



HUMANS OF THE CEI

STUDENT PUBLICATION 2020



UNIVERSITY of the
WESTERN CAPE



centre for entrepreneurship
and innovation

FROM HOPE TO ACTION THROUGH KNOWLEDGE.



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Editor: Lyndon Julius | Design and layout: Kult Creative
Editorial and image disclaimer: All photos that are displayed and published in this publication have been taken prior to the novel COVID-19 virus pandemic and any national lockdown level restrictions.

01

overview OF THE CEI

BY CHARLEEN DUNCAN



Outside of an outbreak of war or a massive economic collapse, it's hard to imagine anything disrupting lives to the extent that the COVID-19 coronavirus has in less than a year.

Beginning as a mysterious local outbreak in Wuhan, China, the virus illustrated the meaning of a 'global village', by demonstrating the interconnectedness of countries and economies, spreading across the globe within four months.

In reaction, the South African government imposed a national lockdown in March 2020. Overnight, a languishing army was deployed, crime drastically declined, a national airline was shown to be a luxury and a certain company stopped shedding its only product. Individually, we discovered we could live without alcohol, cigarettes and junk food, do simple repairs ourselves, sew masks, cook better and use the internet for serious work and gathering information other than tweets and selfies.

Our survival instincts as a species kicked in as we collectively demonstrated our innate entrepreneurial traits: willingness to change, ability to innovate and to creatively circumvent obstacles in the way of our objectives, tenacity, determination and optimism.

This is one of the best institutions to grow as an entrepreneur because it actively participates in the learning journey of their identified entrepreneurs and all of this is and was possible through the CEI – NKANYEZI SIKAKANE

The centre provides an environment where a conducive and sustainable support structure is created to help new and existing entrepreneurs, this coupled with building and creating a research program in Entrepreneurship relevant to the needs of South Africa, that can drive relevant policy development, creates the opportunity for a well-rounded entrepreneur to

#visionaries

achieve wholesome results at the Centre. The CEI collaborates with national and international partners, active in the area of entrepreneurship and entrepreneurship development.

At the University of the Western Cape's (UWC) Centre for Entrepreneurship and Innovation (CEI), we teach students that everyone is a potential entrepreneur and that anyone can develop and hone an entrepreneurial mind-set by focusing on shifting two elements: your way of thinking (or perspective), and your way of acting (behaviour). The first involves a shift in perspective and people seeing themselves as agents of change, recognising that anything can be done better, becoming more opportunity-driven, embracing innovation and change, and developing a tolerance for failure. The second change involves an action orientation, a readiness to experiment and adapt, take calculated risks, creatively use resources and focus relentlessly on the objective. Our vision, therefore, is to develop and grow entrepreneurial thinking and acting within all disciplines across campus.

Our methodology

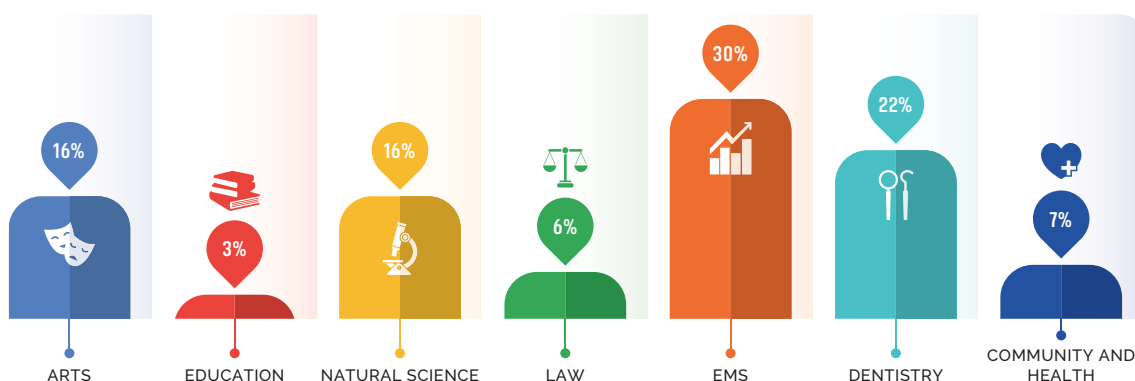
The CEI's mission is to consolidate, coordinate and synergise entrepreneurship-related activities at UWC. Our focus is to build an entrepreneurship ecosystem at UWC, wherein we engage with stakeholders on and off-campus, raise resources and build partnerships to deliver projects in entrepreneurship for UWC students. The idea is not only to develop student entrepreneurship

on campus but to ensure that many students graduate to initiating and sustaining entrepreneurial economic activities beyond UWC to benefit the broader society.

The CEI provides a conducive and sustainable support structure to help new and existing student entrepreneurs. Through various national and international partners in business, government and academia, and actively seeking out thought leaders and innovators in entrepreneurship and entrepreneurship development, the CEI creates multiple avenues to opportunity for UWC's student entrepreneurs. Our programmes often activate students to consider entrepreneurship as a career option or to imagine a path to business success in their chosen fields of study.

Typically three to six weeks in duration and without tests and exams, CEI programmes are results-driven and outcomes-focused. Outcomes are measured at each stage of training, including during the business idea refinement process, actual market testing of prototype products or when participants pitch start-up ideas to a panel of experts or potential investors. The outcomes of programmes are often viable enterprise start-ups or clear demonstrations of working towards such business start-ups.

Although the highest proportions of participating students tend to come from the business-oriented Economics and Management Sciences Faculty and, increasingly, the Dentistry Faculty, students from across all seven UWC faculties attend our courses and programmes.



#adaptive

Meeting the Challenge of COVID-19

CEI programmes have always been practical and pragmatic. The methodology usually involves group work in project teams, case studies, personal engagement with experts, site visits, participating in interviews, pitching ideas to panels, and a range of experiential learning through designing, manufacturing and marketing products. Our approach is hands-on, person-to-person, face-to-face. In other words, entirely redundant once the COVID-19 onslaught forced the UWC campus into lockdown.

I'm also grateful for the mentorship and support provided by Lana Franks from CEI. It's wonderful to work knowing that there is someone knowledgeable, always willing and able to direct and guide us towards growth and success – NOMPUMELELO MKHIZE

However, we're entrepreneurs. Entrepreneurs are agile and quickly adjust to new realities, no matter how adverse the circumstances. Problems are simply opportunities for innovation. Essentially, accommodating the COVID-19 protocols required

switching to electronic and remote programming solutions. On the one hand, this meant that most of our programmes for 2020 had to be cancelled or postponed in the interests of student safety. On the other, we accepted that remote learning had become the 'new normal' for how university students learn and we were able to use the time to adapt and develop online programming and virtual experiences both locally and internationally,

We were also pleased to participate in several online seminars on entrepreneurship during 2020 and to explore expanding our media footprint and public profile through several opinion pieces penned by myself (CEI Director) and posting social media content. Much was learned in the process about pedagogically using online services and social media tools effectively and these lessons will be applied to 2021.

The CEI, which provides a variety of support to studentpreneurs, sends constant communication on opportunities, workshops and programs that can develop budding entrepreneurs – QONDISA MBEKWA



02 enactus

SOCIAL ENTREPRENEURSHIP “REFOCUS” PROGRAMME



Since 1975, Enactus has given university students worldwide the opportunity to be engaging on social issues and challenges through an entrepreneurial lens.

In South Africa, Enactus is active in most of the 26 universities. This programme offers students life-changing opportunities to start entrepreneurial ventures that address the United Nations’ Sustainable Development Goals. Typically, students who sign up for Enactus have a head for business and a heart for the world.

Historically though, not all projects have been sustainable or have necessarily created jobs. With youth unemployment estimated to be at an alarming rate of 55.75%, Enactus South Africa has launched a Refocus Initiative to help students move from running ‘unsustainable community projects’ to sustainable business enterprises.

