



**Visibility Solutions Media**  
MEDIA & COMMUNICATIONS. LAGOS



MINE 1000. MEDIA & COMMUNICATIONS. LAGOS 2026

NIGERIA'S ENTREPRENEURIAL SPOTLIGHT

MINE 0003. MEDIA & COMMUNICATIONS. LAGOS 2026

Made in Nigeria Entrepreneurs (MINE)

# Kehinde Ajose

From Journalism to Building a Media Visibility Business,  
Visibility Solutions Media Ltd.



MINE 1000 SPOTLIGHT 2026

## From the Newsroom to Shaping the Narrative

In today's digital economy, visibility is currency - and those who understand how to shape perception hold a powerful advantage. For Kehinde Ajose, that understanding didn't arrive as a lightning bolt. It arrived gradually, through storytelling.

Raised in the Amuwo Odofin axis of Lagos, he grew up at the intersection of discipline and enterprise - a civil-servant mother and a father who ran real estate, fashion, and community ventures. He wanted to be a doctor, then a musician. He ended up a journalist.

As an entertainment editor and national-daily contributor, he saw something most reporters miss: people weren't just reading stories, they were reacting to how those stories framed them. Public figures, brands, creatives - all of them wanted that same framing power, but on their own terms. In 2018, in his early 30s, he launched Visibility Solutions Media with no financial capital - just the journalism network he'd spent years building.

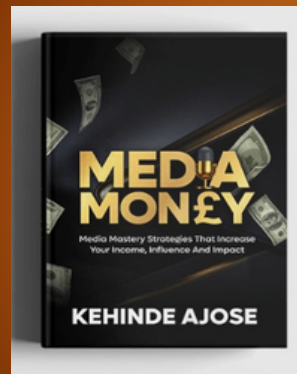
Today, it's a PR and media strategy firm helping individuals, brands, and organisations engineer narratives that build authority and sustain influence.

-MINE 0003 FEATURE STORY

## He Started With No Capital - Just a Rolodex

Kehinde launched Visibility Solutions Media in 2018 with no startup funds. What he had instead was a journalism network, a reputation for strong storytelling, and the instinct that visibility was about to become the most valuable currency of the decade.

### KEHINDE'S PUBLISHED WORK



## Media Money

By Kehinde Ajose

Published March 2025

*"Visibility is not accidental. It is intentional."*

*Kehinde Ajose, Founder Visibility Solutions Media.2026*

2018  
FOUNDED

#0  
STARTUP CAPITAL

7 yrs  
IN THE GRIND

## SECTION A - THE FOUNDER'S ORIGIN STORY

## Raised in Amuwo Odofin, Shaped by *Storytelling*

The son of a Lagos civil servant and a multi-venture entrepreneur, Kehinde Ajose grew up watching discipline and enterprise live under the same roof. The blend defined how he came to see work, money, and long-term value creation.

### WHERE DID YOU GROW UP?

Around the **Amuwo Odofin axis** on the Lagos Mainland in a middle-class family. "It was a structured but dynamic environment, shaped by the everyday energy of Lagos. Growing up there helped build my **resilience, adaptability, and early sense of independence**.

### WHAT DID YOUR PARENTS DO?

**Mother:** civil servant with the Lagos State Government. **Father:** entrepreneur - real estate, fashion, and community development. "From my mother I learned discipline and consistency; from my father, initiative and the importance of **multiple streams of income**.

### WHAT DID THE YOUNGER YOU DREAM OF BECOMING?

First a **doctor**, driven by a desire to help people. Then **music** - he sings and plays instruments. Eventually, his interest shifted to **media**, and "that discovery changed everything for me."

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

A gradual awakening. As an entertainment editor, he noticed people reaching out for **broader PR and visibility needs** that didn't fit traditional journalism. Combined with "the limitations of my earning potential," that dissatisfaction pushed him to think beyond employment.

### WHO INSPIRED YOUR ENTREPRENEURIAL JOURNEY?

"I would credit my **late father** as the greatest influence. I watched him build his business from the ground up into something meaningful - through sheer **dedication, resilience, innovation, and an unwavering commitment to excellence**.

### BEFORE THE BUSINESS, WHAT DID YOU DO?

**Entertainment editor** at an online news platform, with earlier freelance work for a national daily. "That role exposed me to storytelling, public perception, and the power of narrative.



