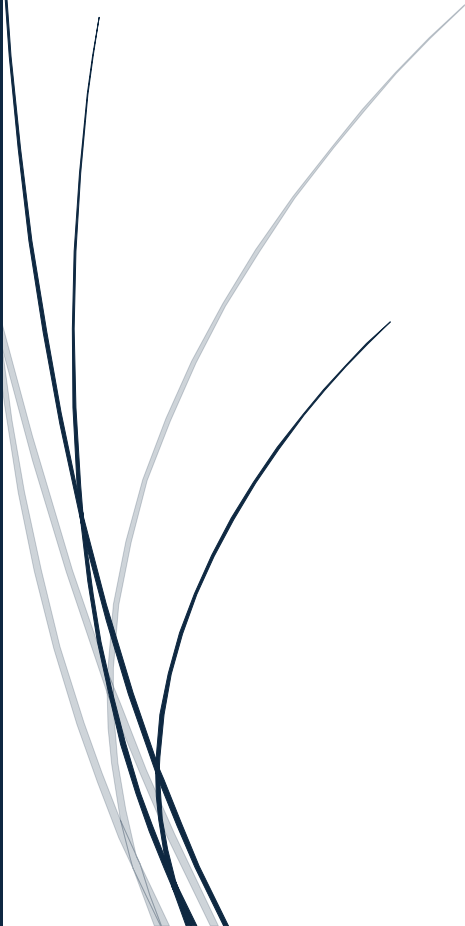


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RIROTHE “YOUTH”

Podcast and journal writing



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RIROTHE “YOUTH”

A safe space for youth to speak, grow and heal

RIROTHE "YOUTH"

Young people are facing challenges that are often invisible to the people around them. Many struggles with uncertainty about their future, pressure from society, unemployment, financial difficulties, family problems, relationships challenges, loneliness, anxiety, low self-esteem, many young people have dreams and talents but do not have access to the guidance, mentorship and emotional support they need to turn those dreams into reality. Some have a voice but are afraid to speak, while others have so much to say but do not know who will listen to them without judging.

My business idea is to create a youth-focused platform that provides a safe, supportive and empowering space where young people can express themselves, learn from others, receive mentorship and access emotional support. The platform will combine youth podcast, a journal-writing initiative and access to free counselling or therapy sessions. My vision is to build more than just a podcast or a business; I want to create a community where young people can feel heard, understood and encouraged to believe in themselves and their future.

The first part of the business is a podcast specifically created for young people. The podcast will provide open and honest conversations about issues that young people experience in their everyday lives. Episodes will cover topics such as career choices, education, unemployment, entrepreneurship, relationships, mental and emotional wellbeing, motivation, self-confidence, personal development and overcoming difficult circumstances.

The podcast will also invite young people and professionals to share their experiences and knowledge. We can also feature entrepreneurs, students, career professionals, mentors, artist, community leaders and other inspiring individuals. Most importantly, young people themselves will have an opportunity to tell their stories. Sometimes hearing that someone can make a person feel less alone. Through real conversations and relatable stories, the podcast will show young people that their challenges do not define their future.

Another important part of the podcast will be career guidance and mentorship. Many young people finish school without knowing what career they want to pursue or what steps they need to take to reach their goals. Others may have ambitions but lack access to people who can guide them. The podcast will therefore provide practical information about different careers, study opportunities, entrepreneurship, workplace skills and personal development. Successful individuals can share the realities behind their journeys, including that happens overnight. This can help young people make informed decisions about their future.

The second part of my business idea is a journal-writing initiative. I believe that not everyone has the courage or ability to speak openly about what they are experiencing. Some young people are shy, afraid of being judged, or simply find it easier to express their emotions through writing. For this reason, the platform will provide a safe journal space where young people can write about their thoughts, experiences, dreams, fears and challenges.

Journal writing can give individuals a private way to process their emotions and understand themselves better. The journal initiative could include guided journal prompts based on topics such as self-confidence, grief, relationship, goals, career choices, stress and personal growth. Young people could also be encouraged to write letters to their selves, reflect on their achievements or document their personal journey.

The journal platform would also allow young people who are comfortable with it to submit anonymous stories. With their permission, selected stories could be shared through the podcast or other platform content. This would give a voice to people who may not feel comfortable appearing publicly while allowing others to learn from their experience.

The third most important component of the business will be providing access to free counselling or therapy sessions. Emotional and mental wellbeing is an essential part of a young person's development, yet professional support can be expensive or difficult to access. Some young people also do not know where to go when they are struggling. My business aims to work with qualified counsellors, psychologists, therapists and relevant organizations to create opportunities for young people to receive free or subsidised professional support.

It is important to emphasise that the platform will not attempt to replace qualified mental-health professionals. Instead, it will create a bridge between young people and appropriate professional support. Where necessary, young people can be referred to qualified professionals or appropriate community services. This will ensure that the support provided is responsible, ethical and focused on the wellbeing and safety of participants.

The business will also create a community around these services. Through social media, live discussions, workshops and youth events, young people will be able to connect with one another, share knowledge and encourage each other. Over time, the platform could develop partnerships with schools, universities, youth organizations, businesses, counsellors and other organizations that are committed to youth development.

The funding from this competition would help turn my business idea into a sustainable and impactful business. The funding would be used to purchase

equipment, develop branding and digital platforms, produce quality content, establish the journal platform, market the initiative to young people and create partnerships with qualified counsellors and mentors. It would also support workshops and community activities that can reach young people who may not have reliable access to online resources.

The long-term vision is to build a recognised youth-support platform that can reach young people beyond one community. As the business grows, it could generate income through sponsorships, partnerships, responsible advertising, workshops, branded journals and other services while continuing to provide free or affordable support to young people who need it. Sustainability is important because the goal is not simply to launch a project but to create an organization that can continue serving young people for many years.

The impact of this business will be measuring not only by the number of podcast episodes produced or journals distributed, but by the lives that are positively influenced. Success would mean a young person gaining confidence to pursue a career, another finding a mentor, someone discovering that they are not alone in their struggle, or another young person finding courage to seek professional help. It would mean creating a generation that feels empowered to speak, listen, learn, heal and grow.

Ultimately, my business idea is built on one simple belief: every young person deserves to be heard, supported and given an opportunity to reach potential. Many young people have incredible stories, ideas and talents, but they need safe spaces where they can express themselves and people who are willing to listen.

Through the podcast, journal-writing initiative and access to counselling and mentorship, I want to create that safe space. I want to turn conversations into opportunities, stories into inspiration, and struggle into success. With the support of funding, this idea can become a meaningful and sustainable business that can only provide services but create lasting social impact.

My goal is not simply to give young people a platform to speak. My goal is to help them discover that their voices matter, their experiences have values, their future can be different from their past, and they do not have to walk through life's challenges alone.