

February 2016

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**YOUR FINANCIAL
NEWS**

Senator, The Honourable Winston Garraway

'You Lead Into Tomorrow'

Ms. Telojo 'Telly' V. Onu Managing Director, Quintessence

Consulting Inc. reveals 'How To Set Up Shop'



16 year old Warren Cassell Jnr.

**Investor and bestselling author inspires
young people to start a business and
maximise their potential.**



Business

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Senator, The Honourable Winston
Garraway, Minister of State
Ministry of Youth, Sports and
Religious Affairs, Grenada
ECCU Youth LEAD Conference
January 19th 2016
(Excerpt -- Opening Remarks)

- How do you lead?
- Whom do you lead?
- Where do you lead?
- When do you lead?

I wish to suggest that before you consider entrepreneurship and leadership, you first have to LEARN.

You have to LEARN yourself – your strengths, your weaknesses, your goals, your purpose in life.

You have to LEARN how to use your strengths to overcome your weaknesses to achieve your goals and fulfill your life's purpose.

You have to LEARN how to step out of the proverbial box and think like you've never thought

before; act like you've never acted before so you can achieve like you've never achieved before.

After you have LEARNED, you begin to feel EMPOWERED.

- EMPOWERED to dream!
- EMPOWERED to set high goals!
- EMPOWERED to reach for those dreams!
- EMPOWERED to reach for those high goals!
- EMPOWERED to help someone else to dream!

With that EMPOWERMENT, you have set the wheels in motion to ACHIEVE.

- The wheels are set in motion to ACHIEVE the dreams.
- The wheels are set in

motion to ACHIEVE those high goals.

- The wheels are set in motion to ACHIEVE self-realisation and actualisation.

When you put LEARNING, EMPOWERMENT and ACHIEVEMENT together, you have the basis for DEVELOPMENT.

This is where you are today. You are at another juncture in your learning curve. Seeking EMPOWERMENT, which would LEAD you to ACHIEVE and DEVELOP into outstanding entrepreneurs in our region.

So whom do you LEAD?

You lead yourselves and those around you. Those like you who have a goal, a vision and a mission for success. You lead the next generation into our

tomorrow and their today.

Let me remind you that you can be anything you want to be. You can do anything you want to do. It's all up to you. If you embrace life as a game of possibilities; if you treat every challenge as a game that you're playing to win, then the sky is your limit – at least if you're not an astronaut.

When do you LEAD?

You lead NOW! Some people say the youth of today are the leaders of tomorrow. I say, the youth of today are NOT the leaders of tomorrow. The youth are the leaders of TODAY! Today you have the opportunity to chart the future – with the help of people like **y o u ; y o u n g** entrepreneurs in their own right. Young people who have gone before

and now have experiences and insights to share. I encourage you to embrace the information you will be getting here today and use it as stepping stones for building your future, which will become our tomorrow but the today of the next generation.

Where do you LEAD?

You lead where you are, but you lead into tomorrow.

Entrepreneurship is not for the faint-hearted. It calls for you to take risks – to step outside your comfort zone and do **s o m e t h i n g** that you've never done before, believing that it will work.

Alexander Graham Bell had to step outside of his comfort zone to create the telephone. Thomas Edison had to step out of his comfort zone to create the light bulb. The

Wright Brothers had to step out of their comfort zones to invent the aeroplane.

All of these entrepreneurs pioneered a cause for which they must have been called crazy by their peers. But their determination and focus and steadfastness, have revolutionised the world.

If it wasn't for the many men and women working over the past twenty years; working and researching and experimenting in the electronic industry, today's conference would have required that everyone gather in one room, in one country, to talk and exchange ideas. The internet has changed forever the way we meet and work and play, and hold conferences; and it started with an entrepreneur or group of entrepreneurs.

All of these entrepreneurs who started with a dream, and have made their mark in history had to take risks.

Today you have the opportunity to start a concept that could mushroom into a business that could change the world forever.

Beyond this one day Youth LEAD Conference, the message that the ECCB is obviously sending and one which we must all

endorse, is that youth development must take priority in our region.

This must be seen as a powerful message resonating with our sisters and brothers throughout the corners of the Caribbean.

You see, the results of youth investment always work for our good and avert the potential opportunity cost of our failure to act.

Tomorrow starts with you today! LEAD - Learn, Empower, Achieve, Develop.

If you can't figure out your purpose, figure out your passion. For your passion will lead you right into your purpose.

