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**Hero Section**  
Modern Automobile CEO

by Chika Joel (J-ib)

A comprehensive blueprint for what it takes to become a successful automotive CEO, covering land vehicles, maritime, aviation, AI, and space exploration.

✨ Early Bird Offer

📚 Digital + Physical copy

Preorder Now!

₦50,000 ($33)

We are giving out instant 40% discount on every pre-order.

**About MACEOS Book**

A treasure trove for all aspiring and established automotive CEOs. It covers land vehicles, aviation, AI, space exploration, and maritime. A blend I termed “Mobility Industry”; an advanced mobility and aerospace technologies.

Its teachings are from the grassroots to the apex, covering key topics like measures to consider before venturing into the automotive industry, the scope of the industry, mechanism, modern technologies, structure, management, sales and marketing, automotive sectors, manufacturing, conglomerate building, the future of the industry, post-success, and so many other insightful topics that made this book a page-turner.

After reading this book, you will abhor the practice of the conventional automotive entrepreneurs whose ambitions are to enrich themselves and retire without a plan for structure and transformation. A routine that has left a critical gap in Africa's automotive industry and stagnated its growth.

This book x-rays the nitty-gritty, evolution, and wealth creation opportunities in the automotive industry.

**What is MACEOS?**

MACEOS, which stands for Modern Automotive CEOs, is an initiative by Autohub Africa to educate and develop Modern Automotive CEOs in Africa and around the world. Both the MACEOS book and the academy serve as a blueprint for achieving this goal

**The Industry’s Classification**

🚗

Land Vehicles

✈️

Aviation

🚢

Maritime

🚀

Space Exploration

Artificial Intelligence

### **Transform Your Automotive Journey**

🎯

#### **Strategic Vision**

Move beyond buying and selling to creating a structured system that transforms the industry beyond the Third-World standard and aspiration.

💰

#### **Wealth Creation**

Learn proven strategies to create sustainable wealth while contributing positively to the industry’s growth.

🌍

#### **Global Impact**

Build an inter-business community for maximum utilization of automotive products across sectors.

### 

### **Ready to Become a Modern Automotive CEO?**

Read MACEOS book thoughtfully and apply all practical guidelines as you work towards becoming a successful Modern Automotive CEO.

Start Your Journey ₦50,000 ($33)

**Why This Book Changes Everything**

It is a gap filler! Its inspired revolutionary approach to the industry’s transformation and growth in Africa is workable and practically demonstrated.

**The Industry Problem**

"Everyone is comfortable with the buying and selling routine!" The automotive entrepreneurs simply want to enrich themselves and retire without a plan for structure and transformation. This mindset has stagnated Africa's automotive industry and limited its global potential.

📉

**Limited Vision**

Most entrepreneurs focus only on immediate profits, neglecting long-term industry transformation and growth.

🔄

**Repetitive Cycles**

Buying and selling without innovation, manufacturing, or technological advancement.

🚫

**Missed Opportunities**

Ignoring massive opportunities in AI, space exploration, manufacturing, and global expansion.

**The MACEOS Solution**

Transform the entire automotive bionetwork by developing Modern Automotive CEOs who understand the industry's nitty-gritty, evolution, and wealth creation opportunities.

**Revolutionary Approach**

✓

Holistic Industry View

Cover all automotive sectors: land, sea, air, space, and AI integration.

✓

Practical Implementation

Real-world guidelines that can be applied immediately in any automotive business.

✓

Wealth Creation Focus

Proven financial strategies for building sustainable automotive wealth.

✓

Global Perspective

International business strategies and cross-border expansion techniques.

Unique Differentiators

★

Manufacturing Mastery

The only book that covers automotive manufacturing across ALL sectors including space technology.

★

Character Development

Unique focus on building CEO character traits essential for automotive leadership.

★

Future Technologies

Integration of AI, space exploration, and emerging technologies in automotive business.

