Founder statement

A personal statement on the vision and execution of Jesma Novels.

Why I started Jesma

I believe Africa has a wealth of literary talent that deserves better access to publishing, distribution and readers. Independent authors should have a clearer route to building an audience and earning from their work, while readers should be able to discover affordable and culturally relevant literature.

What we have built

Together with Jesca Makwata, I have worked towards developing a web-based prototype that brings reading and writing into a single ecosystem. We have pursued product development and author outreach with limited resources. Our next priority is to make the platform reliable, rights-compliant and commercially viable.

Why South Africa

As a South African founder, I see the South African market as an important starting point for building Jesma's commercial presence, engaging independent authors and exploring educational partnerships. Our broader vision is to serve literary communities across Africa.

What we seek from Staunch Ventures

I am seeking a strategic investment partner who can support product engineering, commercial execution, content acquisition and market access. The goal is to convert our prototype into a sustainable business that benefits writers, readers and learning communities.

BLESSING NKOSI / FOUNDER

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