



**BUSINESS  
STUDY GROUP | SUMMIT  
2023**



# THE BUSINESS OF FRANCHISING AND BRAND MULTIPLICATION

#BSGSUMMIT2023



@businessstudygroup

**Tomi  
Araromi**

CEO, iRecharge

**Ifeanyi  
Oputa**

Team Leader,  
Studio24

**Dr Olakunle  
Soriyan**

Futurist. Iconoclast.  
Global Thought Leader  
Keynote Speaker

**Ibrahim Maigari  
Ahmadu**

Founder/CEO, Rice Afrika  
Nigeria and Tanzania

**Dr Huda Fadoul  
Abacha**

Founder, Hudayya  
Fashion Empire and  
Hudayya Fashion  
Academy

**Sam  
Obafemi**

Host







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# THE AGENDA

9:00am	The National Anthem
9:05am - 9:15am	Welcome address by Host
9:15am - 10:15am	KEYNOTE ADDRESS: BUILDING A BRAND FORCE THAT CANNOT BE CONTAINED BY A GEOGRAPHICAL LIMITATION OR BOUNDARIES - Dr Olakunle Soriyan
10:25am - 11:00am	DARING TO BUILD BUSINESSES THAT LAST - Tomi Araromi
11:00am - 11:05am	Talk by Okapi Foundation for Children dealing with Cancer
11:05am - 11:40am	TEA BREAK
11:40am - 11:50am	Sponsor Talk by Representative of GCNL/KOS
11:50am - 12:50pm	THE SCIENCE OF THE BUSINESS MODEL CANVAS FOR BRAND STRENGTHENING – Ibrahim Maigari Ahmadu, Esq
12:50pm - 1:00pm	Sponsor Talk by Representative of Mofad Energy
1:00pm	THE BIG REVEAL !!!



1:30pm  
-2:15pm

GROWING A POPULAR AND PREMIUM BRAND IN NIGERIA  
DESPITE THE ODDS. - Dr Hodayya Fadoul Abacha

2:15pm  
-3:00pm

THE PRINCIPLES THAT GUARANTEE SUCCESSFUL FRANCHISING  
IN NIGERIA/AFRICA. - Ifeanyi Oputa

3:00pm

LUNCH

4:00pm

**AWARDS! AWARDS!! AWARDS!!!**

Talk by Arike Kidney Foundation

TIM AJALA RESILIENCE AWARD 2023 awarded  
by Mrs Angela Ajala

5:00pm

Vote of Thanks by Convener

Networking & Music & Close!!!



Sam Obafemi  
H O S T



Popularly called 'The Octopus', Sam Obafemi is an unconventional thinker. He is called The Octopus because his primary preoccupation is to solve problems, and in fact, where possible, help people avoid them. He is a firm believer in communities, tribes and memberships, especially how to leverage these vehicles to make wealth for members. He is a trained computer scientist who now practices as a **Business Community and Membership Specialist, with focus on business and revenue solutions.**

Sam works with Founders, Boards and C-Suite Executives.

A graduate from the prestigious Abubakar Tafawa Balewa University, (formerly Federal University of Technology) Bauchi (North-East Nigeria) with a B.Tech (Hons) in Computer Science, Samuel proceeded to acquire professional qualifications in Human Systems. He is the **FIRST** Nigerian Certified Anger Mastery Coach and Therapist from Century Anger Management Institute (USA), and a Certified Peak Performance, Business and Life Coach (NCFE, UK). Sam is a Certified **Master NLP** Practitioner and a certified practitioner of **Positive Psychiatry with Mental Health** from Sydney University Australia as well as trained in Certified Applied Positive Psychology (CAPP) from Flourishing Centre, Pennsylvania USA. He is also Mental Health First Aid (MHFA) advocate.

Sam holds an **MBA** from University of Business Innovation and Sustainability (**UBIS**), Geneva – Switzerland, an **MSc** in Management from Ascencia Business School (College De Paris), Paris. France and is currently studying for a Doctorate in Business Administration (**DBA**). He is the former Vice President (Empowerment) of Life Coaches Association of Nigeria (**LCAN**) and also a member of the LCAN Advisory Board. He has served on some Advisory Boards including Civitas Tunisia, Side Brief (with presence in over 40 African countries and the USA), Rehoboth Center for Elderly Care (RCEC) Nigeria and School Resource Centre (SRC) Nigeria.

