Entrepreneurship Development Academy: Alumni Profiles

A feature of selected entrepreneurs across various programmes and initiatives



Gordon Institute of Business Science
Entrepreneurship Development Academy

Foreword

The Entrepreneurship Development Academy (EDA) has been intentionally positioned as the heart of entrepreneurship education and thinking at the Gordon Institute of Business Science (GIBS).

We specialise in growing entrepreneurs, enabling business owners to navigate the challenges of running businesses and equipping them to grow sustainable enterprises. We work with entrepreneurs in both the formal and informal sectors, at various stages of their business development, from start-up through to high growth.

Established in 2012, the EDA has significant experience in the development of entrepreneurs and social entrepreneurs and has partnered with various public and private sector clients to deliver customised solutions in the areas of entrepreneurship promotion, and enterprise and supplier development.

This booklet is a compilation of 40 profiles of the top achieving entrepreneurs across our various programmes. We wanted to feature some of these success stories with the intention to celebrate them, but also to give our audience insight into these unique entrepreneurial journeys and the exciting work that entrepreneurs do in this country.

We would like to thank Chivas Regal, Diageo, J.P. Morgan, Massmart, MultiChoice, NHBRC, Philips, the SAB Foundation, Sasol, Total, Transnet, and the Walmart Foundation for funding the programmes that we have featured.

This publication is a testament to the determination and commitment of these entrepreneurs to the growth of their businesses as well as the impact they are having on their communities and society at large.

We hope that these features serve to showcase the immense potential of emerging entrepreneurs in South Africa and encourage our readers to partner with us to advance entrepreneurship and contribute to our country's economic growth through supporting small and growing businesses.

MIRANDA HOSKING
DIRECTOR: GIBS ENTREPRENEURSHIP DEVELOPMENT ACADEMY

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Lerato Makube

GIBS EDA PROGRAMME: J.P. Morgan Small Business Boost Programme
BUSINESS NAME: Eco Care
BUSINESS WEBSITE: www.ecocare.africa

BACKGROUND:

I am the founder of Eco Care, an environmental solutions business. My pursuit of the entrepreneurial dream began 10 years ago when I finally decided to quit the nine-to-five. My journey has been a bittersweet learning experience.

DESCRIPTION OF BUSINESS ACTIVITY:

We design strategic plans for the development of effective and sustainable integrated waste management solutions which comprise of solid waste management, waste collections, transportation and alternative disposal. We provide advisory services across the various aspects of environmental discipline with the support of a technical team of highly skilled professionals. Our extended service offering includes social impact programmes which are designed to assist our clients to achieve their environmental sustainability targets.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Eco Care started as a small-scale self-funded waste-sorting facility and buy-back centre for waste pickers with three employees including myself. The business had no management systems and no financial controls in place. There were operational inefficiencies such as not having policies and procedures in place and the business depended entirely upon me to function.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

My biggest highlight was the business model canvas. When I first saw the business model canvas, I had a panoramic view of my business and immediately saw a myriad of opportunities unfold. Since then, I use the business model canvas to test an idea and to design all our projects. I learned about the power of building networks; that every networking opportunity is an opportunity to market the business and to create the connections that may lead to potential business opportunities.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

I built the operational efficiency to attract the much-needed investment into the business which came in both financial and non-financial support. I have set the vision and a clear strategic direction of the business. I have diversified into other areas and disciplines of our core business to offer complementary products and services. I have created a service offering which I can articulate to the market. I have built strategic vertical and horizontal relationships to leverage technical capabilities and competences. I have increased revenues and I have increased the number of permanent jobs to 15.

ASPIRATIONS FOR THE BUSINESS

To see the businesses we serve embrace the principles of sustainable development as part of their operating ethics and to empower women to lead and become key partners in the transition to a green economy. To intensify our programmes for social impact investing. To expand our advisory offering to become a multidisciplinary service provider in the key environmental service areas of waste, water, and energy. To invest in attracting talent to Eco Care, the youth in particular.



Naledi Gallant

GIBS EDA PROGRAMME: Goldman Sachs 10 000 Women Programme
BUSINESS NAME: Dalitso Holdings
BUSINESS WEBSITE: www.dalitso.co.za

BACKGROUND:

My mother, a single parent and serial entrepreneur running a multitude of businesses, taught me so many valuable lessons so my inclination towards entrepreneurship started from my early childhood. I am a serial entrepreneur, life and business coach as well as a public speaker. I am an intrepid visionary and activator who is inspired to authentically connect with people and to transform their lives.

DESCRIPTION OF BUSINESS ACTIVITY:

Dalitso Holdings is a one-stop global HR consultancy. It is 100% black female-owned and was established in 2005. We provide human resource practices and objectives that provide an employee-oriented, high-performance culture that emphasises empowerment, quality, productivity and standards, goal attainment, and the recruitment and ongoing development of a superior workforce for our clients. Our HR consultants operate nationally and internationally from our head office in Pretoria.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

When I established Dalitso Consulting in 2005, I had just three years of formal professional experience. At the time, the only services we provided were recruitment and selection. My business journey until a few years ago was typically characterised by trial and error resulting in a rollercoaster alternating between making and losing money, making the wrong staffing decisions, and ill-informed partnerships to under-pricing on services. Although I had the right personality traits of an HR entrepreneur, I feel that my business could have performed much better had I been equipped with a more enhanced skill set in Business Management and Administration. Additionally, I did not have any mentorship support and guidance.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

I was recently selected in the Top 50 Thriving Female Founders 2019 in South Africa – Thriving Network. Dalitso Holdings was among the top-five finalists by Careers24 Future of HR Awards in the following categories: HR Consultancy of the Year 2019 and Employer of Choice: Small to Medium 2019.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

I decided to restructure what was previously Dalitso Consulting which provided predominantly recruitment and selection services, into a group of divisions that provide a diversified range of end-to-end HR services. We expanded our physical presence by opening branches in Johannesburg, Cape Town and Durban. We are in the process of developing Enobel Technologies, which is a recruitment app. I have also recently gravitated into the technology space to keep up with the latest developments in the business environment.

ASPIRATIONS FOR THE BUSINESS

Scaling the business globally to become a virtual HR extension of our clients through the provision of a one-stop human resources solution using the latest technology. This exponential growth will be further accelerated by empowered and participative employees who are engaged and feel valued by the organisation. They provide valuable feedback and innovative ideas that are aligned with our business growth objectives. We believe employees are a valuable source of sustainable competitive advantage for organisations operating in a business environment and global economy. I believe that leaders multiply themselves by positioning strong leaders in key positions to build the business.



Portia Mngomezulu

GIBS EDA PROGRAMME: Massmart Supplier Development Programme
BUSINESS NAME: Portia M Skin Solutions
BUSINESS WEBSITE: www.portiamss.com

BACKGROUND:

I am the Managing Director of Portia M Skin Solutions (Pty) Ltd, which manufactures and distributes skincare products made from indigenous African oils.

DESCRIPTION OF BUSINESS ACTIVITY:

Skincare products, manufacturing, and sales

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Prior to enrolling in the GIBS EDA programme, I used to sell products going from house to house. I did not have much business acumen at the time and did not know how to do a sales strategy and how to access funding.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

Portia M™ products are sold in over 1 600 stores in South Africa at retailers such as Pick n Pay, Shoprite, Checkers, Dis-Chem, Clicks, Game and independent pharmacies. Portia M™ products are also exported to countries such as Zambia, Tanzania, Lesotho, Gabon, Botswana, and Swaziland. Portia M™ now has a baby range and a range for ageing skin called the Pomegranate Range.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The business skills that I learned in the EDA programme have enabled me to make decisions that are beneficial to the growth of my business. During the programme I was able to set up a working system that will benefit the operations of my business and I was exposed to mentors who still mentor me to this day.

ASPIRATIONS FOR THE BUSINESS

To be an anchor brand in skincare on the African continent. To expand our distribution across Africa and to build more factories which will help to create jobs and alleviate poverty.


PORTIA M
Marula Skin Oil Body Lotion
Marula Skin Body Cream
FACE WASH
BODY LOTION

Basheera Surty

GIBS EDA PROGRAMME: Social Entrepreneurship Programme (SEP)
BUSINESS NAME: Diketo Inclusive Education
BUSINESS WEBSITE: www.myonlinetherapist.co.za

BACKGROUND:

I qualified as an Occupational Therapist at the University of Cape Town in 2007. I have broad and diverse experience working professionally with children of different abilities and their families, in communities, hospitals, NPOs and private practices. I am the founder of Diketo Inclusive Education and was nominated by News24 as one of the 100 Young Mandelas of the Future. The nomination was informed by my work with children with disabilities and their families.

DESCRIPTION OF BUSINESS ACTIVITY:

Diketo Inclusive Education is a social enterprise that supports and trains early childhood development (ECD) practitioners and primary school teachers on how to build inclusive education through play and learning for all children. This occurs through practitioner/teacher training and workshops as well as on-site therapeutic support. Realising that on-site support is not always accessible, we have started providing online therapy services for children with barriers to learning and providing online support for their families/schools.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Diketo Inclusive Education was only a concept at the time of enrolling in SEP. Working as a full-time therapist, I was exposed to children with disabilities who spent all of their time at home, excluded from the communities they live in and the everyday play and learning opportunities that children typically can access. I started volunteering at an ECD centre that was open to including a child with a disability by providing my professional and therapeutic skills. From there, I realised the possibilities of inclusion for all children could become more than a concept on paper. I then decided to apply for SEP through the Fix Scholarship to learn how to expand, improve and sustain what I was doing at the centre.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

I am now known for pioneering inclusion within ECD spaces. I present the work we do at national government gatherings and workshops, and at UNICEF conferences. We partner with organisations including the Nelson Mandela Foundation, Play Africa and Afrika Tikkun, to advance inclusion in their environments and work. I have provided on-site therapy and inclusion support to eight ECD centres in Gauteng. Over 700 ECD practitioners and teachers have been trained on inclusion in Gauteng by Diketo. We are expanding beyond Gauteng with training practitioners and teachers in the Eastern Cape and the North West Province.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

I have been able to network in the entrepreneurship space by being part of the Fix Scholarship group and others on the course. I have developed my basic business management skills and gained skills to scale programmes.

ASPIRATIONS FOR THE BUSINESS

To increase the reach of children in their access to play and learning opportunities. Become a sustainable full-time business. Reach more schools and families through our online therapy and support services.



Phumzile Precious Mkhize

GIBS EDA PROGRAMME: Walmart GrowYourBiz Programme
BUSINESS NAME: Igugulabambo Day Care

BACKGROUND:

My journey started when I began helping my mother at her day care centre. My mother, Sibongile Mkhize, is the founder of Igugulabambo Day Care. I started working with her in 2013 as a supervisor. I then joined Thembelani ECD Association and did my ECD teaching diploma at Caversham Education Institute.

DESCRIPTION OF BUSINESS ACTIVITY:

Improving the well-being of young children at Igugulabambo Day Care and ensuring each one participates in sport-based activities.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Before enrolling in the EDA programme, I didn't know anything about the market I was operating in. My focus was only on teaching and I had no idea how to grow myself and my stakeholders. Joining the programme opened my eyes and helped me understand customer segmentation and my business.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

My business started growing. I am learning about my clients and am getting referrals. We had 40 children and we have scaled up to 60 children. The business has started to generate income and we can afford to pay our salaries. I can now differentiate between business money and personal money, and I keep records.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The programme has assisted the business in a very positive way. It has helped the school to grow its potential through upgrading our facility and our early childhood development programmes. The EDA programme has contributed tremendously by investing in the future of our children.

ASPIRATIONS FOR THE BUSINESS

I want my business to grow. I also want to start a boarding school so that I can help the community by providing job opportunities for a cook, gardener and ECD teachers. The centre can also provide a venue for training community youth in different businesses. Some of them are talented but lack access to opportunities. The more my business grows and access I have to funding, the more willing and able I will be to help my community.



