

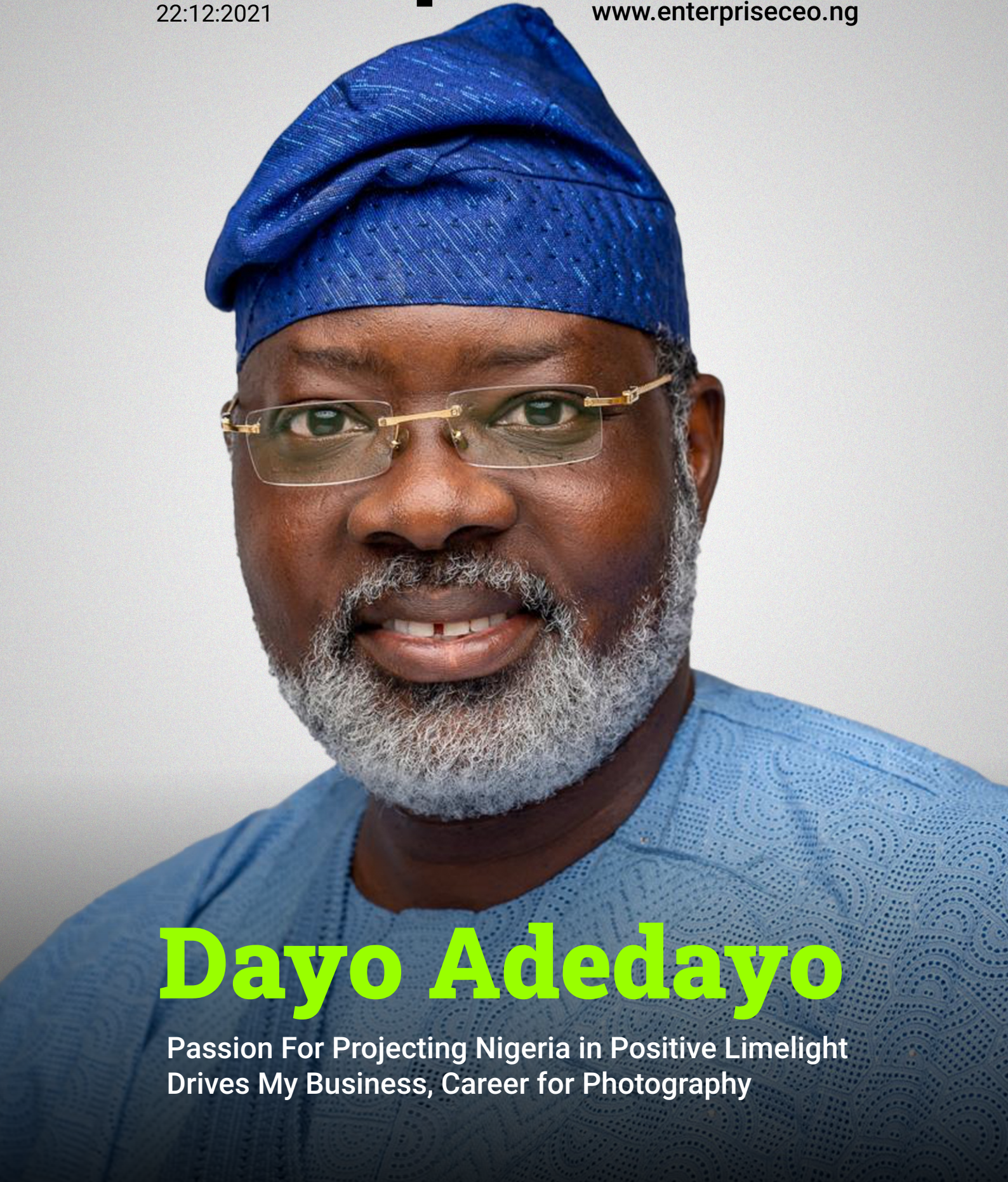
Personal Branding is Letting People Know How Good You Are For Business, Career  
Opportunities – PreciousGift Ajudie

---

# EnterpriseCEO

22:12:2021

[www.enterpriseceo.ng](http://www.enterpriseceo.ng)



## Dayo Adedayo

Passion For Projecting Nigeria in Positive Limelight  
Drives My Business, Career for Photography





**Let's get you featured in the next edition.**

hello@enterpriseCEO.ng - 08063450905

   **enterpriseceo**



---

---

We are an enterprise media company. We are committed to the projection of ideas and changes that enable enterprise CEOs achieve new possibilities.

---

---

EnterpriseCEO's digital magazine is a bi-monthly publication of EnterpriseCEO Media Company.

---

---

Would you want us to share your enterprise and brand stories to the world on our platform for effective business leads and returns?

Kindly call this number, +2348063450905 or send an email to [hello@enterpriseceo.ng](mailto:hello@enterpriseceo.ng).



## Striking Balance between Work and Social Life In 2022.

Hustling and bustling throughout the whole twelve-month calendar, seeking for greener pastures and many may feel like they are working nonstop, stressed, and not finding time for their personal lives.

