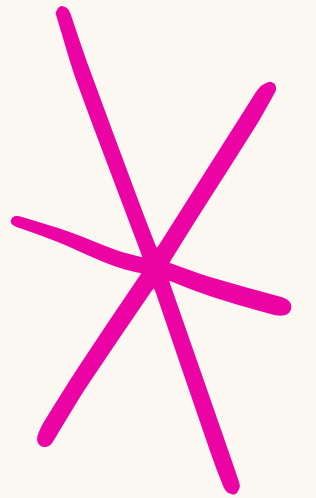
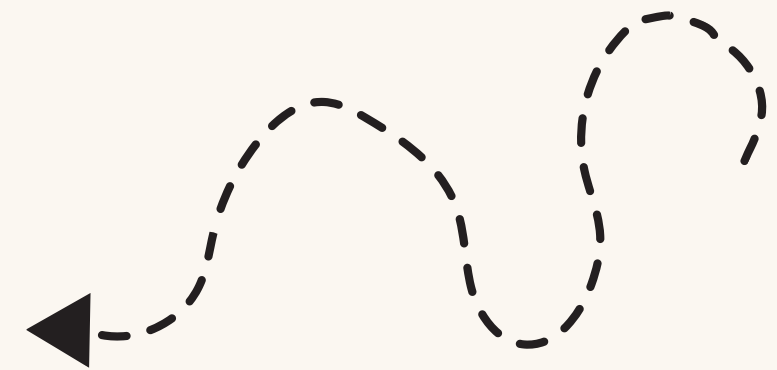




ENTREPRENEURIAL



Mindset



Toyosi Olowe





Agenda

1. Introduction
2. Key Qualities
3. Practical Examples
4. Challenges
5. Partnership Strategy
6. Networking / Expansion
7. "Intrapreneur"
8. Q.A



TW



Hi there! I'm Toyosi !

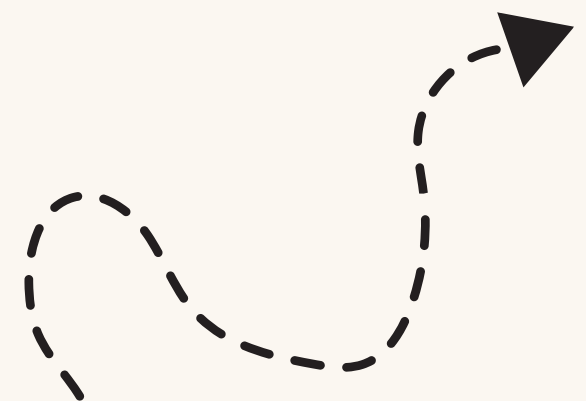
Introduction



Female entrepreneur, Founder of TW (ToyoWrites). I am an Artist and Creative Director.

Law & Business Graduate 2016

I moved from my Big 4 Corporate firm to becoming a full time entrepreneur in 2020.





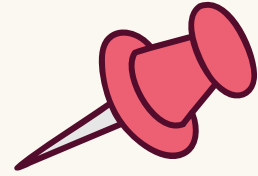


“What you're supposed to do when you don't like a thing is change it. If you can't change it, change the way you think about it. Don't complain.”

Maya Angelou



Define Your Vision:



