



IMMEDIATE RELEASE

Momentum gives women-owned businesses a R1m boost and a chance to market themselves through a Twitter takeover

25 August 2021

On World Entrepreneur Day, Momentum involved 5 women-owned businesses in a social media takeover to create a marketing opportunity like no other.

Author and marketer Khaya Dlanga, fashion designer Thula Sindi, humanitarian Ulrich Janse van Vuuren, author and leadership coach Yvette Ratshikhopha, actress Donnalee Roberts and sports broadcaster Motshidisi Mohono gave up their Twitter accounts for the day in order to give the women-owned businesses an opportunity to share their own stories in their own words of how they turned their dreams into a reality.

Charlotte Nsubuga-Mukasa, Head of Momentum Brand Marketing, said that SMEs make up 98.5% of formal businesses in South Africa, which means that successful SMEs can have a significant impact on our economy. “There is a dire need to support entrepreneurs and SMEs in South Africa. With the current unemployment rate at 34.4%, and the pandemic pushing job losses even higher, it is critical that more small and medium enterprises (SME) are supported in order to increase job opportunities and bolster economic recovery. At the same time, we also recognise that women are among the most financially exposed individuals in the country at the moment as a result of the pandemic. The latest Momentum | UNISA Household Financial Wellness Insights shows that women – who make up 51.1% of the South African population – were hardest hit by the lockdown. Just over a million either lost their jobs or were prevented from working,” she said.

It is in this spirit that Momentum, as part of its Budget Speech #AdviceForSuccess competition, invited the public to nominate deserving, local, women-owned businesses and chose five winners to receive a share of R1million as well as some invaluable coaching. “The response was overwhelming and at the end of the competition, Momentum selected five candidate businesses who would each receive a R200 000 boost and business coaching. In addition to this, we’ve also committed to supporting the business growth of these five businesses with a Success coach, courtesy of one of our qualified SME business development partners, and in line with our #AdviceforSuccess positioning,” Nsubuga-Mukasa said.

1. **Social Coding** is a skills development company founded by Thembiso Magajana and is one of the five companies that won the Momentum competition. The Pretoria-based company focuses on equipping rural communities with digital tools to help them navigate the online world.
2. Another winner is the **Trea Garden Café**, an outdoor area and café based in Midrand, owned and run by Amanda Jojo.
3. Marijoy Modimoeng and Kelebogile Moloji are co-owners of **Puri Solutions**, a solar and renewable energy company based in Johannesburg.
4. The fourth winner in the completion is **Leap Beta Tutors**, a private tutoring company based in Pretoria, that aims to help learners and students reach their full academic potential. The company was founded by Pearl Lefifi.
5. And last but not least, Liz Letsoalo's **Masodi Organics**, a Midrand-based producer of clean hair and skin care products which are kinder to the body as well as the environment, is our fifth #SheOwnsHerSuccess story.

Momentum went one step further on World Entrepreneurship Day and as part of their #SheOwnsHerSuccess campaign, partnered with like-minded people who were excited to use their social media platforms to amplify women-led businesses.

“The pandemic may have challenged us, but there is always a silver lining. Challenges bring opportunities for growth. Sometimes it just takes the right partner to enable you on your journey to success,” Nsubuga-Mukasa said.

Nsubuga-Mukasa added that Momentum wants to encourage women to own their success. “We want to motivate more women to accelerate their efforts towards active participation in the economy. Sharing knowledge and experiences with each other is one of the most important ways to deliberately shift the current position of women and increase the number of women who occupy impactful roles in society.”

Nsubuga-Mukasa invited South Africans to join Momentum in celebrating the year's competition winners. “We are confident that the five winners will not only make a success of their businesses, but will also actively contribute towards the success of the South African economy. We are proud to create a platform that will help them navigate their current financial realities with confidence. It's these opportunities that make her success unstoppable,” Nsubuga-Mukasa concluded.