Enactus new guidelines:

- ▶ Enactus members **may be owners/ co-owners** of enterprises.
- ▶ Each enterprise needs to be **registered with the CIPC.**
- ▶ Business Advisory Board members **may serve as non-executive directors under these conditions:**
 - (i) that the role is voluntary, and
 - (ii) a fixed term with the option to renew.
- ▶ **A minimum of six owners** per new enterprise and all of them may be Enactus members
- ▶ Enactus teams should have a **minimum of 40 members overall.**
- ▶ Owners/directors **must be registered** students and participating Enactus members at the time of the company registration.
- ▶ Enterprises generating R1 000 revenue per month or R10 000 per annum **should submit reports in the form of bank statements.**
- ▶ All enterprises need to be **socially aligned with at least three (3) United Nations Sustainable Development Goals** from inception and conception.
- ▶ **Funding opportunities are available** through various Enactus Special Competitions:
 1. MTN ICT Challenge
 2. Harmony Local Economic Development Challenge
 3. Ford C3 Challenge
 4. Annual National Intervarsity

#leadership

Leadership Development Opportunities

In addition to entrepreneurial education and development, Enactus also offers students leadership development opportunities through involvement in the Executive Team. The role of the Executive Team is to create a conducive environment for each enterprise to exist, operate and thrive. This can be in and through various channels and mediums including marketing, attracting funding, mentorship of Enactus members, exposing enterprises to opportunities for growth and scaling. This year Enactus UWC recruited a group of highly motivated students to fill various roles on the Executive Team.



Oarabile Mochwanaesi
TEAM PRESIDENT



Thobeka Ndabinde
VICE-PRESIDENT

- Ensure ongoing local programmatic excellence, rigorous programme evaluation, and quality control.
- Develop, maintain, and support a strong Business Advisory Board (BAB).
- Use external networks and relationships to garner new opportunities.



Lihle Mzamo
FINANCE OFFICER

- Compile accurate monthly, quarterly and annual financial reports and statements in line with relevant financial reporting standards.
- Oversee budgeting, financial forecasting, and cash flow for administration, existing projects, and proposed new project sites.
- Responsible for managing all membership fees and other donations and applications for government and CSI Program Grants.



Tina Titus
PROJECT MANAGER

- Assist students in launching new projects and compiling monthly reports
- Lead the performance management process that measures and evaluates progress against goals of the Enactus Chapter

#support



Munashe Dzikiti
MARKETING & RECRUITMENT



Himal Jeebodh
TEAM BUILDER

- Develop and implement an integrated marketing and communications strategy to advance the team's brand identity, broaden awareness of its programs and priorities, and increase the visibility of its programs across key stakeholder audiences.
- Create Enactus team building opportunities to keep members engaged and inspired.

Each executive member should be part of an enterprise and no enterprise should have more than 2 executive members in the same term.

Meet the Business Advisory Board:

This year Enactus UWC established their first ever Business Advisory Board made up of UWC staff with backgrounds in Entrepreneurship Education. Their role is to provide support and mentorship to student enterprises at the various stages of their development.



Mr. Wesley Clarence

What is your interest in Enactus?

I've been aware of the incredible assistance Enactus provides to university students. I've been assigned various roles and have a good knowledge of the student voice, and the factors which would make a programme such as Enactus a success at UWC.

What is your experience in entrepreneurship/ entrepreneurship education?

I've taught entrepreneurship related modules at various institutions, both at undergraduate and postgraduate level for a number of years. I have also designed and delivered entrepreneurship training as part of enterprise development for the CEI over the past three years.

What value do you hope to bring to the programme and students?

I am committed to see the UWC chapter flourish and perform their activities really well. I also believe that I am able to influence students positively, both academically and through business development training. My vision is to see the UWC chapter produce successful and sustainable student business ideas.

What is an interesting/surprising/quirky fact about yourself ?

I love sailing and especially enjoy offshore events.

#experience



Mr. Ashley Daswa

What is your interest in Enactus?

I gained interest in Enactus because I would like to make a meaningful difference in my community, while gaining the experience, skills and contacts necessary to build a successful career. I consider being part of Enactus as an experience gaining opportunity that will change lives for the better.

What is your experience in entrepreneurship/ entrepreneurship education?

I participated in the Entrepreneurship Empowerment of South Africa which is a life-changing experience, where students help historically disadvantaged entrepreneurs in the townships around Cape Town. This program is open to upper level undergraduate and graduate students regardless of their major subject. This is hosted by UWC in collaboration with Oklahoma state University from the USA. Recently, I was a member of the social innovation collaboration at the Gabelli School of Business at Fordham University. The skills that I have acquired during this time, will be of great benefit to Enactus UWC.

What value do you hope to bring to the programme and students?

I would like to impart values such as integrity, innovation, collaboration and passion to become catalysts of change and sustainable development in their respective communities.

What is an interesting/surprising/quirky fact about yourself?

I am an avid runner and hiker, I wish to one day visit all the seven (7) wonders of the world.



Professor Richardson Shambare

My blood is Enactus. Enactus made my life. I live and breathe Enactus. Some 24 years ago, my journey with Enactus (then SIFE – Students In Free Enterprise) started in 1996 while being a student at Reinhardt College. At Reinhardt, it was mandatory for all entrepreneurship majors to join SIFE. Careerwise, Enactus (SIFE) was there for me, I got my first job at UPS at the SIFE career fair. Then, I secured another job at Kroger through SIFE’s referral.

When I became a lecturer, I have had the privilege of serving as a Faculty Advisor at two fantastic teams – TUT and Univen. In 2017, I took the Enactus Univen team to the World Cup in the United Kingdom. I think the World Cup is the epitome of success for any Faculty Advisor, and I was there. Today, I am so proud to be a BAB member at UWC. My philosophy is quite simple: Because Enactus changed my life, I want Enactus to touch each and every student in South Africa.

The three remaining members of the board are Ms. Nandipha Kondlo who will play her role as Marketing Advisor, Mr. Ayanda Kondlo as General Advisor, and Mr. Sive Mange as Logistics and Supply Chain Advisor.

UWC Enactus now has an incredible network of support. 2020 was the year to build our foundations for the year of rising to new heights in 2021.

03

lana FRANKS

NATIONAL ADMINISTRATOR OF THE YEAR



Born and raised in Belhar, Lana Franks has been with the Centre for Entrepreneurship and Innovation (CEI) since the beginning of 2019.

She holds degrees in BSc Electro-mechanical Engineering, Masters in Energy and Development Studies from University of Cape Town as well as a Professional Coaching Certificate from South African College of Applied Psychology.

Franks recently won the Administrator of the Year which includes all the 26 South African Enactus universities. Enactus students are called upon to submit their nomination in writing. Franks nomination and eventual receipt of the award, which due to the covid-19 virus and national lockdown, was done virtually, comes at no surprise to her peers within the CEI including the students she mentors.

“She has been a breath of fresh air since her appointment in April 2019, having helped, revived and rejuvenated the Enactus program,” Charleen Duncan, Directory of the CEI, added when she heard the news of Franks’ award. “Lana works hard and not many know this but she is a qualified business coach that has helped so many startups and aspiring entrepreneurs realise their dream of making their businesses work.”

Responding to her nomination and what it means not only for her as a member of the CEI staff but also for the students that she mentors, Franks responded: “Thobeka Nkabinde, one of the student executive members with whom I work quite closely, wrote one for me. I suppose what was written positively contributed to my selection as Administrator of the Year. I was so surprised at being selected because I think I could do better in so many areas. Call me an idealist.

“As the CEI we feel quite proud of the award. We’ve been working hard to rebuild and revive the UWC Enactus chapter and develop strong relationships with our studentpreneurs. Their vote of confidence in us is quite special and humbling. This win along with eRank being awarded funding, places our Enactus chapter on the map and this is a great source of pride for our students too.”

A devoted Christian, Franks draws inspiration from her faith. She also expressed what her medium and long term goals are.

“I have committed my life to help young people flourish and become social innovators and entrepreneurs. I am most inspired by the life of Jesus Christ as my example of how to live a life of love and service to others.

“Medium-term goals, I intend to pursue doctoral studies in Social Entrepreneurship and Innovation, and plan to launch a Social Innovation Tech Incubator where unemployed and under-employed youth can be trained as techpreneurs, and in the long run I dream of creating low-cost urban eco-villages that are highly efficient, productive, and sustainable.”

