

AFRICAN  
CEO

MILLENNIAL-CENTRIC CONVERSATIONS

Running a  
Business

away  
from

A 7-year window in Nigeria.



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Stories educate, stories form perceptions, and perceptions inform major parts of the decisions we make daily. Contrary to what the media says about the backward trajectory of Africa, many young Africans are actively working to change the narrative for the better through their innovations and inspiring works.

This first edition of the African CEO Magazine is an upgrade to the CEO Magazine we created 5 years ago, to tell stories of African Millennial Entrepreneurs. We have now broadened the scope, made it less conservative and with an improved digital experience.

We also shared insights on running a business today in Nigeria; discussed by Dr. Temitope Laniran, a Doctor of Economics from the University of Sussex, UK. We have some stories on entrepreneurship with case studies in fashion and content creation. You will also find articles relating to sports and creativity.

We cannot wait to share more stories and read your thought too! Do share with your community.



*Tomi Wale*

- Editor

# Cinema Streaming

King of Thieves, a ground-breaking heroical Nigerian movie produced by veteran actor, Femi Adebayo and directed by the famous Niyi Akinmolayan earned N43 million naira in its initial opening days. It gathered N170 million in three weeks, and it's currently the Simba of Nollywood's pride land release of 2022 with over N300 million at the box office.

N170m  
three  
weeks.

Blood Sisters, a Netflix Original produced by media Mogul Mo Abudu has been trending in over 30 countries across the world. The first Nigerian Limited Series by Netflix has been the talk of the town since its release. The production's prominence deputed a breakout star, Genoveva Umeh, who has stolen everyone's heart with her stellar performance as “Timayin”.

It was a huge success that it hauled in more than **N600m** in box office earnings... went ahead to become the most-watched title on Netflix Naija!

**NETFLIX**

In 2018, Kemi Adetiba bestowed upon us an unparalleled legacy "The King of Boys!". The movie grossed a whopping N245 million at the box office (the second highest-grossing Nollywood movie in 2018). The first installment was so rapturous (at the cinema) that Netflix had to jump into a partnership with Kemi Adetiba; Thus, "King of Boys 2: Return of the King" became the first original Nigerian series on Netflix.

Over a decade after releasing her breakthrough project, "Jenifa", and running one of the most popular TV series Nigeria: "Jenifa's Diary", Funke Akindele once more smashed the horse's spine with "Omo Ghetto: the Saga". It was a huge success that it hauled in more than N600 million in box office earnings, making it the highest-grossing film in the history of Nigerian cinema. The comedy sequel didn't stop at that but went ahead to become the most-watched title on Netflix Naija!

A few months ago, Amazon Prime signed exclusive multi-year global licensing deals with two top Nigerian production companies, Inkblot Productions, and Anthill Studios. its major motive behind the deal is its **"commitment to delivering Nigerian and African film productions to their global audience of more than 200 million members"**.



Every day, Nigerian filmmakers are tasked with the sole responsibility of delivering top-shelf movies that appeal to a mass market. The cinema is a realistic testing ground for filmmakers to evaluate the quality and popularity of their work. From Kunle Afolayan Citation to Kemi's King of Boys, Ebony Life's Oloture, Inkblot's upcoming Netflix original series, it is no wonder why streaming giants use box-office numbers as the current standard employed to determine the kind of movies acquired, thus it's without a doubt the prominent role streaming platforms play in the Nigerian movie industry. Hence, the conversation moving beyond cinema vs streaming, but cinema, streaming, and what next (maybe Nollywood movie distribution eventually gets its web3)

# The future of movie distribution in Africa is both cinema and streaming.

The future of movie distribution in Africa is both cinema and streaming. Both roles I believe are intertwined. Some may argue that the cinema culture is dwindling due to factors like purchasing power and the after-effects of Covid 19. I disagree. Despite outlined challenges, we continue to witness movies (foreign and local) shattering box office records in the cinemas. Streaming platforms on the other hand continue to experience soaring growth in viewership, albeit slow (paying) subscriber growth (a topic for another day). Two different platforms - similar challenges.

At the end of the day, it boils down to:

One

**Content:** across the world, there's a yearning for fresh and mind-blowing content. Locally, the Nigerian audience is challenging filmmakers to deliver unique content and hold them to a higher standard. On a global scale, the audience wants to experience other cultures and people through their art. If your content is supercalifragilisticexpialidocious, the audience will respond magnanimously and enrich your pockets. A win-win for all.

Two

**Reach:** Everywhere you turn these days, everyone is talking about a global audience. It's not enough for your movie to be a local success, but your content must reach more people across the world. Hence, hitting it big with streaming networks seems to be the strategy when it comes to expanding globally.

**It's exciting times for Nigerian filmmakers, the audience, and stakeholders. As our filmmakers evolve and continue to churn out mind-blowing, logic-defying, and emotion-gratifying content, we will witness the emergence of new streaming platforms that lock horns for a slice of this juicy apple pie called "The African Content".. With more content and a wide range of platforms to access this content at the viewer's convenience, the audience will be the biggest winner.**

Ladies and gentlemen, it's a new dispensation! \*Cheers\* wine glass clinking

Written by Olabode Emmanuel Olawumi.  
Edited by Rhoda Akintola

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[TAP HERE]



# Tale of a Nigerian Business

-Dr. Temitope Laniran

Mojirade has a 9 to 5, but spends her leisure baking cakes, bread, and cookies for her family. In 1996, her niece who had lived all her life in the United Kingdom was coming to get married in Nigeria and had arranged for her wedding cake from a London baker. Mojirade objected and insisted on making the cake since she makes great cakes and is also London trained. There was no need to waste all that money contracting the cake out to a luxury brand in the UK. Mojirade succeeded in convincing her niece in making her wedding cake and it was fantastic! Her niece was so surprised and requested for the recipe, she also took a slice of the cake to her luxury London baker. The reviews about Mojirade's cakes made her friends motivate her to make it a small business that can be patronised by family, friends and neighbours. Quite easy, Mojirade presumed.



