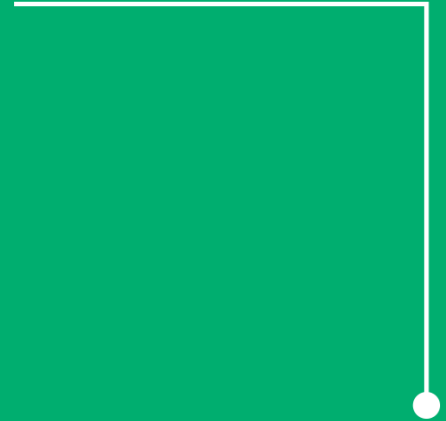


START-UP PORTFOLIO 2018





THE BIRTHPLACE OF CREATIVITY AND POSSIBILITY

SHAPING THE FUTURE TOGETHER.

The Solution Space is an ecosystem for early-stage start-ups and a research and development platform for corporates. Founded in 2014 at the UCT Graduate School of Business, our vision is to be known and recognized for pioneering ideas that impact and shape the future of Africa. Our mission is to inspire, nurture and equip the next generation of entrepreneurs to build a better future on the continent.

The Solution Space's Impact Venture Incubation Programme (IVIP) is designed to provide a supportive ecosystem to help start-ups build viable and scalable innovation-driven companies. Start-ups have access to a range of resources including co-working space, practical learning clinics, mentors, weekly check-ins and staff advisors, and a community of peers who learn and grow together.



The University of Cape Town Graduate School of Business (UCT GSB) is internationally renowned as one of a handful of business schools in Africa with the prestigious triple-crown accreditation with endorsements from EQUIS (the European Foundation for Management Development), AACSB (The Association to Advance Collegiate Schools of Business), and AMBA (The Association of MBAs). As a top school with more

than five decades of experience in the emerging market, the GSB has a responsibility to engage with its socio-political and economic context. It's teaching, learning and research is directed towards building a more economically prosperous, more equitable, and more integrated continent. The school offers world-class academic programmes, executive education short courses as well as customized programmes for

corporations, government and civil society organisations.



UCT GRADUATE SCHOOL OF BUSINESS

The Bertha Centre for Social Innovation and Entrepreneurship is a specialised unit at the University of Cape Town's Graduate School of Business (GSB). Established in 2011 in partnership with the Bertha Foundation, a family foundation that works with inspiring leaders who are catalysts for social and economic change and human rights, the Centre has become a leading academic centre in Africa. Its mission is to build capacity

and pioneer practices in Africa - with partners, practitioners and students - to advance the discourse and systemic impact of social innovation. In collaboration with the GSB, the Centre has integrated social innovation into the business school curriculum, established a wide community of practitioners and awarded over R7-million in scholarships to students from across Africa. The Bertha Centre offers scholarships to UCT GSB applicants who

would like to complete either the UCT GSB MBA or MPhil in Inclusive Innovation, for more information on this please visit their website.

FOREWARD

In April and in September 2018 we embarked on our pilot Impact Venture Incubation Programme at our Solution Space Philippi Hub. We announced 8 impact start-ups selected for our Solution Space Impact Venture Incubation Programme Summer School 2018 (IVIPSS18) and 12 start-ups selected for our Winter School 2018 (IVIPWS18). While this is a diverse cohort, all the start-ups had in common the fact that they had developed a unique approach

to addressing challenges very specific to their local context, around for instance education, youth or small scale fishers. All of the start-ups are more committed than ever of realizing the power already within communities for greater impact. Partnerships and collaboration are critical to realizing their greater visions for change. With addition to these start-ups, the Solution Space has worked with over 50+ entrepreneurs over the past few years.

They cover multiple sectors including communication, financial services, education, logistics, health. At the Solution Space we aim to create an environment that inspires, nurtures and equips entrepreneurs to build a better future in Africa. We believe that through providing the essential elements that entrepreneurs require, we can create the conditions for them to succeed. Rather than instruct, we guide;

instead of one expert in the room, we facilitate the sharing of real world experience that provides valuable lessons. The Solution Space is grateful to all our partners and collaborators who work with our entrepreneurs along their journey. Your support, enthusiasm, passion and willingness to give back to the community creates a stimulating environment for start-ups to flourish. We hope that you enjoy reading further about start-ups

we support and hope that you can provide further support to these emerging start-ups.



Sarah-Anne Alman

Manager
Solution Space

THE SOLUTION SPACE IMPACT VENTURE INCUBATION PROGRAMME SUMMER SCHOOL

A hybrid between an incubator and an accelerator, the Impact Venture Incubation Programme (IVIP) is an intense 12-week journey.

