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LUDWICK MARISHANE – YOUNG ENTREPRENEUR AND INVENTOR – 21 ICONS

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21 Icons Season 3 – Episode 6: Ludwick Marishane



“Success is the ability to pursue your own challenge, to focus only on that challenge.”

Ludwick is a 25-year-old entrepreneur, the founder and managing director of [Headboy industries inc](#) and the inventor of revolutionary [DryBath](#): a hygienic washing gel which saves over 80 litres of water per bath in rural areas.

“We’re one of the most economically unequal countries in the world and the challenge of fixing that problem is what gets me excited about South Africa.”

Rated as the Best Student Entrepreneur in the World by the Global Champion of the Global Student Entrepreneurs Awards 2011 and named one of the 12 brightest young minds in the world by Google in the same year, Ludwick’s humble successes began in Limpopo on a lazy day when his friend posed the question:

“Why doesn’t someone invent something that you can put on your skins so that you don’t have to bath?”.

Ludwick realised that traditional systems are wasteful and time consuming, so he set out to answer his friend’s question.

HOW WE (MIS)USE WATER



“the core basics of entrepreneurship is problem solving”



Within 6 months, the 17-year-old created a formula-based solution and wrote up a 40-page business plan on his cell phone. The results of his efforts was DryBath, a no-water cleansing gel that is antibacterial and biodegradable. DryBath caters for poverty stricken areas where water is not easily accessible and easily treatable diseases tear communities apart. The gel eliminates the need to use mineral and oil stripping soap, as well as the tedious and wasteful process of boiling water and bathing over a bucket.

DryBath is now used by the UN for humanitarian aid and relief in destitute and disaster areas.

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He philosophises that the youth needs to figure out a problem and if they care enough, obsess about it and figure out how to solve it.

In grade 9, Ludwick invented a 'healthy cigarette' and biodiesel fuel. In grade 10 he authored a 'mobile' dictionary and attempted to publish a security magazine.

Portrait – 'The Solution'



Taken in a literal 'dry bath' the portrait takes inspiration from its surroundings, referencing his humble beginnings and his progression to status of successful young business man using his innovative invention as the vehicle.

Experience more Icons

21 Icons behind the scenes is on SABC every Sunday from 6 September at 19:27. Alternatively follow their movements on [Facebook](#) and [Instagram](#).

Or check out the [21 Icons Dont Party feature](#).

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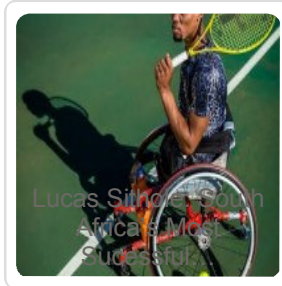
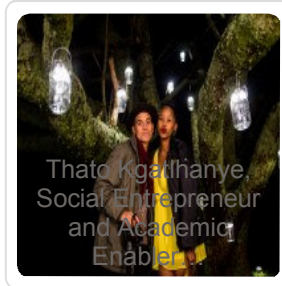
Jordan Coetsee

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"Life isn't about finding yourself, its about creating yourself"

Jordan is a Joburg based student currently studying at WITS. In his free time loves to socialize, screenprint and sometimes dabble in music.

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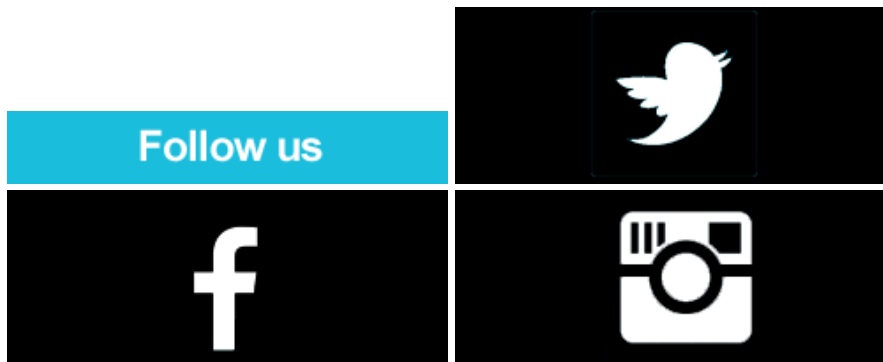


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