady". Hence, its hard exterior is fashioned out of Concrete, Glass and Steel, which conceals its much softer interior of hand-polished wood, natural Carrara marble and other organic materials.

Luxury



Over the last two decades, Ikoyi has witnessed massive growth and transformation. Going from an old, sleepy, residential area into a modern, mixed-use community. Its streets went from being lined with colonial duplexes with expansive gardens to displaying some of the most ambitious office complexes and high-rise residences. A drive down Alfred Rewane, Alexander or Bourdillon Road will immediately convince you. Nestled in the heart of Ikoyi, is the gated fortress known as Banana Island, Nigeria's most affluent neighbourhood. Its beautifully tarred roads and picturesque green areas make it the destination of choice for multi-millionaires both at home and abroad looking for the security, serenity and service the estate offers.

*...meaningful inclusion of
Women in senior decision
making positions on major
Real Estate projects...*

Gilead Global, the developers behind the project are on a mission to close the gender equality gap in the fields of Construction and Architecture in Nigeria. According to **Ololade Babalola**, co-Founder at Gilead, "The goal is not just about filling in the blanks but really about the meaningful inclusion of Women in senior decision-making positions on major Real Estate projects such as this. It is about slowly transforming the institutional culture and the mind-set that Women should be relegated to the backseat when it comes to such projects". Women make up 49% of the Nigerian population and one out of every four women in Sub-Saharan Africa is a Nigerian. This represents enormous human resources potential, which can be harnessed to increase economic productivity but the disparities in job opportunities between Men and Women have never been starker.

The townhouses are now officially for sale off-plan, with two of them already sold. The development will offer residents a botanical oasis of peace amidst the surrounding hustle and bustle of Lagos. Gardens and communal areas will be maintained by UK-based New Era Gardens making sure residents don't have to worry about forgetting to prune or water the plants. Its interiors feature an earthy palette with an abundance of natural light seeping through the oversized French windows. Each townhouse and penthouse have their own private "vitality" swimming pool, which would also be maintained by the Facility Managers present on site. Residents will also have access to a Private Home Cinema, where they would be able to watch current box-office movies from the comfort of their home. The townhouses come starting at a price tag of N280million (\$800,000). The penthouses are not up for sale at this time and construction is set to commence in the coming weeks.

*...botanical
oasis of
peace...*

Quality design & Premium service

For the very few who are able to afford it, residents of The Margaret, will have access to the most luxurious of amenities such as private gardens and courtyards, individual “vitality” swimming pools for each residence, high ceilings, hand finished brass fixtures, a private home cinema for all residents, yoga classes, 24hr concierge and valet parking. “We are very clear; this development is not for everybody. It is for a very niche market of sophisticated buyers and renters who understand quality design and premium service. It's a very small group but we are getting a huge amount of interest”, said Babalola.



Worries and Lost

ADESOLA YUSUF. Instagram @i_am_arclight

*“I don’t know much
about other businesses
but I know a lot about
Rice”*

MY FIRESIDE CHAT WITH SADIQ
FALALU MD FALGATES FOODS AT
STARTUP KADUNA BUSINESS DINNER

by **Samaila Goje**

Kaduna-based Falgates Foods is less than two years old. Last year news on the private company's nine-figure turnover became public eliciting attention, from well-wishers, bank managers and of course the tax collectors. This spotlight increased when two weeks ago, after the founder and MD of Falgates foods Sadiq Falalu was listed among 2018's 30 Under 30 most promising entrepreneurs in Africa. We sat down with

Sadiq Falalu for a fireside chat at the Startup Kaduna Business Network dinner, to talk about his startup business' growth. We had invited Sadiq to speak and I was at the venue entrance receiving dinner guests when he arrived with his younger brother Aliyu. I had seen Sadiq before from his photo but realised it was the same person only when he introduced himself. Sadiq is

unpretentious. You wouldn't know he heads a fledging business operation. He looked a bit older than his age. He said his fiancée tells him he works way too hard.

At 28 years, he has seen his fair share of entrepreneurial challenges and that had also made him an interesting person. True to the words of business author Don Dawyer "Business owners become interesting people." I wondered how he managed to come so far so quick and with every banter I put it down to his doggedness. His relentlessness was clear in his stories. He also had ambition which he tempered when describing his future goals with the occasional "insha Allah." Arabic for God willing. Sadiq went to China for a Masters programme after his undergraduate study. Around 2015, food inflation was on

the rise in Nigeria and the Federal government began a policy to support local rice production in particular. The government banned importation of rice through its ports. It was at this time Sadiq finished his programme, decided he did not want a job and put his entire personal savings of \$10,000 into starting a rice milling venture. He bought a rice milling machine in China and headed back to Nigeria. To raise the rest of the money he looked around including the BOI. He giggles when he recalled that of BOI's 26 loan requirements he had only 6. "To borrow N200million you needed N200million collateral," says Sadiq. "Where would I find that?"

He scouted for funding around from relations and his mother was the first to agree to put in some money. Even she preferred he took up a proper job.

He felt in good company listing Bill Gates and Aliko Dangote as other business people that got funding from family members. He advised fellow dinners "if you are starting a business borrow money from family members. Keep reporting back to them to beg for payment extension (when you can't pay on schedule).

But be sure to repay."

But before approaching them the first thing is to start the business. When he reached out to relations, he had started and coupled with having an investment repayment plan his early investors found irresistible.

Even at that, you may have to beg for the money. And the only thing you lose is your ego. He cites the story of the founder of BUA Group Abdul Samad who needed to set a product's pricing and visited Aliko Dangote to seek his cooperation. Dangote being the incumbent dismissed BUA founder's request in the first meeting. But Abdul Samad doggedly returned, humbly re-presented the idea and this time walked away with what he wanted.