Nonhlanhla Joye

GIBS EDA PROGRAMME: J.P. Morgan Small Business Boost Programme
BUSINESS NAME: Umgibe Farming Organics and Training Institute
BUSINESS WEBSITE: www.umgibe.org

BACKGROUND:

I was diagnosed with cancer in 2014 and as a result, I could not work to provide food for my family. I decided to grow organic vegetables in my backyard. Unfortunately, the neighbourhood chickens ate the vegetables. I was devastated, but I had to come up with a solution. So, I innovated a growing system that enabled me to grow vegetables using discarded plastic bags as growing bags, hung on an elevated framework. This provided the much-needed protection from the chickens and also allowed me to save water. I successfully fed my family, and neighbours started buying my surplus produce. Before long I was teaching other community members how to grow nutritious vegetables. A story that began with pain has now paved the way for hundreds of families. A platform was born where poor communities started growing vegetables to feed themselves and collectively sell their surplus produce. Today I employ 12 full-time personnel and 26 part-time/seasonal workers.

DESCRIPTION OF BUSINESS ACTIVITY:

Umgibe promotes a sustainable local food system, working with more than 102 local farmer co-operatives. We offer a platform that enhances farmers' market access, thus boosting local income generation. Umgibe supports local farming co-operatives with access to technology, training and markets and we assist small-scale farmers to graduate into viable business units using Umgibe's cost-effective and sustainable growing system.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

We found sustainable solutions for the many smallholders and unemployed youth in the region.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

2019 Regional Winner – Pan African Awards (Africa's Most Influential Women in Business & Government). 2019 Country Winner – Pan African Awards (Africa's Most Influential Women in Business & Government)

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

My experience with GIBS enabled me to look at my business differently. Meeting with Mr Solomon Nyamurima from the Centre for Social Entrepreneurship (CSE), my mentor, helps especially with my business financials which is something I have been struggling with for a long time. I now understand these very well. Umgibe was chosen as the 2019 FNB Business Innovation Awards overall winner in the R0-5 million category in 2019.

ASPIRATIONS FOR THE BUSINESS

My vision is to grow Umgibe to be the biggest Experiential Training Centre in Africa. A place where Africans can re-learn to grow their own food and the whole value chain from seed to processed products. I dream of an Africa that is not only food secure but that has self-sustaining communities.



Leasha Naidoo

GIBS EDA PROGRAMME: Philips Supplier Development Programme
BUSINESS NAME: Guerilla Tactic
BUSINESS WEBSITE: www.gueilla.joburg

BACKGROUND:

I started my career in finance having completed a degree in Commerce and SAICA articles. My last corporate role was at Dimension Data which gave me an in-depth view into the world of IT underpinned by my firm understanding of finance and strategy. This unique experience coupled with my role as a Managing Director of Guerilla advertising agency has made me an immeasurable force in the marketplace. I am currently completing my MBA and I hope to add this value to the various businesses that I am currently involved in – both start-ups and well-established businesses – as well that of my trusted and valued clients.

DESCRIPTION OF BUSINESS ACTIVITY:

Full-service creative and digital experiential agency

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

The business was Johannesburg-based with an adequate variety of clients being serviced.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

Expansion of offices in Kolkata and Cape Town. Growth of a substantial technology division. Creation of an entity to bridge the gap between technology and creativity to create a unique and captivating user experience journey with each interaction and touchpoint between brands and their consumers.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Understanding the difference between working in your business and working on your business. As entrepreneurs, we often get focused and occupied with the day-to-day running of a business. We get emotionally attached to the business and you could liken it to nurturing a child. This creates a culture of working in your business which ultimately will stagnate growth, cause frustration for yourself and those you employ. It leaves no time for strategy development and deployment. Working on your business gives an entrepreneur a bird's eye view of their business and ultimately "forces" you to empower employees and develop their skills in new and challenging areas that will ultimately benefit them as well as your business. Applied to my business directly, this principle enabled me to confidently employ further human assets and ultimately this grew our business.

ASPIRATIONS FOR THE BUSINESS

To successfully penetrate and grow a creative technology business in a "new" uncharted and digitally enabled world while creating a steady and profitable revenue stream for my existing businesses whose services will be complementary to the technology business.



Taryn Gill

GIBS EDA PROGRAMME: J.P. Morgan Small Business Boost Programme
BUSINESS NAME: The Perfect Hair Africa Collective
BUSINESS WEBSITE: www.theperfecthair.co.za

BACKGROUND:

I am the brand builder, maker, and retailer of The Perfect Hair. My 18 years of media experience in editing, publishing, research and media marketing brought me to understand the dynamics of the fast-moving African female consumer in South Africa and other key African frontier markets, playing a significant part in driving growth on our continent. The Perfect Hair brand was built using my experience from print and digital tools, tapping into the lucrative global female trend of women investing in natural beauty and wanting to transition to natural beauty solutions. From product design to online content and pharma-retail strategy, my work remains loyal to our proudly African ethos and premium product delivery as a green entrepreneur.

DESCRIPTION OF BUSINESS ACTIVITY:

The Perfect Hair offers a Proudly South African premium selection of all-natural hair care, designed with African oils and conditioning polymers, perfect for textured hair in an African climate. We cater to all African hair types and our consumer is ahead of the curve in that she understands quality hair care. We have designed three complete ranges to meet her needs at different price points. We manufacture our ranges with locally sourced ingredients in Cape Town and have a retail footprint of 160 stores and salons nationwide.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

The Perfect Hair faced challenges of supply chain logistics as we began expanding into retail and e-tail. Cash flow has been an issue and we learnt to outsource skill sets required in to scale and grow the business. Key to our success going forward is acquiring a new distribution partner to scale and grow retail footprint.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

We expanded our product offering to reach more customers, and now we have 22 winning formulas and product lines. We built our online presence and turned our focus to improving costs and efficiencies in the last year. Our new partner specialises in large-scale pharm-retail distribution strategies which will ensure that we can grow sales while managing costs efficiently.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Understanding business financials and supply chain logistics was drastically improved by completing the J.P. Morgan Small Business Boost Programme at GIBS.

ASPIRATIONS FOR THE BUSINESS

To see our footprint and sales grow tenfold in the next five years, with our new distribution partnership and streamlined product offering tailored to consumer demand, aiming to ensure profitability in the long term.



Nomahlubi Alicia Nazo

GIBS EDA PROGRAMME: Festival of Ideas Competition Winner
BUSINESS NAME: Foi Science
BUSINESS WEBSITE: www.foiscience.co.za

BACKGROUND:

I am a cosmetic formulation scientist with a background in Polymer Science and I am a social entrepreneur at heart. I started my company to make high-quality wound care and skincare affordable to all South Africans; even South Africans who earn below minimum wage. The first challenge was that raw material costs are high, so I decided to overcome that by making the raw material myself as I had a B-Tech degree in Polymer Technology from Tshwane University of Technology. I decided to put that knowledge to good use and convert fish scales into collagen and eggshells into hyaluronic acid as these biopolymers are excellent for skin regeneration. I then bootstrapped to get starting capital and entered many competitions and won a few with prize money to invest in the business. By God's grace, I applied to the Technology Innovation Agency Grassroots Innovation Programme and got funded so I can take my business to the next level. As a social entrepreneur, I train unemployed women and girls to make natural skincare and home care products at the Nelson Mandela Bay Science and Technology Centre. I am also piloting a project in growing medicinal plants in schoolyards in previously disadvantaged areas to start entrepreneurship clubs in schools that are focused on growing medical plants and learning how to process the plants for various applications, and teaching about market opportunities and selling skills.

DESCRIPTION OF BUSINESS ACTIVITY:

We beneficiate marine, food and agriculture to manufacture skin-compatible biopolymers and cosmetic actives. From these we then formulate and make wound care, skincare, and pet care products. We also offer research and new product development services to companies that want to start their own product brands.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

I entered and won first prize at the GIBS Festival of Ideas 2019 for my social entrepreneurship idea.

ASPIRATIONS FOR THE BUSINESS

To expand and train in the SADC region.


technology innovation
AGENCY
Department:
Science and Technology
REPUBLIC OF SOUTH AFRICA
science
&technology

Nonhlanhla Phalama

GIBS EDA PROGRAMME: Total Startupper Programme
BUSINESS NAME: Davinon (Pty) Ltd
BUSINESS WEBSITE: https://za.linkedin.com/in/davinon-farms-645855191

BACKGROUND:

I am an engineer by profession and a social entrepreneur at heart. I am passionate about problem solving and innovation. I love working with people and generating ideas that bring about positive change in communities.

DESCRIPTION OF BUSINESS ACTIVITY:

Davinon is a start-up that will establish 50m by 30m hydroponic farms in rural schools and orphanages in Pretoria initially and ultimately across the country. This socially focused project is based on a model where up to 30% of all the profits will be reinvested back into the host schools and orphanages. This will, in turn, enable the schools to improve their facilities and quality of education. The orphanages will be able to use the portion of the profits to sustain themselves. Davinon will provide hydroponically produced crops all year round while earning a higher profit per bulk products sold. Although the business will be offering fewer products in its initial stage (spinach, lettuce and peppers), it will also generate income by supplying retail outlets and host its farming in more schools. This enables Davinon to have multiple income streams.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Davinon had just won the Total Startupper of the Year 2018/2019 South Africa in the category of the Top Female Entrepreneur. Davinon was also identified by the Total Startupper of the Year Programme as one of the seven most innovative and socially impactful start-ups in the 54 countries that took part in the competition. Winning the competition then gave me the opportunity to attend the EDA programme at GIBS.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

Attending the programme has strengthened the business network of Davinon. Davinon is now part of a business community that can give support, advice and share knowledge regarding building an empire, one day at a time. I have gained the ability to analyse business models of different companies in different industries and apply some of those strategies in my business.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Through Davinon I have successfully been able to negotiate with four schools and an orphanage to build the hydroponic farms. The business plan that was drawn up while attending the programme at GIBS has helped me to effectively implement most of the milestones that were set for Davinon.

ASPIRATIONS FOR THE BUSINESS

To secure funding for the business soon, and continuously have a positive impact in rural areas by improving the quality of education in rural schools through sustainable farming. Also, to annually increase the number of hydroponic farm host schools to cover a larger geographical area and market share.



Songo Didiza

GIBS EDA PROGRAMME: J.P. Morgan Small Business Boost Programme
BUSINESS NAME: Green Building Design Group
BUSINESS WEBSITE: www.greenbdg.co.za

BACKGROUND:

I founded the Green Building Design Group (GreenBDG). I am a trusted advisor and global speaker in the green economy with extensive experience in implementing sustainability strategies for businesses and government sectors in South Africa. The magnitude of investments required to meet growing commitments towards climate action far exceeds public budgets. To meet this need, GreenBDG supports South African cities to create favourable environments for private sector investments to crowd in the required support in delivering climate-smart infrastructure and capacity building efforts.

DESCRIPTION OF BUSINESS ACTIVITY:

We advise and train our clients in the corporate and government sectors to implement climate mitigation strategies and policies. The underpinning ethos to the work that we do is "Converge. Connect. Create". We converge towards an opportunity; we connect with the right people and we create sustainable solutions that address climate change at a regional level. We connect the funding opportunities to the project opportunity. To date, we have managed to raise investments to bring the green economy to previously unserved communities such as the municipal environment, particularly in enabling climate policy implementation at a city level. We are not a typical consultancy – we view ourselves as a true social enterprise with purpose and measurable impact in society.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

We were struggling with defining a social enterprise business model that would move away from the typical grant funding model towards a more sustainable hybrid type model that mixes a consulting type model with a shared value revenue type funding model.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

Our company won an international award for Sub-Saharan Africa's Energy Innovator of the Year by the Association of Energy Engineers (AEE) in 2019. The award ceremony took place in Washington, DC in September. This also coincided with us securing a major client that is based in Washington, DC. It was a double win for us.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The ability to clarify our business offerings in the different customer segments. We have also managed to grow our revenue streams as a direct result of this. The peer-to-peer networking also proved to be beneficial to our start-up business.