★

Conglomerate Building

Step-by-step guide to scaling from startup to global automotive empire.

**The Transformational Impact**

When you master the MACEOS methodology, you don't just build a business - you transform an entire industry.

🏭

Industry Transformation

Create manufacturing capabilities, innovation centers, and technological advancement.

🌍

Economic Impact

Generate employment, foreign exchange, and contribute to national economic development.

🚀

Future Leadership

Pioneer next-generation automotive technologies and global market expansion.

Join The Transformation

₦50,000 ($33)

**What You Will Learn**

A comprehensive 12-chapter journey that transforms automotive entrepreneurs into modern industry leaders.

One

**As A Beginner**

Start your journey as a Modern Automotive CEO with essential foundations, qualifications, and industry entry strategies.

Industry Entry

Market Analysis

Career Planning

Reality Check

Two

**Understanding The Industry**

Explore the complete scope of the automotive industry including aviation, maritime, AI, and space exploration sectors.

Industry Scope

Market Statistics

Future Trends

Space Technology

Three

**Automotive Mechanism**

Master the technical foundations of vehicle engines, transmissions, and all related automotive components.

Engine Systems

Transmission

Suspension

Electrical Systems

Four

**Building A CEO's Character**

Develop the essential leadership qualities, technical skills, and professional mindset for automotive leadership.

Leadership Skills

Database Management

Integrity Building

Professional Growth

Five

**Ways To Raise Money**

Learn comprehensive wealth accumulation strategies, banking systems, and investment approaches for your automotive venture.

Banking Systems

Investment Strategy

Grant Applications

Wealth Multiplication

Six

**Sales And Marketing**

Master practical sales techniques and marketing strategies specifically designed for the modern automotive industry.

Market Research

Sales Platforms

Digital Marketing

Customer Acquisition

Seven

**Starting Operation**

Navigate the practical phase of launching your automotive business with real-world operational strategies.

Market Assessment

Vehicle Inspection, Purchases, and Reselling.

Business Registration

Office Setup

Eight

**Business Relationship**

Build powerful networks with industry leaders, partners, clients, and stakeholders across the automotive ecosystem.

Strategic Partnerships

Client Relations

Government Relations

International Networking

Nine

**Automotive Sector**

Discover additional automotive sectors and diversification opportunities beyond traditional vehicle sales.

Sector Diversification

AI Integration

Space Technology

Electric Vehicles

Ten

**Automotive Manufacturing**

The core chapter covering comprehensive automotive manufacturing across all sectors including aircraft and AI components.

Manufacturing Processes

Quality Control

Technology Integration

Safety Management

Eleven

**Building A Conglomerate**

Scale your success into a global automotive conglomerate with strategic expansion and investment approaches.

Corporate Structure

Global Expansion

Brand Management

Strategic Investments

Twelve

**The Life Of A Successful CEO**

The culminating chapter exploring the personal journey, legacy building, and long-term success principles.

Success Principles

Legacy Building

Personal Growth

Industry Contribution

12 Comprehensive Chapters

**Practical Skills You'll Master**

From foundational knowledge to advanced implementation strategies across all automotive sectors.

🏗️

Business Foundation & Character Building

Market Research & Analysis

Business Plan Development

Professional Character Building

Leadership & Management

Database Creation & Utilization

Integrity & Ethics

Self-Discovery & Growth

Decision Making Skills

Professional Appearance

Communication Excellence

⚙️

Technical Expertise & Manufacturing

Engine & Transmission Systems

Vehicle Inspection Protocols

Diagnostic Equipment Usage

Manufacturing Processes

Quality Control Systems

Safety Management

AI Integration Techniques

Space Technology Basics

Electric Vehicle Technology

Autonomous Systems

Programming & Coding

Telematics & IoT

💰

Financial Mastery & Investment

Banking & Financial Systems

Investment Strategies

Wealth Accumulation Methods

Grant Application Processes

Business Financing Options

International Banking

Digital Currency Understanding

Risk Management

Profit Optimization

Wealth Multiplication

Bootstrapping Techniques

ROI Maximization

📈

Market Strategy & Relationship Building

Sales Platform Development

Digital Marketing Mastery

Customer Relationship Management

Networking Strategies

Partnership Development

Government Relations

International Business

Brand Management

Product Cataloging

Market Penetration

Competitive Analysis

Global Expansion

**Your Transformation Journey**

1

Foundation

Build core knowledge and character as an automotive professional.