Once the Falgates Foods was off the ground Sadiq turned to clever cashflow financing to fund daily operations. He would reach out to paddy rice farmers and enter an agreement - effectively taking the raw rice from the farmerson credit, processing it and sharing the proceeds with them. Today he has about 150 farmers in his value chain and supplies inputssuch as seeds to them and grants short term loans to them. It wasn't smooth sailing when they started. As a company Falgates made many teething mistakes then. "Some nights," he says "I woke up sweating. Customers have returned rice we sold them having fungi on it or containing stones." Sadiq gave

customers their money back and replaced the bad bags with free bags. The mistakes became a learning opportunity to improve operational standard and quality. He realised they were getting it right was when he made his first ricedelivery to Aba. And the dealer sent back pictures of a traders in a rush for Falgates' rice. Andthe next day the dealer ordered forfive more trucks.

In those early days, he would drive to customers' rice stores to deliver bags of rice in his truck. That is still his only personal vehicle. While speaking he looked down on his kaftan and said "I don't dress very well and have no fashion sense. I am usually in my factory wear." "Maybe I will come over for something fashionable," he said chuckling, addressing Mohammed Tukur, the fashion designer among us. After completing his education, he got job offers that promised a comfy lifestyle. He choose the entrepreneurial route

because he felt if he did not try to follow his passion he would regret it. Sadiq gives the impression of someone who is driven. He moved into a flat in his mill in Kakuri and works 7 days a week. That is because the mill operates 7 days a week. One day his staff called a meeting with him to protest the Sunday work hours. Christians got Sundays off and Muslim staff that worked on Sundays paid got over time. These staff told they did not want to work anymore on Sundays. Sadiq only successfully got them to agree to work Sundays by doubling the overtime pay.

"I don't know much about other businesses but I know a lot about rice." He didn't find going to business school to learn about business very useful. He learned about agribusiness on the internet. What struck me about Sadiq besides his doggedness was his thoroughness when he researched. He told us he spoke with the MD of a company whose machine he wanted to purchase and at the company gate talked to the gate keepers who it turned gave him a more accurate scenario of machines' capacity. Simply by calculating the number of trucks that came in and

out the compound in a day.

He is also aware of his competitive market. Sadiq looks up to Aliko Dangote - he was watched every YouTube video of the industrialist he could lay hands on. But he is not fazed that this industrial juggernaut wants to enter the rice milling business considering Dangote Group's market power to crash prices. Currently though, Stallion rice, is Falgates biggest competitor in Nigeria.

Another reference to Dangote, was when he spoke about a business owner needing to keep a firm grip on his staff. "Dangote" he said "fired his own brother from the company" at some point. When Sadiq set up his company he attempted to implement a liberal staff policy - everyone communicated on first name basis and "we would have breakfast together." In time, he saw this disrupt staff compliance. Subordinates began to feel more comfortable making excuses for not following through on tasks. He had to resort to stricter management approach to establish order. He points out that Falgates employs 30 mill staff and only two are school graduates. Sadiq says

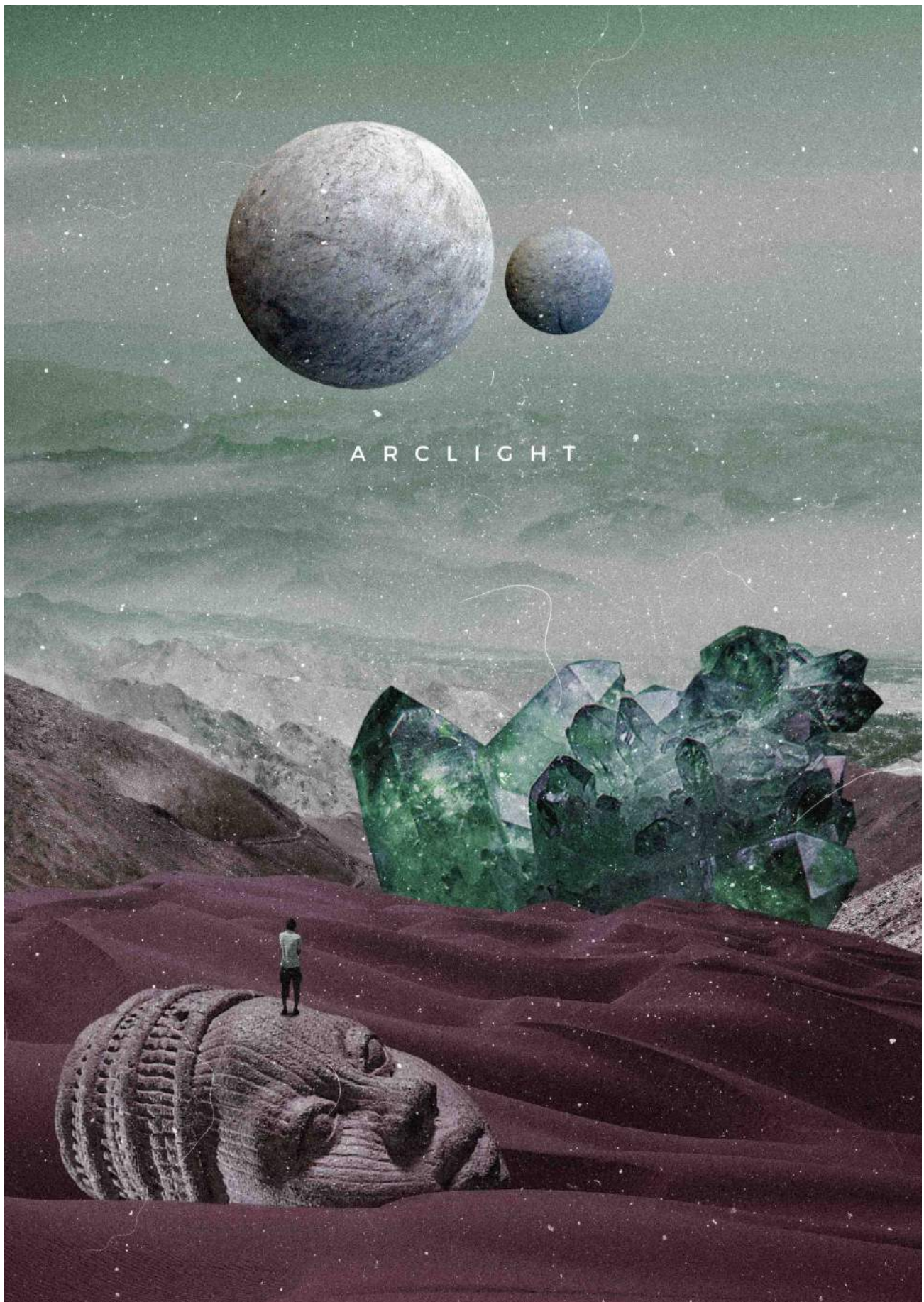
Falgates can't hire more graduates. But his biggest joy is giving a job to his present staff, some of whom have built a home or got married on their salary.