This is how small, medium and micro enterprises are set-up all over the world.

The big question is what are the next steps to setting up a micro business, in this case, a confectionary in Nigeria?



Mojirade got a small space on her street where she could take orders and have customers pick up their cakes when ready. She employed a young attendant to interface with prospective customers. In the evening when Mojirade returns from her job, her kitchen at home would serve as a production spot, attending to all the orders made during the day for next day pick-up. Mojirade went on to contract a lawyer to register a business name with the Corporate Affairs Commission (CAC) to ensure proper government documentation. Voila a small business has been created. One and a half decades later, the business was on the verge of expanding with ideas on possibilities of exporting its cookies, improving its packaging, standardise its processes and procedures. The business got into a new phase of growth.



A few years later, the business has done well to endure the challenges of the new phase. The business has also kept its loyal customer base by maintaining its essence of being the home-made brand it is known for over the years.

The year 2016 started with the hope of new opportunities for growth. Mojirade was looking forward to new layers of expansion, but by the second quarter, the business got on life-support; Mojirade's Confectionery is about to be closed. What happened? What exactly was the problem?

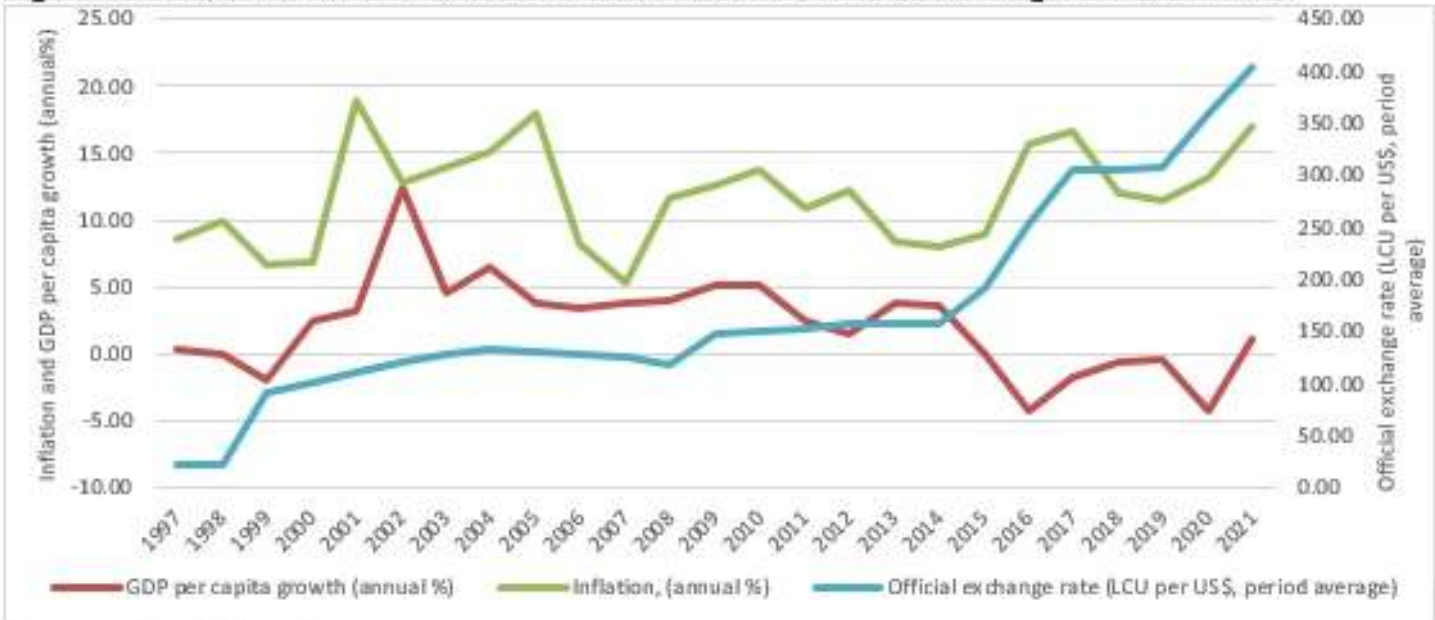
Nigeria happened to Mojirade's business.



**Let us look at a few things:**

Although Nigeria has been improving on the Ease of Doing Business Index of the World Bank, from 170 in 2014 to 131 in 2020, businesses have been struggling to survive in Nigeria particularly over the last 7 years.

Figure1: Performance of selected macroeconomic variables in Nigeria 1997-2021



Source: World Bank

Nigeria's economy has struggled to recover from multiple recession cycles in 2016 and 2020. GDP per capita has barely been able to get past the negative regions to 1.07% in 2021 since it commenced a downward trajectory in 2013 from 3.85%. As a matter of fact, GDP per capita has stayed in the negative since it reported -0.03% in 2015, through 2020 when it troughed at -4.26%. In real terms, this means the country has stayed in a recession zone for six years and Mojirade's business has managed to survived six years of economic underperformance.

Now, why growth in GDP per capita and not GDP growth?

It is simple; first and foremost, the story is borderline the same, however the GDP per capita gives a broader sense of the performance of the economy alongside population growth. But more importantly, GDP per capita gives an idea of how an average Nigerian has fared in terms of disposable income and poverty. Remember Mojirade's confectionary bakes cakes and cookies, these are not staples. People would mostly only consume confectionary when they have at least a little above enough in their pocket to meet basic needs.

