



TECH ENTERPRISE

Starting up Basics

Introduction



- **Technovation**



- **Technorruption**



- **Technofuture**



**Entrepreneurship is creating
VALUE / SOLUTION that is
relevant to a situation, person or
people to the extent that
PEOPLE can EXCHANGE
money for it**

What is Technology:

- Defined by relevance
- Defined by users

Categories

Specialised

(Value)

Work

(Survival)

General

(Daily Living)

Prevailing Tech

- **Digital Technology**
 - Online (Web-based)
 - Mobile (Application)
 - Wireless



Opportunities

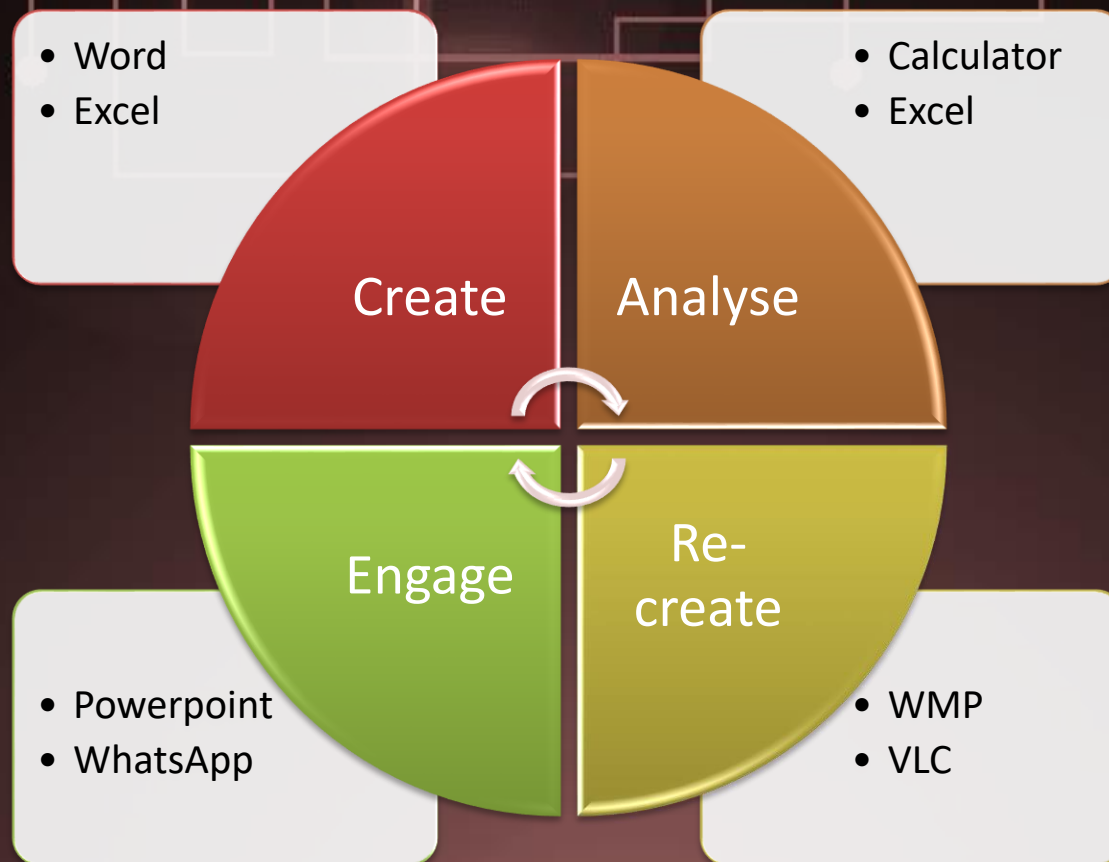
- **Leading global economy (Digital Economy)**
 - **Overtaking Oil Industry (Growing Market Share)**
 - **Influencing Oil and Gas Operations**
 - **Democratized wealth (Individual)**
 - **Easy Accessibility**
 - **Run on Intelligence (Brain as a Natural Resource)**
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Top 10 Valuable Companies in the World

- Saudi Aramco - \$1,880 bln.
- Apple inc - \$1,397 bln.
- Microsoft - \$1,274 bln.
- Alphabet Inc - \$1,020 bln.
- Amazon Inc - \$924.52 bln.
- Facebook - \$633.49 bln.
- Alibaba Group - \$610.13 bln.
- Berkshire Hathaway Inc - \$562.39 bln.
- Tencent - \$492.9 bln.
- Visa Inc - \$441.61 bln.

Digital Relevance

- Application: The Quadrant Perspective





THE FUTURE TECHNOLOGY

MOBILE TECH

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.*

Sed do eiusmod tempor incididunt ut labore et



The Ecosystem (Mobile)

Your phone is more than an item or possession

- **USERS**

- **CREATORS**

- **REGULATORS**

Ecosystem –

Finding your place in the tech universe

- **USERS**

- Basic
- Medium
- Advanced

- **CREATORS**

- UI/UX Designers (Look & Feel, Guide)
 - Graphic Designers,
 - Web/Mobile Designers



Ecosystem –

Finding your place in the tech universe

- **CREATORS**

- Content (*Information, Communication*)

- *Writers*
- *Graphic Designers*
- *Motion Graphics Editors*
- *Videographers / Editors*
- *Community Managers*
- *Platform Managers (Deployers)*
- *Analysts*

- Professions
- Interest
- Passion

Ecosystem –

Finding your place in the tech universe

- **CREATORS**

- Developers

- Programmers
- Software Engineers

-

- **SERVICE PROVIDERS**

(Platforms / Engine)

- Big Corporations – Google, Facebook, Intel, etc
- Security Experts

- Professions
- Interest
- Passion

Ecosystem –

Finding your place in the tech universe

- **CREATORS**

- Business Support (Operations)*

- Marketing
- Accountants

- Sponsors (Funders)

- **REGULATORS**

- Government

- Professions
- Interest
- Passion

How-to

- Identify Problem (Pain-point/Passion / Interest)
 - Investigate Problem (Research / Learn)
 - Match your Skill OR Skill-up
 - Find existing Platforms/Applications (Leverage)
 - Collaborate – Developers / Sponsors
 - Determine Reward / Value to you
 - Monetary
 - Influence
 - Reputation
 - Payoff OR Partnership
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Money Stream (How Money is made)

- **CLIENT**

- Individual
- Company

- **PUBLIC**

- Service Based e,g Paystack, Flutterwave, etc
- Advert Based e,g Facebook, Lindalkeji



Quality of a Tech-preneur

- Value-minded
- People-minded
- Business-minded





**MAKE IT
HAPPEN!**



**THANK
YOU!**

www.techside.com.ng