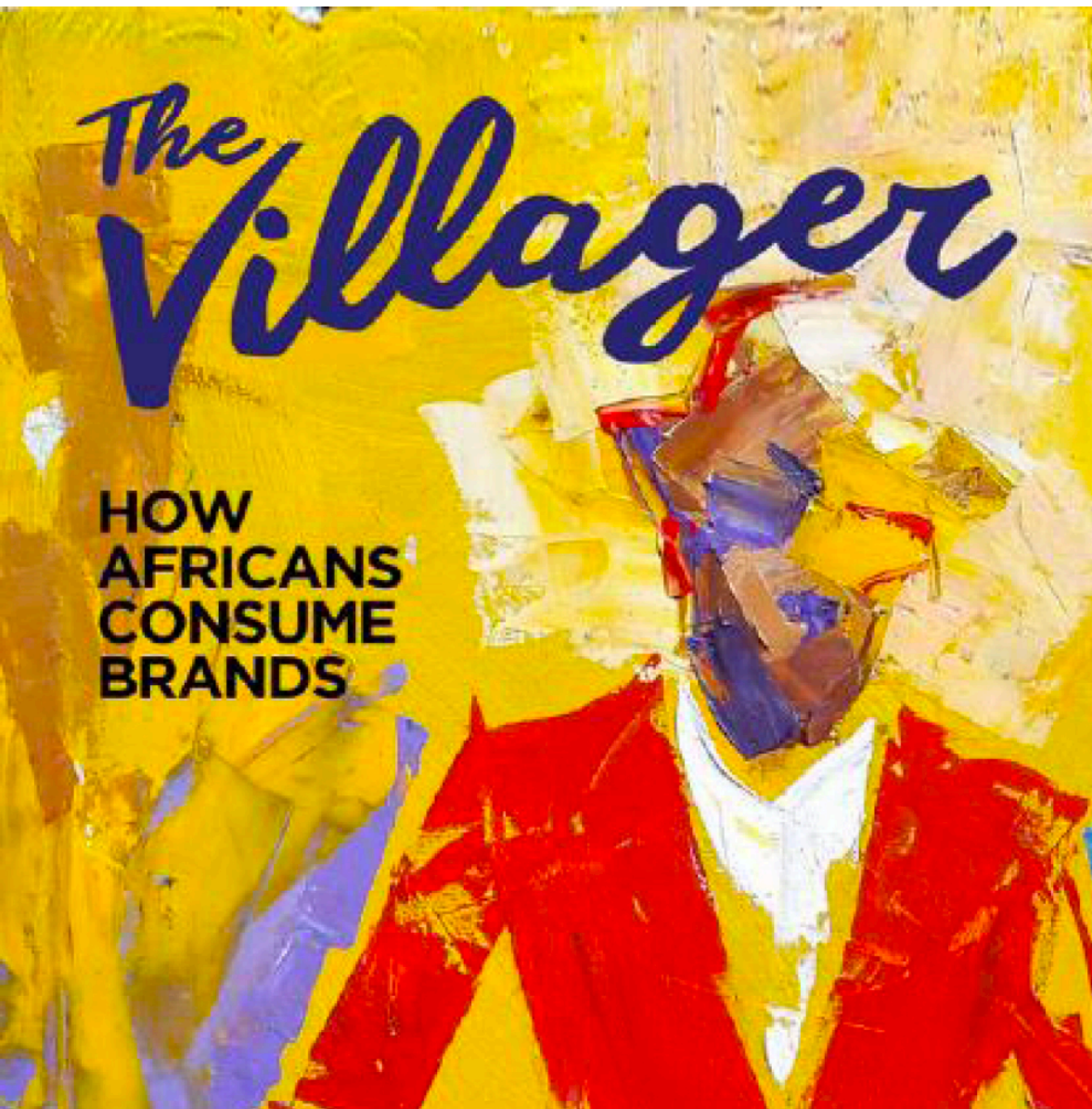
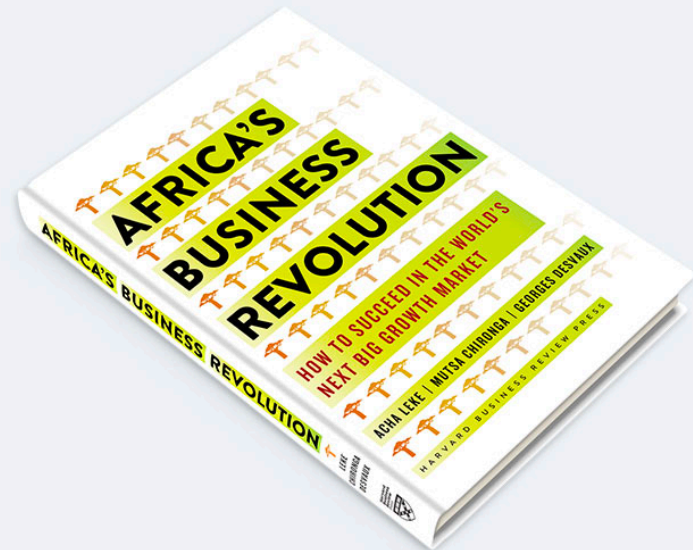