If this is a consistent feeling for you, your 2022 work-life balance plan should be look into. It is significant to balance work and social life as employees at work space in the coming year, staff must place premium on their social-life balance for efficiency and productivity both at the workplace and home.

With the festive season going on and also being the time when companies are shutting down for the year, maintaining work-life balance is crucial at this point in further preserving that strength and energy in 2022. However, here are five tips to bring your work and life back into balance.

Find time to do what makes you happy If you're doing what you love for work it makes you happy, but you likely enjoy other things too.

Whether it's spending time with family and friends, taking time for yourself, exercising, traveling, reading, or any number of things, whatever it is that makes you happy is something you need to prioritize in your life.

It is important to set limits in your life and with your time. When you set limits, you become more productive and mindful.

For example, if you know Sundays are your family days, you are more inclined to get your other tasks (both work and personal) completed on the other days.

Manage your time well Being

diligent and organized reduces stress because you are taking ownership of your time and the tasks that you need to accomplish.

This is true for your work and personal life. Adopt a master to-do list that combines both work and personal tasks. It's hard to separate work and other tasks when it comes to your time. If you work from one master to-do list and prioritize all tasks based on your deadlines, you will have a better grasp on where you need to spend your time on any given day.

### Find your purpose

If you are doing what you are meant to do it doesn't feel like work. Think about your strengths and what you love to do.

When you focus on work that optimizes these things, it just flows naturally into something that you enjoy, not something that stresses you out. When you are harnessing your strengths, you feel energized, happy and positive. Pay attention to what you feel like after you complete certain tasks.

Do you feel motivated and accomplished? Or drained and stressed? If your work aligns with the former, chances are you strike more balance.

Recognizing the latter can bring you to some revelations that can put you back on track. Be gentle with yourself and others Remember, the keyword was talking about balance.

To have balance, you must be flexible. If you're finding that your work-life balance is out of kilter, take a moment to be gentle on yourself. Take a deep breath and focus on solutions to bring it back into harmony.

Focus on making immediate goals that will help you achieve



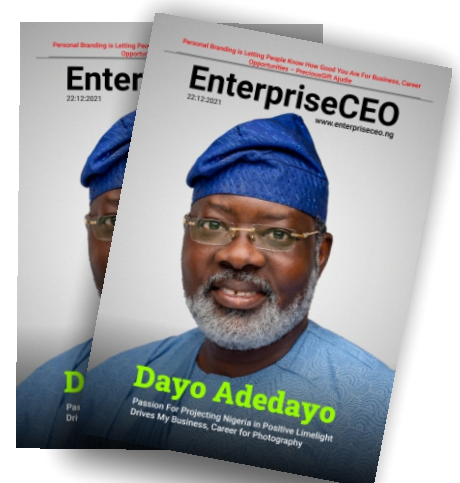
that balance. Maybe they even include implementing some of the tips above.

Implementing strategies to manage your time and life can bring a balance that makes you feel happy, accomplished, and fulfilled in each of your roles both at work and personally.

### Nurudeen Salako

Lead, Content

hello@enterpriseceo.ng





# Enterprise 360



## I Have Never Travel Out of Nigeria – Mr. Macaroni

Popular comedian skit maker and actor, Debo Adebayo is popularly known as Mr. Macaroni has revealed that he has never been out of the country for whatsoever reason, saying Nigeria is a nation that's blessed with talents and creative minds in spite of an economical and unconducive environment threatening businesses to thrive as entrepreneurs' expectation.

Speaking as a panelist at the 5th Lagos Digital Summit with the theme; Digital Media as a Tool for Business, Macaroni said he has never traveled abroad as he sees Nigeria as a content marketplace where creatives are exploring opportunities in the entertainment space through digital media as a business tool.

When asked about his evident love for Nigeria, he noted that if there is anything that he loves about Nigeria is the fact that the country is blessed with talents and content. Narrating his journey into comedy skit making, Macaroni explained that he never had the plan to be a comedian because getting 'serious roles' as an actor in movies has been what he had wanted for himself at the beginning.

"Frustration led me into comedy skit making because that wasn't the plan initially. In the beginning, when I started, I was struggling because I didn't really like comedy but featured in a serious role in movies and when people said I'm not funny, I don't take it to heart because frustration led me into a comedy skit."

## Amber Drinks Support Youth Summit, Assures Quality Energy Boost

In a bid of supporting the youth and contributing to their growth through the right energy and vibes for hustle, Amber energy drink has reinstated its commitment to associating the brand in youth-oriented programs, skills acquisition, and initiatives like digital marketing for youth development and capacity building.

Speaking at the recently held Lagos Digital Summit as Brand sponsor, Amber's Sales Executive, Oluwaseun Adebimpe said the brand believes in empowering Nigerians and not only for showing an appearance.

