

Startit.ng aims to support startups in Nigeria

Experts are unanimous on the need for more entrepreneurs in Nigeria to take advantage of value-creating opportunities by creating enterprises that can scale fast, create quality jobs and reduce dependence on foreign products and services.



Image by 123RF

In line with this, management consulting firm, Sawubona Advisory Services has introduced Startit.ng, a startup launch and growth support platform. The platform is supporting entrepreneurs to seamlessly take their startup ideas to market.

Obinna Igwebuike, managing partner of Sawubona noted, “Sawubona has supported the launch and growth of around 150 startups across Nigeria. We have seen some of these businesses grow to become market leaders. This is tremendous experience in startup innovation that is available to startups supported on the Startit platform.

“With our relationships with the critical stakeholders in the startup ecosystem in Nigeria, Startit helps entrepreneurs take their ideas to market in two weeks, helping them start smart enterprises with a competitive head start.”

Startit.ng offers startup support services like business registration, business planning, financial planning, marketing planning, internationalisation strategy development, market insights development, workspace sourcing, investment sourcing, staff recruitment and selection, staff training, digital and social media marketing, technology support for operations, website development, brand collaterals development, among others. These services are offered in product categories determined by the range of services a startup desires.

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