He learned about agribusiness on the internet. What struck me about Sadiq besides his doggedness was his thoroughness when he researched.



The last thing he emphasized was the value of connections. In one last story, he credited his friendliness with a Bank MD for getting a Letter of Credit (LC) for his company opened. They had been on the LC documentation for 3 months but thanks to a recommendation from the Bank MD it was opened two days later. Measured in his speech, Sadiq is reticent. This year though going out and meeting new smart people was one of his goals and is the reason he decided not to miss our Startup Kaduna Network Business dinner. How well will Falgates Food fare in the coming years under Sadiq Falalu's stewardship? Will it be a big leap for Nigeria's drive towards food self-sufficiency? Many ambition

business startups have faded into obscurity in our tough operating environment. The Nigerian agribusiness industry is dominated by multi-billion dollar giants like Stallion, BUA, Olam and Dangote. A Bloomberg publication in March painted a picture of a rice market swapped with cheap Asian rice import smuggled through Nigeria-Benin border. According to the report, Nigeria's local rice production per hectare is still a fourth of what Asians' produce for the same land size. All these make remaining competitive for Falgates Foods an uphill task. Sadiq says whatever happens he won't regret it, having given the venture his best. I wish him all the best and we will follow his progress keenly.



Are we Lost? 3: Treasure Hunt

ADESOLA YUSUF. Instagram @i_am_arclight



Build.

Innovate.

Disrupt.

SEYI

TINUBU

In an era when it is difficult to stand out in an increasingly fragmented consumer market, digital screens large and small proliferate but attention is progressively scarce. Out of Home (OOH) or Outdoor Advertising has been transformed by digitization over the past few years and that aggressive digital focus has presented a number of opportunities for brands and advertisers. Fifty percent of OOH revenue will be digital, and digital alone will be able to reach 50% of the population. Due to the numbers, marketers are making a huge bet that digital displays within Nigeria's competitive consumer landscape will captivate audiences.

By now, most investors and businesses know about the tremendous potential of Africa—the world's second-fastest-growing region, topped only by emerging Asia. But it may come as a surprise that Africa's growth is fueled not by resources but rather by a rising consumer market. The continent's consumer-facing industries are expected to grow by \$400 billion, representing its single-largest business opportunity, by 2020. But many companies don't know how to translate this potential into action. That is where Seyi Tinubu, outdoor advertising's next rock, star steps in.

As founder of the fastest rising OOH Company in Nigeria, Tinubu knows a thing or two about what today's digital savvy millennial consumer is looking for.

"The real power of advertising is that it is not always in your face - but it's more like a powerful undercurrent that pushes your recollection," says Tinubu.

His company, Loatsad Promomedia, is a dynamic and innovative advertising and digital media company with outdoor premium placements and a diverse portfolio of digital and mobile marketing technologies. In less than five years, the company has experienced solid growth year on year making it one of the most recognizable new faces in digital advertising in Nigeria.

Tinubu knows a thing, or two about what today's digital savvy millennial consumer is looking for.



Today's OOH medium offers new technologies, new formats, and more creative thinking to help advertisers and their agencies take their message further. Loatsad Promomedia has embraced innovation in all parts of the business to keep pace with where advertising and the consumer are headed and by so doing; they have an enviable clientele of blue chip organizations on their roster. For Tinubu, it is all about timing and precision.

"Given the nature of the business and the operating environment, there are chances of many gaps which may rise in the outdoor advertising industry. Operational inefficiencies have, therefore, been one of the key concerns plaguing this sector. Loatsad Promomedia has managed to decentralize our systems and processes making sure that we remain lean and place creative excellence as priority for our clients," avers Tinubu.

"The real power of advertising is that it is not always in your face - but it's more like a powerful undercurrent that pushes your recollection," **says Tinubu.**


The Nigerian advertising landscape has evolved considerably, and is one of the biggest markets in Africa. According to Price Waterhouse Coopers (PwC) Nigeria is set to become Africa's fastest-growing OOH market over the next five years, with a CAGR of 7.8 per cent. Total OOH revenue in Nigeria stood at US\$181 million in 2015, making it the continent's second-largest OOH market. Furthermore, The buying process for outdoor advertising space can be complex, time-consuming and potentially a costly exercise for brands and advertisers. These reasons have led advertisers to employ agencies that are more resourceful and experienced like Loatsad Promomedia.