We believe that we can have a major impact on a founder and venture at this stage of a the start-up life-cycle.

The early-stages of a start-up are full of questions and unknowns. IVIP aims to help founders answer these questions and identify and validate the foundational assumptions of their business.

INCUBATOR AIMS



1

Our overarching aim for the incubator is to establish whether a start-up is viable. We define viability as either sustainable growth or investable business case.



2

Test and validate new business models with the greatest potential for impact and growth.



3

Establish partnerships between organisations and start-ups in order to increase the reach and scale of innovative solutions.

This catalogue presents the Solution Space's portfolio of start-ups across the latest Impact Venture Incubation Programme.

IVIP SUMMER COHORT



FRACTIONAL PROPERTY OWNERSHIP







Creating skills for high-value tech and creative careers.

TEAM



Odi Esterhuyse
Creative Director
odi.esterhuyse@umuzi.org

CUSTOMER PROBLEM

Millions of young people in South Africa aren't reaching their full potential because of legacy problems: Over 52% youth unemployment rate. Traditional education isn't servicing our youth: Over 47.9% university dropout rate.

This isn't just the youth's problem, it's also industry's problem: The digital - and creative industries desperately need young talent.

START-UP SOLUTION

Umuzi is a community that supports high-potential young people to access high-value careers and share their stories. Umuzi has an academy and an agency.

START-UP STATS

EMPLOYEES	30
FOUNDED	2009
COUNTRY	South Africa

TARGET MARKET

Un(der)employed Youth & Corporates

MARKET POTENTIAL

Umuzi has already unlocked +-10Billion in lifetime earnings potential for high potential youth.

BUSINESS MODEL

Umuzi generate revenue by partnering with corporates, using their B-BBEE fund to invest build their talent and grow their markets.

COMPETITORS

We don't think in terms of competition. The needs for Skills Development are so great that we cannot possibly see ourselves in competition with other stakeholders in the sector.

TRACTION

We have 260 Alumni, 80% of which are employed. Currently we have 96 recruits with 5100 applications from across South Africa.

REQUIREMENTS

We need to sell more learnerships in order to expand to Cape Town. We are looking for corporate partners who want to use their BEE fund to develop a skills pipeline and grow their markets.

For high-potential youth stuck in un(der)employment, Umuzi is a Community that supports them to access high-value careers and share their stories. Unlike other skills providers, We like a digital company to ensure that our recruits are work-ready. We have an 80% success rate in finding our community employment.

PHILIPPI BROTHERHOOD PROJECT



Helping male youth in communities develop their full potential.

TEAM



Motebang Masitha
Founder
kasilamonline@outlook.com

CUSTOMER PROBLEM

Philippi Brotherhood Project addresses the marginalisation of the Male youth in the community and areas within and surrounding the Philippi Township. It empowers, motivates and inspires young males (boys and men) to make use of and create opportunities that will positively impact their lives.

START-UP SOLUTION

The Philippi Brotherhood Project aims to offer young male mentorship & personal development programs directed towards developing & maturing male youth.

START-UP STATS

EMPLOYEES	1 FT / 2 PT
FOUNDED	2015
COUNTRY	South Africa

TARGET MARKET

Males between the ages of 21 to 65 and boys between the ages of 9 – 18.

MARKET POTENTIAL

Still working on the business model.

BUSINESS MODEL

Paid workshops.

COMPETITORS

18 Gangster Museum who are running an educational programme.

TRACTION

To date, we have received support from City of Cape Town who sees the need for the capacity building training we offer.

REQUIREMENTS

Funds to host dialogues and to run awareness campaigns.

Creating cross and inter generational conversation between the boy child and the adult man.

EZABALOBİ MEDIA



We exist to provide communication platforms for the entire fishing industry to tell its own stories.

TEAM



Palesa Mokomele
Co-founder
palesamokomele@gmail.com



Dali Chiwara
Co-founder
Dali@ezabalobi.co.za

CUSTOMER PROBLEM

There is currently no communication tool for the South African fishing industry where large corporates, small scale fishers and policy makers can ventilate issues

START-UP SOLUTION

Ezabalobi Media works within the fishing sector to highlight and elevate issues of small scale fishers through tailored communication solutions. Our newspaper, Thetha Mlobi, is the first of its kind and reaches close to multitudes people along the 3400km South African coast. We discuss issues that affect the entire industry and are a bridge to capacitate small scale fishers and to connect different role players to each other.

