

## AFRICA MUST THINK Pre-CONFERENCE MASTER CLASS

**Venue:** Mulungushi International Conference Centre

**Date:** 31.08.25

**Audit:** DLN GROUP

**Author:** *Esiah Kapinga*

### Speakers

- ▷ Mr. Cosmas Ng'anwe
  - ▷ Mr. Yandeni Chendela
  - ▷ Mr. Chaka Nyathando (Pompi)
  - ▷ Dr. Dumisani Lingamangali Ncumbe
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### Objective

The Africa Must Think Pre-Conference at Mulungushi International Conference Centre was prior to the AFRICA MUST THINK CONFERENCE 2025 to be held on 14th September in Heroes Stadium, Zambia's biggest stadium. This conference is for aspiring entrepreneurs, young Africans who aspire to break beyond boundaries.

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### Summary

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First speaker.

Name: Mr. Cosmas Ng'anwe

Occupation: Actor, "Most followed Zambian Actor"



### Highlights

- ▷ You don't owe anything to anyone; you owe everything to yourself.
- ▷ I didn't get here by mistake. If you all think Rogers just appeared from the blues, NO!
- ▷ It was intentional; I made everything intentional to be here.

*"He gave an example of magnate, an entrepreneur; he is where he is today because he makes everything intentional, and you will be watching him betting and shouting, but he is winning."*

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### Second speaker

**Name:** Mr Yandeni Chendela

**Occupation:** Entrepreneur

- HR Manager | Oryx Energies -



### Highlights

Title: **Ascend To The 2% By Breaking Your Boundaries**

Opened with a question. Are you unstoppable?

↑↑

### Who are the 2%?

- ▷ The 2% are those changing and shaping the world (inverters, innovators, etc.).
- ▷ In Zambia, we would say the people you are spending your money on.

#### These are people who take:

- ▷ Initiatives and Actions
- ▷ They don't wait for things to happen; they make things happen.

### Who Qualifies to be in the 2%

- ▷ Those with vision and passion
- ▷ Proactivity and Risk-Taking (Ready to invest time and time again.)
- ▷ Determination and Drive. (Those determined to make a difference and not afraid to pursue their goals even when faced with problems.)

### THE 98%

Those who watch things happen and only wonder how things happened. They never take action.

***“The Choice is Yours  
Become Unstoppable.”***

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#### Third speaker

**Name:** Chaka Nyathando (Pompi)

**Occupation:** Musician and Entrepreneur

**Founder:** Atmosphere Nation | 10 Albums | 75+ Million streams



#### Highlights.

##### Background:

*“Entrepreneurship with life in abundance (leaving life in alignment with the word of God) took us back to the journey of the Israelites from Egypt to the promised land. 600 men left the land, in approximate of 3 million people altogether. But only 2 reached the promised land of original people, who were Joshua and Caleb.”*

#### What influences people?

##### Him:

When I went to the US for the entrepreneur (leadership) program. One of the professors asked. Between the media and the people, what influences the other? I said, THE PEOPLE. Then the professor

said you wrong, sir. "The media influences the people," he continued explaining... Now these are things that get people influenced.

People get influenced through

- ▷ Pressure (Media)
- ▷ Trauma

If you want to be successful, focus on these three (3) things

### **Passion**

▷ Something that makes you do something. Something you wake up for; look for something that drives you to work without clock checks.

### **Talent is not Enough**

▷ If you have a recognized talent, GOOD. but it's not enough to get you to where you want to be. Get skills and other resources.

*"When I wanted to make a new investment, I asked one of the prominent men in Zambia. JITO KAYUMBA—A Special Assistant to the President for Financial, Economic, and Investment Plans. I asked him, "What do you look for in a company you want to invest in?" He said, "Is **it scalable?**"*

So one thing you have to look for in a business you want to invest in is the scalability of that business. Once I identified that, I had to cut off certain things in the Atmosphere nation till we made our business scalable and we had reached 75+ million streams across albums.

### **Vertical Integration**

- ▷ You have to be vertically integrated; integration is either upward toward natural resources or downward toward the customers.
- ▷ The potential examples from the Bible are from. Our father of faith is Abraham. He was vertically integrated; he owned wells, grazing yards, and livestock, essential for humanity. The second is the woman in found in this passage

*Proverbs 31:13-27.*

*"She seeks wool and flax and works with willing hands."*

- ▷ This woman also was vertically integrated. She made fabrics from wool and clothes from fabrics.

***"Integrate your entrepreneurship journey  
with life in abundance."***

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### **MAIN SPEAKER**

**Name:** Dr. Dumisani Ling'amang'ali Ncube

**Founder:** DLN GROUP

**Title:** Lessons From My Mistakes



- **WHEN YOU BECOME BIG-HEADED, YOU CREATE COMPETITION.**

- ▷ When we were at the top with the printing machine in Zambia. We thought we had reached it and never had to look on both sides. ↳ Because the money in printing machines isn't in selling printing machines but in selling consumables.
- ▷ I thought we were the best, so we introduced the competition, and our potential customers started buying from other companies.

