



## Not bad for a 23 year old

Gone are the days of conventional career paths. Young people, The student revolution has begun.

**M**eeet Junior Ogunyemi. He's a pioneer in the recent phenomenon we're coming to know as student entrepreneurs. You could say he is a catalyst for inspiring the kind of young people who are bold and brave enough to go in to the big wide world and start their own businesses. Being an example of this is no doubt helping him succeed in his mission to turn young people in to entrepreneurs.

Junior's entrepreneurial journey started when he was just 17 years old, taking on the task of putting together a yearbook for his college in just 3 weeks. It was a challenge that required him to be creative and resourceful, but as a result he made £300 in just two hours from selling the yearbook DVD, which only cost him £50 to put together. Fast forward a few years and he's running multiple businesses, bagging loads of awards, speaking on TED and

even writing his own book.

Show Me Amazing Sports is the first business venture the young entrepreneur embarked on. Armed with just his will power, his love of football and his desire to make an impact in young peoples lives Junior was delivering coaching sessions to young people at schools in the local area (North London). Before long, he was running a business and he didn't even know it. Junior had built a team

to deliver his coaching sessions and, largely through word of mouth, his business was growing from strength to strength, all whilst studying Economics at Queen Mary University in London.

During his time at University he also set up a publishing company and ran his own magazine called Spotlight 22 which circulated to 15 universities around the country, set up the Bold Achievers Club – a network of people who share their skills, networks and experiences with each other and host empowering events to inspire other people to become bold achievers.

Upon finishing his studies Junior wasted no time and wrote his book titled "How To Be a Student Entrepreneur". The 'How To' book is very straight to the point and does what it says on the tin, showing budding entrepreneurs how to juggle all of their commitments whilst running their business. The book covers personal development, time management, developing a winners mind set, self-discipline, marketing, franchising and useful resources such as links to websites and organisations that can be accessed to help you run your business and much more. Junior admits he didn't really like reading so he knew he had to write a book that cut out the jargon and got straight to the juicy parts. He told me that although he was confident with what he was saying he was unsure whether he would have

enough content for the book, as he was so young. Needless to say his age was totally irrelevant and there is more than enough useful information squeezed in to his book. He even explains that seasoned entrepreneurs who have read the book say to him "I wish I knew that when I was starting out!". Since the launch in Winter 2011 Junior's book has helped many young people gain the confidence to start their own businesses.

During my conversation with Junior he explained that starting up a business is similar to launching a rocket. 50% of the fuel is used to get the object in to orbit, and the rest is history from there. "It's all about building a system that works, and when it does works you tweak it so it stays relevant". After launching so many rockets whilst being bogged down with bookwork at uni it's no surprise that Junior is continuing to send more objects in to orbit. When asked about his attitude to work and managing his own emotions – because you know, he is human – he explained to me that he expresses how he feels in the form of what he does on a day to day basis. He uses the analogy of a musician to describe himself, explaining that his work is like his albums, his clients are like his fans, and travelling around the world on business trips is like going on tour. I find it

**"Experience is a good teacher, but other peoples experience is a better teacher"**

astonishing that he is so relaxed and laid back yet exhibiting mogul like behaviour. His attitude to setting up a business is casual. He says "if a girl dumps me I'd probably set up a business, if I'm angry I'd probably set up a business". It's just something he does; something that most people twice his age wouldn't even dare to do.

In this day and age it is necessary for people to become problem solvers. Too many of us complain about things not realising that by coming up with solutions to our complaints we could be on to jackpot ideas. The conventional way of earning a living is dying fast, gone are the days where you could rely on studying, getting a job, then getting married, getting a mortgage, having kids and retiring. People are being taught old ways to work in the new world, and this isn't sustainable. Junior believes the future lies in entrepreneurship. If we don't take responsibility and raise a society that doesn't have an entitlement mentality then the future as we know it leaves the next generation doomed to suffer the consequences of our mistakes in the present day. Adaptability is what keeps a business relevant; the same principle must apply to how we operate as a society.