



**Nailedit by Maran**  
BEAUTY & SELF-CARE . IKARE EKITI

MINE 1000 . BEAUTY & SELF -CARE . EKITI . 2026

NIGERIA'S ENTREPRENEURIAL SPOTLIGHT

MINE 0001 . BEAUTY & SELF -CARE . EKITI STATE

Made in Nigeria Entrepreneurs (MINE)

# Marvellous Bolarinwa

From ₦45,000 to a Rising Beauty Brand, "Nailedit by Maran"



MINE 1000 SPOTLIGHT 2026

## From a Sitting Room to a Rising Beauty Empire

At just 20 years old, Marvellous Bolarinwa - widely known as Nailedit by Maran - represents a new generation of Nigerian entrepreneurs: young, self-driven, and determined to build something meaningful from limited resources.

She launched her beauty brand in 2023 from her mother's sitting room with just N45,000 saved from her job as a supermarket brand promoter.

Today, Nailedit by Maran Empire operates from Ikere Ekiti, specialising in nails and lashes - and delivering something far deeper than beauty: confidence, self-expression, and genuine care for each client. Her path wasn't linear. Balancing school, part-time work and a growing client base tested her resilience. But every challenge sharpened her craft - and her conviction that she was building more than a service.

She was building a platform. Her mother, a trader, and her father, a police officer, modeled the discipline that shaped her mindset. Watching them work hard to provide for the family taught her to value responsibility, independence, and earning through effort - the quiet foundation beneath the brand she runs today.

What many don't see behind the polished sets and growing client base is the discipline and sacrifice that fuel her journey. There were seasons when reinvesting in her business meant going without personal comforts - choosing nail supplies over small luxuries, and consistency over convenience.

At one point, limited funds made it difficult to restock essential tools, testing her belief in the vision she was building. Yet, instead of quitting, she adapted - learning, refining, and improving with every client interaction, turning feedback into fuel for growth.

Looking ahead, Marvellous isn't just building a beauty brand - she's shaping a future platform for empowerment. With ambitions to launch a fully equipped beauty academy and expand into broader markets, she envisions Nailedit by Maran as a hub for training, mentorship, and opportunity for other young women.

*"Start where you are and stay consistent."*

*Marvellous Bolarinwa, Founder Nailedit by Maran. 2026*



-MINE 0001 FIRST FEATURE

## She started in a sitting room with ₦45,000.

Marvellous started **Nailedit by Maran** with N45,000 from part-time work - a single nail kit, a chair in her mother's sitting room, and a colleague as her first customer. Three years later, she runs a studio in Ikere Ekiti and is building toward a beauty academy.

**2023**  
FOUNDED

**₦45k**  
STARTUP CAPITAL

**3 yrs**  
IN THE GRIND

## SECTION A - THE FOUNDER'S ORIGIN STORY

# Raised on Movement, Built on Skill

Growing up between Osun, Ondo and Lagos - daughter of a trader and a police officer - Marvellous Bolarinwa learned early that independence is built one skill, one customer, and one bold step at a time.

## WHERE DID YOU GROW UP?

I grew up in different states because my mother is a trader. From ages 4 to 8, I lived in **Inisha, Osun State**, then moved to **Ondo State** for secondary school, and later settled in **Lagos**. A lively, close-knit childhood where family and community played a big role.

## WHAT DID YOUR PARENTS DO?

**Mother: trader; Father: police officer.** "Watching both of them work hard to provide for our family shaped my mindset to value responsibility, independence, and earning money through effort."

## WHAT DID THE YOUNGER YOU DREAM OF BECOMING?

"When I was younger, I dreamed of becoming a **surgeon**."

