



# Business and Financial Excellence

Hands-On Workshop

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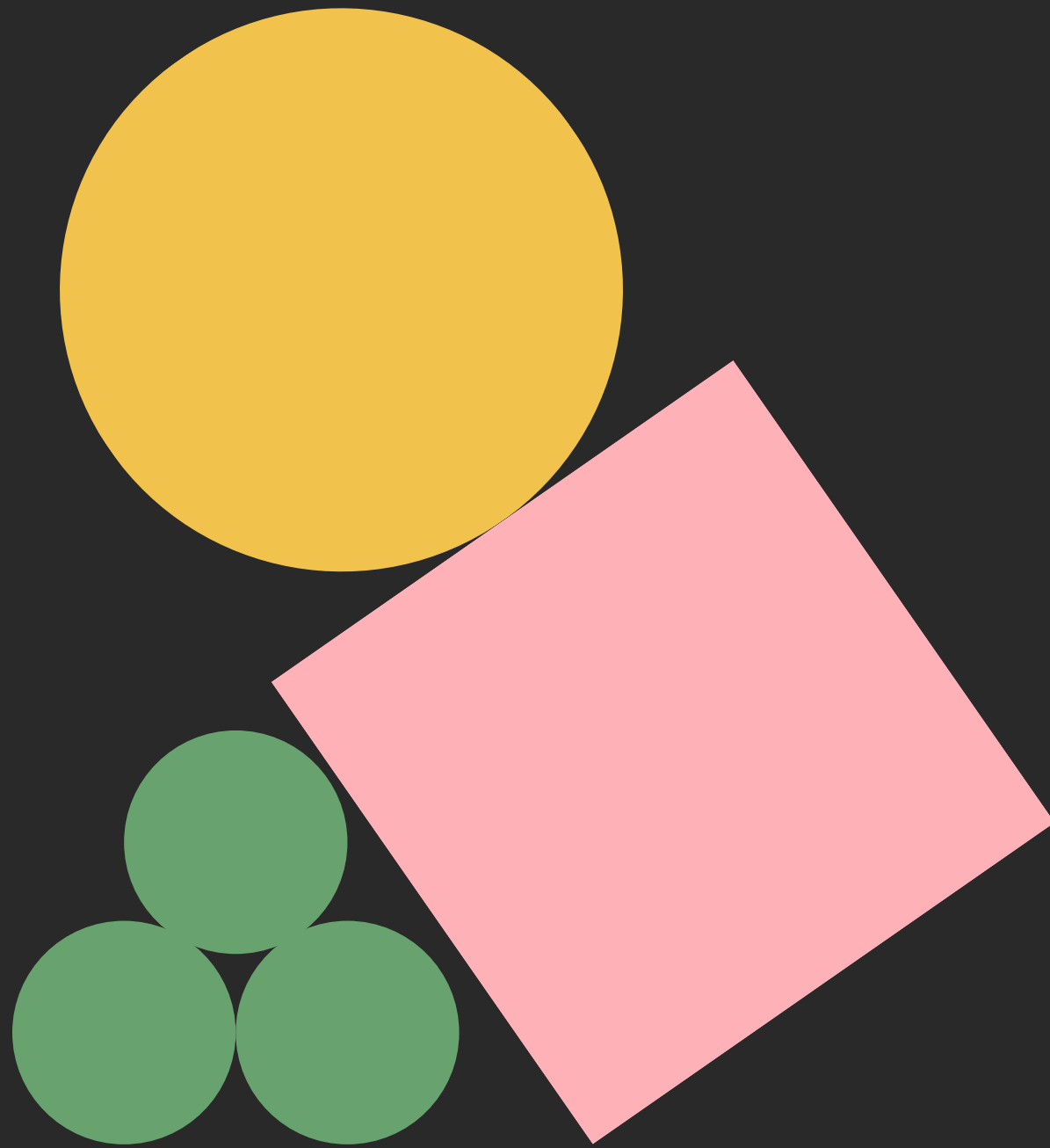
Mentor & Advisor @ ADPList  
Product Leader @Amazon  
*Forbes Councils, UN World Food Program,*

May 9th, 2025

Follow: @kehindefawumi  
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# Reminders



Here's how to make the best of this workshop experience

01

Turn off your device notifications and avoid distractions.

02

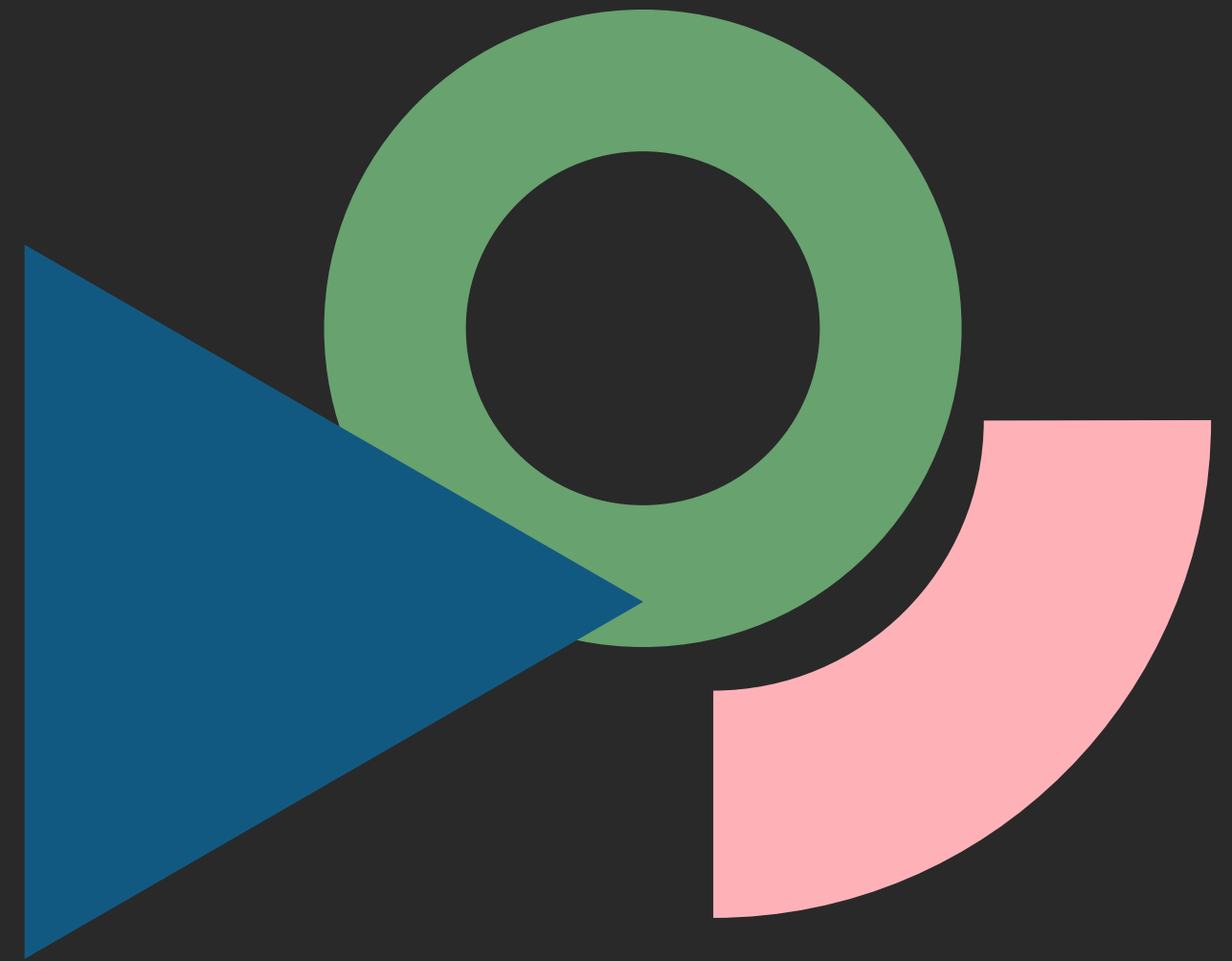
Take notes. Write down any impressive thoughts or “AHA” moments.