According to her, Nigerian youths are known to be energetic and responsive when it comes to activities and Amber drink is ready to boost their strength and increase their chances of productivity with quality energy drinks. "Amber energy drink slogan says, "Amber dey for you" when you are in the hustle, transacting business or while working on a project, Amber would give you the push and energy that you need and get you the result that you desire" She said.



## Nigeria's Learning Platform, uLesson Raises \$15m Expansion Fund

Nigerian educational technology company uLesson has announced the raising of \$15 million in Series B funding, describing the development as the largest disclosed investment in an African edtech startup to date. The investment comes 11 months after the company secured \$7.5 million in Series A funding from investors Owl Ventures, TLcom Capital, Founder Collective, and Local Globe. uLesson plans to expand into East and Southern Africa.

It is estimated that families in Nigeria spend up to 25% of their income on schooling for their children, despite many shortcomings in the education system. With the covid-19 pandemic, demand for e-learning has exploded. Speaking on the recent development, the company Managing Director, Sim Shagaya said they are thrilled to achieve this major milestone which will take us further in bringing high quality and affordable education to all Africans.





## At Five, Country Hill Signs Brand Ambassadors, Assures Affordable Luxury for Clients

Fox Capital Investment Limited through its real estate company, Country Hills Affordable Homes has announced the signing of four famous brand ambassadors and influencers to become the face of the company in the next year. The official signing of the four ambassadors includes the Nollywood stars, Seilat Adebawale; Adebimpe Abiodun popularly known as Wasilat Coded; Popular Comedian Orevaghene Akuidolo also known as Forever and Brand Influencer Omotara Akanni (Lady Motara). The signing of the ambassadors according to the MD/CEO of the real estate company, Adewale Oshinaike said it's to commemorate the fifth anniversary and to further reinstate their commitment to providing affordable homes to its prospective clients.

"Frustration led me into comedy skit making because that wasn't the plan initially. In the beginning, when I started, I was struggling because I didn't really like comedy but featured in a serious role in movies and when people said I'm not funny, I don't take it to heart because frustration led me into a comedy skit."

## 'Leaders Should Remain Futuristic in Policies Planning' – Kunbi Wuraola

Former National President of Junior Chamber International, Dr. Adekunbi Wuraola has called on leaders to imbibe the traits of past generations leaders and remain futuristic in policy planning and implementation centered on national development.

Delivering her keynote address on the theme; Leadership Now and Then: Leading through JCI Creed; the former national president of the organization, Wuraola said that poor leadership has failed people, generations, and also affects future leaders in Nigeria compare what was achieved through reputable leadership then.

"The problem in Nigeria is simply a failure of leadership there is nothing basically wrong with Nigeria. the problem of leadership is the unwillingness or the inability of its leaders to rise to the responsibility and challenge which are the hallmark of true leadership.

According to Wuraola, the leadership of today has changed the narrative of then saying that the past leaders had personal vision quotient and were determined to give helping hand to the needy, making themselves formidable and creating a change.



## Nigerian Tech Industry Raises \$417.5m in Nine Months

Technology startups in Nigeria have raised an estimated \$417.5m in nine months, compared to \$300m raised in 2020. This is based on funds announcement analysis on TechCrunch, TechCabal, and Nairametrics.

According to the analysis, the fintech firms accounted for 90.78 per cent of the \$417.5m raised so far this year, edutech companies, healthtech firms, and communications tech organisations accounted for the remaining 9.22 per cent of the amount raised.

Nigeria has the highest number of startups in Africa with most of them operating in the financial service sector because of the large number of underbanked and unbanked population in the nation. This is according to the African Tech Ecosystem of the Future 2021/2022 Ranking compiled by fDi Intelligence of Financial Times, in collaboration with Briter Bridges.

According to an Enhancing Financial Innovation & Access report, about 38 million adults are financially excluded from Nigeria's 200 million population.

According to Wuraola, the leadership of today has changed the narrative of then saying that the past leaders had personal vision quotient and were determined to give helping hand to the needy, making themselves formidable and creating a change.



## Nigeria's Transportation Startup, Shuttlers Raises \$1.6M Seed Round

Nigeria's tech-enabled and shared mobility startup, Shuttlers has completed a US\$1.6 million seed round and looks to scale its operations to cities across Africa. The expansion will focus on cities across Nigeria before spreading further to other countries.

Shuttlers was founded in 2019 by Damilola Olokesusi and since then Shuttlers has had a fully functional app that allows mobile professionals on its three plans to easily book rides. Through the platform, commuters can book a seat on one of the busses that go across pre-determined and scheduled routes.

Trips delivered through Shuttlers' fixed routes services are now 80% less costly than other ride-hailing services and other features offered to users of the service are live bus tracking and optimal routing based primarily on traffic and digital payments.