## WHEN DID YOU DECIDE TO RUN YOUR OWN BUSINESS?

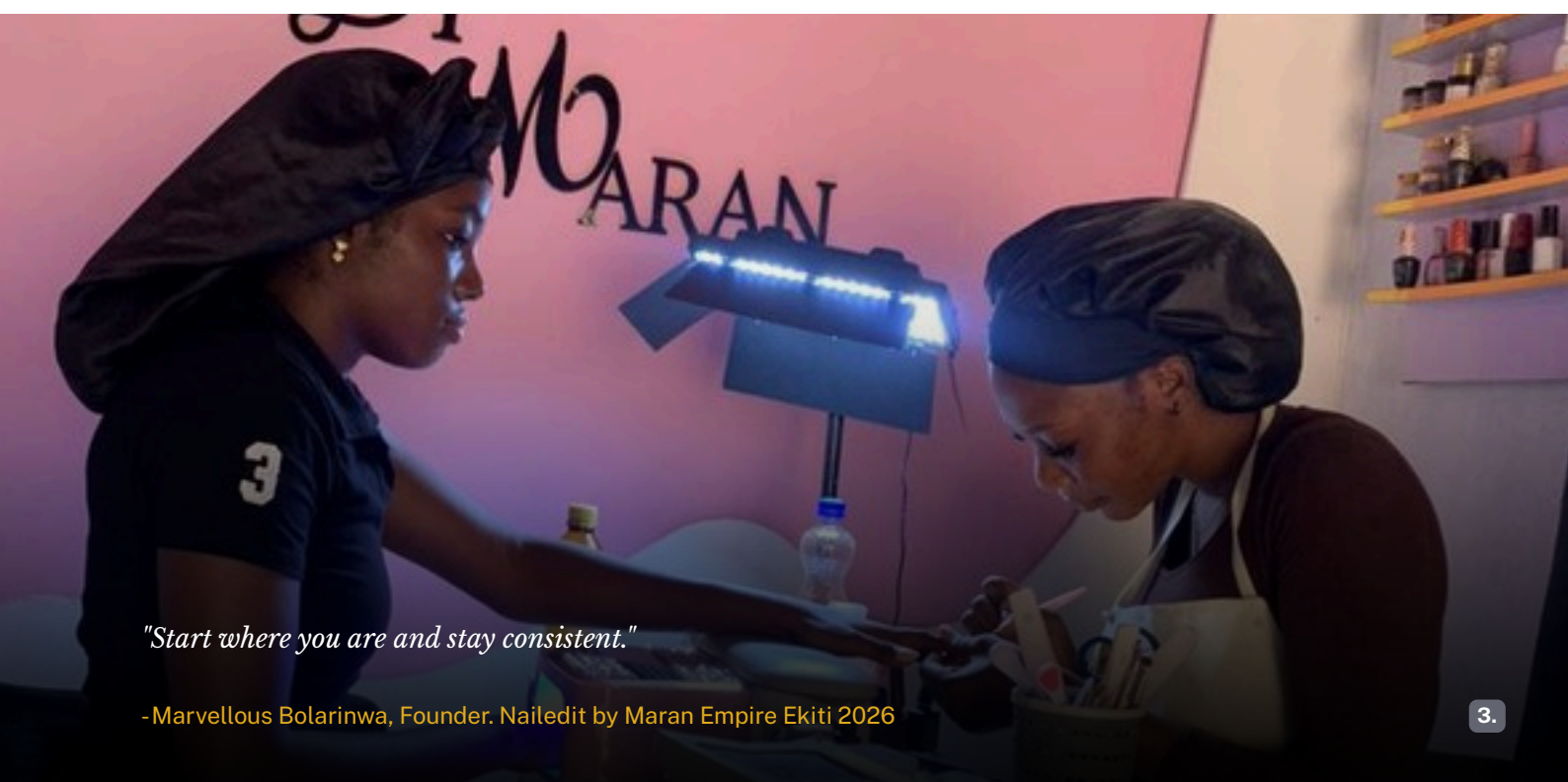
It was a gradual awakening. After going through personal life challenges as a young girl, she realised the importance of **having a skill** and being able to support herself independently.

## WHO INSPIRED YOUR ENTREPRENEURIAL JOURNEY?

'The biggest inspiration for my entrepreneurial journey is **my mother**. Watching her work hard as a trader and handle family responsibilities showed me the value of resilience and determination.

