



Our Mission

Building business leadership through cutting edge entrepreneurial and innovative mindset, impacting society for positive changes.

Our Vision

First class faith-based Entrepreneurship Development Centre building business leaders to transform the world positively.

Words in Marble

Commit your way to the Lord,
Trust also in him, and He shall
bring it to pass.
Psalm 37:5

FROM GARAGE TO GLOBAL

Showcasing Startups
from Babcock

FEATURING

STUDENT SPOTLIGHT

Inspiring interviews with Babcock Student Startups

THE PERFECT PITCH

How to craft the perfect business pitch

BEDC CONVENIENCE STORE

Grand opening

BEDC HORIZON

The Babcock Entrepreneurship Newsletter

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Dr. Sunday D. Audu

**Insights and
Inspiration From
BEDC's Leadership**



AYODEJI T. AJIBADE (PHD)

Welcome to the second edition of our entrepreneurship newsletter, themed **"From Garage to Global; Showcasing Startups from Babcock."** As we dive into the dynamic world of startups emerging from our very own Babcock University, we are reminded of the immense potentials and creativity that thrives within our campus. This edition is a testament to the entrepreneurial spirit that propels our students from humble beginnings to achieving global impact. At Babcock Entrepreneurship Development Centre (BEDC), we believe in nurturing the dreams of our students, providing them with the needed resources and support to transform their ideas into reality. The theme **"From Garage to Global"**

captures the essence of this journey—a journey that often begins with a simple idea, cultivated in dorm rooms and among friend circles, and grows into ventures beyond the walls of the University Institution. This edition celebrates the innovation and resilience of our student entrepreneurs. As we delve into their stories, we would explore the challenges they faced, the strategies they employed, and the milestones they achieved. Each startup featured in this newsletter

is a testament to the fact that with determination, ingenuity, and the right support, anything is possible. While we are proud to highlight their achievements, we also recognize that there are many more inspiring ventures within our community and these would be featured in the next edition of our newsletter. One of the defining features of the entrepreneurial journey at Babcock Entrepreneurship Development Centre (BEDC) is the strong sense of community and collaboration. Our students are not alone in their endeavors. From incubators and accelerators to pitch competitions and networking events, Babcock Entrepreneurship Development Centre (BEDC) offers a comprehensive support system that empowers

DIRECTOR'S DESK

our students to navigate the complexities of the startup and business world and thrive in them. Some of the key programs include; Babcock Entrepreneurship Week (BEW). This annual event brings together students, faculty, alumni, and industry experts for a week of workshops, seminars, panel discussions, and networking opportunities. The event aims to inspire, educate, and connect budding entrepreneurs with the resources they need to succeed. Another key program is the Babcock Innovative Enterprise Challenge. This competition challenges students to develop innovative solutions to real-world problems. Participants work in teams to create business plans, develop prototypes, and pitch their ideas to a panel of judges. The challenge not only fosters creativity and teamwork but also provides valuable feedback and mentorship from industry experts. These programs, along with many others, are integral to our mission of fostering a thriving entrepreneurial ecosystem at Babcock University. As we showcase the success stories of our current entrepreneurs, we also aim to inspire the next generation of Babcock University students. Entrepreneurship is not just about starting a business; it is about identifying opportunities, solving problems, and creating value. It is about having the

courage to take risks and the tenacity to see them through. Our goal is to equip our students with the knowledge and confidence to embark on their own entrepreneurial journeys. Looking ahead, we envision a future where Babcock University continues to be a hub of innovation and entrepreneurship. We are committed to expanding our support systems, fostering a culture of creativity and collaboration, and providing our students with the tools and resources they need to succeed. The stories in this edition are just the beginning; they are a glimpse into the incredible potential that exists within our community, and in the next edition, we will continue to showcase the bright minds that are shaping the future of entrepreneurship. We are excited to see what the future holds for our entrepreneurs. We are confident that they will continue to push boundaries, challenge conventions, and make a lasting impact on the world. As they do, we will be here to support them, celebrate their successes, and share their stories with the world. I would like to extend my heartfelt gratitude to everyone who contributed to this edition of our newsletter. To the students who shared their stories, thank you for your

courage, honesty, and willingness to inspire others. To the faculty, alumni, and mentors who support our entrepreneurs, thank you for your unwavering dedication and guidance. And to our readers, thank you for joining us on this journey. I hope that this edition of our newsletter serves as a source of inspiration and knowledge for all who read it. Whether you are an aspiring entrepreneur, a seasoned business professional, or simply someone who is passionate about innovation and creativity, there is something in these pages for you. As we celebrate the incredible achievements of our startups, let us also remember that this is just the beginning. The journey from **Garage to Global** is ongoing, and the best is yet to come. Warm regards,

Ayodeji T. Ajibade (PhD)

Director, Babcock

**Entrepreneurship Development
Centre (BEDC)**

Babcock University



THINK BIG,

START SMALL,

LEARN FAST



Inspiring Interviews with Startups From Babcock University

In a world where innovation drives success, the entrepreneurial spirit is thriving among students, and nowhere is this more evident than at Babcock University. Our institution has become a fertile ground for budding entrepreneurs who are dreaming big and taking significant steps to turn those dreams into reality. These young innovators are the embodiment of the theme **“From Garage to Global,”** as they work tirelessly to transform their ideas into impactful businesses that could potentially reach markets far beyond our borders.

In this newsletter edition, we are proud to feature a series of interviews with some Startups that emerged from Babcock University. These individuals have dared to step out of the conventional path, embracing the challenges and uncertainties of entrepreneurship with remarkable resilience and creativity. Their stories are not just about building businesses; they are about passion, perseverance, and the pursuit of excellence.

Let us dive into the minds of true innovators, those who are not only dreaming big, but also making those dreams a reality.

BEDC HORIZON

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INTERVIEW WITH PURGEORGANICS

Can you tell us a bit about yourself?