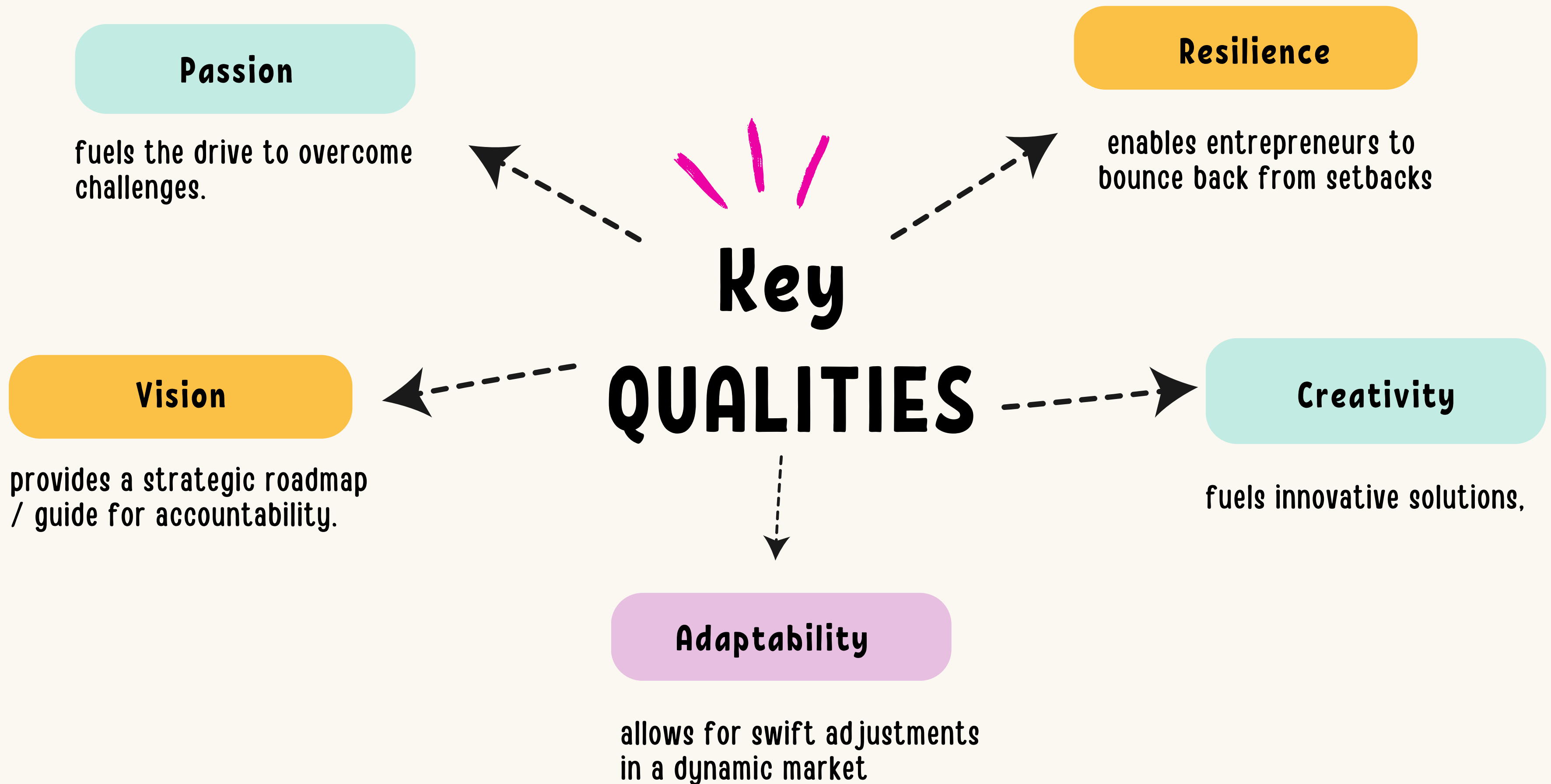
Reality: Clearly define your vision for the creative art e-commerce.

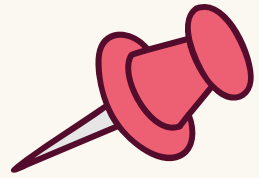
Struggles: Navigating uncertainties in the early stages.

Victories: Achieving clarity leads to a focused business direction.

Lessons: A defined vision acts as a compass during challenges.







Establish a Platform for Specialised Art:



Reality: Creating a platform for niche art markets is challenging.

Struggles: Initial difficulties in gaining traction.

Victories: Connecting with art collectors and enthusiasts.

Lessons: Persistence and unique offerings attract a specialised clientele.