ASPIRATIONS FOR THE BUSINESS

We are currently incorporating the use of technology in growing our business into the digital space and are in evolving discussions with international partners to find innovative ways of fast-tracking climate action and shared value outcomes in society.



Khadija Kadodia

GIBS EDA PROGRAMME: Goldman Sachs 10 000 Women Programme
BUSINESS NAME: Khadija K Health
BUSINESS WEBSITE: www.KhadijaK.com | www.KhadijaKhealth.co.za

BACKGROUND:

I am an entrepreneur, fitness instructor and swimming instructor. I have always turned my passions into profit and have been in business since I was a teenager. I am originally from Durban, but I now reside in Johannesburg. I was born into fitness and come from a very strong athletic background. Both my parents were fit, and sports orientated. I run a gym in Pretoria as well as many online programmes via my website and Instagram.

I am the creator of the KK60DaysBeachbodyChallenge and the RamadanFit Programme as well as the KKWintershred. I have a fitness app and train clients worldwide. I have always been passionate about promoting a healthy attitude to life. I believe that living a healthy lifestyle has an impact on every aspect of an individual's life in a beneficial way. True physical fitness is not rated by how much weight one can push or by how far you can run without stopping. Physical fitness is the ability to carry out daily tasks with vigour and with ample energy left to plan lifetime goals and enjoy leisurely pursuits.

DESCRIPTION OF BUSINESS ACTIVITY:

I run a fitness studio in Centurion as well as online fitness and wellness programmes. My online workout programmes are available via my fitness app. My business extends to corporate wellness and motivational speaking.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

When I joined the GIBS Goldman Sachs 10 000 Women Programme I was running my swimming school full time as well as my fitness studio. I needed to merge the two as well as to expand the business.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

I opened my gym shortly afterwards. 2014 marked the year I set up a healthy fresh meals business to cater to my fitness clients. I started the online business and fitness app in 2017.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The programme gave me the push and confidence I needed to attribute myself to the brand. I combined a few of my projects into one making management and marketing easier. I also changed my business name. My passion for helping people has sometimes hindered my profit margin (I spent too much time giving free advice) and I learnt to manoeuvre around this.

ASPIRATIONS FOR THE BUSINESS

This year I am aiming to promote and expand the KhadijaK fitness app. I am also collecting funding for my healthy food business which I hope to roll out in a year. This will be a community project providing jobs for women as well as fresh, wholesome meals daily.



Sihle Hlope

GIBS EDA PROGRAMME: Social Entrepreneurship Programme (SEP)
BUSINESS NAME: Passion Seed Communications (PSC)
BUSINESS WEBSITE: www.passionseedcommunications.co.za

BACKGROUND:

I am an award-winning filmmaker. Over the last 11 years, my work has been recognised with several accolades. I am the founder and executive producer of Passion Seed Communications. I am currently in pre-production for my first two feature-length films, "Family Roots" and "We". I have written and directed two award-winning narrative short films that have been screened at over 30 film festivals around the world. I am currently writing my debut feature-length fiction film for nationwide theatrical release. I am the producer and director of a feature-length documentary, "Lobola, A Bride's True Price" (Most Outstanding Documentary Project, Durban Film Mart, 2017); due for release in 2020/21. I've worked as a scriptwriter and story-liner on popular TV programmes such as "Lockdown", "Scandal", "Mutual Friends", "Broken Vows" "Ya Lla" and "Isipho". I also have experience as a lecturer at AFDA (2016) and the University of Johannesburg (2018/19).

DESCRIPTION OF BUSINESS ACTIVITY:

Passion Seed Communications is a social enterprise that produces social impact films and campaigns for underserved audience members. We are invested in solving the tenth Millennium Development Goal – reduced inequality, by using digital storytelling to close the widening knowledge gap between information-rich and information-poor audience members. PSC prides itself on creating short and long-form fiction and non-fiction content in African languages. Giving a platform to marginalised groups is at the core of our daily work. We reinvest 2% of our profits into training and development programmes for unemployed youth and female filmmakers and technicians. Our work has been exhibited in over 15 countries as far afield as North America, Europe, Australia, and various parts of Africa.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Before enrolling in SEP, Passion Seed Communications was a traditional film and television production company that was geared towards giving a platform to minority languages and minority groups. Since partaking in the SEP, we have made a pivot and we are now a fully-fledged social enterprise that produces social impact films and campaigns.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

Since enrolling in the SEP, my biggest highlight has been being shortlisted for the GIBS Festival of Ideas in 2019. The festival casts the spotlight on sound business ideas that drive a social or environmental mission to achieve social change. We did not win but being shortlisted from 300 other social enterprises affirmed that we are heading in the right direction as a social enterprise. I was awarded the PP Vilakazi Award for Leadership upon completing the SEP in February 2020. This award is very encouraging and has fuelled my burning desire to work with women and young people in the film and TV industry.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Being legitimised as a social enterprise that is fully equipped and qualified to operate within the social enterprise sector and having the tools to navigate this complex landscape in a uniquely South African context.

ASPIRATIONS FOR THE BUSINESS

To be one of the leading African social enterprises that uses film as a tool to drive social change, not only in Africa but in other developing continents as well.



Thandiwe Foko

GIBS EDA PROGRAMME: NHBRC Women Empowerment Programme
BUSINESS NAME: Atisa Bokgabane Trading t/a ATISACON

BACKGROUND:

I have a B.Com Degree from the University of the Free State and started doing my accounting articles. I have worked at De Beers as a mine accountant and for a family business doing administration work in the construction industry. While working there, my interest in construction arose and I desired to know more. I then got into a learnership programme in 2013 with the Department of Public Works for Civil Work. The programme equipped me with technical skills on how to do civil works on both roads and water and sanitation. I then joined the NHBRC/GIBS programme. This was the most life-transforming programme ever as an entrepreneur operating in a male-dominated industry. Here I am 5 years later, with a Grade 6 GB & CE.

DESCRIPTION OF BUSINESS ACTIVITY:

Civil works, general building work, renovations, maintenance, and facilities management

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

I started the business in 2012 when I successfully became part of the Vuk'Uphile learnership programme. The programme empowered me with technical skills, and I had what I thought was a solid plan in terms of growth in my industry.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

Obtaining the 6 GB grading in my business, which ensured sustainability and success of the business in these tough economic times. Collaborations with well-established construction companies, ensuring growth. Nominee in the African Construction Awards in 2018 in the Best Women in Construction category. Finishing off as the best contractor among the 10 contractors on the Vuk'Uphile programme.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

It removed the overreliance on government. I remember submitting what I thought was the best business plan but like many, my reliance was on what the government was going to do for me. Advice from the panel of mentors made me realise you will never make it if you do not look at subcontracting from established private businesses as well. I believe this advice is why I'm still standing today.

I was taught that basing a business on a single product and/or service is the best way to ensure failure. Hence, I diversified by moving into general building, renovations, maintenance, and facilities management.

The specific course on networking taught me about the power of networking and how to network. These relationships helped me in activities I was not well versed in before I joined the programme. I learnt so much: I came in as a person who knew how to do the work, who was working in her business. I came out as an entrepreneur in the construction industry!

ASPIRATIONS FOR THE BUSINESS

By the end of 2020 to at least have empowered 15 construction companies to move from Grade 1 to 4 through subcontracting and mentorship. In three years', time, to be in Grade 9, and create a further 1 500 jobs for our youth in construction.



Mpho Mashita

GIBS EDA PROGRAMME: Social Entrepreneurship Programme (SEP)
BUSINESS NAME: Africa Career Chat (non-profit) / Future Ready Agency (for-profit)
BUSINESS WEBSITE: www.futurereadysa.co.za

BACKGROUND:

I am a radio presenter at Capricorn FM. I work as an MC and conversation moderator for women, social entrepreneurship and careers-related events and conferences. My interest in career exploration emerged when I had an understanding that young people's skills do not match the labour demands in the current job market. There is a mismatch and young people in rural areas are not deliberately positioned to take up quality jobs.

DESCRIPTION OF BUSINESS ACTIVITY:

The business exists to expose school learners in Limpopo to quality jobs that drive the economy. The idea is to use career assessments to help learners identify their personality types, school subject strengths, vocational interests, work values, potential skills and work environment preferences so that they can identify quality jobs that might be suited to them. The businesses express social enterprise status through how they are set up, under the model of a non-profit and a for-profit company working in collaboration. The non-profit company, Africa Career Chat, works to expose youth in rural and peri-urban areas to information, resources and environments that position them for the future of work. The for-profit company, Future Ready Agency's core business is two-fold: Staffing – we support companies in putting suitable candidates into quality jobs. We aim to match the labour needs of companies with suitably skilled candidates and content management – we support companies in creating content for their external communications.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

My thoughts were scattered around which social ill to address and I had no idea how to execute. I had a registered NPO. I resorted to fundraising but was just not getting the preferred response. I then applied for the GIBS SEP. The process of working on the Action Learning Project (ALP) was what forced me to think through the different aspects of the idea at the time. I was convinced that I needed to solve a particular problem but going through the ALP process revealed that I had to pivot and listen to what the market was communicating as a need instead of what I was proposing as a solution. After graduating I paused everything and started to apply myself afresh and that is when I was able to put my SEP learnings into practice to bring Africa Career Chat to life.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

We have been able to identify alternative income streams for the non-profit company. We do this through hosting career workshops for high school learners over school holidays where we offer career assessments and grade-appropriate content for learners to position themselves for high-quality jobs and entrepreneurship. The for-profit company contributes a percentage of its profit to Africa Career Chat. We are also talking to private donors.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

We identified what our unique selling point was and identified an operational model for the social enterprise. As a result, we have been able to partner with a company that produces assessments for our career assessments, and we have also partnered with a qualified psychometrist and career practitioner to offer sponsored career workshops.

ASPIRATIONS FOR THE BUSINESS

With the non-profit, we currently only work in schools in one district and we would like to work in more schools in the other four districts of Limpopo. We aspire to work with organisations and/or individuals who can adopt rural-based schools and sponsor the career workshops we offer, which include career assessments. We are still in the early stages of growing Future Ready Agency and looking to offer staffing, psychometric assessments, and content management solutions to clients.



Nicci Stewart

GIBS EDA PROGRAMME: Goldman Sachs 10 000 Women Programme
BUSINESS NAME: The Why Effect (Pty) Ltd
BUSINESS WEBSITE: http://thewhyeffect.com

BACKGROUND:

I started my career in the advertising industry. I then moved into PR, specialising in IT PR and then into integrated communications. In 2005, I specialised in statutory and stakeholder communications, working with clients like Phumelela Gaming and Leisure, Airports Company South Africa, Nu-World Holdings, etc. In 2008 I started my own company specialising in statutory and stakeholder communications. It was while I was running this business that I applied for the Goldman Sachs 10 000 Women programme. During the programme, I realised that I wanted to start working in the entrepreneurial development space. I realised that there was a gap in the market for strategic advisory services, specifically targeted growing and scaling entrepreneurial businesses. Based on this, using my experience in strategy and the knowledge I gained during the programme, I started The Why Effect.

DESCRIPTION OF BUSINESS ACTIVITY:

I grow and develop entrepreneurship in four key ways: Strategic consulting to growing and scaling businesses. To help then navigate the complexities around growing a business and accessing opportunities available to them.

Working with individuals who are looking to start their businesses but do not know where to begin. Creating a platform for women-owned businesses in the creative industries that want to expand their businesses outside of the country (in partnership with an Austrian-based organisation). The platform provides education, a community, and collaborative opportunities.

