

Building High-Impact StartUps

Tips to remember on your journey

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What's your drive?

Transaction or Transformation?



Business is a tool for transformation.

Think beyond money, how would this startup idea make lives and society better?





QUICK

TIPS



Create something new

chose a problem people haven't solved before, or solve an existing problem in a new way or for a new audience.

Start Simple

Focus on problems and solutions first, before technology.



Low tech that solves a real problem



High tech that solves no problem

Go for revenue

Don't fall into the tech space bubble of wanting to live large on investors money.

You have no idea how long you'll bootstrap, so charge from Day One. Make money to stay afloat.



Have Integrity

Tell the truth from Day Zero.

You can't build anything worthwhile on lies. Be true to your customers, your teammates, employees, investors and even regulators and government.



Be Visible

Don't be a genius winking in the dark. Show up with courage and intentionality.

Tell stories. Be real and relatable



Survive the (bad) economy

You want results not sympathy

You'll hear things like
"Nigeria is bad",
"businesses are closing"
etc. Don't join them to
focus on the bad and
speak negative things.

The nation you keep
cursing cannot bless you.


Think scalability

Once you've validated your problem and solution, think scalability.

That's where the magic happens.

Core question: what can you do to get more customers without increasing your expenses?





Get all the help you can get

**There's no self-made man or
woman anywhere.**

We all need help. Be wise
enough to ask for help, and be
humble enough to receive help.

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**Go and create
magic. Build
transformational
businesses**



David Ogunshola

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