

Issue 02

| The innovative Issue

| December 2024

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FEATURING

TECH FRONTIERS

BREAKING BARRIERS
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AFRICA'S TOP 10 FINTECH GIANTS

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WOMEN IN TECH:

CRACKING THE CODE -
INSPIRING JOURNEYS OF
FEMALE TECH LEADERS

THE
INNOVA
TIVE
ISSUE

INTRODUCING THE 2024

MAN OF THE YEAR CHIMAObI ANYANWU

CREATING A HUB FOR TECH BROS & GALS

DIGITAL COVER



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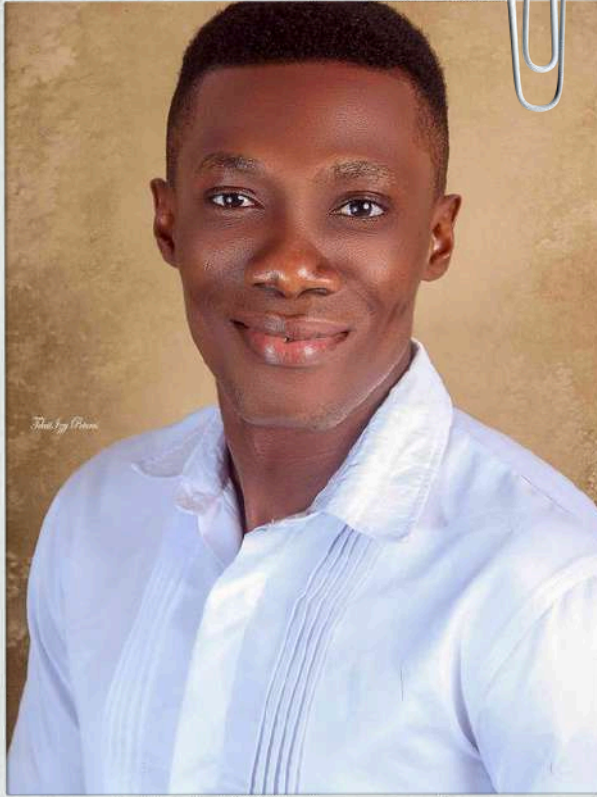
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Fourwall Premium is a distinguished publication that provides captivating interviews, stunning photography, and the newest trends in beauty and personal style. Each issue delivers the fierce, fun, and fabulous features you love, all showcased in an exhilarating new format.

EDITOR'S NOTE



Emmanuel Abazu
Editor of Fourwall Premium

Welcome to Issue 002 of Fourwall Premium, an exclusive publication that offers high-profile interviews, breathtaking photography, and the latest insights on beauty and personal style. In each issue, you will enjoy the fierce, fun, and fabulous features you adore, presented in an exciting new format.

This edition, tagged the "THE INNOVATIVE ISSUE," features Chimaobi Anyanwu, a visionary entrepreneur as our cover star. He discusses his journey in tech industry, reaching new heights, and much more.



Issue 002

December 2024

THE INNOVA TIVE ISSUE

COVER PERSONALITY

Fourwall Man of the Year 2024

Creating a hub for tech bros & gals

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Exclusive Interview With

CHIMAObi ANYANWU

Man of the Year 2024

TELL US ABOUT YOURSELF

I am Chimaobi Stanley Anyanwu, a product manager and developer, as well as the founder of Owllup Limited and TDBIZZ Limited. Over the years, I have played a key role in developing and scaling tech-driven solutions within Nigeria's entertainment and fashion industries.

Beyond business, I am passionate about empowering young people through technology. I founded TD Bizz Tech City, an annual skill acquisition boot camp, where teenagers and students learn critical skills such as mobile marketing, forex trading, content creation, acting, and communication.

I am also the founder of the Nigerian Tech and Innovation Awards, which recognizes and celebrates outstanding achievements in the tech ecosystem, fostering innovation and entrepreneurship.

WHAT INSPIRED YOUR INTEREST IN TECH, AND HOW DID YOU GET INTO THIS FIELD?

From an early age, I was fascinated by how technology can simplify complex processes and improve industries. However, my real journey into tech began when I realized that many businesses in fashion and entertainment lacked digital tools to scale their operations effectively.

I saw a gap and decided to create solutions—developing products that help businesses grow, optimize operations, and connect with a wider audience through tech-driven strategies. That curiosity led me into product development and management, where I now focus on bridging the gap between business needs and technological solutions.

HOW DID YOU PREPARE YOURSELF FOR THE CHALLENGES AND OPPORTUNITIES IN THE TECH INDUSTRY?

