

**Arman Toskanbayev
Nurdana Kulbayeva**

From Idea to Business

**If someone could -
then I can as well**

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Introduction

Arman Toskanbayev is one of the youngest and most successful entrepreneurs in Kazakhstan, a simple Karaganda guy who started earning his first money while still in school. In grade 11 he received more than the average Kazakh family. Uncommon mind, zeal for quality life, ability to find solutions in the most difficult situations - allowed him to lift from scratch companies that now have multimillion-dollar turnovers. This book describes the mechanisms that he has used to promote his business. Tools, approved by a young entrepreneur, are applicable in most business areas; they have proved their viability on many start-ups.



It was a sunny day and the beginning of spring, though the sun was shining brightly, it was not warm. Extremely tired, my mother and I returned from the outskirts of the city with our poor several nets of empty bottles. So, during the poverty of the 90s, we survived... There was no money to

travel, so we decided to get there by «hare». I can remember how my mother reacted when the controller came on the bus, He approached us slowly, and immediately started shouting and my mother grabbed my arm and jerked to the door. We ran for a very long time with several stops. Picture me and my mother running with all my might from the evil controller, often pops up in my memory.

I'm running ... still running and afraid to stop, I do not want to be in that state again - poverty and complete hopelessness. My race lasted 10 years, and all this time I am not slowing down, because I know what it's like to be «at the bottom,» and I do not intend to return there. This book is nothing more than a description of my 10-year experience in entrepreneurship. From a boy who walked in ragged sneakers, a serial businessman has grown up. To my 25th anniversary, I believe that I have achieved considerable results. I have several businesses that bring me a good income: a company for the production of vertical greenhouses, an agricultural enterprise, and domestic watch brand «OTAN» and IT companies.

The decision to write this book came to me spontaneously

I actively position myself in social networks and everywhere in the «lichku» {that is social media} people write me with requests to explain how I started, how I succeeded without support and outside investment, and how I got out of difficult situations ... There are a lot of

questions, and answers. And there is a desire to talk about your experience with the sole purpose - to warn against mistakes and motivate people to take action. I do not pursue any more goals with this book.

Someone might think: «Who are you to write books?!» Yes, I'm not a world-class businessman, but it's a matter of several years. Still, I am deeply convinced - it is not necessary to be a very large fish to express your opinion and help others. It is enough to believe that your experience will be useful to at least one person. That's enough for me. I sincerely hope that after reading this book, you will believe in yourself and ask yourself question: «If it was possible for him, then why can't I get it?» I asked myself this question every time, starting a new business. And you know I succeed!

Of course, all this is possible thanks to the people who surround me: my family, friends, and partners. Speaking specifically about this book, it is unlikely that it would be so interesting if it were not for Nurdana Kulbayeva, an experienced journalist and partly a psychologist, she sees much deeper than the superficial words that a person speaks while talking to her. Now Nurdana not only helps young entrepreneurs to develop their personal brand, but, having caught their enthusiasm, she opened a business.

I know, I am confident that this book will be interesting to those who intend to engage in business, dreams of owning themselves, not of the employer, wants his income to be directly dependent not on the mood of the authorities, but only on himself and the concrete actions he will take. Entrepreneurship is a fascinating way where you make the route yourself, decide on which transport and with which fellow travelers to get to the desired destination. Only depends on us, there will be life full and full of colors, or dull

and viscous, like a stagnant water.

In this book, I share only my own experience, with what I have tried personally. This book is about life in Kazakhstan, realities and tools that anyone can use, sometimes even without leaving home. These are not chips from the West, not their operating time, which we often can not even apply. This is the experience of a simple guy who once ran away from the bus controller, and he is still running, but now not from someone, but to his dream. What is he like? You will learn about this from the book that you now hold in your hands.

Childhood, Parents and Hunger

The beginning is not optimistic, do you agree? But the Kazakhs have an excellent saying: «Basi aschy bolsa, ayahy tattı bolada», if you make a semantic translation from Kazakh, it means that... «The complicated the beginning is, the easier it is at the end.» For many, childhood is associated with pleasant memories, bright colors, and positive emotions. I have a somewhat different childhood. It fell on the 90-ies, the times of general devastation, lack of money, fear. I saw my parents very rarely, they were on earnings in Astana, and we lived with my grandmother in Karaganda. From the 1st to the 4th grade I was in a sanatorium for children whose parents were ill with tuberculosis. My mother and father were infected because of working at the construction site. I remember, as they said: in the room where they were lying, out of ten people only two remained alive. Corpse was carried

out daily, buried in the wasteland behind the hospital; no one was looking for these people, so everyone was thrown into a common mass grave and equated the land with a bulldozer. Poverty was pervasive. In the house of my grandmother there was only gray flour, from which she managed to bake bread. There was nothing else on the table.

