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Testimonial for Isha Edwards

Isha Edwards from Epic Measures has been associated with the Entrepreneur Incubator since 2009 when she began to show an interest in what we were doing in Cape Town South Africa through business development.

Isha was later appointed the as the Ambassador to our Leadership Project in 2010. This programme was evolved in 2011 into Exploit Yourself, an online reality show for entrepreneurs. Isha through EPiC Measures became a sponsor of this programme as well as an advisor and contributor through the online platform. At the end of the show Isha became instrumental in working with one of the winning contestants to develop her brand and assist them to gain access to the US market.

Isha's insight into the simplicity of marketing is the key and differs from the normal complexity of what we see and hear from most brand agencies. She is focused, knows what needs to be done and through her determination and effort will gain the desired results.

Isha has been a huge positive influence in our own company through her available channels, opportunities, engagements and her willingness to share her expertise with ourselves and our customers.

We look forward to a continued relationship with her and EPiC Measures for years to come.

Bruce Wade

Entrepreneur Coach