START-UP STATS

EMPLOYEES	2
FOUNDED	2017
COUNTRY	South Africa

TARGET MARKET

South African Fishing sector. Small scale fisher co-operatives. Fishing supplies organisations. Social interest groups. Policy makers. Inland fishing companies.

MARKET POTENTIAL

Over the 3 4000km ocean, there are hundreds of thousands of small scale fishers. Potential reach in five coastal languages, 286 co-operatives.

BUSINESS MODEL

Advertising.

COMPETITORS

Daily newspapers are our competitors.

TRACTION

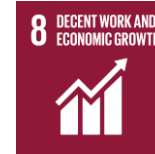
To date, Theta Mlobi has received support from policymakers who see the need for the capacity building for small scale fishers.

REQUIREMENTS

Strategic partnerships within the fisheries sector and in policy making. Running workshops in fishing towns for capacitation of small scale fishers in financial literacy.

For the fishing industry with no communication platform, Theta Mlobi is a newspaper that allows small scale fisherman to tell their own stories. Theta Mlobi focuses only on the fishing industry.

ESTRATWENI MOBILE FOODS



African Cuisine business that offers a mobile restaurant as well as catering for functions and events.

TEAM



Thando Mavumengwana
Co-founder
estratwenimobilefoods@gmail.com

CUSTOMER PROBLEM

Townships have more informal fast food & catering businesses. Most of them don't meet the standards of their customers in quality, health, convenience, and taste. We only find good food, quality, customer service and professionalism in the CBD.



Siphumeze Ramncwana
Co-founder
estratwenimobilefoods@gmail.com

START-UP SOLUTION

Estratweni works to bring the same food we find in the CBD quality and convenience with the affordable price for the local people.

START-UP STATS

EMPLOYEES	2
FOUNDED	2016
COUNTRY	South Africa

TARGET MARKET

Young , unemployed township consumers aged 10-18 years , working professionals aged 19-65 years.

MARKET POTENTIAL

We estimate a total addressable market of R1,7m but expect this to grow as we buy a third trailer and business operations improve within the identified areas.

BUSINESS MODEL

Estratweni generates revenue through catering services and daily interpersonal sales.

COMPETITORS

Professional catering services.
Blue chip burger restaurants.

TRACTION

Sold over 10 000 burgers to a variety of consumers. Currently selling 500+ burgers per week.

REQUIREMENTS

Access to partnerships (e.g. corporate events for catering).
Funding of R250,000 for branding, tangible operational equipment.

For corporates & food lovers who want to give back to local growing business, we cater fast food and run a catering company that delivers quality food. We offer a customised service that suits the customers needs and gives them value for their money.

FEM WASH



Seeks to restore dignity, comfort and convenience.

CUSTOMER PROBLEM

Women have specific embodied needs as a result of their biology, yet there is no waterless bathing product that caters to the woman's bodily needs to enable her to remain clean and fresh anytime, anywhere. This is what FemWash seeks to do.

START-UP SOLUTION

FemWash is a feminine hygiene product that provides the convenience of a bath during a woman's most inconvenient time. A hybrid model that uses an educational service to provide customised sanitisation training and education workshops in order to effect behavioural change. FemWash is the tool, to implement and reinforce the FemEd education in order to make the behavioural change more sustainable.

TEAM



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Stephen De Doncker
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START-UP STATS

EMPLOYEES	4
FOUNDED	2016
COUNTRY	South Africa

TARGET MARKET

Active women, working women, women who like outdoor activities, women who travel long distances.

MARKET POTENTIAL

We estimate a total \$1.2M of an addressable market in Africa.

BUSINESS MODEL

We intend to use our consulting service to fund our product, and to create a client base of corporates where we can distribute our product in their restrooms. Upon completion of the product we intend to sell it at around R17 to encourage a model where our paying customers, subsidize our customers who cannot afford.

COMPETITORS

Unilever, DryBath and GynaeGuard have products in some African and European countries.

TRACTION

We have received R23 000 to further develop our product and are doing a consulting project with Woolworths.

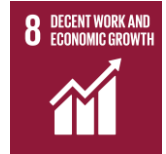
REQUIREMENTS

R 200 000 to create a final product to take to the market. Access to corporate organisations to pilot the product and service in their environment. Access to secondary schools to implement feminine education.

**Active, working and women who travel often
Restoring dignity, femininity by providing the convenience of a bath anywhere, anytime.
Unlike our competitors, we have designed our product to the embodied need of women. We also are changing behaviours, and cultures whilst introducing our product.**

SOUTH AFRICA MAKES

SOUTHAFRICAMAKES.CO.ZA



3-D printing for development.

