

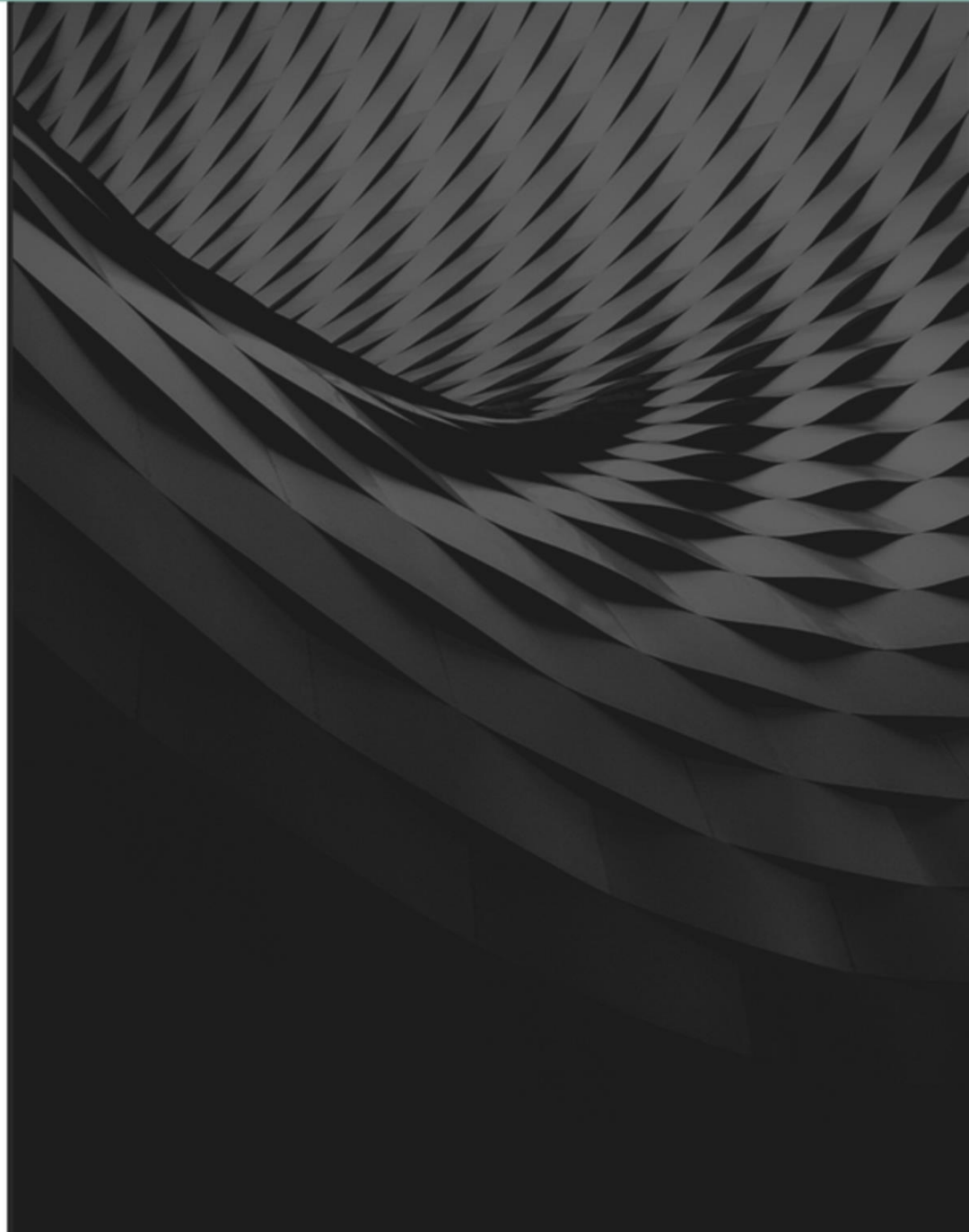



WEBBOXOUT

STARTING-UP YOUR BUSINESS WHILE ON CAMPUS

OVERVIEW

One of the best times to start a business is when you're in college. The experience will prepare you for a life of entrepreneurship, and you'll learn a lot about the pros and cons of running your own business.






Why should you
start up?



What is success to
you?




Is it **Money, Fulfillment,**
Experience,
Independence, Impact,
Status, Network, Family,
Legacy?

Rank them?



Money is the
consequence,
never the
objective



Zuckerberg could have
sold hundreds of times,
but money wasn't the
objective.



Learning from Critique or Failure



Follow Up!



Be Thorough



Organize

Build Structure






Power Hours



**It's nothing but a
relationship
business**



- Regardless of whether you want to work in the corporate world or be your own boss, having an understanding of how to start your own venture will most likely be a useful skill when you get out of school.

- Just for your info, Nigeria's is projected at 18.8% (2014)

- And **the freelance ecosystem is projected to increase to about 70 million by 2020.**

- And for undergraduates students who can use school networks and resources to jumpstart their entrepreneurial initiatives, it may be the best option and use of time. (**BEN**)

1. CREATE A CUSTOMER BASE

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If you have a customer,
then you have a
business.

Sell first, build later.

2. BUILD AN M.V.P.

INEXPENSIVE PROTOTYPE

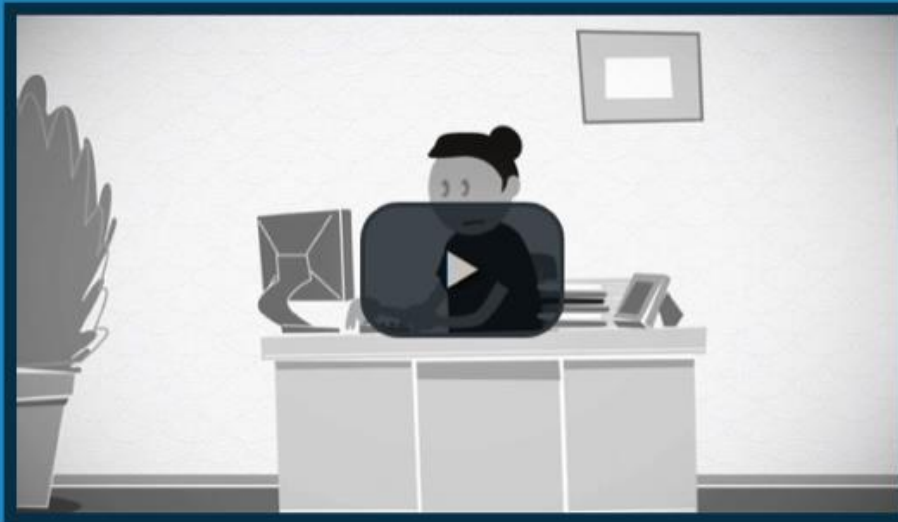
2. BUILD AN M.V.P.

The next step is to get it
in front of a constituency
of relevant buyers.

**CHANNELS:
WHERE CAN
YOU FIND YOUR
POTENTIAL
CUSTOMERS**

3. HAVE AN ONLINE PRESENCE

- Create a simple one-page website.
- Your website could be your MVP
- Call-To-Action



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4. KEEP YOUR AUDIENCE ENGAGED.

- Create a simple one-page website.
- Your website could be your MVP
- Call-To-Action



Set-up phase
Pilot phase
Traction phase
Scale-up phase

I'm no longer a slave to fear