# WONDALAND

## EPE

REGISTERED SURVEY

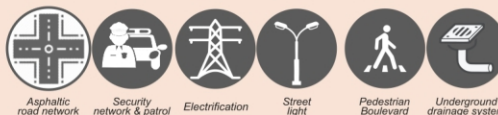
AFFORDABLE LUXURY

Per Plot  
**N2million**  
Installment: 3months

Plot Size **600SQM**

**Wondaland, Epe** is just 2mins drive from Epe resort, behind Atlantic hall School Poka, Epe Lagos.

TOP GRADE FACILITIES SUCH AS:







## Dayo Adedayo: Redefining Nigerian Landscape Through Documentary Photography

**D**ebonair, urbane and cosmopolitan. Dayo Adedayo is a British-trained Nigerian documentary photographer and cultural anthropologist. The path Dayo is treading in the photography world is totally different from what a typical journalist does.

According to him, “My brand of photography is driven by passion to position Nigeria in a positive limelight through my documentary and visual storytelling”

In an interview session with the team of EnterpriseCEO at his residence in Lagos, the famous photographer with over four million photographs in his archive shared his journey into documentary photography, challenges, and profitability of the profession with

the most defining moment of his career.

Speaking on the state of the photography industry in Nigeria compared to other countries, Adedayo maintained that the industry is yet to attain some significant growths compared to the rest of the world, adding that the industry might not be there yet but better than it was yesterday as there is creativity in the space as people now dominating with visual storytelling.

“If we are to compare the photography of Nigeria with the rest of the world, we have not started at all. Photography can’t be in isolation. We have not started but we are a lot better than where we used” With his formal education in Photography Arts at

Westminster College and University of Westminster, U.K, the former social photographer revealed that his formal training exposed him to know more about photography as it is more complex than holding a camera to take a shot.

In his words, “There is something spectacular about going to photograph school. You can’t say because you’re an artist, you don’t need someone’s guidance who has technical details to guide you on.

To be exceptional in whatever you do in life, acquiring education about it is tantamount to its success.”

“The same applies to photography even in Nigeria



today, over 90% of practitioners never see the wall of photography school and what we have in Nigeria is social photography. But when you go to school there is more to photograph than taking pictures and it's not necessary you become a photographer after graduation, you can be working at police forensic lab, undercover," he added.

According to Adedayo, the business part of photography needs to be thought, saying it's one of the reasons people don't accord professional photographers the respect they deserve as other professions because they don't know how to place premium importance and charging the appropriate fee for their services.

He urged photography practitioners to acquire formal education in learning and honing their skills from expertise in the profession, he charged them to seek education on the job as it will aid them to grow fast and become successful.

"People that started photography in Nigeria are dropouts, primary school leavers, hardly we see people in this job that makes money like law, banking, medicine professions. These early people were shortchanged in terms of money because of their lack of education. You cannot be successful without education, not a paper certification but you need to get education in whatever you're doing" Commenting about the photography profession profitability, he said,

"Across the world, the numbers are dropping because of digitization, so I would say it is not that lucrative because they (Photographers) themselves don't make money from photography and that's the bitter

truth. The people that make money from it are manufacturers and traders trading photography.

"In the west, those that are making money from it are less than 1%, is not a profession where someone can make money, what I get from it is not money but peace of mind and legacy. I see things that a lot of people paid money for, as free."

"This is my 33 years into photography, I have never worked for one single day, I see it as fun. I pick my camera and go, not that you have to be in the office by 9am and close by night. The most important thing is that I love what I do and I can do it for free without going back."

"When asked what prompted him to keep records of all his photographs into an archive that spans over 4 million images and still counting, the veteran image maker explained that he got the idea from where he was trained as a professional photographer, and also he learned record keeping from her mother.

"I wouldn't have known this if I had not been in school. Education gives more exposure and enlightenment. I took this recorded act from my mom, I keep records. Things that people see and throw away, I keep. You will be shocked that I am writing my memoir and it will be very rich because I had 24 years of my daily report diary from 1983 – 2007. "

"The over 4 million images are kept in files alphabetically for easy identification when I need them. I learnt that in school. Michael Jackson is making more money today than when he was alive. So I want my grandchildren to make far excess money than I earned throughout my lifetime."

***"People that started photography in Nigeria are dropouts, primary school leavers, hardly we see people in this job that makes money like law, banking, medicine professions. These early people were shortchanged in terms of money because of their lack of education"***

Recalling his defining moment as a photographer, Adedayo said it was the day he met Dele Momodu in 2002 at a wedding function where he attended as a social photographer and that happened to be a day his career experienced a major boost. He recalls.

"it was in 2002 where I went to cover a Femi Popoola wedding. He was my client in the UK and Dele Momodu was also at the function. Fortunate for me on that day, my attitude to work that day unknowingly impressed Dele and that part of my training is to dominate my environment whenever I'm working.

"I met Dele on merit and that's the best thing that ever happened to me and I will never forget that day. Within the first six months of working with him, I got passports from three different countries and got connections through him.

I saw the opportunity, he gave me the opportunity and I grab it with all I have. Dele is an angel that has helped so many people through small businesses and coming to the limelight.

