

# RANKS africa

M a g a z i n e

**WHAT  
DOES  
KIDD W &  
CO. DO?**

## FEATURES:

BUKAYO SAKA  
DEBORAH AYORINDE  
SAM ADEGOKE

**2023**

Entrepreneurs  
Key Lessons

The Rise of

# Kidd waya

## From Courage To Dominance

"Kiddwaya has achieved the impossible by pushing himself to the absolute limit. He has conquered not just one, but several fields. His zeal and unwavering dedication helped him achieve his goals earlier than anticipated "



PLUS

LESSON EVERY GO  
GETTERS SHOULD  
LEARN FROM KIDD  
WAYA

+ THE BEST WINE BAR RESTAURANTS IN LAGOS 2022



# LUXURY CONCIERGE

*World wide luxury services*

---

- EVENTS/CONCERTS/SPORTS
- PRIVATE MEMBERS CLUB
- LUXURY APARTMENTS/ HOTEL BOOKINGS
- ACTIVITIES AND TOUR GUIDE
- CLUB RESERVATIONS AND RESTAURANT BOOKINGS

GET IN TOUCH

Read & Download  
Digital copies

[www.RanksAfrica.com](http://www.RanksAfrica.com)

@RanksAfrica

Order for Print Copies:  
Ranksafrica@gmail.com or DM  
on Instagram



# CONTENTS

05

Editor's Note

07

Kiddwaya: From  
Courage To  
Dominance

12

Exclusive With Kidd  
Waya

16

Go-Getter Lessons  
From Kidd Waya

20

What Does KIDD W  
& CO.  
DO?

22

Bukayo Saka:  
Donations

26

Deborah Ayorinde:  
Holywood Superstar

31

Sam Adegoke: A  
Global Talent

34

Wine Restaurants In  
Lagos

36

2023: Entrepreneurs  
key lessons



# **KIDD WAYA**

**The Rise Of  
Kiddwaya:**

**From Courage To  
Dominance**



# EDITOR'S NOTE

Narrative does change; as life goes on, the beauty of who you are will be defined by your intentions toward yourself, your fans, and your craft. Kiddwaya is a major player in Entertainment industry, and he is using his influence and individuality to improve the relationships of the fans and Stan.

How Kiddwaya moved away from other people's realities to pursue his own reality without taking away his wholesome personality needs to be adequately studied. Kiddwaya channeled his intuition into a dream life and the goals he has always desired at a time when so many people believed in life on social media and were faking impressions just to keep up with the gram. He took the importance of social media and celebrities' lifestyles to a different level, thereby steadily building his fortress and creating a diversified niche.

The reality of a favorite can also influence the stans, which explains the WDG's extraordinary composure and positivity adoration. A base that took time not just to keep up with their favorite alone but also took a cue from his positive and global impact. Boldness and a proper understanding of life are their forte—class beyond class, you might say.

Due to Kidd Waya's significant actions over the course of his three years of fame, this special edition of Ranks Africa Magazine is dedicated to him.

*So now it's over to you. What do you think of this issue, both in print and online? What do you like and what is missing? Let us know [RanksAfrica@gmail.com](mailto:RanksAfrica@gmail.com) or [@RanksAfrica](https://twitter.com/RanksAfrica) on Twitter and Instagram and we'll see what we can deliver in our forthcoming issues.*