The 33-year-old innovator and business enthusiast, received a LLB from the University of Buckingham, United Kingdom in 2011, and became a member of the Nigeria Bar Association in 2013. Tinubu is driven by two main passions, the art of deal making and developing the next generation of Nigerian tech entrepreneurs. His passion for deals has seen him diversify his portfolio into several investments spanning across Energy, Construction, Agriculture, Advertising, Technology, Human Resource, Entertainment and Branding. In recent years, Tinubu has expanded his reach beyond Loatsad Promomedia to establish other companies as well as partnering with various multinational companies within Nigeria on a number of successful projects. His company has exclusive partnerships with premium digital assets like Truecaller, Loop Me, Rocket fuel, Airpush and Shazam.

The Nigerian advertising landscape has evolved considerably, and is one of the biggest markets in Africa.

He is also helping to build other businesses and startups in the economy through the Seyi Tinubu Empowerment Project (STEP), a mentorship platform where he provides guidance through a series of networking events to new businesses and entrepreneurs by providing them a platform to not only learn business principles that would help boost their startups, but also create an avenue for them to pitch their ideas to established business players who afford them funding opportunity to invest in their businesses.

"Something that young entrepreneurs need to realize as they dive into new ideas and present innovations to the society is that innovation seldom occurs in isolation. It is, in fact, a very people-centric process. Young entrepreneurs need to utilize the necessary resources to ensure that the innovation reaches the maximum number of beneficiaries to create a larger impact. Thus, while they may disconnect in order to hone the idea into a product that can truly serve as an innovation, they must circle back to their ecosystem in order to test efficacy, and ultimately communicate its virtue."



According to Tinubu, big ideas, in essence, are like innovation - they are original, striking and very often unique from what already exists. But most big ideas aren't born big, they start off as a thought that is honed and developed over time so that it becomes mature enough to sustain and support a brand over long periods of time. To remain competitive and cater to today's tech savvy millennial generation, they must also disrupt.

"It's the same with innovation. It starts off with a unique idea that grows and gains strength and sustainability over time. The businesses that are going to survive for the next 10 to 20 years, are those businesses that offer real value for consumers and disrupt established models. This is what we hope to achieve through the STEP initiative," says Tinubu.

The program will have a line up of credible and successful millennial mentors who will guide budding entrepreneurs through the turbulent process of start-ups. A key element of the program is the elevator pitch competition, which gives the most innovative company a seed fund of N5 million.

It is true that, today, more than ever we need more units and parties that will promote innovation. But the challenge remains that they cannot do it in isolation. There needs to be a ground swell movement. If change is like catching fire, then there needs to be a matchstick.

There is a pressing need for an atmosphere where challenges can be faced and the status quo can be questioned without it becoming confrontational. For Tinubu, the time to start that process is now and the only way Nigeria can STEP into the future is by empowering the country's youth fulfill their fullest potential.

STEP
STEP
STEP

Problems will always occur that's just how life is. Young entrepreneurs need to understand that everyone is going through or has gone through challenging times in their business, you are not different from any one else.

-Seyi Tinubu



Lehlé: what have been the biggest challenges you have faced while building your business in Nigeria?

As an entrepreneur, there are several challenges you have to overcome in order to succeed. The Nigerian market has grown rapidly but there are still some considerable improvements and innovations that we must embrace to compete favourably.

In the last four and a half years that we have been in business, I believe we have certainly made great strides by providing quality outdoor installations and creating premium locations for OOH which have met the needs and expectations of our customer base. We did not relent in our pursuit to make a notable mark in the industry. We expanded a company during the times when the Nigerian economy was going through hardship and along the way we have learnt a lot of about growing a lean business that provides great value for all our stakeholders. According to the latest report from PWC, Global entertainment & media outlook 2017-2021, "Nigeria with a 12.1% CAGR (albeit strongly influenced by surging spending on mobile Internet access), will be the world's fastest-growing E&M market over the coming five years which means there is significant growth opportunities for entrepreneurs here.

In order to actualise this, we as business owners must become receptive to new ideas or enlightened to new technologies. The rate at which technology is growing, especially in the entertainment industry has created an avenue for consumers and companies to interact with each other. The right user experience is key to continued growth in any business and this is something we are passionate about introducing into the Nigerian market. But before we do this, I understand there is still some education we need to do. People are still traditional in their thinking and we still have to be mindful of the culture. There is also limited infrastructure available; which hinders brands from having streamlined campaigns. Out-of-home space is evolving so quickly that challenges and opportunities are constantly in flux.

The rate at which technology is growing, especially in the entertainment industry has created an avenue for consumers and companies to interact with each other.



Cultivate the *minority* mind set!



ALWAYS THINK
DIFFERENTLY
FROM THE
MAJORITY: AS
CLICHE AS
THIS MAY
SOUND, NEVER
FOLLOW THE
CROWD.

-Seyi Tinubu

Lehlé: what other business ventures do you see yourself exploring in the near future?

I would like to start a tech company. The unique way by which technology has helped and is helping shape the method by which we do all our day to day activities has always been extremely fascinating to me. As it can clearly be seen in the advertising industry, the change in the medium by which people want to advertise has also brought to my attention the need to bring innovation and inventions together. Especially in a world where technology is becoming the driving force in the advancement of every industry.

And in a developing country like Nigeria, in order to truly stand out as a leader of in Africa and then globally, we also need to match the invocation in technology with the every day needs of our people, with technology.

I therefore believe that focusing on the tech industry will allow me to join in developing technology software solutions which organisations can leverage in order to improve and develop on the challenges that exist currently. Africa has amazing growth prospects and I am keen on tapping into this revolution.

Lehlé: what advice do you have for young entrepreneurs, specifically millennials on identifying market gap and proactively building a profitable business?

CULTIVATE THE MINORITY MINDSET!


Always think differently from the majority: as cliché as this may sound, never follow the crowd. Stand out and be an individual. The minority find solutions to problems and always think outside the box. From childhood we are all taught to conform to certain rules. For example, we've been told "don't colour outside the lines." That means we are all socialised into operating within confines that is culturally or socially acceptable, but the problem is if we do not stop outside the lines, how will we see the bigger picture? Problems will always occur that's just how life is. Young entrepreneurs need to understand that everyone is going through or has gone through challenging times in their business, you are not different from any one else.

