



**Entplus Digital**  
MEDIA & STORYTELLING · LAGOS

MINE 1000 · MEDIA & STORYTELLING · LAGOS 2026

NIGERIA'S ENTREPRENEURIAL SPOTLIGHT

MINE 0004 . MEDIA & STORYTELLING . LAGOS

Made in Nigeria Entrepreneurs (MINE)

# Olufemi Omotayo

From Lagos Hustle to Building a Legacy-Driven Storytelling Brand,  
Entplus Digital



MINE 1000 SPOTLIGHT 2026

## From a Lagos Hustle to the Architecture of a Legacy

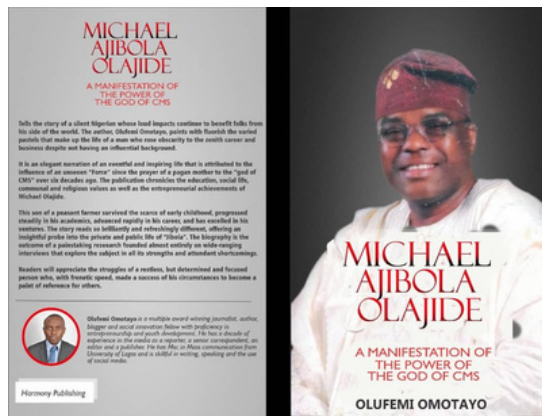
Olufemi Omotayo's father worked intermittently with NITEL. His mother traded, endlessly, across shifting locations. Between those two realities — the fragility of a salary and the quiet dignity of selfdetermination — a young boy in Lagos absorbed the seed of an enterprise long before he had a word for it.

He would carry that seed through a decade of journalism at Pharmanews, through a 2011 job fair where he looked around at a room of talented applicants and decided he would not join the race, and into the bedroom-office where EntrepreneWS was born. The early years were unforgiving.

He once printed copies of his entrepreneurship journal and hauled most of them back home unsold — a painful, expensive lesson that became the day he accepted the future of media was digital.

Entplus Digital was registered in 2018 and became fully operational in 2024, the same year he turned 44. He calls it "a well-marinated start." Today the company sits at the intersection of biography production, digital strategy, and legacy preservation — with six published biographies, a growing team, and Entspace, a creative hub in Surulere.

### THE BREAKTHROUGH PROJECT 2017



## Michael Ajibola Olajide

A Manifestation of the Power of the God of CMS

The biography of SIDMACH Technologies' co-founder — and the project that confirmed Olufemi's life work.

*"Nigeria is losing its stories. Accomplished people pass on without their journeys documented. Entplus Digital exists to make sure the stories that matter are not lost to time."*

— Olufemi Omotayo, Founder · Entplus Digital · 2026



-MINE 0004 FOURTH FEATURE

## He Chose the Long Road Over the Salary

Olufemi walked away from paid employment with under ₦100,000 to his name — then spent more than a decade building Entplus Digital into one of Nigeria's most trusted biography and digital content studios. Six published books. A physical creative hub in Surulere. A legacy still being written.

2018  
FOUNDED

< ₦100k  
STARTUP CAPITAL

13+  
YEARS IN BUSINESS

## SECTION A - THE FOUNDER'S ORIGIN STORY

# Raised by a Trader's Grit, Built on Absorbed Lessons

Growing up in Lagos with a father whose employment at NITEL was unstable and a mother whose trading never rested, Olufemi Omotayo absorbed entrepreneurship through observation long before he could name it.

## WHERE DID YOU GROW UP?

In **Lagos** — a city that doesn't wait for you to find your footing before it tests you. "It was formative, sometimes harsh. But Lagos has a way of sharpening you. It taught me resourcefulness long before I ever heard the word 'entrepreneur.'"

## WHAT DID YOUR PARENTS DO?

Father: **intermittent work with the old NITEL**. Mother: **an unstoppable trader**. "She didn't teach me entrepreneurship with words; she modelled it with her life. I grew up understanding that waiting for a salary is a risky strategy, and that hustle is a form of dignity."

## WHAT DID THE YOUNGER YOU DREAM OF BECOMING?

"On the rare occasions when I let myself look ahead, I saw myself **owning a conglomerate media business**. Not a small one. A real empire of information. I didn't know how I'd get there, but the picture was clear. In many ways, I'm still building towards it."

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

At a **2011 job fair**. "I stood in the middle of that massive crowd of applicants — educated, talented people — all competing for a handful of positions. Something in me refused to join that race. A few months later, I resigned and launched EntpreNEWS."

## WHO INSPIRED YOUR ENTREPRENEURIAL JOURNEY?

His late boss, **Pharm (Sir) Ifeanyi Atueyi of Pharmanews** — who built a publication from scratch in 1979 and kept it alive for 45 unbroken years through every season of Nigeria's turbulence. "That kind of consistency is not just inspiring; it's instructional."