Leveraging public speaking opportunities to share stories of South African entrepreneurs and the entrepreneurial landscape in South Africa and the opportunities it provides.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

I started this business based on the EDA programme I attended.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

Starting a new business and impacting the South African entrepreneurial landscape. Being invited to speak at international conferences. Connecting with individuals and organisations in other countries and creating international collaborations.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Starting a new company (with a much better understanding of basic business skills than I had the first time) and sharing the knowledge I gained during the programme with a wider audience. The programme gave me a support network of fellow women entrepreneurs which has proved to be invaluable.

ASPIRATIONS FOR THE BUSINESS

My focus for this year is to expand internationally and use these international connections to create collaborations between countries to grow their entrepreneurial eco-systems and ultimately benefit the entrepreneurs themselves.



Palesa Mahlatji

GIBS EDA PROGRAMME: SAB Foundation Business Entrepreneurship Mentorship Programme
BUSINESS NAME: Priyo Tech
BUSINESS WEBSITE: www.priyotech.co.za

BACKGROUND:

I am a former banker turned tech enthusiast. I am a multi award-winning social entrepreneur and youth education and employability activist. My work has been recognised by organisations such as African Union (AU), International Labour Organisation (ILO), Government In Technology (GOVTECH), Agence Française de Développement (AFD), Young African Leaders Initiative Mandela Washington Fellowship (YALI), Department of Education, Services SETA, GIBS, SAB Foundation, GAP Innovation Hub, and TEDx Johannesburg, among others. I am passionate about making education and entrepreneurship inclusive to underserved peri-urban and rural communities.

DESCRIPTION OF BUSINESS ACTIVITY:

Priyo Tech empowers youth to create their own employment opportunities and break the wheel of poverty in rural and township areas.

The Start-Up-Scale-Up (SUSU) is an innovative process that gives start-up companies that cannot afford office space the convenience of a solar portable storage stand that transforms any location into an instant workplace.

We are a catalyst for creating youth employment opportunities by equipping youth with fourth industrial revolution (4IR) skills. While they are still in school we use a portable solar computer lab that helps teachers integrate ICT into the education system; and we offer unemployed youth skills in IT-like, end-user computing, coding and programming, artificial intelligence and more.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

I had a very rough idea of what I wanted to do but would not dare say it out loud as I was afraid of being judged. Going through the GIBS programme motivated me to dare to dream and stick to my purpose. Winning the development fund at the SAB Innovation Awards and feeling their belief in a rural township girl gave me the confidence to stand in front of people to pitch my idea. The winnings helped us to build the prototype, launch and start selling.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

To date we have sold 5 784 units, trained 10 140 teachers and students, and impacted a total of 1 883 students. A hundred and fifty of the students have received learnership opportunities to further their careers, 15 are currently employed and nine have established businesses. The first class of 33 students who started in 2015 has now completed Grade 12 and left high school with an accredited certificate in IT: End User Computing NQF Level 3.

My original company, Yakhiiphupha, gave birth to Providing Real Innovative Youth Opportunities (Priyo Tech) which has also expanded into Kenya, Botswana, Zimbabwe, with orders from Libya, Egypt, Nigeria, Tanzania, and Ethiopia. The company currently has 15 employees and has doubled its annual returns every year. I am now a co-founder of two other companies, Start-Up-Scale-Up and Brilliant Girls.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Without GIBS I would have probably given up by now. They helped me structure my business and better communicate my “why, what and how”. Their belief in seeing value in a rough idea and challenging it helped me to thoroughly research, analyse and identify SWOTs and continuously enable better business decision making and forecasting.

ASPIRATIONS FOR THE BUSINESS

With our current business model we already have more demand than we can supply, hence we decided to only do traditional marketing to avoid more orders coming in. With enough funding we can meet our current demand and commercialise and scale our business model to impact more rural and township communities. In five years’ time we want to be operating on an international level, consulting for other governments and private companies on how they can replicate our business model to align with the context of their countries, and help young people create their own employability value chain.



Luleka Mkuzo

GIBS EDA PROGRAMME: Social Entrepreneurship Programme (SEP)
BUSINESS NAME: Urglobal Mentoring Network (NPC)
BUSINESS WEBSITE: www.urglobal.co.za

BACKGROUND:

I grew up in Kubha in the Alfred Nzo District in the Eastern Cape. Growing up in a rural community challenged with a lack of resources and education infrastructure, I was fortunate that my parents could relocate me to the closest university more than three hours away. This exposed me to the differences between rural and urban communities and I realised the inequalities and gaps between the two.

DESCRIPTION OF BUSINESS ACTIVITY:

Urglobal was founded in 2017. It started with a mobile computer class project addressing the challenges of access to technology skills. After resigning from my job in the mining sector, I received my shares pay-out that allowed me to buy 17 laptops to run the first pilot in three schools. Here we introduced learners who had never interfaced with a computer to basic information technology skills. When we realised the pilot was a success, we were asked to open the training to teachers and community members.

Additionally, we have created a "park concept" called a Mobile Rural Technology Park (MRTP) equipped for people to experience technology and learn skills. We have also acquired two hectares of land from the Chief and the Eastern Cape Department of Agriculture, where we are building a technology centre (our fixed technology park) which will run parallel to our mobile park. Our focus is on provision and access to 4IR skills ensuring digital inclusion for rural communities.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

When I enrolled for SEP in 2016, I was still in full-time employment in the mining sector. I felt very torn, I was successfully climbing the corporate ladder in Johannesburg making a name for myself in the industry, but my heart was back home in the Eastern Cape with the rural communities. I met likeminded people during the programme who'd had the courage to do something about it. Hearing their stories and how they had transitioned from corporate to running their own social enterprises was very refreshing and inspiring. It opened me up to the fact that I could also affect great change.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

The programme gave me the courage to resign at the end of 2016 and return to rural communities with the intent of engaging communities and finding initiatives we could pilot for effective sustainable social change. I had seen rapid development in major cities, and I wanted to see similar change in my rural community too. After creating Urglobal and piloting the first mobile computer classes, we entered the GIBS Festival of Ideas later in 2017 and won joint first prize. We have since been recipients of a few national awards and are receiving a lot of media coverage for our tech solution.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

I have been selected to be part of the Young African Leaders Initiative (YALI SADC Region) and a Mandela Washington Fellow, initiatives founded by former US President Barack Obama. I have been successful in sourcing and receiving funding locally and internationally where pitching has been a requirement. I have been a finalist and received recognition from the SAB Foundation Social Innovation Awards, Fairlady Santam Social Entrepreneur of the Year, and Womandla for Women in STEM.

ASPIRATIONS FOR THE BUSINESS

We want to see the completion and opening of our centre which will run alongside the mobile unit, enabling many rural communities with technology skills. We would like to see our mobile teams grow, and have a few cars dedicated to different districts to introduce students and the youth in rural communities to the latest technology and equipment. We aspire to offer equal access to opportunities, creating digitally able rural citizens who can develop innovative solutions for local challenges that also compete in the global village.


YALILEARNS

Mbali Nwoko

GIBS EDA PROGRAMME: J.P. Morgan Small Business Boost Programme
BUSINESS NAME: Green Terrace (Pty) Ltd
BUSINESS WEBSITE: www.greenterrace.co.za

BACKGROUND:

I am a multi award-winning commercial farmer, entrepreneur, speaker, and columnist who founded Green Terrace in 2016. Green Terrace is an agribusiness based in Johannesburg that farms high-value vegetable crops and supplies leading retailers, food processors and the fresh produce markets across South Africa.

DESCRIPTION OF BUSINESS ACTIVITY:

Green Terrace is a primary agricultural business that specialises in farming high-value crops, in particular, baby marrows, sweet peppers and green beans.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Before enrolling in the J.P. Morgan Small Business Boost Programme, Green Terrace was still in its early stages of development as we had only been in business for two years, not generating profits because every cent made was ploughed back into investing in additional infrastructure to grow the business. We were also in a position where we had a higher demand than we could supply and for some reason we thought that we had good loyal clients. However, some were bad for our business where cashflow was concerned.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

As the CEO, the programme allowed me to position our business in a way that could speak to our clients' needs. It also allowed me to define in detail our operational processes and what we stood for to potential customers. The programme was also good in that it allowed me to increase Green Terrace's brand positioning so we could affiliate ourselves with companies that would take us to the next level. During the programme I was exposed to good mentors and individuals who were able to advise me on challenges that I was experiencing in the business at the time.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Increased network of experienced professionals and experts in their respective fields that are accessible to Green Terrace as business coaches or trusted advisors. I have grown as a leader and learnt how to effectively lead in difficult times and seasons of the business and how to handle clients at different stages of their business as well. My decision making processes have improved as I have become more critical of any opportunity that may present itself to the business, and I'm able to analyse whether or not the opportunity is either good or bad for our business growth.

ASPIRATIONS FOR THE BUSINESS

Complete the development of our new farm and to be recognised as a leading sweet pepper producer in the country.



Rufaro Mudimu

GIBS EDA PROGRAMME: Social Entrepreneurship Programme (SEP)
BUSINESS NAME: enke: Make Your Mark
BUSINESS WEBSITE: https://enke.co.za

BACKGROUND:

I have 12 years of experience built across the social enterprise and non-profit sectors. My dedication to African youth development is driven by my belief that socio-economic transformation and leadership of this great continent is in its youth. In addition to leading enke: Make Your Mark, I am on the board of Ikamva Youth, am a One Young World Ambassador, on the Youth Steering Committee of the 2019 Goalkeepers Youth Action Accelerator, and alumna of the 2018 Obama Leaders Africa Programme.

DESCRIPTION OF BUSINESS ACTIVITY:

enke is an award-winning youth leadership and entrepreneurial development organisation that generates and incubates youth-led social impact and enterprise. Our vision is a world that is an enabling environment for young people to recognise their value, thrive and mobilise for meaningful change. We work towards this vision through our holistic leadership and entrepreneurial skills development programmes that connect, equip and inspire young people (15-35 years old) with the theoretical and practical skills to be actively engaged citizens that thrive socio-economically. enke is registered as a non-profit company and public benefit organisation.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

The idea for enke came from three international volunteers observing and experiencing socio-economic inequality in South Africa and pervasive negative narrative of youth. In 2009, the volunteers hosted the first enke: Forum as a space where young people could come together to develop solutions to issues in their communities. Under the leadership of Pip Wheaton, one of the three co-founders, the organisation rapidly evolved from a volunteer initiative in 2010 to a non-profit that was rapidly professionalising and expanding from 2012. Although the three founders have moved on, enke has continued to have sustained impact and growth with new programming and services to support youth and achieve a more equitable society.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

I completed the SEP in 2013 and was appointed as enke's second CEO in 2015, overseeing a period of growth with the organisation increasing the reach of our impact and diversifying our income. We now train 600 youth on average per year (before 2015, an average of 350 were trained annually) through our core programmes (Trailblazer, Ignition and Catalyst) and bespoke projects and services. We are one of the few youth development organisations that provide programming for both in-school and out-of-school youth. In 2019, we registered a subsidiary for-profit enterprise, Make Your Mark Training & Development Services (Pty) Ltd, to expand our independent income-generating capacity.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

I have been able to apply the insights gained from SEP to lead the gradual transition of enke to become an enterprising non-profit and, now, an early-stage hybrid social enterprise. Establishing the organisation's independent earned income through our bespoke offering has also enabled great extension of our impact supporting other organisations with our programming and expertise. Several enke senior managers have participated in the GIBS SEP and other programmes, which has contributed to our professional operations and an organisational culture where people thrive.

