



# TEEN ENTREPRENEUR





# SA TEEN ENTREPRENEUR

- Established in 2011 as a registered NPO Trust
- We recognise that our youth need to play a more significant role in the growth and prosperity of SA's economy
- We aim to cultivate and promote an entrepreneurial spirit amongst our young people







# THE STARK REALITY...



**Of the 16-million young people in high schools nationally,  
about 9-million are unlikely to find work!**



South Africa cannot rely

Secure | <https://www.thesouthafrican.com/entrepreneurs-cannot-be-saddled-with-the-task-of-fixing-the-sa-economy/>

Apps Google construction compan

THE SOUTH AFRICAN


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News

# South Africa cannot rely heavily on entrepreneurship to solve its problems

*We can't just 'hustle' our way out of economic strife*

By Tom Head - 2017-11-10





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COUNTRY	PERCEIVED CAPABILITIES	QUALITY OF EDUCATION	TEA 2012	NASCENT ENTREP. RATE	NEW BUSINESS OWNERSHIP	ESTABLISHED BUSINESS OWNER RATE
Malawi	86%	65	36%	18	20	11
Zambia	84%	39	41%	27	15	4
Namibia	76%	126	18%	11	7	3
Ethiopia	74%	85	15%	6	9	10
Ghana	86%	62	37%	15	23	38
Nigeria	86%	83	35%	22	14	16
Botswana	70%	55	28%	17	12	6
Uganda	88%	69	36%	10	28	31
South Africa	40%	140*	7%	4	3	2**

\*140 out of 144 countries worldwide

\*\* 2<sup>nd</sup> lowest in the world

Source: GEM South Africa report 2012



ENTREPRENEURSHIP PHASES





## HOWEVER, ENTREPRENEURSHIP IS KEY TO...

Grow entrepreneurially-minded learners at school

Skill FET students to become job creators on leaving college

### ENTREPRENEURSHIP CULTURE

Support the existing SMMEs to grow their businesses, and first-time entrepreneurs

Develop entrepreneurial universities and innovative graduates



# OUR VISION

## SA TEEN PROJECT:

LET'S PLANT ENTREPRENEURS CLUBS/SOCIETIES  
IN EACH HIGH SCHOOL ACROSS SOUTH AFRICA



GROWING ENTREPRENEURS AND BUSINESS LEADERS AT EVERY HIGH SCHOOL IN SOUTH AFRICA:  
**AN ENTREPRENEURIAL REVOLUTION UNFOLDING**



# OUR PROGRAMME

- Entrepreneur societies
- Awaken the Giant Breakfasts/Grand Finale
- #TeenBOSS Camp
- Teacher Champion briefings





# PROGRAMME GROWTH

2016	2017
15-week business skill model, 90% completion rate	15-week business skill model, 80% completion rate
4 idea cafés	4 idea cafés
7 schools piloted in the Western Cape	14 schools in the Western Cape
25 learners per school	42 learners per school
175 learners engaged	840 learners engaged
5 businesses ready for incubation	9 businesses ready for incubation
	1 teacher champion brief

# 2017 AT A GLANCE...





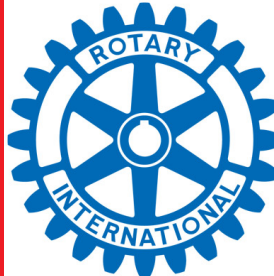
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# ENTREPRENEUR SOCIETIES



- Clustered idea generation cafés
- 14 schools participated
- 40 societies formed
- On average 5 societies per school
- 560 learners exposed to the programme in 2017



# AWAKEN THE GIANT BREAKFASTS

- 'In the Race'
- Motivational talks for the young learners' entrepreneurial journey
- Innovation Shack, Yoco, Silulo Ilutho Technologies
- 560 learners attended in total in 2017







# GRAND FINALE







# GRAND FINALE WINNERS!



- Cravenby Combined School
- Used their course content to start a food garden
- Supplies their school's feeding scheme and sells to generate income
- Entrepreneurship in practice!

# SUCCESS STORIES







# LOOKING AHEAD TO 2018...







## IN THE PIPELINE

- 10 Schools already on board to kick-off entrepreneur societies in January 2018
- #TeenBoss Camp confirmed for July
- Stronger drive/campaign to secure financial support
- Secure a Patron who is able to promote the programme at the highest levels
- Launch programme onto a digital platform. i.e. increase reachability while reducing costs



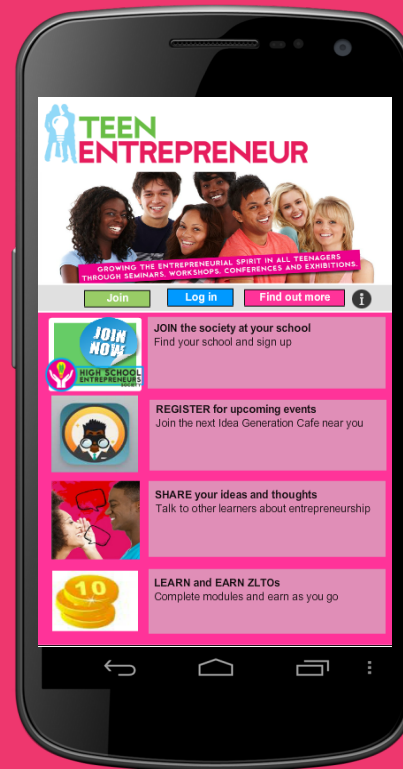
# TOWARDS A DIGITAL PLATFORM

- Harness the power of mobile
- Create a digital entrepreneur community
- Fully responsive across all devices
- Physical and digital hybrid model
- Digitised course content
- Online peer and expert support
- One-time cost for design and build
- Incremental scaling is minimal
- Low annual maintenance cost
- Costs are not linked to schools
- Achieve economies of scale
- Significantly reduced cost per learner





# DEVICE ACCESSIBILITY





# RESEARCH HUB

- Validate programme through research; project to kick off in 2018
- Partnership with Teen Entrepreneur, Rotary, UCT, J-Pal, and Paris School of Economics





# GROW AND DEVELOP PARTNERSHIPS

- Foster relationships with Government partners
- Private sector support (financial and other) to ensure sustainability of the programme
- Share programme learnings with academic institutions who want to grow and develop entrepreneurship
- Seek to establish partnerships with international organisations similar to our own for information exchange and funding support, e.g. MIT collaboration



# PARTNER PARTICIPATION

- Fund Entrepreneur Societies, at R45k per society
- Sponsor gifts for Grand Finale; gifts to benefit the operation of an Entrepreneur Society directly
- Mentor/coach societies around their business ideas
- Teen Entrepreneur ambassadors



# CONTACT Us

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# THANK YOU