## BEFORE THE BUSINESS, WHAT DID YOU DO?

A decade in publishing — reporter, senior correspondent, editor, publisher. **An MSc in Mass Communication from the University of Lagos**. After leaving paid employment in 2012, years of freelance research, policy work, digital marketing mentoring, and biography projects. "Those years weren't a gap between jobs; they were the real incubation period of Entplus Digital."



*"Most people don't know that I have written six published biographies. People meet the digital consultant and miss the author. People meet the author and miss the entrepreneur. I am, stubbornly, both."*

— OLUFEMI OMOTAYO · FOUNDER, ENTPLUS DIGITAL · LAGOS 2026

SECTIONS B & C  
- BIRTH & STRUGGLES

# From a Bedroom to a Creative Hub

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

### YOUR VERY FIRST CUSTOMER?

Writing the biography of Mr. Michael Ajibola Olajide, co-founder of SIDMACH Technologies, launched in 2017. "That project didn't just pay well — it confirmed that this was what I was built to do."

### WHEN DID YOU ALMOST QUIT - FOR GOOD?

After pouring money into printing *EntrepreNEWS* and taking it to a business conference — where people walked past it while a rival tabloid sold out. "That was a low point. What pulled me back? Just the stubborn refusal to let that be the end of the story."

### LOWEST FINANCIAL POINT?

"I've had to ask landlords for extensions on rent more than once. I've gone without things most people consider basic. The experience has made me far less dismissive of anyone who says they're struggling."

### HAVE YOU EVER BEEN BETRAYED IN BUSINESS?

In 2013/2014, printing copies of the entrepreneurship journal and pushing them through the newspaper circulation network. It didn't work. "It was a painful, expensive lesson — but it was also the moment I fully accepted that the future of media is digital."

### BIGGEST PERSONAL SACRIFICE?

Time. "Enormous amounts of it, often at the expense of rest, relationships, and presence at home. Building something from nothing while also positioning yourself as an authority in your field is not a nine-to-five proposition."

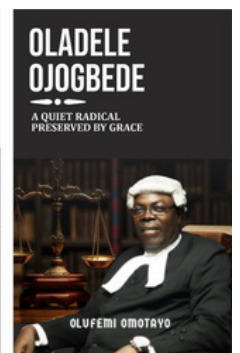
### OLUFEMI'S PUBLISHED WORK



## The Quest to Serve

Oluwaseyi Makinde ·  
Sitting Governor of Oyo State

An introspective biography spanning family, faith, entrepreneurship, and politics — the portrait of a sitting governor's philosophy and vision for his state.



## Oladele Ojogbede

A quiet radical preserved by grace

# <#100k

STARTUP CAPITAL FROM  
CONSULTANCY WORK

TWO OF SIX PUBLISHED BIOGRAPHIES

SECTIONS D & E - BREAKTHROUGH & THE BUSINESS TODAY

-BREAKTHROUGH & TODAY

# A Phone Call, a First Car, and a Legacy Begins

**BIGGEST OPPORTUNITY THAT CHANGED YOUR TRAJECTORY?**

"In 2016, after what felt like a prolonged wilderness, a phone call changed things. Adeola Ojo Ogunbodede — a former colleague — contacted me on behalf of his boss, having quietly observed my writing."

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

"Committing to the transformation of an abandoned hall into what is now Entspace. Even 75% complete, it has already repositioned Entplus Digital more significantly than I anticipated."

**MOST POPULAR PRODUCT TODAY?**

Biography and memoir production. People come to Entplus Digital because they want their story — or the story of someone they admire — preserved with care, craft, and permanence.

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

"Entplus Digital is now inseparable from who I am. The business carries my name, my values, my voice. That intimacy has made me more invested, and more accountable."

**WHEN DID YOU KNOW YOU MIGHT SUCCEED?**

When the Michael Ajibola Olajide biography became his first multi-million naira revenue in 2017 — debts settled, first car bought, years of grinding validated. "It was confirmation this was what I was built to do."



FATE FOUNDATION · 2023

*"Mentoring through FATE Foundation, Google Hustle Academy, LEAP Africa and Tony Elumelu Foundation — there is no part of this work I find more satisfying."*

**SIGNATURE SERVICE**

## Biography & Memoir

Full-length biographies and memoirs produced with a journalist's ear for truth, a biographer's patience for depth, and a strategist's eye for impact — preserving legacies with care, craft, and permanence.