Price
£15.00 £350.00

Affirmations +

Abstract +

Definitions +

Illustrations +



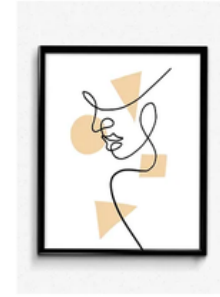
Boujie Babe
£60.00



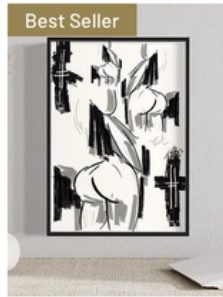
Mindfulness.
£44.00



Reveal.
£40.00



Shape of Me.
£55.00



Behind
£100.00



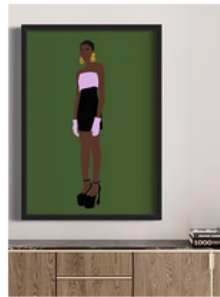
TW Define Me
£55.00



Mr & Mrs 23
£50.00 £45.00



It's Coming
£12.00



Model Vibe
£12.00



Groovy Chick
£12.00

"I received the beautiful picture, the framed words and TW artwork !! They are really beautiful and honestly have so much meaning. I am going to hang them in the office. I'm super thankful that you took the time to be a blessing & to send these as a reminder of who I am, especially for me on the days when I'm struggling to remember a bit. Love your spirit, adore your art. God bless"

Meagan Good, USA
Hollywood Actress



"Toyosi Olowe is an exciting new artist on the art scene. Her work is fresh and exciting. Count me among her collectors and fans."

Bracken Darrell, USA
CEO of VF Corporation
Previous CEO of Logitech




Time to Dance : £18,000

XL Painting: 3 x 4 Feet, 122 x 92 cm

The essence of Yoruba culture comes to life in a breathtaking dance scene. The painting is immense, stretching across an entire wall, and it radiates with the warmth of a thousand suns. At the heart of the painting, a spirited drum band commands attention. Musicians, adorned in colourful Yoruba attire, beat intricate rhythms on traditional talking drums. A beautiful Yoruba bride stands at the center of the celebration, resplendent in her bridal attire. The painting captures a moment of pure jubilation and cultural richness.

Artist: *Precious Oshiole*

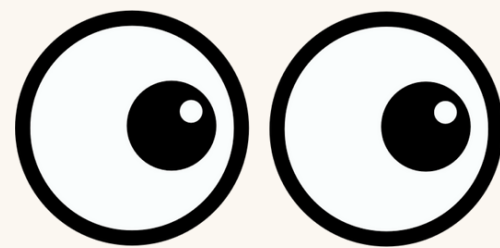
PURCHASE



BOOST YOUR MINDSET

BIG VISION

by setting ambitious, long-term goals that inspire and guide your business strategy.



RISK APPETITE

by carefully assessing potential challenges and viewing them as opportunities for growth.



CREATIVE SOLUTIONS

encouraging out-of-the-box thinking to generate innovative solutions that set your business apart in the competitive landscape.