Samuel is a versatile Teacher, Public Speaker, Writer and Business Advisor. He is the Author of some Books including '*Fans Don't Pay*', '*Based on Logistics*', '*But What Do I Know?*', '*Fearless Seed*', '*You Aren't Enough*' co-authored with Fola Folagbade, '*Rebellion is a Need*', '*The Vexed God*', '*My Valleys*', and others.



Inya J. Ode  
COMPERE



Director of Ceremonies:

Inya J. Ode is a trained Veterinary Surgeon from the Ahmadu Bello University, Zaria.

After a rewarding three years of Veterinary Medicine practice, she moved on to pursue her passion in the media, specifically Radio in 2010.

Between 2010 and 2020, Inya carved a niche as a celebrated on-air personality in radio broadcasting in Nigeria. She was the host of popular radio shows "Let's Talk Abuja" and "The Middy Dialogue" on 95.1 Nigeria Info Abuja until November 30, 2020.

Currently, Inya heads the New Media Unit at Lux Terra Leadership Foundation and is also involved in various projects the foundation undertakes bordering on Advocacy for National Integration and Peaceful Coexistence in Nigeria, Anti-Corruption Campaigns, Promoting Integrity in various spaces and the Elimination of Sexual and Gender-Based Violence.

She has been involved in a number of humanitarian outreaches with various organisations to cater to the needs of the poor and vulnerable including IDPs, orphans, widows and young people.

Inya has compered and moderated high flying International and national conferences, meetings and events (physical and virtual) for clients such as UNICEF, UNHCR, UNWomen, Government agencies, corporate bodies, private individuals just to mention a few.

In her line of work in the media, she's had the privilege of interviewing and having Impactful conversations with a wide range of people: from high ranking government officials, to celebrities and of course, the most vulnerable members of society.

Inya still comperes events around Nigeria and also teaches Public Speaking. She sings, reads and is always willing to learn new skills.

Inya is very teachable and is guided by set values in life including integrity, hard work, honesty, transparency, respect for humanity, generosity, charity and discipline. She is married with three children.

Some call him guru, most say mastermind, and others say genius, but PK is very much satisfied and fulfilled away from all the names, as he daily and intentionally applies his unusual wisdom and ability to create optimism and freedom, chart way forward, discern new vistas, new frontiers and next level, display understanding and connection to invisible paths and trajectories of growth within each individual, and for groups, businesses and institutions, communities and arms of government. He helps people connect with their highest self and most critical roles and purposes. His strategies help people make tons of money and do creative philanthropy through it.

PK is a humanitarian, respected researcher, committed social reformer and nation-building visionary. He is the founder/visionary at the KENNETH SORIYAN RESEARCH and IDEAS LLC (an organization with a vision to raise 80million Global Action Figures leading the world and shaping culture in Business, Government, Media, Entertainment, Family, Education and Religion by 2049).

He is also the founding visionary of Eshirya Africa (a US-based 501(c)(3) non-profit, working to mobilize 1% of the African population, who live in Africa, as well as people of African descent everywhere to become unlimited in thought and action; a people highly conscious, inventive and innovative, who beyond welfare economics, are equipped to take responsibility for the most complex socioeconomic and political issues challenging the continent.

Soriyan is a daily radio host and TV personality in Nigeria. He has developed many best-selling resource materials helping millions of individuals across the globe. He promotes ORIGINALITY as a critical pathway to PURPOSEFULNESS at any level of development. Daily, Olakunle Soriyan works to SHAPE CULTURE and CHANGE the COURSE of HISTORY by REACHING, WORKING with, INSPIRING and EMPOWERING society's THINKERS, DECISION MAKERS and INFLUENCERS; as well as SUPPORTING and DEFENDING the MOST VULNERABLE. He is unrepentantly and doggedly driven by the idea that by ELIMINATING the MASS IGNORANCE that DRIVES and SUSTAINS the SOCIOECONOMIC and POLITICAL DISEQUILIBRIUM existing in Nigeria and Africa, the nation and the continent at large will be ABLE to SUPPLY the kind of AWARENESS and VIGILANCE that provokes the SPIRIT OF PIONEERING and GLOBAL RELEVANCE. He believes strongly that the state of an individual, family, corporation or nation is a direct reflection of the state of the mind of those saddled with the responsibility of directing its affairs.

