

## New portal for youth advice

Corporate Fundamentals owner and founder, Jill Young and her business partner, Russel Brand have opened a new portal, offering advice and tips on career and entrepreneurship.



EvenMe! a portal for career and entrepreneur tips and advice for South Africa's youth, takes career support to a new level, equipping youth with the tools and know-how to become entrepreneurial power-houses, creating their own opportunities and streams of income.

It offers informative sections on:

- Free online learning in everything from history to computer sciences
- Links to every major online jobs portal that South Africa has to offer
- Motivational talks on entrepreneurship
- Essential tips and advice to help make the best career choices
- Links to all Varsity Sports pages and the Varsity Sports app
- Music from music ambassador A.C.E
- Free downloads of Microsoft products to compile CVs, portfolios and business plans
- Links to competitions

"When I was retrenched a few years back, I decided to go out and do something on my own," explains Young. "I realised how hard it is to get guidance and information as an entrepreneur and how difficult it is to find the right information that is of relevance and presented in a simple, exciting and meaningful format to assist entrepreneurs."

Brand brings his own experience and business acumen into the mix. "We want to give the youth - or in fact anyone - the tools to help them be whatever and whoever they want to be, to give them a platform to talk and share, and to find the opportunities that exist - all in one place."

### Strong partners

Industry players Microsoft and Edcon have come on board, along with Khan Academy, Edgars Connect and Varsity Sport. "There is no doubt that the backing of our partners has provided us with both the reputability and functional capacity that we needed in order to get the project off the ground," continues Young. "Each partner has brought vital resources into the project, helping to create a multi-functional and comprehensive online portal and mobile app."

Having only just launched, the site has already become a strong presence on social media through the support of communications strategists ListenUp and the dynamic charity activist Silver Boomerang. From the #Win-a-Scooter initiative at malls around South Africa and the videos that were shot at Microsoft's studios, it seems the site is set to dominate over the coming months, as it motivates, energises and inspires school-leavers towards achieving their dreams and ambitions.

### Ambassadors

Representing the youth are five talented and driven young people who are the site's ambassadors. Logan Meintjies, AKA A.C.E, is the rapper and sound technician responsible for the EvenMe theme song, which can be heard on the website and who represents the platform's music section. Ryan Rae is the quiet, serious professional soccer player, who offers his experience to the sports category.

The business ambassador is Kyle Jones, whose ambition and age-defying maturity mark him out as a future leader, while Wernando Stoltz, who already has two businesses under his belt, heads entrepreneurship up. Finally, Zylvah Makola offers her experience and insight into recruitment and job-hunting.

For more information, go to [www.evenme.co.za](http://www.evenme.co.za).

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