TEAM



Riyad Domingo
CTO

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Cherise Dunn
COO

cherise.dunn@southafricamakes.co.za

CUSTOMER PROBLEM

66% of jobs that exist today will no longer exist in 10 years time. With that there exists an opportunity to unlock latent talent through the preparation and leveraging of skills of the Fourth Industrial Revolution.

START-UP SOLUTION

South Africa Makes is a social enterprise that uses 3-D printing for socio-economic and educational development, and uses the hashtag #3D4D. We at South Africa Makes believe that 3D-printing facilitates the design thinking process which is essential for future changemakers. This is why we use 3D printing as the tool to provide design thinking workshops for youth .

START-UP STATS

EMPLOYEES	2
FOUNDED	2014
COUNTRY	South Africa

TARGET MARKET

Corporates and organisations with a technology focus and mandate to support learners from affluent and disadvantaged backgrounds with 3D-printing knowledge and the skills necessary for success in the Fourth Industrial Revolution.

MARKET POTENTIAL

The 3D-printing industry is predicted to be worth \$49 billion US dollars by 2025.

BUSINESS MODEL

Workshop “one-for-one” fee paid by participants. Pilot phase included two local workshops and two workshops located in the Northern Cape.

COMPETITORS

The MakerSpace and Code4CT implement programmes in STEM principles nationwide.

TRACTION

In our pilot phase we have been fully booked through organic word of mouth with this being limited by capacity. In our next phase, we’ve been approached by a National Science & Technology HOD to implement the programme at a local school in the Western Cape.

REQUIREMENTS

R400 000 to expand on the ground resources, which include more 3D-printers, & laptops.

For forward-thinking tech corporates who understand the value in leveraging skills of the Fourth Industrial Revolution. Our educational workshops encourage design thinking in youth and unlock talent where the people of Africa are the ones to solve African challenges. Unlike our competitors, South Africa Makes™ 3D4D workshops, is the only programme of the 4IR that can take a changemaker from idea to fabricated solution within days.



FRACTIONAL PROPERTY OWNERSHIP

Optimising living conditions in the informal economy.

TEAM



Riyaaz Ismail
Founder
ismailriyaaz@gmail.com

CUSTOMER PROBLEM

Local communities are poorly planned due to apartheid spatial planning. A significant number of older homes still have as its owner, a deceased person and a significant proportion of residents exist in the informal economy.

START-UP SOLUTION

Fractional property uses a platform to create a system where investors will be able to track their investment, the property that they are part owners in, and also their portion of the rental income.

START-UP STATS

EMPLOYEES	1
FOUNDED	2018
COUNTRY	South Africa

TARGET MARKET

We serve households in Nyanga and Philippi areas covering a population of over R 1m people.

MARKET POTENTIAL

Fractional Property Ownership has seen a potential of market growth of about +-1 million in annual earnings.

BUSINESS MODEL

Offer technical and consulting services in which to develop Philippi and Nyanga into a place of pride. We will take a 10% percentage. The Block-chain will be leveraged in order to achieve this.

COMPETITORS

Residential private developers like Rawson Property Group, estate agents and extractive property funds such as shopping malls etc.

TRACTION

We are having talks with a company in Vancouver, Canada to implement a similar business model and use their technological platform.

REQUIREMENTS

We are seeking buy-in from the City of Cape Town sub-directorate of Innovation. Website development.

**For local individuals
who aren't able to
purchase
property through
traditional banking credit.**

IMBOVANE SOLUTIONS



Using a platform based approach to customise impact events in South African local communities.

TEAM



Dumisani Wambi
Founder
dumzer@gmail.com

CUSTOMER PROBLEM

Over 50% citizens in Khayelitsha are under 19 years old and have lack of access to recreational activities. There's also lack of management strategies and sustainable recreational funding models.

START-UP SOLUTION

Imbovane Solutions is a social enterprise that uses a platform based approach to customise impact events, consulting, recreational programmes and campaigns to recreate lifestyles in South African local communities.

We believe townships can be systematically advanced to safe environments and communities, competitive schools and economically stable households. One bite at a time.

START-UP STATS

EMPLOYEES	1
FOUNDED	2016
COUNTRY	South Africa

TARGET MARKET

100 household members per
Khayelitsha section (Pilot Area 500
Households)
10 Business Partnerships
10 Schools

MARKET POTENTIAL

We are situated at the heart of a
community of 2.4million. The market
can encourage its own social
investment model in place. There are
no case studies available for
reference. Develop market strategies
that would work for businesses &
external brands. There is a demand
for information and training platforms
to encourage a culture of efficient
enterprise.