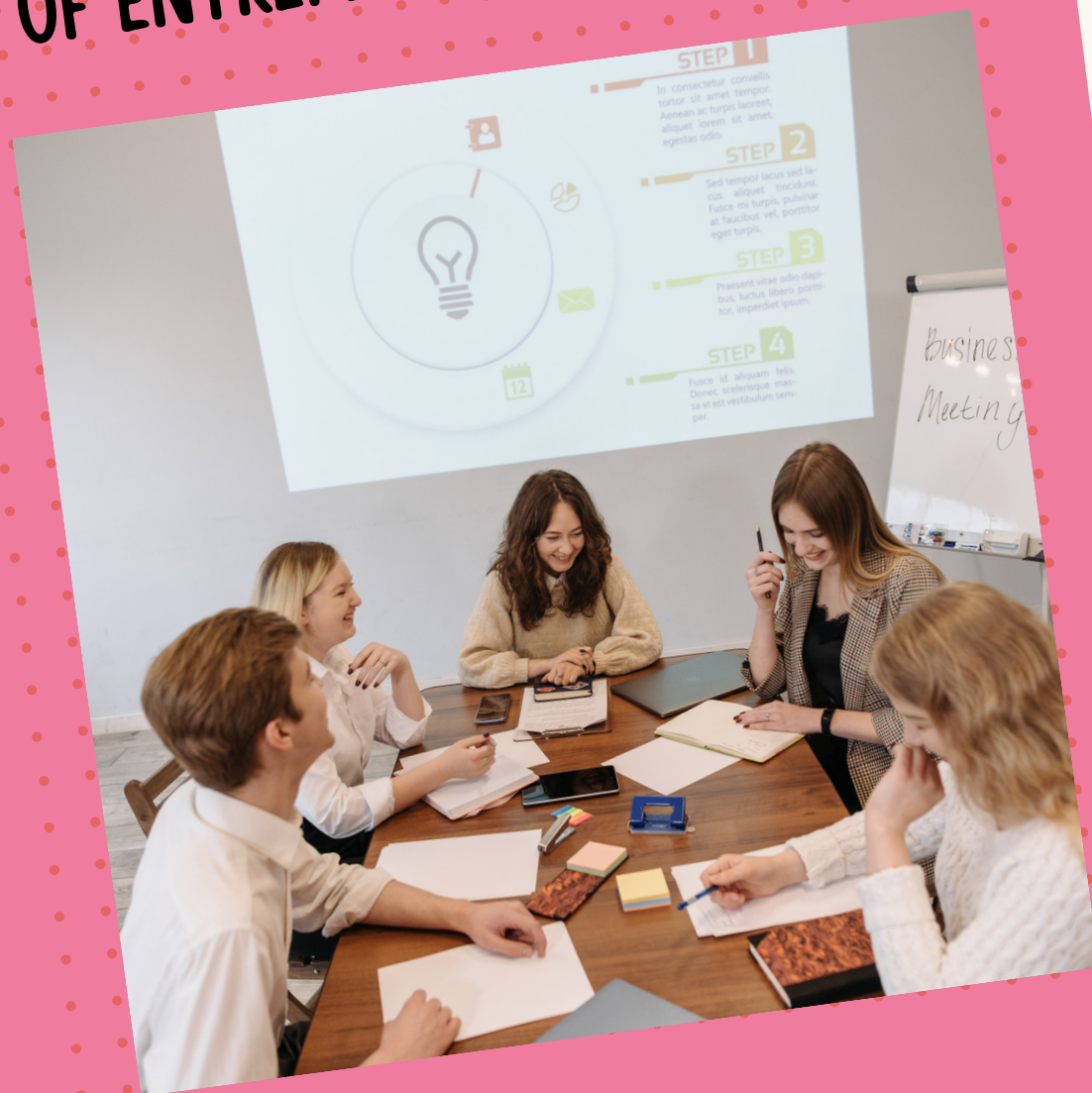


“Everything negative – pressure, challenges – is all an opportunity for me to rise.”

Kobe Bryant



CHALLENGES OF ENTREPRENEURSHIP



- **FEAR OF FAILURE**

reframing failures as valuable learning experiences, essential for growth

- **GLOBAL CRISIS**

focusing on adaptable strategies, diversifying revenue streams, and staying informed about market trends.

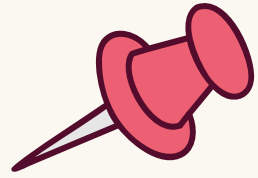
- **LIMITED FUNDS**

overcome by prioritising essential expenditures, seeking strategic partnerships, and exploring creative financing solutions.

- **PEOPLE HURDLES**

E.g gatekeepers/ overcome by fostering open communication.





