

A BOOK BY ANDILE KHUMALO

Things I Wish I Knew.

What no one teaches you about starting and growing a business.

— a practical, honest field guide



Get the lessons before your business teaches you the hard way. A candid account of what business teaches when the stakes become real — not a textbook, not a formula, not a motivational read.

01 · ABOUT THE BOOK

The lessons that arrive later.

There is a difference between wanting to build a business and understanding what building a business will ask of you. People are taught how to pitch, how to dream, how to start. The real lessons usually arrive later — when a customer does not pay, when cash flow tightens, when a deal falls through, when people depend on your decisions, when capital asks harder questions than your pitch deck prepared you for.

Through personal experience and hard-earned insight, Andile Khumalo explores the realities behind starting and growing a business — money, customers, capital, failure, focus, people, partnership and leadership.

02 · WHY IT MATTERS

Honest from the inside.

Entrepreneurship is celebrated from the outside, but rarely explained honestly from the inside. The public story focuses on ambition, funding, scale and success. Every builder knows the other side: the pressure, the trade-offs, the hard calls, the lonely moments, the numbers, the people decisions.

This book exists because more people should have access to those lessons before they are forced to learn them alone — a practical view of what it takes to start, build and grow, not from theory, but from experience.

03 · WHO IT IS FOR

Built for people who build.

01

Founders & Entrepreneurs
Starting, growing or rebuilding.

02

Business Leaders & Intrapreneurs
Building inside organisations.

03

Corporate Teams
Leadership, innovation, ED, SME support.

04

Future Entrepreneurs & Students
Preparing to enter business.

05

Founder Programmes
Incubators, accelerators, mentorship.

06

Clients, Partners & Communities
Corporate gifting & founder support.

04 · INSIDE THE BOOK

Sixteen chapters. Sixteen honest lessons.

- 01 Are entrepreneurs born or made?
Instinct, environment, decision or discipline.
- 02 You want to be rich? Get a job!
The myths, the sacrifice, the reward.
- 03 You will fail
What failure teaches, and how to keep going.
- 04 Not every good idea is a good business idea
Excitement vs commercial reality.
- 05 Don't diversify, intensify
Focus before the next opportunity.
- 06 If you're not selling, you're not in business
Customers, revenue and value at the centre.
- 07 Cash is king
Why cash flow matters before growth.
- 08 Price is what you pay, value is what you get
How customers really understand value.

- 09 Don't think with your stomach
Hunger, ego and distorted judgement.
- 10 When in doubt, trust your gut
Instinct, experience and self-trust.
- 11 Finance is the language of business
Learn the numbers, don't outsource them.
- 12 Understand how capital thinks
What funders and investors are really looking for.
- 13 Spend time in corporate
What structure and governance can teach founders.
- 14 Having a partner is good and hard
The value and challenge of partnership.
- 15 Hire people smarter than you
People, leadership and the humility to build well.
- 16 Don't be a schmuck!
Ego, self-awareness and character in leadership.

05 · FOR ORGANISATIONS

A conversation starter.

More than an individual read — a practical way for organisations to invest in the people they mentor, fund, lead or serve.

- Leadership development
- Enterprise & SME development
- Founder and entrepreneur programmes
- Client and stakeholder gifting
- Graduate and future-leader programmes
- Business school engagement
- Conferences and events
- Team conversations on leadership & resilience

06 · CORPORATE & BULK ORDERS

Ways to partner.

- **Bulk orders**
Volume purchases for teams, clients and programmes.
- **Signed copies**
Personalised for leaders, partners and guests.
- **Enterprise & SME programmes**
Distribution to founders you support.
- **Events & conferences**
Book launches, keynote sessions, fireside chats.
- **Speaking with Andile**
Fireside chats, keynotes and internal sessions.
- **Themed conversations**
Facilitated discussions built around the book.

07 · ABOUT THE AUTHOR

Andile Khumalo.

South African businessman, entrepreneur, investor and business leader with deep experience across entrepreneurship, media, marketing, technology, investment and business development. He has built, led, invested in and supported businesses at every stage of growth — the lessons in this book are drawn directly from that journey.

CLOSING

Get the lessons before your business teaches you the hard way.

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— for founders, leaders and future builders.

ENQUIRIES

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