BUSINESS MODEL

Network Memberships / Events /
Advertising Sales / Marketing
Accounts / Social Investment
Projects.

COMPETITORS

Municipality - City of Cape Town.
Market Research Agencies.
Funding Networks.

TRACTION

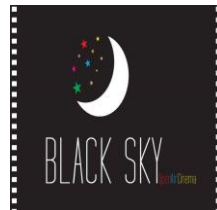
Programme participants.
Visual Marketing.
Events attendees.

REQUIREMENTS

Office Space Rental.
Company Vehicle Lease.
Staff Computers.

**Imbovane Solutions is an
approachable agency
aiming to ensure the
excellent service in the
informal business market.
We speaks to the needs
that can drive new
economy players into
influential social enterprise
institutions.**

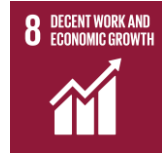
IVIP WINTER COHORT



**STREET
SIDE
BAKERY**



STREET SIDE BAKERY



We bake with soul.

CUSTOMER PROBLEM

75% of the world's population loses the ability to break down, which means that many people become lactose intolerant over time. The prevalence of lactose intolerance in South Africa is estimated at 11.03%.

START-UP SOLUTION

Street Side Bakery is a bakery that produces and sells all its products from scratch with a range of vegan products. The vegan range of biscuits is our core innovation with meat-free ingredients so that they are suitable for vegans and lactose- intolerant individuals.

TEAM



Zikhona Madubela
Co-Founder
blackdiamondscreatives@gmail.com

START-UP STATS

EMPLOYEES	3
FOUNDED	2017
COUNTRY	South Africa

TARGET MARKET

For lactose and non-lactose intolerant individuals. Events such as conferences, birthdays and baby showers. We also work with funeral parlours and coffee shops.

MARKET POTENTIAL

11.03% lactose intolerant South Africans translating into a market worth of R15K p/m and R200K in potential revenue.

BUSINESS MODEL

We charge p/biscuit for direct sales, a fixed fee for bulk orders, we sell to b2b and for catering services.

COMPETITORS

Spar, Shoprite and Khayelitsha Cookies. Our competitive advantage is that we have a range of biscuits that do not contain milk & eggs.

TRACTION

Over 7200 biscuits sold in 6 months.
Catered to 6 corporates.
Partnered with 1 coffee shop.

REQUIREMENTS

A dough mixer, oven, a baking facility for us to bake 800 -1000 biscuits p/day and a delivery vehicle.

Street Side Bakery caters for lactose intolerant individuals at the same time creating opportunities for employment and skills development for the 41% unemployed youth.



It's more than tea, it's MUTEA.

TEAM



Liam Bulgen
Founder
liam@redpodtea.com

CUSTOMER PROBLEM

We are addressing the customers' need for a guilt free indulgence.

START-UP SOLUTION

Ecopod manufactures and produces environmentally friendly single-serve tea & coffee beverages. We focus on an ethical South African indigenous tea range called MUTEA. Mutea is a unique range that supports & benefits community-based suppliers. We also provide conscious consumers with a culturally enriched brand that allows them to identify with its values and ideals with minimal effort.

START-UP STATS

EMPLOYEES	1
FOUNDED	2015
COUNTRY	South Africa

TARGET MARKET

Predominantly female 25-40 year olds and a young professional that is self-empowered, informed and trend conscious.

MARKET POTENTIAL

Local single-serve tea market is estimated to be worth R50 m p/a and the global single-serve market is a multi-billion dollar industry with limited variety and it is dominated by caffeinated products in non-eco friendly formats.

BUSINESS MODEL

Sales Model (direct & indirect sales).

COMPETITORS

Redespresso, established & first to market.

TRACTION

Obtained Health & Safety Certificates (FSSA).

Endorsed by Fairtrade.

Pick 'n Pay have expressed strong interest.

Department of Trade Industry & WESGRO have offered trade development support.

REQUIREMENTS

We require distribution and growing support for the medium term to service national multi-channel rollout.

MUTEA™ is a range of indigenous tea products, within the retail category, for the emerging modern conscious consumer who not only wants more, but wants to support a brand that does more. We deliver an unsurpassed, guilt free indulgence, unlike regular unbalanced teas that often lack integrity and transparency.

BERNING & INGLIS

BERNINGANDINGLIS.CO.ZA



Unleashing creative expression.

CUSTOMER PROBLEM

There is a 73% increase in protests on the City of Cape Town metro. This pattern of behaviour is due to extreme frustration because voices are not being heard and stories that are important remain untold. The effects of protests can be felt by communities months if not years after.

