



Doing More With Less

Scale with courage and wisdom

Yannick KOUNGA • ABR MEDIA SERIES BOOKS

VOLUME 1 • THE COURAGE TO BEGIN

What if clear judgment is your first advantage?

A manifesto for entrepreneurs who must move before every condition is in place.

African entrepreneurs know the force of an idea and the cost of a resource that arrives late. A customer delays payment. Capital is scarce. Tools, infrastructure, and networks do not always keep pace. Doing More With Less takes those constraints seriously and asks a more useful question than “when will everything be ready?”: what can we learn and prove now?

Yannick KOUNGA brings together essays on a founder’s choices, cash discipline, the value of an offer, the language of a market, and technology that actually serves the customer. Each chapter stands on its own. Together, they trace a route from choosing and testing to protecting resources and earning trust through promises kept.

INSIDE THIS BOOK

01 Before asking for more

Define the customer’s problem and the smallest credible proof of value.

02 Before spending

Separate useful investment from expenditure that feels reassuring but changes little.

03 Before growing

Listen in the field, adapt the offer, and build a relationship that lasts.

YOUR READING PATH

Open it where your challenge begins

Follow the route from a founder's choices to the market, or open the chapter that speaks to today's decision. This volume is for the new founder, the leader reorganizing scarce resources, and the builder who refuses to mistake prudence for inaction. It does not promise to erase obstacles. It helps you act with better judgment.

What promise could you keep this week with the resources already in your hands?

The first movement in a three-volume journey:

- 01 Doing More With Less** — Find the first proof of value.
- 02 Excellence in Execution** — Turn a promise into reliable delivery.
- 03 Build, Inspire, Execute & Scale** — Create capacity beyond the founder.

Start with what you have. Build what matters.

Discover Volume 1, then follow the complete trilogy at businessrevolution.africa. Choose the book that speaks to your current challenge and stay informed about its release.

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