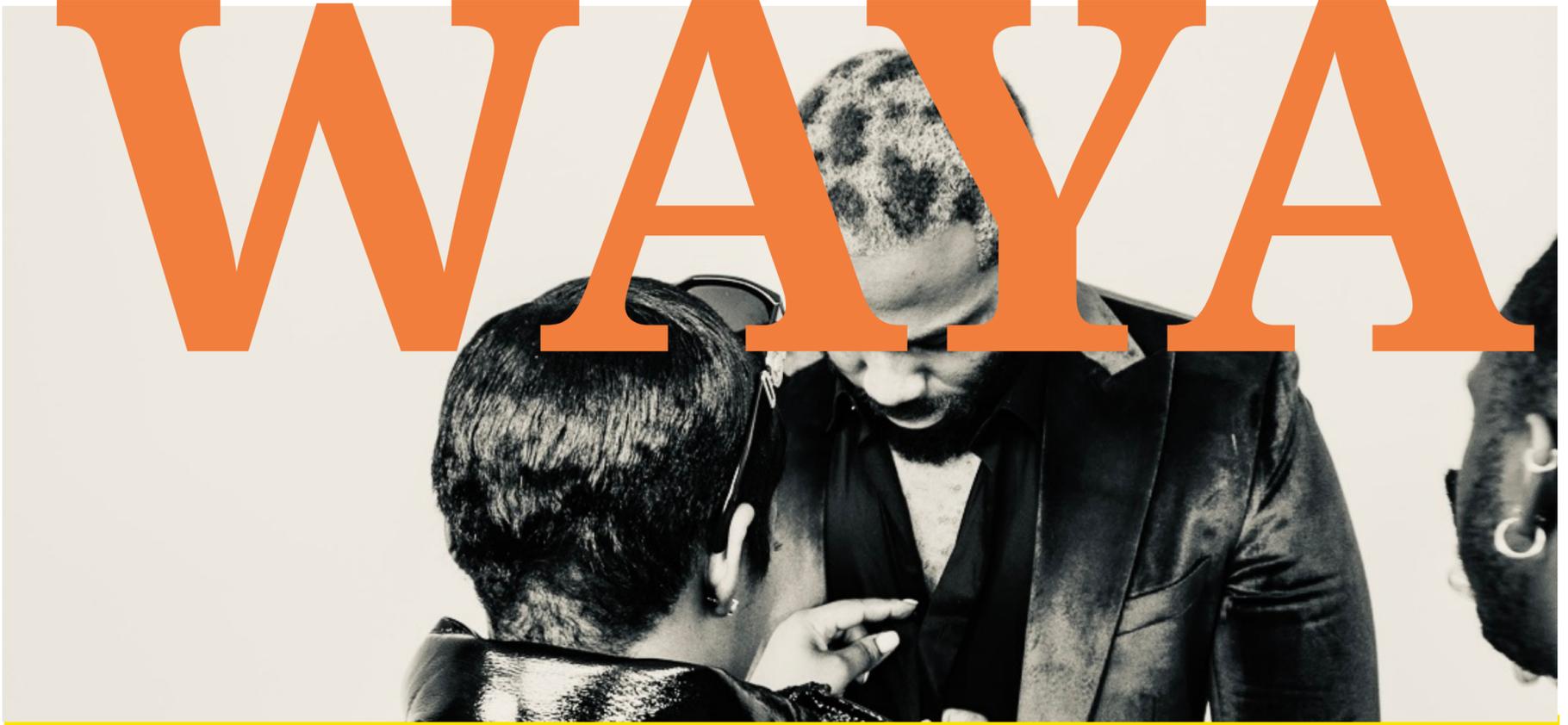
**Adewale Kazeem**  
**RANKS AFRICA MAGAZINE**  
**SPECIAL EDITION EDITOR**





# KIDD

# WAYA



## The Rise Of Kiddwaya: From Courage To Dominance

By Remilekun Ekundayo

Kiddwaya gained notoriety as a result of the #BBNaija Lockdown and has since developed into an unrivaled talent. Viewers compared him to several housemates in subsequent seasons, but no one could match the kind of content he brought to the show. ***He owns it, and it's not easy to create if you're not as solid as Kiddwaya; therefore, it's safe to say that his type of content won't ever be seen on the show again.***

**KIDDWAYA IS WITHOUT A DOUBT ONE OF THE MOST MARKETABLE HOUSEMATES IN THE HISTORY OF #BBNAIJA,**





THE RISE OF  
KIDD WAYA:  
FROM COURAGE  
TO DOMINANCE

# KIDD WAYA

During his time on the show, Kiddwaya demonstrated a wide range of talents, including acting, modeling, relationships, singing, rapping, and most cooking techniques.

You might aptly refer to him as "Mr. Does It All" in terms of substance. The Nigerian online gangster made up a bad story about Kiddwaya and labeled him as something he was not, but he murdered them with pure kindness

Kiddwaya is without a doubt one of the most marketable housemates in the history of #Bbnaija, and the majority of the general public adores him, despite the fact that many people continue to pretend otherwise on social media.

Kidd Waya's journey thus far serves as a gentle reminder to everyone that we shouldn't base our decisions about people we don't know on what other people think because most people these days are accustomed to pressing a button or swiping their hand, so any real cognitive task that goes beyond this is too demanding.

Most people just lack the time, energy, and even intellectual capacity to consider a concept for no apparent reason. People are seeking simplicity. Because of this, it's simple to pick up your phone and begin following trends without stopping to consider the situation.

He is one of the select group of multi-talented people who, ever since he left the show, have demonstrated their amazing talent by finding success in every industry they have dabbled in.

# KIDD WAYA

## The Rise Of Kidd Waya: From Courage To Dominance



He was dubbed arrogant, stubborn, and prideful, among many other stupid characteristics, all because most people possess preconceived beliefs about things in general that validate their chosen philosophical concepts. *It is also simple to apply those beliefs that retain continuity with those notions without considering the facts in every scenario by drawing conclusions without giving them any consideration or examination.*

*He is one of the select group of multi-talented people who, ever since he left the show, have demonstrated their amazing talent by finding success in every industry they have dabbled in.*

Many people, particularly in the creative industries, have established themselves because of their drive to excel and rise to the top, from which they may make decisions, but Kiddwaya knows no bounds. Kiddwaya has achieved the impossible by pushing himself to the absolute limit. He has conquered not just one, but several fields. His zeal and unwavering dedication helped him achieve his goals earlier than anticipated and garnered him many supporters outside of Africa, earning him tremendous fame and notoriety.



The Rise Of Kidd  
Way: From  
Courage To  
Dominance

# KIDD WAYA

After the show, Kiddwaya developed his brand beyond the cacophony of social media and is currently engaged in a variety of reputable businesses and alliances with leading brands both inside and outside of Nigeria.

