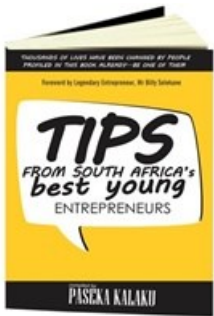


# New book profiles young entrepreneurs

A new book, 'Tips from South Africa's Best Young Entrepreneurs' will be launched on 8 April 2014 in Johannesburg and 10 April in Cape Town.

Written by Paseka Kalaku, a speaker, business development coach and a serial entrepreneur, it comprises of a series of profiles on some of the most successful and dynamic young businesspeople in South Africa.



Each chapter is dedicated to a single entrepreneur and focuses on the personality and the story of how he or she achieved success in a particular environment or field. The narrative focuses on the personal success stories of these self-starters in the context of the economic climate of their respective markets.

Issues discussed include how they started in business; their defining moments; the challenges they faced and how they overcame them; their frustrations and achievements; what kept them going; what they learned in the process; things they would have done differently; their opinions on leadership, on South Africa's future; their heroes, and finally, the legacy they leave behind.

## The young entrepreneurs being featured in the book include:

- Anina Malherbe - Vivid Luxury
- Bontle Moeng - BizNis Africa
- Lebo Pule - Lebo Pule Business Networks
- Lesika Matlou - Ek Se Tours
- Max Lichaba - Lichaba Creations,
- Ndumi Medupe - Indyebo Consulting
- Paul Galatis - Yuppi
- Puseletso Modimogale - Therapeutic Touch
- Solani Lidzhade - Mukoni Software
- Trevor Madondo - Dondo Holdings
- Yoni Titi - Yoni Titi Human Capital Evolution
  
- Zibusiso Mkhwanazi - Avatar

The book gets up close and personal and identifies some key lessons that every entrepreneur must learn in seven areas: Strategy, Education, People, Finance, Marketing and Sales, Leadership, and Motivation.

Lessons include how to think big, who makes the best business partners, what captivates investors, when to abandon a business idea, and the importance of education to entrepreneurial growth.