

Starting a Business: The Very First Step



Do you think starting a business may be the right move for you?



Fantastic! Let's get to work. Starting a business can be an exciting and rewarding journey towards independence, leadership skills and economic security.

However, building a business isn't just about a glamorous lifestyle. It requires years of hard work and most importantly the ability to solve a problem that customers are willing to pay you for.

The first step in starting a business is coming up with a **GREAT IDEA!**

So lots of people have good ideas, but what differentiates a good idea from a business that can actually become successful?



Solves a very specific and clear problem for your potential customers



There are enough people in the world who will actually pay you to solve this problem for them



You can actually create and implement the idea

Now that you know what makes an idea great, how are you going to find your own ?

There are business opportunities literally everywhere, but you have to keep your eyes and ears open to realize the opportunity. Here are some places to find great business ideas:

- Problems you're always complaining about
- International businesses that haven't reached your market yet
- Services government isn't providing
- Things you find yourself doing for friends and family anyways
- A product or service that you think can be improved upon

So where do we go from here?



If you haven't found your dream business idea yet then take a look at some of the ways your fellow Motherland Moguls found inspiration and got moving to create businesses.

Rosie Mashale: Life in the townships is filled with entrepreneurial energy

“Rosie remembers being disturbed by seeing township kids sorting through rubbish dumps in search of food while left unattended by their parents. As life in the townships is filled with entrepreneurial energy and community spirit, Rosie knew she had to do something.”



Rosie is the founder of Baphumele, a community project that cares for street children. Read the rest of Rosie's story [here](#).

Aina Fadina: I wanted to see a change in mainstream media



“Living in NYC, I was surrounded by so many talented and innovative creatives, entrepreneurs, and innovative thinkers inspired by Africa, and I thought they needed to be celebrated.

I felt that it was important to change the narrative of what mainstream media was reporting about Africans and immigrants. It’s important to change the narrative of our stories and the people telling African stories around the world.”

Aina is the founder of I for Africa, a web series highlighting transatlantic journeys. Read the rest of Aina's story [here](#).

Alima Bello: I started my business because of a personal need.



“This might sound cliché, but Bello|Edu started off as a personal need. It was hard looking for clothing or fashion pieces of my own aesthetic so I started designing my own stuff to have them made for me. This developed into designing for family friends and then later on I took a pattern drafting course to further develop my passion.”



Alima is the founder of Bella Edu, a fashion enterprise that has moved beyond the start-up phase. Read the rest of Alima's story [here](#).

Zeze Oriakhi-Sao: Following my life long dream makes the best use of my time



“In 2009, I moved countries from UK to South Africa. It was the height of the recession and finding a job wasn’t easy. After halted interview processes, I decided that following a life long dream would be a good way to make the best use of my time while having a larger social and economic impact along the way. In a few words, circumstances of the recession forced me to believe that I had something to offer to not only to consumers but to the African economy.”

Zeze is the founder of Melee, a luxury fragrance and body care company. Read more of her story [here](#).

Still Stuck?

Here are some examples of business ideas to get you started:

- Farming/[Agriculture](#)
- Running a [school](#)
- Import/[Export](#) (hair, clothing, etc.)
- Running a [funeral home](#)
- Consulting/[Coaching](#)
- [Freelancing](#) (use your skills)
- Open a [bakery](#) or restaurant
- Open a beauty [salon](#)
- Open a convenience [store](#)
- Establish a [guesthouse](#)
- Monetize your [blog](#)
- Start an [event planning](#) company
- Monetize your artistic [talents](#)
- Recycle/waste [management](#)
- Start a [media](#) company
- Start a natural hair [brand](#)
- Run a daycare [center](#)
- Open a [gym](#) or health club
- Open a [pharmacy/clinic](#)

The secret ingredient!

The list of business ideas is endless and you can find inspiration anywhere!

Regardless of what you choose, the number one thing any business you start will need is:

PASSION

You have to start a business in something you are passionate about. It's what will keep you going when the road gets rough (it will) and when you encounter nay-sayers (they're everywhere).

In addition to your hard work, customers and supporters will also notice your passion for what you're doing so make sure it's there!

Quick recap in case you were sleeping:

The first step to starting a business is developing an idea that:



Solves a very specific and clear problem for your potential customers



Has a large enough base of people who will actually pay you to solve this problem for them



Is something that you have the passion to implement & you have/ can get the skills and resources to do so

One Step After:

After you settle on a business idea you're passionate about, here are just some of the things you need to think about next:

- Market Research (Is this a viable business? Are other people already solving this problem?)
- Customer Development (Who out there needs this product or service? What are they currently doing, if anything, to solve this problem?)
- Revenue Model (How will you make money from solving this problem?)

But first: Pin down an idea!

Ready. Set. GO!

Now its your turn! Answer the questions below to get started on generating your next great business idea:

If you could only do one thing for the rest of your life, what would it be?

What gets you excited?

What are you good at?

What makes you angry? What can you do about it?

What are some issues in your community that need to be addressed?

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