**To top it all off, Kiddwaya is currently appearing in a new documentary series that explores both sides of the wealth divide and is hosted by Hollywood veteran Brian Cox** and examines wealth disparities in society. To follow his development and accomplishments, follow @Kiddwaya on social media.



PARTNER  
TOGETHER

# The Man Connecting The Dots...

*Kidd Waya is one of the select few multi-talented people who has demonstrated their amazing talent by finding success in every endeavor they have undertaken. In this encounter with Ranks Africa Magazine, he shares his views on a number of issues.*

Interview by Kasali Adesina



# THE VISIONARY KIDD

Exclusive with  
KIDD WAYA

**Tell us about the skills that helped you succeed on your entrepreneurial path.**

From a very young age, I have always been a hustler. I was extremely independent at the age of 6. I learned how to be a great people person because of all the nationalities I grew up around in boarding school. I'm talking Russians, Koreans, Iranians, and Khazastanis. I became an expert listener, taking in all the different cultures around me, which allowed me to apply it today.

**What is the most difficult aspect of being an entrepreneur, actor, or brand influencer?**

The most difficult part is staying focused. As you can imagine, there are a lot of distractions and temptations around me on a daily basis, but you have to exercise a great deal of self-control. That was one of the reasons I decided to move back to the UK. The hustle and drive in me are at their peak right now! There are some big things coming up early next year.

**How much responsibility do you think celebrities of your caliber have to ensure they are being honest and transparent with their audiences? Should they be responsible for the effects their social feeds have on their audiences? (As Influencer)**

Celebrities, of course, have to take some responsibility for their actions because they are influencers and influence their audiences. And if you do negative things online, then that is something your audience will mirror. In my fan base, WDG, we teach confidence, maturity, global attitude, and global thinking.



**Tell us about your new role in Brian Cox's new documentary on wealth.**

Brian is one of the greatest actors of our generation! And he's absolutely exceptional, and the fact that I got to grace the stage with him is an honor. The documentary is all about the divide in wealth between the haves and have-nots, and in my scene, Brian wanted to understand what that was like in my life... I can't tell you too much, as you will have to watch it yourself. It's fantastic.

**Give us some insight about your brands and how you would describe your professional self.**

I describe myself professionally as someone who is extremely focused, driven, more hungry than ever, and patient. I understand how difficult the western market is, but I have spotted a gap and am here to fill it. Ever since I left BBN, I have only worked with the biggest and best brands. I have been setting records not only amongst my peers but across the whole continent. Just buckle your seatbelts because 2023 is going to be a bumpy ride.

**KIDD WAYA AT  
THE BBC WORLD  
SERVICE WITH  
PETER GBOLAHAN  
MACJOB**



HE IS WITHOUT A DOUBT ONE OF NIGERIA'S MOST "BANKABLE" AND IMPRESSIVE CELEBRITIES

# LESSON

## EVERY GO GETTERS SHOULD LEARN FROM

# KIDD WAYA

Although he made it appear natural and effortless, the hard work that went into it was undiminished.

Kidd Waya has specifically and personally crafted his image, bringing in different concepts and influencing different brands that tell a specific part of his story. He is without a doubt one of Nigeria's most "bankable" and impressive celebrities.

Here are some life lessons to take away from "Kidd Waya," an actor and businessman, according to a critical survey.



## LESSON EVERY GO GETTERS SHOULD LEARN FROM KIDD WAYA

ONE

**AUTHENTICITY IS EVERYTHING****Are you truly yourself?**

Being genuine to oneself is a lesson that everyone may benefit from learning from Kid Waya. Many people find it challenging to respond to this question. They make an effort to be themselves, but frequently discover that they are putting on a persona to win over people or fit in. Nowadays, genuine sincerity is hard to find, but it is highly prized in friendships, relationships, and careers. This was demonstrated by Kidd Waya while he was a BBNA housemate, as his admirers on the outside can attest.

***This was demonstrated by Kidd Waya while he was a BBNA housemate, as his admirers on the outside can attest.***



TWO

**BELIEVE IN YOURSELF.**

By examining the trajectory of Kidd Waya's career, one can see that he has been successful beyond his talents and fame. He is a firm believer in his brand, and this has motivated him. When we have self-confidence, it sets in motion a variety of psychological processes that support our goal-setting, dream manifestation, and overall wellbeing. The opposite is also true, though. We are less likely to act, to change, or to work toward improving things if we lack self-confidence or self-belief.



## LESSON EVERY GO GETTERS SHOULD LEARN FROM KIDD WAYA

## THREE

## HARDWORK WITH INTEGRITY

Effort pays off with interest. Working hard benefits both your wallet and your spirit because we can only feel content and at peace with ourselves when we have achieved something on our own. Because everyone understands that Kidd Waya has achieved his current level of success via his own hard work and efforts, he can sleep soundly at night. And this emotion provides him self-assurance, happiness, and the meaning of our existence.

