



A Skincare Brand Born in a University Dorm



The year is 2013, I am 16 years old with bad acne. I was a freshman at Botho University.

By 2016, I am 18 and acne free. The concoctions i make in my dorm room save my skin.

My first customers are my Economics and Statistics Lecturer. My first MVP was bought and tested which gave me community and trust.

Where do we begin?

The Genesis



2017

A year into testing my MVP with my Lecturers - I enrolled for a Principles of Entrepreneurship Module - that was when the game changed.




An Aha Moment



Day One of the Lecture

"Every big business started somewhere - you have to decide where yours will start."



Customer
Mapping

Value
Proposition

Work
Culture

Strategic
Partners

Financial
Modelling

Organizations
blue print

Why Organic Naturals Skincare

How did we take shape?

A lit candle in a glass holder, a book, a white plate with a bar of soap, and a pair of earrings.

Grit

A Clear Understanding of
the Problem

A Scalable Potential of
your Problem

What is the bleeding
neck in your
problem?

Positioning of the
solution

Be Agile and
Innovative

An Idea, it can work

A business plan

The skills to better test
my MVP

THE VALIDATION
that my school can
allow me to color
and be whatever I
wanted



What I live by?

Agile: I have learnt to
jump up and say :
Yes I have failed.

Grit: Carry ON!

Empathy to self:
To cry a lot

Faith: **the dots will
connect**

Community: Find a
community that cheers
you on, find yourself as
part of that community





What can you improve?



Skill and Capacity Building

Offer relevant short courses
to Entrepreneurs and their
staff to elevate and grow.



Community and Skills Exchange

Create an Alumni Community to
meet quarterly for skills
exchange and community
support amongst each other.



ORGANIC NATURALS SKINCARE



Facilitate Internship
opportunities with
University Students
and Alumni Business
The feed give and gain concept
can be supported by using the
University skillset to grow
Alumni business. Set programs

How can you help us?

Become a distributor in your country

Help us build an application

Offer mentorship in scaling the business



Organic Naturals became the business case, in a real study