Profiles of the Two Entrepreneurs Featured in this Issue

Ms. Telojo "Telly" Valerie Onu is recognised as a leading international development, digital economist and enterprise transformation specialist. She has spent over 16 years as a strategy management consultant. Ms. Onu is the founder and Managing Director of Quintessence Consulting Inc. and the Founder and CEO of Innovatethenext a new early and late stage Business Accelerator for the Eastern Caribbean, supporting Innovators in Digital Climate as well as Growth Oriented Women Business Acceleration.

Warren Cassell Jr. is one of the Caribbean's most followed entrepreneurs. Obsessed with the idea of helping millions of people maximise their true potential, Warren and his work have been featured by CNN, Entrepreneur Magazine, Yahoo Finance, The Huffington Post and many other widely read publications. A first degree black belt in Tae Kwon Do, he is the author of two books: **The Farm of Wisdom: 25 Unforgettable Tales that Will Ignite a Wiser You** and **Swim or Drown: Business and Life Lessons I've Learned from the Ocean**. Both of which made the Amazon Bestsellers List for Self-Help Books. His work is highly focused on the connection between nature and business.

Set Up Shop



Ms. Telojo Telly V. Onu Managing Director, Quintessence Consulting Inc.

“Set Up Shop”. What does that mean and why? My task is to give you some success factors and tips on how to set up shop, meaning start your business. I am sure some of you already have ideas that you think you can play around with. But then how do you go about moving from the idea to getting to the point where you are in the market? It takes a lot of different activities to move from idea to setting up shop. Let’s look at the reason why you should set up shop which is called value creation.

Why should you set up shop? There is something you have a passion for. There is an idea you can’t shake off. You go to sleep at night and it is the last thing that you think about and the first thing in the morning. You want to see how you can use your talent and turn it into a business.

The bottom line is how can you create value? Because at the end of the day whatever it is that you have, whether it is a product you create or a service you offer, you want to make sure that by the time you exchange it in return for

money you make a profit. Your bottom line is profit but at the end of the day when your customer buys it, he has to get some perceived satisfaction from it. That whole process is how you create value and **the centre of your value creation is your customer.**

We wake up thinking about our idea ‘*Gosh I love this item, I love the color. It is my thing*’. But it is not all about you. Who is going to buy it? Whatever you do, whatever you create, you have to start looking at a position statement, called a value proposition. How can you begin to create value for an individual? First of all who is that individual and why on earth would he want to buy your product or service? You have your likes but everyone else has his or her likes too and they are not the same. So how can you then satisfy all these people? That becomes a challenge. Imagine that you are the entrepreneur and that is your business. You have to think about all these different people and try to satisfy all those segments.

As an entrepreneur you may think that what you have is awesome but no one cares about what you

think, it is what your customers think and sometimes this is the biggest stumbling block for entrepreneurs because they are not willing to change. They are totally in love with their product or service. A product may in your mind be good for you as the creator, but the market thinks differently so you have to listen to the market.

For example, why would you buy an Iphone over a Samsung phone? To you it might be the features e.g. face time; and it is not just about the face time it is about communicating with your best friend for free. So in that case the value proposition would be – ***‘I deliver a service that allows my client to communicate for free with her best friends and build relationships’***. That statement is the value proposition.

You have to start thinking about what value you are creating for your customers and what is the purpose of the value. As you start to do this you then begin to do what we call segmenting the market. This value proposition actually transmits into a message. When you see ads, the writers did not just come up with something. They thought about who the

Unique Value Proposition (UVP) - Single clear, compelling message that states why your products/services are different and worth buying.

market is and what the message should be. They are actually giving someone a message. You might not really recognise this; you might just say I like the ad. That ad is giving a message and the persons to whom it is talking get the message and think **'I really need that product because it says that product can cut my bills by 15% and that is what I really need.'** That is what the message intended to achieve.

That is one concept that you have to think about, creating value, the value proposition and how you can make your value proposition unique. Consider that you start a business then a few years later you buy a new car and your neighbour says *'wow, she just bought a new car, I need to get into that business too and make money'* and she starts a business just down the road from you selling the same thing. That is competition. That is reality. You really have to dig deeper. How can you make your business different? It could be customer service...It could be creating that experience, that wow effect that nobody ever thought of. It is your service that makes your business unique and it is not found on a shelf. It is just your service. Service is very big on how to actually make your delivery better. It could be the response time. You and the competition may be selling the same product or service

but when customers text you, they get the desired response in a few seconds and get the service delivered. In such a scenario your customers are not going anywhere else because they know that when they need you, you deliver promptly. You have to think about those little things that make a big impact.