## BEFORE THE BUSINESS, WHAT DID YOU DO?

She worked as a **hostess and brand promoter in a supermarket** in the 12 months before starting Nailedit by Maran - saving her salary to buy her first nail kits and supplies.



*"Start where you are and stay consistent."*

-Marvellous Bolarinwa, Founder. Nailedit by Maran Empire Ekiti 2026

SECTIONS B & C  
- BIRTH & STRUGGLES

## From a Sitting Room to a Studio: The Grind

# #45k

STARTUP CAPITAL PERSONAL SAVINGS

## What didn't kill *the business...*

### YOUR VERY FIRST CUSTOMER?

"My first customer was a colleague at work. I told her I had just finished learning the skill a few weeks earlier, and she decided to support me by becoming my first client. When she paid me, I felt extremely happy and encouraged - it made me believe the business could actually work."

### WHEN DID YOU ALMOST QUIT?

"There was a time I kept investing money into buying kits and supplies but wasn't seeing much profit. It was discouraging and made me question whether the business would work."

### LOWEST FINANCIAL POINT?

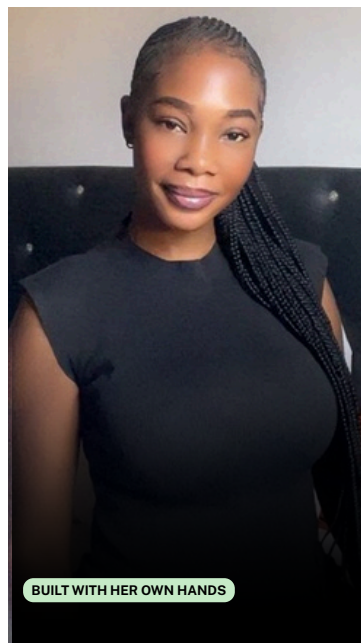
"My lowest point was when I couldn't afford to restock my products and tools, which made it difficult to continue serving clients."

### HAVE YOU FACED CRITICISM?

"At first, my mother wasn't fully supportive of me learning nail services. But over time, as she saw my commitment and growth, she became proud of what I'm building."

### BIGGEST PERSONAL SACRIFICE?

"Financial discipline while supporting myself in school. After working and saving money, I often use my savings to restock business supplies instead of buying personal items or food."



### TURNING POINT

## The SBIC Moment

"Participating in Kade Keyo's Small Business Innovation Challenge helped change my perspective about entrepreneurship and made me think more seriously about growing my business."

BUILT WITH HER OWN HANDS

SECTIONS D & E - BREAKTHROUGH & THE BUSINESS TODAY

-BREAKTHROUGH & TODAY

# A Colleague, a Challenge, and a Growing Beauty Empire

## BIGGEST OPPORTUNITY THAT CHANGED YOUR TRAJECTORY?

"Participating in Kade Keyo's **SBIC (Small Business Innovation Challenge)** helped change my perspective about entrepreneurship and made me think more seriously about growing my business."

## THE ONE DECISION THAT TURNED OUT BRILLIANTLY RIGHT?

**Deciding to get a shop space** was a big step for me, but it turned out to be the right decision because it helped me appear more professional and attract more clients."

## MOST POPULAR PRODUCT TODAY?

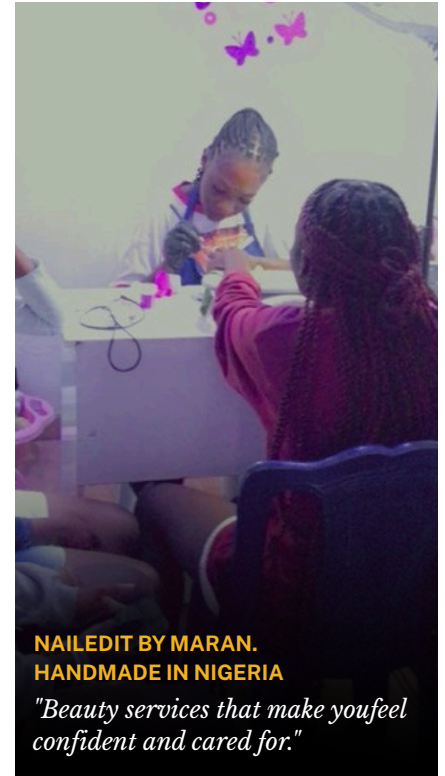
**Cluster lash sets.** "Customers love them because they provide a full, beautiful look while still feeling lightweight and comfortable."

