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Essay on the Centonomy Limited Entrepreneurship talk held at The Nairobi National Museum on Saturday 2/02/2019

As I left this amazing event on entrepreneurship, I made sure to always put something I learnt on that day into practice, "Do not compete, differentiate." Many businesses usually start up on a good note but end up shutting down in the long run since they were not able to compete effectively with other businesses. Successful businesses stand out in a crowd, they are usually unique in their own special way and that's why they attract many customers maximising their profit. Businesses should not only aim to compete with other businesses but should strive to differentiate themselves from their competitors.

Miss Waceke, the founder of Centonomy Limited, expounded on the importance of self-discipline in business. You may be an entrepreneur with a successful business but do you know that if you don't practise self-discipline your business might fail? A good example of self-discipline is paying yourself a constant amount of salary. This will make sure that whether you're business makes a profit or loss during a trading period, you won't dare take more amount of money from the business than you're supposed to. The business should be a separate entity from you. The profit the business makes is for the business, not yours. Take good note of that.

Centonomy Limited's mission is to Create Wealth and Live Abundantly. Centonomy Limited runs an entrepreneurship program in which potential successful entrepreneurs are taught by successful entrepreneurs whose businesses are thriving on important subjects which determine whether a business thrives or fails.

On choosing what type of business one might want to start, one must consider the following: one's passion- without passion you'll definitely not enjoy what you're doing and when you're bored with the business you are running, you'll only focus on making profit not satisfying the customers' wants. Two, one must consider the business' practicability- the resources and your ability to effectively run the business and the final thing one must consider when choosing a business is of course, the profitability of the business because in business the main objective is to make maximum profit.

The event's mcee, the C.E.O of Centonomy Limited, Mr. Waithaka Gatuya stated this, "Influential people are not satisfied with the status quo." We should always strive to become people who are not shaken by what people might think about us. I know that I am the best and I am striving to make a legacy out of my name. One day you'll see Malcolm Ochieng' on the list of the number one New York Times bestseller authors. I'll be associated with the Dan Browns and J.K Rollins.

Mr. Peter Nduati, a very influential person in the insurance industry in Kenya and a powerful public speaker, made it clear that "Behind every successful being is a string of failures." The problem is not failing but failing to rise after the failure. Failure should not deter you from achieving your goals since it's only through failure that you get to understand what does not work and what may possibly work. Try out different things, I'm positive not all of them will fail.

In the near future many jobs will cease to exist and that's why it's important for people to take courses on areas that will run the future. Machines and robots are coming up in an impressive pace and unfortunately, even though this is the bitter truth, many employed people will be rendered useless and thus will be laid off since machines will take over their jobs.

Open up your mind in order to grab opportunities coming your way. People need to understand that the world is quickly changing and more focus is now being put on the S.T.E.M subjects. Science and Algorithms is what the world is running by nowadays. Science is everywhere and has such a huge impact in our lives that you cannot simply ignore it.

During the Q and A session, one person asked what he should do in order to strive in the complicated world of entrepreneurship. Mrs. Waceke gave a straightforward answer, identify a human problem and find a solution to the problem. Mr. Peter Nduati added that there are many investors who are willing to put millions on the line for potential business opportunities. If you just have a really powerful and possibly 'the next big thing' idea, capital and resources will follow you.

I would love to put up a website in which novel enthusiasts would get their favorite novels for a much cheaper price than the hard copies. In the website, there will be the option of audio books, books which will be read by A.I's like Siri, Alexa and Google. Study groups will be able to be formed by people from all over the world to discuss certain books. What I'd like to do with this website is to build up the largest online platform in which people from all over the world will enjoy their favorite novels.