THE BUSINESS OF NUMBERS





FEYI OLUBODUN
MD/ CEO Insight Publicis



ACHA LEKE

Senior Partner & Chairman of McKinsey's Africa

GENERAL MARKET STATISTICS

- 70% of the Nigerian population is under 35 years old
- In 2014, there was a 68% increase in smartphone usage; 85% increase in mobile phone calls
- 77% of the connected population spent more disposable income on data and 83% used their smartphones for browsing the internet.
- On average, 55% of the connected population reported an increase in online shopping behavior.

(Source: Nigerian consumer panel, conducted by Answered for Insight, Nigeria 2015)

- Young people between the ages of 15 and 35 make up 43% of the country's total population. That's a whopping 72 million people.
- For these young people, the official unemployment rate stands at 54%, and there are more than 20 million unemployed young people between the ages of 20 and 35.
- At the normal rate of population growth, there will be more than 650,000 young people entering the labour market this year alone.
- These numbers only begin to illustrate the dire need for job opportunities and skills acquisition and training for Nigeria's young people.

(Source: Nigerian National Bureau of Statistics)

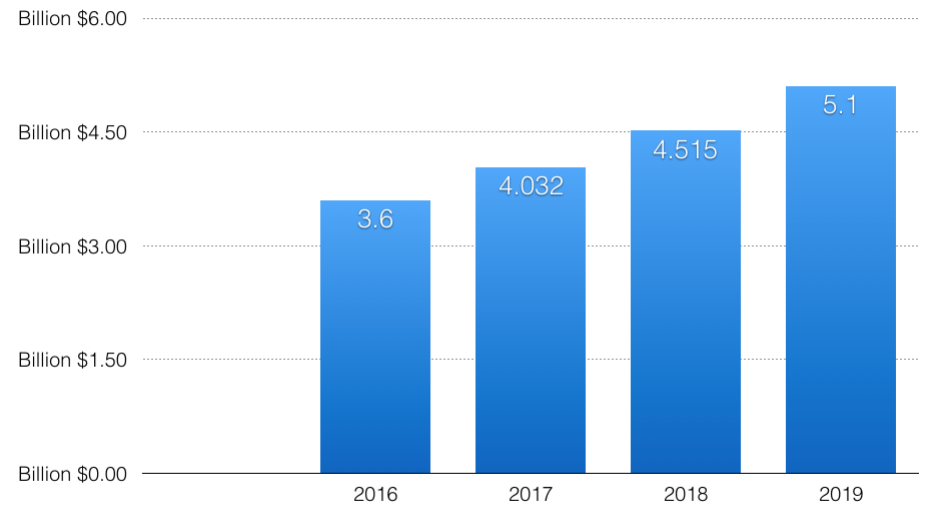
Market Trends

Youth Unemployment



Media market share

Nigeria: Total entertainment and media market

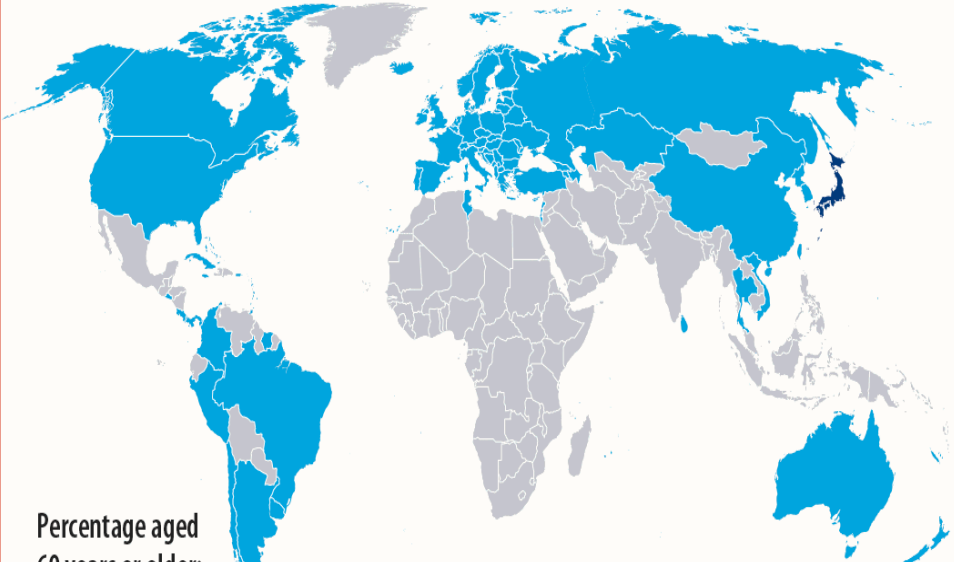


Stats provided by PWC

Ageing and Health

#yearsahead

Populations are getting older



2015



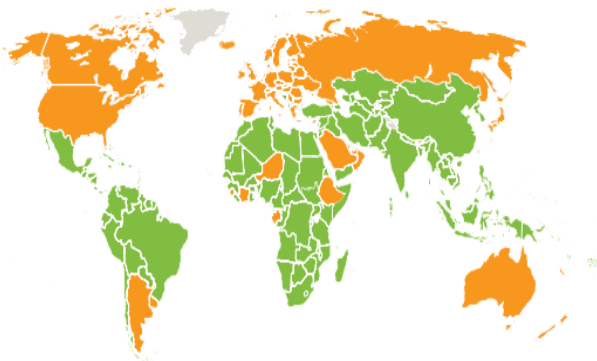
World Health Organization

YOUNG IN THE WORLD: CHANGING PROPORTIONS IN 1980, 2015 AND 2050

1980

Percentage of 10 to 24-year-olds in population

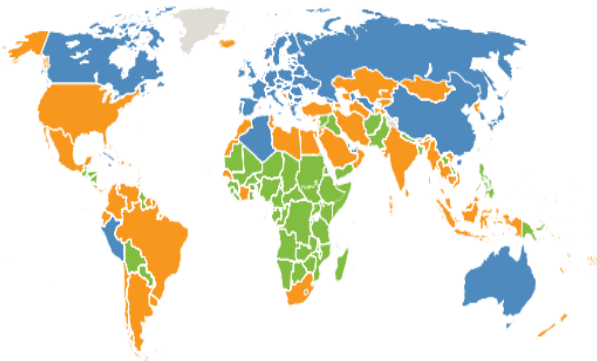
- 10% to 19%
- 20% to 29%