START-UP SOLUTION

Berning & Inglis are in the process of developing an App based platform which will house and promote community produced content. This platform will serve as a virtual workplace for community producers to upload their authentic self-produced content for content seekers such as television stations to purchase from.

TEAM



Lamise Inglis
Co-Founder
Lamise@berningandinglis.co.za



Lika Berning
Co-Founder
Lika@berningandinglis.co.za

START-UP STATS

EMPLOYEES	2 FT
FOUNDED	2014
COUNTRY	South Africa

TARGET MARKET

Content producers (professionals, film school graduates, SM influencers, community producers, activists, tourists). Corporates, local radio stations, independent newspaper stations, local TV stations, agencies, advertisers, local government agencies/municipalities and research companies.

MARKET POTENTIAL

90% of the country's online adults use at least one online video service and just over half are paying to view digital online content.

BUSINESS MODEL

Content buyers access a dashboard, download exclusive or non-exclusive content and membership fees are R 700 p/m exclusive, R 300 p/m non-exclusive.

TRACTION

Completed 2 corporate productions. 10 business partnerships including local municipalities. Up-skilled 50 rural community producers.

REQUIREMENTS

App development capital to the value of R1m. Access to future content markets and tech funding spaces.

Berning & Inglis is a media production company that drives social change in communities by unleashing creativity and igniting passion. We are passionate about assisting communities to tell their own authentic stories using digital technology.

BLACK SKY OPEN AIR CINEMA



**We entertain to inspire,
educate and motivate.**

CUSTOMER PROBLEM

The greatest problem in our community is substance abuse, unemployment and youth not having a sense of purpose. 70% of the youth do illegal activities to escape feelings of hopelessness, no inspiration and motivation.

START-UP SOLUTION

Black Sky Open Air Cinema is a mobile pop-up outdoor cinema operating in the townships of Cape Town, screening films and real-life documentaries. Our intended impact is to entertain as well as educate and raise awareness. Edutainment is the core value of our business.

TEAM



Sibulele Tom
Co-founder
Sbu_tom@yahoo.com

START-UP STATS

EMPLOYEES	3
FOUNDED	2016
COUNTRY	South Africa

TARGET MARKET

Families and friends between the ages of 10–35 years.

MARKET POTENTIAL

With high-performance equipment, our estimated ticket sales are R300 tickets p/m at R60.00 for each, amounting to R18 K p/m totalling to R22 K p/a.

BUSINESS MODEL

We generate income from community events such as fundraising, family entertainment, church and music.

COMPETITORS

I Starring Mobile Cinema, Galileo Open Air Cinema and Vuma Pop-up Cinema.

TRACTION

We have attracted more than 400 viewers since we started operating.

REQUIREMENTS

We are in need of equipment to the value of R250K which is, a 24' inch air screen, HD console, HD projector, sound powered speakers & system, a laptop and a company car.

Black Sky Open Air Cinema is teaching people to become creative forces in their own lives. We are building a lasting influence and building awareness in peoples' minds. Our aim is to make this a process, not just an event.

VISAR



Intelligence doesn't exist. If it does, it is governed by one's proximity to information.

CUSTOMER PROBLEM

VISAR addresses the problem of South Africa's high illiteracy rate characterized by a lack of comprehension and attainment in Science and Math, particularly within local communities.

START-UP SOLUTION

VISAR is an educational toolkit that presents data and information in the form of Virtual Reality, 3-D, X-Ray and Augmented Reality in a 360 environment, using a smartphone, tablet and a computer.

TEAM



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Founder & CEO
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Thomas Fihla
Co-founder & CTO
fihlatv@gmail.com

START-UP STATS

EMPLOYEES	2
FOUNDED	2018
COUNTRY	South Africa
CAPITAL RAISED	R0 ,000

TARGET MARKET

Science and Mathematics students in both the private-public no-fee schools. Students with learning disabilities.

MARKET POTENTIAL

The obtainable market is an educational institution within the City of Cape Town. There are 760 schools, and 352 are no-fee (don't pay school fees).

BUSINESS MODEL

We intend to generate revenue by selling subscription and by advertising on our website.

COMPETITORS

Ed-Tech companies like Syfunda, Toco Labs and various publishing companies namely Via Afrika, MacMillan.

TRACTION

We are currently compiling a prototype for content production and app integration. We have a CAD production studio for a desktop.

REQUIREMENTS

Four working stations for content development and software engineering.

VISAR is an EdTech startup that uses animation to visualise educational content for high school science students. Unlike existing educational content producers, we're harnessing the power of technology.