My name is Ilabija Joy Ikoojo. I graduated from Babcock University in July 2023, and I studied Biochemistry. Currently, I am a Corper, working as a Quality Control Intern in Lagos State.

Tell us about your startup.

The name of my Startup is Purgeorganics. It is a brand that is focused on producing organic insecticides using plant-based materials ensuring effective pest control that is safe for humans, pets, and the environment. I got the idea in 2022, started working on it fully in 2023, and finally got it registered in March 2024. So, I would say my startup has been fully operational for about a year now.

For now, we majorly deal with the production and sales of organic insecticides. We are hoping to branch out and manufacture related products in the future. The goal is to provide safer alternatives for household products.

What was the inspiration behind having a startup even while a student?

I saw an opportunity and took it, even though it was not planned. It started as a class project, and when the Babcock Entrepreneurship Development Centre

(BEDC) announced a competition, my lecturer advised me to register. I finished as 1st runner-up and secured funding. By the time I started working fully on the startup, I was no longer a student.

What was the reason or the idea behind choosing this niche to base your startup?

I wanted to provide a solution to an actual problem. With my background in Biochemistry, I understand the effects of harsh chemicals on human health, so I decided to develop a safer alternative.

What steps did you take to turn your idea into reality?

We developed a prototype, pitched the idea, secured funding, and began research and development. After the competition, I went through an incubation program to better

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understand entrepreneurship dynamics. I also joined "Shecluded", a community of female entrepreneurs, to network with like-minded individuals.

How easy was taking those steps to turn your ideas into reality?

It was not easy. I experienced several challenges, such as ensuring our formulations were both effective and safe, scaling up production to meet growing demand, and convincing consumers to switch from conventional to Purgeorganics. Competing with well-established insecticide businesses was also a significant struggle. These challenges required persistence and innovative thinking to overcome, but they have increased my commitment to providing

safer alternatives for pest control.

How did you balance the demand of academics with that of your startup. And what was your motivation to keep going?

I was in my final year when I was working on the competition that kick-started the business. Balancing this with my studies was challenging, as I had to prepare pitch decks and attend meetings. Fortunately, the organizers scheduled events at convenient

times. Even though I was busy with my academic project, I used my free time and rest time to work on the startup. However, I made sure not to push my academic project aside for the business. The startup did suffer at times because my primary focus was on getting my degree. There were instances



when I had to push the startup aside to work on my academic project, but I compensated by putting in extra hours later. My motivation came from keeping my eyes on the prize and the potential impact of our work.

What resources have been most helpful to you in your startup journey?

In my startup journey, resources like the ShecludedXCFYE Program, online sessions from the Babcock Entrepreneurship Development

Centre (BEDC), support from Enovate Lab, and the Flow Forward Learning Incubation have been invaluable in supporting the growth of Purgeorganics.

What role do you think the school and Babcock Entrepreneurship Development Centre (BEDC) play in supporting startups?

Babcock Entrepreneurship Development Centre (BEDC) initiated a Pitching competition to award funds to winning startups, which I participated in during its maiden edition where my startup emerged as 1st runner-up. I was later invited to share my story in the second edition. The Centre also facilitated connections to incubation programs for startups

post-competition. During the Babcock Entrepreneurship Week (BEW), we gained exposure to successful entrepreneurs and industry experts, which significantly benefited many businesses, including mine. I believe continuing these initiatives would be beneficial.

Looking back, how much progress would you say your startup has made?

A lot has happened since then. We have registered with CAC, launched

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our products, and established key partnerships. The funding we received was instrumental in this progress. What started as just a prototype has evolved significantly as we have developed and refined formulations.

What strategies did you find effective in growing your startup and managing your academics?

Setting goals for my startup was crucial as it provided focus and direction, allowing me to manage tasks effectively without being overwhelmed. Time management played a key role in staying organized, as I allocated specific times for both startup and academic activities. Prioritizing tasks based on urgency and importance was essential in managing workload efficiently. Additionally, I emphasized validating the idea and incorporating feedback, especially since our product is unique in the market. This approach ensured that our efforts were aligned with market needs and customer preferences.

What personal qualities do you believe have been essential to your success?

Resilience: Being able to bounce back from obstacles. Not ready to take NO for an answer.

Adaptability: Being flexible and open to change in a

dynamic environment. Hard Work and Diligence, Perseverance and Continuous learning are also important qualities to cultivate.

What is the vision of your startup and the interim goals in achieving it?

The vision of my startup is "To transform pest control by providing safe, effective, and sustainable organic insecticides that protect health and preserve the environment."

Having goals is very crucial for achieving success.

The interim goals to achieve this include;

- i. Research to enhance the efficacy and safety of our products.
- ii. Obtain necessary certifications to build credibility and trust.
- iii. Provide excellent customer service and support to build loyal customer relationships.

What are some goals or milestones you have achieved in your startup and what have been some rewarding aspects of the journey?

In our startup journey, we have achieved significant milestones such as successfully developing our product, establishing a strong market presence, securing



seed funding, obtaining CAC certification, and forming partnerships with suppliers, retailers, and farmers. Building a loyal customer base with high retention rates has also been a great achievement. Alongside these milestones, the journey has been rewarding in several ways. One of the most fulfilling aspects has been the impact we have made by providing safe pest control solutions that address real-life concerns, such as the satisfaction of a customer who could finally fumigate her home without worries about exposing her toddler to harsh alternatives. I have experienced substantial growth in entrepreneurship, leadership, public speaking, and problem-solving skills. Additionally, networking with other entrepreneurs and industry experts has provided

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invaluable opportunities for learning and collaboration.

Do you think that your perspective to business, academics, or life in general has changed since you began your startup? Do you approach things the same way you did before?

Of course, my perspective has changed and I no longer approach things the way I used to. Now I tend to appreciate things more because I now have a better understanding of the 'behind the scenes' that brought that particular product or project to life. Also, before now I saw problems as obstacles but now, they are opportunities for innovation and growth. This Startup was born from a class assignment, and it has taught me to apply academic knowledge in real-world scenarios. Overall, it has taught me the value of diverse perspectives and teamwork in achieving goals.