- 30% or more



2015

Percentage of 10 to 24-year-olds in population

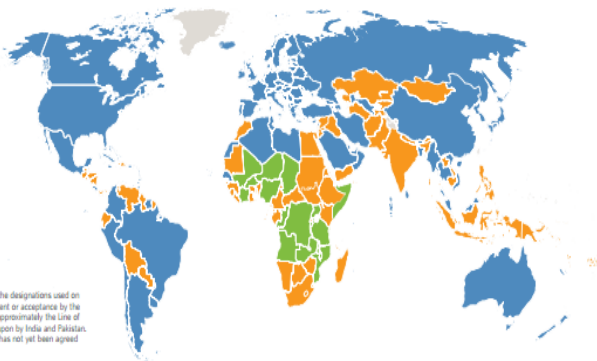
- 10% to 19%
- 20% to 29%
- 30% or more



2050

Percentage of 10 to 24-year-olds in population (projected)

- 10% to 19%
- 20% to 29%
- 30% or more



The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations. Dotted line represents approximately the Line of Control in Jammu and Kashmir agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not yet been agreed upon by the parties.

“Digital transaction company **Interswitch**’s founder noted the piles of cash Nigerians used for everyday purchases and built Nigeria’s electronic banking infrastructure from scratch. This is a truly **disruptive** book, suggesting that today’s ambitious entrepreneurs look not to space or silicon but to the savannah.”

Creatives

Sign Up Today
Get **Booked**
Get **Paid**





WHAT IS BOOKINGS AFRICA?

It's an online marketplace for creatives in Africa that facilitates the process of booking the personnel services required for media production.

On one side, it enables freelance media creatives (hosts) to create profiles and list their services, skills and prices.

On the other side, it provides the media and entertainment industry (clients) easy access to hiring the staff needed for their production.

With both host and client having profiles as well as a rating and reviewing system, this creates a trust-worthy community.

START UP CHECKLIST

- BUSINESS PLAN
- BUSINESS MODEL
- GO TO MARKET STRATEGY
- PITCH DECK
- VALIDATION
- PERFECT PITCH
- VALUE PROPOSITION
- FINANCIALS, RAISING CAPITAL
- COMPANY FORMATION

Harvard i-lab | Startup Secrets Part 1: Value Proposition - Michael ...

<https://www.youtube.com/watch?v=MgpHuo52OfY> ▼