03

I'll pause to take questions. More Q&A will be after the presentation.

# Agenda

What we'll cover today:



**Mindsets :**  
Secrets of  
business &  
financial  
success



**Financial  
Intelligence:**  
Focus on  
Cashflow  
Statements +  
Demo



**Passive  
Income  
Strategies:**  
Investments,  
Online  
Businesses etc



**Online  
Businesses:**  
Most  
important  
things you  
need to know



**Demo  
session:**  
See it in action  
and possibly  
create your  
own!






# 10 Financial Questions to Answer

1. Do you know your financial net worth? Are you satisfied with it?
2. Are you aware of simple ways to 10X your income and increase your net worth?
3. Do you have enough saving that can last you the next 6 months?
4. Do you have at least 3 sources of income? (target 5 - 7)?
5. Do you have well defined and documented financial goal?
6. Do you have a personal cash flow statement?
7. Do you know the total worth of your Assets?
8. Do you have clear financial plan / strategy for your first million dollar (or first \$100M)? Retirement plan?
9. How much passive income do you earn? What percentage of your total income is passive?
10. Do you have sufficient life insurance coverage? Have a will?

Part 1

# Secrets of financial and business success



The secret to being rich is not a college education but one's financial intelligence

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Financial Intelligence is the ability to manage CASH FLOW

---

Financial freedom is the ability to live from the income of your resources

01



# Define your Purpose and have a Financial Goal

Define your Why!

Clarity is power! When your brain knows a real goal, your subconscious mind will find a way to take you there!



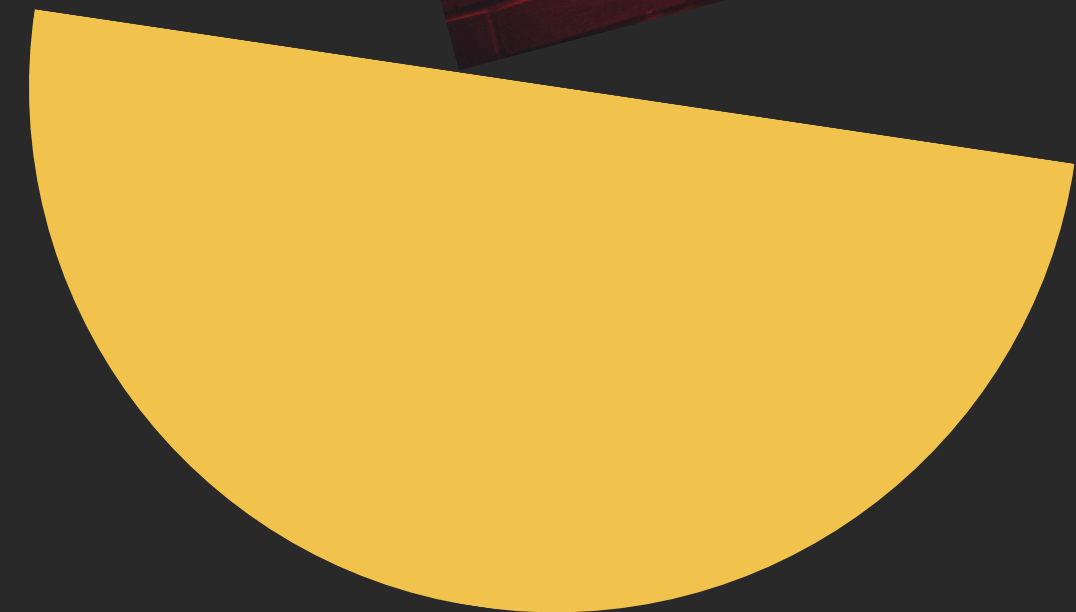
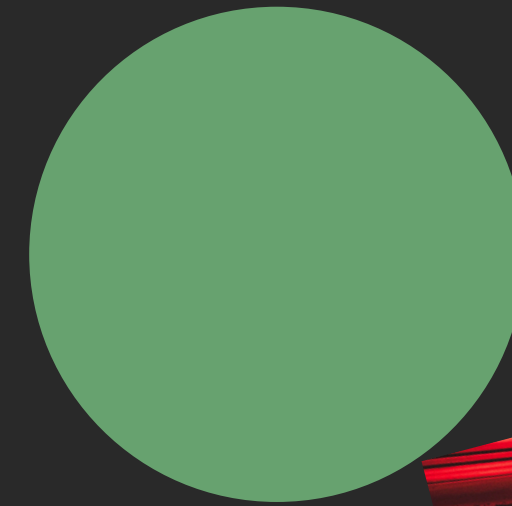
02

# Become more valuable

To earn more, you simply need to become more valuable.