I MATTER



Transforming communities through self- and social development programmes.

CUSTOMER PROBLEM

1 in 6 adults suffer from anxiety, depression or substance abuse, and 4 in 6 youngsters report feeling helpless about their lives.

START-UP SOLUTION

I Matter offers self-empowerment workshops that transform the way individuals experience themselves and their lives. This newfound awareness enables them to create more fulfilling lives and shifts the attention from IQ to EQ.

TEAM



Salma Kathrada
Founder
Kathrada.salma@gmail.com

START-UP STATS

EMPLOYEES	1
FOUNDED	2018
COUNTRY	South Africa
CAPITAL RAISED	R0,000

TARGET MARKET

Youth between 14 – 18 years old.
Adults between 25 – 35 years old.

MARKET POTENTIAL

We are targeting the 16% of adults and 70% of students struggling with feelings of helplessness in South Africa.

BUSINESS MODEL

Cross-subsidization model 10% of funds from our paying clients goes towards our non-paying clients. The government, NGO and independent sponsorship for our non-paying clients.

COMPETITORS

The National Youth Development Agency (NYDA), NICRO.

TRACTION

Two completed pilots:
12-18 years adults, 15 adolescents at The Leadership College in Manenberg, Cape Town.
Current programmes:
22 male ex-gangsters and ex-prisoners and 20 adolescent boys in Philippi, Cape Town.

REQUIREMENTS

Customers, website development and equipment (projector, speakers, flipchart, booklets and stationery).

I Matter is an empowerment company that transforms the way people experience themselves and their lives. Unlike other programmes, I Matter uses experiential learning and personal agency to impact attitudes and behaviour of underprivileged groups who are trapped in unhealthy thinking and behavioural patterns.

BABY FRIENDLY



Quality affordable baby essentials shop.

TEAM



Zandile Tlhapi

Founder

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CUSTOMER PROBLEM

For the longest time, people in local communities go outside their communities to buy baby clothes that sometimes they cannot even afford. Additionally, people have to use public transport to travel far distances exposing them to crime and spending more money.

START-UP SOLUTION

Baby Friendly is a baby retail store which sells baby clothing, blankets, books (reading and colouring) and toys. We are bringing convenience and affordable quality basic baby products, bringing relief to parents to be. We also have a baby shower coordination service.

START-UP STATS

EMPLOYEES	1
FOUNDED	2018
COUNTRY	South Africa

TARGET MARKET

Parents to be, grandparents, siblings and friends between the ages of 19-60 years in the local communities, surrounding areas and rural areas.

MARKET POTENTIAL

The whole of Cape Town, surrounding areas and rural areas.

BUSINESS MODEL

Retail baby shop, we buy to sell baby products, we also provide a baby shower coordination service.

COMPETITORS

Baby clothes retailers like Jet, Pep and Ackermans.

TRACTION

Startup capital from the National Youth Development Agency (NYDA). Pitching for Khayelitsha Hospital (to have the Baby Friendly new-born pack displayed at the hospital full time for potential customers). Donation of R5000 from an angel donor.

REQUIREMENTS

Partnership with Social Development and Department of Health. R100 K for the hospital baby pack production.

Nothing prides us like being the first baby shop in one of the biggest and oldest local communities in Cape Town with a population of close to 4 million. All mothers need to clothe their babies and as Baby Friendly, we are here to provide good quality products at affordable prices and their convenience.

IZENZO DAD CARE



We walk the same path together.

TEAM



Mthunzi Qagana
Founder
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CUSTOMER PROBLEM

In South Africa, 25.000.000 children have absentee fathers, of the 989.318 new-borns in 2017 61.7% of births. More than half of the children grow without a father at home.

START-UP SOLUTION

Izenzo Dad Care is a social enterprise that aims to train fathers about parenting skills to help them become involved in children's lives, creating a safe space and providing information and support. Through workshops and gatherings, we intend to create safe spaces where dads can speak freely and get help, together with a workshop which helps develop their fatherhood.

START-UP STATS

EMPLOYEES	1
FOUNDED	2017
COUNTRY	South Africa

TARGET MARKET

Men, teenagers aged 16 to 19 school group, young adults aged 19 to 30 unemployed. Young adults aged 19 to 40 years old.

MARKET POTENTIAL

62% of absent fathers from townships in Cape Town like Khayelitsha, Mfuleni, Delft, Nyanga and Cape Flats.

BUSINESS MODEL

Selling learning material to different stakeholders and partners. Retail subsidies for employees.