## HOW HAS YOUR ROLE AS FOUNDER CHANGED?

"At the beginning, I focused mainly on serving clients. Now I also handle **marketing, planning, and business growth strategies.**"

## WHEN DID YOU MIGHT SUCCEED?

"In **2024**, when I was fully booked for **five consecutive days**, I realised my business had real potential."



**NAILEDIT BY MARAN.  
HANDMADE IN NIGERIA**

*"Beauty services that make you feel confident and cared for."*

### SIGNATURE SERVICE

The full, lightweight lash look Marvellous has become known for. Designed for comfort and daily wear - her most booked service and the most common reason new clients become returning ones.

### FULL SERVICE MENU

- 01. Cluster Lash Sets**      Signature lightweight look
- 02. Gel manicure**      Neat, long-lasting finish
- 03. Nail Art & Design**      Custom, detail focused
- 04. Pedicure**      Complete self-care

### FLAGSHIP PRODUCT Nailedit Empire

#### IDEAL CUSTOMER

Young women and students seeking beauty, comfort & affordability

#### ANNUAL REVENUE

Under #5M (growing)

#### CURRENT LOCATION

Ikere Ekiti (from mother's sitting room)

#### TEAM SIZE

Solo founder (early-growth stage)

#### NEXT PRODUCT

Beauty training programme & product line

#### TARGET MARKETS

Nigeria → Africa → Global Beauty

SECTIONS F, G & H - LESSONS, IMPACT & FUTURE

# Lessons from Building in a *Beauty Market*

Three years of learning on the go - Marvellous shares the hard-earned insights behind Nailedit by Maran, from unpredictable supplies to the day she realised she was building something lasting.

**WHAT DO YOU KNOW NOW THAT YOU WISH YOU KNEW ON DAY 1?**

"Running a business in Nigeria is unpredictable- power outages, delayed supplies, unexpected costs. If I had known earlier, I would have built stronger financial buffers from the beginning."

**BIGGEST MYTH ABOUT ENTREPRENEURSHIP TO DEBUNK?**

"Many people think entrepreneurship is about freedom and quick money. The reality is that it requires hard work, discipline, and emotional resilience. There are challenging moments, but the journey can still be very rewarding."

**WHAT PROBLEM DOES YOUR BUSINESS SOLVE BEYOND PROFIT?**

"Beyond making money, my business helps people feel confident and cared for. Through nail and beauty services, I create a space where women can relax, feel beautiful, and express themselves."

**WHERE DO YOU SEE NAILEDIT IN 5 YEARS?**

"A recognised beauty brand with a strong online presence, loyal clients, and multiple income streams including training and digital products."

**WHAT DOES 'MADE IN NIGERIA' MEAN TO YOU PERSONALLY?**

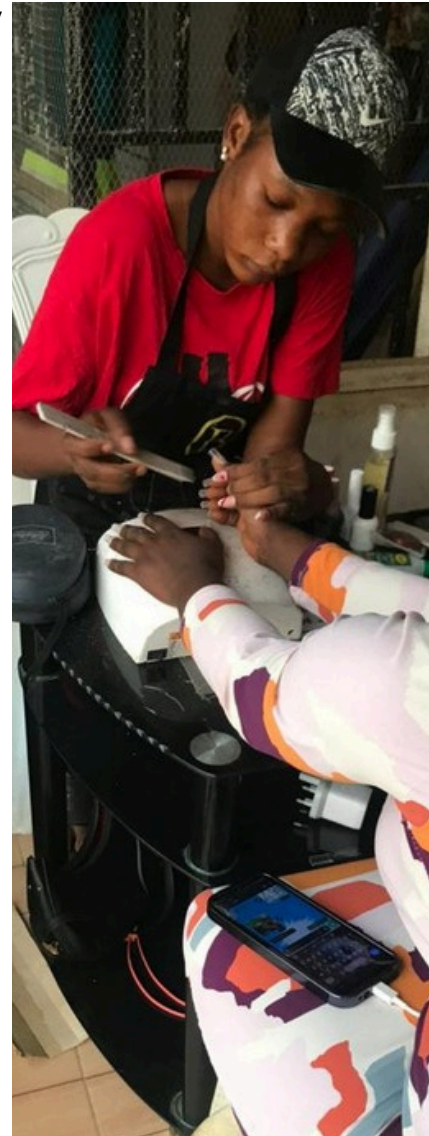
"I turned down opportunities to school outside Nigeria. I wanted to proudly say I was born and bred here - a symbol to others that it's possible."