ASPIRATIONS FOR THE BUSINESS

To lead and facilitate scalable and tangible transformative solutions that unleash the inherent assets of youth to achieve positive socio-economic change. To contribute to shifting the needle in reducing high youth Not in Education, Employment or Training rates and a fundamental shift in policy and practice to set youth up for success. In the next five years, to scale our impact within Southern Africa to have 100 000 youth annually directly impacted by enke's work.



Gregory Maqoma

GIBS EDA PROGRAMME: Social Entrepreneurship Programme (SEP)
BUSINESS NAME: Vuyani Dance Theatre
BUSINESS WEBSITE: www.vuyani.co.za

BACKGROUND:

Founder and Creative Director of Vuyani Dance Theatre based in Johannesburg. The company was founded in 1999 as a non-profit and has grown to include corporate entity Vuyani Dance Company as well as Vuyani Trust. I am a choreographer, teacher, creative director and scriptwriter. I have received numerous accolades and awards for my work including recognition by the French Government with Chevalier De L'ordre Des Arts Et Des Lettres which was bestowed to me in 2017.

DESCRIPTION OF BUSINESS ACTIVITY:

Vuyani Dance Theatre (VDT) is a dance and theatre organisation that uses movement as a principle to communicate and tell stories. After years of gracing international and local stages, VDT is positioned as one of the most cutting-edge, thought-provoking, and successful dance and theatrical organisations to have emerged in Africa. VDT is spot-on regarding its artistic objective of producing work that questions and challenges social values while simultaneously exploiting history as a launchpad for (material) research and development. Various themes of concern to young people are also addressed through collaborative methods and forms that involve music and dance styles that are in keeping with the performers' own lives. The VDT approach embraces – dynamically and theatrically – the many tastes, the different motivations, and the diverse cultures that shape the uniqueness of South African society. This is achieved courtesy of a pool of diligent creators and dancers who invariably express themselves with artistic excellence. The company has performed in Europe, the USA, Africa, Mexico, and New Zealand. It has scooped top awards in South Africa for dance and choreography and has received international recognition and continues to do so. VDT constantly finds co-creators and performers from across the world. Hitherto, the interaction that includes ideas and empirical artistic participation has led VDT in the direction of efficacy. It can be stated without doubt, now, that all who have been aligned (in turns) with VDT since inception have in one way or another gained from the organisation.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

The company was hugely reliant on grant funding which was risky and unsustainable. The company was unable to secure the necessary funds to execute programmes. The company board of directors at the time was made of mainly people who were in the same artist space who were sympathetic but not giving the necessary leadership and oversight required for the growth and sustainability of the organisation – it was clear that for the company to thrive, a lot had to change.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

The company strategy focused on a diversification of income streams which was my topic of concern when I joined the programme at GIBS. The diversification required a business operation that was to challenge the creative sector in general and allow the company to generate profits and expand its footprint globally. The highlight was for the company and board to develop a strategy that was business-focused without losing the vision of the company.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Vuyani's corporate identity was launched in 2015 and reduced our grant dependency by 70%. Through our marketing efforts, our national and international reach grew by 42% by the end of the 2019 financial year. Our audience reach has been diversified and has seen a growth of 56%. The management staff was reduced, and the artist pull was increased to increase output.

ASPIRATIONS FOR THE BUSINESS

After 20 years of gracing world stages, the company legacy vision is in a form of owning a state-of-the-art building that will include the Vuyani Academy with accreditation from a highly respected higher learning institution. The building will also allow productions of a bigger scale to be developed and contribute to the employment of more artists. The ambition is to ensure that Vuyani remains the company of choice for corporate events as well as the leading company in the arts in Africa and beyond.



Teboho Mafodi

GIBS EDA PROGRAMME: J.P. Morgan Small Business Boost Programme
BUSINESS NAME: TM Group
BUSINESS WEBSITE: www.thetmgroup.co.za

BACKGROUND:

I come from the dusty streets of Wattville, Benoni, raised in poverty that forced me into entrepreneurship as a way of surviving. While at high school, I started selling sweets and cakes, dropping out of school in Grade 11 to now doing business with infrastructure in other African countries like Zambia, Kenya and international countries including the UK and the USA. I returned to school and I am currently studying towards my MBA.

DESCRIPTION OF BUSINESS ACTIVITY:

TM Group is a private equity firm and professional services group with a focus on the built environment, alternative green solutions, asset management and infrastructure investment solutions.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

My focus was on survival. I was not able to put systems in place that could grow my business, and most importantly, accountability. I had just recovered from a bad business experience that collapsed my IT business. I had ventured into construction out of the need and desire to build my mother a house, but I hadn't understood the magnitude and value that we could bring to the built environment at large. We were just happy getting tenders and trying to survive.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

The highlight was being accepted into the EDA programme itself as that came with meeting fellow entrepreneurs and having a WhatsApp group that exists to date where we share ideas, contacts and business opportunities. Our combined network was amazing as it unlocked a different level of thinking. Our lecturers stretched our minds to think outside the box and taught us ways of implementing a system and to build strategies that work. Most of us started changing our businesses within three months of the programme. We shaped our plans and now the sky is unlimited. We are growing daily as a business, expanded our service offering and have changed from being a typical construction company to be a professional boutique built environmental service business and deriving more value out of our industry. We have also expanded into equity financing – buying into our people's ideas, businesses and projects. We are no longer constructing but employing construction companies as we are busy building cities and innovative buildings or infrastructure projects. Real estate and infrastructure are among the biggest opportunities for wealth creation, spatial transformation, skills, and economic development on the African continent today. This is why we also teach people how to build their property portfolios.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Personal mastery helped me identify my weaknesses and strengths so that I can complement others as well as how to leverage off relations, resources, and opportunities. Marketing ROI, financial modelling and strategy also proved to be very valuable.

ASPIRATIONS FOR THE BUSINESS

Build our fund that is focused on growing and investing in infrastructure and green solution businesses. Build and grow our portfolio while leveraging our asset class.



Lungile Radu

GIBS EDA PROGRAMME: MultiChoice Leap Bootcamp Programme
BUSINESS NAME: Parental Advisory Productions
BUSINESS WEBSITE: www.papsa.co.za

BACKGROUND:

I am an actor and producer. I started my production house in 2011. We have produced multiple seasons of reality and drama shows as well as feature films.

DESCRIPTION OF BUSINESS ACTIVITY:

We are a production house that creates and shoots content. We are probably one of the only local production houses that has created content in all genres, which include reality, music, drama and feature films.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

The business was established in 2011. We started with our reality show called "Forever Young". Since then, we have produced almost ten reality shows, a drama, and multiple short films and a full-length feature film.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Being able to own our content.

ASPIRATIONS FOR THE BUSINESS

Creating a platform where producers and talented artists can have some sort of royalties for the work they put out.



Ari Seirlis

GIBS EDA PROGRAMME: Social Entrepreneurship Programme (SEP)
BUSINESS NAME: QuadPara Association of South Africa
BUSINESS WEBSITE: www.qasa.co.za

BACKGROUND:

I have been the CEO of QASA for 18 years and after I completed the SEP at GIBS in 2015, it changed the way I did business at QASA. I was fortunate to graduate cum laude and this was a huge learning experience for me.

DESCRIPTION OF BUSINESS ACTIVITY:

Providing projects, products and services for quadriplegics and paraplegics to ensure the full opportunity to participate in mainstream society. Especially employment and capacity building and skills development.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

QASA was raising funds in the traditional way; it was not visionary or innovative. The organisation was sustainable but with the "same old, same old". There was no planning for growth or scaling in the organisation. Although the organisation was satisfying the needs of the members, there was not much in terms of the theory of change.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

The organisation immediately applied theory of change to the business that we were doing, and this document which was visualised by our donors and grant makers made a huge difference in the investment they made into QASA. We also changed our focus from 'skills development' to 'work experience' to achieve more employment opportunities for our quadriplegic and paraplegic beneficiaries. This change and pivot in the organisation were crucial for us to have a more meaningful impact.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

New ways of raising funds and understanding the value of alternative income streams was very valuable to QASA. Introducing value proposition to our partners and donors was also significant in extending the relationship we had with our stakeholders.

ASPIRATIONS FOR THE BUSINESS

We are expanding into new regions and more provinces and therefore we will have a more meaningful footprint. I always advise all NGOs that if they want to grow and understand social entrepreneurship, they should enrol in the Social Entrepreneurship Programme at GIBS.


AVIS
provides QASA with Point to Point services
The Star
Protests, fears of price hikes
Architects under fire
Daily News
Police bust drug lab
10,25%

Kaveto Tjatjara

GIBS EDA PROGRAMME: Total Startupper Programme
BUSINESS NAME: Flushh
BUSINESS WEBSITE: www.flushh.co

BACKGROUND:

I am an award-winning social entrepreneur with proven impact in Namibia working towards the United Nations Sustainable Development Goal 6 which calls for clean water and sanitation for all people. I am a Mandela Washington Fellow alumnus, 2020 Global Good Fund Fellow and a One Young World Ambassador with a background in finance and accounting. Together with my Flushh co-founder, Hilkka Mlunga, we are on a mission to increase access to adequate sanitation for all.

DESCRIPTION OF BUSINESS ACTIVITY:

Flushh provides affordable waterless toilets on demand.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Globally more than four billion people do not have access to safely managed sanitation. Prior to the EDA programme, we were in the ideation stage of our venture, constantly talking to our users and building early prototypes. As the founding team, we understood the problem very well but struggled with the business aspects such marketing, raising capital and financial modelling for social enterprises.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

During the EDA programme we were surrounded by many bright and talented entrepreneurs. This meant we could build a community with likeminded individuals that has lasted beyond the programme and we support each other to overcome the many hurdles in the entrepreneurship journey. In addition, we had lecturers on the topics of marketing, team building and even had first year MBA students help us with our financial modelling. We were able to leverage the resources to our disposal and help our start-up move forward much faster than if we were working alone.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The top three business outcomes that were a direct result of the programme are, firstly, our company culture improved drastically and is one of the reasons we wake up and look forward to going to work. Secondly, process improvements. We implemented a lot of the teachings into the business and as a small start-up we had the ability to experiment with different methods to see what worked best for us. Finally, the programme led to more upsell and cross-sell opportunities with the different businesses in our cohorts and we have an opportunity to expand quickly into Botswana, Namibia and South Africa.

ASPIRATIONS FOR THE BUSINESS

We are now well equipped to run our tech-enabled sanitation company and have documents like our financial model that we are now ready to raise a seed round of capital.



Hassan Suleman

GIBS EDA PROGRAMME: Transnet Enterprise Development Programme
BUSINESS NAME: Form Force Scaffolding
BUSINESS WEBSITE: www.formforce.co.za

BACKGROUND:

I am a dynamic entrepreneur with a proven track record of surpassing multi-million-rand turnovers across numerous businesses within highly competitive markets. I am an excellent communicator with a consultative sales style and possess exceptional problem-solving abilities and a keen client needs assessment aptitude. I aggressively identify trends and opportunities, develop focus, and provide tactical business solutions. I have proven my ability to work with global teams and people from all walks of life. I am a South African national with a passion for travel, growth and the development of people and businesses. Form Force is one of my many successful businesses.

DESCRIPTION OF BUSINESS ACTIVITY:

Form Force is a leading supplier of quality scaffolding and access solutions. For over a decade the company has consistently delivered superior turnkey solutions, always meeting industry best practices and project deadlines. Form Force has also proven to be a reliable and accountable preferred supplier to customers within South Africa, as well as the rest of Africa. We offer scaffolding hire, sales, supply and erect.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

The business was formed in 2010, and we initially began trading as an importer and distributor of scaffolding components. As the business grew, we invested in manufacturing equipment and began manufacturing scaffolding components for the market locally. The business eventually evolved into providing a service of contract scaffolding. We employ skilled labour that erects and dismantles scaffolding on site for various trades within the construction industry.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

We have managed to streamline our operations, which resulted in both growth in turnover as well as staff compliment. Form Force Scaffolding has achieved multiple awards such as the Health and Safety Subcontractor Award for 2019 by the BBCBE, as well as placing 4th at the recent Roshgold Young Business Achiever Awards.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The programme provided the skills to relook and work on the various functions of the business. Instead of looking at the business holistically, we began to isolate the various elements of the business and concentrated on developing the right skills to grow each department. This ultimately led to us growing the business and increasing margins, while ensuring that there is a solid foundation in place.