04

humans OF THE CEI

STUDENT ENTREPRENEURS AND THEIR STORIES



Qondisa Mbekwa
The artistic environmentalist



a marine Biologist however I fell in love with environmental and water sciences which was my elective during my undergrad. In my third year I switched from Biodiversity and conservation biology to environmental and water sciences. All my study/course choices were centered around my love for nature conservation compounded by Life Sciences having been my favorite subject at high school.

Why entrepreneurship?

I have always loved art. I used to draw our classroom pictures when I was in primary school. The love for sketching clothing items became distinct when I was doing grade 3. In grade 4 my English teacher saw my sketches and asked for one of the dresses I sketched. She found a seamstress who constructed the dress, this ignited matters for me. I loved it, I enjoyed it and I believe I was called for it. To destress I sketch garments and with time I fell in love with evening wear and modern traditional wear which is what Ezamabhinqa Creations does.

Tell us more about you and your background?

I was born and raised in Cape Town with roots in the Eastern Cape. I grew up in a loving family including five siblings raised by both parents. I matriculated from the Centre of Science and Technology in Khayelitsha.

What made you decide to come to UWC?

I am currently doing my MSc in Environmental and Water Sciences. I applied at UWC for Biotechnology as first choice and Biodiversity and conservation biology as a second choice, which I was accepted for. The aim was to become

I guess I have aligned myself with people who have the will to bring my vision to fruition unprovoked – QONDISA MBEKWA

Entrepreneurship is a journey I started without having any entrepreneurial or business-related background. Starting my clothing brand in 2018 made me realise if I want the brand to grow and succeed it needs to go hand-in-hand with entrepreneurship. I started off by entering the Entrepreneurship Intervarsity competition this year, which was my first learning phase. I then participated in a 2 months program to train

#innovators

women in Cape Town on how to start an online business. Currently I am part of the Box Shop incubator program, this program takes us through the journey of entrepreneurship.

How do you think UWC is helping you become a better entrepreneur and innovator?

UWC has a Centre for Entrepreneurship and Innovation, which provides a variety of support to studentpreneurs. The CEI sends constant communication on opportunities, workshops and programs that can develop budding entrepreneurs. I first learnt of the centre when I registered for the WearSA fashion show boot camp early in the year. I then applied for the WearSA incubator program which would have been great to be part of to understand and learn the retail side of things as well as the production side of the fashion business. The centre has also provided support during the intervarsity competition.

I must say the competition was a learning curve, nerve-wracking and exciting all the same. I was excited to get to speak about my brand despite having to squeeze what I had to say in three minutes. This was a challenge in itself, I have a lot to say about my brand. However, making it to the internal rounds made me critically think about aspects of my clothing brand. Questions asked by adjudicators also opened my mind into putting things into perspective.

What are your dreams and where do you see yourself in ten years?

In ten years' time I definitely see myself owning a boutique shop for my clothing brand and possibly a second establishment where I combine a few more aspects within the beauty industry with my clothing brand (it's still a concept). I'll have collaborations with other brands and most probably dressing contestants in beauty pageants here in the Western Cape.

What do you do to relax or when you're not working?

If I am not sewing, then I'm definitely trying out new DIY projects. I enjoy live performances and concerts, if it wasn't for lockdown, I'm pretty sure

the Kirstenbosch concerts would have been well underway. Watching movies also falls under one of my hobbies, I watch something whenever I get a chance. I'm such a foodie even though I am picky, but I enjoy cooking too.

Do you have any role models or heroes or folks that you admire or would like to acknowledge for their support over the years?

I am fortunate enough that all the different small circles in my life are very supportive and different yet similar in some. My family has been nothing short of supportive and loving. My friends are always cheering for me. I guess I have aligned myself with people who have the will to bring my vision to fruition unprovoked.



I first learnt of the Centre for Entrepreneurship and Innovation when I registered for the WearSA fashion show boot camp early in the year – QONDISA MBEKWA

#humanitarian

Nompumelelo Mkhize The Humanitarian Occupationalist



Tell us more about you and your background?

I am Nompumelelo Mkhize, from the KwaDukuza region in KwaZulu-Natal. I matriculated from Domino Servite School (DSS) in KZN. I am the 2nd born, with 3 siblings whom I adore.

What made you decide to come to UWC?

As a humanitarian, I have always loved to lend a helping hand to others. This, together with my passion and interest in health sciences lead me to the field of Occupational Therapy (OT). There are limited institutions in SA that offer OT, thus, when I was selected to study at the University of the Western Cape (UWC) I grabbed the opportunity with both hands. OT is a relatively new profession within the healthcare sector, where clients with various conditions are provided with holistic treatment in order to improve their function in meaningful activities.

Why entrepreneurship?

Being surrounded by business-minded and driven individuals both at home and at university. Those who are willing to take the steps required to achieve their goals encouraged me to do the same. I saw individuals starting small-businesses and providing jobs to mothers and youth in the community. This helped reduce unemployment, poverty, as well as crime.

What's the ENACTUS experience been like?

Having joined Enactus at the beginning of the year 2020, I have been exposed to numerous life-changing opportunities. These are not limited to but also include access to creative and like-minded individuals. Such opportunities include the MTN ICT challenge, where we as a team were able to compete nationally and be selected as one of the teams in the finals. Working together with students from various faculties was beneficial, as we were all able to provide insight and ideas from different perspectives as we developed the ERank application idea. This application addresses the 4th sustainable development goal (SDG) which aims to improve the access to quality education. With MTN, CEI and various other support structures, I look forward to seeing where this venture will lead.

Through the Enactus group, I was also made aware of an international opportunity, the UN Millennium Fellowship (UNMF), which I then registered for and was selected to participate. With UWC being the first South African University to participate, this was an exciting opportunity. I look forward to receiving the graduation certificate from the fellowship in 2021.

I am also currently working on Bulletinboard, a platform that is designed to assist student entrepreneurs, as well as various organisations to gain awareness in the greater market. I noticed the challenges faced by students as they worked on establishing businesses, as well as the need to assist students as they transition to internet based businesses and marketing methods. It was of great importance that I address such challenges, this is due to the fact that there are students who support themselves while also assisting their families through their businesses. Students also have so much potential, I only hope to see it develop further and gradually impact our economy for the better. Working with Enactus has been a remarkable experience that has not only taught me about creating impact, but it has also

#dedication

improved my teamwork skills. I have learned the importance of collaboration, partnerships, while also connecting with like-minded individuals.

How do you think UWC is helping you become a better entrepreneur and innovator?

The Centre for Entrepreneurship and Innovation (CEI), as well as the Student Development Department have both taken initiative to provide various support mechanisms, such as workshops, mentorship, guidance, as well as exposure to various opportunities. By gaining exposure to such opportunities, I was better able to select ones that were in-line with my goals.

What are your dreams and where do you see yourself in ten years?

In ten years I see myself having completed not only my current degree, but additional qualifications. I also hope to have made solid progress with my current and future businesses and initiatives. I would have traveled extensively; learning through those experiences and improving my cultural sensitivity. I enjoy long distance running. I hope to have completed a number of marathons for various causes. I do not believe in only having one job, therefore, I would ensure that I have a full time job in healthcare, while also growing my entrepreneurial ventures. If students can balance a full time course, as well as a part-time job, I believe an adult can do the same and even more.

What do you do to relax or when you're not working?

I am currently learning French as I hope to use this advantage on my travels. I am also in the process of learning computer code, as I see a lot of potential possibilities with this skill. The world is moving towards the 4th industrial revolution, and this digital age requires each one of us to embrace it and adapt. The COVID-19 pandemic has also highlighted the need for technological advancement, we have to keep up with such global developments in order to see economic growth.

On a random weekend (whenever I am not working on academic tasks or personal projects) one would either find me trying a new recipe (cooking and baking), exercising, and reading health related articles. This is because I believe that our health is one of the most valuable assets we have. I also value the time I have with my family, so I set aside time each day to catch-up with them.

Do you have any role models or heroes or folks that you admire or would like to acknowledge for their support over the years?

There are a number of people who have played a great role in fostering my entrepreneurial growth. Though I have always been surrounded by business-minded individuals, I have not taken any substantial steps towards developing any of my ideas. I was inspired to take action after I had a random conversation with a group of final year computer sciences students. We discussed various topics pertaining to coding, gadgets, business etc. I later was able to collaborate with some of the students (Frances and Ethyn).

