

Winners of the #YouthStartCT Entrepreneurial Challenge

The City of Cape Town announced the top 13 finalists and overall winners of 2018 #YouthStartCT entrepreneurial challenge awards ceremony at the Civic Centre on Wednesday, 20 June 2018.



#YouthStartCT 2018 Top 10

Image: [Twitter](#)

Over the last month, the 100 finalists were put through their paces by the False Bay College Centre of Entrepreneurship – Rapid Incubator to hone their business development skills and participants went through various rounds of pitching innovative ideas to determine the overall winner.

The winners of the 2018 #YouthStartCT:

First place: *Thabiso Eroll Mokomele from Gugulethu - owner of T-Squared Clothing.*

This home-grown clothing brand carries slogans that encourage people to push past the limitations of poverty. The sign above the door of his garage in Gugulethu, where he hand-crafts the garments, says it all: 'There is no success without hardship'. What started as Mokomele's hobby back in high school and a way to support his studies 10 years ago, has become a rising brand that is making an impact and serves as an inspiration to young people in the country. The business has grown to a point where he employs other young people to work with him. He has also opened a store in Johannesburg.

Mokomele has won a R10,000 cash prize, a laptop and further business training support.

Second place: *Nomfundo Mabaso from Burgundy Estate - owner of Grey Pepper*

Grey Pepper is a promotional and marketing material supplier. They brand items for organisations to use for marketing. This is where their client's ideas become tangible, creating unforgettable practical marketing materials that will create a long-lasting good impression for the intended customers.

Grey Pepper provides services to private companies, government organisations, schools, entertainment companies, promotions companies and any industry that requires their services.

Mabaso wins a laptop, a printer and targeted business support.

Third place: *Khuliso Stanley Muthige from Tokai, founder of Educate*

Educate provides educational services to South African youth and adults who are attending various learning institutions. They offer tutoring and mentorship programmes through a digital online platform. The company takes full advantage of the ever-expanding technological arena. It also creates employment by working with graduates and students who are interested in nurturing fellow students, sourced from its database of screened students across all subjects.

Muthige's prize includes a printer, access to Innovation Hub which has boardroom facilities, internet and workspace/office desk space and targeted business support.

This challenge is an accelerator programme for start-up entrepreneurs where the overarching aim is to contribute to skills development, innovation, and the development of entrepreneurship in Cape Town.

#YouthStartCT is about providing a platform for the abundance of creative business ideas our young people possess. By growing their businesses and employing more people, young entrepreneurs can also help other young people break free from the shackles of unemployment and hopelessness.

For more, visit: <https://www.bizcommunity.com>