## FIVE

## MAXIMIZE YOUR TIME ALONE



## FOUR

## BE A TEAM PLAYER

KIDD WAYA continues to be a leader and team player, much like the majority of good leaders often have an inspiring vision. Kidd Waya has made it more clear than ever that being a go-getter means sticking with your squad and emphasizing the value of teamwork. You definitely need to be able to get along with a variety of people in order to be a successful team player. Working together as a team allows for the blending of various viewpoints as well as the growth of original thinking. Additionally, you have reliable sources of assistance you can rely on, which means that you are less stressed overall and have more freedom to take calculated chances.



***When you're an ambitious go-getter like Kidd Waya, you can't afford to act like everyone else, think like everyone else, and hold yourself to the same standards that everyone else does. As a result, you must learn to think independently, rely on yourself, and establish new networks of contacts or read books to gain knowledge from other successful individuals.***



**KIDD WAYA AT FITCC  
CONFERENCE 2022**

Kidd W & CO.

Connecting YOU  
to the right opportunities...

# What Does KIDD W & CO. DO?



## A message from founder.

" For over a decade I have been connecting friends, family, corporation and institutions just by picking up my phone and dialling a few numbers. In 2021 I decided to make this into a business model that works for all.

**Kidd W & CO. is a full consultancy conglomerate that specialises in connecting businesses and individuals to the right opportunities.**

I would like to make sure that the bridge between you and the impossible is built and crossed. That's why I am here to ensure that my business and professional relationships are working for you and your company, so that you can make the right impact you desire." - @KIDDWAYA

### SERVICES:

**Consultancy | Networking and Partnerships | Talent Management**

<https://www.kiddwco.com/>

# Saka

B U K A Y A



Donated money to pay for 120 children in Nigeria to undergo life-altering surgery.

# Bukayo saka Donations that change lives

Arsenal striker Bukayo Saka has donated money to pay for 120 children in Nigeria to undergo life-altering surgery. Saka acknowledged that he was happy to be able to make a difference in the lives of children after partnering with BigShoe, a charity that provides life-changing surgical surgeries to underprivileged youngsters who love football and sports.

The 21-year-old has been in excellent club form for Arsenal, recording six goals and five assists from 20 games while presently training with England for the 2022 World Cup.

While contributing to a lot of the joy experienced by Arsenal fans following their rise to the top of the Premier League, Saka has now done the same but off the pitch after providing the funds for surgeries taking place in Nigeria. The country from which Saka is proud to have links to his ancestors.

# 120 kids in Nigeria receive life-changing surgery thanks to Bukayo Saka's funding.



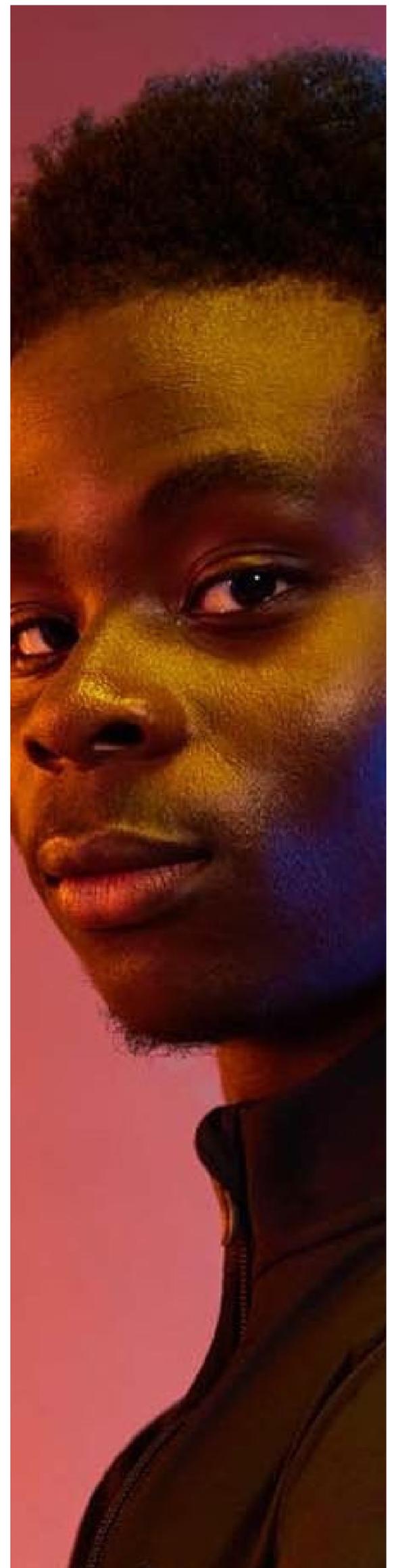
Speaking on the matter, he said: "I feel blessed to be in a position where I can contribute to making the children's lives easier and better through these surgeries.

"I still feel very connected to Nigeria. For me, it is very important to use my abilities to have a positive impact where I can, and I have to say a big thank you to the whole BigShoe team for making this possible.

"For me, it is important that every child has the same opportunity to achieve their dreams. If I can do anything to help, then I really want to do this, it was very important to me. It makes me happy when I can see the kids happy and their parents happy.

"I want to do more and more and help as many children as I can."

The operations treated children with diseases like inguinal hernias or brain tumours, took place in Nigeria in mid-October and were a success thanks to a team of five doctors who treated and looked after the children.