I am currently working with Ethyn on developing the Bulletinboard platform. We hope to begin the implementation phase during the first quarter of 2021. I am absolutely grateful for all the assistance and support received from the above mentioned students. I am also grateful for the mentorship and support provided by Lana Franks from CEI. It's wonderful to work knowing that there is someone knowledgeable, always willing and able to direct and guide us towards growth and success.

Being a part of the MTN ICT challenge team that develops the ERank application has been a blessing, as I've had the opportunity to learn and develop my understanding of the process required to turn an idea into reality. We've been able to work well as a team of dedicated student entrepreneurs (Thobeka, Munashe, and Sibusisiwe). I look forward to continually working with them and seeing what the future has in store for us.

#consciousness

Tina Titus
The Graphic Designing homebody



Tell us more about you and your background?

I was born and raised in Cape Town, nine years later I was blessed with a baby brother. If the baby photos are anything to go by, people might believe that he could be my twin. I attended The Settlers High School in Parow, as well as the Tygerberg Art Centre for two years while I was in grade eleven and twelve. This was for Graphic Design, which I had as an eighth subject. It was an amazing experience.

What made you decide to come to UWC?

I was offered a recruitment bursary from Stellenbosch University but opted to enroll at UWC. This was motivated in part by my NSFAS bursary application not being confirmed as successful yet which meant my accommodation

couldn't be booked and paid. Travelling to Stellenbosch everyday was just not an option. Currently I am enrolled for a course in BSc Environmental and Water Sciences.

My second option for a degree programme would have been BSc Biodiversity and Conservation Biology. My love and passion for environmental rehabilitation/ restoration made this degree the obvious choice – I was inspired at the art centre when I learned of Julie Bargmann (she's amazing). I think my consciousness for nature and natural things comes from my mother. Since joining Enactus my perceptions have changed and I am unsure of exactly what I want to do in the future albeit that I am not completely without a plan. My father always says that you don't necessarily pursue a career within the field of your studies and I always try to keep his words close to heart and mind.

Since joining Enactus my perceptions have changed and I am unsure of exactly what I want to do in the future albeit that I am not completely without a plan

– TINA TITUS

Why entrepreneurship?

Considering how many members of my family have their own business, the influence is palpable. This has always motivated me that one day I would open my own craft business given my love for crafts.

Having said this I very nearly did not sign up to join the CEI this year due a lack of confidence. Some might find this very funny and perhaps even silly, but the person promoting CEI was handing out lollipops for those who do sign up. I don't eat lollipops but someone from my programme wanted one and did not want to join. I didn't mind putting my name down, so he received a lollipop and I received a world of opportunity – to this person, whom to this day I cannot remember who it was exactly, I will be forever grateful.

#self-sufficient

What's the ENACTUS experience been like?

My Enactus experience so far has been an eye opener. It's not at all what I initially thought it was – 'fun-in-the-sun gardening'. I love that there is such an amazing platform for students to share their ideas and passions and make them a reality with support. And it's free. Enactus helps you help others' and your own future. I'm currently part of the Sustainable Food Garden Project that aims to help alleviate food insecurity in South Africa and uplift communities.



I'm currently part of the Sustainable Food Garden Project that aims to help alleviate food insecurity in South Africa and uplift communities – TINA TITUS

How do you think UWC is helping you become a better entrepreneur and innovator?

UWC offers so many opportunities it can be annoying (all the opportunities and it bugs me that I can't do everything).

I think there is a lot of truth to the saying 'life is what happens while you're busy making other plans'. I'm also not someone who plans ten years ahead. However, I hope by that time that I have checked a few boxes including having completed my current degree, helping people along the way, started on some of my long-term dreams and plans, and very importantly that I remain content and grounded while all of this unfolds.

What are your dreams and where do you see yourself in ten years?

My dreams include starting nutrition education programmes in primary schools so that children can be empowered, starting community gardens as well as planting (fruit) trees which will empower communities. A personal dream of mine is to become a self-sufficient/sustainable farmer so that I can grow and eat my own food and also to make most of the things I'll own (house, clothes, material, etc. – the crafter in me) and spend my days peacefully).

What do you do to relax or when you're not working?

I enjoy crafting and making things with my hands whether it be a bag, painting, drawing, colouring in (yes, colouring). If I see something I like, I usually think how I could make that other than spending money on buying it. I enjoy reading fiction, binge watching series, listening to music, gardening, exercising, practising yoga and playing games with family. I'm very family-orientated, so on a random weekend you'll probably find me at home or at my family home.

Do you have any role models or heroes or folks that you admire or would like to acknowledge for their support over the years?

I'm grateful towards my whole family, in them I've always found comfort and I'm especially grateful to my parents for their support. I think of my parents as my role models – or a balance between them. They've always advised me when I felt I was struggling and supported the things I want to do. I admire both my high school art teachers for their kind and supportive natures. Lastly, I'm thankful and grateful for all my experiences and encounters with so many people which ultimately helped shape who I am today.

I love that there is such an amazing platform for students to share their ideas and passions and make them a reality with support – TINA TITUS

#business with passion

Nkanyezi Sikakane The Super Hero Socialite



Tell us more about you and your background?

My name is Nkanyezi Sikakane. I am a 21 year old, black, female originally from Johannesburg, based in Cape Town. I come from a proud Zulu and Tswana family of 5 with 2 siblings. During my childhood my family moved around frequently until 2012, where we settled in Randfontein, Johannesburg where I completed my primary and secondary school career. Randfontein is very symbolic because it has shaped me until now.

What made you decide to come to UWC?

My choice to study at UWC, is not only because of the deep legacy and historical significance it

carries but it is an institution where I have identified that offers me the opportunity to grow both professionally and personally. It also resembled a space that I could use to learn about the cultures and backgrounds in Cape Town – UWC has become a large part of my formative experience.

I am currently pursuing a BComm degree majoring in Economics and Finance. I chose this field because of my inclination toward numbers and my insatiable appetite for wealth politics (why do people pursue wealth in the ways they do and how does this affect the rest of us?).

Why entrepreneurship?

Life is a journey and I believe that one can't do this within the confines of a 9-5 job, with that said that entrepreneurship can unlock the philosophy that can help transform the ways we think about our needs and wants. This forces us to do some introspection and ask uncomfortable questions about how we bring fulfilment to ourselves while helping others. It allows me to utilise my potential by combining my drive to conduct business with my passions.

This has evolved into the pursuit of two business ventures. My partner and I began a Non-Profit Organisation (NPO) called WeAreSocial. The purpose of the NPO is to hone the talents of creatives in fashion, music and performing arts across South African campuses. This also paved the way into my development as an entrepreneur, in media and broadcasting through Good Hope FM. I am also involved in gender equity and generation equality initiatives including Safetipin and United Nations Women.

Entrepreneurship can unlock the philosophy that can help transform the ways we think about our needs and wants. This forces us to do some introspection and ask uncomfortable questions about how we bring fulfilment to ourselves while helping others – NKANYEZI SIKAKANE

#inspiration

In future, I plan to utilise my growing expertise and network to develop agricultural solutions through the use of technology to improve South Africa's indigenous food systems. Overall, as I develop my understanding of entrepreneurs, I am actively pursuing it and refining myself as one.

How do you think UWC is helping you become a better entrepreneur?

I am of the opinion that UWC is one of the best institutions to grow as an entrepreneur because it actively participates in the learning journey of their identified entrepreneurs and all of this is and was possible through the Center of Entrepreneurship and Innovation (CEI). This Center not only provided me with a sound business network but also identifies key opportunities for my development through its various programs.

From the WearSA Fashion Festival 2019 where I contributed as student marketing lead to the EDHE Intervarsity where I got the chance to experience the talented entrepreneurs in action, evolving and fortifying their ideas through the program and inspiring the youth. This includes excellent incubation sessions, informative talks, pitching events and access to networks we otherwise would not have access to without the CEI's commitment to their entrepreneurs.



What are your dreams?