Adedayo's attitude and diligence towards his passionate profession earned him that opportunity and according to

him; Opportunities would always come and most times people fall to grab the opportunity thinking there will be a second chance.

“The older you become the lower your income because God created us in such a way that the day you clock 40, that’s the end of you. Your brain starts going abstract and younger ones will be more creative and faster than you. The only thing that is left on you is residual knowledge as you can’t assimilate as when you’re younger.”

As a documentary photographer who has traveled to all the 774 local governments in Nigeria for documentary, he was asked if Nigeria’s factor has ever been a source of his inspiration.

He said, “With my experience of visiting about 45 countries as a photographer, I can say Nigeria is a beautiful country. Studying photography inspires me and opens my mind.

As at 2002, Nigeria doesn’t

have good replica images, when I came back I told my friend from the airport that we’re going to make it and make good pictures of Nigeria.

“I started in Abuja in 2003 during swearing in at the National Assembly, started taking pictures through the same Dele. It is not everything in life that you will get money from, you will do a lot of work for free but what is behind free is freedom. That project gives me entitlement to go around Nigeria.

”Speaking on the role of technology in the future of photography in Nigeria, Adedayo said that technology will enhance and take over photography because today there are images of phone cameras that weren’t like that long time ago.

In his words, photography will not be the same again as everything is digital, and in Nigeria, is going to develop. Edo state has started classes on photography. Lagos State

Polytechnic is starting a photography course soon.

“Without photography, we won’t be able to tell our stories. The future is bright because we’ve not started photography in Nigeria. We shouldn’t think about money but about the impact, it is going to bring into society. It can be used to change our narrative because the more you see an image the more he resonates with you anywhere you go”, he said.

***“It was in 2002 where I went to cover a Femi Popoola wedding. He was my client in the UK and Dele Momodu was also at the function. Fortunate for me on that day, my attitude to work that day unknowingly impressed Dele and that part of my training is to dominate my environment whenever I’m working”***







landtrost  
by fox capital investment limited

landtrost<sup>TM</sup>  
by fox capital investment limited

Buy a unit of land from us  
we buy back from you  
after 12months

**and you enjoy 45% ROI!!!**

Available Units

- N250,000
- N500,000
- N1,000,000

T&C APPLY

For further details

📍 1 Emina Crescent, Off Toyin Street, Ikeja, Lagos, Nigeria.

✉ [invest@foxcapitalinvestmentltd.com](mailto:invest@foxcapitalinvestmentltd.com) 🌐 [www.foxcapitalinvestmentltd.com](http://www.foxcapitalinvestmentltd.com)

**+234-9153042905**

📱 [@officialfoxcapitalinvestment](#)



## Human Resource: Employee Relations Planning Benefits for 2022

**A**s the new year kicks off, most companies are deep into planning their larger employee benefits packages for 2022. If you're involved in planning your company's benefits for this year, it's important to stay focused right to the end of the process.

It's easy to get overwhelmed with an avalanche of policy options, quotes from different providers, and statistics of all shapes and sizes.

Here are some of the benefits: Run through the tips below to make sure you've assembled the ideal benefits package for your staff as 2022 kicks off.

### Make Sure You Have Your Mandatory Benefits Covered

Before you consider any extra benefits, it's important to make sure that you have all of the basic

benefits covered. Also known as mandatory benefits, these are legally required elements.

They include the following: Social Security, which helps with retirement planning for staff, worker compensation, which helps protect employees injured while working their jobs; Unemployment, which prevents employees in the event of a qualified job loss.

There are two other health-related benefits that you should consider, although they are dependent on the size of your company. We'll address them in a minute. For now, no matter what the size of your business, make sure that you've addressed each of the three above benefits for your employees.

If you haven't, get in touch with your planning team (or, if you're a

small business owner, your accountant, or lawyer) and figure out what you must include by law.

Show an Interest in the Long Term.

Another key benefit planning element to keep in mind is having a long-term investment mindset. It's no secret that employees move from job to job at a rapid pace these days. In fact, the average tenure at a position is well under five years at this point (especially for younger employees.)

This makes it imperative that employers demonstrate their investment in the long-term wellness of their employees. This isn't just a medical concern. You should also express your commitment via financial preparation, too.

In other words, any competent



benefits package that targets employee retention should include a retirement element. This sends the message that you want the best for your employees not just in the here and now, but far into their future, too.

Retirement planning used to be an expensive activity that only larger companies could afford. However, there are many small business 401k providers that specialize in making the activity accessible and easy for smaller companies, as well. This enables any size company to offer its employees the ability to invest in their future with the help of their employer.

### **Review Healthcare Requirements and Expectations**

Healthcare is one of the first things that people think of when it comes to benefits packages — and no wonder, too. Healthcare is an expensive part of everyday life. When an employer is willing to share some of the burdens of that cost, it helps cultivate a sense of loyalty from their employees.

Of course, that doesn't make choosing a healthcare option easy. Before you get into the nuances, though, consider the size of your company. If you had an average of 50 employees or more last year, you're likely required to offer two things: Family Medical Leave Act (FMLA), which is for employees who have qualifying medical needs and must miss work for a period of time.

