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

*140 out of 144 countries worldwide
** 2nd lowest in the world
Source: GEM South Africa report 2012
However, entrepreneurship is key to...

- Grow entrepreneurially-minded learners at school
- Skill FET students to become job creators on leaving college
- 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.

Association of South African High School Entrepreneurs Societies

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

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-week business skill model, 90% completion rate</td>
<td>15-week business skill model, 80% completion rate</td>
<td></td>
</tr>
<tr>
<td>4 idea cafés</td>
<td>4 idea cafés</td>
<td></td>
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<tr>
<td>7 schools piloted in the Western Cape</td>
<td>14 schools in the Western Cape</td>
<td></td>
</tr>
<tr>
<td>25 learners per school</td>
<td>42 learners per school</td>
<td></td>
</tr>
<tr>
<td>175 learners engaged</td>
<td>840 learners engaged</td>
<td></td>
</tr>
<tr>
<td>5 businesses ready for incubation</td>
<td>9 businesses ready for incubation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 teacher champion brief</td>
<td></td>
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</tbody>
</table>
2017 at a glance...
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
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!
Looking ahead to 2018...
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