

How To Build It - Grow Your Brand

Niran Vinod, Damola Timeyin

Timestamps

00:00 Introductions

00:45 **What is Entrepreneurship?** Niran and Damola talk about the businesses they have run, passion, and business. Entrepreneurship can sometimes be reduced down to just making money. But it also is a way to pursue a passion.

03:40 **What was the biggest lesson you learned from your journey as an entrepreneur?** If you don't ask, you don't get. Your net worth is your network.

05:35 **How can you bring an entrepreneurship mindset to school or business?** Niran and Damola talk about passion and how that can drive business. Figure out your passions, figure out your skills, and put them to good use.

08:42 **Hussle culture** -- Exploring overworking and toxicity of the hussle culture trap, and what's realistic. Niran gives Damola tips for managing workload and finding time for rest, mental health and wellness.

13:46 **How do you channel your creativity and unlock your potential?** Niran talks about the endless resources for free online that you can use to expand your skill set.

17:55 **What would you say to people that typically are on their phones - how can you use your phones as a means to finding creativity?** Niran and Damola discuss where they find inspiration both online and offline.

23:28 **What was the most challenging thing about writing a book?** Niran and Damola talk about the importance of structure in the process of writing... How would Drake do this?

Audience questions from schools

25:40 **How do you start your own business?** Damola talks about starting with passion, ideas, and how to turn that into something that is financially viable.

28:09 **How successful was your first business?**

30:12 **Would you stick to what you are doing in life or do something else?** Damola and Niran talk about the excitement of new projects and new challenges, as well as projects that take long term commitment.

33:50 **What if the business doesn't work out?** Damola talks about failure, and Niran shares how he reframed lessons he has learnt.

36:50 **What happened to the first business you sold - did it prosper or did it fail?** Niran talks more about his first business venture and the lessons he learnt, dropping out of university, and how he built back up again.

38:22 **How much do you make a year?** Damola jumps in by talking about his first career in finance, and that he chose a pay cut to go into advertising where he was happier. That follow your passion and the money will come. Experiences and where you can learn should be where your head is at.

42:35 **How much did you learn from your first business?** Niran talks about how he did something for fun, and it became a business. Damola talks about people; that your friends can be your business partners and that you should collaborate with your peers to build things.

44:50 **What is the best thing to sell and how do you make profit?** Everything has its value. Focus on passion, do your research and understand your audience, know your niche and sell anything you want, just build a brand around it. Research and take your time.