You don't get paid for your time, you get paid for the value you add.

The best investment is in yourself!





# 03 Investments makes the difference

## Abundant Results

## Mediocre Results

01

Invests first, spends  
what's left

// Lives below means

Spends first, saves  
what's left

// Buys things to look rich

02

Acquires Assets  
& has multiple sources of income

Spends on liabilities  
& relies on Job as source of income

03

Long term perspective  
// Plans for 2-3 generations

Short term perspective  
// Plans for 1-3 months

04

Continuous personal  
development  
// Plans for 2-3 generations

Short term perspective  
// Plans for 1-3 months



Part II

# Financial Intelligence

**1. Trade Your Time For Financial/Material Reward**

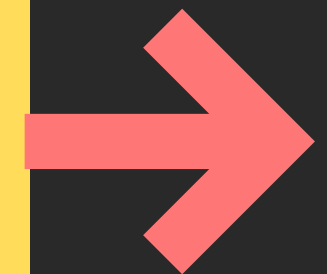
96% of people are in this category.  
Time places a cap on your profitability

**2. Passive Income & Compounding Effect - Your Resources  
Work For You**

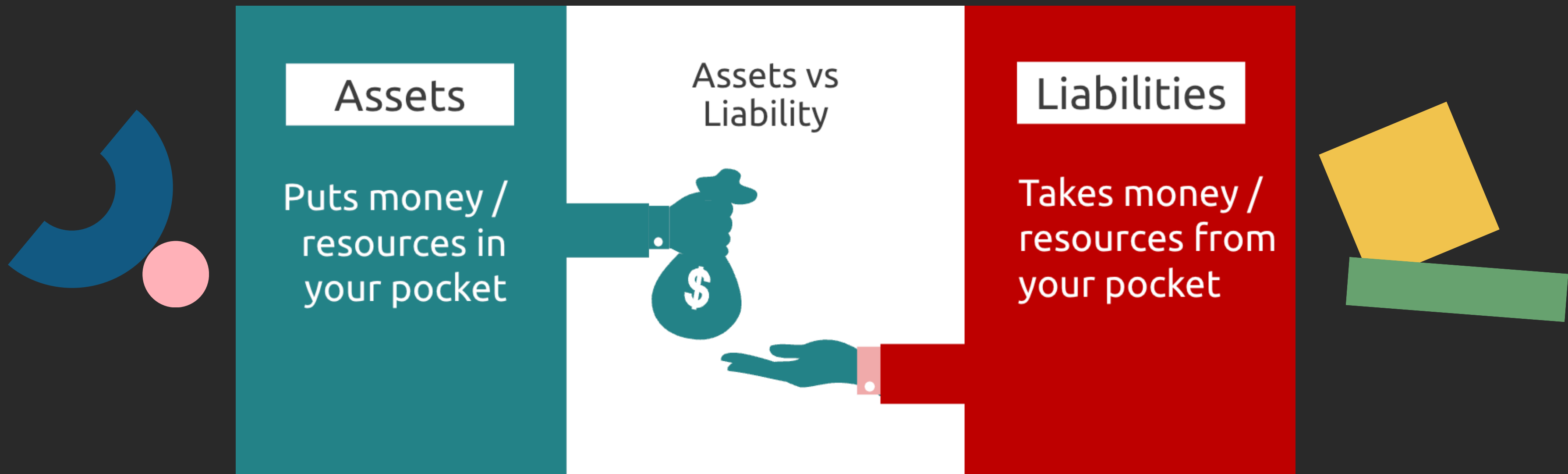
3% are here. Good place to be. Don't settle.

**3. Multiple Streams of Passive Income**

Only 1% are here.