- **LACK OF VISION FOR YOUR COMPANY MAKES YOU DIG YOUR GRAVE.**

- ▷ You need to have a bigger vision
- ▷ If your vision is big enough, when you have the money, you will always and immediately run to buy liabilities instead of investing your money to grow the company.

- **IF YOU WANT POWER AND CONTROL, YOU DON'T DESERVE SUPPORT**

- ▷ When I wanted to start an institute, that was the DLN Entrepreneurship Institute. I want to have full control. I had a hunger for power that I coined the name of the institution for already and needed no change way before the investors. This led to having no investors in the institute as the start-up company, and eventually I invested alone.

- **DON'T OVERINVEST WITHOUT FULLY UNDERSTANDING THE BUSINESS**

- ▷ Every business has its own language. Always try to learn and understand it. As the DLN group comprises many businesses, when I started, I thought all of them were the same. But no, when I was starting up an institute from the DLN tech. It was a different story. I invested 7 Million in total and made a loss of 10 Million in total.
- ▷ I made very unnecessary investments and positions without students or any potential investor, which still made it worse.

- **THERE IS ALWAYS SOMETHING TO KNOCK YOU OUT**

- ▷ When Covid-19 Came. Our institute was just beginning. Rented, and we haven't even made a profit from it yet. And you know we have a national quarantine; every institute is closed, and we had to close also. But wait,
  - ▶ *The rentals didn't close. ▶ The DLN Tech had limited supplies because our buyers closed too. Meaning ∞ Cash flow reduced → Wages increased.*
- ▷ Our company started drawing, and we drew because we had employees and rent to pay while the cash wasn't showing up.

- **A MOMENT OF RECKONING ALWAYS COMES**

- ▷ When you find yourself in such kind of situations, you have to take time to think about what's wrong and how you can come back. I did that.
- ▷ I left the fancy offices with glasses and went to my roots, where I couldn't pay any rentals. I moved my office to our house on Great North Road.
- ▷ I reduced the spending so I can just meet up with repayment and wages in need.

- **SHRINKING WAS THE BEST DECISION THAT ALLOWED ME TO RISE AGAIN**

- ▷ Reposition yourself. I decided to shrink.
  - ▷ I had to cut off certain positions in our company, such as secretary, HR, whatever. I only needed the assistant.
- # Now here is where the problem comes with a lot of people. Thinking too much about what others are going to think and see. The truth is those people are not the ones in the situation, and they will not get you out of that situation and are never going to pay your bills.
- ▷ Since we shrank and cut off certain spendings, we made a powerful comeback, and I can testify that we have done and been doing massively better than we were making.
  - ▷ Shrinking has made me bounce back

### **Closing Remark**

By Dr. Dumisani Lingamalinga Ncube

### **“Who are more risk takers? Employees or self-employed individuals (startup).**

You know the common view is that. Self-employed people are the risk takers. But here is my take: employees are the risk takers. You know why? Because these people spend many years in school, for example, 4 years, and to get the job, on average, takes 6 years. So you spend your 6 years just to start getting a salary. Now here is the comeback: how much would you have made or how far would you have gone if you had pushed for your enterprise 6 years back?

And these people think they are more secure than the self-employed, but NO! When a business collapses, the first to be affected are the employees. When the mining company closes or loses in shares or anything, the first to be affected are the employees. So where is the security in being employed? ,Why do you think you are more secure and safe if you have been employed instead of running your own business?”

### **Questions and Answers**

**From:** Faith Bwalya

**Occupation:** Model

*-Miss World Zambia 2025-*

**Her:**



I am new to business and investment, and this is the time that I want to step in. Since you, Mr. Dumisani, are an entrepreneur, when wanting to start a business, do you go for what is on the market or with passion?

**Dr. Dumisani Lingamangali Ncube:**

That's a good question. Do you go for passion or what's on the table?

Well, sometimes passion won't pay your bills. I'll advise that most of the time you go with what is on the market, and then when you have the funds, you run with your passion. Because money will fund your passion. As for me, this is my passion, standing here and talking to you all, but this won't pay bills or bring you here, so I have businesses I run to finance my passion. I'm sure all of you here wouldn't have been here if it wasn't for my business. So yes, go with what is on the market, then run your passion. However. Glory to Jesus if your passion can bring you money. Go for it.

***My Take:***

*"Personally my take is all of this. That's the reason I spent time writing them down in my notebook. And here I am typing them down so that they remain part of me. Thank you! \_Esiah Kapinga"*

***"I'm Already Borne. Why not be great?"***