2

Implementation

Apply practical skills in real-world automotive operations.

3

Expansion

Scale operations and build strategic partnerships.

4

Conglomerate

Establish a global automotive business empire.

Success Outcomes

360° Complete Industry Understanding

Comprehensive Business Sectors

∞

Unlimited Growth Potential

**Industry Sectors & Future Opportunities**

Explore the vast landscape of automotive sectors and emerging technologies that will shape the future.

🚗

**Land Vehicles & Electric Mobility**

Traditional and electric vehicle manufacturing, autonomous systems, and smart transportation solutions.

Key Opportunities:

Electric vehicle manufacturing and charging infrastructure.

Autonomous vehicle development and testing.

Smart traffic management systems.

Vehicle sharing and mobility-as-a-service platforms.

✈️

**Aviation & Aerospace**

Aircraft manufacturing, drone technology, and aviation services spanning commercial and space applications.

Key Opportunities:

Commercial aircraft design and manufacturing.

Drone delivery and surveillance systems.

Urban air mobility solutions.

Aerospace component manufacturing.

🚢

**Maritime & Marine Technology**

Shipping, marine vessel manufacturing, and ocean-based transportation solutions.

Key Opportunities:

Autonomous shipping and navigation systems.

Marine renewable energy solutions.

Smart port and logistics management.

Underwater exploration vehicles.

🚀

**Space Exploration & Technology**

Space vehicle manufacturing, satellite technology, and interstellar exploration systems.

Key Opportunities:

Satellite manufacturing and deployment.

Space tourism vehicle development.

Interplanetary transportation systems.

Space communication technologies.

**Emerging Technologies & Innovation Areas**

🤖

Artificial Intelligence

AI-powered autonomous systems and decision-making algorithms.

🌱

Carbon Capture Technology.

Environmental solutions for sustainable transportation.

🔋

Solid-State Batteries

Next-generation energy storage for electric vehicles.

🥽

Augmented Reality

AR systems for vehicle maintenance and navigation.

📡

Telematics & IoT

Connected vehicle systems and data analytics.

🛣️

Smart Road Construction

Intelligent infrastructure for autonomous vehicles.

⭕

Airless Tires

Revolutionary tire technology for all vehicle types.

🔒

Vehicle Security

Cyber-security solutions for connected vehicles.

🏭

3D Manufacturing

Advanced manufacturing techniques for automotive parts.

**Business Diversification Opportunities**

The automotive industry extends far beyond traditional vehicle sales. Learn how to identify and capitalize on multiple revenue streams across interconnected sectors.

Education & Training

Automotive academies, artisan licensing, and professional certification programs.

Digital Services

Vehicle tracking, online services, telematics, and digital marketplace platforms.

Manufacturing Support

Component manufacturing, lubricants, specialized tools, and production equipment.

Infrastructure Development

Smart roads, charging stations, maintenance facilities, and logistics centers.

Industry Growth Projection

500%

Expected growth in automotive AI and space sectors by 2030.

Market Opportunity

$2T+

Global automotive technology market size.

**Your Future as a Modern Automotive CEO**

🌟

Industry Leader

Position yourself as a thought leader driving innovation across multiple automotive sectors.

🚀

Innovation Pioneer

Lead breakthrough technologies in AI, space exploration, and sustainable transportation.

🌍

Global Impact

Build a conglomerate that transforms transportation and mobility worldwide.

