



TECHNOPRENEURSHIP



Challenge your world view

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For

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June 29 2011



Techno-preneurship Concept



- ☐ Is definitely Entrepreneurship
- ☐ Major focus of the enterprise is Technology
- ☐ Technology is the application of Science to life
- ☐ Challenges and Opportunities are two sides of the same coin
- ☐ There are several challenges in the environment that people will like to eliminate
- ☐ This means they are willing to pay for the solutions



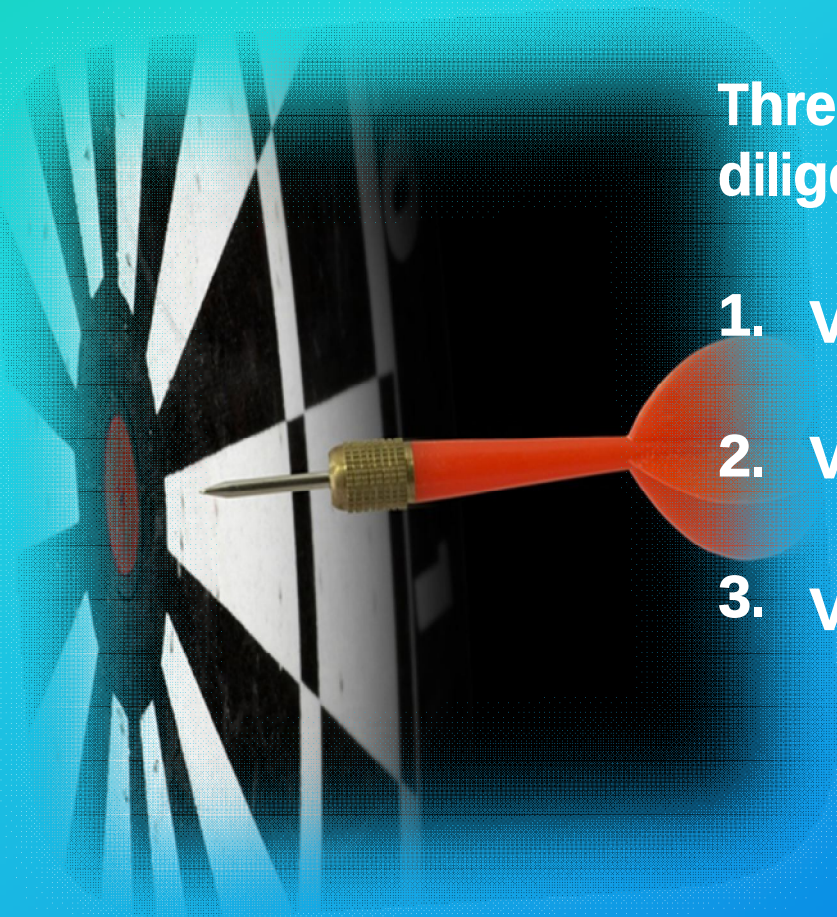


Techno-preneurs' Creed



Three important things will I seek
diligently all through my career;

1. Value
2. Value
3. Value





The Business Success Equations



$$\square M_t = f(V_{t-1}) \quad \text{-----1}$$

where; M= Money, V= Value
,t=time

$$\square \text{Good Intentions} + \text{Good Game Plan} + \text{Competence} + \text{Discipline} = \text{Good Results} \quad \text{-----2}$$

No Quick Fixes



- ☐ Only the resilient businesses survive;
- ☐ There is no reaping without sowing;
- ☐ Cash crops tend to take longer to harvest than food crops



No sky scrappers on shaky foundations



☐ Those who continuously create value invariably get paid

☐ Get an effective governance structure as early as possible

- ✓ Board of Directors;
- ✓ Advisory Boards;
- ✓ Mentors;
- ✓ Legal team / Secretariat



No sky scrappers on shaky foundations



- ☐ Define the separate roles of owners and managers
- ☐ Hire an accountant and listen to her
- ☐ Maintain financial discipline
- ☐ Never let your ego rule you
- ☐ Do not hire those you cannot fire
- ☐ Have a contract of employment with all employees.