The theme for this edition is FROM GARAGE TO GLOBAL.

How do you envision your startup making a global impact?

Our mission is to provide effective organic pest control solutions, aiming to decrease global reliance on chemical alternatives. We are establishing partnerships with NGOs and participating in international conferences to launch

educational campaigns about the benefits of organic insecticides. With our products, there is lower carbon footprint compared to synthetic alternatives thereby contributing to global efforts to reduce greenhouse gas emissions and combat climate change. Our goal is to establish a global distribution network, ensuring the accessibility of our products in diverse markets. Lastly, we are implementing Corporate Social Responsibility (CSR) programs focused on environmental conservation, community development, and education.

Is your startup open to collaborations and what kind of collaborations would you be interested in?

Yes, it is. We are interested in forming research and development partnerships with universities and research institutions to advance our organic pest control solutions. Collaborating with environmental organizations would enable us to launch public health initiatives, raising awareness about the benefits of organic pest control and advocating for reduced use of harmful chemical pesticides. We also seek partnerships with educational institutions such as schools and colleges to educate students and staff about eco-friendly pest control practices. Additionally, we are open to

collaborating with corporate partners on CSR projects focused on environmental conservation. Media partnerships for content creation, including articles, videos, and documentaries, would help us spread our message and reach a wider audience.

How can readers learn more about your start-up and get involved?

They can follow these Instagram accounts @purge_insecticide and @ikoojo_. They can also connect with me on LinkedIn @Joy Ilabija.

Any last words or pieces of advice to share with the readers?

Keep showing up, be consistent, and be hardworking with whatever you are doing and one day you will look back and be grateful you did not give up. See what Proverbs 22:29 says

DO YOU SEE A MAN
WHO EXCELS IN HIS
WORK?

HE WILL STAND
BEFORE KINGS;
HE WILL NOT STAND
BEFORE UNKNOWN
MEN.

PROVERBS 22:29

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INTERVIEW WITH CHAO

Can you tell us a bit about yourself?

My name Gift Akobundu. I studied Software Engineering and I have been a Product Engineer for the past 6 years. My Engineering career started from Junior School when an organization came to give an animation presentation during our student week. From there, I picked interest and developed a passion for building products and solutions. Other founders in our startup include;

- i. Melvin Senne-Aya - COO
- ii. Afolabi Sokeye - Head of Growth
- iii. Fejulo Afolabi - Head of Finance

They are from Babcock University.

Tell us about your startup.

CHAO is a platform building

convenience around food, grocery and medicine delivery for underserved campuses and communities. During the COVID Lockdown period, I ran an e-commerce marketplace startup as a student, that connected vendors to buyers. During that time, I noticed how underserved the student community was in respect to logistics and food delivery solutions. Hence, the birth of this startup, to enhance ease and convenience in delivering of food and other commodities to the

student community. Due to personal relationship with Babcock community, it became the Pioneer market and was launched here. Within 12 months of test run, we delivered more than 25,000 orders, amassed 17 million gross patronized value and 2,000+ users.

What was the inspiration behind having a startup even while a student?

One of the inspirations would be the success stories of organizations like paystack and flutterwave, amongst others, and wanting to achieve feats like that. But also, and most importantly, It was the satisfaction of building value. Knowing that I could build a product that someone else can use and it would be of value to the person.

What was the reason or the idea

behind choosing this niche to base your startup?

Food is a very essential item. Working in e-commerce gave me access to lots of data about what people want to purchase and food is a top item most people spend their money on. Students especially spend most of their funds on food. And as of that time, we noticed there was shortage in supply. Nobody was actually doing anything around it and even existing platforms were inefficient, slow, and unreliable. It was just a good niche to bring value to the community around us, which was a campus community.

What steps did you take to turn your idea into reality?

Having an idea is one thing and getting to do the work around the idea is another thing, and it can be very difficult. But one of the first things I did was to talk about my idea with my friends and everybody I had conversations with, and from that alone I got a lot of contributions and inputs from people I talked to. After putting the idea together and shaping it, the next step was to draw out a process for the execution of the idea and it involved considering a lot of variables like, who are the key partners. For food delivery, the partners would include the store, the riders, and the consumers. So I had to start talking with

stores, getting insights from logistic companies and riders that do deliveries independently to understand their pain points, and trying to understand how to solve consumers' problems, our users which are the students. Also, for schools or regions, we plan on expanding into, the first thing we do is carry out surveys and collect data such as the store students prefer, and the meals they order the most.

How easy was taking those steps to turn your ideas into reality?

The answer to that in one word is SHEGE. If it was easy, everyone would have been Mark Zuckerberg by now. It was not easy at all. There are usually curves along the way. I say this to my team, we have grown so much in building value and growing our startup and one of the things that helped us is our ability to find joy amidst the challenges. Running a startup is filled with running from one problem to another and it has come to the point that we just anticipate problems now. So we encourage ourselves to see each problem as a stepping stone.

How did you balance the demand of academics with that of running your startup.

And what was your motivation to keep going?

Setting my priorities right was



one of the key ways to balance everything. At some point, I paid attention to academics more, and at other points, I paid attention to running the startup also. Both suffered at some point and both thrived also. The support I got from my parents and guardians and talking with them is something that propelled me. At points I felt like giving up on juggling startup and academics, their encouragement went a long way in motivating me and made me keep pushing.

What resources have been most helpful to you in your startup journey?