Soriyan has given several talks, and has spoken, locally and internationally, at many seminars, functions and programmes, conferences and workshops, to various audience groups. He is also the Intellectual Property Owner of the popular COLLEGE of LIFETM MASTERCLASS, NEXT365TM INDABA, TalkPROTM and Ideas GOING GLOBALTM. He is the founder of the popular, ZERO TO HEROTM Movement. A robust thinker, PK's talks/speaking/training sessions are inspiring, fast moving, jargon-free, full of wisdom, informative, enjoyable and entertaining. Soriyan presents a series of great original ideas and strategies with compelling depth and a rare combination of fact, humour, insights and practical concepts.

Olakunle Soriyan is happily married to his beautiful and gifted wife, Tiwalade, and they are blessed with a son, Olakunle David Soriyan. The family lives in Dallas, Texas.





# Dr Olakunle Soriyan

FUTURIST. ICONOCLAST.  
GLOBAL THOUGHT LEADER

K E Y N O T E   S P E A K E R



# Dr Huda Fadoul Abacha

FOUNDER, HUDAYYA FASHION EMPIRE  
AND HUDAYYA FASHION ACADEMY

S P E A K E R

Fashion designer Huddaya Fadoul-Abacha started designing at the early age of 17 for her family and friends. Even though she did not initially study Fashion & Design, after her first degree in Biology from University of Abuja and completing her NYSC programme, Huddaya knew the regimented medical field or 9-5 work atmosphere wasn't her calling. She took a leap of faith and decided to pursue her passion and first love!

She established HUDDAYA clothing label in 2012 and hasn't looked back ever since. Over the years, the Abuja based brand has been pushing boundaries and without a doubt is fast becoming a force to reckon with. Her recent collection at the just past Arise Fashion Week in Dubai was a real eye-opener where her outfits spoke volumes about less need to reveal more skin while still maintaining a large dose of sex appeal. This made her designs appeal to a much wider range of women because at any age, being able to remain sultry and alluring without revealing much is a major feat in itself.



Ifeanyi Oputa is a consummate business professional, investor and incubator who has grown more than 8 business entities to global companies.

Over the last 30 years, he has provided cutting edge solutions that cuts across photography, procurement and supply chain management, and is renown for his ability to start small business and build to scale, attaining global reckoning in a short time.

He pioneered commercial digital photography in Nigeria through his Studio 24 brand which has grown from an outlet in 1991 to over 30 outlets across the country, employing more than 300 staff.

Due to his passion for raising entrepreneurs, he has partnered with world leaders in photography such as CANON and KODAK to provide cutting edge digital photography training to more than 3,000 budding entrepreneurs, many of whom have grown their small business to an admirable scale. His operations model of the digital photography business is considered a template replicated in more than 80% of the photography businesses in Nigeria.

He is a member of several international associations/bodies and recipient of more than 100 awards for his contributions to the business community.



**Ifeanyi Oputa**  
TEAM LEADER, STUDIO24  
S P E A K E R



# Ibrahim Maigari Ahmadu

FOUNDER/CEO, RICE AFRIKA  
NIGERIA AND TANZANIA

S P E A K E R

The 'Hustler General of the Federation' (HGF) as he is popularly called loves solving problems. Profitably. With a preoccupation of building Technology Platforms to Disrupt the Agric Sector in Africa, he co-founded and led Livestock247 to become Nigeria's leading Online Livestock Platform.

Currently Founder/CEO at RiceAfrika Technologies, a tech-driven agric optimisation service provider developing and deploying solutions for smallholder farmers in Africa. RiceAfrika Technologies operates a Harvester Hiring Service that enables smallholder rice and wheat farmers to pay for mechanical harvesting of their farms. RiceAfrika Technologies also has FarmEASY, a mobile platform that connects smallholder farmers with service providers of their most critical needs.

With this team, he is enabling valuable interactions between stakeholders in the Agric Sector to promote food security, improved livelihood and access to a structured market. And like his mantra, "We are building an Africa that can feed itself (and feed the world)".

For HGF, Africa Is Rising!!!