Read & Download  
Digital copies

[www.RanksAfrica.com](http://www.RanksAfrica.com)

@RanksAfrica

Order for Print Copies:  
[Ranksafrica@gmail.com](mailto:Ranksafrica@gmail.com) or DM  
on Instagram



**DEBORAH**

AYORINDE

**HOLLYWOOD  
SUPERSTAR**



HOLLYWOOD SUPER STAR  
**DEBORAH  
AYORINDE**



With a wide range of roles, Deborah Ayorinde has made a name for herself in Hollywood as an actor, writer, and director. By playing the lead role in the most recent Prime Video movie, "RICHES," she is currently making history and breaking new ground in Hollywood.

The Hollywood super star who is descended from Nigeria has previously shown that brilliance knows no bounds, but with "RICHES," she did so once more.

Born to Nigerian parents, Ayorinde was raised in London, England. Before moving to San Jose, California, she spent her early years in London.

She earned a Bachelor of Arts in Film Production with honors from Howard University's John H. Johnson School of Communications in May 2009.

She received the prestigious Paul Robeson Best Actress prize while she was a Howard student for her performance in a short film she created and directed. The movie also took home the prize for best cinematography.

She has appeared in a number of films and television shows, such as Barbershop 3, Game of Silence (NBC), The Game (BET), Luke Cage, Necessary Roughness, Always and Forever, and Riches. She's also been featured in a number of print and television adverts. Deborah enjoys writing, directing, and modelling in addition to acting.

**She has done a lot to live up to the growing love and expectations since the debut of "RICHES," thanks to her undeniable talent and passionate devotion to her work.** Deborah is a super star actor you'd like to see yourself in, and you'll always want to root for her because of her brilliance and the way she conveyed the value of being true to yourself. **She's also driven and devoted to her art, making her a positive role model you'll want for your kids.**



prime video

# RICHES



# RICHES



## Riches by Prime Video explores Black Excellence & Entrepreneurship

The six-part drama series from Abby Ajayi will premiere on Prime Video in the U.S., Canada, Australia, New Zealand, Nordics, and Sub-Saharan Africa on December 2

On November 1st, 2022, Prime Video released the official trailer and key art for the highly anticipated drama series, Riches. All six episodes of the Amazon Studios and ITV co-production will premiere on Prime Video in the U.S., Canada, Australia, New Zealand, Nordics, and Sub-Saharan Africa, today December 2nd.

The high-stakes family drama is written and created by Abby Ajayi (How to Get Away With Murder, Inventing Anna) and stars Deborah Ayorinde (Them, Truth Be Told), Hugh Quarshie (Absentia), Sarah Niles (Ted Lasso, I May Destroy You), Adeyinka Akinrinade (Top Boy, Temple), Ola Orebiyi (Cherry, A Brixton Tale), Nneka Okoye (Grantchester, The A List), and Emmanuel Imani (Cobra, Black Earth Rising).

Riches follows the exploits of the stylish, privileged, super-successful Richards family. When Stephen Richards (Hugh Quarshie) passes suddenly, the family's world comes crashing down. As his business hangs in the balance, his different sets of children are about to collide as they vie for control.

The series is produced by Greenacre Films in association with Monumental Television, and commissioned by ITV. Amazon Studios is co-producing in the U.S., Canada, Australia, New Zealand, Nordics, and Sub-Saharan Africa.

Nadine Marsh-Edwards (Unsaid Stories, Been So Long), Amanda Jenks (The Girl, Been So Long), and writer/creator Abby Ajayi serve as executive producers for Greenacre Films, and Alison Owen (Ghosts, Harlots, Murder in Provence) and Alison Carpenter (Ghosts, Harlots, Yonderland) are executive producers for Monumental Television. Riches will be produced by Yvonne Francas (The Syndicate, Our Girl, Death in Paradise) and directed by Sebastian Thiel, Ajayi, and Darcia Martin. Banijay Rights will be responsible for international distribution on behalf of Greenacre Films.