There are a lot. But Google has to be at the forefront. When I am not working, I spend most of my time researching and reading articles and learning new things out of curiosity. To list a few resources though, I recommend Y-Combinator Startup School, they are the biggest accelerator organization in the world that invest in pre-seed startups. They have a startup school that is free for every

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aspiring founder. Taking the course is helpful. I cannot fail to mention the Babcock Entrepreneurship Development Centre (BEDC) of course. The Centre partners with organizations and founders to host accelerator programs and training for students. And also, the yearly Babcock Entrepreneurship Week (BEW) is an avenue for startups and entrepreneurs to showcase themselves. Having an open mindset to learning and watching interviews from Dev founders that have made it is also inspiring.

What role do you

think the school and Babcock Entrepreneurship Development Centre (BEDC) play in supporting startups?

Let me start with the Babcock Entrepreneurship Development Centre (BEDC), the Centre has helped us in ways we deeply appreciate even till now. And it will always be part of our story moving on. The Babcock Entrepreneurship Week (BEW) was our first experience with the Centre and the lectures helped us understand the entrepreneurship landscape in Nigeria and Globally. Babcock generally, being the market we were able to pioneer our solution, and being able to test

run our product here was helpful. We received support from various departments and persons on campus and the Institution will always be part of our story. Matter of fact, it attaches prestige and has opened doors for our startup when we say we first launched



in the Babcock Community. **Looking back, how much progress would you say your startup has made?**

Remarkable progress, honestly. Right from day one, we have been growing one step at a time. I did not envision that we would be where we are before now. We have hit a lot of milestones that we did not believe we were going to hit. I would like to commend the team for their efforts and dedication, especially the PR team here in Babcock. None of these would be possible without our outstanding team members.

What strategies did you find

effective in growing your startup and managing your academics?

Setting right priorities and proper time management are important strategies. The ability to also manage a team is an important quality so that everyone would be united for one purpose

What personal qualities do you believe have been essential to your success?

Good communication skills and persistence has been the greatest weapon in my arsenal. It has been a sort of talent I have had since little, just being able to talk

to people and convince them about certain things or ideas.

What is the vision of your startup and the interim goals in achieving it?

Our vision is to be the number one convenience platform for campus communities and underserved cities. We want it to be such that when you think of food delivery on campus, you think of CHAO. It is something we aim to achieve. I would have loved to say we want to enter so and so amount of schools before the end of the year, but currently, our present goals for the rest of the year is to be sustainable in such a manner that

unforeseen circumstances would not affect the business. One of the things that kills a lot of startups are regulatory hurdles and hurdles in scaling, and it is a challenge that hugely affected us this year. What we are working on right now is building the business such that a challenge in one area won't affect other areas. And this has been tasking so far, but we are working hard towards overcoming that.

What are some goals or milestones you have achieved in your startup and what have been some rewarding aspects of the journey?

As stated earlier, we have been able to launch our Startup with Babcock Community as our pioneer market and within 12 months of test run, we delivered more than 25,000 orders, amassed 17 million gross patronized value and 2,000+ users. And we are in the process of expanding into other institutions.

Do you think that your perspective to business, academics, or life in general has changed since you began your startup? Do you approach things the same way you did before?

That is the truth. The way you see things and even interact with people would just be different. The journey of beginning or running a startup, some people have likened it to a marriage. It

can either make or mar you. The ability to make the best decisions, collaborations, learn, unlearn is what would make you hit your goals at the end of the day. It has also increased my level of humility, because opportunities can come from whoever and wherever.

The theme for this edition is FROM GARAGE TO GLOBAL.

How do you envision your startup making a global impact?

It boils down to the value we intend to add to the campus community and knowing that we can do this not just in one campus, but in Africa at large, it can be that big. Our focus is on growing a campus at a time, growing a community at a time around these schools, and leveraging our understanding of these communities (campus communities) This is something that would help us grow from school to school. No matter how small the corner we operate from, to be able to make a huge impact.

Is your startup open to collaborations and what kind of collaborations would you be interested in?

YES!!! We are open to collaborations in any and every form. There is no cap to collaborations. We are looking at working with bright minds, persons who can add value to what we are doing, who share in the vision,

and who can contribute financially, intellectually, and otherwise to drive growth and help us achieve value. Collaborations have been what has helped us this far actually.

How can readers learn more about your start-up and get involved?

They can connect with us on these platforms.

- **Web:** <https://www.chao.ng>
- **Twitter X:** <https://x.com/usechao>
- **Instagram:** <https://instagram.com/usechao>
- **Medium:** <https://medium.com/@usechao>
- **Youtube:** <https://youtube.com/@usechao>

Any last words or pieces of advice to share with the readers?

I will share something that has helped me along the way. It is one thing to have an idea or a spark of creativity to do something, and it is another thing, even divine, to have the resilience to push through the challenges to make it work. Now, you cannot attain success unless you are prepared for an opportunity. Success is where preparation meets opportunity. And for you to be able to claim that opportunity, it means you have been consistently doing something good, you must have had resilience to overcome whatever challenges that may come by.

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Inspiring interviews with startups from Babcock.



INTERVIEW WITH LOCKBOOK

Can you tell us a bit about yourself?

My name is Taiwo Adegboye, I am the Co-CEO External Affairs. I graduated in 2020 and I am currently studying for Masters Program. Other founders in our startup include;

- i. Mr. Adekunle Oluwaseun (Co-CEO Internal Affairs)
- ii. Mr. Kehinde Israel (Co-Founder)
- iii. Mr. Oyerinde Enoch (Co-Founder)
- iv. Mr. Oyerinde Emmanuel (Co-Founder)
- v. Mr. Kehinde Joseph (Co-Founder)

The four Co-founders are from Babcock University.

Tell us about your startup.

LockBook is a proprietary digital distribution hub for electronic Textbooks and learning resources.

LockBook uses Encryption to secure the revenue of authors against the piracy-torn textbook industry that is prevalent in Africa. Lockbook started in 2020 but was incorporated on 20th May, 2021. It started before covid, ran during the pandemic and still standing strong. During the pandemic, we discovered the need for inclusion in terms of educational resources and learning materials. On campus, students did not have access to textbooks the lecturers were using, and the ones in circulation were pirated copies. We saw the need to get needed text materials in time to students while at the same time curbing piracy and helping authors generate revenues.

