

Loss or Miss?

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SUMMARY: *How should you treat a small opportunity? Is it a probability of loss or a possibility to miss out?*

1 Board on the Ground

When is the best time to board an aeroplane? Is it when it is **on the ground** looking like it can't move or when it's in the sky showing evidence of success in flight?

While a jet will land again and again for you to board, many opportunities in life do not *land* back to your lower level for you to join.

The people who were wooing you when they were making little will not seek your collaboration once they start earning more or climbing up the socioeconomic ladder.

2 Seek Growth not Grown Ups

The best time to invest in companies is when they are starting and **growing**.

Investors who wait for the company to show signs of viability will find the value of

the company has increased way beyond their ability to harvest reasonable profits.

*The small people you rejected will not come back to you after they have **out-grown** you.*

Consider a startup whose share capital is Kshs 50,000. Contributing Kshs 5,000 at the startup stage would give you 10% of the company and its future profits.

If you wait until the company hits Kshs 500,000 in accumulated profits, your Kshs 5,000 will be worth a meagre 1% of the company and none of the previous profits. Had you invested the Kshs 5,000 at the startup stage, your Kshs 50,000 share would have **grown** 900% by Kshs 45,000.

In other words, the best time to invest is not when you are seeking to see profits; it is when you **see potential growth** in the innovations, ventures and skillfulness of the promoters, their ideas and their employees.

*Don't wait to buy out profitable companies; buy **in potentially profitable companions**.*