You should start thinking about a value proposition that is a simple, clear compelling message for whoever is going to buy your product or service. I am sure you have seen vendors with the same product packaged differently and one cost fifty dollars and the other cost thousands. Look at the Iphone versus other phones. They are all made in China and the cost of production is probably fifty dollars but when it gets into our market you have to pay thousands. You don't mind that, because in your mind there is a perceived value for which you are willing to pay. Just remember that pricing can be based on a particular segment once the product or service is delivering value and the person says *'Oh yes it met all the requirements on my checklist. It is worth it.'*

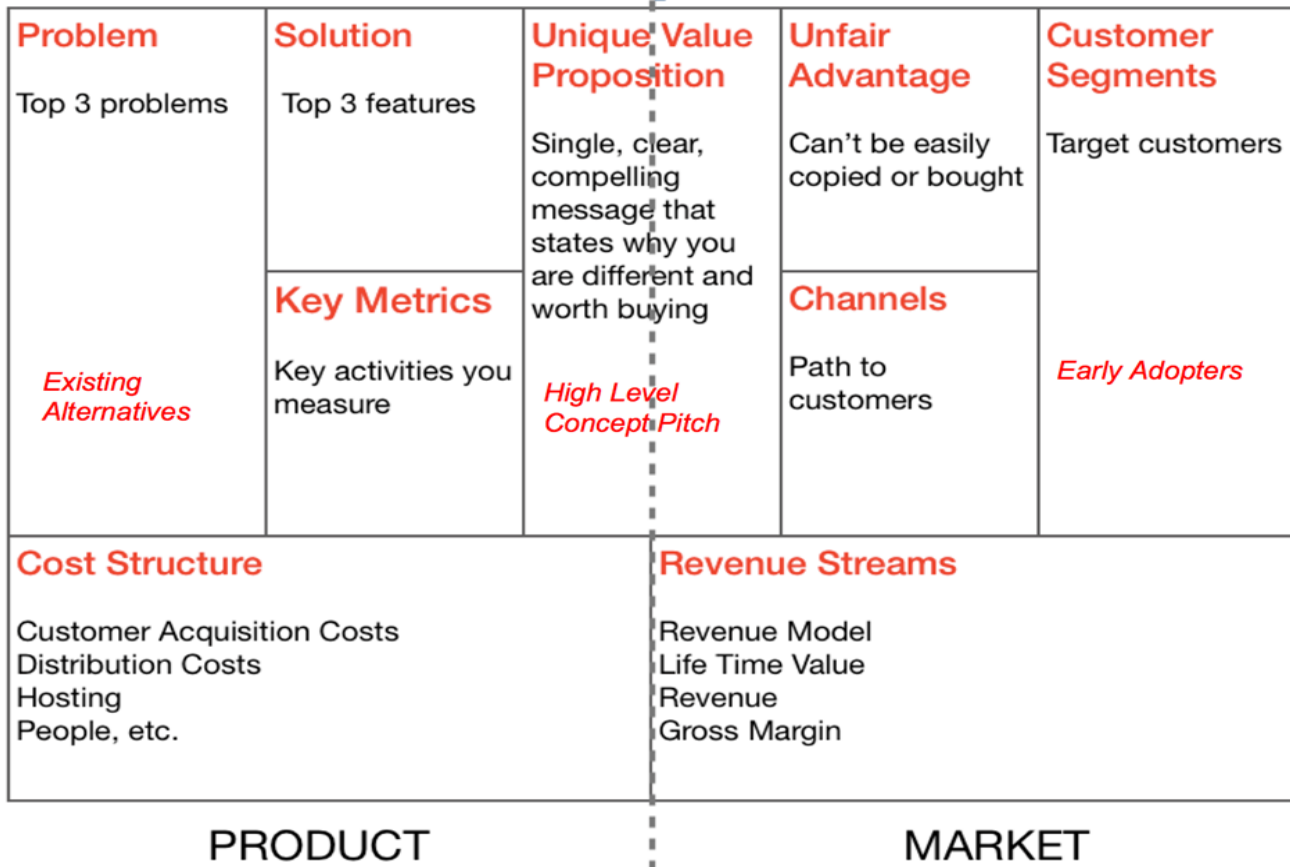
The next point I want to talk about is location, location, location. Are you planning on opening a business that has a physical location or a virtual location? You might like a quiet surrounding but quiet may not position you to get

sales if hardly anyone stops in that area. So you may have to position yourself in the busy sector of town. In a virtual world it is really about your website or your web portal. How do position your site so that people can see it in their search engines? What type of words do you use so that search engines can pick you up easily so that when persons are searching for your type of service your business' services pop up first or at least in the first set of searches? There are gazillions of similar businesses out there. Not everyone is strategic in their marketing but it is extremely important if you want to be successful.