Tomi Araromi, a serial entrepreneur and Founder/CEO of iRecharge Tech-Innovations. Araromi is a leading figure in the Fintech industry, having transformed financial services in Nigeria and beyond. He is also the Chairman of Infostrategy Technology Ltd, a premier Information, Communication, Technology, and Software Development Company in Nigeria and the United Kingdom.

Araromi has a proven track record of executive management success and over 20 years of experience in the ICT and Fintech Industry. He has led, grown, and strengthened management teams in the industry and served on the board of 1UBank, IST Prints, UniPlus Technologies, Leverage Foresight, and Greenfinite Nigeria LTD.

Araromi's story is an inspiration to anyone looking to make a breakthrough in the world of entrepreneurship. He has earned numerous professional certifications, completed Executive Management Programs from top business schools, and holds a First Class degree in Information Technology and Networking from Middlesex University. Araromi is happily married to Bukola and blessed with three children, Jomi, Kunmi, and Imisioluwa.



**Tomi Araromi**

CEO, iRECHARGE

S P E A K E R

We were SOBCA, We were BSG

# NOW, WE ARE CERCA AFRICA!

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☒ Strategy ☒ Processes ☒ Behavioural Change ☒ Coaching

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— ■ LEGAL SERVICES ■ —

**We at KOS Legal Services would like to congratulate the Business Study Group Team. Your dedication and hard work have been truly inspiring, and it is clear that your efforts have made a significant impact on the success of the Summit over the years.**

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## Okapi Children Cancer Foundation

### HOW YOU CAN SUPPORT US

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Help create more awareness by following our social media pages and sharing our nuggets on Childhood Cancer



#### PSYCHOLOGICAL SUPPORT

Become a volunteer to help make a difference in the lives of children fighting cancer

#### FUND CHILDHOOD CANCER TREATMENT



Become a frequent donor by donating any amount to the care of children fighting cancer

### MISSION

To inspire hope, provide emotional, psychological, and financial support to children diagnosed with Cancer

To be the support system for children diagnosed with cancer in Nigeria

### VISION

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📞 08175160785

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For more info:

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## ARIKE KIDNEY FOUNDATION

*Help us help others achieve health.*

Our organisation is a not-for-profit organisation for post-kidney transplant persons dedicated to empowering recipients with comprehensive support, coaching, education, and healthcare services. We aim to improve the quality of life of post-transplant persons by facilitating access to psycho-social support, promoting best practices in kidney care, and advocating for our members' interests at local, state, national and international levels. Through partnerships and collaborations, we also aim to promote the availability of accessible or cost-effective medicine to all members and facilitate access to quality healthcare services.

Slogan: Help us help others achieve health.



### MISSION

To create a community of post-kidney transplant persons with accessible and cost-effective healthcare and access to affordable medication, enabling them to lead normal lives.



### VISION

To garner all necessary resources, including but not limited to skilled personnel, cutting-edge medical technology, financial support, and up-to-date information, in order to achieve our overarching vision.

### WHY WE NEED YOU

We need your support to continue supporting our members' healthcare services and medications. Your donation can help us expand our programs, improve the quality of care for transplant recipients, and reach more needy people while advocating for members' interests at local, state, national and international levels.

### HOW TO DONATE

To donate to the Arike Kidney Foundation, please visit our website and click the "Donate" button. You can make a one-time or recurring donation using your preferred payment method. The foundation's account detail is Arike Kidney Foundation Zenith Bank 1228590861.

### WHY WE NEED PEOPLE TO SUPPORT US

Post-kidney transplant persons face unique challenges that can impact their quality of life. Our Aims are:

- To educate post-kidney transplant patients about their new lifestyle
- To facilitate the provision of psycho-social support to post-transplant patients
- To provide information on kidney care best practices
- To facilitate members' access to quality healthcare services
- To facilitate the cost-effective availability of medicines
- To provide input and feedback to both local, state, and national health policies
- To advance members' interests in seeking partnerships and collaboration through a local and international body
- To undertake any other activities necessary for the well-being of members.

By supporting our foundation, you would have helped us achieve our aims and provided essential healthcare services and medications at a subsidised rate to help improve the lives of our members. This support to the transplanted persons will be delivered through workshops, seminars, and donations or partial payment for the immuno-suppressant medications.

**ARIKE KIDNEY FOUNDATION  
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### OUR CONTACT

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## NOTES

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