The tech industry in Nigeria and Africa is growing rapidly, and staying ahead requires a mix of strategic thinking, adaptability, and the right team. One of the biggest challenges in the industry is finding the right talent—as a product manager, I don't just think about building a solution; I also need to consider:

What do people truly need?
How much are they willing to pay?
Who are the best talents to execute this vision?
To succeed, I have consistently invested in upskilling myself, networking with industry leaders, and building teams that share a vision for innovation.

WHAT WERE YOUR BIGGEST CHALLENGES WHEN YOU STARTED YOUR JOURNEY IN TECH?



The most rewarding experience has been the opportunity to inspire others as well as doing what I love.

“THE TECH INDUSTRY IN NIGERIA AND AFRICA IS GROWING RAPIDLY, AND STAYING AHEAD REQUIRES A MIX OF STRATEGIC THINKING, ADAPTABILITY, AND THE RIGHT TEAM. ONE OF THE BIGGEST CHALLENGES IN THE INDUSTRY IS FINDING THE RIGHT TALENT.”

**Chimaobi Anyanwu:
Creating a hub for tech bros & gals**

COVER STORY



Starting out, one of my biggest challenges was finding the right team—people who not only had the technical skills but also shared the vision for creating impact-driven solutions. Tech is not just about coding; it's about problem-solving. It took time to identify, nurture, and collaborate with the right individuals who could turn ideas into reality.

HOW DID MENTORSHIP AND NETWORKING PLAY A ROLE IN YOUR CAREER SUCCESS?

Mentorship and networking have been game-changers for me. Tech evolves rapidly, and having mentors who have navigated the industry's highs and lows provided me with clarity and guidance.

Networking, on the other hand, has opened doors to collaborations, funding opportunities, and business growth. Being in the right circles allows you to learn from the best, exchange ideas, and build relationships that drive success.

WHAT ARE THE COMMON MISTAKES YOUNG PEOPLE MAKE WHEN TRANSITIONING INTO TECH?

A lot of young people assume that tech is a get-rich-quick industry just because they see others succeeding. However, tech requires patience, continuous learning, and resilience. Many people jump into it without understanding the fundamentals, leading to burnout or lack of direction.

Instead of chasing quick money, young tech enthusiasts should focus on building skills, gaining experience, and identifying real-world problems to solve.

With new trends in Tech such as AI, Web3, and Blockchain, what do you think the future of tech will look like in the next decade?

The next decade in tech will be driven by automation, decentralization, and data-driven solutions.



AI will continue to transform industries by making processes more efficient. Web3 and Blockchain will revolutionize finance, supply chain, and even fashion by enhancing transparency and ownership through smart contracts. Personalized tech experiences will dominate, as businesses look for ways to better understand consumer behavior and deliver customized solutions. For young people in tech, the key will be staying adaptable, continuously learning, and leveraging these innovations to create value.

HOW WOULD YOU DESCRIBE YOURSELF IN THREE WORDS?

Innovative. Strategic. Impact-driven.

HOW DO YOU STAY UPDATED IN YOUR CAREER, GIVEN THE FAST-EVOLVING TECH LANDSCAPE?

I am deeply passionate about entrepreneurship and using tech to drive business growth. As technology continues to evolve, my focus is on helping social enterprises and fashion startups leverage tech to scale globally.

To stay updated, I constantly engage in industry discussions, attend tech conferences, and participate in mentorship programs. Learning is a continuous process, and staying ahead means adapting to trends and understanding how they can be applied effectively.

How can upcoming entrepreneurs leverage technology for business growth?

Tech is the ultimate growth catalyst for businesses today. Entrepreneurs should:

Use digital marketing to expand their reach.

Leverage AI and data analytics to understand customer behavior. Automate processes to enhance efficiency and scalability. The best way to use tech for business is not just to follow trends but to identify the right tools that align with business needs.

AS SOMEONE WHO HAS DEVELOPED AND GROWN MULTIPLE TECH PRODUCTS, HOW IMPORTANT IS TECHNOLOGY IN SOLVING GLOBAL CHALLENGES?

Technology is the backbone of innovation. From healthcare to fashion, education to business, tech has proven to be the solution to many global challenges.

For example, in fashion, tech has:

Optimized supply chains, making products more accessible and sustainable. Enabled customized experiences through AI-driven recommendations. Created new financial models like NFTs and digital ownership for designers. By leveraging technology, industries can solve problems at scale, making solutions more affordable and accessible.

Tell us more about the Nigerian Tech and Innovation Awards.