We spoke a little about why we are setting up shop - the customers and the value they are going to get. We always tend to start with the thought that *'this is my idea, this is my product/ service, this is great'*. We need to reposition this and start to think about the market first. How do we do this? The answer, business planning. Why am I talking about this? Because if you fail to plan, plan to fail. If you just go at this without planning then any road will take you wherever. It will not take you where you want to go but then you did not take the time to plan. Earlier in the conference, Kimya spoke about meeting every day for months to flesh out her plan.

The business model canvas is a

Business Model Canvas



simple way to plan your business. Like a mind map, it is a simple way to document the main components that are required to create a business, to create value i.e. *the business logic*. However, in order for you to start planning a business you need time, patience and of course eventually money. The business model is like a map, it spells out how you create value, how you capture value and how you execute all on one page. Ask yourself. *'What in each of these boxes on the canvas can I do differently to distinguish myself from the competition?'* That is your secret sauce.

Now that you understand your

logic about your business and how to create value, think about how you are going to fund it - The money part.

There are many ways of funding your business idea. There are grants, but these are difficult to get so you cannot be totally dependent on grants. What about your friends and family? Start there. These are the people who can trust you. Guess what? They will always want a return. Every investor wants a return. It does not matter if they are your friends and families. You can also look for external investors (venture capital and angel investors). Angel investors may be a mentor,

already in business but wants to invest in you. If you are really good at what you are doing, you can also generate money through sales or new ways like crowdfunding. There are also loans. It always depends on where you are in your business. At the start up stage it is normal to fail. Your business model may change twenty times before you get it right and so a loan may not be the ideal way to fund your business at the start-up stage.

Don't be intimidated, take the challenge. Set Up Shop!

Calculated Risk Taking

Warren Cassell Jr.

Executive Chairman of The Abella Group, LLC.

Investor, author and entrepreneur, Montserrat



I am 16 years old and currently investing in the stock market. I am taking a year off of school. I am currently contracted with Investopedia.com, the largest personal finance website, recording about 56 million views every month.

I always had an interest in starting my own business. I just like the idea of being able to serve people and being able to have my own freedom. However, I used to think that if you wanted to go into business you had to have something that was brick and mortar. When I was eight years old my mom said *'if you want to start a business, why not start a greeting card business?'* That was when it clicked. At that time I was creating cards for my family and for persons whom I knew. My mom encouraged me to start a business and I thought *'why not?'* That is one of the lessons I learnt in business - Ask why not? If there is something that you want to chase after, why not do it? Especially for those of us who are young. We may lose the initial start-up capital that we put into the business but we are young so

whatever we put into the business is probably small. If we lose it we can probably make it back; so why not?

I started a greeting card business (*birthday cards, get well cards and others*) and I saw a great demand for the product. Up to that point most people only had the option of going to a pharmacy or a few other stores to get greeting cards. Unlike the competition, my cards gave persons the opportunity to personalise their cards. I was looking for a problem in the market that I could solve and I found that in greeting cards.

One of the mistakes I made was that I kept my business too small. In the beginning, I focused on just serving this geographic space. I could have looked at selling my cards to other countries and in other markets. If you look at the companies that are successful, they are not small. When we have an economic downturn like in 2008, it is the small companies that get crushed while the bigger companies can often withstand the downturn. If you are starting a business, while you may start small, make sure that you try to serve a larger client base as that will always be useful in the future in case there is a downturn with a particular client. Currently I have

multiple income streams so if one does not do too well, I always have my investments as back up if my main clients do not have money to pay me.

Then I started doing web design and that came out of me wanting to build a website for myself. I asked my dad to do it for me. I was very impatient, at that time I was about ten years old, so I got fed up waiting and just went on line and taught myself how to build a website. From there people found out I was building websites and asked me to build their website. I started that business out of something that I was just interested in doing for myself. You don't always have to start with the next big idea like Facebook or the next billion dollar idea. You can start with a simple problem that you are experiencing (*for me that was getting a website up*) and make money by just solving that same problem.

Then I started investing in the stock market because I was making money and I was not quite happy with the interest I was getting from the banks. I wanted to protect the money I had made and grow it substantially. I started investing in the stock market. I have been doing that for about three years now. A lot of persons

think that this is particularly risky especially with what we see on television but whatever I have now I am pretty young and I can make it back and if I don't lose it then I have the ability to substantially grow the capital I have.

In summary, I would want to leave with you a few lessons I have learnt along my journey.