I see myself as a super serious spy in an upcoming blockbuster about the year 2020 and maybe in a few Marvel Cinematic Universe hits, too. Who knows? I could be the next Ms Marvel. The opportunities are endless.

What do you do to relax or when you're not working?

Karaoke with my partner, I love reading books about philosophy, psychology and futurism. I love journeys into the wild, I'm an adrenaline junkie with go-karting and bungee jumping being two of my favourite activities, also a deep lover of music.

Do you have any role models or heroes or folks that you admire or would like to acknowledge for their support over the years?

I consider all women in my life as role models and topping this list is my brilliant mother, who is also my best friend. My mother is a pivotal part of my personal and professional development – she is the embodiment of regal excellence which I hope to emulate someday. Secondly, my business partner and the love of my life, Cee-Jay Muller, who is a strong, virtuous and an innovative entrepreneur. He has shown me how to harness my passion and talent to create room for my legacy in society. He has supported me through my pursuits and remained the one to reassure me of myself and my worth, whenever I would veer from my plan. I am grateful to him for his resilience and for being an honourable partner both in business and in life. I am also a big fan of Jason Silva, Daniel Kahneman and Christiane Amanpour.

From the WearSA Fashion Festival 2019 where I contributed as student marketing lead to the EDHE Intervarsity where I got the chance to experience the talented entrepreneurs in action, evolving and fortifying their ideas through the program and inspiring the youth – NIKANYEZI SIKAKANE

#beautiful smiles

Oarabile Mochwanaesi
The Smiling World Changer



Tell us more about you and your background?

Born and bred in the beautiful picturesque Northern Cape town called Kuruman, I am a 21 years old. I attended Bankhara Bodulong High School and I only have 1 older brother.

What made you decide to come to UWC?

Having researched and read up on my intended field of study I came to the conclusion that UWC is one of the biggest and best dental schools in Africa, not only did this appeal to me but the notion of moving to Cape Town was a final draw for me. I'm doing an undergraduate degree in bachelor of dental surgery. Growing up I always saw the impact dentistry has on people's confidence, some of my friends had braces and I was able to see how happy they were based on the results so I wanted to do that for others and create beautiful smiles.

Growing up I always saw the impact dentistry has on people's confidence, so I wanted to do that for others and create beautiful smiles – OARABILE MOCHWANAESI

Why entrepreneurship?

I always had a passion for entrepreneurship since primary school. In grade 4 I bought really premium sweets and wanted to sell them. However, no one bought them since they were so expensive. That's when mom taught me about knowing your customers and what they like.

In 2018 I started a foundation called the Mochwanaesi Foundation and it specifically aims at working with learners in high school to mentor them through their career by educating them on the countless opportunities once they have completed their high school career. We also

#common vision

tutor them, improving their performance to get a chance at being accepted into the university or college of their choice.

How do you think UWC is helping you become a better entrepreneur?

I joined mid 2019, the start-up process was interesting, writing essays and all. We started working on a mental health app which is a smart phone app that will allow students to access a therapist when they can't see one physically. We're trying to reduce suicide rates on campuses across the country. The suicide rate among university and college students are very high as students find themselves under a lot of pressure. This motivated us to start with an app to help students when they feel things are getting too much, financially, emotionally, academically and even personally. UWC is allowing me to participate in various programmes that are aimed at strengthening entrepreneurship and innovation including ENACTUS, the Centre for Entrepreneurship and Innovation (CEI) and the amazing coaching we receive from the staff.

What are your dreams?

Ten years from now, it will definitely be an honour to work for a company that provides a challenging environment, ensuring I grow both in a team setup and individually. I hope to be expanding my experience in business and increase my entrepreneurial knowledge that which I have gained while at university. I also hope to be deeply engrossed in dentistry, doing what I love and exploring my passion by creating beautiful smiles and promoting oral health.

What do you do to relax or when you're not working?

I like to work on my foundation, I'm always looking for ways to ensure it operates smoothly. I enjoy walks with friends, chatting away about any topic we find enriching and entertaining, maybe even spoiling ourselves with a cake slice or two!

Do you have any role models or heroes or folks that you admire or would like to acknowledge for their support over the years?

I would like to acknowledge everyone who groomed me into the person, special mention has to go to my parents, who have sacrificed a lot for me. I consider myself my own hero, as I have seen myself grow over the years. I have challenged myself during difficult times, achieved and accomplished things I never thought I would. I firmly believe that you should be dependent on yourself first, because at the end of the day you know yourself better than anyone else.

4.1 Humans of CEI - Stakeholder feedback **Apoorv Bamba**



Why partner with CEI?

It was always exhilarating to partner with CEI because of the common vision we share i.e. to accelerate employability through the vehicle of entrepreneurship. We truly believe the work and impact of CEI is a perfect foil for our global programs to scale across the African continent and we are committed to build on this for years to come.

05

erank APP

UWC ENTREPRENEURS MAKE MATHS FUN



Maths is hard, but it's also important: every day we have to figure out how to make change for the taxi, or how to navigate into a parking spot, or a million little things. That's what the eRank app is all about.

A game that allows users to play through a variety of these everyday mathematical situations, eRank is the brainchild of young entrepreneurial students from the University of the Western Cape's (UWC) Enactus programme, who entered it in the MTN ICT challenge and will receive R80,000 as a start-up to develop their ideas further.

"eRank is basically a game that speaks to the average South African," said third-year UWC LLB student, Munashe Dzikiti, one of the key eRank

team members. "Every day, people have to make use of public transportation, and have to decide how to spend their grocery money, and have to make a lot of other decisions involving maths. With eRank, they can learn how to navigate these everyday scenarios - and the maths involved in doing that. South African learners and students tend to perform poorly in mathematics," added final-year UWC Sociology/Psychology/Anthropology student - and eRank team leader - Thobeka Nkabinde. "And many people don't have the time or the funding to get assistance from a tutor to help develop their maths skills - and many find it boring as well. In this age of technology, we knew there had to be a better way, so we tried to design that: way to make learning maths fun."

#job creation

eRank is currently in the ideation phase (the team is employing design thinking methodology in their work). So they've determined the problem to be addressed, figured out the target group, designed the app and the business case, planned out how it would operate, and so on. Now they're developing content, looking at the many situations just like the taxi problem and everyday situations that require a bit of maths to tackle.

Now it's not going to do your homework for you - you can't submit problems to the game and ask it to solve them. But it will help you get better at understanding the principles involved - and if that means you're better at doing your homework, then that's just fine with them.

"It's not really designed to just help you do well in school," Dzikiti noted. It's more of an extracurricular game that helps you build skills that are useful for life - and for school as well, naturally. It's more about improving thinking skills and cognitive ability, rather than school maths marks."

Entrepreneurs collaborating to chart a better future

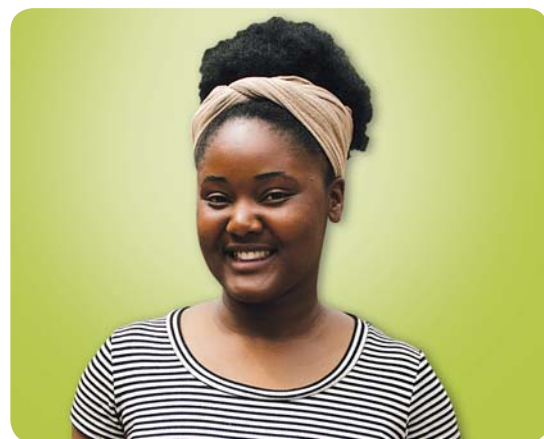
ENACTUS is a global, non-profit organisation that aims at challenging students to address real world problems and economic issues in their communities by applying what they learn in lecture halls to solve problems facing their communities through a business lens. It brings together students from all over (Dzikiti was born in Zimbabwe, Nkabinde in KwaZulu-Natal) and helps them develop the entrepreneurial mindset necessary to take their dreams forward.

"Thobeka and Munashe are two of the most entrepreneurial students I've come across at UWC," said Lana Franks, Student Entrepreneurship Programme Lead at UWC's Centre for Entrepreneurship and Innovation. "They've shown that they have the grit to succeed, and that they're willing to pay the cost to pursue their dreams while balancing their academic commitments. They're the embodiment of the University's entrepreneurial spirit, and I know they'll go on to do great things."