The minimum wage in Nigeria has stayed the same at about NGN30,000.00, and general price level (inflation) has continued to hinge upwards. Since inflation exceeded the implicit threshold of 6-9 % in 2015 at 9.01%, it has remained in the double-digit region till date. As at 2021 inflation averaged 16.9%. Now that is quite high for a small business, as it presents a very unstable business environment to operate.



Nigeria has had a double digit inflation rate for over 7 years, this means that prices are constantly changing (that is increasing) by not less than 10 per cent over the period. Mojirade's cost of production has therefore increased geometrically as cost of getting her inputs are increasing, however, she cannot afford to raise her prices at the same rate. This overtime has eroded her profit margins and has made her gradually slide into debt due to the inability of her revenues to cover her cost of production. This is the reality of a lot of businesses in Nigeria.

**Nigeria has  
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Let's highlight more things:  
Mojirades business is struggling with a constant decline in the value of Naira, as quite a lot of her inputs are imported. For example, she insists on the use of a special butter from the Netherlands in the production of her cake and cookies for the sweet aroma and fluffiness it gives her products but this butter is now out of reach in terms of cost as the Naira has depreciated by over 109.72 per cent to about N403.58/1US\$ in 2021, from about NGN192.44/1US\$ in 2015. She does not want to lower her standards and is therefore faced with a trade-off between quality and price.

More importantly is the regulatory challenge Mojirade is facing.



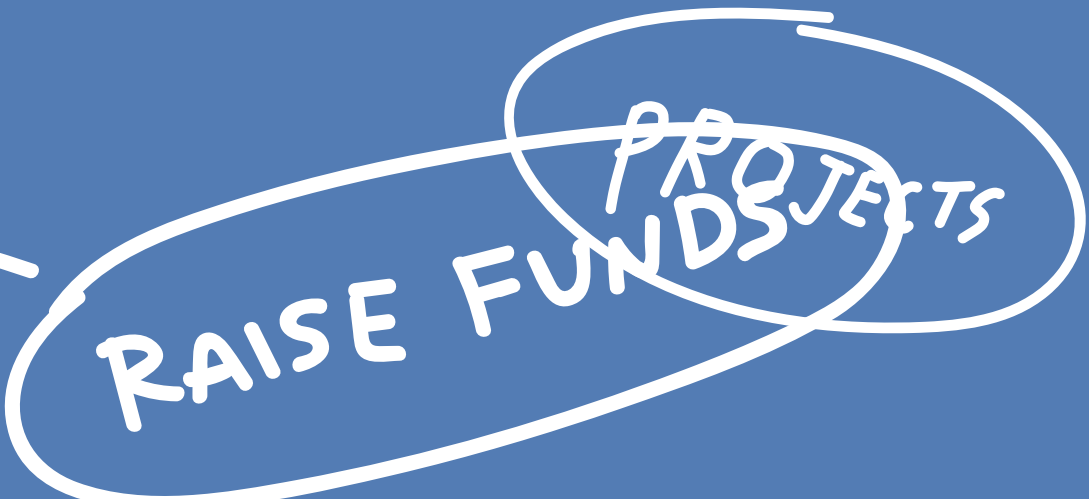
When she started her small business over two decades ago, it was alright to have her registration with CAC and that was sufficient but today, it's a different case. The downward spiral in the economy has made Mojirade no longer keep her staff and the shop so she decided to put her confectionery products on the shelves in a retail store she also ran on her street. This will make her loyal customers have the opportunity to keep purchasing their favourite confectionaries.

During these times, the government has come up with several ways to shore up revenue. Various government regulatory agencies who have taken up revenue-generating roles decided to storm Mojirade's retail store and barred her confectionery products from being displayed until she does some registrations with them. These agencies outrightly ignored that there are various concessions to support small businesses and keep them in business. They ignore how many jobs would be lost due to their singular action and how further murky it would make the Nigerian business regulatory environment. To compound her problem the Twitter ban led to loss of her few customers that she had been able to retain online after she had transitioned to include a virtual model for placement of orders. It was a spiral mess.

Persisting structural and policy challenges continue to constrain growth to levels below those needed to reduce vulnerabilities, lessen poverty, improve weak human development outcomes and promote business. Almost half of Nigeria's population are poor (on two dollars a day) with weak consuming capacity that can promote business. Minimum wage was raised by approximately 67 per cent in 2019 to NGN30,000 (US\$83) from NGN18,000 (US\$50), giving the exchange rate at the time. The value of NGN18,000 in 2011 was US\$120 when the minimum wage was introduced. As at June 2022, NGN30,000 would exchange for less than US\$45 at the parallel market.

Despite this difference, various subnational governments continue to struggle with implementing this NGN30,000 minimum wage, which at the least could stimulate aggregate demand and ultimately growth.





Beyond the legacy challenge of energy shortage and macroeconomic uncertainties occasioned by some of the issues earlier highlighted, this sort of conflicting and uncoordinated regulatory issues are part of the famous structural and policy challenges a lot of small businesses owners and entrepreneurs face in Nigeria.



How do you think small businesses can rise above the tides in Nigeria?





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# MotundeofLagos

@motundeoflagos

As a business person today, it is important to grow a personal brand. From the perspective of a business developer, what key things should be noted when growing personal brand today?

Before a person decides to tag a brand as personal, the key thing to identify is authenticity. You have to be authentic. You cannot take on another person's identity and create your brand upon it. Sit back and ask "what do I have to offer, what makes me stand out?" Identify your niche. When you put this together you can see who you are, what you can do and what interests you as regards creating a niche because you can see where your strength lies. When creating a personal brand, you have to know your strength. When creating a personal brand, you have to know your strength because this is where you can offer the best - out of something you naturally enjoy, something that you naturally identify with.