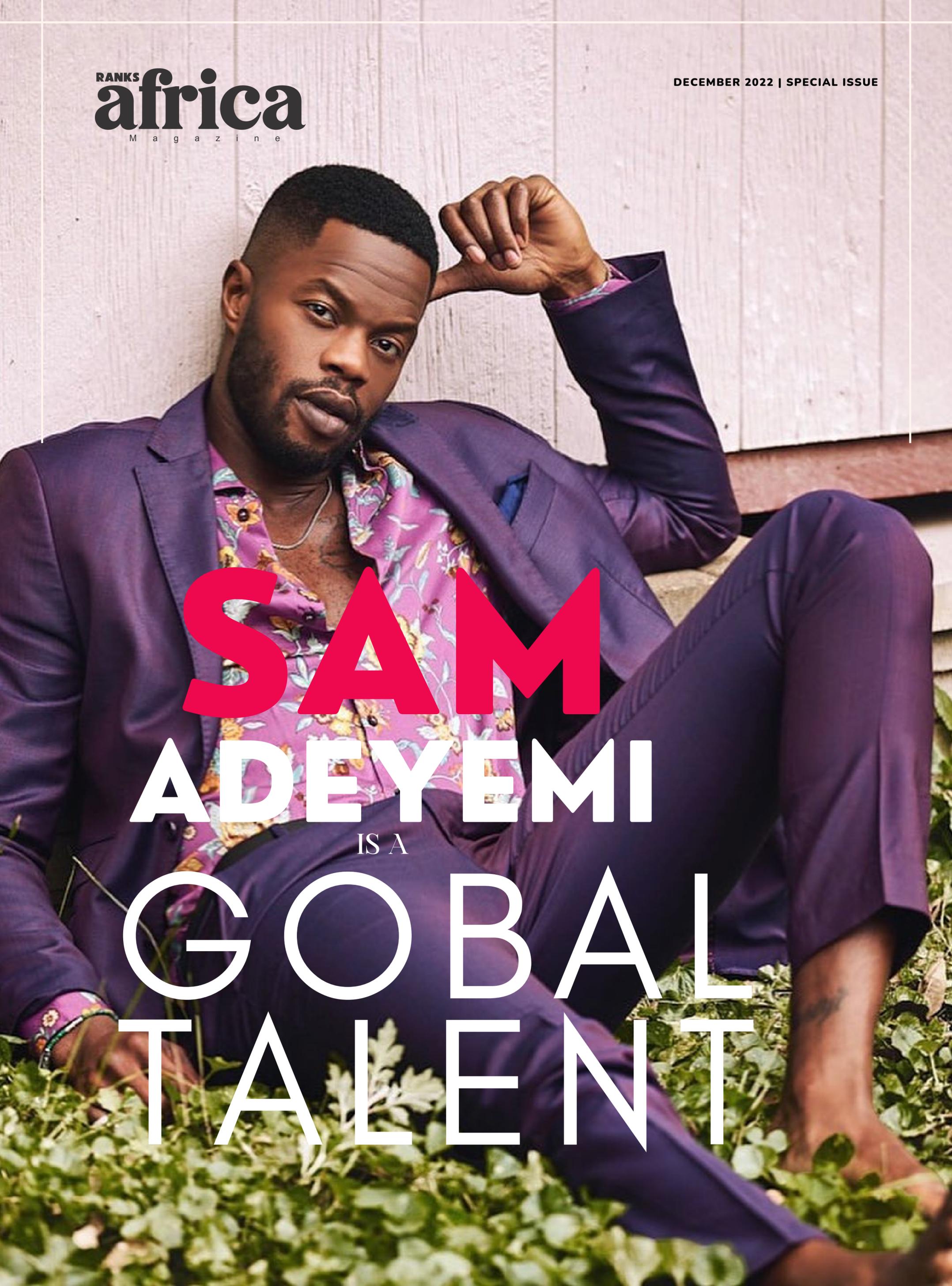
Follow Riches:  
Instagram: @RichesOnPrime | @PrimeVideonaija  
Twitter: @RichesOnPrime | @PrimeVideonaija  
Hashtag: #RichesOnPrime | #Primevideonaija

prime video



R I C H E S

DEC 2 | NEW SERIES



**SAM**  
ADEYEMI  
IS A  
GOBAL  
TALENT



## A GLOBAL SUPER STAR

SAM ADE QUICKLY ROSE TO THE STATUS OF A MEGA STAR THAT A GENERATION COULD IDENTIFY WITH. HIS ASCENT TO FAME IN HOLLYWOOD AND HIS SUBSEQUENT EXPLOSION DEMONSTRATE THE AWE-INSPIRING ACHIEVEMENT THAT MANY AFRICAN YOUTHS ASPIRED TO.



## BACKGROUND

Born in Lagos, Nigeria, and reared in St. Paul, Minnesota, Sam Adegoke can be regarded as a worldwide star with a career in Hollywood. His most well-known performance was as Jeff Colby on *Dynasty* on The CW. The films "Michael Jackson: Searching for Neverland," "Code Black," "Switched at Birth," "NCIS: Los Angeles," and "Murder in the First" are among those to which he has contributed. plus more

Adegoke was declared the champion of the third annual ABC Discovers: Digital Talent Competition in 2015 following a two-week nationwide search that attracted more than 7,000 entries. He is represented by Untitled Entertainment and Abrams Artists Agency.

But he had only just started to find success. Adegoke's involvement in the CW remake of "Dynasty" was confirmed in 2017. The show's network debut occurred in October 2017, and it was based on the well-known primetime soap opera from the 1980s.



Sam Ade quickly rose to the status of a mega star that a generation could identify with. His ascent to fame in Hollywood and his subsequent explosion demonstrate the awe-inspiring achievement that many African youths aspired to. With the currents surrounding him clearly obvious, Sam Adegoke is moving in a very positive direction toward sustainability and becoming a recognized global brand.

