

Employ me!

By [Shan Raddiffe](#)

27 Jul 2017

Whitney Jacobs, a 29-year-old social innovator from Port Elizabeth, is no stranger to the business world. She first founded Fusion at 18, a specialised events and promotions agency with clientele ranging from small businesses to multinational companies. After completing her studies, she was tasked with marketing and recruitment for a national scarce skills program aimed at youth. She also serves on several boards and is an advocate for youth in business.



Whitney Jacobs

We caught up with this recent Amaphiko Academy graduate to talk about her new venture, Employ Me South Africa.

■ Tell us about your start-up and the inspiration behind it?

Applying for a job and going to interviews is a costly exercise that most people cannot afford, resulting in missed opportunities. Employ Me SA cuts the cost of attending interviews through its innovative platform. Realising that most youth are not prepared for the labour market and have little access to employment opportunities sparked the idea for Employ Me South Africa.

■ Where do you plan on taking it from here?

We are going to improve the web application, and also add much-needed features that can assist both job seekers and employers.

■ How important do you feel it is to be introduced to entrepreneurship and innovation at educational level?

According to Statistics SA data, almost 4-million young employable South Africans are unemployed, which demonstrates a need for other alternatives. With the high levels of unemployment, the only other alternative for people to build a quality life is through entrepreneurship and innovation.

■ How necessary are initiatives like the Red Bull Amaphiko Academy to the development of entrepreneurship in South Africa?

Institutions that truly understand innovation and support the development of quality entrepreneurship are vital. There is no lack of capable entrepreneurs. However, there is a lack in quality programs and institutions with unnecessary bureaucracy to support them.

▣ ***What advice do you have for young entrepreneurs who are just starting out themselves?***

Just start! Opportunities and funding will find you along the way. What is important is that you have something to showcase, a business to invest in. Scripture is so important. *I can* do all things through Christ who strengthens me. Most struggle with 'I can' - grace, mercy and favour will find you in the "doing".

ABOUT SHAN RADCLIFFE

Shan Radcliffe is the editor of Bizcommunity HR, Education and Legal.

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