Another key thing you need to have is data or records. Have something to show people when you tell them you can do something. For example, if your strength is singing, show them places you have gone to sing. Show them what you have done with what you have identified. You have to have a record to show that you are excellent and that is why you are confident about being able to offer the best to the public or anyone who wants to relate with your brand.

The two key things are authenticity and also having record to show what you can offer.

**Before a person decides to tag a brand as personal, the key thing to identify is authenticity.**



## What is the difference between business content and a personal content?

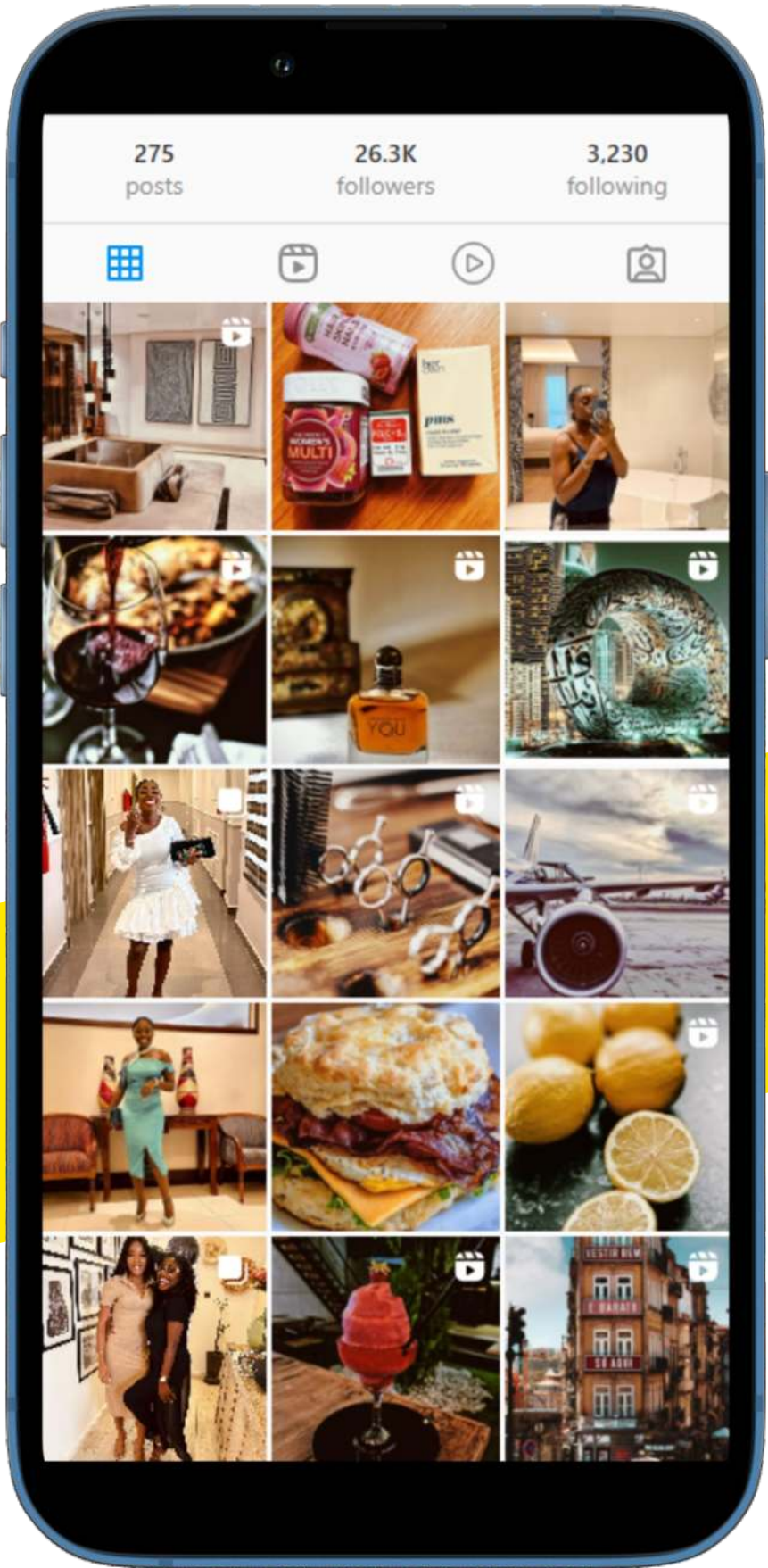
One major difference between business content and personal content is business content can be content gathered from general observation, like a survey, what you have seen, what the public will like to see, what the public will like to hear, what the public will like to resonate with, you work in line with what people will like to see. In working with business content, you might not particularly put yourself in the equation. Your gain is what is key here so I will sell to you because I want to get returns or get something back. I am looking at what satisfies you and what give me returns.

Personal Content is something that you enjoy doing. For you to make it personal, you have to be able to reach out to the people that need to see or hear what you are doing, you have to put yourself in it, you have to enjoy it. You have to make a statement because you are the key factor in the equation, you want to do what you love to get people to love what you love.

How do you identify a viable content type when creating?

Most cannot identify a viable content type. For example with IG, when it comes to reels, there are some content that you put so much effort to creating and because you think you have put in some work it's supposed to go viral but ends up having very low engagement. There are some you randomly do in your car because something crossed your mind and you see the engagement buzzing. For someone who has a personal brand, all your content should be viable. All your content is originally viable but what makes it really viable at the end depends on how much you enjoy doing it. What's the subject of your content, does it have a message? These increases the chances of it having a success. Make your content have a message people can relate with and the chances of it being successful gets higher.

If people are talking about beans being expensive, people can relate to it and make comments and engage with it. If your content can relate with recent happenings and issues relating to the general leading of individuals, you have a higher chance of success. Make it relatable with people.



Your page has content of you attending and hosting notable events and we know it is getting to the season of events in Lagos, what are the necessary things to consider before attending an event for the remaining part of the year?