What was the inspiration behind having a startup even while a student?

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Currently, the system does not recognize your certificate alone if you cannot put what you learned into practice. The founder of the startup in person of Mr. Israel Kehinde was a student of Computer Science and he saw the need to put some things out there that would be beneficial to a broad category of people including publishers, authors, students or anyone willing to write or access to resources materials to read.

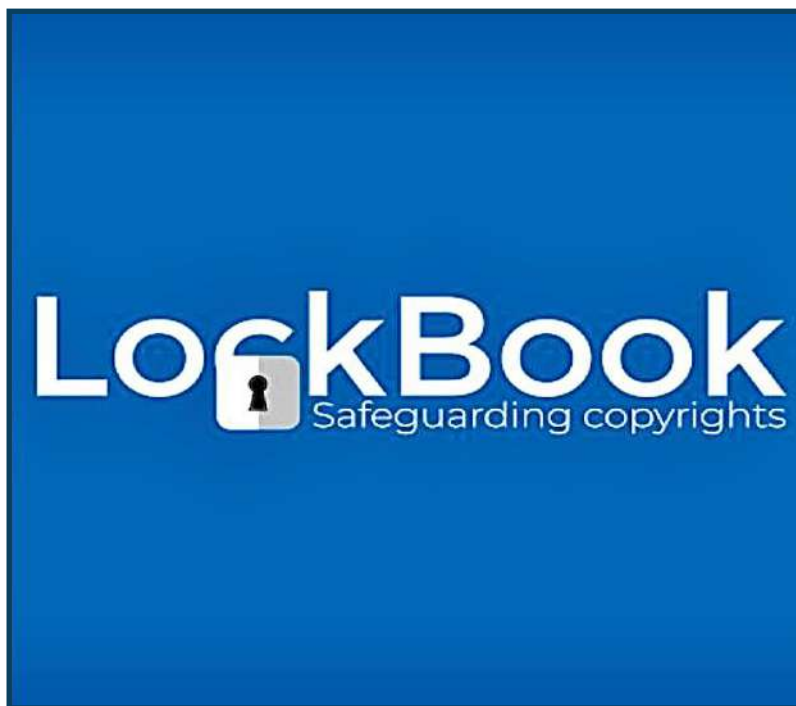
What was the reason or the idea behind choosing this niche to base your startup?

He decided to carve a niche around quality education. Education is key, power and security. It is the major breakthrough an individual will bank on. It is also part of the Sustainable Development Goals, being 4th on the list. It is a priority. And its best to have an authentic education and not from pirated sources which fly a lot. And so, we took it on ourselves to provide quality education at an affordable rate, so everyone can have access to quality education.

What steps did you take to turn your idea into reality?

It took dreaming, motivation, resilience and accountability.

Accountability in the sense that he had to put the skills he had at that time into his vision while seeking out and working with a community of like-minded people in order to make the dream become a reality.



How easy was taking those steps to turn your ideas into reality?

Nothing comes easy, and to be honest you cannot get everything on a platter of gold. Lockbook was initially a one-man idea that started when our founder was in 200 level with not enough knowledge on how to go with the idea. On discussing the idea with people, he received a lot of skepticism and criticism. But with resilience, he persisted. There were also challenges in resources, talent acquisition and product development,

but gradually, we have been overcoming them.

How did you balance the demand of academics with that running your startup. And what was your motivation to keep going?

We are human. Balancing academics with startup boiled down to accountability. Our primary assignment in school was to study, but alongside was also our startup. So we had to place our priority such that one does not affect the

other. It was actually strenuous but we had to manage. We had a lot of mentors that kept checking in on us and on the startup, friends and family gave support.

What resources have been most helpful to you in your startup journey?

Firstly, Babcock as an institution played a huge role. In the school curriculum, there is Entrepreneurship as a course, and education in other aspects also provided an enabling environment to thrive. We had mentors there to give us the necessary push. The Babcock

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Entrepreneurship Development Centre (BEDC) also played a great role in our success. The Centre hosts innovative programs and competitions, and it was from there we won our first grant.

What role do you think the school and Babcock Entrepreneurship Development Centre (BEDC) play in supporting startups?

The school and the Babcock Entrepreneurship Development Centre (BEDC) plays a great role. We have quite a number of mentors from the institution, and it is our first market. And the Centre has invested positively in Lockbook through the grant.

Looking back, how much progress would you say your startup has made?

I will say we have made outstanding progress. We had just two books on our platform, but now we have more than 15 recommended textbooks from Babcock. We have also been able to recruit talent and personnel across different sectors. We have won funding from entrepreneurial pitches, and achieved feats that we never imagined.

What strategies did you find effective in growing your startup and managing your academics?

Some of the guiding principles which have worked

for us are; Effective time management, Integrity, Accountability and Team Work.

What personal qualities do you believe have been essential to your success?

Accountability: If you are occupying a position, you know what is expected of you. Resilience is another quality, which is the ability to brace and recover from unfavourable conditions, because there will always be ups and downs in every path to success.

What is the vision of your startup and the interim goals in achieving it?

Our vision is of a world in which reading, learning, and access to information are considered rights, not privileges, so that education and business thrive. We are just coming out and we are looking forward to be global as soon as possible. All hands are on deck in this wise and we aim to improve our product and services, as well as on our branding. We believe that working on these aspects will propel us to the achievement of our vision

What are some goals or milestones you have achieved in your startup and what have been some rewarding aspects of the journey?

Some of the Milestones we have achieved include Lincensing

by Climate-KIC funded by the European Union, an Environmental Management system to measure our climate change impact.

We also launched our Andriod app in 2021 and the IOS version in 2024. We have been able to partner with more than two universities in Nigeria.

Do you think that your perspective to business, academics, or life in general has changed since you began your startup? Do you approach things the same way you did before?