The Nigerian Tech and Innovation Awards (NTIA) is an initiative dedicated to recognizing and celebrating emerging tech talents and entrepreneurs in Nigeria. It serves as a platform for innovation, creativity, and groundbreaking ideas that shape Africa's digital economy.

Through NTIA, we aim to encourage young tech enthusiasts to push boundaries and create world-class solutions.

WHAT ARE SOME EMERGING TECH SKILLS YOUNG PEOPLE SHOULD LEARN TODAY TO STAY COMPETITIVE?

To remain relevant in the tech space, young people should focus on skills such as:

Artificial Intelligence & Machine Learning
Blockchain Development
Product Management
UI/UX Design
Cybersecurity
Cloud Computing
These skills will define the next wave of innovation, and those who master them will have a competitive edge in the industry.

WHERE DO YOU SEE YOUR BRAND IN THE NEXT 10 YEARS?

In the next decade, I see my brand leading the transformation of Africa's tech ecosystem. As a product manager and developer, my goal is to scale innovative solutions that will:

Empower entrepreneurs with the right tech tools.

Bridge the digital gap in fashion, entertainment, and business.

Expand initiatives like TD Bizz Tech City to reach more young minds.

The future is about impact, growth, and creating tech-driven solutions that empower businesses and individuals alike.



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The Rise of Inclusive Modeling: Embracing Diversity and Breaking Stereotypes

In fashion and modelling, a profound shift is taking place—a shift that echoes the collective call for inclusivity and the celebration of diversity. Gone are the days when the runway was dominated by a narrow definition of beauty; the industry is now witnessing a transformative wave that embraces individuals from all walks of life.

Let's take a look at how modelling has become more diverse – and perhaps more importantly, what this means for aspiring models.

Understanding the Journey: From Exclusivity to Inclusivity

Traditionally, the fashion and modelling industry has been criticised for promoting a narrow and often unrealistic standard of beauty. Tall, slim, and predominantly white models dominated runways and campaigns, perpetuating harmful stereotypes. However, change has swept through the industry, urging it to evolve and reflect the true mosaic of society.

In recent years, designers, agencies, and brands have begun recognising the power of diversity. This shift is not merely a response to societal demands but a realisation that embracing various body types, ethnicities, and backgrounds enhances creativity and resonates more profoundly with the audience.

The Power of Representation

One of the driving forces behind the rise of inclusive modelling is the acknowledgment of the power of representation. Aspiring models should understand that being part of this revolution means more than just walking down the runway; it's about being a symbol of empowerment for individuals who have long felt underrepresented.

Brands are increasingly realising that showcasing a diverse range of models is not only socially responsible but also commercially viable. Consumers want to see themselves reflected in the advertisements and campaigns they encounter. This creates a connection that goes beyond the clothes; it becomes about identity, relatability, and authenticity.



Breaking Stereotypes: Redefining Beauty Standards

The narrow definition of beauty that has persisted in the modelling industry for decades is finally being shattered. Aspiring models need to embrace the fact that beauty comes in various forms, sizes, and colours. Agencies and designers are actively seeking models who challenge conventional norms and bring a fresh perspective to the industry.

For instance, the rise of plus-size models has been a groundbreaking development. Models like Ashley Graham have not only graced the covers of major fashion magazines but have also paved the way for a more inclusive approach to sizing in the industry. This shift is not just about accepting different body types; it's about celebrating them and recognising that beauty knows no size.