**WHAT DOES "MADE IN NIGERIA" MEAN TO YOU PERSONALLY?**

"It represents creativity, talent, and resilience - and contributing to the growth of the Nigerian economy."

**MOST VALUABLE SKILL FOR YOUR SUCCESS?**

"People management. Understanding my clients, paying attention to their preferences, and creating a comfortable experience keeps them coming back."



*"People management. Understanding my clients, paying attention to their preferences, and creating a comfortable experience keeps them coming back."*

-Marvellous Bolarinwa, Founder. Nailedit by Maran Empire Ekiti 2026

SPOTLIGHT INTELLIGENCE - FOUNDER DATA PROFILE

# Founder Intelligence Profile

A structured data portrait of Marvellous Bolarinwa -key facts, milestones, and metrics from her MINE 1000 spotlight.

## Marvellous Bolarinwa

*Nailedit by Maran Empire*

Beauty & Lifestyle Nails & Lashes Ekiti State Est. 2023

- MADE IN NIGERIA
- 3 YEARS ACTIVE
- MINE 0001

#45k

STARTUP CAPITAL

2023

YEAR FOUNDED

20

AGE AT LAUNCH

Ekiti

HQ STATE

### COMPANY SNAPSHOT

Legal Name	<b>Nailedit by Maran Empire</b>
Trading As	<b>Nailedit by Maran</b>
Sector	<b>Beauty &amp; Lifestyle. Nails &amp; Eye Lashes</b>
Annual Revenue	<b>Under #5M (growing)</b>
Team	<b>Solo founder (1 person)</b>
Distribution	<b>In-Studio + Social Media</b>

### FOUNDER PROFILE

Education	<b>Currently in University</b>
Origin	<b>Inisha/Ondo/Lagos</b>
Key Skill	<b>People Management</b>
Mentor	<b>Her Mother . SBIC</b>
Previous role	<b>Business promoter . Hostess</b>
Years Active	<b>3 years (2023-2026)</b>

### PRODUCTS & SERVICES

Flagship	<b>Cluster Lash Sets</b>
Core Services	<b>Nails. Lash. Pedicure</b>
Ideal Customer	<b>Young women &amp; Students</b>
Currently	<b>In-studio, Ikere Ekiti</b>
In pipeline	<b>Beauty Training Programme</b>
Future Line	<b>Nail &amp; lash product range</b>

### GROWTH & IMPACT

First Win	<b>5 consecutive days fully booked (2024)</b>
Key pivot	<b>Sitting room to rented studio</b>
Funding type	<b>Self-funded from salary savings</b>
Support base	<b>Early clients and friends</b>
Impact goal	<b>Empower young women via skill</b>
Legal Aim	<b>Beauty academy &amp; mentorship</b>

### MILESTONE TIMELINE

<b>2023</b>	<b>Founded</b> Nailedit by Maran from her mother's sitting room with #45,000 saved from a supermarket brand promoter job.
<b>~2024</b>	Fully booked 5 consecutive days -first real signal the business was working. SBIC participation sharpens her vision.
<b>2025</b>	Moved operations into a rented shop in Ikere Ekiti -a real studio, a professional step forward.
<b>2026</b>	<b>MINE 1000 Spotlight.</b> Featured in MINE 1000 as a arising Nigerian beauty founder. Now building toward a beauty training academy.



3 TIERS AVAILABLE

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