



HOW TO BUILD A PRODUCT THAT SCALES INTO A COMPANY

How to Build a Product that Scales into a Company | 7hubent Tech

Authored by: [7hubent Tech](#)

In the bustling city of Lagos, amidst the chaotic symphony of honking danfos and the tantalizing aroma of roadside suya, lies a hidden gem: 7hubent Tech. Here, a group of audacious Nigerian techies embarked on a mission to create a product that would not only scale but transform into a thriving company. You might think they had some secret sauce or perhaps a magical jollof recipe. Well, they do, and it's a blend of sheer determination, local flair, and a pinch of satire.

The Beginning: Dream Big, Start Small

Picture this: A small office crammed with young, ambitious minds, powered more by hope than electricity. They had an idea, one that would solve a local problem and, in true Naija fashion, "blow" globally. The first lesson? Dream big, but start small.

Key Ingredients:

- Identify a Real Problem: Look around. Is there something people are constantly complaining about? In Lagos, it could be anything from traffic woes to power outages. For 7hubent Tech, it was the inefficiency of small businesses managing their logistics.
- Validate Your Idea: Don't just assume you've struck gold. Ask potential users, get their feedback, and refine your concept. They

conducted market surveys in the bustling markets of Balogun and the tech hubs of Yaba.

Build, Break, and Rebuild

In the heart of Surulere, the team began coding. Nights were spent debugging by candlelight, thanks to the ever-reliable PHCN. They launched a basic version of their product, knowing fully well it wasn't perfect.

Steps to Follow:

- Launch a Minimum Viable Product (MVP): Keep it simple. A functional version that solves the core problem.
- User Feedback: Listen to your users. Nigerians are never shy to express their thoughts, especially if they paid for it.
- Iterate Quickly: Based on feedback, keep improving. Be ready to break things and rebuild.

Contact 7hubent WhatsApp TV via +2349077131487.



**Join our Active WhatsApp Groups for Free bonus and
UNLIMITED offers** 👉 😊 💰 🤝

<https://www.7hubent.com.ng/2024/06/7hubent-whatsapp-tv-channel-and-group.html>

Scaling: From Danfo to BRT

Scaling a product is like upgrading from a rickety danfo to a sleek BRT bus. It's about expanding capacity without losing the essence of what made your product great.

Scaling Strategies:

- Automation: The team automated repetitive tasks. Whether it's email marketing or customer support, tools like HubSpot and Zendesk were lifesavers.
- Infrastructure: They moved from local servers (which were always overheating) to cloud services like AWS, ensuring their platform could handle increased traffic.
- Hiring: As the saying goes, "If you want to go fast, go alone. If you want to go far, go together." They brought in specialists—developers, marketers, and salespeople.

Marketing: From Local Palms to Global Eyes

To scale successfully, marketing is key. And who better to learn from than the street hawkers who can sell anything to anyone?

Marketing Tactics:

- Social Media: Leveraged the power of Instagram and Twitter. Nigerians love a good story, and 7hubent Tech's journey was nothing short of inspirational.
- Influencers: Collaborated with local influencers. A shoutout from a popular figure can skyrocket your visibility.
- Community Engagement: Sponsored local tech events and hackathons. They built a community around their product, ensuring a loyal customer base.

**Join our Active WhatsApp Groups for Free bonuses
and **UNLIMITED** offers 🙌💰💰🙌**

<https://www.7hubent.com.ng/2024/06/7hubent-whatsapp-tv-channel-and-group.html>

Lessons from the Trenches

Building a product that scales into a company in Nigeria is not for the faint-hearted. The journey is filled with potholes (literally and figuratively). But the lessons learned are invaluable.

Key Takeaways:

- Resilience: When the going gets tough, the tough get going. Whether it's power cuts or funding issues, resilience is your best friend.
- Adaptability: Be ready to pivot. The market is dynamic, and what works today might not work tomorrow.
- Customer Focus: Always prioritize your customers. They are the heartbeat of your business.

Conclusion: From Eko to the World

Today, 7hubent Tech is not just a company; it's a movement. From its humble beginnings in a small Lagos office, it now serves clients globally. Their secret? Staying true to their roots while embracing innovation.

So, if you're looking to build a product that scales into a company, take a page from 7hubent Tech's playbook. Start small, dream big, and never underestimate the power of Naija ingenuity.

For more insights and tech tips, visit [7hubent Tech] <https://www.7hubent.com.ng>. Join the conversation on how Nigerian tech is changing the world, one innovation at a time.

The End

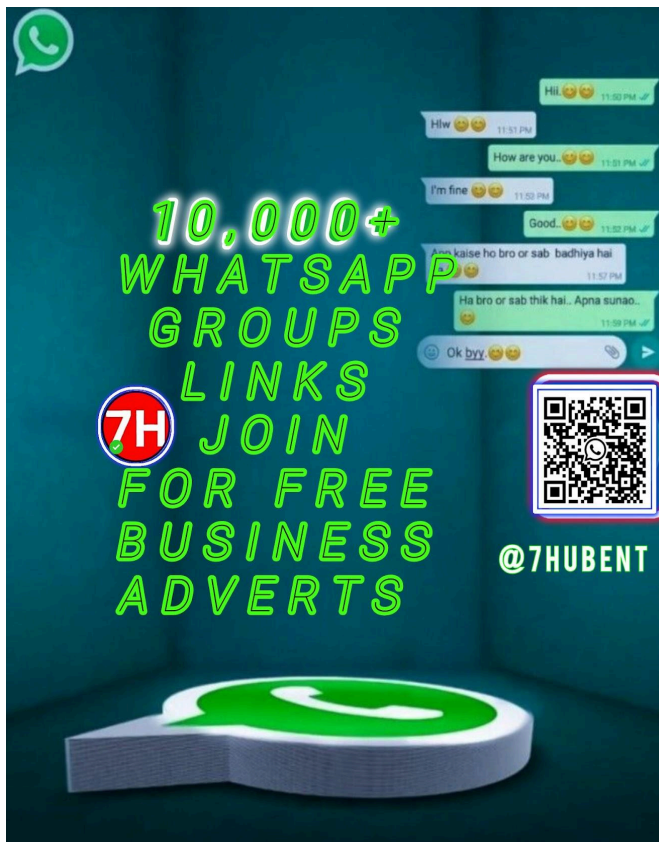
🎉✅ Congratulations! After reading this book, we decided to give you a Free trial advertisement on our 10,000+ WhatsApp Groups. 🔥😳🚀🎉🎉

Click on the picture below to join and register.

Registration is free

🚫👉 **You Must share it with 6 WhatsApp groups and your STATUS before promoting your BUSINESS FREE.** 🚫

Click on the picture now!



Follow the instructions above, to be eligible. 🇳🇮💰

Keep learning, and moving forward.

Bonus Tip: Stay Informed - Knowledge Is Power.

7hubent@gmail.com

For by strength shall no man prevail.

(Subscribe for more.)

– **Join 👉 @7hubent don't miss out on MORE.**