ASPIRATIONS FOR THE BUSINESS

To be an industry leader within the scaffolding space and to continue providing a quality service to our clients. We intend on increasing our footprint within the neighbouring African countries and to continue creating employment for fellow South Africans.


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Scaffolding & Access Solu
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Quinton Naidoo

GIBS EDA PROGRAMME: Social Entrepreneurship Programme (SEP)
BUSINESS NAME: The Fair Food Co.
BUSINESS WEBSITE: www.thefairfoodco.com

BACKGROUND:

I began my career in agriculture in 2001 and have focused on developing commercial farmers, creating sustainable livelihoods, and effecting life-changing interventions through agriculture. Previous leadership roles have been as CEO of AfriGrow Development, Executive Director of Food and Trees for Africa, and the Head of Agribusiness for Lonrho, Projects South Africa Division. I currently serve as a Non-Executive Director of the Kilimanjaro Project, Chairman of the RSA Market Agents "Mike Loutfie Foundation" and I am also a trustee of the Fair Food Farmers Trust. My work continues with numerous government departments, agencies, private sector and community organisations in the design and implementation of social and economic development agricultural programmes.

DESCRIPTION OF BUSINESS ACTIVITY:

The Fair Food Company is a food and agricultural business that was established to address the current status-quo of the South African food system and usher in a competitive, quality and farmer-representative ownership model that can begin to transform the South African vegetable food production and processing sector in a sustainable, ethical and inclusive way.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Historically, the organisation worked exclusively through grants from the private and public sectors which focused primarily on skills transfer and on-farm development. In 2015, our dependency on grant funding was identified as a major sustainability risk and we decided to transition from a non-profit organisation to a social enterprise.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

Both our business and foundation have grown significantly. The company is a Level 1 empowerment entity that currently supplies fresh and processed foods to numerous established retailers, brands and food processing groups in South Africa. The company's ethics and development ideals of a shared-growth and shared-equity philosophy are key components of its DNA.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The business is now successfully developing partnerships that collectively grow commercial, inclusive and disruptive agriculture supply and processing models that allow farmers to actively participate and share value across the entire value chain. This success can in part be attributed to the learnings and networks from the EDA programme.

ASPIRATIONS FOR THE BUSINESS

The global population growth projections coupled with an already disruptive climate indicates that the need for shared-value, conscious and fair food systems that have the potential to positively impact on climate change as well as meet future global food demand. Our company is motivated to address the current challenge – inequality, and failure within the agricultural development sector through a new approach in South Africa to grow commercially equitable solutions for smallholder producers in the country. Our ultimate motivation is to develop an enterprise and entrepreneurial solution that combines job creation with the concept of ownership beyond the farm gate. This will be achieved by developing a shared equity value chain model that delivers on the development objectives and vision of the company to partner with and support agricultural producers to participate in the entire value chain.



Vuyolwethu Pakade

GIBS EDA PROGRAMME: Diageo Social-Tech Entrepreneurs Programme
BUSINESS NAME: Foonda Technology Solutions (Pty) Ltd
BUSINESS WEBSITE: https://foonda.co.za

BACKGROUND:

I am a 26-year-old entrepreneur from the Eastern Cape with aspirations of significantly impacting the world. An advert once said, "Vuyo is a BIG, BIG dreamer!" and that is me in a nutshell. I am ambitious, determined, and ready to take on the world. I hold a Bachelor of Business Science qualification in economics from Monash University and since graduating, I have completed an internship at Kula Investment Group, and served as a board member on various entities. I have been heavily involved in supporting rural development in the Eastern Cape and work closely with the co-founding partner of the community-based Macadamia Initiative which is developing the macadamia industry in the Eastern Cape. I have significant technical and administrative exposure in setting up and managing enterprises that seek to empower people of previously disadvantaged backgrounds, including youth, women, and communities. I am committed to starting and growing businesses which grow people as much as they grow profit.

DESCRIPTION OF BUSINESS ACTIVITY:

Foonda is a tech start-up which specialises in the conceptualisation and development of innovative tech solutions and products in the edutech sector. The first of such products is the Foonda app which matches students with scholarship and bursary opportunities and makes it simple for students to access and apply directly via their smartphones.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Inspired by my mother attaining a bursary that helped her finish her medical degree many, many years ago and the impact that had on alleviating our family from poverty, as well as the struggles many aspiring and current students have when denied the opportunity to fulfil their dreams due to high costs of tertiary education, I took it upon myself to do something about this challenge by founding Foonda at the end of 2018. What started then as a dream to make an impact in addressing the #FeesMustFall debate, became a written concept in early 2019 that would be submitted to the Diageo Social-Tech Start-up Challenge (STSC). After being selected in the top 15 out of 2 400+ start-ups, I was given the opportunity to enrol in the GIBS EDA programme.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

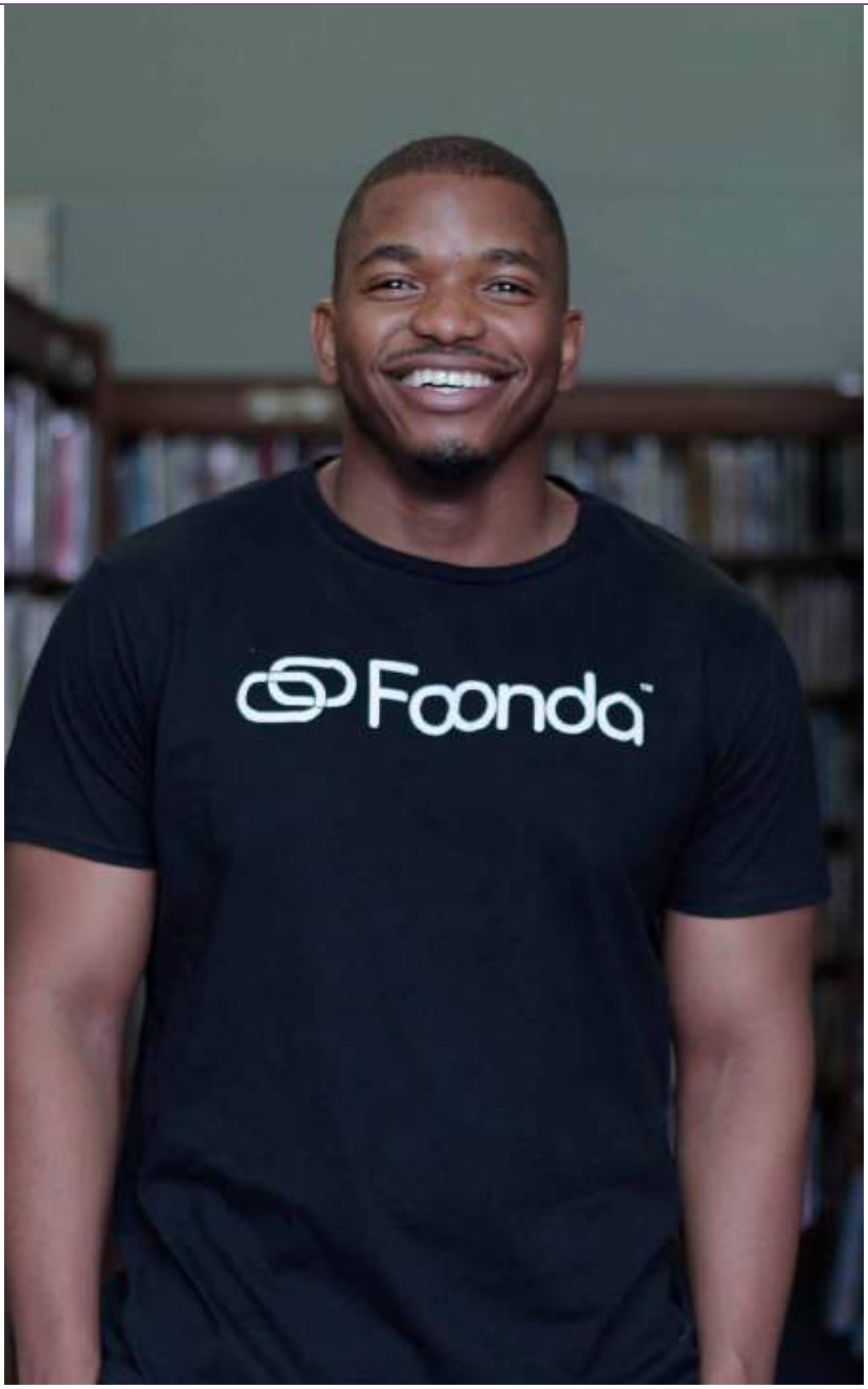
Since enrolling in the programme, we have grown leaps and bounds as a business. Reaching significant milestones has proven to us the need for Foonda to continue pushing this vision forward. We were selected as runner-up in the STSC, and we have been featured in several articles and radio and TV interviews. We also launched the demo version to our app which has had over 700 user sign-ups to the platform in the first three months.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The day-to-day running of the business is largely influenced by what was learnt during the programme. It has helped transition Foonda to where it is today. We have also secured seed funding.

ASPIRATIONS FOR THE BUSINESS

We aim to become the largest edutech start-up in Africa and contribute significantly to many young African and other future world leaders realising their dreams. We dream of success for Africa and hope to discover the future "diamonds" of our continent through Foonda.


Foonda

Gabriel Kgotso Twala

GIBS EDA PROGRAMME: J.P. Morgan Small Business Boost Programme
BUSINESS NAME: Perla Washroom Solutions
BUSINESS WEBSITE: www.perlagroup.co.za

BACKGROUND:

I am a graduate professional with vast experience managing key accounts of clients in both the public and private sector. Career highlights have resulted in participating in outward bound trade missions with various organs of government to promote South African business to international markets.

I love pushing my body to the limit – my current passion is running ultra-marathons. My greatest achievement is being a husband, and father to two amazing children.

DESCRIPTION OF BUSINESS ACTIVITY:

Providing integrated pest management and washroom solutions.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Perla Washroom Solutions had a very generic value proposition. We were very vanilla in our approach in that we spoke to everybody, with the same messaging, which ultimately resulted in a low ratio of converting prospects into clients.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

I have developed an innovative hygiene rental business model which has made me a true disruptor within my sector. By utilising principles from the sharing economy, I am now able to offer greater value to customers and surpass the offering from the more established, dominant industry players.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

I was selected among a handful of hopeful applicants to participate in a programme championed by five multinational organisations with a footprint in South Africa. Through this programme I became a beneficiary of enterprise development grant funding to the tune of R800 000. There are further opportunities that I am aggressively pursuing to be an active participant in the value chain of these organisations.

ASPIRATIONS FOR THE BUSINESS

My goal is to achieve 100% year-on-year growth over a 24-month period.



Jabulani Dlamini

GIBS EDA PROGRAMME: J.P. Morgan Small Business Boost Programme
BUSINESS NAME: Sidingulwazi Holdings
BUSINESS WEBSITE: www.sidingulwazi.co.za

BACKGROUND:

I am an environment, health and safety practitioner, and a former unionist having spent 12 years with Passenger Rail Agency of South Africa as a train driver, operations manager, and safety manager.

I launched my social enterprise in 2014 in Orange Farm by cleaning and converting illegal dumping sites into communal vegetable gardens.