The top 1% in the U.S. hold more wealth than  
the bottom 95% combined

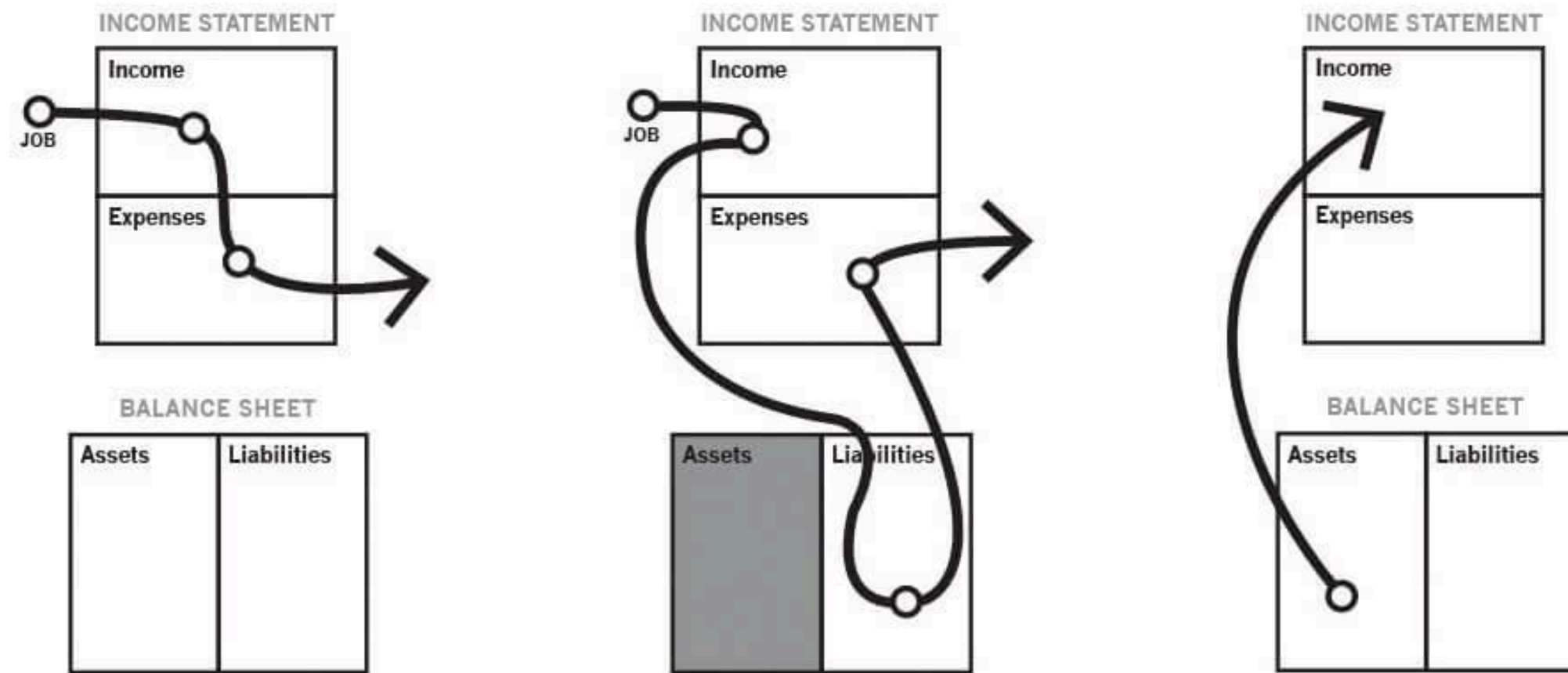


It is not how much you earn, it is what you do with what you earn

If you want to be rich, find out what the poor people do and don't do it. Find out their philosophy and think differently

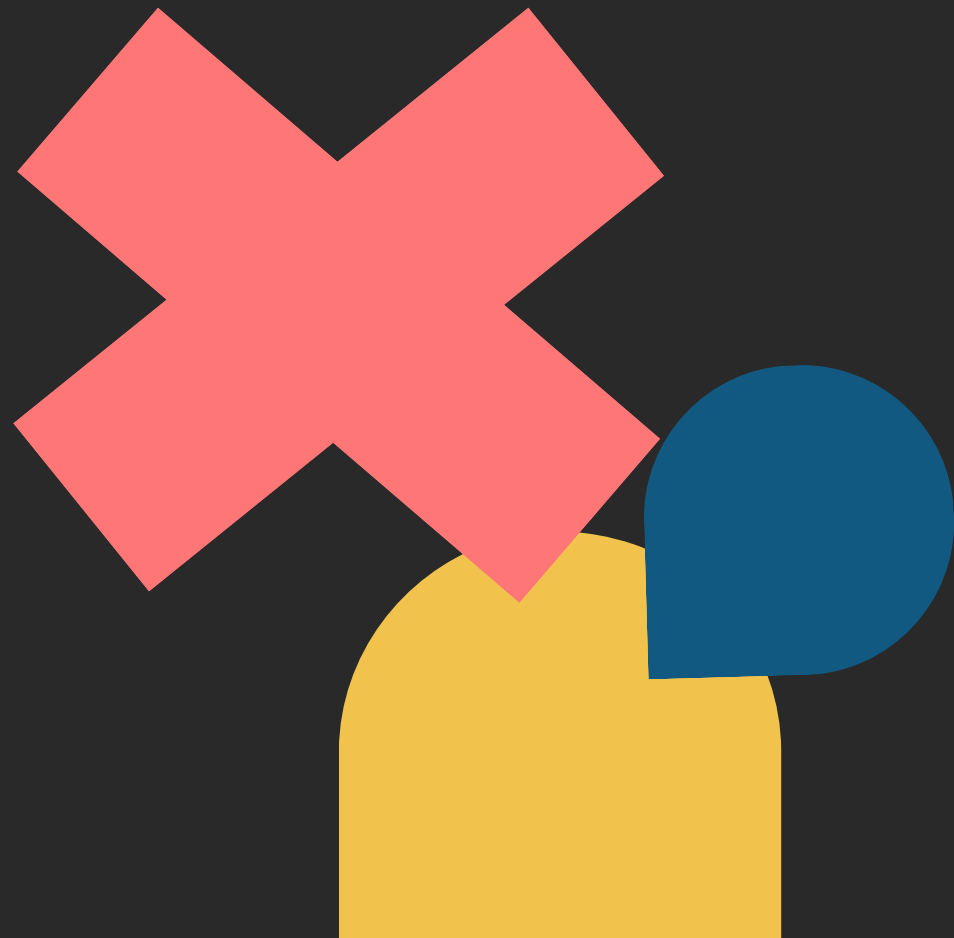
# Understanding Cashflow

Profits are better than wages. Wages makes you a living, profits make you a fortune



RICH  DAD.

# Don't do these



## Negative Cashflow

**Total Monthly Income:** \$6,000

**Expenses:**

- Mortgage: \$2,800
- Car Payment: \$900 (new luxury SUV)
- Credit Card Payments: \$700 (minimum only)
- Food & Dining: \$900
- Shopping/Gifts: \$600
- Entertainment & Subscriptions: \$400
- Miscellaneous: \$400

**Total Expenses:** \$6,800

**Cashflow:** -\$800 (deficit)

**Liabilities:**

- Mortgage: \$480,000
- Car Loan: \$55,000
- Credit Card Debt: \$12,000

Spending more than they earn. Living on credit. Every month, debt increases.

## Zero Cashflow

**Total Monthly Income:** \$6,000

**Expenses:**

- Mortgage: \$2,000
- Car Loan: \$650
- Credit Card Payments: \$600
- Food: \$750
- Utilities & Essentials: \$500
- Occasional Gifts/Entertainment: \$500