Cultivate Business Partnerships:

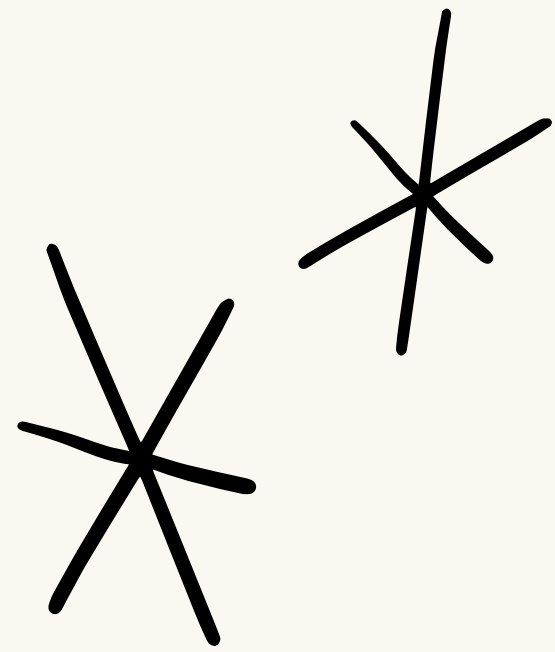
Reality: Collaboration enhances opportunities.

Struggles: Finding suitable partners and negotiating terms.

Victories: Exhibitions sponsored by reputable entities boost credibility.

Lessons: Choose partnerships aligned with your brand values.





CREATIVE PARTNERSHIPS



Utilising B2B

Leveraging business connections opens doors to collaborations e.g Barclays



Networking Power

Offers resources, and support that can significantly enhance your business e.g. Events.



Accelerator Programmes

Provide community & mentorship, continuous learning and strategic development.

CREATIVE BUSINESS EXPANSION



**Diversifying
art work**

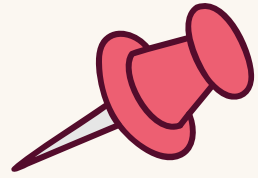
attracting a broader audience with a varied range of designs and styles

**Selling High
End Art**

elevates the brand's prestige, attracting a niche market

**Collaborating
w/ Interior
Designers**

taps into a new avenue, fostering business expansion by providing customised art solutions and creating synergies



Diversify Product and Service Offerings:

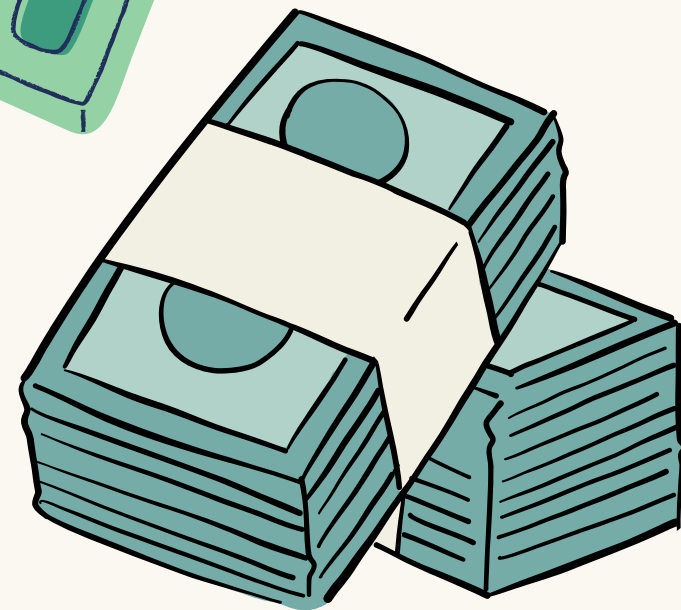
Reality: A dynamic market requires adaptation.

Struggles: Balancing diversification without diluting the brand.

Victories: Offering a range attracts a broader customer base.

Lessons: Strategic diversification enhances business resilience.