**THE WINE LAB RESTAURANTS**



**VENDOME LAGOS**



**XD SEABASS**

**SEA BASS BY- THE BLOWFISH**



**LAGOS IRISH PUB**



**SKYBOX LAGOS**



**WINE PHORIA**



**THE GRID LAGOS**



**LA VERANDA BY THE BLOWFISH**

*Pamper Your Taste Buds to GOLDEN MOMENTS*

CALL NOW 0812-111-1222 | 17, OJU OLOBUN VICTORIA ISLAND

**THE BEST WINE RESTAURANTS IN LAGOS 2022**

Not all of Lagos' restaurants are of the highest caliber, and not all of them have a wine list to make your dreams come true. The top eight for 2022 have been selected.

**RANKS**  
**africa**  
Magazine

# ENTREPRENEURS 🔍 ≡



KIDD WAYA & HIS  
ENTREPRENEUR DAD

TO SUCCEED IN 2023,  
ENTREPRENEURS WILL NEED  
TO MASTER FOUR KEY  
LESSONS.

# TO SUCCEED IN 2023, ENTREPRENEURS WILL NEED TO MASTER FOUR KEY LESSONS.

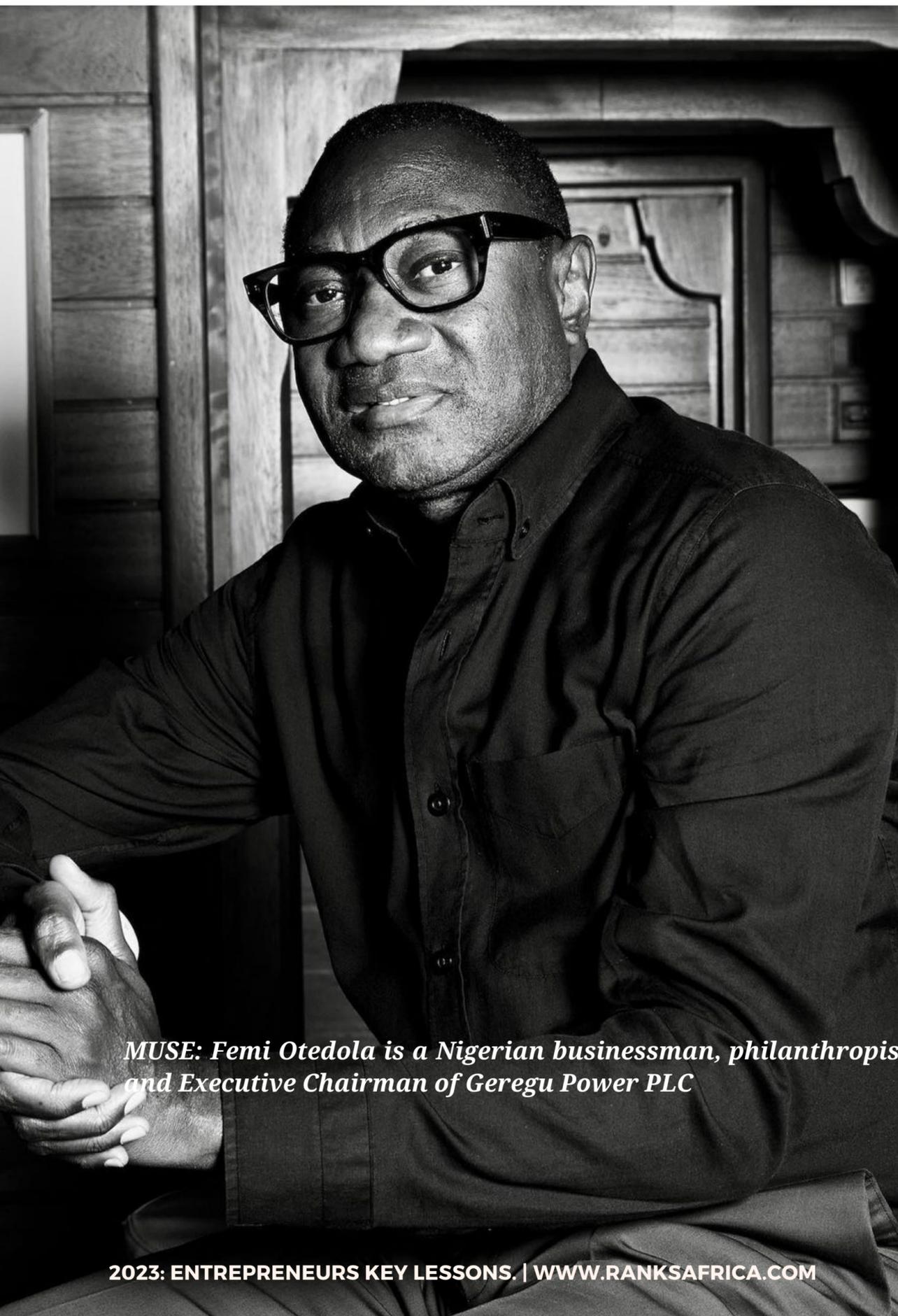
Ability to create, motivate themselves, and inspire others. The majority of individuals also believe that the most successful businesspeople typically come from families with extensive business expertise. That evokes the idea of an entrepreneurial class that was almost made for the position. But the truth isn't that easy.