In my school years, I was very offended by my parents, I was angry at their failure, inability to earn money, many of my classmates had mobile phones, and I did not even have any normal pants ... We wore clothes for several years, and if accidentally tore, we got on the neck. But it was this lack, the desire to have more and better - prompted me to move much faster than my peers.

Need for the past, my engine in the present

From the age of 11 I started earning as much as I could. Shortage, humiliation greatly angers me. Anger and resentment against my parents were not allowed until I read the phrase in one book: «Without the experience we had, we would not have become what we are now». Only then did I let go. Life and conditions tempered me and made me move on very quickly. I got a good lesson, work hard and steadfastness of character. In the future, in whatever trouble I got into, I knew for sure - there were times worse, that's why I always got out.

Already in the eighth grade, thanks to the skill of repairing computers, I covered all my expenses on my own, moreover, helped my parents. It is worth paying

child], they don't praise their children, but the strangers. Our family appreciated and praised us. We learned a great lesson from our father, he constantly repeated: «If you get down to business, do it qualitatively and get to the end!» When this phrase is spoken several times a day, it gets so deeply into the sub cortex of the brain that it becomes your motto for Life. Now I realize how correct my father's words were, because starting any business, this phrase was twisting in my head; it did not allow me to back down, although the temptation was great.

Male education

How many people in your life do you want to take an example from? Is there a father among them? If not, then I sincerely sympathize with you. The principles, views, behavior of this particular person in your life, whether you like it or not - take over and partly become your attitudes too. I was lucky with my father. I can not say that our relationship is ideal; I often acted in defiance, now I understand - I fought against myself.

There are phrases and parting words, which are firmly entrenched in my subconscious and have become my continuation. My father always tells me from childhood: «Whatever you do, do everything in a good and honest way, so that we won't be ashamed of you!». Sometimes, before me there was a choice - to go through a smooth and complex road or curve, but easy, without any hesitation, I chose an even path. I thought about the good name of my parents. My Father's words saved me time and again from wrong actions...



tribute, they always kept me very fluently, from seven days a week, four I slept with friends and acquaintances who repaired computers. I was free to choose and act, my parents trusted me. Mom always said: «My children will have a great future.» She never allowed herself to use abusive, degrading words while talking about us. In Kazakh families they like to repeat: «Yeldin Balasy» [which means neighbor's

Talking heart to heart with my father is rare, all on business and without lyrics. He talks little, shows more by example. He has always been the bread winner in the family. In the difficult 90's, though not being a businessman, he managed to earn extra money: he bought diesel fuel from truck drivers, resold to other drivers, traded bricks and livestock ... He took us all with him, hardly did it for educational purposes, we just needed assistants, and could not pay the workers. We collected bricks, drove metal, looked for diesel. Joint activities brought us together and allow us to feel useful; we grew up responsible and already understood our value. Joint labor is very developed in the south, the children there are, as a rule, not third-party observers, but immediate participants, therefore, Southerners are more enterprising and with specially taking care of their parents, and responsibility is laid through labor. By joint efforts and thanks to the father's wit, we bought a motorcycle, then resold, took a Muscovite, then bought an Audi, followed by a Volkswagen in our house. Do you know where I got the skills to get things done from scratch? It was my father who, through his actions, constantly showed me that business is possible without money; it is enough to have the skill to negotiate. These qualities developed in me from childhood thanks to my father, he tirelessly shaped our thinking through work, and we never stayed idle. Of course, I was not enthusiastic about such education, there were often conflicts, I was afraid that I could not just lie on the couch and watch TV. Now, analyzing my father's upbringing, I understand, everything is well equipped. Hard work is a habit, if I did not form it in my childhood, I would not have achieved something worthwhile.

We have not fallen from the sky: as we think, act - all this is the result of education by parents, it would seem,

this is a common truth, but I really realized this relatively recently. I began to wonder why I can not sit still, always think up something, find new projects, and challenge myself ... My father is the same, in an eternal search. His ideas, like mine, are aimed at improving a person's life. You can teach the furnace, cut, trade, but in the first place - to convey the right moral principles, beliefs, and principles. Thanks to my father's upbringing, I will never engage in immoral business, all my projects will be for good, not for harm.

Misconceptions of a beginner entrepreneur

I'm only 25 years old, but my experience in entrepreneurship is almost half a lifetime. I deliberately focus on my experience to provoke your confidence. All that I will write about in this book is the result of my many years of observation. Not only that I opened different businesses, but I also worked for a long time in the «Association of Young Entrepreneurs», helped develop startups, and I know perfectly well what problems start-up businessmen face.

Misconception # 1:

- My products are needed by everyone, or my products are not needed by anyone.

You will not know this until you test it. Do not think, do not guess, before launching the startup - ! Now there are a lot of tools, for example, social networks, you can turn to your «friends» for advice, interview them. When I just