

The Nigerian polymath. A new model for African entrepreneurship

A new model for African entrepreneurship



Owerri, Imo Sep 4, 2025 ([Issuewire.com](https://www.issuewire.com)) - In the rapidly evolving landscape of Nigerian business, one entrepreneur, Uzor Somtochukwu, is charting a multi-disciplinary path that challenges conventional wisdom. Trained as a civil engineer, Somtochukwu has founded two distinct ventures, the fashion brand Fashionbing and the commercial cleaning service Hygello Janitorial Services. His latest offering is the book, *Desire Before Discipline*, a reflection on the mindset that has fueled his entrepreneurial journey.

This unique fusion of practical expertise and thought leadership provides a compelling narrative for a global audience interested in Africa's innovative business scene.

Building ventures on a philosophy

At the core of Somtochukwu's success is the philosophy detailed in his new book. *Desire Before Discipline* is not a conventional how-to guide but an exploration of the psychological drivers of success. It argues that true discipline is not a chore but a natural outcome of a deep-seated desire. For aspiring entrepreneurs in Nigeria and beyond, this framework offers a powerful, accessible roadmap for turning passion into actionable business.

"The book is a reflection of my own journey," Somtochukwu shared in a recent social media post. "It's about understanding that the biggest drive we have is often our deepest desire. It is the fuel that makes the discipline worthwhile."

A multi-brand empire built on collaboration

Somtochukwu's diverse business portfolio is a testament to his ability to identify and capitalize on market needs across different sectors.

Fashionbing: Launched to provide quality and accessible fashion, the brand is carving out a niche in the country's vibrant, youth-driven fashion scene. By focusing on contemporary style and affordability, Fashionbing appeals to a growing market that values both aesthetics and practicality.

Hygello Janitorial Services: In a testament to his collaborative spirit, this venture was co-founded with his sister Uzor Blessing and friends Alfred Henry, Opara Favour, and Opara Francis. By combining their talents and focusing on professional and reliable service, the team is addressing a clear need in the Nigerian corporate and commercial sectors. The success of this business highlights their collective ability to build a scalable and dependable business model in a service-based market.

For global media, Somtochukwu's story is a powerful illustration of the next wave of African entrepreneurship. He represents a generation of founders who are not confined to a single industry or tech-focused narrative. Instead, they are using a blend of traditional business acumen, new media savvy, and personal development insights to build sustainable, multi-faceted enterprises. His story provides a fresh perspective on the continent's startup ecosystem, moving beyond standard headlines of tech and funding rounds to focus on the mindset and strategy that create lasting impact.

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