

Spottmedia puts the spotlight on youth entrepreneurs

The month of June is recognised on a national scale as Youth Month, and Spottmedia decided that it is an opportune time to allow youth entrepreneurs to speak about their businesses.



South Africa's youth contribute passion, innovation, and new energy to the entrepreneurship world. They are risk-takers and unapologetic on what it is they want.

Young entrepreneurs are not afraid to take risks and are continually searching for new and innovative solutions while exploring various sectors. It is essential to acknowledge, that without the constant need to explore and educate youth entrepreneurs, the state of entrepreneurship in this country would not be at the level that it is today.

Spottmedia had conducted a 10–30-minute interview, and asked a few questions about the inception of the startup business, the reason behind its existence, what differentiates its services offered in comparison to its direct competitors, what makes the business unique and how Covid-19 has impacted the business on a linear scale.

Rucien Petersen, managing director of Spottmedia, who conducted these interviews, also allowed the young entrepreneurs to ask any marketing-related questions specific to their business. The primary goal of this initiative was to empower, support, and add value through assisting youth-owned businesses.

Find out from the young entrepreneurs below:

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