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**Sekgametsi
Pearl
Mojanaga**



Here to be Unconventional

**The enterprise guru
rewriting the rules.**

Sekgametsi Pearl Mojanaga is on a mission to break down the digital divide. She has crafted a blueprint, incorporating automation and integration tools, to ensure that township entrepreneurs are not left behind during the AI revolution.

This visionary enterprise development practitioner and artificial intelligence fluency trainer believes entrepreneurship is about using every available tool to build stronger businesses, better serve customers and improve livelihoods.

Sekgametsi has built a reputation for successfully challenging conventional ideas about what small businesses need to survive and grow. Shaped by more than 15 years of experience in enterprise development, she advocates a “customer over compliance” model, believing entrepreneurs waste valuable time and money on red tape at their start-up phase when they should be focussing on driving sales and in turn building a solid financial foundation first.

It’s a business philosophy the founder of SPM Enterprises lives and breathes. Raised by entrepreneurs, Sekgametsi grew up witnessing first-hand how business ownership could alter the economic circumstances of a family. What many see as a livelihood, she came to understand as something far greater: a pathway to dignity, independence and generational change.

That early experience shaped a lifelong conviction that entrepreneurship can be one of the most effective tools for combating poverty.

Holding academic credentials from the University of the Witwatersrand and the University of the Free State, and having held key roles across notable development organisations, including serving as a Senior Consultant at Rhiza Ventures and leading enterprise initiatives for Rhiza Babuyile and The Maponya Mall Community Hub, Sekgametsi understands implicitly that enterprise development is rarely a quick win. It demands patience, commitment, and a long view of impact.

To help businesses navigate the challenges (and avoid the pitfalls), she has trailblazed powerful initiatives such as the Kasi Shopkeepers Academy, a practical retail growth programme to help retailers improve sales, stock management, merchandising, customer experience and profitability, which have proven to be a game-changer for hundreds of small businesses she has coached.

An unconventional approach to enterprise has long been part of Sekgametsi’s DNA – at Rhiza Babuyile, she was instrumental in the establishment of

a Mobile Hoops Clinic that merged youth sports with localised healthcare access in collaboration with NBA Africa.

However, ultimately this grassroots business strategist’s work is about dignity, inclusion and future-proofing the economic engines of our communities. By stripping away intimidating technical jargon and replacing it with actionable systems, she isn’t just teaching small business owners how to use technology, she is ensuring they aren’t left behind by it. And, in a world where women are still too often told to wait for permission, this enterprise evangelist’s story stands as proof that determination, vision and access to opportunity can redraw the future.

**Your
story
matters**