That's not just true of their Enactus efforts either. Both Dzikiti and Nkabinde are pioneering executive members of the Women in Tech initiative at UWC (kind of a startup of its own). Additionally, both also have started their own businesses on the side as well.

"I fell in love with entrepreneurship because I realised I want to be an innovator - to start something of my own, and create something to make people's lives easier," Nkabinde said. "It's about seeing opportunities where others can't, and turning those opportunities into value. For me, it's also about being able to lead beyond the status quo - and bringing imagination and a sense of possibility to the challenges of our time." Dzikiti shares this sentiment.

"On a personal level, I believe the journey of building a business is humbling and pushes for one's growth - emotionally, mentally and spiritually," Dzikiti remarks. "But entrepreneurship is largely responsible for much-needed job creation - and with the recent increase in the South African unemployment rate, that's more important now than ever."



It's not really designed to just help you do well in school, it's more of an extracurricular game that helps you build skills that are useful for life - and for school as well, naturally. It's more about improving thinking skills and cognitive ability, rather than school maths marks - MUNASHE DZIKITI

06

ARE techpreneurs THE FACE OF THE FUTURE?

BY CHARLEEN DUNCAN



If entrepreneurship, as defined by the Young African Leaders Initiative, is the “ability and willingness to develop, organise and manage a business venture to make a profit”, techpreneurship or technopreneurship is simply the application of entrepreneurship in the technology space.

Techpreneurs produce and sell technology products, services and processes to those who use technology to operate or improve a business. In a recent article published by the Malaysian online news platform The Star, Dr Aliza Sarlan wrote that 2020 would go down in history as the year when everything came to a halt. And while everyone was trying to keep their heads above water during the COVID-19 pandemic, “information technologies” became the “unsung heroes that kept things running when the world was at a standstill”.

“From the work we do with the industry, computer science, IT and information systems are remaking the world economy to thrive in the face of continuous turbulence,” she said.

The University of the Western Cape’s (UWC’s) Centre for Entrepreneurship and Innovation (CEI) hosted a webinar – entitled Techpreneurship: Is this a viable option for your future? - to explore this field. Panellists included Professor Mmaki Jantjies, Mr Eldred Jordaan, Ms Lynette Hundermark, Mr Renier Kriel and Ms Lana Franks.

The participants were unanimous about the role of failure in the technopreneur’s learning journey, especially as getting the technology right rarely happens the first time. Each failure is an opportunity to learn more about the market, the customer, the technology and the development of personal skills essential to successful entrepreneurship, such as leadership, resilience, cooperation and patience.

Mr Jordaan, the CEO of GovChat, emphasised that in a start-up, the first challenge is imagining the end objective, especially as the business is often the first to attempt a particular solution to a problem. To ensure that they maintain their focus, founders should confine themselves to only two activities in the business – listening to the user/customer and building the product.

Responding to an audience question, Mr Jordaan said that, rather than it being a government problem, the problem of attracting investment is more related to the absence of a culture of investment in South African start-ups. He noted

#techpreneurs

that getting started doesn't necessarily require money as there are free resources on the internet that can be used to develop ideas. Mr. Kriel, CEO of French South African Tech Labs (FSAT Labs), added that investors want high returns for the higher risk of investing in a start-up. Bold plans and big ideas that have already been developed into working models are likely to attract investment, as are innovations that have the potential to be upscale.

In her opening remarks, Professor Jantjies, a leading UWC researcher in education technology, focused on women in the industry. She said girls should be encouraged from early childhood development right through the education ecosystem to pursue careers in techpreneurship.

Professor Jantjies noted that, despite tremendous progress in introducing technology in the school curriculum and using technological aids such as computers, tablets and smartboards, there was still a considerable backlog. Opportunities were also not being taken to embed technology at ECD level for learners and educators.

In response to a question from the virtual audience, Professor Jantjies said there are opportunities at higher education institutions in skills development, research and entrepreneurship for women interested in technology. Universities are evolving from the traditional approaches to skills development and changing to multidisciplinary approaches.

She said, "We've started new academic programmes which cut across faculties. For example, a person from an arts background with no programming experience can enter an augmented reality/ virtual reality programme. There are also many programmes specifically focused on women in tech at higher learning institutions."

Ms Hundermark is a part-time lecturer at UWC's Future Innovations Lab – a partnership with Samsung and the Department of Trade, Industry –



Information technologies have become the unsung heroes that kept things running when the world was at a standstill – DR ALIZA SARLAN

that teaches digital skills. She is also the managing director of Useful and Beautiful, a mobile solutions consultancy focused on mobile technology and product development. Having worked in the mobile space since the launch of the first iPhone, she started her own company when her previous employer closed down six years ago.

Ms Hundermark added that there are many free online resources that women can access for self-enrichment and skills development.

While agreeing that coding and tech skills are useful, Mr Jordaan feels strongly that investors are more interested in investing in well-rounded entrepreneurs who might understand the tech but, more importantly, who understand how to develop the business using technology.

In closing, the panel was asked how the University could enhance techpreneurship attributes in students. Professor Jantjies said schools and universities still train students to be employees rather than entrepreneurs, and academics are not trained to encourage entrepreneurship. Thankfully, units like the CEI are bridging the gap between traditional academia and entrepreneurship training.

Charleen Duncan is the Director of the Centre for Entrepreneurship and Innovation at the University of the Western Cape.

07

THE EDHE ENTREPRENEURSHIP INTERVARSITY



Entrepreneurship is all about innovation and creativity, and many student entrepreneurs displayed just that when they pitched their ideas at the University of the Western Cape (UWC) internal round of the Entrepreneurship Intersarsity competition. But only five of the best aspiring student entrepreneurs could go through to the next round.

The five students – all women – will represent the University at the regional leg of the contest next week (6 to 9 July 2020) when they take on other similar business-minded students from the neighbouring Cape Peninsula University of Technology, the University of Cape Town and Stellenbosch University. The winners at the

regional leg will represent the Western Cape in the national competition later in the month.

Qondisa Mbekwa's Ezamabhinqa Creations, a rental service for designer evening wear, and Thobeka Nkabinde's Bomvu, which is a satin head wraps and natural hair care business, will represent UWC in the New Business Idea category.

In the General Business category, it will be Oyama Makubalo's Niki's Ginger Beer, and Bianca Brandt's Aan die Brandt Design and Events, while Siphosethu Siqwede's Beads by Mbali - customised traditional Xhosa beads - will do the honours in the Social Impact Business category.

#competition

In its second year, the Entrepreneurship Intersivity is run by the Department of Higher Education and Training's Entrepreneurship Development in Higher Education (EDHE) programme and is funded through the Department's University Capacity Development Programme. It is open to registered undergraduate and postgraduate students across all disciplines, and full-time and part-time students are eligible to participate.

The purpose of the competition is to identify top student entrepreneurs at South African public universities, recognise and showcase their businesses, and invite investment into this cohort of student businesses. The competition also provides opportunity for aspiring entrepreneurs in the ideation phase to pitch their innovative business ideas. In the process, universities have the opportunity to showcase their entrepreneurial talent and demonstrate the ways in which they support and grow the next generation of business leaders.

At UWC, the competition is facilitated by the Centre for Entrepreneurship and Innovation (CEI). Lana Franks, student entrepreneurship coordinator and coach at the CEI, said the competition has sparked more participation in entrepreneurship among students.



"In the inaugural competition last year we had only four applicants in the internal round," she said. "This year that number has grown significantly, with 75 students have submitted their applications."

According to Franks, 32 of the applicants were selected for the internal round to pitch their ideas in a three-minute video clip, and half of them responded by the cut-off date.

This week the winning five students are offered training to polish their presentations before participating in the regional competition from 6 to 9 July, which will be hosted online by UWC.

Franks added that the competition was opened wide so that as many students as possible could get the experience of pitching ideas. "We see competitions like these as developmental, where students get feedback from the judges so they know what to improve on."

Looking back at last year's competition, Franks said the Entrepreneurship Intersivity helped increase participation in the CEI programmes, and one of the participants ended up going to India toward the end of the year to take part in the entrepreneurship accelerator programme.

