

SAB Youth Entrepreneurship Programme Participants Create Jobs



South African Breweries

The Top 14 national finalists in the South African Breweries (SAB) youth entrepreneurship development programme, SAB KickStart, have created a total of 68 jobs during 2013. These constitute full time and part time employment created.

The finalists were announced earlier in the year and have since undertaken an intensive 12-month journey of personalised business mentorship and business development support during which there were a number of interventions to place each business on a growth path.

The SAB KickStart Class of 2013 is the first to complete the re-engineered model of the programme focused on developing and supporting sustainable businesses and high impact entrepreneurs who are able to make a contribution to South Africa's job creation needs.

"Our top 14 finalists represent dedicated individuals whose connection to SAB KickStart yielded more empowered entrepreneurs capable of taking their businesses from start-ups to growing SMEs. The jobs they have managed to create, although a small contribution initially, is an indication of their potential to make a substantial impact moving into the future," says Boipelo Nkadimeng, SAB Manager Enterprise Development.

Some notable numbers of jobs created by the SAB KickStarters include young entrepreneur, Ricardo Hood from Vereeniging outside of Johannesburg, whose welding training business, SIH Training, created an additional 23 jobs during his participation in SAB KickStart. This is up 18 from only 5 before entering the competition.

Juandre Jephta's Cape Town-based vegetation management and control business, Garden & Organics, today employs 46 full time and part time people, up 35 from just 11 before participating in SAB KickStart.

Anda Maqanda's business, AM Group in Port Elizabeth, which

specialises in electrical design for the mining industry, created 10 additional jobs during SAB KickStart, up from only 5.

The Top 14 finalists were selected from a total of 60 candidates shortlisted across the country following an intense business training workshop. At the workshop, participants are schooled on how to develop a comprehensive and effective business plan. The best plans pitched at the end of the training were

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then chosen by an independent panel of adjudicators, resulting in the Top 14 finalists.

A thorough needs analysis conducted on the finalist businesses helped define a growth strategy for each. This strategy in turn informed the seed capital awarded to each business, as well as the programme and terms of individualised business mentorship.

Meanwhile, the top 3 winners were announced with Maqanda from AM Group.

In 2nd place is Lyle Truter of Cape Town, owner of Tru PVC Products, which specialises in PVC pipe fabrication and fittings; and in 3rd place, is Ricardo Hood.

As the SAB KickStart 2013 winner, Anda receives a grant for his business of R500 000, as well as an international business learning trip to Beijing, China, worth R100 000. This is in addition to an initial grant of R157 000 which he received for his business after reaching the national and final phase of SAB KickStart earlier this year.

Lyle and Ricardo receive grants of R250 000 and R150 000, and international business learning trips to Utah in the United States and Tokyo, Japan, respectively valued at R100 000 each. Each received a grant of more than R100 000 at the start of the national phase.

The independent panel of judges who selected the final three winners commended Anda for breaking into a challenging industry and addressing a critical skills shortage in the engineering industry. He was also praised for having improved his businesses operational capability and asset base. Furthermore, the judges commented that Anda had shown the ability to overcome prejudice in the business world and his maturity as an entrepreneur had grown since entering SAB KickStart.

"It is a proud moment for SAB to celebrate the strides each of the SAB KickStart finalists have made as entrepreneurs, as well as the growth their businesses have experienced during this journey.

We are confident that they now have the right tools with which to move into the future in order for them to have an impact on South Africa's economy and in society," says Nkadimeng. ■