Adequate health insurance options, which is basically a lower threshold for a healthcare plan that you must offer to your employees.

If you're wondering what is considered “acceptable” coverage, it's generally seen as 60% of the total medical service

expenses for an employee. It also includes a solid network of providers to choose from. While this is a good minimum threshold, though, it's hardly ideal. If you want your benefits package to stand out and attract or retain quality talent, make sure to offer more than the basics.

### **Consider Other Perks**

Once you've addressed staples, like mandatory benefits and healthcare and retirement options, consider what other perks you also want to include. The most obvious “trending” perk at the moment is the ability to work from home. Forbes also suggests other benefit options like:

Caregiving benefits, which help your employees cover the cost of getting quality care for their loved ones. Mental health coverage, which can help employees maintain their mental health alongside their physical health.

Remote work reimbursement, which goes beyond remote work and actually enables your employees to work from home

profitably. These may seem like insignificant considerations. Nevertheless, the “bells and whistles” of your benefits package can often be the deciding factor for your employees.

Everyone expects to get basic things like healthcare and unemployment benefits. However, the additional perks that they get can make or break their commitment to your company.

The cost of hiring employees has never been higher. The expense of recruiting new talent is in the average range of thousands of dollars per hire at this point.

This underscores the importance of a competent, thoughtful, and targeted benefits package. Don't just cover the basics. Make sure that you're genuinely tending to the needs of your employees through your benefits planning. If you can do that, your company can reap the benefits of your benefits, from increased loyalty to better productivity, superior talent, and more, both in 2022 and beyond.





## Personal Branding is Letting People Know How Good You Are For Business, Career Opportunities

Chief Brand Officer, Grass 'N' Craft, - Preciousgift Ajudie

**P**recious Gift Ajudie is the founder and chief brand officer of Glass 'N' Craft Public Relations, a leading agency in Lagos.

The PR firm is tailored towards African executives in creating the right branding perception and reputation for brand visibility and sustainability.

With over five years of experience in the communication industry, Precious has managed various PR accounts for brands in agriculture, real estate, technology-based, education, and event management.

The Graduate in the English Language had undergone several other professional certifications in public relations, business development, and effective communication.

Speaking with EnterpriseCEO,

the public relations expert narrated how she found herself in the public relations profession, saying that her media career frustration was the turning point for her with the support of a late mentor, Mr. Femi Babalogbon who suggested public relations and introduced her to a PR expert for internship.

"At first while in school, I never thought of PR as a career, though media has been my dream work. I've worked as an intern at a radio station in Ondo state after my graduation from school."

"When I came to Lagos, I tried different job roles that include designing, website, and graphics but I wasn't fitting in so well it was more of tech and I had to quit.

I tried customer care, social media marketing but at a point, I got frustrated because I wasn't hitting the point in my career."Mr. Femi

later advised me to go for Public Relations and he introduced me to the MD/CEO, Disrupt, David Idagu who is a PR merchant and guru and I worked with him, that's how I fell in love with public relations practices and started my PR brand and personal branding.

Speaking on the significance of personal public relations, Precious said people like Tony Elumelu, Aliko Dangote of this world could start any business today and such business would hit the ground running because of their strong personal branding.

At Glass 'N' Craft, we are committed to clients with dreams and potentials with birth purpose because PR is carving reputation and perception, how you want to be reviewed or perceived and this goes a long way because a good reputation is the greatest investment any individual or brand might have.



In simple terms, Public Relations is about creating and maintaining a good image in the eyes of the public, stakeholders, or anyone that has something to do with your brand.

“Personal branding is knowing how good you are and letting people know how good you are.

It's like saying that I am good at what I do and not telling people about it. It's like winking in darkness because no matter how good you are if you blink in the dark, you will remain in the dark”, she said.

“Someone like Rihanna had gone into oblivion because of her music career but for her personal branding, she is the richest female

entertainer in the world right now, beating Oprah Winfrey”

When asked about her personal life philosophy, PreciousGift said she has learned that if someone is not prepared for opportunity, such a person will remain backstage in life no matter how great he thinks he is.

“Look out for opportunity and be sure to be prepared when those opportunities come by and that is something that has kept me going and I believe that should keep every entrepreneur going too.

Keep building and amassing intellectual resources and meeting people because when the time comes for you to be in the limelight it will be easy.

When asked about her greatest turn-off, PreciousGift identified injustice and people keeping cool with it as her off point. She said living in a loveless society, where for instance someone was robbed or beaten up unjust and people that ought to support the victim claim to be minding their business.

“I really wish we all can be our brother's keeper rather than recording it and sharing it on social media because they want to create content. If we all share the common value of love there won't be bad politicians, the world would be a better place if we truly love regardless of our religion or value system.