"The whole experience can catalyse their entrepreneurial intent at the end of the day because we need more entrepreneurs in South Africa, especially now."

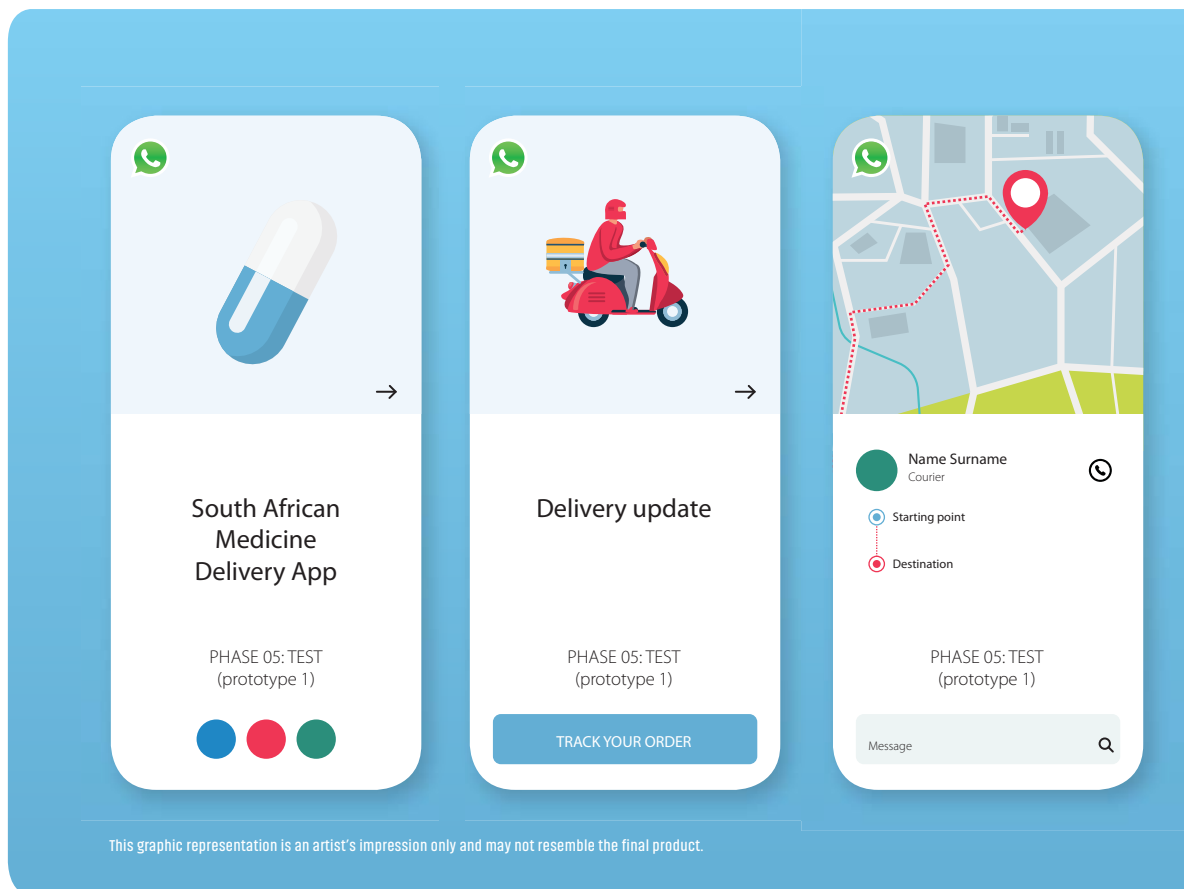


In the inaugural competition last year we had only four applicants in the internal round, this year 75 students having submitted their applications – LANA FRANKS

08

design thinking

PROMOTES INNOVATION IN HEALTH SCIENCES



This year, the CEI again facilitated a Design Thinking module with final year Dentistry and Pharmacy students with the aim of promoting innovative thinking within the Health Sciences.

Students were posed with a challenge to “Redesign the community health/dentistry experience in a Covid-19 context”.

Over a six-week process students developed their creative confidence and to some of their amazement many realised that they do have

what it takes to create innovative ideas by using what they have learnt in the module. Some of the innovations included a mobile clinic that could do basic dental procedures in local communities, a telehealth app for triaging to reduce patient waiting time, a translation app to help medical professionals understand and serve patients who speak a different language, a WhatsApp auto response support service to help students who are facing stress and anxiety during the pandemic, and a medicine delivery app catering to the needs of the elderly during the pandemic.

#collaboration

Daniel Shepherd
Dentistry student



"I just wanted to give you some cool feedback on your course that I thought you would appreciate. I have been heavily involved in volunteer Covid19 Hotline programs. We have partnered up with Vulamobile, and working on some exciting solutions in the consultation space, and in general, strengthening and adapting health systems.

The course I have just done with you could not have come at a better time, I have literally applied every aspect of this on a daily basis, and am now working with some major players in the industry. A lot of the training provided has gone into the Solidarity Fund free testing campaign that is running in partnership with Dischem at the moment. Appreciate the exposure and confidence the course gave me!"

Dr. Carol Cloete
Dentistry Faculty



The CEI have added incredible value to our Practice Management Module by bringing in expertise in both finance and taxation and have included alternative problem solving techniques, specifically, design thinking, in a hands-on approach for our students.

Apoorv Bamba
CEO, Ingenious Faces



It was always exhilarating to partner with CEI because of the common vision we share i.e. to accelerate employability through the vehicle of entrepreneurship. We truly believe the work and impact of CEI is a perfect foil for our global programs to scale across the African continent and we are committed to build on this for years to come.

09

virtual GLOBAL INTERNSHIP

WITH INGENIOUS FACES



Two month Apprenticeship



Mentor interactions



Work with global companies and startups

Apprenticeship Highlights

Upskilling and Career Acceleration



Hiring opportunity with the company



Certificate of Completion



The CEI has partnered with Ingenious Faces to offer UWC students an opportunity to take part in a virtual internship. The programme aims to help individuals accelerate their growth and knowledge by interacting with a global network of Entrepreneurs, Mentors, Startups and Universities. Ingenious Faces aims to create an ecosystem that allows for learning beyond boundaries, where individuals find themselves through experiential learning and are better prepared for the dynamic and ever-changing workspace.

I truly believe the pandemic did what generations of edtech entrepreneurs have been trying to do - disrupt an outdated system of learning. Suddenly, your location, financial appetite or the institution you represent does not matter. All you need is an internet connection, mobile device, and the drive and passion to be an Entrepreneur

– APOORV BAMBA

#internationalisation

Apoorv Bamba
CEO, Ingenious Faces



It's fair to assume that not many of us ticked our 2020 vision boxes. It's been an unimaginable year. But as they say there is always light at the end of the tunnel, the pandemic has given impetus to the power of education in a virtual world. Even the most traditional institutions had to turn to the online classroom and really figure the best way of imparting knowledge beyond just teaching on a screen.

Thus, I truly believe the pandemic did what generations of edtech entrepreneurs have been trying to do - disrupt an outdated system of learning. If you dig deeper within education, one of the biggest benefactors have been the entrepreneurial education ecosystem. Suddenly, your location, financial appetite or the institution you represent does not matter. All you need is an internet connection, mobile device, and the drive and passion to be an Entrepreneur.

Through our work over the last few months, we have seen the magic of allowing learners to engage with startups and founders globally in a two way collaborative framework. Young ideapreneurs work with startups around key challenges while being mentored by the founder/founding teams on key aspects of starting up. This was evident when a cohort of UWC learners

paired up with startups across ten countries to work on virtual projects while upskilling themselves in key Entrepreneurial concepts. The impact was visible on both ends with the startups getting access to quality remote talent and the students being able to accelerate their ideas sitting at home.

Let's take a step back and understand the key elements of any successful incubator:

- a) **Growth of the Entrepreneur or Entrepreneurial Mindset**
- b) **Strong Mentorship** (Sector/product focussed)
- c) **Product-Market Validation** (MVP, Lean startup, Fail forward)
- d) **Network & Eco-system Connects** (Customers, Distributors, Thought leaders)
- e) **Conceptual Knowledge** (Business Models, Financial Projections etc)

Now remove the limitations that are usually applied to an incubation program by being a fixed asset. That means the beneficiaries of that said incubator can only access the above from the immediate limited eco-system. With the virtual incubator model, the world has opened up and even more so the mindset has shifted to impact based work rather than relationship focussed engagements.