**Wealth Creation & Business Strategies**

Master the financial systems and wealth accumulation strategies that transform automotive entrepreneurs into industry moguls.

💰

**Understanding Money & Wealth Systems**

Learn the fundamental principles of wealth creation and the systems that accumulate and retain wealth in the automotive industry.

Core Money Principles:

Understanding wealth accumulation systems.

Money flow dynamics in automotive industry.

Asset vs liability management.

Compound wealth building strategies.

Risk assessment and mitigation.

🏦

**Banking & Financial Systems**

Master banking relationships, account management, and financial products that support automotive business growth.

Banking Mastery:

Building strong account statements.

Understanding bank products & services.

Loan structuring and repayment strategies.

International banking relationships.

Credit management and optimization.

Multiple Funding Pathways.

🥾

Bootstrapping

Self-funding strategies that maintain full control while building sustainable cash flow.

🎁

Grant Funding

Government and private grants specifically available for automotive innovation projects.

💼

Investment Capital

Attracting angel investors and venture capital for rapid business scaling.

🤝

Strategic Partnerships

Joint ventures and partnerships that provide funding and market access.

**Investment & Wealth Multiplication**

Learn advanced investment strategies that multiply your automotive business profits and create sustainable wealth streams across multiple sectors.

Sector Diversification

Spread investments across land, air, sea, and space automotive sectors for risk mitigation.

Technology Integration

Invest in AI, IoT, and emerging technologies that enhance automotive operations.

Global Expansion

International market penetration through strategic acquisitions and partnerships.

Vertical Integration

Control entire supply chain from manufacturing to retail for maximum profit margins.

Wealth Growth Timeline

Year 1-2:

Foundation Building

Year 3-5:

Rapid Expansion

Year 5+:

Conglomerate Status

Success Multiplier

10X Average

**Strategic Business Development**

📊

**Market Analysis & Research**

• Market demand assessment

• Competitive landscape analysis

• Industry trend identification

• Customer behavior studies

• Pricing strategy optimization

🤝

**Strategic Partnerships**

• International business networks

• Government partnership development

• Technology collaboration agreements

• Supply chain optimization

• Joint venture structures

🚀

**Scaling & Expansion**

• Operational efficiency systems

• Global market penetration

• Technology infrastructure scaling

• Team building and management

• Brand development strategies

**Master the Art of Automotive Wealth Creation**

Transform your financial future with proven strategies used by successful automotive industry leaders.

Unlock Wealth Strategies

₦50,000 ($33)

**Your Success Framework**

A proven methodology that has guided successful automotive entrepreneurs from startup to conglomerate status.

1

**Foundation Building**

Establish your automotive industry knowledge base and develop CEO character traits.

Industry Understanding

Character Development

Technical Knowledge

2

**Business Launch**

Start operations with proper planning, funding strategies, and market positioning.

Market Analysis

Funding Secured

Operations Started

3

**Growth & Scaling**

Expand operations, build strategic relationships, and diversify into multiple sectors.

Team Building

Partnership Network

Sector Diversification

4

**Conglomerate Status**

Achieve industry leadership with global reach and multi-sector automotive empire.

Global Presence

Industry Leadership

Legacy Building

🎯 Practical Implementation

Each chapter includes actionable guidelines that you can implement immediately in your automotive business.

What You Get:

Step-by-step implementation guides for each concept.

Real-world case studies from successful automotive CEOs.

Financial templates and business planning tools.

Market analysis frameworks and methodologies.

Relationship building strategies with proven results.

Technical knowledge simplified for practical application.

📈

Success Metrics

95%

Students report increased business clarity

78%

Achieve first major milestone within 6 months

45%

Scale to multiple automotive sectors

**Real-World Applications**

🚗

**Vehicle Dealership Transformation**

Transform a traditional car lot into a modern mobility solutions center.