May 7, 2012 - Uploaded by Harvard Innovation Labs

Harvard Innovation Labs. ... In Part 1 of Michael Skok's **Harvard i-lab** lecture series, "**Startup Secrets: An** ...

Harvard i-lab | Startup Secrets: Roadmap to Success - YouTube

<https://www.youtube.com/watch?v=RW3g2TroY3g> ▼



Dec 1, 2014 - Uploaded by Harvard Innovation Labs

Harvard Innovation Labs. ... Michael Skok will share his roadmap of what is needed to build a **startup** ...

Harvard i-lab | Startup Secrets: Business Model - YouTube

<https://www.youtube.com/watch?v=K0Eu6cL0BR8> ▼



Feb 1, 2014 - Uploaded by Harvard Innovation Labs

A disruptive business model is as powerful as a disruptive product or technology. Learn how innovators apply ...

Harvard i-lab | Startup Secrets: Hiring and Team Building - YouTube

<https://www.youtube.com/watch?v=vts7vU0rOvQ> ▼



Feb 1, 2014 - Uploaded by Harvard Innovation Labs

In the end, ideas are worth very little without people to execute them. And we all know a company is only as ...

START UP VALIDATION

Minimum Viable Product

Don't assume what people want

PROOF OF CONCEPT – that customers will respond to

Minimum product you can build to test if your vision exists / solves the problem

“What’s the smallest thing I can do to try to figure out if it’s a business?”

- 1) **Find a problem worth solving** – landing page, gather email addresses, sign up – this gathers data to show there's interest
- 2) **Will people Pay?** – Interest on social media, shares, likes, conversion rate, price test
- 3) **How do you get people to your page?** – KYC, Business Model canvas for that TG
- 4) **Customer Interview** – Understand frustrations, main problems, helps you prioritize the issues to solve, know how to fix the issue smarter than current competition.