*Here are four lessons that every entrepreneurs must understand in order to succeed, along with suggestions for what to do with that knowledge, to assist them get started on that amazing journey:*

## 1. The time of an entrepreneur is money.

Almost all new business owners share the experience of feeling the need to be everywhere in the early stages of their first endeavor. That makes sense for a one-person operation. However, giving up those habits as soon as you can is almost always the smart move. This is so because how an entrepreneur spends each and every moment of their day directly affects how successful their company will be. It's crucial to delegate tasks that others can manage and concentrate on actions that will help the firm expand.

**Making an attempt to stick to a schedule that you've created for each day is a terrific way to get started on that.**



*MUSE: Femi Otedola is a Nigerian businessman, philanthropist and Executive Chairman of Geregu Power PLC*

## 2. Even if the client is king, they are not perfect.

It's simple to think of each new client as the lifeblood keeping the business afloat in the early stages of any venture. Because of this, it makes sense for an entrepreneur to go above and above to satisfy early-stage clients. That is often an excellent idea. But that does not imply that restrictions shouldn't exist.

Every organization will inevitably encounter clients that ask for things that are unrealistic. Giving in to those requests, though, can backfire on a startup since it creates a precedent that's hard to reverse. It won't take long for consumers to start costing more in time and effort than they're worth if breaking from business conventions becomes standard operating procedure.

It's crucial to define the relationship with each consumer up front in *order to avoid that circumstance. The customer will accept these limitations and continue doing business with you if the company's goods and services are truly valuable. It's better to let them be someone else's headache if they don't understand. It's important to take care of things as soon as possible to avoid having a persistently dissatisfied consumer ruin your company's reputation.*

## 3. Ask for advice frequently and early

The largest obstacle for any new business owner is frequently their own pride. Many first-time entrepreneurs launch their businesses with the conviction that their vision will carry them to success. This creates a strong disincentive to ask for assistance when it's required or to look for other business owners who have already dealt with typical early-stage business issues. Any new business that doesn't comply risks failure.

Simply put, prospective business owners must acknowledge straight away that there will be many aspects of creating a successful company that they are unfamiliar with. Sometimes it's helpful to go with your instinct, but employ business intelligence; it's there for a reason. Asking a more knowledgeable person for assistance is not a show of inexperience; rather, **it is a display of wisdom. Because of this, it's a wise idea for any new business owner to hire a mentor or coach who has extensive and pertinent experience managing a firm like theirs.** An experienced entrepreneur can help a new start-up avoid a plethora of early traps that could be the difference between success and failure. Since an estimated 90% of start-ups fail, anything that increases the odds is worthwhile.

## 3. Ask for advice frequently and early

No firm can function without enough cash to keep the doors open, as should be obvious. However, a startlingly high percentage of businesses—82% of them—fail owing to cash flow issues. The majority of first-time business owners lack a solid understanding of the fundamentals of corporate accounting, which is much more complicated than handling their personal money, which is mostly to blame for this.

Every entrepreneur should put securing the cash flow of a new company first on their priority list. Getting that properly will lay the groundwork for development and achievement. The process begins with a sound plan (with backup plans) to finance the business when it is starting out. The next step is to undertake the often challenging task of matching the company's credit policies and accounts receivable practices with its continuing costs. Alternative methods of securing cash flow must be taken into consideration where that is not practicable.

There is still work to be done. The next step for an entrepreneur is to either figure out how to accurately anticipate cash flow or find someone else to do it for them. A realistic cash flow estimate helps to ensure that there won't be any unforeseen bottom-line surprises that could endanger the company's existence. Any business owner with a basic understanding of mathematics may complete the duty, but because it is crucial to a company's survival, it must never be disregarded.

# Conclusion



*MUSE: Aliko Dangote GCON is a Nigerian billionaire business magnate. Dangote is the founder and current chairman and CEO of the Dangote Group,*

*Everyone who wants to be an entrepreneur must start somewhere, but that doesn't mean they have to do it blindly. There is a lot to know, but not every lesson is challenging to learn, as these lessons should demonstrate. They only become challenging when you have to learn them the hard way—when they are already having an impact on the chances of success for a new company.*

Therefore, the most crucial thing that any aspiring entrepreneur should remember is to take the time to conduct as much study and due diligence as you can before starting your first firm. There are plenty of tools and people available to assist you, and many people have already traveled the route you're about to take. There is no limit to how far you can go if you combine your innate desire for success with the knowledge you can gain from others.



RANKS  
**africa**  
M a g a z i n e

**WHAT DOES KIDD W & CO. DO?**

**FEATURES:**  
BUKAYO SAKA  
DEBORAH AYORINDE  
SAM ADEGOKE

**2023**  
Entrepreneurs  
key lessonss

The Rise  
**Kiddwaya**  
From Courage  
To Dominance

"Kiddwaya has achieved the impossible by pushing himself to the absolute limit. He has conquered not just one, but several fields. His zeal and unwavering dedication helped him achieve his goals earlier than anticipated"

**+ THE BEST WINE BAR RESTAURANTS IN LAGOS 2022**

**+**  
**PLUS**  
LESSON EVERY GO  
GETTERS SHOULD  
LEARN FROM KIDD  
WAYA