Think from the mind-set of the consumer and be the provider. Oliver Twist probably one of the best novels ever written but all people remember from it is the part he asked for more. Why? Because he wanted more than he was given. Consumers will always want more, if its served right (marketed right) and moves them they will always come back for more. Think like Oliver Twist.

Lehlé: who would you say inspires you and why?

My father, that goes without saying. My dad is a man of vision. His type is very rare to find. He is a visionary leader, who tends to take challenges on and triumph. This drive is embedded in all his kids, as his son I have also made sure this is embedded in my businesses, we find avenues to work around all obstacles. His blueprint to success and great leadership is one that I am following and hope to pass on to not just my children but everyone else I am fortunate to work with. A good leader is not just someone who is innovative, transparent, open to listening to other, surrounds himself with like minded individuals, but one who builds a new breed of leaders who have the capacity and competence to continue or take over when he or she leaves the stage.

Anybody can drive a car, but it takes a real leader to navigate the GPS and construction or map out a blueprint for others to use as a roadmap. If you take a good look at all those my father has mentored and given leadership roles, you would agree with me that he is a talent hunter. His passion and love for the country and the people in this country is immeasurable. His desire to see the country work is what keeps him going and continue to devote himself in the political process. Courage, Strength, Vision, protection, leadership etc. All of these is a representation



Anybody can drive a car, but it takes a real leader to navigate the GPS and construction or map out a blueprint for others to use as a roadmap.

-Seyi Tinubu



Worries and Lost? No

ADESOLA YUSUF. Instagram @i_am_arclight



Mukhtar
Oyewo

CEO, RUBIQUBE

Lehlé: what inspired the name "RubiQube"

The inspiration for the name RubiQube was kind of a weird story. Back in 2011 after my cofounder and I had just founded a Mobile Applications development company called MobiQube and we decided to develop a mobile application in-house. I was in Abuja at my cousin's place while he was in school at OAU Ife at the time and we were brainstorming names for the app. So this App was meant to be a hybrid between an App marketplace and an App launcher/browser.

While on the phone with my co-founder, my eyes came across a Rubik's Cube and then instantly I had an epiphany, I immediately started imagining a mobile app that would have a user experience somewhat similar to that of a Rubik's Cube. We both decided then that this was an amazing idea, and cut out the K and C and replaced it with Q, which was very convenient as the development company sounded also had a 'Qube' in it.

Fast forward to 2015 and a failed app in our belt, we decided to pivot to become an Advertising company with a difference.





There is innovation everywhere, and what we try to do is to continually ensure we are attuned to all the changes.

Lehlé: what inspired you to delve into advertisement?

In 2013, my cofounder and I both decided to get jobs and run our company and our then, 2 year old product as side project. Each day, we would watch the app store to expect a major jump in downloads, but we were heartbroken each time. Advertising was sort of expensive for us and even when we set aside money to do so, it wasn't really very effective. Until one faithful day in 2015, I was playing one of my favourite mobile games 'Shadow Fight 2' and for every time I needed to get extra coins to get a boost on my weaponry, I would be asked to watch a 15second Ad mostly of products I kind of liked, in exchange for some coins, this was actually I had basically maxed out my account from buying weapons. Funny thing is I was just enjoying the experience, until I told my cofounder about it and he then screamed, "We can do this now!!!". He told me, this solves the exact problem we were always trying to solve in the first place. In the middle of 2016, we decided again to leave our jobs and jump into the advertising and never looked back since then.



Lehlé: How is new media changing the advertising landscape?

Honestly, everything keeps changing every day. Today you see a new technology popping up that makes yesterday's tech obsolete and tomorrow, they also become obsolete. There is innovation everywhere, and what we try to do is to continually ensure we are attuned to all the changes. Also we try to stay close to the clients to have a scenes of what unique problems/challenges they face and quickly try to figure out how to deliver innovative solutions. For this single reason, we continually iterate our technology to meet client's needs.



Lehlé: Given your entrepreneurial journey so far, what is it like to be an entrepreneur in Nigeria?

No jokes, being an entrepreneur in Nigeria is HARD, really HARD. After navigating through all the obstacles that comes with living in Nigeria, you are then faced with having to do business in Nigeria, it can be very tough. However, Nigeria sort of is like a training ground, where you learn persistence, where you learn not to take 'NO' for an answer, even when it actually means 'NO'. You learn how to always think throw and around problems and not back down, you learn to hope for a brighter tomorrow, even if it feels like there is no light at the other side of the tunnel. Being an entrepreneur in Nigeria is tough, but can also exhilarating.



Lehlé: what have your experiences been as an entrepreneur in advertising, in the Nigerian market?

The Nigerian Advertising market is growing, especially the digital market where I play, it is growing but I believe there is so much room for improvements. Brands are beginning to experiment with technology more and Ad budgets are beginning to improve, however, given our population, things are meant to be better than this in my opinion.

Lehlé: what are the fundamental challenges have you faced, running your business?

Running your business in Nigeria comes with its unique challenges, from unstable exchange rates making server bills payments expensive. Also in the beginning of one's business, we fail to realise early enough that cash flow is king, we continuously think it is all about revenues and profits. Delayed payments can wreak havoc to a small business and sometimes can threaten its entire existence of it.





In this advertising market, many networks are mostly only concerned about their own wins, and so the brands and publishers usually suffer for this. What makes us unique is that we developed a solution that makes every party happy.

Lehlé: what makes "RUBIQUBE" distinct in the advertising world?