Traction so far...

The screenshot shows a web browser at www.bookingsafrica.com. The page has a dark header with the Bookings Africa.com logo. Below the header is a black banner with the text "PRE REGISTRATION" and "We are compiling our database of amazing Talent and Locations". The main content area is a light gray form titled "Personal Info" and "Work". The "Personal Info" section includes fields for First Name, Last Name, Gender (a dropdown menu), Your Email, Phone Number, and Instagram Handle. The "Work" section includes three photo upload fields, each with a "Choose File" button and the text "No file chosen". A "Send" button is at the bottom right of the form.

Models Photographers Voice Over Artists Make Up Artists Hair Stylists Clothing Stylists Locations

PRE REGISTRATION

We are compiling our database of amazing Talent and Locations

Personal Info

First Name*

Last Name*

Gender*

Your Email*

Phone Number*

Instagram Handle

e.g. @BookingsAfrica

Work

Photos Max size 500kb. Only .jpg file format allowed.

Photo 1: *

Choose File No file chosen

Photo 2: *

Choose File No file chosen

Photo 3: *

Choose File No file chosen

Send

Manual Clients
3 Ad Agencies
2 Prod. Houses
5 Direct Clients

Feb Pre-Registration
600+ Models
150+ Photographers
50+ Voice Over Artists
200+ MUA
40+ Hair Stylists
15 Clothing Stylists
5 Locations

BOOKINGS AFRICA

TO PROVE THE CONCEPT: I launched the business alongside the pre-registration website in January 2018 and started manual bookings

TOTAL SALES (pre-website)

JANUARY 2018: **N1,550,000** (equivalent to an average of 39 bookings at N39,285 each)

FEBRUARY 2018: **N2,050,000** (equivalent to an average of 52 bookings at N39,285 each)

TOTAL SIGN UPS (JAN 2018-JAN 2019)

1,977 talent

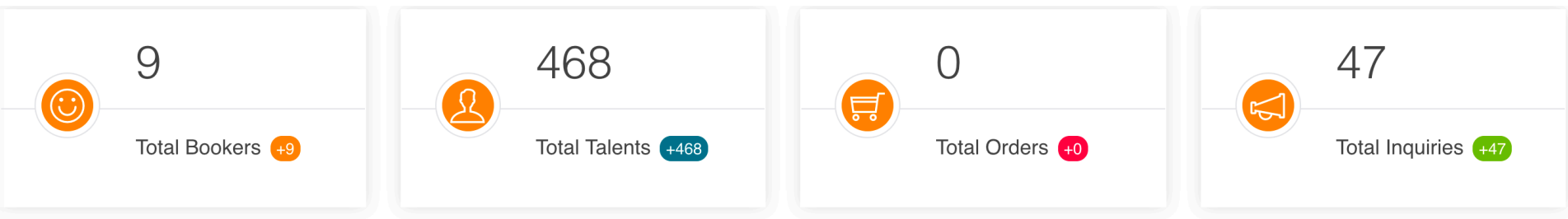
GROSS REVENUE 2018




N15,600,000

20% COMMISSION

N3,920,000

SNAP SHOT OF ADMIN PANEL



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Id	First Name	Email	Sex	Birthdate	Phone Number	Status	Email Status	Completed(%)	Register Date	Edit Details
1	Leigh	leigh@y[REDACTED].com	----	[REDACTED]	[REDACTED]	Pending	Approved	0	20-04-2019	
2	Bat	tomefufeh@[REDACTED].com	Male	[REDACTED]	[REDACTED]	Pending	Approved	0	17-04-2019	
3	Dominic	dhorawadomahappa@gmail.com	feMale	[REDACTED]	[REDACTED]	Approved	Approved	100	16-04-2019	

BOOKINGS AFRICA



CONTACT

info@bookingsafrica.com

SIGN UP NOW

Web: www.BookingsAfrica.com