**Total Expenses:** \$6,000

**Cashflow:** \$0 (no breathing room)

**Liabilities:**

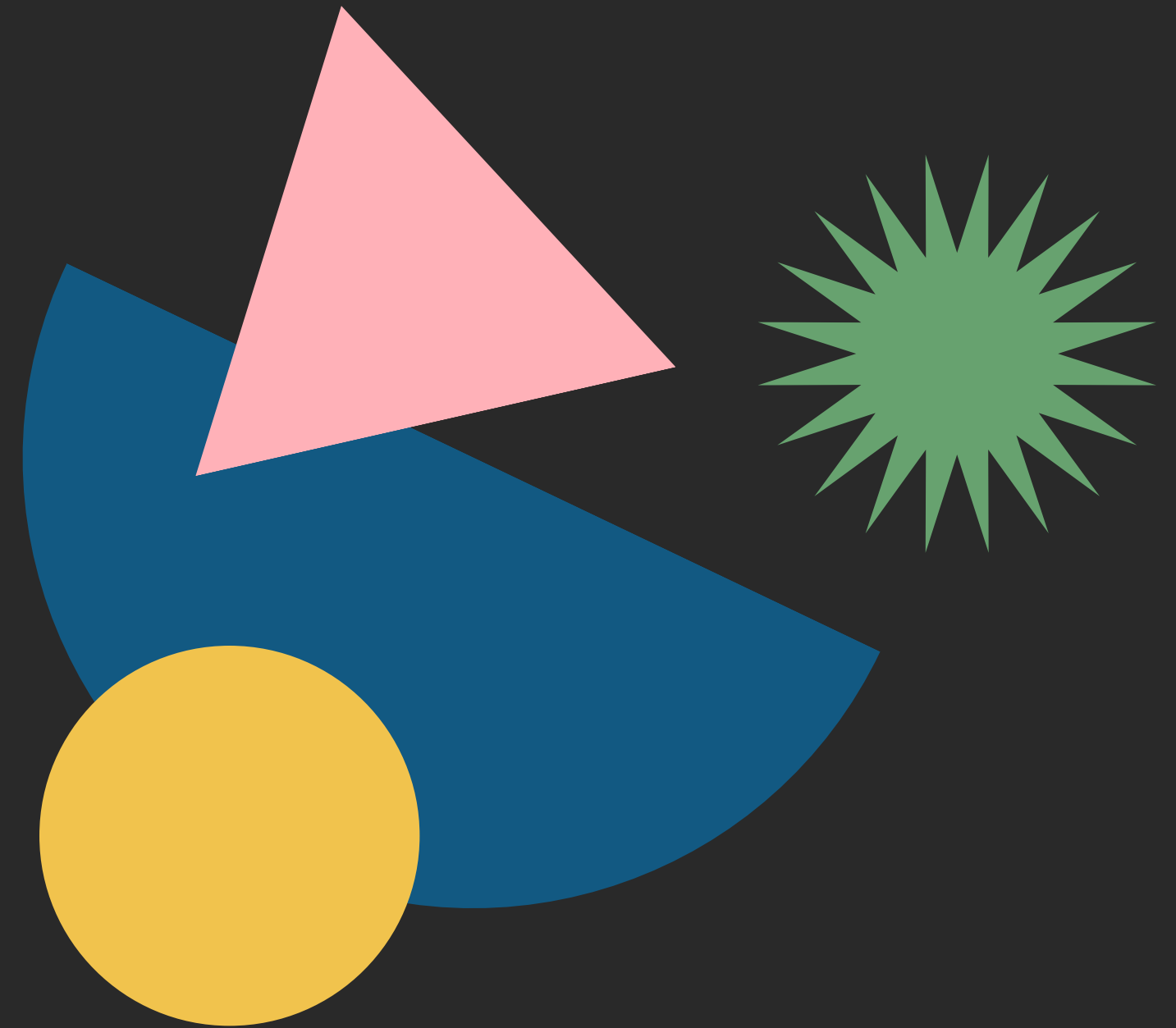
- Mortgage: \$350,000
- Car Loan: \$22,000
- Credit Card Debt: \$6,000

No surplus. No savings. One emergency away from financial collapse.

# Pay yourself First!

## 90% don't do it!

Fools! You labour for others. You don't pay yourself. - *Richest Man in Babylon*





The diagram shows a flow of income and expenses between Assets and Liabilities. At the top, a box is divided into two sections: 'INCOME' on top and 'EXPENSES' on the bottom. A solid black arrow points from the left into the 'INCOME' section. A solid black arrow points from the 'EXPENSES' section to the right. Below this box are two separate boxes: 'ASSETS GENERATE INCOME (+)' on the left and 'LIABILITIES GENERATE EXPENSES (-)' on the right. A dotted curved arrow originates from the 'ASSETS' box and points towards the 'INCOME' section. Another dotted curved arrow originates from the 'LIABILITIES' box and points towards the 'EXPENSES' section.

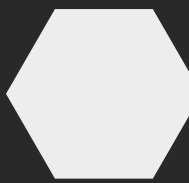
- > monthly cashflow



## Stocks & Dividends Investing

*7% - 12% annual return*

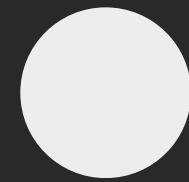
*Long-term value growth + compounding returns*



## Real Estates

*6% - 15% annual return*

*Rental cash flow + appreciation (varies by location)*



## Online Businesses (eCommerce, etc.)

*50% - 400% annual return*

*Higher ROI but can be higher effort*



## Royalties (Music, Books, ...)

*5% - 30% annual return*



## Starting Your Own Business

*15% - 500%+ return (Varies Widely)*

# Ideas for additional sources of income



Part III

# **Online Businesses:** Important things you need to know

# Types of Online Businesses

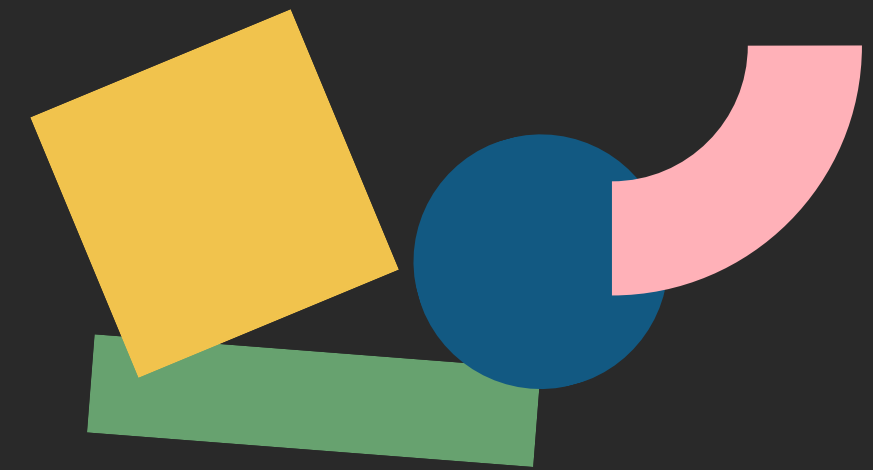
Type	Short Definition	Avg Profit Margin 💰	Startup Cost 🛒	Scalability 🚀	Notes
Digital Products	Selling downloadable content (eBooks, templates, courses, etc.).	70% - 95%	Low	Very High	One-time creation, unlimited sales. Very passive.
Freelancing/Services	Offering skills (writing, design, consulting) directly to clients.	50% - 90%	Very Low	Low-Medium	Trade time for money; can lead to agency model or other offers.
eCommerce	Selling physical products online via your store or marketplaces.	20% - 50%	Medium-High	High	Includes dropshipping, 3PL, or self-fulfillment.
Affiliate Marketing / Social Media Influencing	Promoting others' products to your audience and earning a commission on each sale.	20% - 50%	Low	Medium	No product creation or delivery needed but requires consistent content & audience trust.