COMPETITORS

Sonke Gender Justice and Philippi Brothers. What makes us different from other organizations is that from a specific local community to itself.

TRACTION

Currently we're partnered with Clothing Bank and busy training about 20 people and targeting about 80 men from them. We are targeting 40% of absent fathers for 10 February to 10 October 2019.

REQUIREMENTS

Employees to be facilitators. Training materials, laptop and projector. We are looking for partnership and collaboration.

Having a more involved father is linked to higher cognitive development, school achievements and a better mental health for girls and boys. There are different benefits to the health and happiness of both parents. A united family creates a better future.

COACH AYABULELA MLUNGWANA



We utilize unlimited power to create growth and development.

TEAM



Ayabulela Mlungwana
Founder
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CUSTOMER PROBLEM

Youth, more especially around some local communities, aren't as passionate and motivated as they used to be and this is caused by different socio-economic issues and the environment they grow up in.

START-UP SOLUTION

Coach Ayabulela Mlungwana is a consultant that focuses on mental health wellness by renewing and transforming youth mindsets through strategic planning, capacity building, inspirational talks, coaching & mentoring.

START-UP STATS

EMPLOYEES	1
FOUNDED	2016
COUNTRY	South Africa

TARGET MARKET

Young adults between 18–35 years old from local communities and rural areas, high schools, organisations, businesses & corporates.

MARKET POTENTIAL

Estimated R500k in Philippi, Cape Town of which 65% of the youth have less than 10 books in the house as they grow up.

BUSINESS MODEL

Inspirational talks, keynote speaker , education base speaker. One-on-one and group coaching, one-day seminars, three-day camp facilitation. Four weeks life renewal course.

COMPETITORS

Africa Competency Development, Robin Banks, Vusi Thembekwayo, Keybase Leap Training.

TRACTION

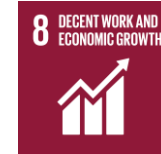
We partnered with the University of the Western Cape Collab Mobile Digital Technology Business Development in support of small enterprises.

REQUIREMENTS

Website development. International-national business opportunities, financial systems, laptop, stationery, digital camera , tripod , first aid kit , PA system and pull-up banner.

We want to support and expose organisations and corporates to a new world of possibilities through training, development, and engagement on social challenges to find solutions. Unlike other skills providers who are not operating from a position of strength, love and experience.

AFRICAN WOMEN RISING



Transforming and uncovering heroes.

TEAM



Ntombozuko Kraai
Founder
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CUSTOMER PROBLEM

Girls leave school when they start to menstruate, fall pregnant or have early marriages. Globally, many adolescents fail to receive adequate sexual education or they receive an education that is not evidence-based and promotes discriminatory treatment for sexual minorities. There is a lack of safe sex information, particularly for adolescents.

START-UP SOLUTION

African Women Rising is an organisation which focuses on promoting self-sustained employment by letting women produce sanitary towels, educate them about economic rights and empowerment in rural areas in three provinces namely Western Cape, Kwa-Zulu Natal and Eastern Cape. We also create a safe space for women to talk about issues that affect them including sexual reproductive health and their human rights.

START-UP STATS

EMPLOYEES	3
FOUNDED	2016
COUNTRY	South Africa

TARGET MARKET

Young unemployed women between the ages of 15-24 years.

MARKET POTENTIAL

The South African population is 57,7 million, 51% are women who need access to sanitary towels and 20% of these are subsidised by the government. 35.75% is the population that needs sanitary towels. As the population grows, the market expands.

BUSINESS MODEL

Consultation fees are R790.00 p/p. We also run paid entry events as part of another revenue stream which costs R100 a ticket p/p.

COMPETITORS

Soul City Institute for Social Justice.

TRACTION

We have run workshops with 500 young women in 2016. We have participated in a leadership position at the AVAC and influenced policies in the National Strategy Plan for 2017-2022 on TB/HIV in South Africa.

REQUIREMENTS

We need sanitary pads production machines to the value of R7m, to create jobs for young women. We need more training on leadership for creating awareness campaigns.

We aim to break the cycle of HIV transmission and increase the uptake and effective use of HIV Prevention amongst adolescent girls and young women in South Africa. Embrace womanhood, take action, be a part of the change: African Women Rising.

GET INVOLVED

Are you an entrepreneur?

Apply online.

[HTTP://GSBSOLUTIONSPACE.UCT.AC.ZA/IMPACT-VIP/](http://GSBSOLUTIONSPACE.UCT.AC.ZA/IMPACT-VIP/)

Are you a corporate, mentor, advisor or industry expert? **Email:**

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