*"How you are perceived in the market is as important as the work you do."*

-Kehinde Ajose Founder, Visibility Solutions Media Lagos 2026

SECTIONS B & C  
- BIRTH & STRUGGLES

## From the Newsroom to the Client: Trading Bylines for Retainers

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

### YOUR VERY FIRST CUSTOMER?

"My first customer came through my existing journalism network - someone I had previously interacted with professionally reached out after seeing my transition into PR and media consulting. I remember feeling a strong mix of validation and responsibility when the payment came in."

### WHEN DID YOU ALMOST QUIT?

"There were moments when the pressure of uncertainty and inconsistent income made me question the path I had chosen. What pulled me back was the growing recognition that people were beginning to trust my work beyond journalism."

### LOWEST FINANCIAL POINT?

"The transition period when income from journalism and early media gigs became irregular. Not collapse, but stretches where cash flow was unpredictable and I had to be very disciplined with spending and reinvestment"

### BIGGEST MISTAKE IN YEAR ONE?

"Not being intentional enough with marketing and business storytelling. I focused more on delivering services than clearly communicating what I did. That taught me visibility and positioning are just as important as the work itself."

### BIGGEST PERSONAL SACRIFICE?

"Time, rest, and personal flexibility. Reduced sleep, limited social life, personal time taking a back seat. The focus has often been on long-term growth over short-term comfort."

### KEHINDE'S PUBLISHED WORK

## Donjazzified

Lessons from Don Jazzy

Kehinde's first book, published in 2015 while he was still in full-time journalism - a study of how Don Jazzy moved from being a "Best Kept Secret" to becoming a DON in his field

PUBLISHED IN 2015



# NO

STARTUP CAPITAL PERSONAL  
SAVINGS

SECTIONS D & E - BREAKTHROUGH & THE BUSINESS TODAY

**-BREAKTHROUGH & TODAY**

# A Book, a Pivot, and a *Visibility Firm*

**BIGGEST OPPORTUNITY THAT CHANGED YOUR TRAJECTORY?**

"When my work began to extend beyond traditional journalism into **structured PR and media visibility consulting**. That shift moved me from being service-based in media to operating more strategically in communications and visibility consulting."

**THE ONE DECISION THAT TURNED OUT BRILLIANTLY RIGHT?**

"The decision to move away from being strictly defined as a journalist and **fully embrace media relations and PR consulting**. It meant stepping into a less structured path - but it ultimately positioned me in a more valuable and scalable space."

**MOST POPULAR PRODUCT TODAY?**

**Media visibility and narrative engineering** through strategic placement in news publications. "Clients value it because it goes beyond exposure - it builds **authority, credibility, and long-term positioning** in the public space."

**HOW HAS YOUR ROLE AS FOUNDER CHANGED?**

"When I started, I was heavily involved in execution - handling almost everything myself. Now, my role is more **strategic** - direction, positioning, client relationships, and business growth, while delegating operational tasks to trusted collaborators."

**WHEN DID YOU MIGHT SUCCEED?**

When clients began to come back for **repeat work** and referrals started happening organically. Another reinforcing moment: writing his first book, **Donjazzyfied**, in 2015 - proof he could document, package and monetise his knowledge.



**AWARD WINNING VISIBILITY WORK**

*Recognised for strategic storytelling across African media platforms.*

**SIGNATURE SERVICE**

## Narrative Engineering

Strategic placement in credible news publications and media platforms, controlling and structuring a client's story so the public perception is shaped -not by accident -but with intention.

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**FULL SERVICE MENU**

<b>01. Media Relations &amp; PR</b>	Credible press placement
<b>02. Personal Brand Strategy</b>	For founders & public figures
<b>03. Narrative Engineering</b>	Long-term positioning
<b>04. Content &amp; Visibility Systems</b>	Across channels

**FLAGSHIP FIRM**  
**Visibility Solutions Media**

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**IDEAL CUSTOMER**  
Entrepreneurs and Public Figure

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**ANNUAL REVENUE**  
N5M - N25M

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**CURRENT LOCATION**  
Lagos (from home-based)

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**TEAM SIZE**  
Lean core + trusted collaborators

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**NEXT PRODUCT**  
Narrative engineering frameworks

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**TARGET MARKETS**  
Nigeria → Ghana → UK/US

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

# Lessons from Shaping *the Narrative*

Seven years of building in Nigeria's media landscape - Kehinde shares the positioning, pricing, and patience less behind Visibility Solutions Media.

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

"Clarity and structure matter far more than just talent or effort. In Nigeria, consistency, documentation, and positioning are what sustain a business long-term - not just delivering good work. Systems and relationships are just as important as skill."

