

## Profile: Campus Live turns on light of hope

Instilling business skills to school-going young entrepreneurs is the best way to curb the high rate of unemployment among university and technician graduates, says Campus Live, a student-owned business learning centre.

The organisation has teamed up with the University of Johannesburg (UJ) and private corporates to mentor high school and tertiary students, and provide them with business skills training.

Yesterday, the centre showcased its first group of student entrepreneurs who had undergone four weeks of training and mentoring from various leading business executives.

During the training, the budding and aspirant entrepreneurs from around Johannesburg schools and universities received coaching on drawing up budgets, drafting business plans, raising capital and the risks associated with starting a business.

Campus Live's objective is unlocking entrepreneurship potential and promoting self-employment among the youth.

Tshepo Moloi, the managing director of Campus Live, says students are encouraged to start businesses in line with their studies so that it is easy to apply the knowledge they have learnt at universities.

"The country has a high rate of unemployment and being a graduate does not guarantee you a job," said Moloi. "These ventures, no matter how small, may go a long way in alleviating unemployment figures in the country."

He believed that the exhibition would attract the interest

of possible partners or investors who would help transform the students' concepts into reality and help expand the existing businesses.

Kgotso Moloi, a Bachelor of Commerce student at UJ, appreciated the knowledge he gained during the sessions.

Moloi has set his sights on opening an on-campus student eatery selling affordable snacks.

He says there is a gap for an entrepreneur who will provide a cheap township-style menu that is not currently available at the existing food outlets at the UJ student mall.

### Students are encouraged to start businesses in line with studies they took at university

The restaurants, to be called Loxion Flava, will sell roast chicken and the famous Kota bread, which is a cheap alternative to the hamburger.

"I have discovered that there is a market for such a place since most students are used to this type of food, as it is sold in many townships," said Moloi.

"On the other hand, this will provide a new dining experience to those who have not been exposed to it."

Moloi, from Thokoza in the East Rand, hopes to launch his business at UJ and eventually expand to other campuses.

SIBONGILE KHUMALO



Refiloe Tentsoane (left) and Tshepo Rutlokoane study in the day and serve Anticlock wise clients at night

PHOTO: LEON NICHOLAS

### Anticlock wise: Passion and discipline pay off for owners of graphic design firm

Their graphic design firm may be called **Anticlock wise**, but Refiloe Tentsoane and Tshepo Rutlokoane are definitely turned in the right direction.

The two entrepreneur owners are final-year graphic design students at Inscape Design College in Houghton.

Rutlokoane said the Soweto-based business was born out of their love for technology and its diverse

applications.

"First we started with just designing invitation cards for friends and families at no cost," said Rutlokoane. "We started toying with the idea of going professional when we started our studies."

Anticlock wise now has corporate clients and provides information technology solutions to small township-based businesses.

Tentsoane added: "We named our business **Anticlock wise** because we study by the day and attend to business matters in the evening.

"That is a very daunting task that requires a lot of discipline and dedication. We are fully committed to our studies, as we are with business, and our clients have respect for us."

Anticlock wise was started

two years ago with no capital. The pair used their personal and campus computers to design some of their first jobs for clients.

Long periods of saving allowed them to eventually buy their own computers.

The company offers a range of corporate image design solutions, such as Web design and log design.

SIBONGILE KHUMALO

### Jasa: Global Entrepreneurship Week makes its SA debut in November to help young people unleash their potential as innovators

Junior Achievement South Africa (Jasa) plans to host a series of business development programmes to mark Global Entrepreneurship Week later this year.

This will be the first time South Africa participates in this global initiative, aimed at developing business acumen

among people under 25 years of age. Jasa, in partnership with Endeavour SA, will facilitate workshops in Johannesburg, Cape Town and Durban from November 17 to 23.

Linda McClure, the managing director of Jasa, said the workshops would focus on business opportunities, financing

networking as well as social entrepreneurship.

"We are hoping to engage various stakeholders so that there is a buzz around entrepreneurship throughout the week," said McClure. "We hope to create an environment that allows enterprising behaviour to flourish because it is important that

young people believe in themselves and strive to make their ideas happen."

Global Entrepreneurship Week was founded by the US-based Ewing Marion Kauffman Foundation and the Make Your Mark campaign.

Greg Durst, the managing director of Endeavour SA, said

entrepreneurship was the key to driving economic growth, creating jobs and building a sustainable middle-class in South Africa.

"With Global Entrepreneurship Week, we will invest in the minds of our young people and other aspiring entrepreneurs in our country," said Durst.

"Worldwide, young people will be unleashing their ideas in areas such as technology, science, fashion and new media."

"The possibilities are endless and the opportunity to motivate people to realise their potential as innovators is unsurpassed," added Durst.

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