



**Hogan
Lovells**

Bayo Adelaja
Do it Now Now

Do it Now Now is an open innovation organisation committed to bringing social empowerment to Black communities across the globe.

They bring entrepreneurs, startup teams, social innovators, investors and philanthropists together to tackle tough issues, solve problems and develop Black communities in underserved geographies around the world.



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What inspires you to do what you do?

If we are going to solve the problems that are affecting the health and wellbeing of our growing global population, then everybody with a willingness to make a positive impact on society should be empowered to contribute. We are encouraged by the incredible Black people that are building fantastic innovations around the world without access to the tools and resources so many others take for granted. They are building solutions to problems they and their families have experienced with a view to ensure that no one else has to experience the hardship that they have overcome. Whether that is a cancer screening app, an educational technology platform, or a virtual mental health coach, we support Black people who want to use their skills to make a significantly positive difference in society.

What do you want to see change?

We want every organisation across the UK to engage in pro-bono support of businesses and community projects led by Black people and other people of colour across the UK and in emerging economies around the world. With more awareness of the lifestyles, innovations, practices and challenges people from different backgrounds have, the better the employees will be at their own roles as they are able to deliver more creative solutions and innovate on the status quo.

On the other hand, access to more traditional, big business ways of working with support smaller, underserved organisations as they seek to corporatise, grow and stabilise their businesses in the long-term.

One lesson for people thinking about starting their own enterprise / organisation?

Start with the mission. It has to be something you believe in so ardently that no matter how hard it gets, you will continue down that path to creating the solution to the problem you have made it your mission to eradicate. In that, it is important to realise that consistency is key. Its is all well and good having a great mission that you are willing to work hard for, but ensuring that you are applying yourself in a measured manner so that you can work consistently over time is paramount to the continued success of your work. Running a successful business isn't a sprint, it is a marathon - you have to pace yourself and endeavour to choose the best next step even when the finish line is nowhere in sight.



Yasmin Waljee OBE

International Pro Bono Partner, London
T +44 20 7296 2962
yasmin.waljee@hoganlovells.com



Fenella Chambers

Social Enterprise Associate, London
T +44 20 7296 5757
fenella.chambers@hoganlovells.com