**BIGGEST MYTH ABOUT ENTREPRENEURSHIP TO DEBUNK?**

"That entrepreneurship is purely freedom or quick financial success. In reality, it is often delayed gratification, heavy responsibility, and constant problem-solving before any real stability is achieved."

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

Visibility and narrative misrepresentation. Many individuals and brands struggle with how they are perceived publicly. I help bridge that gap by ensuring their stories are structured, positioned, and communicated through credible media channels."

**WHERE DO YOU SEE VISIBILITY SOLUTIONS IN 5 YEARS?**

"A leading media visibility and narrative strategy firm with a strong presence across Africa and key global markets - a reference point for strategic storytelling, reputation management, and media positioning."

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

His own acronym - M.I.N.E. - M indset, I dentity, N ation-building, E xcellence. "A resilient mindset, pride in Nigerian identity, meaningful contribution to national growth, and the pursuit of world-class standards regardless of circumstance."

**MOST VALUABLE SKILL FOR YOUR SUCCESS?**

Strategic communication and sales. "The ability to clearly articulate value, position ideas properly, and convert conversations into paying opportunities has been the most valuable skill in my journey."



M.I.N.E. - BY KEHINDE

## Made in *Nigeria*

- M Mindset**  
Resilient & Innovative Thinking
- I Identity**  
Pride in Nigerian Identity
- N Nation-Building**  
Meaningful Growth Contribution
- E Excellence**  
World-class standards here

*"Your personal brand becomes your most valuable asset. It determines how people perceive your work before they even experience it."*

-Kehinde Ajose, Founder VSM Ltd.

SPOTLIGHT INTELLIGENCE - FOUNDER DATA PROFILE

# Founder Intelligence Profile

A structured data portrait of Kehinde Ajose -key facts, milestones, and metrics from his MINE 1000 spotlight.

## Kehinde Ajose

*Visibility Solutions Media Ltd.*

Media & PR Narrative Engineering · Lagos Est. 2018

- MADE IN NIGERIA
- 7 YEARS ACTIVE
- MINE 0003

### #0

STARTUP CAPITAL

### 2018

YEAR FOUNDED

### 30+

AGE AT LAUNCH

### Lagos

HQ STATE

### COMPANY SNAPSHOT

Legal Name	<b>Visibility Solutions Media Limited</b>
Trading As	<b>Visibility Solutions Media Limited</b>
Sector	<b>Media . PR . Communications</b>
Annual Revenue	<b>₦5M - ₦25M</b>
Team	<b>Lean core + collaborators</b>
Distribution	<b>Referrals + Network</b>

### FOUNDER PROFILE

Background	<b>Journalism Entertainment Editor</b>
Origin	<b>Amuwo Odofin, Lagos Island</b>
Key Skill	<b>Strategic Communication</b>
Mentor	<b>Late Father . Early Network</b>
Published work	<b>Donjazzified (2015), Media Money (2025)</b>
Years Active	<b>7 years (2018-2026)</b>

### PRODUCTS & SERVICES

Flagship	<b>Narrative Engineering</b>
Core Services	<b>Media Relation . PR</b>
Ideal Customer	<b>Entrepreneurs . Public Figure</b>
Currently	<b>Lagos, Nigeria</b>
In pipeline	<b>Visibility framework products</b>
Future Line	<b>Retainer + project-based</b>

### GROWTH & IMPACT

First Win	<b>Repeat retainers &amp; organic referrals</b>
Key pivot	<b>Journalism . PR consulting</b>
Funding type	<b>Self-funded (social capital)</b>
Support base	<b>Execution . Strategy</b>
Impact goal	<b>Reposition African narratives</b>
Legal Aim	<b>Intentional visibility systems</b>

### MILESTONE TIMELINE

- 2015** Published his first book, Donjazzified -about Don Jazzy -while still in full-time journalism
- 2018** Founded Visibility Solutions Media Ltd. with no financial capital, leveraging his journalism network.
- 2020** Repeat retainers and organic referrals confirmed sustainable demand for narrative engineering services.
- 2026** **MINE 1000 Spotlight.** Featured in MINE 1000 as a leading Nigerian media and communications scaling across Africa.



3 TIERS AVAILABLE

# Invest in Your Story. Secure Your Legacy.

Choose the feature package that fits your ambition.

BASIC

**₦50k**

Text Profile + Archive

EXECUTIVE

**₦150k**

Video Documentary

ENTERPRISE

**₦200k**

Text + Video + Priority

## B E N E F I T S

- Funding Opportunity
- Top 100 Award Considerations
- Verified Business Networking
- National and Global Visibility
- Largest Annual SME Database
- Permanent Digital Legacy

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Applications open now.**

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