First of all please be safe. That's the first thing I would say. Be safe and know the people you are moving with. I will put security at the fore front of it because we are at a time where we hear a lot of news. "People are doing people dirty". Ensure the people you are moving with have your back. I understand that we can't trust people 100% but in as much as there are good people amongst the people that we think are good, know the people you roll with. I have always been a fan of not going to places I am not prepared for. If I have to go somewhere, I want to be aware before time, I want to know what I am wearing, if I am driving there, what time I would leave. I have to be ready. I won't just jump and follow people. Not planning is a very bad thing to do in these times. Be ready and plan ahead so if anything happens in between, you won't find it hard to adjust. Be safe, security first.

First of all  
please  
be **safe.**



Secondly, comfort is key for me. If you want to go to a place, be comfortable. Concerts will be happening a lot so you might want to throw in a comfortable pair of sneakers or flat shoes. If you will wear heels, have a flat shoe nearby so if you have to run, you can run easily.

Travel light, get a slim purse to keep your essentials. Hold some cash on you in case you have to leave before the ride that brought you would leave. Wear a mask. For asthma patients, always have your inhaler. Have somewhere safe to keep your car keys too. Always be prepared. Dress however way you want to dress but be safe in it. If you would be conspicuous, make sure you are safe with it.



MotundeOfLagos  
is a brand built to  
influence a strong  
relationship with  
the media space  
with the aim of  
creating effective  
communication.



MotundeOfLagos is fast becoming a strong name on social media in Africa, what should we expect from you this decade?

First of all, I would say I am thankful that Motunde of Lagos has become a brand people can relate with now. People consciously go to the page to see what is happening and what has been posted. It is a page that people are beginning to relate with and that is good for me. Motunde of Lagos is a brand built to influence a strong relationship with the media space with the aim of creating effective communication. For 5 years, we are gradually gotten to the stage people forget my name is Motunde and people save my name as "MotundeOfLagos" and that gives me great joy. It is getting to that stage where it is sticking in people's minds. We are evolving and growing and asides from being that comms brand and that brand strategy platform, we have also diversified into lifestyle education. The aim of the brand from the lifestyle angle is to tell stories through lifestyle. Lifestyle travel, fashion and the likes of it, not just post photos but to educate, entertain and enlighten

people about these lifestyle. I want to show you something and educate you on what make it unique, what makes it stand out. We are getting to where people want to learn, not just see the beauty but want to learn. If you want to know more about this thing, place, outfit, you can go on MotundeOfLagos. Want to travel, go to MotundeOfLagos. I believe that you can research and not necessarily travel to places so I learn and then come to teach and show you about it. This time we are able to be there in person and that makes it all better. We are now in stages beyond virtual research.

Lastly, I will say Bella Niaja has been a key factor in the growth of the brand as it has allowed me opportunities by being a business development lead at Bella Naija to see my brand from a more professional angle. Bella Naija allows everyone to fly and do their thing and the potential in my brand has been discovered a lot. I look forward to big things to come.





[TAP HERE]



Let's Raise  
a Glass to  
all Women  
in Sports.

I was about 13 years old when I started following my mother to her printing press in Shomolu, Lagos, Nigeria. While I didn't often like the long drive to get there or the screeching sounds of Ink pressing paper through these massive machines; there was one thing that kept my motivation up during each midterm break/holiday, the scent and taste of mama lyabo's Jollof rice and boiled eggs sold at her famous canteen just next door.

On this day, I had taken my mother's N200 to buy my usual meal from mama lyabo who had surprisingly been delayed by the rain hence a late resumption time which meant we all had to wait for food to get prepared. As I sat down playing with the notes of Naira I had received from my mother, a man sat on the brown bench at the opposite side and asked that the TV set be turned on. According to him, Nigeria was playing a football match.



***Imagine my surprise  
when I looked up and  
saw that it was not a  
group of men kicking the  
ball, these were women!  
who looked just like my  
aunties, teachers, and  
any other female around  
me.***

And oh! did they have my attention! that moment stirred something in me; so much so that I was now more intrigued by the women footballers than Mama Iyabo's Jollof.

But I noticed something, as food got served and the canteen started to fill up, so did the comments.

"Dem no Sabi play o!"  
"See as she be like man"  
"She for don take something"  
"Who go put this one for house like this?"

As a sports media executive, I am privy to many conversations about women in sports (Tennis, football, basketball, wrestling, athletics, media, business, etc. ) the summary of what I've learned over the years is that our women deserve more accolades, attention and bigger budgets to work with.

These conversations are often discarded especially on tables that matter; as they make many decision-makers uncomfortable and while ill love to write about why women in sports deserve more support perhaps a better way will be to tell you how you can show support in your little way.



# Do you know that

Nigeria's Super Falcons are the most successful team in African football? That D'tigress basketball team has won the African title 3 times in a row and the only medals that came home to Nigeria after the 2020 Olympics were earned by women; thank you again Ese Brume and Blessing Oborududu.

Let us not forget women that are breaking grounds in the business of sports; like Madam Aisha Falode; President of Nigeria Women Football League, Nora Awolowo a 23-year-old lady who just filmed a FIFA documentary, Chisom Mbonu who is arguably one of the best sports journalists we have in Nigeria and Debbie Larry-Izamoje; first woman to lead Brila Media, a fully fledged sports radio station and media house in Nigeria.

So let's raise a glass to our sportswomen; those in front and behind the stages you see by doing the following;

**1. Provide a spotlight by promoting women's content in Sports:** I am not asking that you place a bias on women's sports content, but I do ask that you keep an open mind and give these women a chance. Especially the women in the sports business who often ask for sponsorships or partnerships when growing their businesses. When you see a video on Twitter, retweet it. Listen to that podcast and repost that video.