In this advertising market, many networks are mostly only concerned about their own wins, and so the brands and publishers usually suffer for this. What makes us unique is that we developed a solution that makes every party happy. We offer a performance based Video Advertising solution that delivers high value target users to brands and drive customer engagement through an optimized user experience. Users are given the freedom whether or not to watch Ads. Brands are also only charged for Ads that have been viewed by the target audience and not based on impressions. We offer two major solutions to brands, the Cost Per View model, for in-news Ads, only charge the brands for Ads that have been viewed for 5 second, while the Cost Per Completed Views charge brands for 100% completed views.

Lehlé: what do you wish you knew before starting your entrepreneurial journey?

A whole lot. One major thing I wish I knew earlier is that as an entrepreneur, you have to be a jack of all trade, and father of all. In a much as you need to know how to delegate, I was forced to understand a lot about everything, from accounting, Hiring (HR), law, sales, marketing and the list goes on.

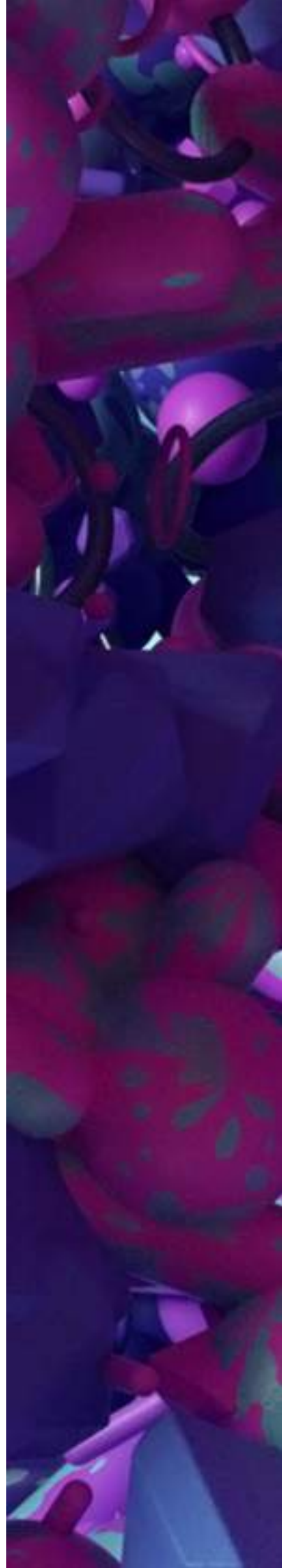


Lehlé: in what ways has "RUBIQUBE" provided solutions to problems of the advertising world?

As the premiere video advertising network in Africa, we have provided the advertising world a truly transparent online video advertising solution. As a performance based solution, brands only pay for what their target audience actually consumes.

Lehlé: where do you see RUBIQUBE growing in the next 5years?

We see RUBIQUBE as an international player in the advertising scene. We are already exploring opportunities in other African countries and should be pan African within the year, so in the next 5 years, we should be a global advertising technology company with roots in Africa.



Arclight

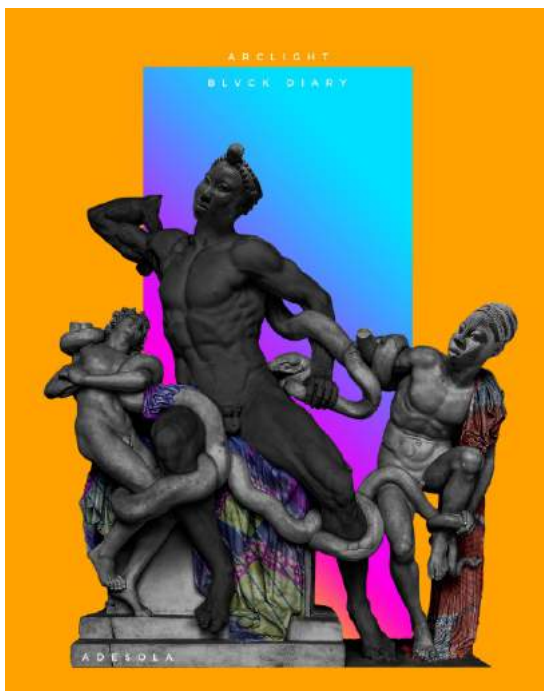


Are We Lost?? No

Culture is a dynamic abstract always changing and with the advent of internet cultures are getting interwoven and we are beginning to see we as humans are not really different, our real enemies are the corrupt upper echelons, those that sold our brothers and sisters into slavery, that embezzle, loot and extort the poor and citizens.

*Adesola
Yusuf*

Arclight



*https:// INTERNET
harmonization of different
cultures?*

Yes, I see it as the future,
brought by the age of
internet

The Internet is the beginning
of a new culture, as long as
we are ready to get over the
past, and practice love as our
religion.
Is this really achievable? who
knows.

Are we lost? Who Knows.
Regardless I believe we will
be able to get over this and
rise above perfection.

*Adesola
Yusuf*

Arclight



Broken

A history broken and
mutilated, a search for who
we used to be, all proves up
in flames a new generation
bore from a broken history,
are we lost?
UBUNTU!!!!

*Adesola
Yusuf*

Lessons From Your Girl Next Door/social Media Manager

My name is Tessa.

I am a social media manager. I started the journey on social sharing while actually looking for a solution. At the time I was the editor of a Nigerian magazine named 'SPICE' that used to be shared in Lagos sometime in 2008-2009. I shared this magazine monthly but I could not tell if anyone read it or not and getting feedback was a big challenge for me.

In my journey to discover if anyone enjoyed this magazine that celebrated successful entrepreneurs in Nigeria I stumbled on Facebook, and then Twitter and the rest is history.

I live, eat and breathe content. At every single interview for a job I have attended, the first words out of my mouth are that I love to read, write and share information that has value. It is not a mantra. It is the best way that I can describe my complex yet simple personality.

Disruptions and growth in bounds and leaps:

Have you heard about Netflix?