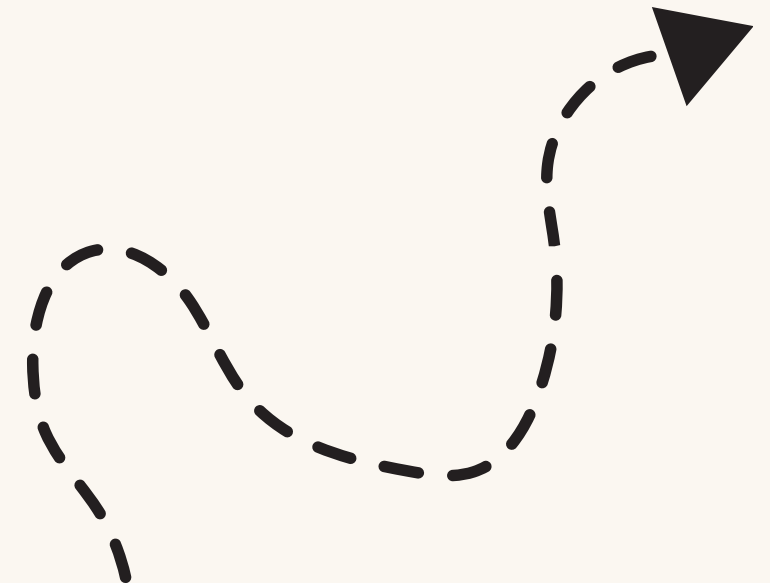



INTRAPRENEUR

Entrepreneurial thinking within an organisation.



1. Encouraging a culture of experimentation e.g risks
2. Cross-functional Collaboration e.g departments
3. Harness support within the firm e.g budget





CONCLUSIONS

OVERCOME FEAR

Unleashes bold decision making and calculated risks e.g pandemic

MEANINGFUL CONNECTIONS

Expands networks, offers collaboration opportunities for sustained success and future referrals e.g mentors/ LinkedIn

VISION & INNOVATION

Fuels continuous improvements and navigating changing landscapes e.g vision boarding/ community



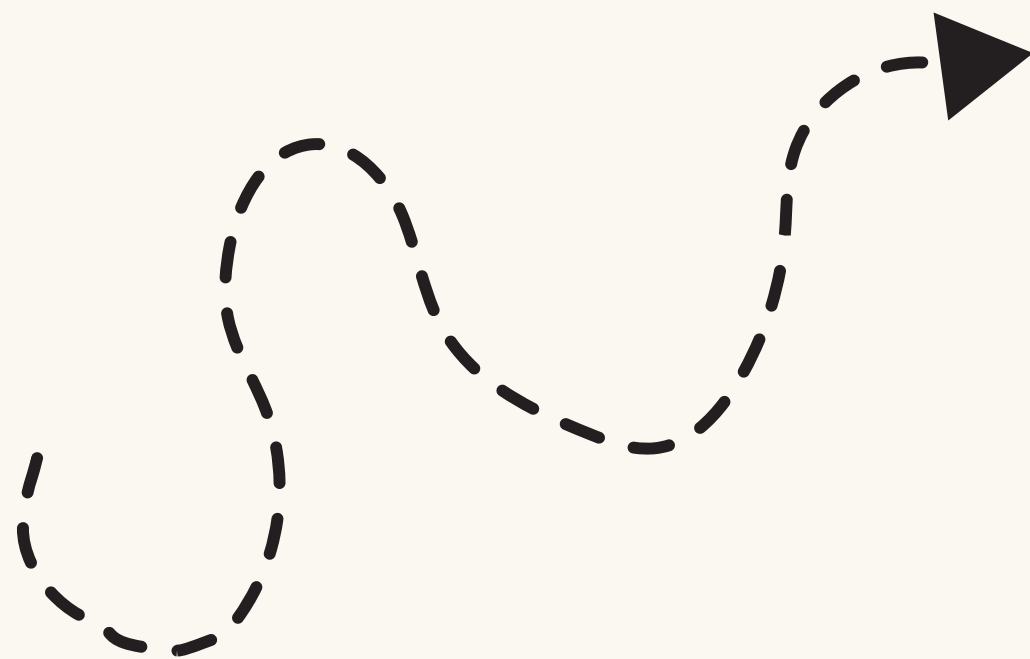
23-31

Believe in who you are becoming

TW



Q/A



FOLLOW:



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WBS30

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