The Influence of Social Media

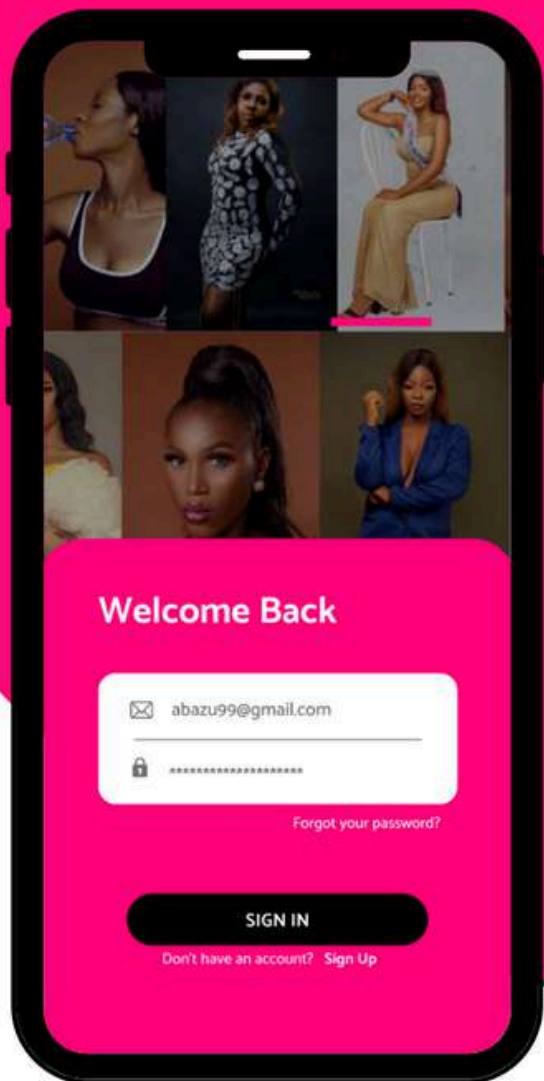
Social media has played a pivotal role in democratising the modelling industry. Platforms like Instagram and TikTok have become launchpads for aspiring models who can showcase their unique styles and perspectives. This has led to the discovery of talent outside the traditional scouting process, allowing a more diverse range of individuals to enter the industry.

In this era of social media, authenticity is key. Aspiring models are encouraged to build their personal brands, showcasing not only their physical attributes but also their personalities, values, and passions. This holistic approach to self-presentation resonates with audiences who are increasingly seeking genuine connections with the personalities they follow.

The Rise of Ethical Fashion

In tandem with the push for diversity, there has been a growing emphasis on ethical fashion. Aspiring models should be aware that the industry is not just about looking good but also about doing good. Consumers are becoming more conscious of the environmental and social impact of their fashion choices, prompting brands to adopt sustainable and ethical practices.

Models who align themselves with ethical and sustainable fashion have a unique opportunity to contribute to positive change.



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A Moment With

BLESSING ISAAC

Blessing Isaac is a multifaceted individual: a singer, model/model manager, film producer, fashion designer, and stylist. Hailing from Akwa Ibom State, her interests include singing, dancing, meeting new people, and creating innovative projects. ***In this interview, she took us on her journey in the modeling industry.***

HOW DID YOU START YOUR MODELING JOURNEY?

I started my career in modeling at a really young age. I really wanted to be a runway model; I loved seeing models walk and all of that. I also went for a modeling/acting competition, and that's where I finally learned how to catwalk. That competition made me realize my love for the entertainment industry, and even though...

I didn't win the competition; I got to the Top 5. I felt like a winner because of all I had learned in that competition. Then I realized I always wanted to help young talents by introducing them to the entertainment world. I would always see people, walk up to them, and ask them if they were interested in modeling. If they were interested, I would send them job updates. It became a thing until I decided to actually start my own modeling agency.

WHAT ARE SOME CHALLENGES YOU HAVE FACED WHILE ESTABLISHING THE AGENCY?

I faced a lot of challenges running my modeling agency, especially at the beginning. Learning to coordinate models, especially the ones that are not very polite, and also the challenges of picking the...



right models to work with... little challenges here and there, but after a while, I was able to fix all of that.

WHAT ARE THE KEY FACTORS THAT SET YOUR AGENCY APART FROM OTHERS IN THE COMPETITIVE MODELING LANDSCAPE?

There are some unique things about my agency that some other agencies might not have:

1. The fact that my agency is like a family. When you see me and my models, you would feel like we are from the same family because of how we communicate with each other. I make everyone very comfortable around me but still set boundaries for business's sake.
2. I work with very professional models. Some people say I have hacked this modeling agency thing because how is it that my models are always doing well on set? That's because I have been able to set strict rules that every model working with me has to abide by.

HOW DO YOU IDENTIFY PROMISING NEW TALENT FOR YOUR AGENCY?

When I want to pick a model for my agency, I first look at the face. The face is a model's selling point, in my opinion. You don't have to be the most beautiful, but your facial structure matters. Then physique is a plus, but what really matters to me is the model's mindset because, yes, you might have the best look...

but not have the best brain if you know what I mean, and even though physical features are the first thing anyone would go for because, of course, you need a face that will sell the market, I believe every face has its own place and there is definitely a place for every model regardless of your looks. Whether tall or short, you have your own market. I'd also have conversations with the models; these conversations help me decide if I can work with them or not.

CAN YOU SHARE A SUCCESS STORY ABOUT A MODEL YOUR AGENCY HAS DEVELOPED?