Netflix is a brand that grew bigger because of the internet. Netflix is owned by Reed Hastings. Netflix was worth \$640 million in 2011 and has a current net worth of about \$78 billion, and has over 5.2 million subscribers, 4 million of which came from international users.

In 2011, Netflix was still a DVD company. Reed Hastings the visionary saw what was coming, he knew that if he didn't disrupt his company, disruption would still happen, he did and luckily for him his company survived the disruption and went on to become a TV company.

What was the big disruption?

He created one subscription plan for people who still wanted DVDs and another for those who wanted DVD and streaming. The price was considered steep and his delivery of this new change was pretty clumsy and social media went crazy for a bit, 82,000 angry comments across blogs, and on Facebook and Twitter and 810,000 subscribers went missing, and Netflix lost two third of its market value.

Reed Hastings had to take the bull by the horns and prove to Netflix subscribers that the value he was giving was worth the money they were paying. He improved the content across board.

Strategies and possibilities:

Then he expanded the subscriber base by looking for subscribers outside its home market. He has since grown his subscriber base by over 4 million subscribers in the last seven years.

Popular programming such as House of Cards, Orange is the new black are exclusive to Netflix and watched all over the world. HBO and a host of other companies now offer subscription services for video streaming via the internet.

Potpourri: something for everyone

When Netflix subscribers are asked about the service's brand, there were so many responses. You

would have to draw a conclusion that everyone describes Netflix based on the need that it meets in their life.

It is like a very big jar filled with all kinds of candy, the subscribers don't want to eat all the kind of candy, they are just happy to have access to their favourite candy.

So who is a social media manager?

A social media manager is pretty much like Netflix. S/he is a creative person that is always changing and always getting fresh innovation and strategy. Yes, there are basic skills like writing, designing and creating but a media manager basically lives to satisfy the desires/wants of the audience of whatever niche they serve at any

particular time.

They live to make others happy. Their thought processes are always engaged. It is impossible to not always relate their everyday living and travelling with the kind of content one wants to be creating and the kind of information one wants to be giving out.

Some of the values absolutely necessary for social media managers are:

- Being creative and disciplined a.k.a the gift that works
- Having and knowing the tools needed to do a great job
- Brainstorming and executions sessions
- The desire to add value to your audience
- Being entrepreneurial in their

thinking patterns even though they are technically employees

- Building consistency in sharing information, irrespective of feelings bearing in mind that it is not a 9 to 5.
- Changing/innovating as time passes and as algorithms change
- Unlearning, learning, and being ready to grow everyday
- Attending digiclan events, trainings and conferences to get refreshed and trained and to generally see what is happening in the industry.
- There is something about mixing with their tribe, that shakes them out of ruts and produces the growth spurts needed.

Tessa is the Social Media Lead at BusinessDay Nigeria and a digital/social media manager with over ten year experience in publishing/social media space.

She blogs at imageineitincorporated.com.ng

TRAFIK

**MOVIE
REVIEW**



The action packed mystery and suspense movie was really exciting for me, although some critics didn't enjoy the movie and scored it down as they did for Acrimony, I absolutely didn't let that distort my judgment about this wonderful movie. I was right for me there was something nice about it and I was glad I saw it. A few scenes yet quiet compelling and engaging, one that you wouldn't stop shouting till the very end, praying that help will come and save these poor helpless ladies, who have being marked for trafficking as they call it, yet most of us call it "Human slavery". It was quiet revealing as most people never believed that this kind of inhumane act still went on till date, with even a lot of backing from the higher authorities meant to be protecting us, like the police. I absolutely did learn a few lessons and also to be very careful if I decided to go a very faraway getaway trip, one will have to stay save.



This amazing movie was directed and written by Deon Taylor, he did have a well thought out story, one which was quiet compelling and intriguing to the audience. The production, the cast and crew were also good and the combination brought about a story that looked so real. The movie kept everyone on their toes, screaming and shouting for help all through. At a point we all started praying that a miracle would happen and that the girls would be rescued from the hands of the evil men, this is what we call intriguing suspense. The end for me was quiet consoling, would have felt so bad, if the girls were not saved, but thank God they were all saved except for those who were killed in the process of the movement.

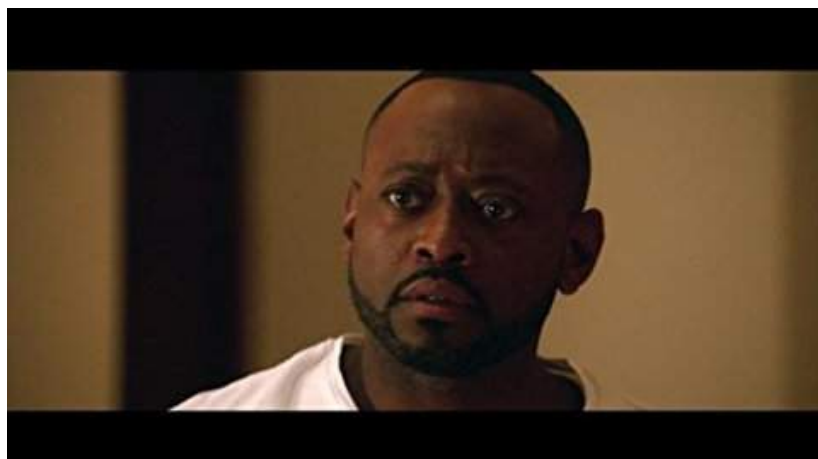
Traffik started off calmly with a dinner date between two couples the first ones were Married Darren Cole and Malia while John had being dating Brea and was hoping to engage her on the weekend of her birthday, he knew she was the one, but was worried about her rejecting his marriage proposal, so he bought her a beautiful car and took her to a faraway country home to make the proposal one she wouldn't forget. When they got to this lovely





home away from the city, this was when the second dimension of this movie started, it was time for action. Apparently Brea had no idea that the lady in restroom had slipped her phone into her bag. The phone contained secrets of the great trafficking cartel, she obviously was looking for a way out, or was it a trap to get them by tracking the phone, they weren't even sure anymore. There was no way they were going to allow anyone who had seen the contents of that phone go scot free, so they all knew that one way or the other, they had to run to save their lives or die in the process.