DESCRIPTION OF BUSINESS ACTIVITY:

Waste management, recycling and manufacturing of ornaments such as cufflinks, candleholders, lamp holders, table coasters and countertops using recycled glass.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

I was struggling to articulate my unique value proposition and to pitch or present it to potential investors or stakeholders. Defining those stakeholders was a mission impossible.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

I am now able to identify and pitch with ease to the relevant and most appropriate stakeholders and investors to forge partnerships and investment opportunities.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The business has won several innovation awards starting with one at GIBS Festival of Ideas in 2018, a finalist in SAB Foundation Social Innovation Awards, a First National Bank Business Innovation Award and an international award conferred in Silicon Valley, California, USA, by African Diaspora Network. We have also raised capital to build a production plant.

ASPIRATIONS FOR THE BUSINESS

The business aspires to grow into manufacturing various products using recycled material, open plants in other provinces, and explore the export market.



Lesego Damian Ndlovu

GIBS EDA PROGRAMME: Diageo Social-Tech Entrepreneurs Programme
BUSINESS NAME: BallTalent
BUSINESS WEBSITE: https://balltalent.co.za

BACKGROUND:

I have always sought to use my zeal for business and technology to positively impact our society. I studied marketing because I felt it was the best degree for an entrepreneur and I was fortunate to obtain a bursary for accounting afterwards. I enjoy learning the different domains of business as I see it, to use in a single skillet for improving my business. There is no better feeling than seeing people realise their potential.

DESCRIPTION OF BUSINESS ACTIVITY:

BallTalent is a talent recruitment platform that showcases youth soccer and has exclusive player profiles.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

There are many talented sports players in our community who went undiscovered. We realised this with our older peers and saw it happening with our fellow peers and felt we needed to change this pattern. My co-founder, Simon Mokgotlhoa, and I spent two years hacking away, beginning with learning to program and build the platform up to a prototype phase. It was with this basic yet viable product that BallTalent was selected to be part of the Diageo Social-Tech Start-up Challenge and the EDA programme at GIBS.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

BallTalent hosted its first tournament featuring four teams, namely, Robertsham Callies, Dominican Convent School, Holy Family College, and tournament winners Pimville Cameroon. It was an exceptional display of the youth talent that South Africa possesses. The BallTalent web application was released with the content generated from our first tournament and garnering a thousand users in 12 weeks.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The project management processes helped redefine our internal workings and has increased our efficiency as a software start-up. BallTalent has been able to build key partnerships through the network that the programme offered. These relationships have enabled BallTalent to accelerate progress and we are embracing the rapid growth that is being demanded of the business.

ASPIRATIONS FOR THE BUSINESS

BalllTalent seeks to expose more players to be discovered on the platform and grow the largest dataset of youth athletes in sports on the African continent, thereby unleashing the next generation of sports stars.



Simon Mokgotlhoa (left), and Lesego Ndlovu (right)

Bongani Ngcobo

GIBS EDA PROGRAMME: Walmart GrowYourBiz Programme
BUSINESS NAME: Dalisu Funeral Services Pty (Ltd)

BACKGROUND:

I was born in a rural area called Inanda in eastern KwaZulu-Natal. I started school at Senzokuhle Primary School and then moved to Umlazi township. Upon returning to visit my former home after living in an urban area, I would hear people questioning how they can possibly consider themselves to be "free" when they are so disadvantaged they can't even afford access to basic rights such as funeral services.

DESCRIPTION OF BUSINESS ACTIVITY:

Dalisu Funeral Services is registered in terms of Section 14 of the Companies Act. The business provides funeral arrangements, funeral insurance, tombstones and caters for non-members if they need our services. We are partnered with the likes of Old Mutual and Sanlam as well as other financial service providers. Our business offers funeral policies to all people.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Before I started the programme, I had no concept of how to run a business and did things inefficiently. I did not understand the importance of keeping records of every transaction and did not know I should differentiate money for use for the business and personal money.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

After the programme, I started doing things differently. I now record every transaction that is done in the business, we create invoices and carry out proper bookkeeping.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Money is handled differently now as it is distinguished for use as either business or personal spend, with a record of every transaction. We also have a partnership with Sanlam.

ASPIRATIONS FOR THE BUSINESS

To become the best black-owned insurance company catering to all people without any discrimination of them being professionals or working in trades, with or without proof of income, or if they are from urban or rural areas.


DALISU
FUNERAL SERVICES
CONTACT:
- 083 305 1183
- 078 085 3382
DALISU
FUNERAL SERVICES
CONTACT:
- 083 305 1183
- 078 085 3382
NUZ 21095

Jacques Sibomana

GIBS EDA PROGRAMME: Chivas Venture Finalists Programme
BUSINESS NAME: Kuba Technologies
BUSINESS WEBSITE: https://kuba.services

BACKGROUND:

I am a social entrepreneur with a passion for working with micro-enterprises and finding solutions to socio-economic development.

DESCRIPTION OF BUSINESS ACTIVITY:

Kuba connects you to local business owners, with a focus on trade services. You can use Kuba to request a quote from local businesses nearest to you with services ranging from plumbing and electrical to graphic design. Kuba powers SA's fastest growing and most accessible small businesses ecosystem. SMMEs get access to tools, networks and opportunities that help them professionalise and grow their business. Consumers get easy access to reliable, cost-effective services and solutions that are conveniently close to where they are situated. Kuba connects corporates with capable BEE-compliant suppliers.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Kuba was launched in 2017 to help create a better life for people with a focus on informal small businesses. I believe that with the right support, small business owners have the power to reduce unemployment and contribute greatly towards the socio-economic development of their communities and the continent. Since the launch and before enrolling in the EDA programme, Kuba had connected over R6 million worth of opportunities to micro-enterprises with more than 300 income-generating opportunities created. Before enrolling in the EDA we struggled to find a fit with our corporate clients. Although we were growing fast, we needed to have a clear vision for our customers.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

Since the EDA programme we have positioned our business to look at a people-centred solution. This has also opened us up to explore more opportunities beyond our current market to turn Kuba into Africa's most trusted brand in connecting people and businesses to opportunities. We currently have a clear approach and are already in conversation with four blue chip companies interested in working with Kuba.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

Identifying our customers' needs and being able to communicate our solution to them.

ASPIRATIONS FOR THE BUSINESS

We are looking to position Kuba as the go-to platform when looking to work with township entrepreneurs across South Africa. We are also exploring two other African markets, West and East Africa for 2021.


kuba

Mthabisi Bokete

GIBS EDA PROGRAMME: Total Startupper Programme
BUSINESS NAME: Digital Natives (Pty) Ltd (Developed EZPC)
BUSINESS WEBSITE: www.diginav.co

BACKGROUND:

I am the founder and CEO of Digital Natives, a fast-growing, disruptive digital and development agency with branches in Botswana and Mauritius. I won the Total Startupper Competition for Botswana in 2019, winning P120 000 (roughly R184 306) in grant funding.

Digital Natives is the first company in Southern Africa to design a mobile digital truck for educational, promotional, event and campaign purposes.

I am also the winner of the Huawei Most Innovative App Competition for 2017 for Get it Done, a free unemployment-curbing, task-outsourcing app.

We developed EZPC, a free, remote electricity top-up app, and also Digital Dimond Centralised Digital Data-Based for citizen identification, eliminating forms, receipts and Know Your Customer applications to name only a few features.

I recently graduated from the Stanford School of Business Go-to-Market Programme in partnership with De Beers Group, as well as the GIBS EDA programme in 2019, courtesy of Total Petroleum Botswana. I do work, both software/digitally and coverage, for the De Beers Group of companies, ABSA Botswana, and Botswana Telecommunications Corporation among others.

DESCRIPTION OF BUSINESS ACTIVITY:

Digital Natives is a strategy and creative media agency geared towards ambitious leaders and innovators. Our work is ongoing on our recently developed EZPC app, which was entered into the GIBS programme EZPC, a free mobile application, is a remote monitoring and electricity top-up app. This means from the comfort of your office, or anywhere in the country, you are able to see your electricity consumption and top it up before your power runs out prompted via notifications, directly to your meter without having to manually type out the 14-digit voucher code. Best of all, it warns you if your area will have scheduled power cuts based on GPS.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

The business was in its early stages facing a few hiccups with HR management and negotiations with clients. Rudimentary business structures and company policies were in their infancy. Operations and financial management were always in the green.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

I have had multiple radio and speaking engagements concerning projects I'm working on, as well as successfully implementing the framework the GIBS programme gave me on numerous projects has allowed me to successfully scale smaller projects much more effectively.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The business strategy and development skills and software tools have greatly simplified the business strategy aspect of my business.

ASPIRATIONS FOR THE BUSINESS

I plan to grow into the South African market by May 2020 aided by the exceptional network of individuals I was exposed to at GIBS.



Vusi Silora

GIBS EDA PROGRAMME: Massmart Supplier Development Programme
BUSINESS NAME: Biolotion

BACKGROUND:

I grew up in Alexandra township and my first job was with Discovery Health as a business development consultant from 2004. In 2010 I started a small panel beating business to generate cash flow to finance my skincare company. I am passionate about ensuring women and men have healthier and more beautiful skin, and so researched skin tone and stretch marks. In 2012, I engaged Le-Sel Research, a reputable skincare and cosmetics manufacturer to develop my brands, Bio tissue lotion range and Bio baby range. We launched our retail products in October 2012 at Shoprite and Checkers, and later at Massmart outlets and Pick n Pay in 2014.

DESCRIPTION OF BUSINESS ACTIVITY:

Our product offering helps diminish the appearance of stretch marks, scars, uneven skin tone and contains an anti-ageing formula for beautiful young-looking skin.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Before enrolling in the EDA programme we did not know much about building sustainable business relationships with our retailers and suppliers.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

The EDA programme helped us to understand that strategy is not complex and static, but fluid. The EDA taught us the difference between profitable and unprofitable markets to the extent of getting, keeping and growing customers in order to be profitable. A feather in our cap was being voted 2015 Product of the Year by Nielson Retail research on a 5 000 respondents' sample-size study.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

We have a clearly defined set of winning choices that reinforce our activity system. The business is now on a growth trajectory, operating on a global scale through partnering with retailers with a global footprint.

ASPIRATIONS FOR THE BUSINESS

Bio Tissue lotion Cosmetics winning aspiration for the foreseeable future is to be consistent with brands that deliver on promise and become a leading South African personal care, and home care company in each and every category we partake in.



Itumeleng Hlapane

GIBS EDA PROGRAMME: Social Entrepreneurship Programme (SEP)
BUSINESS NAME: SHAPE Café (Pty) Ltd
BUSINESS WEBSITE: www.shapecafe.co.za

BACKGROUND:

I am a social entrepreneur, business mentor, professional dance choreographer/ creative director, qualified business administration facilitator and the founder and CEO of SHAPE Café. After graduating from GIBS in 2016, I re-established a township-based coffee and ice cream enterprise, SHAPE Café, with a social impact aim of creating equal opportunities for aspiring township-based entrepreneurs. Since SHAPE Café's inception, I have shown a great deal of interpersonal communication, business leadership and negotiation skills by building sustainable relationships with industry giants such as GIBS, British Council, Wits University, Safari Investment Holdings, Business and Arts South Africa, Yoco and the Southern African Association of Youth Clubs. My ability to influence decisions internally and externally has been SHAPE Café's key ingredient to sales growth, social impact, and sustainability.