The pandemic has given an unique opportunity to early stage entrepreneurs to accelerate their products and growth from the comfort of their homes while getting some valuable work experience behind them. Thus, allowing startups to go global in their reach and scale and finding the right product-market fit not limited to their surroundings.

Though, this has been the flavor during the pandemic, it would be interesting to see how this evolves in the new normal which might see the birth of true blended programs with elements that might be fluid across physical and virtual forums.

10 virtual incubators

FOR ENTREPRENEURS



Simon Gifford

An incubator is “a system that supports the design, development and growth of new business ventures through the provision of advice, training, tools, guidance and facilities.” A “virtual” incubator is one that provides this system totally online. We use the term “incubator” to incorporate the concept of a business accelerator.

Incubators can significantly reduce failure rates of new businesses

The failure rate of a new business is immensely high - certainly in excess of 80% and depending on the source of that data, that can reach as high as 90%. The benefit of an incubator is that it de-risks a new business and will reduce this failure rate significantly.

This is done through supporting the founders with education, practical skills, tools, network into a broader community, introductions, mentors and emotional support. In the case of offline incubators, these benefits frequently come with office and or laboratory space as well.

Having faced initial opposition, Mashauri is now riding the “virtual incubator” wave

Mashauri (the company founded by the author) have been developing the concept of an offline version of an incubator for more than 5 years. We have met with success, along with cynicism and a barrage of negative attitudes. The latter frequently related to the perception that networks and peer support requires face-to-face interaction.

As good entrepreneurs, we persisted in our controversial stance and found some early-adopters who were willing to take the chance - and were very happy with the result. We are pleased to say that UWC’s Charleen Duncan was one of those pioneers and we ran several successful programs with the Center for Entrepreneurship and Innovation.

We continued to develop the model and significantly improved the functionality through initiatives such as working on the networking aspects and introducing AI-driven intelligence, that helps us to identify early those founders who may be struggling - as well as gives us insights into the patterns of success.

Then suddenly: Boom! The pandemic hit the world and recognition of the viability of virtual incubators sky-rocketed. This was clearly based on necessity, rather than an epiphany-driven change of mind; but it is helping us to prove the

#virtual incubators

model and demonstrate how virtual incubators can not only avoid the perceived downsides; but by optimising the technology, the virtual model can even be superior to the offline version (in some cases, at least).

Incubators and accelerators offer massive benefits to student-founders

Perhaps the best way to describe the benefits of an incubator is from the perspective of the incubatee - in the case of UWC, that is the student founder. Not all incubators are the same; so I will describe this from the perspective of one of our programs (as that is what I know). What do you get if you enter one of these incubators?

To start off with you are guided along a journey between two reasonably defined points (eg from a raw idea to a market-tested value proposition) and the word “guided” refers to a proven scientific



The successful incubators also develop a “cohort” into a community who help each other and sometimes even re-form into new venture teams. Weekly group sessions where you give feedback on progress, obstacles, failures and successes often turn into powerful mastermind groups that can extend far beyond your time in the incubator

– SIMON GIFFORD

process, boosted by war-tested tools and well placed nuggets of education to help you through each stage. Next you are supported by a range of people such as mentors and subject matter experts. These may be face to face, virtual or a blended combination. That support will probably take the form of challenge and pushing; as well as advice and sometimes even emotional support through the tough times.

The successful incubators also develop a “cohort” into a community who help each other and sometimes even re-form into new venture teams. Weekly group sessions where you give feedback on progress, obstacles, failures and successes often turn into powerful mastermind groups that can extend far beyond your time in the incubator. Mutual support is key; so for instance when you help someone with their Facebook advertising campaign, you may find someone else who gives you some design tips around your branding.

The incubator is also an incredible source of tools, links, reliable vendors and signposts to places like inexpensive domain names or where to get free legal advice (as two examples). Sure, you could Google your way to these solutions but it would take time and you have far less certainty re reliability of this guidance.

Finally, the opportunity to get to pitch to investors is frequently a finale to our programs. We strongly believe that getting funded should be plan B for the majority of new businesses (plan A being a bootstrapped model); however the innovation, traction and team strength that investors seek are the same requirements that you will need to fund yourself - so the readiness-for-pitching exercise is always valuable!

Simon Gifford
Co-founder and CEO of Mashauri
simon.gifford@mashauri.org

11

highlights OF THE YEAR



Orientation Week



Popcorn, lollipops and friendly faces greeted hundreds of first year students in the Main University Square. CEI's student ambassadors set up an attractive and interactive orientation station to introduce new students to the programmes

and opportunities offered by the CEI. They managed to sign up over 250 new students who would receive regular communication on all the incredible opportunities on offer.

#memorable moments

A Motivational Event for Young Entrepreneurs with Anzisha



The CEI hosted the Anzisha Prize Program at UWC which is a partnership between the African Leadership Academy and Mastercard Foundation that seeks to fundamentally and significantly increase the number of very young job generative entrepreneurs in Africa with hopes to curb unemployment across the continent. At this event students were invited to meet and hear from Anzisha entrepreneurs who are forging their way ahead and becoming social innovators.

Boost with Facebook



The CEI partnered with digital marketing experts, Digify Africa, to host two training events through their Boost with Facebook programme. The events were aimed at equipping business owners with knowledge and important digital marketing skills to catapult their businesses into true online success.

Blockchain Tech Webinar



Collaborating with a wide range of partners is of great importance to the CEI. For his online event, the CEI partnered with UWC's Women in Technology, Spannify (a digital startup) and Professor Scott Christianson from the University of Missouri. Professor Christianson presented via the Zoom meeting platform and introduced the basics of blockchain technology in the form of a game which had participants learning by doing in a very interactive Webinar.



EDHE Intersarsity

The University of the Western Cape hosted this year's regional intersarsity event where the University of Cape Town, University of Stellenbosch and Cape Peninsula University of Technology were invited to a virtual pitching event. Nkanyezi Sikakane, a vibrant student from the University of the Western Cape was the virtual host for the event along with a panel of adjudicators from the SAB Foundation, Alan Gray Orbis Foundation and First National Bank. The University of the Western Cape had five students participating, and for some it was their very first pitching competition. We are proud of these five young women who are setting an example of taking a risk and putting themselves out there. The students have remarked that it was a very valuable learning experience.

12 looking AHEAD



The activities and programmes captured in this report demonstrate that the entrepreneurial mind-set can adapt to changes in the environment and operating requirements. What is needed now, and will be needed in the post-COVID-19 environment, is to incorporate the lessons learned into our modus operandi. This will involve three key long-term strategies.

Strategy One

Move toward a competency-based model of learning that includes:

- Opportunity recognition;
- Opportunity assessment;
- Creative problem-solving;
- Resource leveraging;
- Guerrilla skills;
- Mitigating and managing risk;
- Planning when nothing exists;
- Value-based innovation;
- Building and managing networks;
- The ability to maintain focus yet adapt; and
- Implementation of something novel or new.



Strategy Two

Systematically orientate learning infrastructure towards entrepreneurship by teaching it from the foundation phase to higher education.

Strategy Three

Entrench entrepreneurship in our culture through leaders championing it, businesses rewarding it, and policymakers and politicians writing it into our governance and legislation at every opportunity. Given time and resources, we can develop a national entrepreneurial mind-set that will ensure that we always find the bend in the road, adapt faster to challenges and create opportunities to reimagine our society and ultimately resolve its many inequities.

The Startup Sprint

As the CEI, we are excited to announce the launch of UWC's first ever Virtual Entrepreneurship Incubator, called The Startup Sprint, this will be for students serious about starting companies. In partnership with our international implementing partner, Mashauri, the CEI will sponsor 50 student startups to develop their ideas into viable business models. Of the 50 places, we are reserving 10 places for UWC Alumni who are interested in starting their own companies or are in the early stages of starting.





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