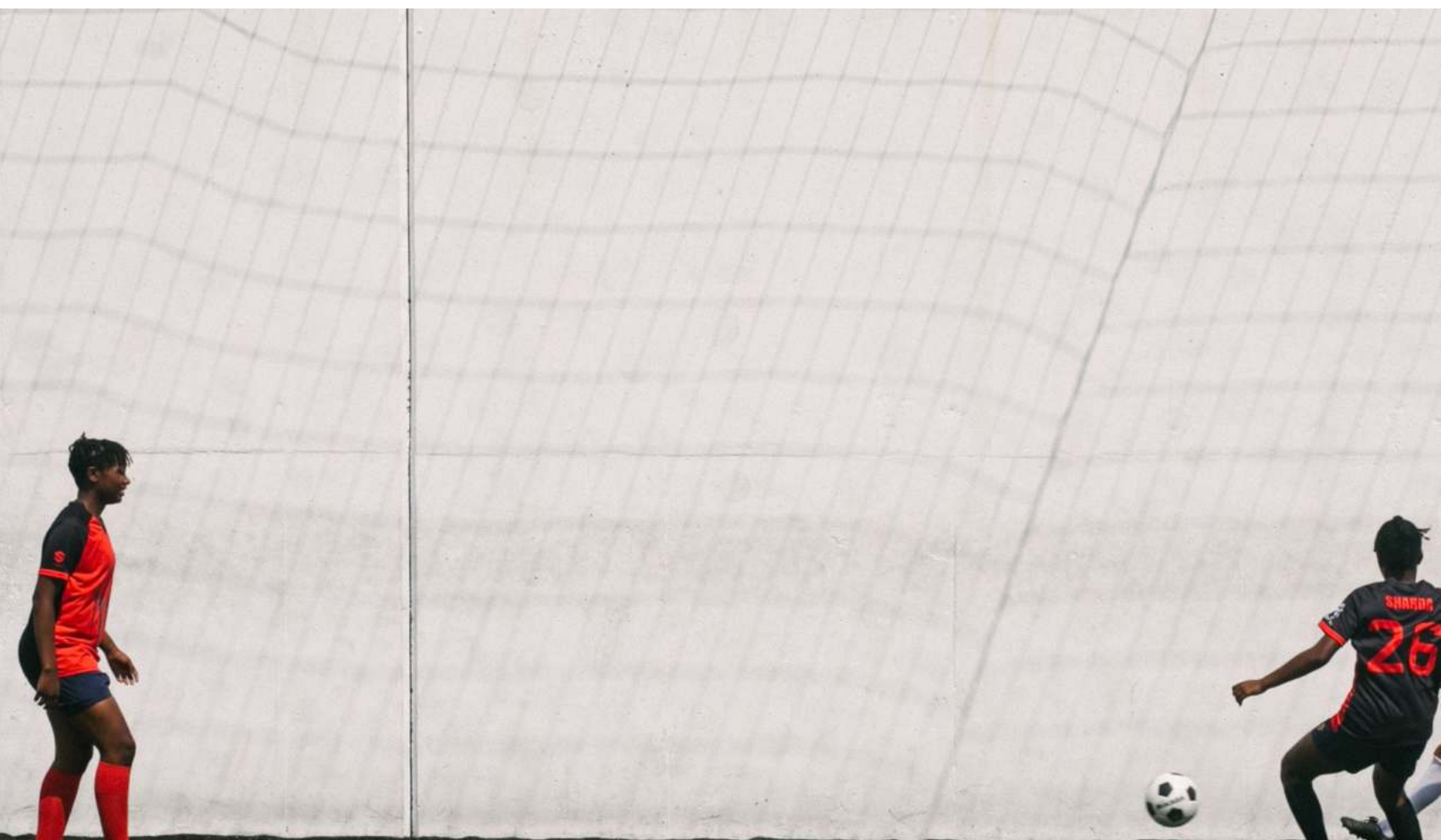
## 2. Join the global fight and conversation for civility and equal

**pay:** Your voice matters and one additional voice or signature on a petition can make all the difference, look at the case of the USA soccer women's team.



### 3. Make an impactful

**introduction:** I often think of the man that introduced me to women's football and how many more generations have now been positively impacted by the interest that I gained on that day. But I must state that you cannot make an introduction without first knowing who you speak about and the work she has done which is why point 1 still stands.





**4. Mentorship/  
Collaborations:** The truth is we require more mentorship in our field. More people who are open to partnering with sportswomen in their area of expertise. The industry is as competitive as it can get; when next you decide to work with a woman in the industry please ask yourself this "how can I help the work she's doing"



**Debbie** @dee\_larry  
**Larry-Izamoje**

Chief Operating Officer,  
Brila Media.

Let's Raise  
a Glass to  
all Women  
in Sports.





[TAP HERE]



# Talk with Odoemena Obiageri Blessing

## Zikorah Africa is one of the few fashion brands from Africa that speaks authenticity. What is the story behind the birth of Zikorah Africa?



The birth of Zikorah is a long story but I will give you the brief version. Zikorah first of all started as a partnership between my friend and I. We decided to create a fashion brand. I had started the fluid and simple Zikorah 5years ago and even though there were a lot Afrocentric fashion brand in vogue, I wanted to make pieces I that will be worn every day while being indigenous

and true to our African root. My partner and I came up with a couple of names but Zikorah stood out. By the way, it is an Igbo name meaning “Show the World”. It spoke to what we wanted to do because we wanted to put the African out there and make a difference. I moved to Lagos and the idea was scaled up to a business. After a while, my friend (and partner) had to leave the business and go do her own thing, making me the sole owner of Zikorah today.





How do you tell the African/Nigerian story to Non-Nigerians through your brand?