# Online Business Platforms and How They Work

Platform	Selling Avenue	How It Works (High-Level)	Operational Cost 📦	Avg Profit Margin 📈	Notes
Amazon	FBA (Fulfillment by Amazon)	You ship inventory to Amazon's warehouse, they handle storage, delivery & cust. service.	High (storage + fees)	10% - 25%	Great for scalability & trust, but high fees and competition.
	FBM (Fulfilled by Merchant)	You list products on Amazon but fulfill orders yourself or through a 3PL.	Medium	15% - 30%	More control, less cost than FBA, but more work & slower shipping.
Shopify	Dropshipping	Use suppliers (AliExpress, CJ, etc.) to fulfill customer orders placed through your store.	Low-Medium	10% - 40%+	Low startup cost, but ad spend can eat profits. Highly scalable.
	Own Inventory (3PL/Fulfilled)	You source and ship your own products or use a third-party logistics provider.	Medium-High	20% - 50%+	More profit potential, more capital risk. Great for growing a brand.
Etsy	Print-on-Demand	Sell custom designs (e.g. mugs, shirts), fulfilled by partners like Printful.	Low	15% - 35%	Works well for creatives, low risk, lower volume than Shopify/Amazon.
	Handmade/Own Products	Make and ship your own handmade goods.	Medium	20% - 40%	Limited scalability; great for niche creative brands.
Facebook Marketplace	Local Resale or Dropshipping	List products manually; dropship or source locally. Fulfill orders or deliver personally.	Low	10% - 30%	Easy to start, but less predictable. Marketplace trust issues.

# Understanding Dropshipping and Third Party Logistics

You setup the online shop, everything else is taken care of for you



## THIRD-PARTY LOGISTICS



## DROP SHIPPING



Dropshipping is the model where you only purchase inventory after a customer makes a purchase. Manufacturer ships items directly to your customer.

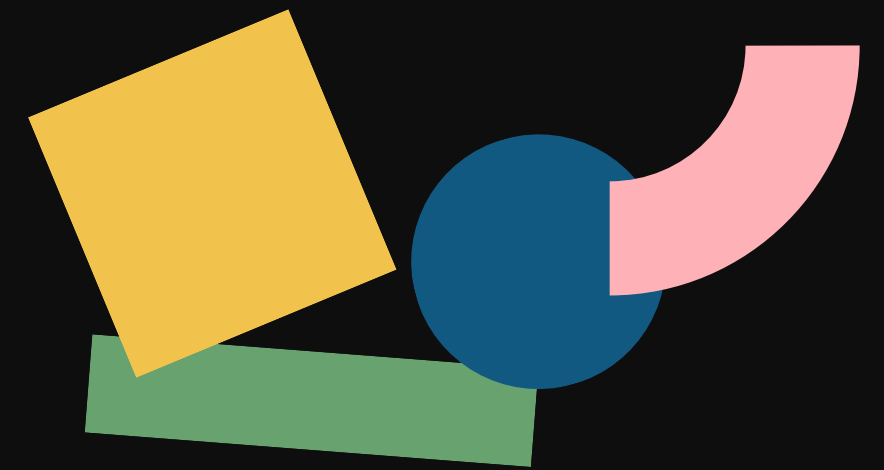
# Understanding Dropshipping and Third Party Logistics

	3PL (Third-Party Logistics)	Dropshipping
How It Works	You buy inventory upfront and store it with a 3PL, which handles shipping.	Supplier ships products directly to your customer on your behalf.
Startup Cost	💰 Medium to High — You pay for inventory + storage.	💰 Low — No inventory or warehouse cost upfront.
Profit Margin	📈 Higher — Bulk buying reduces cost per unit.	📉 Lower — You pay more per item and may face smaller margins.
Shipping Speed	🚚 Fast — Local 3PLs offer 1–3 day shipping in many regions.	🐢 Slow — Often 7–20 days if shipping from overseas (e.g., China).
Ideal For	Established sellers ready to scale and build a brand.	Beginners testing product ideas or running lean operations.



# Understanding Amazon FBA (Fulfillment by Amazon)

You setup your seller account on Amazon, everything else is taken care of for you by Amazon



1



Send products  
to Amazon

2



Amazon stores  
products

3



Customers  
purchase

4



Amazon picks  
up products

5



Amazon ships  
products

# Ground Rules

01

Avoid selling products that are: fragile / perishable, seasonal, highly regulated, heavy / bulky, oversaturated and Trademarked Items (without permission)

