

THE POWER GRADIENT

Inspiring Future Entrepreneurs

Avantizon

Avantizon is on a mission to empower businesses and freelancers with tools, resources, and support for growth.

<https://lnkd.in/eKTG2uZR>

Key Takeaways

Early Passion for Business:

Entrepreneurship was always a goal, but impact was the main motivation.

Family as a Driving Force:

Support, especially from his mother, provided motivation and encouragement.

Taking Risks Opened Doors:

Investing in a networking event led to valuable connections and growth.

Learning is Essential:

Seeking advice from experienced entrepreneurs is crucial for success.

Balance Over Burnout:

Prioritising health and efficiency is more valuable than overworking.

Teamwork and Accountability:

Clear organisation and trust within the team helped navigate early challenges.

Enjoy the Journey:

Success comes from embracing both the struggles and the small wins.



Connect with Kayode Orunsolu:

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Meet Kayode Orunsolu

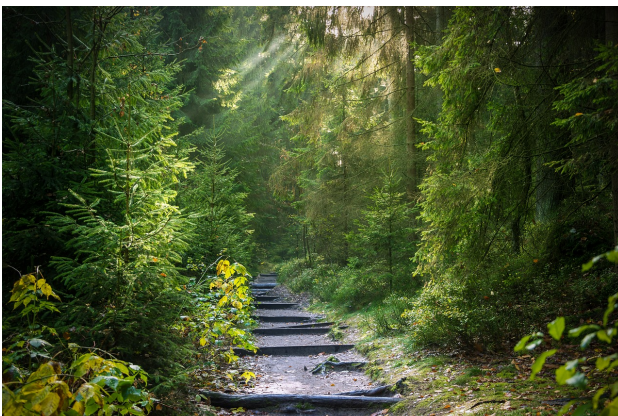
Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring story of Kayode Orunsolu the Founder and CEO of Avantizon. Kayode's journey began with a childhood dream of becoming a businessman, and unlike many who grow up surrounded with entrepreneurial influences, he had no particular role models in business. Instead, his approach was shaped by a desire to create impact, which initially led him to a career in engineering. Read on for his advice and lessons on navigating the challenges and successes of entrepreneurship.

Pitch and Leap

In August 2024 he stumbled on an opportunity with his two business partners. They discovered an investment and networking event in Central London with a steep entry fee of £350, a significant financial leap. Despite the uncertainty behind the event, they took the leap. The experience was nerve-wracking, but as they pitched their company to seasoned investors, confidence grew. The event proved to be a turning point, leading them to make invaluable connections that helped propel their company forward. What began as a small, self-funded venture has since grown into a business with a valuation of £1.8 million, proving the power of calculated risks and perseverance.

Seek Guidance

When asked what advice he'd give to aspiring entrepreneurs, he humbly admits that he is still in the early stages himself. However, he does emphasise the importance of learning from those who have walked the path before. Seeking guidance, staying humble yet confident, and prioritising mental and physical well-being over burnout are all essential for long term success. He stresses the significance of staying true to oneself and embracing the journey rather than obsessing solely over the destination. Success, he believes, is not just about reaching the end goal but about appreciating the wins, learning from failures, and cherishing the people who have supported you throughout the journey.



Think Beyond Goals

"Looking back, he has no regrets, believing that everything happens for a reason. His parting message to fellow entrepreneurs is a powerful one: "The man who loves walking will walk further than the man who loves the destination." The journey itself is what gives meaning to the end goal, and those who embrace the process will find the greatest fulfilment.



Early Burnout

Avantizon is still in its early phase, however the journey has already been dynamic; marked by constant adjustments, late nights, and a balance between full-time jobs and education. Organisation and accountability among the team have been critical factors in their progress. He credits his partners, Nuel and Jamin, for their faith in the project from its inception, despite their own busy schedules. One of the biggest lessons learned has been the importance of adaptability and patience. He admits to underestimating the time required to launch Avantizon, and stresses how burnout remains a real challenge when starting out. Yet equally stresses, that with a strong support system, including his mother's reminders to prioritise self-care, he continues pushing forward, and the future looks brighter than ever.