I will say differently. Running a start up or as an entrepreneur, your culture or goals will define how you interpret or tackle challenges you come across. Being an entrepreneur also, it is always at the back of your mind that you are not giving up soon because you have a goal you want to achieve and that keeps you going. Also, we pick up the habit of being thorough. I remember back then in school when given assignment, we just do a wish wash and get it submitted. But not as entrepreneurs. We have to be true to ourselves and take the pain of being thorough if we are going to achieve the desired results and keep existing as an authentic business.

BABCOCK STUDENT SPOTLIGHT

The theme for this edition is FROM GARAGE TO GLOBAL. How do you envision your startup making a global impact?

Education is not local. Education is global. As mentioned earlier, education is one of the Sustainable Development Goals, Which is why we cannot afford to remain local. We are looking forward to partnerships outside our current location. Currently, we are at Babcock University, Lagos, Ibadan, which means we are already stepping out of the local. And we are working on advancing and improving our products to suite the global market.

Is your startup open to collaborations and what kind of collaborations would you be interested in?

Yes, we are open to collaborations in terms of positive partnerships that would drive quality education across the globe. We are also open to investments.

How can readers learn more about your start-up and get involved?

They can connect with us on these platforms:

- **LinkedIn:** <https://www.linkedin.com/in/lockbook-limited-78a977202>
- **Instagram:** <https://www.instagram.com/lockbookltd/>
- **YouTube:** <https://www.youtube.com/channel/UCB6Q1qXpnbiY-Za0-eQ-OEQ>
- **Facebook:** <https://www.facebook.com/lockbookltd>
- **Whatsapp:** <https://wa.me/+2348029428593>

Any last words or pieces of advice to share with the readers?

Do not despise the days of little beginning. When LockBook started, we had nothing but an idea, but now we are more than idea, we are solution that keeps growing and are touching lives positively. Anything and everything is possible. Have resilience, be accountable and always put God first. With God, all things are possible.

CONCLUSION

As demonstrated by these compelling stories, the entrepreneurial spirit at Babcock University is thriving. The startups highlighted here offer just a glimpse into the exceptional talent and innovation emerging within our community. While this edition could not accommodate all the startups to be showcased, rest assured that subsequent editions of this newsletter will continue to spotlight more of the startups, innovative ventures and entrepreneurial talent within our community. In our next edition, we will showcase the visionary minds and pioneering ideas that are shaping the future of entrepreneurship at Babcock University, and indeed, the world.

I would be insincere if i attempt to glamorize entrepreneurship or simplify it. It is not simple and as I said, it is a long journey and one that is tough. And the unpopular truth is that only those who have grit and resilience can make it through the end.

Tony .O. Elumelu CFR
Founder, Tony Elumelu Foundation.

Pitch Perfect

Mastering the Art of Presenting your Startup to Investors



Introduction

Presenting your startup idea to potential investors is critical in securing funding and gaining support for your venture. Mastering the art of presenting your startup to investors and delivering a compelling pitch is essential. It requires more than a great idea, it demands a compelling story, a clear business model, and a confident delivery. This article will explore key strategies and practical tips to help you create a pitch that stands out, captivates investors, and opens doors to new opportunities.

● **Know Your Audience**

The first step in crafting the perfect pitch is understanding who you are pitching to. Whether it is investors, potential partners, or customers, tailoring your pitch to address their specific interests and concerns can significantly increase your chances of success. Before stepping into the pitch room, thoroughly research your audience to understand their investment preferences, past successful investments, and the industries they are interested in. Tailor your pitch to align with their interests to make it more appealing, and demonstrate how your startup fits their portfolio.

● **Commence with a Compelling Hook**

First impressions are crucial. The opening moments of your pitch are critical in setting the tone and capturing your audience's attention.

Your pitch needs to grab attention from the very beginning. Start with a compelling hook, which could be a bold statement about the problem your startup aims to solve, a startling statistic, a provocative question, or a relatable story. Once you have their attention, they will be eager to hear more. Remember, a well-crafted hook can open the door to new opportunities for your startup.

● **Clearly Define the Problem**

A clearly defined problem is a crucial step in your pitch. It sets the context for your solution and helps investors understand the relevance and urgency of your business. Investors receive numerous pitches, so make yours memorable. Begin with clearly stating the problem and highlighting the pain points your startup or business aims to solve, this involves articulating the problem in a way that is easy to understand and resonates with your audience. Avoid the use of overly technical terminologies that might confuse your audience. In tandem, explain the broader impact of the problem on individuals, businesses, and the industry and the consequences of not addressing the issue. If there are existing solutions to the problem, explain why they are inadequate. This sets the stage for presenting your startup as a more effective alternative. It is important to back up your problem

TIPS AND RESOURCES

statement with real-world examples, data, and statistics to add credibility and urgency to your pitch. Use relevant and up-to-date data to highlight the scope and impact of the problem. Remember, a well-defined problem statement can make your pitch more compelling and persuasive, increasing your chances of securing investor interest and funding.

- **Present your Startup as a Solution**

Once you have defined the problem, it is time to present your startup as the solution, which is the heart of your pitch. Describe your product or service and how it efficiently solves the issue. Begin with a clear description of your product or service, explaining what it is and how it works at solving the problems outlined. Clearly articulate your value proposition and unique selling points in comparison with other existing alternatives.

Your unique selling point could be a cost-effective solution, a unique feature that solves a particular problem addresses an underrepresented niche, or even a better user experience. Doing this emphasizes why your solution is the best choice.

- **Showcase The Market Potential of Your Product**

Investors are looking for startups with scalable potential, so it is important to show that there is a substantial and accessible market for your product or service. Provide a clear overview of your target market, including size, market trends, growth potential, and key demographics. Use market research and data to back up your claims. Outline your go-to-market strategy to show how you plan to capture your target market. Describe your

marketing and sales tactics, distribution channels, and customer acquisition strategies. Investors want to see that you have a clear and actionable plan for reaching your customers. Showcasing market potential convinces investors that your startup has room to grow and deliver significant returns on investment.