**Country Hill**  
Affordable Luxury Homes  
By FOX CAPITAL INVESTMENT LTD.  
RC: 1378723

# Hidden OASIS

**PREMIUM** 500SQM

**IBEJU LEKKI**  
**AYEGBAMI VILLAGE**  
Land Title: **C of O**

OUTRIGHT	6MONTHS
<b>13M</b>	<b>13.5M</b>
500SQM	500SQM

**Affordable Luxury Estates**

Hidden Oasis is an iconic inspiration of luxury, affordability and space situated right beside HFP Paving Stones, Ibeju Lekki.

**TOP GRADE FACILITIES SUCH AS:**

- Asphalt road network
- Drainage and sewage
- Electricity
- Perimeter fence
- Underground drainage system

1, Emina Crescent off Toyin Street, Ikeja. [info@countryhillltd.com](mailto:info@countryhillltd.com) [www.countryhillltd.com](http://www.countryhillltd.com)



## Amusan Brothers' Fintech Platform, Vesti Processes \$1Million in Months, Plans To Secure Banking License

**G**lobal number one platform for information and support for decent migration, Vesti has processed \$1million in transactions.

Vesti is a financial technology platform that allows people realize their different migration ambitions to be part of the global economy either physically and remotely and also provide financial services associated with migration.

The platform was founded by two brothers, Olusola Amusan, – an Artificial Intelligence engineer and Abimbola Amusan, – a migration attorney who self-migrated to the United State in 2019.

In their celebration mood to mark the new feat with friends and business partners, Olusola

described the feat has what has taken them couple of months with over 26, 000 users to achieve such landmark.

“We hit \$1million in transactions on the Vesti Platform, we are super excited about it. When we started, we told ourselves that when we processed \$50, 000 transactions, we are going to open the bottle to celebrate it, we were so consumed with work and we could not. We processed \$1million and we are celebrating with you all to mark the feat”

He said they will still process more transactions that will make them achieve their banking license and help more migrants do businesses, have access o finance and achieve their American dream.

“This is an important moment for us to actually accept that Vesti is here to stay.

We want to continue to help migrants all over the world access financial services regardless of which country they come from”

He quoted the United Nation office on the migration data, saying the industry is valued at \$650billion with 272million people moving abroad in 2019.

In his words, “Vesti intends to be the bridge for migrants and the first bank a migrant opens when they move to a new country.

He urged anyone who wants to invest in their pre-seed round to reach out to him via [olu@wevesti.com](mailto:olu@wevesti.com)



# IBWU Foundation: Transforming Lives, Creating Opportunities

**P**eople are the catalysts for positive change that impacts and influences the future generation for excellence. Meanwhile, in a country like Nigeria, communities are in high need of interventions and support to changing people's mindsets to take responsibility for social change and community development.

IBWU Foundation, a not-for-profit organisation incorporated in Canada and founded by people of like minds across North America, Europe, and Africa has been involved in driving positives developments, transforming lives, and creating possibilities in different communities of Nigeria.

When asked what prompted the idea of IBWU Foundation, Chairman of the Foundation, Michael Dibua

revealed that the utmost desire to do something impacting rather than criticize what is wrong in our communities triggered the project and stressed that the change people want to find in their community begins with each person taking steps and doing simple acts of charity one step at a time.

"IBWU's intervention particularly focused on Nigerian communities because the need for interventions for the ordinary people in Nigeria is huge. Meanwhile, there are other parts where IBWU Foundation is domiciled like Canada, and has membership in the United Kingdom as well.

Addressing social change and community development through major inventions, IBWU Foundation

has recorded several impactful interventions in Nigeria in line with the United Nations, Social Development Goals (SDG), that include borehole projects and interventions in the Tafalafiya Community in the FCT;

Interactive seminar featuring advocacy and respiratory resuscitation in Enugu; Covid-19 intervention and donation of food items in six states in Nigeria; Donation of water filtrations systems in four states and hospitals in Nigeria amongst other projects"

"We also have the hidden treasure initiatives from time to time, where we collect and ship clothes from Canada to Nigeria. This is done in collaboration with JCI Nigeria to ensure that these clothes are donated to the needy in Nigeria



amongst other humanitarian projects” he added.

Commenting on the additional projects they have launched, the Canada-based lawyer unveiled other plans the Foundation is planning to execute in 2021 which include the women empowerment program launched in Ekiti State, completion of the Afijio Sports Recreation Center, in Awe, Oyo State, in partnership with the Seyi Adisa Foundation, aimed at using Sports and Education as instruments of social change and poverty alleviation.

He also mentioned the Cleaner Communities Initiative with JCI Nigeria to tackle the problem of dirty communities in Nigeria, – a pivot towards healthy living and cleaner communities.

IBWU during the global pandemic

that affected the entire world in 2020 and 2021 provided food supplies to people in six states in Nigeria, a project that was achieved with JCI Nigeria, Rotary Nigeria, and other Non for Profit Organisations to address the hardship people faced during the period.