Our pieces speak for themselves. As someone who is in the fashion business, it is very important that you have the knowledge of fashion in the global way. We look out for fashion trends and what people may want to see because we don't have the four seasons used as guides in the western countries. While we make pieces from Nigeria, our growing audience is global. We think of everybody when making a fit and try as much as possible to appeal to everyone. Every year, before we put out any collection, we look through and see what is going on, even though we are staying true to our African/Nigeria, we want everyone to identify trends through our pieces. That means, even though this is an African wear, you still comfortable wear it to your Afrochella festival and be cool/chic.

Our  
pieces  
speak for  
themselves.

@zikorahafrica

## What makes a fashion brand global?

I think a fashion brand becomes global when you successfully appeal to the audience away from your immediate environment; take the center stage; and people who are not indigenous to your culture are able to identify with your pieces. They can shop online, you have payment platforms that work for people from different parts of the world, people can easily search on Google and see your business and customer's reviews. The things you work on in your business begin to feel like you can just transition from being a local champion to a global business. It may not have gotten so big, but at least you are no longer just operating in the local space.



I think a fashion brand becomes global when you successfully appeal to the audience away from your immediate environment.



As an African brand hoping to break into the global fashion industry, what is the most important thing to take note of in 2022?



In 2022, you need a lot of information because the fashion business is a huge market. It is highly saturated and if you are not careful, you will be overwhelmed. You need to gather a lot of information. You can find your place in the fashion industry because there are many sides of fashion and you need to pick and choose what part of fashion you need to do. One good thing about finding your place in fashion is that, once you have found your place, whenever people are looking for someone who is into what your style, the options are narrowed





down for you. You have to do a lot of research and of course put out excellent products and good marketing. This also makes you identify what you want to be known for and you can go for it. I mean, this is 2022, there are a lot resources available to people. The internet, social media, and also read up on fashions brands we admire, how they started and have successfully being in business. Be dedicated to it.

We all saw how gorgeous the celebrities looked during the last AMVCA show, which designer do you think understood the assignment the most?

(Laughs) Honestly, they all looked so gorgeous but designers that understood the assignment were Veekee James piece on Osas, Mia Atafo piece on Denola Grey, Ebuka Obi Uchendu, SomobySomo's piece on Bimbo Ademoye, I especially loved that. Yes, these are the ones I can easily say understood the assignment.



**You have to do a lot  
of research and of  
course put out  
excellent products  
and good marketing.**



Fashion is fast becoming a go-to business adventure for young African entrepreneurs, having been in business for 5 years, what advice do you have for them?

One advice I will give anyone going into fashion would be, do your research. I feel people think all there is to fashion is dress up, look good, do TikTok videos, Instagram reels and that is it. Next thing is to go start a fashion business. This may work if you want to do buying and selling, which is fine. However, if you want to be in production, there are a lot of backend work that goes into it before the business kicks off. My advice for young entrepreneurs going into fashion business, do your research. If possible, go and intern under somebody who's running a successful fashion brand before starting up yours. I know a lot who started fashion businesses and have stopped, some of them had their business sinking under within a year. I know some who have transitioned to other business because FASHION IS HARD. You need to be hands on. If you are producing pieces,

starts from you coming up with the ideas, then designs, then source for fabric(s), you have to make sure the fabric works with whatever idea you want to make. Next, you have to tailor it. That's a string of process for each piece you see us come up with. I have thrown out a lot of designs in my head because it didn't make sense with fabric. A bad fabric can ruin an entire design you had in head and thought was good. You have to deal with tailors, ensure quality control. I mean if you are going to export your pieces, remember you are exporting your products to people who have Zara, Pretty Little Thing and so many more top fashion pieces in their wardrobes so you cannot afford to export a badly made outfit. Clients will never come back to a bad product no matter how amazing your apology is. Fashion business goes beyond just making beautiful clothes. I understand the feeling - "oh, I made it myself", of course it's exciting and I remember when I made my first blouse, I was thrilled but it has gone beyond "making my first blouse. You need to understand that this is a business and it is supposed to sustain you and itself.





thefolklore  • Following



“

THE FASHION INDUSTRY  
IN AFRICA HAS GROWN  
IN VALUE FROM  
\$3.4B IN 2019  
TO \$8.6BN IN 2022”

DATA COMPILED BY STATISTA



[TAP HERE]



# AN EVOLVING ORDER

*Every generation leveraged on the  
infrastructure built before them*

Osi, Stanley Chijioke.

Sometimes, our world follows the same pattern, maybe differently influenced, but a lot of the behaviors we see today are highly influenced by the happenings of the past.

Time and time again, it has been proven that time influences people, not just people, society, and the marketplace.

The effect of 9/11 is still felt today in several of America's foreign relationships. Further behind, the 1960s and 1970s were brutal decades that affected the American economy. With inflation, the dollar lost a large chunk of its value, oil shortage, and most cynically, the Vietnam War, which divided Americans and created a level of cynicism.

One thing that is hardly spoken of is that amid chaos in every situation lies an opportunity. This opportunity is what creates leverage which is utilized by a certain few. As terrible as the 1970s was, it opened up doors for the hungry and the ambitious. Some of the most successful business people the world has ever seen were products of the unseen advantage gained from this period – Bill Gates, Steve Jobs, Richard Branson, Michael Moritz, Howard Schultz, Oprah Winfrey, and many others. These people were born in the mid-1950s and had the early phase of their careers in the late 1970s. Furthermore, these entrepreneurs and business leaders led the world through a different path of utility; they leveraged the infrastructures built in the 1960s and had their business scale through the 1990s and the 20s.



