

I-CAN-MAKE-IT YOUTH ENTREPRENEUR

Lutho Dolly Sotsaka

BUSINESS:
Digital Marketing

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"The I-CAN Design Thinking Course helped me to think differently, creatively and provided me with a structure for problem solving of many community challengers."

"Your time is limited, so don't waste it living someone else's life."







Lutho Dolly Sotsaka, a Milnerton resident, completed her matriculation at Hlangwini Senior Secondary School in 2014. While she initially pursued a degree in Law at university, circumstances led to her withdrawal during her second year of studies. Lutho possesses a deep passion for modelling and music, and her talent was recognized when she triumphed in the Miss Hill Pageant.

The allure of entrepreneurship captivates Lutho as it offers a means to generate employment opportunities and acquire a stable income for herself and those dependent on her. Moreover, she recognizes the enduring value of entrepreneurship, providing a reliable source of livelihood even in the foreseeable future.

Customer Empathy Map

A profound social and economic concern that resonates with Lutho is the plight of qualified individuals who remain unemployed, particularly amongst the South African youth. She harbours a strong desire to address this issue and effect positive change by facilitating job creation initiatives. By fostering an environment that bridges the gap between qualifications and employment, Lutho's fervent passion lies in Information Technology (IT), recognizing its transformative potential in simplifying everyday life.