Some models started their modeling careers from my modeling agency and are doing really well today. Some have even traveled outside the country for modeling gigs, and it makes me really happy because they were introduced to the industry by me.

WHAT ARE YOUR THOUGHTS ON THE INFLUENCE OF SOCIAL MEDIA ON MODELING CAREERS TODAY?

Social media can make or break a model's career, and I will explain what I mean by this. There is a certain kind of pressure models have when they are on social media seeking validation from people who do not really understand what modeling really means. You see how people expect you to look a certain way because a certain popular model looks that way. You see models changing their look to fit a certain image just because they want to meet the "social media standard." That is so wrong.



"In the coming years, I see MODELS BY THE B'S PLACE all over the world, we won't just be known as a Modeling Agency in Nigeria but as a Global Brand."



My agency is like a family. When you see me and my models, you would feel like we are from the same family because of how we communicate with each other.



No here is how social media can make a model, having a social media page where you have your pictures and jobs you have done helps people see you and know what you are capable of doing as a model. It also helps you connect with other models around the world and that networking is something every model needs. You also get to see what your favorite role models are up to and learn from them while still learning to be unique with your craft.

LOOKING AHEAD, WHAT ARE YOUR VISION AND GOALS FOR YOUR MODELING AGENCY IN THE COMING YEARS?

In the coming years, I see MODELS BY THE B'S PLACE all over the world, we won't just be known as a Modeling Agency in Nigeria but as a Global Brand. We represent Professionalism and we are taking that worldwide.

WHAT ADVICE WOULD YOU GIVE TO ASPIRING MODELS LOOKING TO ENTER THE INDUSTRY?

The advice I would give any aspiring model is, JUST BE YOU, BE YOURSELF, TRUST YOUR PROCESS, and LOVE YOURSELF ENOUGH.



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ANITA IFEOMA

F a s h i o n M o d e l

My name is Ibecheodo Ifeoma Anita, and I have always been deeply passionate about fashion, self-expression, and beauty in all its forms. From an early age, I admired how models convey stories without uttering a word. I possess strong self-confidence, adaptability, and a natural affinity for the camera; in essence, I truly enjoy posing for photographs.







NIGERIA'S *Tallest Model*

I collaborated on photoshoots with various photographers, eventually leading to advertisements for several brands.



Anita Ifeoma

My modeling journey has been remarkable thus far. It began during my university years when I collaborated on photoshoots with various photographers, eventually leading to advertisements for several brands. Now, I am a full-time Size 6 Fashion Model, dedicated to helping my fellow small-size ladies boost their confidence in fashion. I am also enthusiastic about exploring other modeling opportunities.

What sets me apart is my ability to infuse life, emotion, and authenticity into every photoshoot. I am highly creative and always respect the vision of the brand or photographer. My strong work ethic, unique features, and versatility in adapting to different styles consistently make me stand out. I firmly believe that modeling is not only about looking good but also about telling a story without words, and I strive to bring energy and vitality to every project I undertake.

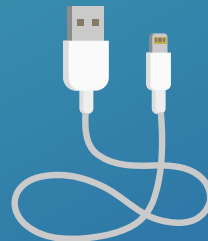
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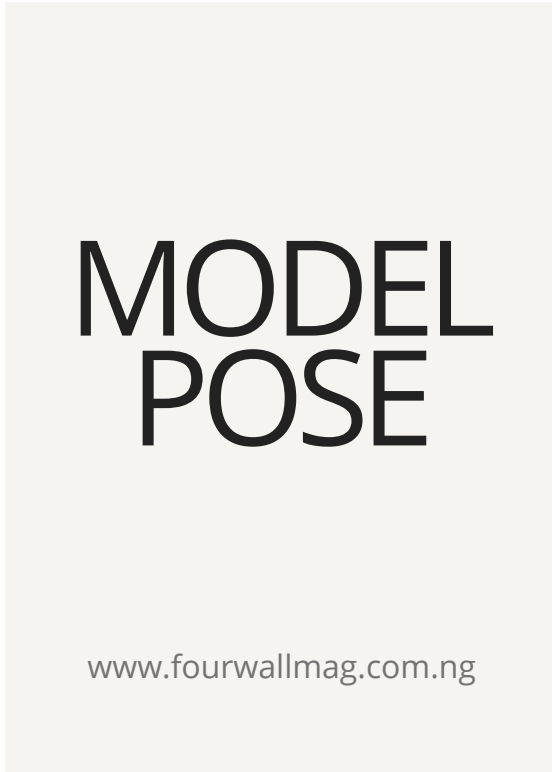
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MODELS POSE

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