No verbal hires!!!



Know Your Limits!

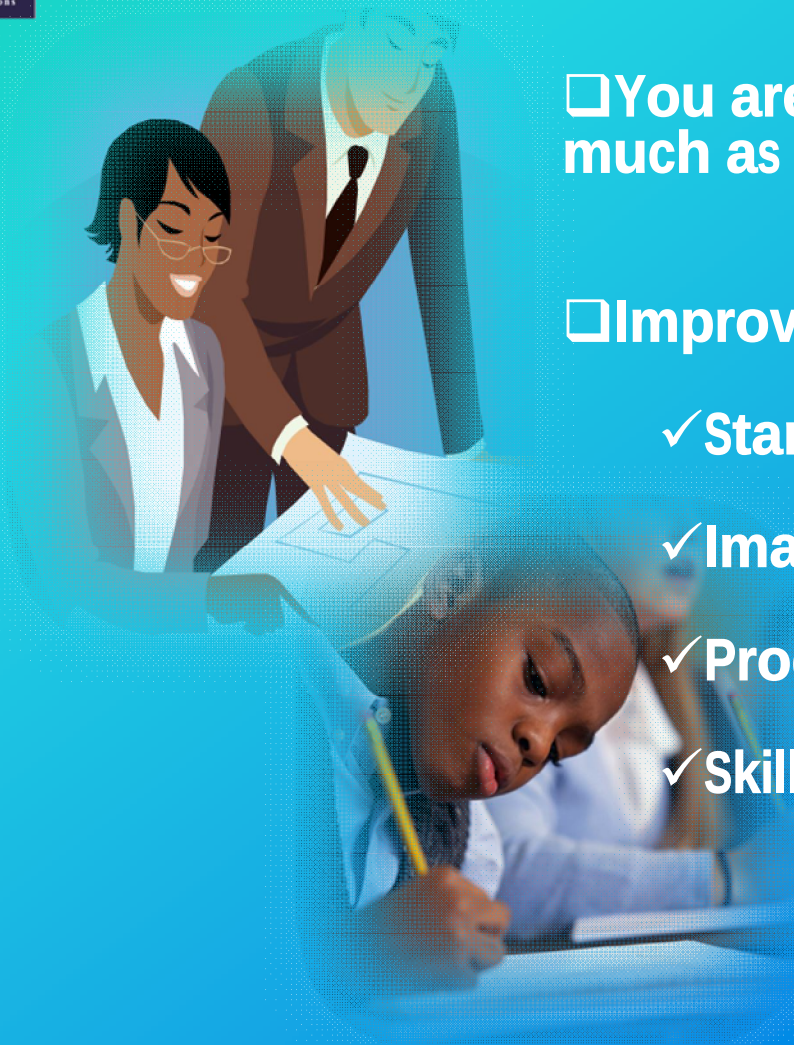


☐ Play within legal ambits only

☐ Never play with the Government and tax authorities



Up the Game



☐ You are not Voltron: Delegate as much as possible

☐ Improve yourself

✓ Standards;

✓ Image;

✓ Products;

✓ Skills.



The Challenge of Growth



□ Growth comes with its own pains

- ✓ Company becomes less personal;
- ✓ Quality Assurance becomes an issue;
- ✓ Information management becomes critical;
- ✓ Resource allocation becomes more structured;

Growth is good and is necessary



Create a Good Image



☐ A bad product remains bad no matter how well packaged it is. Be a good product-Deliver value at all times

☐ Ensure to have a differentiation factor

☐ Communicate your differentiation clearly without making unnecessary noise

Globalization



☐ Globalization is for real and cannot be wished away

☐ Any business whose sole protection is by monopolistic legislation stands the risk of extinction

☐ Seek your universal competitive advantage

☐ There is no global brand that was not first a strong local brand in its country of origin



THANK YOU