The saddest part for me in this movie was that despite all the time John had in the mist of all the confusion he never got the chance to propose to Brea again, he did die to save her life, but that was useless as the one and only true love she had, passed on in the process of her saving her life. It was a long night and a long chase, she was caught and kidnapped, but she was resilient and her determination to stay alive, kept her safe, she did kill some guys found her way out and saved the girls through the help of the FBI as the local police were also a part of the gang.



Cast: Paula Patton, Omar Epps, Roselyn Sanchez, Luke Goss, Missi Pyle, Laz Alonso, William Fichtner, Dawn Olivieri, Scott Anthony Leet, and many more

Ratings: R (for violent and disturbing material, language throughout, and some drug use and sexual content)

Genre: Mystery & Suspense

Directed by: Deon Taylor

Written by: Deon Taylor

Time: 96mins

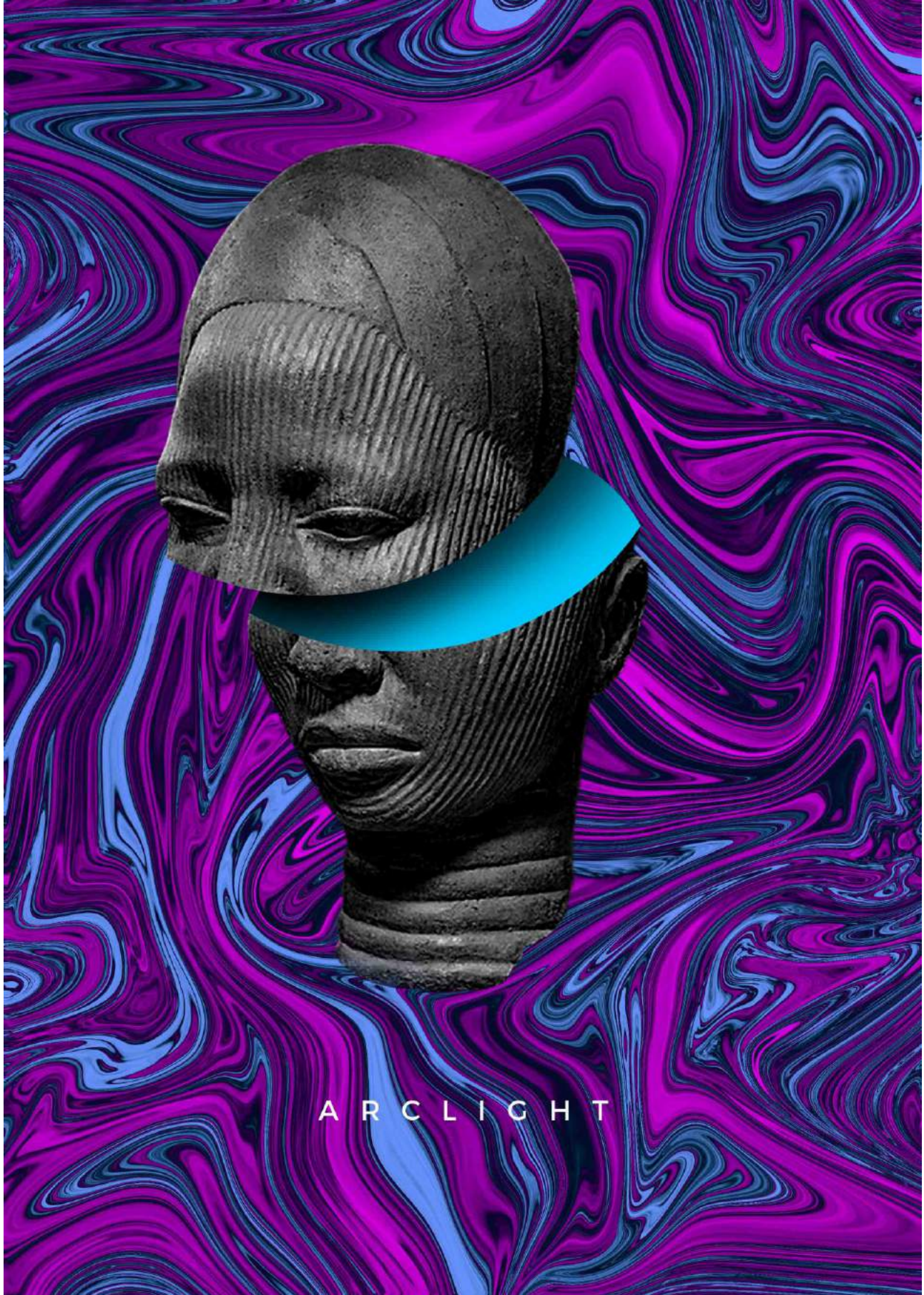
Studio: Codeblack Films



To my verdict I would say this movie deserves an 8/10, nice storyline for me and the determination by Brea to save her life and that of the other girls were compelling, she also wanted to tell a story that could risk her life, but yet save the lives of other girls out there. A beautiful movie for me and if did want some mystery suspense movie to relax this weekend then you should definitely check out "Traffik".

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

Linda Ochugbua
@lindaochugbua



A R C L I G H T

Broken

ADESOLA YUSUF. Instagram @i_am_arclight

FOR ADVERT PLACEMENTS & OTHER ENQUIRIES

BUSINESS DAY

Linda@businessdayonline.com
lynda4real@yahoo.com
08026011296