Sourcing funds to finance and execute those huge and laudable projects in IBWU Foundation, Michael acknowledged IBWU members' supportiveness towards the Foundation's success as they are motivated by the need to touch lives one simple step at a time.

“Presently 100% of funding for our projects so far have come from donations from IBWU members and friends. IBWU became a registered charity in 2021 in Canada and will be looking for international agencies and other Foundations to support its

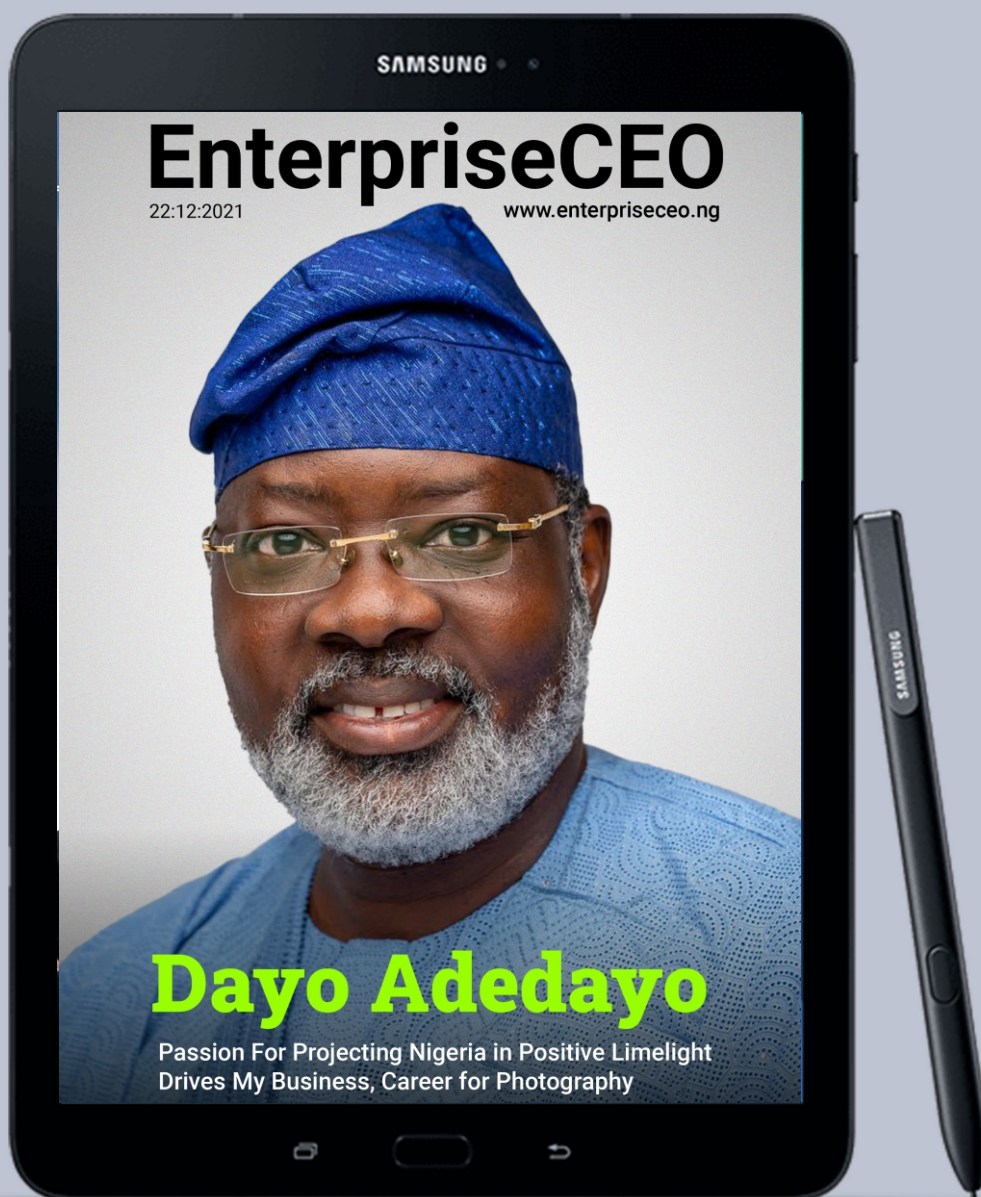
visions”  
He, however, described IBWU and JCI Nigeria's relationship in service to humanity cause as a partnership that has been excellent, adding that JCI Nigeria has been their hands and feet in Nigeria.

The foundation has also partnered with Society for the Empowerment of Young Persons (SEYP) Benin, Edo State; Young Achiever Entrepreneur (YAE) in Ijebu Ode, Ogun State, and Rotary Club in Umuahia, Abia State Rotary Club Port Harcourt Rivers, State.

Projecting the future for IBWU in the next 10-20 years, Michael said they want to continue to make a significant impact and positive inroads in the lives and wellbeing of Nigerians people and in all the communities where they reside.







**Let's get you featured in the next edition.**

hello@enterpriseCEO.ng - 08063450905

   **enterpriseceo**