02

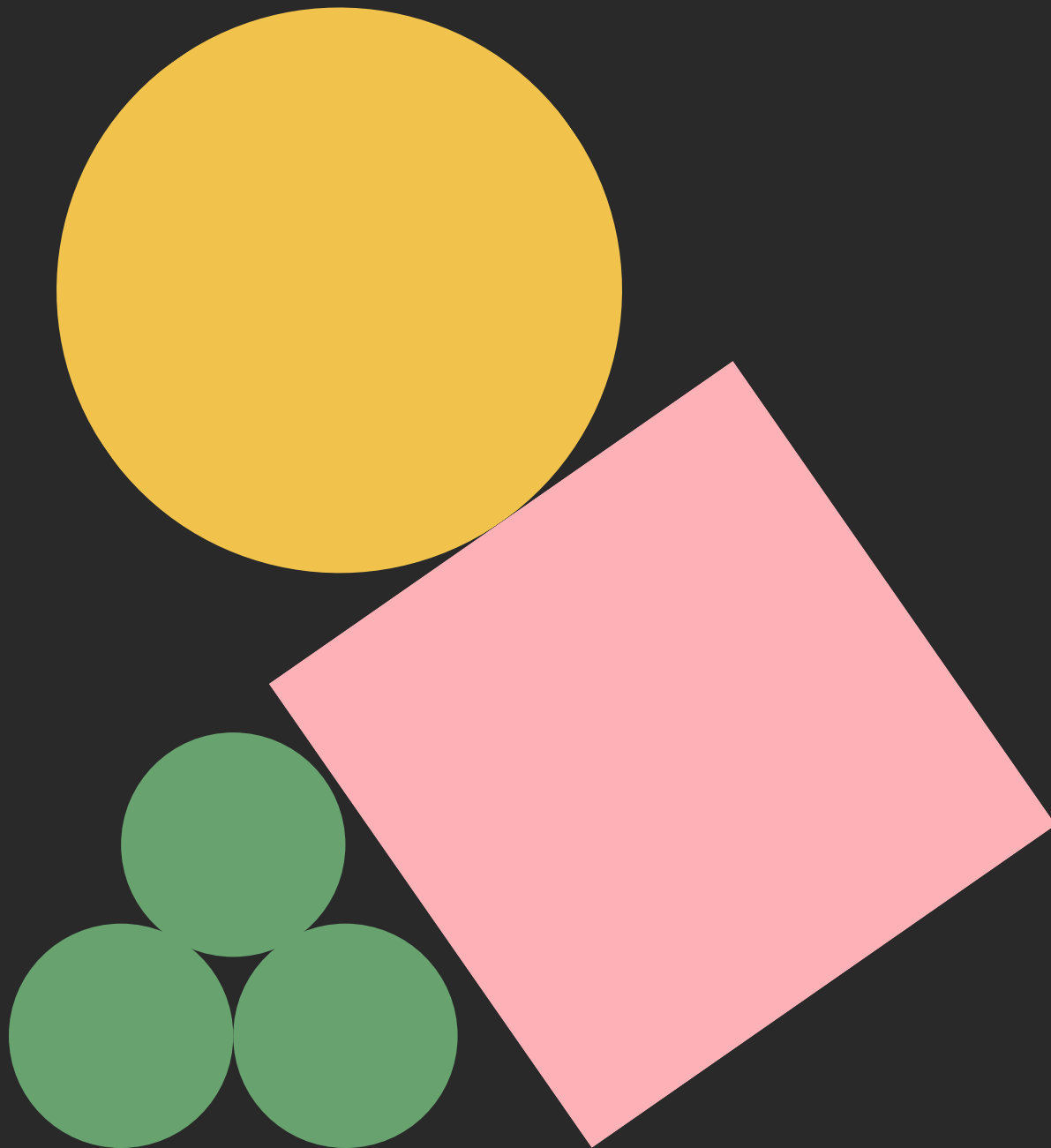
You can save operational costs with Digital products than dropshipping

03

Always do a thorough due diligence - if you have doubts, something is most likely wrong - consult experts

04

You're better off outsourcing your digital marketing. Play to your strengths



# Steps to Acquiring an online business

- 01 Establish the legal entity you will use for business.
- 02 Identify and purchase an undervalued and profitable e-commerce business.
- 03 Conduct thorough due diligence to mitigate risk.
- 04 Complete purchase and ensure a seamless transition of operations.



01

# Establish the legal entity you will use for business.

1. Register an incorporated business.
  - a. Company assumes liability, tax advantages, etc.
2. Open a dedicated business bank account and set up operational apps.
  - a. Use Wise Bank <https://wise.com/>
  - b. Accounting: simplify with Excel templates
  - c. Investing: Use Wealthsimple
3. Operations
  - a. Leverage Google Apps: Gmail, Drive, Keep, Tasks, Chrome, Calendar, Meet, Forms, etc.
  - b. Project Management: Use Trello or Excel



02

## Identify and purchase an undervalued and profitable e-commerce business.

1. Use platforms like Flippa or Acquire.com to source listings.
2. Filter for businesses with steady profits (consistent over 6 months), low costs, and organic traffic.
3. Analyze ROI, profit margins and payback period — aim for 6 months or less.
4. Negotiate terms: payment structure (lump sum, earn-out), training, warranties, post-sale support .



03

# Conduct Thorough Due Diligence

1. Review financial statements (P&L, balance sheet) for at least 12 months.
2. Evaluate webshop traffic sources, Return on Ad Spend (ROAS), marketing performance / costs.
3. Check customer reviews, refund rates, and brand reputation online.
4. Assess systems: inventory, suppliers, software, and team (if any).

# Let's consider some examples

## 11. FOLIX22.ORG: HAIR GROWTH BRAND



<https://folix22.org/>

**Selling Price: USD \$30,000**

Site Year: 1 year	Monthly Revenue: \$61,950	Annual Revenue: \$743,404
Annual profit: \$305,941	Profit Margin: 41%	Monthly profit: \$25,495

ECOMMERCE STORE

Currency: USD \$

folix22.org

Verified Listing

A 1-year-operated wellness DTC brand with high AOV and margins.

Ecommerce

Health and Beauty

Business Location	Site Age	Monthly Profit	Profit Margin	Profit Multiple	Revenue Multiple
FL, United States	1 year	USD \$25,495 /mo	41%	0.1x	-

View P&L ↓

View insights on multiples ↗

F FOLIX22 TESTIMONIALS

Copy link

Open for negotiation

Indicative Price

USD \$30,000

Excludes USD \$39,050 of inventory

Contact Seller



Let's consider some examples

# 7. PRESTIGE TANS: NASAL SPRAY ECOMMERCE BRAND

<https://prestigetans.com/>

**Selling Price: USD \$123,696**

Site Year: 7 months  
Total Revenue: \$383,912

Monthly Revenue: \$54,844  
Profit Margin: 77%

Monthly Profit: \$42,282  
Total Profit: \$295,974

## About the Business

Business Location: <b>Australia</b>	Site Age: <b>7 months</b>	Monthly Profit: <b>AUD \$42,282 /mo</b>
Profit Margin: <b>77%</b>	Profit Multiple: <b>0.7x</b>	Revenue Multiple: <b>0.5x</b>