- **Outline Your Business Model**

The term business model refers to a company's plan for making a profit. A clear and compelling business model is crucial for demonstrating how your startup plans to generate revenue and achieve

financial sustainability. Investors must comprehend both your solution and

how it could potentially be turned into a profitable enterprise. Your business model should include;

- i. **Primary Revenue Streams:** Describe the different ways your startup plans to generate income.

- ii. **Detailed pricing strategy:** Explain how you have set your prices, why, the rationale behind your pricing structure, and how it aligns

with your target market's willingness to pay.

- iii. **Product or service sales and distribution channel:** Describe the approach you will take to get your product or service in front of people. Describe the various sales channels that you plan to employ, including, online sales, retail distribution, or partnership.

- iv. **Customer Acquisition Strategy:** Describe your strategy for drawing in your target market, converting leads into paying customers, and fostering long-term relationships.

- v. **Financial projections:** Give high-level data-backed financial projections such as revenue and profit margins and give explanations on how the metrics are expected to evolve.

“Investors are interested in startups with scalable potential, so it is important to show that there is a substantial and accessible market for your product or service.”

TIPS AND RESOURCES

- **Highlight Traction and Milestones**

Traction refers to the measurable progress and momentum your startup has gained since its inception. Traction demonstrates that there is demand for your product or service and that you have achieved tangible progress. Traction could include key metrics that indicate growth, market acceptance, and the overall viability of your business. Milestones also provide evidence of your startup's progress and help to build credibility. Milestones can include product launches, customer acquisitions, regulatory approvals, or any significant achievements that have moved your business forward. Showing traction and milestones is essential in proving to investors that your startup is not just an idea but a growing, thriving business.

- **Introduce Your Team**

One of the most important aspects of your pitch deck is showcasing the people behind your venture. Highlighting your team's expertise, experience, and unique strengths is crucial in convincing investors that your startup is in capable hands. Here are some tips to keep in mind when introducing the team; Introduce key team members and highlight experience, expertise, and skills that are relevant to the vision of your startup. Showcase your passion and commitment. Investors want to see that you are passionate about the problem you are solving and that you are committed to making your venture a success. You can convey this by sharing your personal story, your motivation, and your vision for the future. Include relevant testimonials and endorsements. This is a great way to boost your credibility and trustworthiness and could include testimonials and endorsements from reputable sources, such as customers, partners, advisors, mentors, or industry experts.

- **State Your Funding Needs**

One of the most crucial parts of your pitch deck

is the one where you communicate your funding needs, valuation, and terms to the potential investors. This is where you have to convince them that your startup is worth investing in and that you have a clear plan for how to use the funds and grow your business. Be specific and realistic about your funding needs. Don't ask for too much or too little money. Explain how you arrived at the amount you are seeking and how it will help you achieve your milestones and goals. Provide a breakdown of how you will allocate the funds across different areas such as product development, marketing, hiring, etc.

- **Craft and Deliver a Compelling Conclusion**

The last thing you want to do is to leave the investors hanging or confused about what to do next. You want to motivate them to take action and move forward with the deal. Provide a clear and compelling reason why they should invest in your startup and what they stand to gain from it. Also, give them a clear and easy way to contact you and follow up with you. A well-crafted pitch is only as good as its delivery. Practice your pitch multiple times to ensure a smooth and confident presentation. Anticipate potential questions and prepare concise, thoughtful responses. Use feedback from practice sessions to refine your pitch and improve your delivery.

Conclusion

Mastering the art of pitching to investors takes practice, refinement, and resilience. Remember that rejection is common, but persistence pays off. Keep refining your pitch, seeking feedback, and learning from each interaction. With the right approach, you will increase your chances of securing the investment your startup deserves.



BEDC Store: Bringing Essentials Closer to Babcock Community

We are excited to announce that we now have a physical store. Nestled within the heart of our school premises, the Babcock Entrepreneurship Development Centre Store is more than just a convenience store, it is a vibrant place where innovation and creativity meet everyday needs. In our unique store, you will find a curated selection of essential products, all crafted with care and passion by members of our department. Some of our products include;

ORGANIC PRODUCTS

SKIN RADIANCE

A unique skin renewal body lotion made from natural oils including, Castor oil, Olive oil, and Palm Kernel Oil. It is enriched in natural actives such as Vitamin B3 (niacinamide) and Vitamin E. They both have anti-aging, anti-inflammatory, moisturizing, and healing properties that keep your skin glowing and radiant all day long.



BEDC STORE

ANTIBACTERIAL CREAM

Made with benzoyl peroxide, natural actives, and oil. It works in killing acne-causing bacteria (propionibacterium acnes), clearing up acne lesions, reducing inflammation, and preventing acne breakouts on the skin.



CASTOR OIL

Castor oil has moisturizing, anti-inflammatory, antimicrobial, and healing properties, making it beneficial for both skin and hair. It hydrates dry skin, soothes irritation, and helps treat minor infections and acne. Its anti-aging properties improve skin elasticity and reduce fine lines. For hair, castor oil stimulates growth, strengthens the hair shaft, reduces breakages, and deeply conditions, leaving hair soft and shiny.



CHARCOAL SOAP

Made with charcoal and garlic extract combines the detoxifying properties of activated charcoal with the antimicrobial benefits of garlic to reduce acne and prevent infection. This unique combination can provide various skin benefits, especially for those with oily or acne-prone skin. Other benefits include deep cleansing and exfoliation of the skin. Regular use of this soap can help to achieve clearer, healthier skin.



OLIVE OIL

Packed with antioxidants, including vitamin E and polyphenols, it protects against oxidative stress and promotes overall wellness. Olive oil transforms your beauty routine, offering deep hydration and nourishment for your skin. Its antioxidants and vitamins combat aging, leaving your complexion radiant and youthful. For hair care, it deeply hydrates, adds shine, reduces frizz, and promotes scalp health.



