

FEBRUARY 2021

# Access Bank Emerging **Businesses** **Newsletter**

YOUR MONTHLY BUSINESS ADVANTAGE



**access**

more than banking

# Theme: "Generation unlimited"

"Young people are more capable of doing much more today, than ever in the history of mankind"

- Muhammad Yunus.



## Biz quote of the month:



We cannot afford to let the ideas of our young generation go untapped or unbacked.

- Sharad Vivek Sagar





## The Who

They are a unique group with values that set them apart from other generations. They are limitless, self-expressive, insanely tech savvy, self and environment aware, confident and always open to disruptive ideas and new ways of doing business.

Never has a generation been so aware of its options, thanks to the internet. Over 87% of millennials would rather make ₦30,000 a month at an enterprise they love than ₦100,000 a month at a job they don't according to Millennial career, lifestyle and travel blogger, Hannah Becker. With a multitude of possibilities at their fingertips, digitally savvy millennials are using social media and the internet to build communities and a following of customers.

According to Proshare (a financial information service hub), statistics show that Nigeria is the most populous country in Africa with one of the largest populations of youth comprising of 80% between the ages of 18 and 40. Young entrepreneurs are indeed the lifeblood of Africa's rise.



Inc.com (an int'l MSME journal), also revealed that the top 20 most influential millennial entrepreneurs all created a technology-based service. Gone are the days of businesses solely focusing on financial gains, as 87 percent of millennial entrepreneurs believe that the success of a business should be measured on its impact on the society.

Mark Zuckerberg claimed that Facebook was created to accomplish a social mission "To make the world more open and connected" Ben Silbermann believes that Pinterest "will connect you with the most important things in your life." and that brings us to why the youth proposition was created.

## The Why



The Youth proposition was created to serve the generation unlimited with what they value and what matters to them. Our innovative digital solutions will help them run their businesses smarter, sell more, make more money, acquire more knowledge and business skills, and network with like-minded entrepreneurs

on several networking platforms to mention just a few.

Access Bank is committed to equipping this young generation of entrepreneurs with the right tools and skill set needed to succeed in an economy marked by disruptive technology.

## The How



We have also tailored some of these solutions based on some unique qualities of these exciting individuals.



**Generation unlimited value experience and convenience so we at Access bank have created an ecosystem of initiatives to give them a seamless experience which includes:**

- **DBA Lite (D'Lite)** - An account designed especially for the youth entrepreneurs, where they pay as low as ₦75 for transactions of up to ₦1million monthly.
- **Business Debit Cards** - enjoy amazing discounts and offers when you get our business debit card. Get to pay bills, make purchases, and withdrawals.
- **Central** - They get to increase their customer base when they make CENTRAL , our E-Commerce platform, their new hub as a merchant . Central opens the door to new markets and gives them the opportunity to taken their business to the next level.



**They think outside the box and constantly strive to learn whatever is required to innovate and break frontiers, so we designed the:**

■ **SMEZone** - a learning platform with unlimited access to courses that will help in scaling their business, free webinars and workshops, funding opportunities, a robust community of SMEs and lots more.

■ **Business clinic** - a one-on-one advisory session with business experts to discuss their business challenges and get practicable and applicable solutions.



**They are highly collaborative and appreciate the unlimited value of an effective network of fellow trailblazers, so we created:**

■ **The D'lite tribe** - the perfect networking platform where they can meet entrepreneurs with like minds to engage, share business ideas, hold events and catch some fun.



**They are digital superstars who are mastering how to leverage technology in building businesses without borders, so we designed:**

■ **Swiftpay** - a digital payment platform that enables customers make quick, easy and secure payments on social media platforms (WhatsApp, Instagram, Twitter, Facebook)

■ **Digitized loans on the go** : instant business loan and cashflow loans.

■ **Discounted Business websites** - for as low as ₦15,000 their business becomes visible globally and available round the clock.

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- Escape of Water from any Tank, Apparatus or Burst Pipes
- Impact by any Road Vehicle Or Animal

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Access bank is excited to collaborate with our generation unlimited and can't wait for you to get started using these solutions. Watch this space for more thrilling offerings.

Remember to join us this month for all our exciting activities scheduled to hold. Visit [www.accesssmezone.com](http://www.accesssmezone.com) for more information on the activities.

**The month of March is our Women's month and we have exciting activities lined up for you;**

- Our Business Clinic for this month is just for women. It is a place where you get to have one-on-one conversation about issues you are facing in your business with business consultants who proffer practical solutions
- I am Remarkable – A Training just for women being done in partnership with Google.
- Business Workshop for **HER** inspiring female entrepreneurs.





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