- Always study, always get knowledge. That is one thing persons can't take from you. I am constantly networking. I am always learning. Entrepreneurship has given me the opportunity to build connections with people not just in the Caribbean but all over the world. Once you build connections, especially at this stage, you would be surprised how this would help you in the future. I have a friend in New York and he knew that I wrote articles and he got me a gig with Investopedia so now I have a monthly income stream just from writing articles.
- If you want to start a business, the advice I would give to you is to start. Start by looking for a problem to solve in your market. Don't be afraid to fail. Even if you fail you have a lot of time to get back up and the lessons you will learn from failing would be helpful in the future.

- Don't be afraid to get as many clients as possible and start to expand your business. For example, I don't know how to create mobile apps. When clients came to me to build applications, I focused on building websites and outsourced the app development to India and made substantial income from that. Opportunities are out there. You just have to be creative.

Excerpt from the Q&A Session

Q. What is your net worth?

- A. I believe that your personal finances should be kept private so I don't disclose my personal net worth but I do indicate what I am currently invested in. My portfolio mainly comprises investments in two sectors: Multifamily residential real estate in the United States. *(I believe that even if we have another crisis like in 2008, people will always need a place to live. I like real estate because it is a way to protect my money)* and the financial sector *(banks, insurance companies and asset management companies)*.

Q. What inspired you at that young age to get into entrepreneurship?

- A. For some reason I always had

a passion for business. Growing up, I observed persons who were entrepreneurs and saw that they had freedom working in their businesses. Twenty years from now I want to be able to spend as much time as possible with my family, with my kids, so I am thinking that if I work hard now, later on in the future, I can have freedom. It is not really about the money, it is about the freedom. It is being able to wake up in the morning in the future and say I don't want to go to work; I want to travel the world; I want to give my kids the best opportunity that they can have. That is really what inspires me every single day. So every day I remind myself that these are my goals, these are my plans, and that is what pushes me.

Q. Who is the first person who started to invest in your business

- A. In my eight years of being in business I probably only received about two hundred dollars in total. That was when I first started, so the funds would have gone to purchasing software. Since then I have never gone back to my parents for more capital. I have invested all my profits back into my business.

Q. Being so young, were you always taken seriously as an entrepreneur?

A. In the beginning when I started to expand abroad there were a few people who did not want to deal with me because I was a minor. As I started to get attention for myself and market myself via my interviews, people started to look beyond my age. If you are starting a business now, depending on what you are selling, people may be a little hesitant to give you money. In my case I was selling services that cost five and seven thousand dollars so people were thinking that they were not sure about giving a ten year old that much money. My advice to you is to start to sell your products and services to your family and friends and use the work that you did for them as your portfolio so that when you venture outside of this network you can use that experience and work to sell your services.

Q. What is the most difficult decision that you had to make?

A. In the stock market you can make ten thousand dollars or lose ten thousand dollars in a day. So when I first began investing in the stock market although I did my research to

guide my investments, I would second guess myself once I made a purchase and put thousands of dollars in a particular stock. I would ask, 'Am I making the right decision?' Once you invest, you no longer have control over what is going to happen. It goes back to having confidence in yourself and having the knowledge. Now when I invest in a stock, even if the price goes down, I am confident that my investment will do well in the long run because I did the correct research and I have the knowledge. Once you are making big decisions in business as in life it always helps to have the research and knowledge to back it up.

Q. How were you able to get in touch with people and companies abroad like India at that young age?

A. Today people have the opportunity to connect and build a rolodex of networks as a result of the internet. This would not have been possible twenty years ago. I decided from an early age to use the internet wisely; to network and build relationships via this platform. Although I live in Montserrat, ninety percent of my income comes from abroad as a result of the internet. I

see the internet as a powerful tool and I am just leveraging it.

Q. Do you ever have a fear that there might be a stock market crash and that you will lose it all?

A. For me I am a long term investor. I am a value investor. I look for undervalued assets. This means that I look for companies where the stock prices are below the actual book value. If I do that, I know that in the long run the stock market always balances out the value; always balances out prices. I am not looking to make a profit next week. I am looking to make a profit over a ten to fifteen year period. I am not really concerned about prices. In fact I actually love when stock prices fall. Let me give you an example. We all like bread, we all buy bread. When the price of bread falls from five dollars to three I will be happy because I can buy more bread. Similarly, when my stock prices fall I am happy because I can buy more. I have done my research and analysis of the stocks in my portfolio so I know I will make money over the long term...

“Always study, always get knowledge. That is one thing persons can't take from you.”