BEDC STORE

COCONUT OIL

Rich in medium-chain triglycerides, coconut oil boosts your energy and metabolism, adding a delightful flavor to your cooking. In skincare, its natural moisturizing and antibacterial properties make it perfect for soft, hydrated, and glowing skin. For your hair, coconut oil conditions, repair damage, strengthens the hair shaft and promotes scalp health which can enhance hair growth and reduce dandruff. Embrace the all-in-one wonder of coconut oil and experience its nourishing benefits from the inside out.



SHEA BUTTER

Rich in fatty acids and vitamins A, E, and F, shea butter helps nourish and hydrate the skin, promoting elasticity and reducing signs of aging. It also has anti-inflammatory properties, making it effective for soothing conditions like eczema and psoriasis. In hair care, shea butter helps moisturize dry hair, reduce frizz, and enhance shine. Additionally, it can provide a protective barrier against environmental stressors. Overall, shea butter is a versatile and beneficial ingredient for maintaining healthy skin and hair.



PALM KERNEL OIL

It boasts impressive antimicrobial properties, making it a valuable addition to both your kitchen and beauty routine. Besides the amazing anti-aging benefits provided by the palm kernel oil, it also makes the skin naturally soft and glossy without it getting a greasy appearance. Not just limited to personal care, it is also a key ingredient in soap making, ensuring a rich lather and a firm bar.

EVENT HIGHLIGHTS

BABCOCK INNOVATIVE ENTERPRISE CHALLENGE (BIEC)

BIEC brought together the brightest entrepreneurial minds from our institution, with participants showcasing their innovative solutions to contemporary challenges and making significant impact in different fields. The event which held from 2nd - 5th April 2024, not only provided a platform for showcasing innovative ideas but also fostered collaboration and networking among participants and industry professionals. We look forward to seeing these projects grow and make a tangible impact in the world. Congratulations to the winners and all participants for their outstanding efforts and contributions!



INTERSWITCH DISCOVERY PROGRAM

The Babcock Entrepreneurship Development Centre (BEDC), in partnership with Interswitch hosted a 2-day intensive bootcamp for skills enhancement and professional growth, which held from 21st - 22nd March, 2024 at Babcock Business School (BBS). The program provided an enriching environment where participants could learn, grow, and connect through interactive and engaging sessions. To add to the excitement, participants had the chance to win exciting prizes and gifts, making the experience even more rewarding. It was an inspiring and transformative event, empowering individuals to reach their full potential.



EVENT HIGHLIGHTS CONT'D

BABCOCK ENTREPRENEURSHIP WEEK (BEW) 2.0

Babcock Entrepreneurship Week (BEW) is an annual event, that started its maiden edition in the year 2023, aimed at fostering Entrepreneurship and Innovation in the Babcock University Community.

This Second edition was organized by Babcock Entrepreneurship Development Centre (BEDC) in collaboration with University of Glasgow and The Misrah Leadership Centre, and held from 2nd - 4th April, 2024. The collaboration expanded the program to include Covenant and Adeleke Universities.



The Babcock Entrepreneurship Week (BEW) covered a series of exciting events which was grouped in two parts;

i. **The Outdoor activities;** Ran everyday and featured Sales Exhibition where Student entrepreneurs with business are given the opportunity to showcase their businesses and products to the Babcock Community.



ii. **The Indoor activities;** This featured keynote speeches, panel discussions from facilitators who are seasoned entrepreneurs and business leaders. They enlightened participants by sharing their knowledge, experiences, and ideas on entrepreneurship and innovation.



EVENT HIGHLIGHTS CONT'D

Important topics covered, to mention a few include;

- Understanding Entrepreneurship and how to start a business.
- Challenges of Entrepreneurship in Nigeria and Possible solutions
- Nigerian Law, Government Policy and Impact on Entrepreneurs
- Digital Disruptions: Embracing Change and Creating Opportunities
- Venture Simulation Strategies.



The speakers gave step-by-step guide to starting a business, highlighting challenges faced by Nigerian entrepreneurs and solutions to such. Participants were motivated to embrace challenges and develop the grit and resilience to be able to achieve the feat of turn ideas into reality and developing innovative solutions.



Participants were also guided on how to develop ideas in line with the Legal Policies of the Country. Speakers and Facilitators at the Babcock Entrepreneurship Week (BEW) 2.0 included; Sola Adesakin, Mr Tosin Akagbosu, Mr Emmanuel Ogbuotpbo, Mr. Ayodeji Agboola, and Dr. Oladipo Kolawole, Dr lyke Ikegwonu among others.

The week rounded up with a pitching contest where registered contestants pitched their



University of Glasgow representative, Dr. lyke Ikegwonu Jr. and other judges anchored the pitching contest.

The pitch contest was divided in two categories;

- Tech Business
- Tech-enabled Business

The Top 3 contestants from each category were awarded cash prizes. The winner was awarded the prize of #700,000, the prize of #500,000 to the 1st Runner-up, and the prize of #300,000 to the 2nd Runner-up.

Overall, the essence of the Babcock Entrepreneurship Week (BEW) is to create a culture of entrepreneurship and innovation in the Babcock University Community and so, it was a very insightful week that provided the audience with resources and opportunities to achieve this.

EVENTS GALLERY



Facilitators at the InterSwitch Discovery Programme



Participants of the InterSwitch Discovery Programme



Panelists of the Babcock Innovation Enterprise Challenge (BIEC)



Contestants of the Babcock Innovation Enterprise Challenge (BIEC)



Prize winner at the Babcock Innovation Enterprise Challenge (BIEC)



Participants at Babcock Entrepreneurship Week (BEW) 2.0



Sales Exhibition at the Babcock Entrepreneurship Week (BEW) 2.0



Sales Exhibition at the Babcock Entrepreneurship Week (BEW) 2.0