Every generation leveraged the infrastructures built before them. Structures are highly influential to productivity, and while the effects of the past are often felt all through the present, its upsides are key determiners in ascertaining future progressions. Today, the internet is the number tool for business networking and creativity, and Podcasts and Video Blogging are a thing. Investment ideas are gradually becoming a cliché niche. Depending on your interests, your Twitter homepage is likely to be a more active business hub than the average commercial avenue within your vicinity.



Most of these didn't happen by mistake; they result from structures built through generational leverage. A similar example of time and its effect on people is the more recent rise of TikTok, which gained significant prominence during the COVID-19 period. The Coronavirus changed the idea of what workspace is and gave rise to virtual meetings and virtual meeting tools to facilitate this phenomenon. Video content creation took a significant hit during the COVID lockdown; hence we witnessed the growth of influencers like Elsa Majimbo and Khaby Lame. These are young entrepreneurs from a later generation who took advantage of a particular period in life and created a niche for themselves.



The thing with time is that it brings alongside it a body of merits. A shift, a diversion - sometimes a renewal of the old to a new, and further carrying a wave of change with it. Time enables growth, and growth comes with possibilities. The foundations of the present were laid by the past, and with the future in view, only those who take advantage of the present can own the future. The world moves in an order, at all times it evolves.



As the future shapes itself through each walk of a new day, a new thing is created or refined. Being in tune with the present shapes the road to the future, and with the past as a source of creative leverage, I think every day is a great time to be alive.





[TAP HERE]

# THE AUGMENTED GHOST REALITY OF STRUCTURE, IN THE NIGERIAN MUSIC SPACE.

Is There no Structure? Or  
Is There a Lack of Identification of the Pre-existing  
Structure?



In a proliferate industry where a chunk of the funding comes from private individuals; people tend to do whatever they like - however they like, with little or no repercussions.

The Nigerian music scene is at its biggest global position right now with Afrobeats and one might wonder how the industry got so big globally whilst having a non existent structure to aid artiste, Exec and team growth at its foundation.

Wizkid at the O2 Arena | Image: Pulse NG



Well, that can be tied to the individual successes of artistes from day 0.

Taking a look at what structure is according to google; "structure is to construct or arrange according to a plan; give a pattern or organisation to".

Sentence example:

"Services must be structured so as to avoid pitfalls"

Now, with a structureless or invisibly structured Nigerian Music Industry, you can be rest assured that the pitfalls are a lot.



Structure is meant to be a blueprint for the easy transactional flow of the industry. In terms of understanding how the entertainment space works from Music Recording to Promotions, Contracts, Split Sheets and Performances. With a blueprint, it's easier to decide the next turn and make strategic decisions rather than going all-in-blind and running into avoidable obstacles. It is easier to know who to call, mail or where to visit for certain things.

There is so much "hidden information", people mostly work on "vibes" and referrals in this industry.

A lack of organisational structure means that project and administrative responsibilities are often neglected.



Looking at the Nigerian Music Industry as a company, one would see that things aren't delegated to people or sub institutions. Shoutout to the guys at "Turntable Nigeria" who took it upon themselves to create an official NG chart for top songs based on different matrices like airplay, streaming, and sales (physical and digital).



Without structure or with unidentifiable structure, our music history and milestones are not properly documented. Certifications/Plaques for going Silver, Gold and Platinum do not even exist here because there are no defined institutions to track, identify and reward these milestones.

In the US (RIAA), 500,000 units sold is eligible for a Gold Plaque, 1,000,000 units for Platinum, 2,000,000 units for Double Platinum and 10,000,000 for Diamond of a single. In the UK (BRIT CERTIFIED) it's Platinum 600,000 units, Gold 400,000 units and Silver 200,000 units. Certifications/Plaques are peculiar to the music-consuming population of the region. The Recording Industry of South Africa (RiSA) made their 10,000 units for Gold, 20,000 Platinum and 40,000 units for Double Platinum. There is also an existing website for artistes/labels to request certifications if they have surpassed these milestones in the South African Music Space.



DaVido performing. Wikimedia user Rasheedrasheed. CC BY-SA 4.0.

These matrices were set in place by the top labels, stakeholders and Execs to add structure to the growth and all round history and achievements of music industries.

On one hand, there is a body in the western world that ensures commercial radio stations pay artistes when their songs get played. It is part of the mechanical royalties that are not tracked with on demand streaming service platforms. On the other hand, In Nigeria the reverse is the case as getting airplay is a paid for service in most cases. This act is termed Payola. According to Wikipedia, "Payola, in the music industry, is the illegal practice of paying a commercial radio station to play a song without the station disclosing the payment."

There is literally zero support for an upcoming act when it comes to shows because there are no platforms to reach booking agents or agencies.

Avenues for music submissions are limited as “paying your way to the top is the only way to have your path paved”. It is worse for writers, producers and some execs. Especially the emerging ones. SplitSheet literacy is low, Non-existent professional work ethic and publishing. The lack of structure in these categories creates an atmosphere for talents to be exploited in the Nigerian Music Industry.



A good example of the unidentifiable structure of the Nigerian music industry is rapper Oladips posting on his Instagram about the issue of too many “middlemen” involved in getting a music video played on top cable channels. One of the stations had to reach out to him to inform him on the “pre-existing” process that a large population of the music industry do not know about because even though some structures are in place, they are quite invisible with little or no light on them.



Instagram: Oladips

In a nutshell, creating platforms that document history, award outstanding milestones and disseminate valuable industry information would do a lot of good in the industry. As it'll provide guidance, a functioning blueprint and a clear vision board for aspiring artists and emerging industry players. Thereby, curbing the blind navigation of the NIGERIAN MUSIC SPACE. With structure and accessibility to right information, the industry would be able to churn out more emerging artists yearly compared to the 2-4 acts annually.



Communicating  
Content.

The  
social  
Flavour

A quantitative research conducted  
by **Getup Inc** in 2022

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