



HEADBOY INDUSTRIES



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“My passion is my addiction to learning and mentoring others to unleash their true potential.”

Can you tell us a little about yourself and your background?

I see myself as a visionary, pursuing a degree which will help me understand the world of business, and Africa will be the first to benefit from my skills. I am a big fan of the world of commerce, and I do not think that you will ever encounter many teenagers who are as passionate about business as I am. I have good leadership capabilities, and an innate understanding of people and business processes.

I grew up in rural Limpopo, experiencing a fairly high level of poverty. When I was 8 years old, I moved to Johannesburg to live with my father. With my dad's stern guidance, I learned the importance of an education, and I graduated primary at the top of my class. I went to Maryvale College in the 8th grade, where I was not only the top of my class, but I was also awarded as the Gauteng Provincial Winner for the 2004 Maths, Science & Technology Olympiad.

Personal family problems resulted in me having to move back to Limpopo to finish off the rest of my high school career.

My hometown in Limpopo, Motetema, is nothing more than a social ill on its inhabitants. It is extremely rural, and the atmosphere there is one that systematically prevents its residents from escaping poverty's grip. Being around so much despair seems only to have amplified my ambitions to prevent myself and others from being stuck in such a toxic mindset.

I subsequently developed an entrepreneurial mindset and a consuming passion for business. In 2009, I received financial support for my DryBath™ venture (the world's 1st bath-substituting lotion; just apply it and you do not need to bath). I also became the youngest and only 1st-year student to ever be invited to be a delegate at the Brightest Young Minds Summit, an annual event which is reserved for a 100 of South Africa's brightest postgraduates from all over the country.

I have been considered for a Harvard Scholarship, an opportunity I decided to let pass because I believe that there's more to learn from developing economies like South Africa. I am currently Project manager for UCT-BMF, and I am a designated peer-mentor in my university residence. My company is one of the 2009 finalists for the Innovation Fund's National Innovation Competition. I often run workshops for courses I'm very strong in; this involves me tutoring my peers.

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DryBath™ -

What is the startup story behind Headboy Industries? When did it start?

While in grade 11, I invented the world's 1st bath-substituting lotion, DryBath™. The aim was to develop a solution to solve the global hygiene problem that almost 3 billion poor people are facing. These people live on about US\$2 per day and they have very little or no access to potable water. This low level of hygiene amplifies the medical problems that these people face, including Trachoma. DryBath™ is an effective body sanitizer that allows the user to just apply it to their skin and offers them the hygienic protection they would expect from a bath. The plan is to sell DryBath to charities at extremely low prices, and those charities will subsequently provide it to the destitute individuals for free. Government and corporate subsidies/donations will also be procured.

I started Headboy Industries in 2008, while in grade 12. I envisioned it as the first company in the South Africa which could have the sole operation of developing ideas and commercializing them on the market.

I met my business partner, Mr Keoikantse Marungwana, in my 1st year at university, and we registered the company in July 2009. The company has multiple interests and our goal is to develop into a truly African consumer goods conglomerate.

You have started your first business quite young. What were the factors that pushed you to start a business instead of a 9 to 5 job?

My father has always implemented a sense of entrepreneurship in me from a very young age. I learned very early that earning a profit is better than earning a salary. I always tell me peers that I am extremely lazy, so I have to work extremely hard at this young age in order to afford to be lazy when I am older. I try to find balance in all the things I am involved in. All the creative ideas I had roaming in my head were irritating me, so I finally decided that I might as well give them my best shot to see if they would be successful. I love learning, so as long as I am learning; it does not matter whether I am in a 9 to 5 or self-employed. My university academics are above average and I have an impressive resume that can earn me a top job if my business endeavors are a complete failure.





“In my view, a person only truly fails when they give up completely on themselves”



“I am very frank”

Why don't you give a little bit of background about your entrepreneurial history?

Before DryBath, I invented a “healthier” cigarette (composed of the camellia sinensis plant); I then proposed it to the 3 largest cigarette manufacturers. They all turned it down and said that it was against company policy for them to accept externally-developed inventions. I have since placed this idea on hold until I can afford the high capital needed for commercialisation. The aim of the invention is to provide a non-addictive way in which people can kill themselves (I'm very frank), although an invention which halted smoking would be more effective(I'm working on it).

Before the healthy cigarette; my time was spent attempting to publish a security-themed magazine and a mobile dictionary which I authored. I have learned extremely important lessons from each of my endeavours. They were all financed by me and have painfully consumed all of my income.

I am also currently working on a product I call EarNews. This is a news service that seeks to eliminate the huge time, paper, electricity, ink, and fuel wastage caused by the newspaper industry. I am addicted to news and current affairs, but I feel that it can be fed to us more efficiently. EarNews is a service that works like this- Consumers with phones that can play MP3 music tracks will be able to purchase pre-recorded bundles of news at various shops (sent to their phones via Bluetooth), they can then listen to the news at any time on their cellphones. This will make it more efficient for more people to absorb more news. I am at a stage where I am designing the Information System that will be involved in actualising this service. Venture capitalists whom I approached to fund my DryBath™ project expressed more interest in this project.

“I love learning and helping the people around me to pursue their passions and happiness”

What's your definition of success, and do you believe you've achieved it yet?

For me, success lies in one's ability to learn and pursue their passions; it is also amplified when one can help other unlock their potential. I believe I am successful because I have been equipped with the tools I need to pursue my goals, and I contribute a great deal of time to helping my peers.

What have been some of your failures, and what have you learned from them?

I am lucky to have started my entrepreneurial journey at such a young age, and I happen to consider my “failures” to have been nothing more than expensive entrepreneurial lessons. I have had many business ideas that have devoured all my allowance income, and I have learned all the invaluable entrepreneurial soft-skills that are important for success. In my view, a person only truly fails when they give up completely on themselves.

What motivates you?

The fact that there is always something to learn in everything I get involved in. I love learning and helping the people around me to pursue their passions and happiness. Whenever I get lazy or doubtful, I remind myself that there are millions of people who would literally kill to have what I have, and I owe it to them to give it my best shot.

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What is your greatest fear, and how do you manage fear?

My biggest fear is that one day I will come to a conclusion that it all was not worth it, and that one day I will give up on everything. The reality of it happening is real but very slim, but I like to believe that the beauty of life lies within the fact that it is unpredictable...so I just continue doing what I know best and taking everyday as it comes.

What advice would you give to other teenage entrepreneurs?

If you still a budding entrepreneur, enjoy the ride and focus on learning as much as possible. With more experience, you will realize that the entrepreneurial journey is not an easy one. It requires an enormous amount of effort, dedication, and commitment, but the potential rewards are unlimited. I want to emphasize that being an entrepreneur goes beyond just starting a business...it is simply about having the ability to identify and capitalize on all types of opportunities (this is what is called the ‘entrepreneurial mindset’). Lessons that stand out are that entrepreneurs should avoid debt as far as possible, and that good researching skills can help one avoid a lot of expenses on employing different skills.

How has Afriversity benefitted your endeavors?

Afriversity has provided me with experienced mentorship, and it is currently working on securing foreign funding for Headboy Industries, while simultaneously negotiating with South African retailers in order to get them to start retailing DryBath™.

The organization is very committed to their incubatees and there are times when I feel like they are working harder than I am to make DryBath™ a success.



Afriversity