## Monthly Breakdown

Month	Revenue	Expenses	Profit
Aug 2024	\$0	\$5,212	-\$5,212
Sep 2024	\$15,202	\$1,203	\$13,999
Oct 2024	\$52,191	\$16,316	\$35,875
Nov 2024	\$73,376	\$29,936	\$43,440
Dec 2024	\$79,530	\$12,195	\$67,335
Jan 2025	\$137,658	\$19,169	\$118,489
Feb 2025	\$25,955	\$3,906	\$22,049

# Let's consider some examples

## 1. INSTALIFT: SKIN LIFTING DEVICE

<https://theinstaliftco.com/>

**Selling Price: USD \$37,500**

<b>Site Year:</b> 5 months	<b>Monthly Revenue:</b> \$27,732	<b>Total Profit:</b> \$25,499
<b>Annual Revenue:</b>	<b>Profit Margin:</b> 18%	<b>Monthly profit:</b> \$5,099
<b>Total Revenue:</b> \$138,664		

Business Location: <b>New Zealand</b>	Site Age: <b>6 months</b>	Monthly Profit: <b>USD \$5,100 /mo</b>
Profit Margin: <b>18%</b>	Profit Multiple: <b>1.5x</b>	Revenue Multiple: <b>0.3x</b>

### Monthly Breakdown

Month	Revenue	Expenses	Profit
Jul 2024	\$5,819	\$4,675	\$1,144
Aug 2024	\$42,409	\$34,071	\$8,338
Sep 2024	\$46,590	\$41,200	\$5,390
Oct 2024	\$33,715	\$27,516	\$6,199
Nov 2024	\$10,131	\$5,703	\$4,428

Let’s consider some examples

8. LASER WORKS HUB



<https://laserworkshub.com/>

Selling Price: USD \$89,000

Site Year: 9 months	Monthly Revenue: \$29,234	Total Revenue: \$263,114
Total profit: \$113,440	Profit Margin: 43%	Monthly profit: \$12,604

Business Location: <b>Romania</b>	Site Age: <b>9 months</b>	Monthly Profit: <b>USD \$12,604 /mo</b>
Profit Margin: <b>43%</b>	Profit Multiple: <b>0.8x</b>	Revenue Multiple: <b>0.3x</b>

Monthly Breakdown

Month	Revenue	Expenses	Profit
May 2024	\$22,780	\$11,596	\$11,184
Jun 2024	\$21,707	\$16,056	\$5,651
Jul 2024	\$16,654	\$12,241	\$4,413
Aug 2024	\$26,359	\$17,069	\$9,290
Sep 2024	\$29,334	\$16,923	\$12,411
Oct 2024	\$31,555	\$18,854	\$12,701
Nov 2024	\$35,598	\$18,315	\$17,283
Dec 2024	\$45,897	\$19,697	\$26,200
Jan 2024	\$33,230	\$18,923	\$14,307

04

## Complete purchase and ensure a seamless transition of operations.

1. Get full access to accounts: website hosting, email, payment processors, ad tools, etc.
2. Schedule onboarding sessions with the seller for operations training.
3. Communicate changes (if any) clearly to customers, suppliers, and staff.
4. Monitor performance closely in the first 90 days and optimize gradually.



# Demo Session

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Please follow on your computer if you have access



# Thank you!

Any questions?



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# Bonus Slides ➔



# Invest in Stocks, Mutual & Index funds, Commodities, Crypto currency, Bonds etc.

Some recommendations for long term investments (Apr 2025)



## WHY INVESTING IS BETTER THAN TRADING



**IT IS MOSTLY PASSIVE**



**EASIER TO LEARN**



**A LARGER VARIETY OF ASSETS**



**INVOLVES LESS RISK**



**YOU GET PAID DIVIDENDS**



**YOU'RE NOT TRYING TO BEAT THE BANKS**

**@INVESTINGWITHBEE** 

# Peer to Peer Lending Platforms

Platform	Focus	Min. Investment	Average ROI	Notes	URL
goPeer	Consumer personal loans	\$10 per loan	7.5% – 28% annually, depending on loan risk profile	Regulated; best for passive consumer lending. Needs 600+ credit score	gopeer.ca
AGS Investments	Consumer loans	\$25 per loan	~8% – 12%	Newer; smaller scale	agsinvesting.com
Ripae	Short-term microloans	Small (case-by-case)	10%+ But High risk	Early-stage; higher platform and borrower risk	ripae.ca
VaultPay (formerly Lending Loop Private Lending)	Small business private lending	~\$500 per loan	~6% – 10%	Business loans; now pooled/private investment, not pure P2P	vaultpay.ca
Fundscraper	Real estate secured debt (private market)	~\$5,000	~6% – 10%	Focus on real estate; more stable but less liquid	fundscraper.com



# Bonus Contents

Teach something you're passionate about and sell it on multiple channels

- Teach anything online and make money - <https://takelessons.com/>
- Build a Six-Figure Online Business Selling Online Courses. <https://www.udemy.com>

Become a Youtube vlogger

- Achieve 4000 watch hours
- 1000 subscribers in any 12-month period

Freelancing your skills // Build a Personal Brand

- <https://www.upwork.com/>
- <https://www.freelancer.com/>
- <https://www.fiverr.com/> Etc.

*Start a blog and build an audience (valuable education for branding, promotion, driving traffic, monetizing content, building a business).*

- *Free domain offers exist*

**Onespace** - *Get paid writing articles, doing research etc.*

- <https://www.onespace.com/>

*Airbnb co-host*

*Invest through Peer to peer lending platforms.*

- Search on google for best platforms

*Get Paid Testing Digital Products from the comfort of your bed*

- *TestingTime.com*





# Recommendations

- Think and Grow Rich - Napoleon Hill
- Common Stocks and Uncommon Profits - Philip Fisher
- Rich Dad Poor Dad – Robert Kiyosaki
- Cash Flow (Rich Dad Poor Dad) – Robert Kiyosaki
- The 4-Hour Workweek - Tim Ferriss
- MONEY Master the Game – Tony Robbins
- Unshakeable: Your Financial Freedom Playbook – Tony Robbins
- Tomorrow's Realities Today – Kehinde Fawumi
- The Richest Man in Babylon - George S. Clason
- The Science of Getting Rich - Wallace D. Wattles
- The Science of Being Great - Wallace D. Wattles
- Who Moved My Cheese? - Spencer Johnson
- Financial Independence - Jim Rohn

## Play the Cashflow Online Game

<https://www.richdad.com/products/cashflow-classic>

