



VeloCiti
Entrepreneurial Dev
PROGRAMME



Youth in Business Programme

The Cape Innovation and Technology Initiative

The Cape Innovation and Technology Initiative (CiTi) is Africa's oldest tech incubator. Working with government, business and society, CiTi promotes the inclusive growth of the digital economy.

The Cape Innovation and Technology Initiative (CiTi) was established in 1999. Over the past 21 years, CiTi has played an integral role in catalysing and supporting the Cape Town tech ecosystem, now recognized as the most productive on the African continent.

In 2019, both CiTi's Entrepreneur Development and Skills Development (CapaCiTi) programmes expanded to support entrepreneurs and youth across the country, and on a Pan-African scale.

The Cape Innovation and Technology Initiative excels through:



Great industry reputation for delivery, thought leadership and innovation



Physical presence in the vibrant communities of Woodstock and Khayelitsha



Complete end-to-end business support from idea stage to R30m-a-year companies



Proven clustering and ecosystem development in FinTech, EdTech and gaming



B-BBEE Level 4 supplier that can address 3/5 elements of the B-BBEE Scorecard



Strong corporate, public, academic and SMME partnerships



Strong M&E and administration



Scarce skills development and high-value job placement

VeloCiTi

VeloCiTi's purpose is to grow and support entrepreneurs and entrepreneurial ventures through tech enablement, mentorship, funding and ecosystem access.

Why?

- By growing, supporting and scaling businesses we are fueling job creation, youth employment and stimulating the economy.

How?

- **“We must look at what needs to be done to promote and encourage the entrepreneurial spirit and an entrepreneurial culture.” Cyril Ramaphosa.**
With the right mentorship, support, training, access to networks and funding, entrepreneurs will become the employment generators of tomorrow.

What support are we offering?

- Entrepreneurship on Demand
- Funding Readiness
- Customised training and mentorship programmes
- Tech enablement programmes (through Woman in Business and Youth in Business)
- Corporate ESD Solutions (for enterprise and supplier development)
- Ecosystem Access (across CiTi's offerings)
- CiTizens (opportunity to be part of our Alumni and leverage our networks)
- Developing bespoke entrepreneurial programmes

Digital Skills Development

CapaCiTi Digital Career Accelerator is CiTi's skills development division. Our vision is to enable inclusive growth of the digital economy by ensuring a supply pipeline of future, skilled employees with relevant technical skills matched to industry demand. We do this through innovative training and experiential learning programmes that focus on both technical and professional development.

CapaCiTi co-ordinates expertise, technology and resources to provide unemployed, young South Africans the opportunity to receive training and experience in highly demanded digital, job and career critical skills, giving them a foundation for successful and fulfilling careers. CapaCiTi currently offers three pathways for entry into the digital world of work at our campuses based in Saltriver, Cape Town and Braamfontein, Johannesburg.



Ecosystem Development & space

Providing space and engagement opportunities for entrepreneurs and business to engage, work and learn. We carefully select industries of the future to support and stimulate, with Open Innovation Clusters that include:



Open Innovation Clusters

When CiTi was established, our founders were motivated by the work of Michael Porter on cluster theory. He essentially codified what was happening in Silicon Valley and Northern Italy, explaining how regional economies built vibrant, tight ecosystems – highly integrated spaces between business, government, society and entrepreneurs. The open innovation clusters were exactly how regional economies were built into global superstars and that is what we want for South Africa and Africa.

By forming Open Innovation Clusters, CiTi is able to increase the productivity of companies in the cluster, drive innovation and stimulate new businesses in the field.

We carefully select industries of the future to support and stimulate, with Open Innovation Clusters that include:



FinTech



EdTech



BioTech



TravelTech



DataTech

CiTi is entering its next strategic phase and will be building on its successful platform to expand its model to other African cities.

Information Technology

Information Technology has become more pervasive over the past 15 years. Today IT forms an integral ingredient for success across the innovation spectrum ranging from products and services innovation (internet of things) to business model innovation (mobile money for the unbanked) to social innovation. CiTi supports IT-enabled innovation across a multitude of sectors, including FinTech (and blockchain), TravelTech, HealthTech, Edtech, BioTech and OpenGov.

CiTi is continually facilitating access to the digital economy by providing training and support programmes to businesses enabling the adoption of efficiencies and opportunities available through software, the internet and mobile phone applications. In line with the innovation construct this platform generates opportunities for technology businesses to create products and services for these informed customers.

