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10 December 2021

Dear Sir/Madam

My name is Lethabo Mokoena and I am the founder of [WALK FRESH – Sneaker Cleaning & Shoe Care Co](#) and I am more than pleased to write this letter of recommendation for Dudu Mofokeng.

I met Dudu in my early days as an entrepreneur back in 2016 through Facebook. She sent me a DM on my personal page and offered me working space for my business at her warehouse. Here was a kind and very excited lady, a complete stranger to me at the time, offering me help with my business. Ever since that day she has not only been a business mentor to me, but also a parent figure in my life.

Today, five years later after my first encounter with Dudu, I run a successful sneaker cleaning business, with 5 branches between Cape Town and Johannesburg. In these five years, I have been able to call her whenever my journey became unbearable. Dudu has always been able to give me counsel that has allowed me to navigate some of my hardest phases as an entrepreneur, and help me through some of my darkest phases when my journey led me to depression.

As a young entrepreneur, I have not yet met someone who is as passionate about young business people, especially black entrepreneurs as Dudu is. One of the most brilliant businesswomen I have come across in the country, experienced, compassionate, and yet very stern in her approach.

It is because of these experiences and encounters I have had with Dudu in the past 5 years, both at a business level and personal level, that led to me asking her to be part of my company's advisory board as we scale.

I look forward to seeing other entrepreneurs experience Dudu, as I strongly believe she has a lot to teach and has the experience to teach and impart knowledge in the most relatable ways.

Yours Sincerely

LETHABO MOKOENA
C.E.O - FOUNDER

A handwritten signature in black ink, appearing to read 'Lethabo Mokoena', is written over a white background.