**FULL SERVICE MENU**

- 01. **Biography & Memoir**                      Legacy preservation
- 02. **Digital Content Strategy**              For SMEs & founders
- 03. **Communications Consulting**          Credibility & reputation
- 04. **Entspace & Skills Hub**                  Training, workspace, mentoring

**FLAGSHIP FIRM**

**Entplus Digital**

**IDEAL CUSTOMER**

**Executives, founders & public figures**

**ANNUAL REVENUE**

**₦5M – ₦25M**

**CURRENT LOCATION**

**Entspace, Surulere · Lagos**

**TEAM SIZE**

**3 full-time + 5 part-time**

**NEXT PRODUCT**

**AI-assisted biography research & drafting**

**TARGET MARKETS**

**Nigeria → Diaspora → Ghana / East Africa**

## SECTIONS F, G &amp; H - LESSONS, IMPACT &amp; FUTURE

# Lessons from the Trenches of *Legacy Preservation*

More than a decade of building in Nigeria's most unpredictable environment — the hard-won insights Olufemi carries into every decision.

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

"Business is fundamentally about sales. Everything else is in service of sales. If you're not willing to sell, you're not ready to run a business. I wish someone had said that to me plainly at the start."

## BIGGEST MYTH ABOUT ENTREPRENEURSHIP TO DEBUNK?

"That it's fun. Entrepreneurship is hard, often lonely, and genuinely not suited to everyone. The romanticized version we see online bears little resemblance to the daily reality."

## WHAT PROBLEM DOES YOUR BUSINESS SOLVE BEYOND PROFIT?

"Nigeria is losing its stories. Accomplished people pass on without their journeys documented. Entplus Digital preserves legacies through biography and helps businesses build credible digital presence."

## WHERE DO YOU SEE ENTPLUS IN 5 YEARS ?

"West Africa's foremost biography and digital content studio — a thriving publishing imprint, a fully operational Entspace hub, and a Digital Skills Accelerator that has trained thousands across Nigeria."

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

"Carrying the Naija spirit — the resilience, the creativity, the refusal to accept limitation — into everything you produce. Creating something that could only have come from here, and being proud of that."

## MOST VALUABLE SKILL FOR YOUR SUCCESS?

"Negotiation and customer relations. You can have the best product in the room and still lose the deal if you can't communicate value or hold a relationship together through difficulty."



*"If future generations can look back at our biographical archive and understand what it meant to build something in Nigeria in this era — that will have been a life well spent."*

— Olufemi Omotayo · Founder, Entplus Digital · Lagos 2026

SPOTLIGHT INTELLIGENCE - FOUNDER DATA PROFILE

# Founder Intelligence Profile

A structured data portrait of Olufemi Omotayo — key facts, milestones, and metrics from his MINE 1000 spotlight.

## Olufemi Omotayo

*Entplus Digital*

MEDIA · BIOGRAPHY · DIGITAL STRATEGY · LAGOS · EST. 2018

- MADE IN NIGERIA
- 13+ YEARS BUILDING
- MINE 0004

<#100k

STARTUP CAPITAL

2018

YEAR FOUNDED

6

PUBLISHED BOOKS

Surulere

HQ · LAGOS

### COMPANY SNAPSHOT

Legal Name	<b>Enterpriseplus Services Ltd (CAC)</b>
Trading As	<b>Entplus Digital</b>
Sector	<b>Media · Biography · Digital</b>
Annual Revenue	<b>₦5M – ₦25M</b>
Team	<b>3 FT + 5 PT + project collaborators</b>

### FOUNDER PROFILE

Education	<b>MSc Mass Comm · University of Lagos</b>
Origin	<b>Lagos, Nigeria</b>
Key Skill	<b>Negotiation &amp; Customer Relations</b>
Recognition	<b>FATE Foundation · Multi-award Winner</b>
Mentors	<b>Atueyi · Odojukan · Davies · Ojeagbase</b>

### PRODUCTS & SERVICES

Flagship	<b>Biography &amp; Memoir Production</b>
Portfolio	<b>Governor · Tech founders · Pharmacist/publisher · Christian leaders</b>
Digital Arm	<b>Strategic content &amp; communications</b>
Physical Hub	<b>Entspace · Surulere · Lagos</b>
Distribution	<b>AI-assisted memoir service · Digital Skills Accelerator</b>

### GROWTH & IMPACT

Households Supported	<b>~20 (incl. collaborators)</b>
Mentoring Programs	<b>FATE · Google Hustle · LEAP · TEF</b>
Manufacturing	<b>Books printed in Somolu, Lagos</b>
AI adoption	<b>Active — "infrastructure, not optional"</b>
Expansion Targets	<b>Optimise human potential</b>

### MILESTONE TIMELINE

- 2011** Resigned paid employment after 2011 job fair. Launched EntrepreNEWS.
- 2013/14** Painful print-journal experiment. Accepts digital future of media.
- 2016** Breakthrough referral from Adeola Ojo Ogunbodede.
- 2017** Michael Ajibola Olajide biography — first multi-million project.
- 2018** Enterpriseplus Services Ltd registered with CAC.
- 2024** Entspace opens in Surulere; business fully operational
- 2026** MINE 1000 Spotlight · Seventh biography in production.



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

**Only 1,000 spots.  
Applications open now.**

[naijapreneur.com/mine1000](http://naijapreneur.com/mine1000)