DESCRIPTION OF BUSINESS ACTIVITY:

SHAPE Café is a township-based coffee and ice cream business that will soon transition to a hybrid coffee/ice cream café and creative co-working space.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

SHAPE Café was established in 2010 in Joburg CBD and was fortunately closed at the beginning of 2013. The business died because of my lack of business administration knowledge and poor financial management. I did not have a clear strategy and expansion plan. I say "fortunately" because its failure allowed me to re-imagine my business beyond boundaries and seek socially impactful models with high profit returns.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

After graduating, I re-established SHAPE Café as a township-based social enterprise that now employs seven people and continues to create entrepreneurship opportunities for aspiring entrepreneurs in townships. I was appointed a GIBS EDA brand ambassador and later a business mentor. These credentials helped me to attract work from large corporations like the British Council as a business training facilitator and at the South African National Youth Development Agency (NYDA) as a business mentor. Our revenue increased by 37% from year one to year two, and 70% from year two to our current year.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The most important learning for me has been "profit married to impact". As the only coffee and ice cream business in all Vaal townships, we had to look deeper than potential high profits due to no direct competition and create a model that makes people the centre and engine of our business.

ASPIRATIONS FOR THE BUSINESS

Winning to us looks like a hybrid of coffee/ice cream and co-working space in various townships of South Africa, and then venturing into other African countries. We are a few months away from our first hybrid business.


SHAPE CAFE
A Lifetime Experience
VISA

Deepak Jethalal Bhoolia

GIBS EDA PROGRAMME: Sasol Vuka Entrepreneurship Programme
BUSINESS NAME: Sindika Engineering and Project Services (Pty) Ltd

BACKGROUND:

I have more than 30 years' experience working in the chemical, petrochemical and refinery industries. During this period, I have specialised in mass transfer equipment distillation column internals.

DESCRIPTION OF BUSINESS ACTIVITY:

Providing specialised technical support to clients for the installation and maintenance of distillation column internals.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

I was employed at Sasol Group Technology as a Construction Manager. During this period, I provided specialised technical support for the installation of distillation column internals on a couple of projects. I observed that for various other projects the specialised technical support and labour were imported from the UK. I saw this as an opportunity to provide these services to clients using local resources and expertise.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

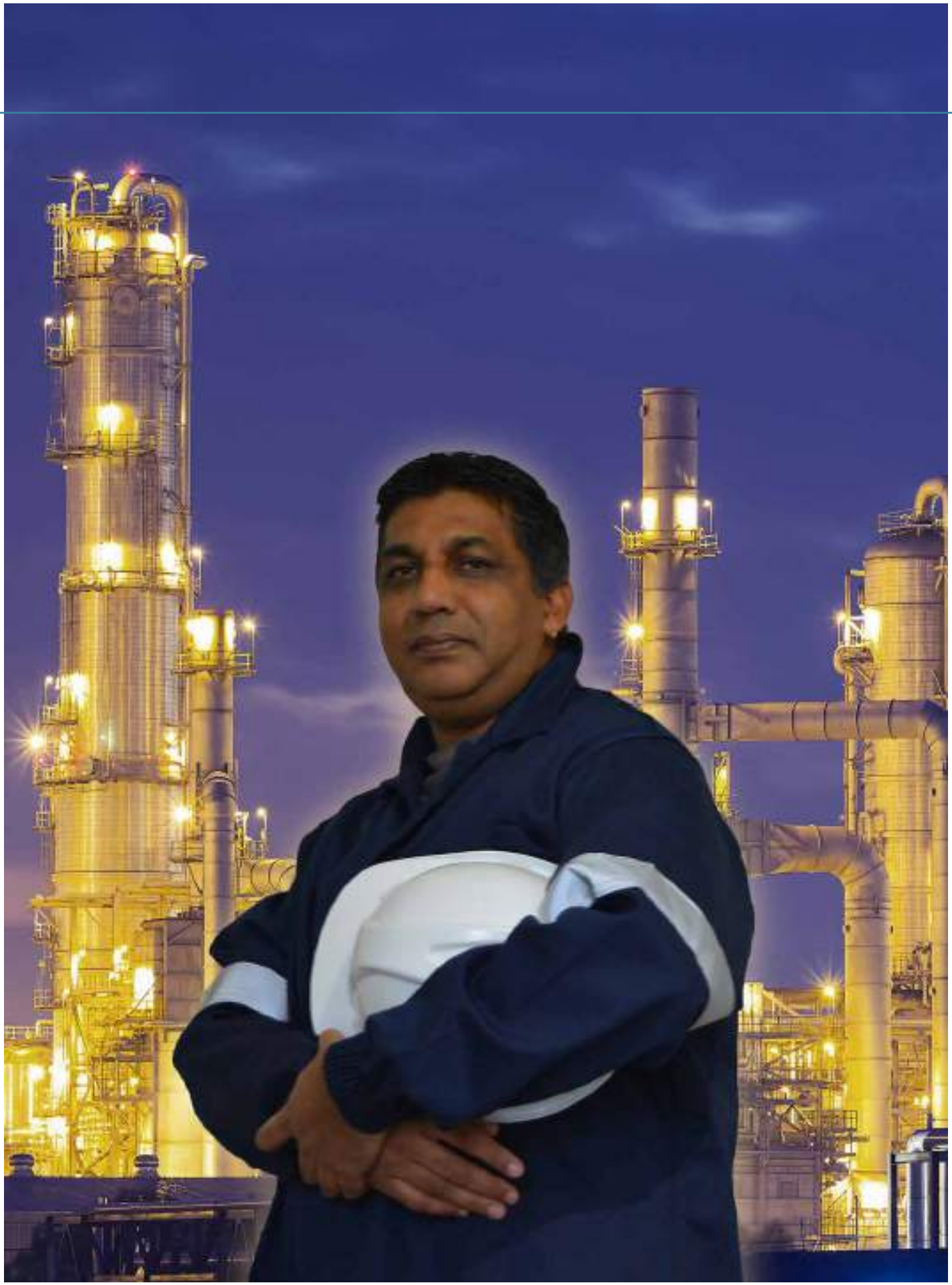
The business kicked off in January 2020. In February 2020 Sindika completed its first contract, and by March 2020 we secured enough contracts to ensure that our revenue targets for year one will be met.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The programme gave me the confidence to pursue the opportunity and assisted me in asking the right questions to potential clients on what their view on the business venture would be; thereby understanding the business requirements from the client's perspective. It taught me that the business venture can be tackled through different phases over a period rather than trying to achieve all the business goals within the first year of operation.

ASPIRATIONS FOR THE BUSINESS

In the next five years, through correct partnerships, I hope to establish an engineering, design and manufacturing facility for distillation column internals and other mass transfer equipment. I also want to provide a specialist service to clients with cost-effective solutions to improve efficiency on their process plants and mass transfer equipment.



Muhammed Khan

GIBS EDA PROGRAMME: Walmart GrowYourBiz Programme
BUSINESS NAME: Mattress Factory Shop
BUSINESS WEBSITE: https://mattress-factory-shop.business.site

BACKGROUND:

From a young age I was interested in the business world. My father taught me that good businesses can benefit communities. I grew up in a big family. I have a diploma in graphic design, something I am proud of and a skill I use in my work. I have worked in different fields, but sales excites me most.

DESCRIPTION OF BUSINESS ACTIVITY:

Retailer of beds and mattresses.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

The business was in its infancy at the time of enrolling in the EDA programme. There are always teething issues because running a business is like looking after a baby. I wanted to make the biggest impact in the shortest amount of time using the least amount of money. These were challenging days!

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

We managed to penetrate the market by offering the best options for our clients. We are slowly carving ourselves a niche within the market as a reputable stockist of superior foam sleeping products.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

I am in negotiations with existing suppliers to create an exclusive product for my store.

ASPIRATIONS FOR THE BUSINESS

Ultimately, as an entrepreneur, I would like to see my business manufacture a mattress that satisfies the needs of our customers focusing on durability and affordability.


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Michael Stevens

GIBS EDA PROGRAMME: Social Entrepreneurship Programme (SEP)
BUSINESS NAME: Jumping Kids Prosthetic Fund
BUSINESS WEBSITE: www.jumpingkids.org.za

BACKGROUND:

In 1992 I was involved in an electrical accident that led to burn injuries. Both my legs were amputated. I was able to rebuild my life by gaining access to my mainstream school again. I then was able to get prosthetic equipment that allowed me greater mobility and the chance to further my education, travel the world and develop a career. In 2011 I met a prosthetic professional, Johan Snyders, who asked me to mentor at a non-profit he had started to help amputee kids. I saw an opportunity to make a difference. I saw lots of great kids who just needed a chance to prove they were capable. I realised I had the qualifications, skills, and knowledge to help them. Johan and I have been developing Jumping Kids ever since.

DESCRIPTION OF BUSINESS ACTIVITY:

Jumping Kids supplies and maintains quality prosthetic equipment for child amputees and children living with limb deficiencies in South Africa and the continent. Jumping Kids is a Section 21 Trust, now classified as a non-profit company by the South African Labour Act. Our mandate is to provide amputee children of school-going age the tools to be successful contributing members of society. The tools focused on are access to, and maintenance of, high-quality prosthetic equipment, access to mainstream education, and access to sporting opportunities.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

Jumping Kids was a traditional non-profit and dependent on donations for the work it does. The programme had 80 kids that were supported primarily with mobility solutions, but with some bursary assistance. The sporting work done with the kids was focused on a small group but very successful.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

We have moved closer towards our goal to be a sustainable social enterprise. We have managed to increase the support to 105 Jumping Kids. In the same year, Jumping Kids also came third in the SAB Social Innovation Awards and in 2017/18 we were included in the Diageo Empowerment Funds social entrepreneur intake. Currently, Jumping Kids is focused on its plan for a Mobility Centre of Excellence, which would train prosthetic and mobility/rehab specialists to fit disabled clients with assistive devices. The state is overwhelmed by the number of amputees and disabled people requiring assistive devices. There is an opportunity to meet this demand through local production, centralised management with satellite and mobile fitment/training and job creation at various points of the service delivery.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

SEP gave me an understanding of the ecosystem and the confidence to push my vision.

ASPIRATIONS FOR THE BUSINESS

To build the Mobility Centre of Excellence and change the way mobility disabilities like paralysis and amputation are rehabilitated and the type of "low cost" equipment that is generally supplied. We also want to start discussions and change perceptions about how disability, specifically disabled kids, and their role in society and ability to contribute to it are seen on the continent.


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Joseph Thabo Mogadime

GIBS EDA PROGRAMME: Walmart GrowYourBiz Programme
BUSINESS NAME: Lerato Le Kgotso Company (Pty) Ltd

BACKGROUND:

I am a born leader with a diploma in business management. I have 10 years' experience that has given me skills in leadership, motivation, marketing, management and problem solving.

DESCRIPTION OF BUSINESS ACTIVITY:

Lerato Le Kgotso Company is a developing small business for job creation. As a company, our skills, knowledge and talent ranges from farmers, distributors, retailers, an economist, registered accountant and marketing directors in different fields. The companies focused on farming are called Naturale Organic Vegetables and Poultry and Livestock Cattle Farm.

STORY OF THE BUSINESS BEFORE ENROLLING IN THE EDA PROGRAMME:

The company attained a lease agreement for 10 hectares with Wolberg Ashmoledale Farm that produces cabbage, spinach, green mealies, green leaf onion, carrots, and butternut. These were being sold by street vendors. Upon getting the lease, we supplied Gosiame open market, Spar, Pick 'n Pay, and the Moria Z.C.C Church.

The company was also granted permission to occupy 103 hectares from King Mathabatha Village to grow organic vegetables, and 250 hectares from King Mashego Bushbuckridge Village to grow fruit and vegetables. We now have an opportunity to export products to Lesotho, Botswana, the UK, USA, and many more markets.

BUSINESS HIGHLIGHTS SINCE ENROLLING IN THE EDA PROGRAMME:

The business has scaled, and we have managed to build a network.

POSITIVE BUSINESS OUTCOMES THAT CAN BE ATTRIBUTED DIRECTLY TO PROGRAMME LEARNINGS:

The business now operates effectively and is utilising and building a network to grow and mitigate risk.

ASPIRATIONS FOR THE BUSINESS

To build a training centre to teach the youth how to grow and produce organic vegetables.





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