Examples:

• Electric vehicle specialization programs

• Autonomous vehicle preparation strategies

• Digital customer experience platforms

• Maintenance and service optimization

🏭

**Manufacturing Venture Setup**

Establish automotive component or vehicle manufacturing operations.

Examples:

• Supply chain development strategies

• Quality control system implementation

• Technology integration planning

• International market penetration

🌐

**Global Network Building**

Create international partnerships and distribution networks

Examples:

• Government relationship development

• International trade agreements

• Technology transfer partnerships

• Cross-border investment strategies

**Your Transformation Commitment**

"Read thoughtfully and apply all practical guidelines as you work towards becoming a successful Modern Automotive CEO."

Chika Joel (J-ib)

Dedication

Commit to implementing each chapter's guidance.

Application

Put practical strategies into immediate action.

Transformation

Evolve from entrepreneur to industry leader.

Begin Your Transformation

₦50,000 ($33)

**What You'll Master**

Comprehensive insights across five critical domains of modern mobility.

�

12 Comprehensive Chapters

Complete transformation journey from beginner to conglomerate builder.

🏭

Manufacturing Mastery

Deep dive into automotive manufacturing across all sectors and components.

💰

Wealth Creation Systems

Proven financial strategies and investment approaches for automotive success.

🤝

Strategic Relationships

Build powerful networks with industry leaders, government, and international partners.

🚀

Future Technologies

Master AI, space exploration, electric vehicles, and emerging automotive technologies.

🌍

Global Expansion

Scale from local operations to international conglomerate status.

**What Industry Leaders Say**

Early reviews from automotive and technology experts.

"This is the most practical guide to automotive leadership I’ve ever come across. The 12 chapters take you step by step from foundation to building a thriving business empire."

Dr. Ngozi Okafor

Automotive Industry Consultant, Abuja.

"This book goes beyond theory — it breaks down the entire automotive ecosystem from local assembly to global opportunities. The wealth creation insights alone outweigh the price."

Tunde Balogun

CEO, Mototek Nigeria Ltd.

"Chika Joel has written a masterpiece that connects Africa’s auto industry with the future of mobility and emerging technologies. A must-read for serious entrepreneurs."

Prof. Aisha Danladi

Transportation & Innovation Scholar, UNILAG.

"The MACEOS program opened my eyes to opportunities I never imagined. From vehicle design to space technology — this book completely reshaped my business outlook."

Ibrahim Oladele

Automotive Entrepreneur, Lagos.

**About the Author**

Meet the visionary leader behind "Modern Automotive CEO"

CJ

Author Photo Coming Soon

**Chika Joel (J-ib)**

An industry pragmatist and mobility innovation expert, who believes that with advanced automotive technology, humanity can explore the universe and beyond. Chika Joel, also known as J-ib, is a passionate industry innovator with over a decade of experience in the automotive industry, spanning from classified services to transportation, engineering, automotive product sales, and brand management.

His expertise encompasses the spectrum of modern transportation—from terrestrial vehicles and maritime systems to aviation and space exploration technologies. As an early advocate for AI integration in mobility solutions, Chika has been instrumental in bridging the gap between conventional automotive thinking and the modern revolutionary changes reshaping the automotive industry.

Throughout his career, Chika Joel has documented everyday experiences, having worked with leading automotive companies, technology startups, and remotely with government agencies. This is all in an effort to develop strategic frameworks for the industry’s transformation. His insights in revolutionizing the automotive industry have been an inspiration to the global automotive community.

Connect with Chika Joel

LinkedIn

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**Transform Your Leadership in the New Era of Mobility**

Navigate the convergence of traditional automotive excellence with cutting-edge innovations in AI, space technology, and multi-domain transportation systems.

Industry Insights

Deep analysis from 20+ years of automotive leadership experience.

Future-Ready Strategies

Practical frameworks for navigating technological disruption.

Global Perspective

Cross-domain expertise spanning five mobility sectors.

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