Youth in Business

Youth in Business is a flagship programme aimed specifically at providing strategic support and developing the capacity of youth entrepreneurs. The Youth in Business programme creates a supportive space for young entrepreneurs to gain an in-depth, hands on experiential learning experience of entrepreneurial and tech tools available to aid in the growth and development of their existing businesses or ideation phase ideas.

During the programme youth entrepreneurs are introduced to an extensive range of powerful online and digital programmes and platforms to support their business activities and are equipped with insightful entrepreneurial skills and knowledge.

Over and above the workshop content, the mentoring, the peer-to-peer learning, the soft skills and networking opportunities, this programme is also designed to provide the youth entrepreneurs with skills to develop a robust strategy for their business or idea moving forward.

The Roadmap

An increasing number of youths are embracing entrepreneurship. This has become particularly prevalent in our township economies. Our pilot programme of 100 youth entrepreneurs took place at our Khayelitsha Bandwidth Barn.

The Khayelitsha Bandwidth Barn is situated at Lookout Hill, which is the heart of the Khayelitsha/Mitchells Plain Development Corridor and serves as CiTi's second location. As South Africa's only township-based tech hub, the Khayelitsha Bandwidth Barn is a key enabler of inclusive innovation, supporting entrepreneurs and organisations creating products and services for township economies.

Launched in early 2015, Khayelitsha Barn is a centrally situated, well-resourced facility, highly regarded and networked in the community. The hub enables small businesses and young people to participate within and become competitive in the digital economy. The Barn offers great, reliable connectivity in an area where broadband access is rare. It's a space to connect and share knowledge about business and tech skills.

Our skilled and experienced staff deliver CiTi's credible and extensive range of enterprise and skills development programmes. The programmes at the Khayelitsha Bandwidth Barn focus on people and small businesses that don't easily have access to financial assistance or social capital, supporting them in developing their tech enablement and business skills. The Barn's presence encourages the local community to take part in a creative and social space, while converting ideas into innovative technology products and services that will impact and improve the daily lives of those around them.

Step One:

The first ten weeks comprise of 10 three-hour face to face interventions.

The Key areas of focus are:

- 5 Steps to Prepare your Business for the Market
- 10 Steps to a Tech Strategy
- Digital Marketing
- Leverage your Brand
- Financial Management Tools
- Technology Tools to Manage your Projects
- Power of Networks & Collaboration
- Cloud Computing
- Elevator Pitch & Access to Funding
- Work-Life Balance

A baseline assessment, a mid-way re-assessment and final strategy development form the key evaluation indicators ensuring that the entrepreneurs receive the relevant support and assistance they require for success. A series of case studies and hands-on workshops introduce business owners to various platforms and technology tools ensuring easy accessibility and a constructive user-friendly environment. Inspirational and practical discussions, networking opportunities with other entrepreneurs and small group mentorship sessions add much richness to the programme

Step Two:

On completion of the initial ten weeks entrepreneurs are given the opportunity to further refine their offering over a ten-month period through a customised online programme which aims to introduce additional resources and further refine the learning of the first ten weeks. The online programme comprises of 10 modules, each of which is a combination of videos, downloadable readings and activities.

Some of the topics include:

- Creating an entrepreneurial strategy
- Defining & marketing one's value proposition and purpose
- The fundamentals of small business finance
- Talent management and staff development
- Leadership
- Funding your business

Step Three:

Group mentoring sessions will take place in conjunction with the online learning portion. The topics will tie into the monthly online programme.

We propose a group mentorship programme for each candidate. Research shows positive results from group mentorship sessions as participants are exposed to an increased body of knowledge and learning experiences to improve reflection and critical thinking aptitude. Group mentoring creates a learning unit which promotes diversity of thinking, practice, and understanding.

Small group settings build the individual confidence of mentees to share ideas, feedback and opinions. Group mentoring improves mentee capacity to receive and apply constructive feedback.

Post programme monthly sessions would serve to ensure that the implementation of the skills and knowledge gained during the face-to-face and online training programme has been adequately implemented.

A mentor is a crucial resource to ensuring that the participants are moving forward to the next growth checkpoints in their journey.

Key Programme Outcomes



Business owners are better equipped to compete in the digital economy



Businesses offerings can be differentiated through digital channels



Entrepreneurs are able to leverage tools which can assist their businesses to grow and scale



Increased consumption of technology products and bandwidth, benefitting the broader IT industry



Entrepreneurs are equipped with key entrepreneurial skills needed to operate and scale their businesses

Sponsorship

To date Citi has successfully delivered this programme in the Western Cape with the demand increasing daily as the influx of new applications continues from around the country.

Citi would like to propose a partnership to deliver the YIB programme to even more entrepreneurs across the country.

For more information please contact

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