

CELEBRATING ENTREPRENEUR DEVELOPMENT

PROJECT CELEBRATION EVENT
OCTOBER 2020



THE BUSINESS on a BIKE GENERATOR

an enke initiative in partnership with Investec and Qhubeka

Out of the Ordinary®



ABOUT THE BUSINESS ON A BIKE (B.O.B) GENERATOR



THE ENKE/INVESTEC BUSINESS ON A QHUBEKA BICYCLE GENERATOR

The enke/Investec Business on a Bike Generator is a private and civil society sector initiative between enke: Make Your Mark, Investec and Qhubeka, with support from local partner, West Rand Youth Development Centre..

Facilitated by enke: Make Your Mark, the initiative seeks to build the skills and provide practical experience for aspiring young entrepreneurs in Kagiso. The enke/Investec Business on a Bike Generator is part of the work that enke has been doing in Kagiso, in partnership with West Rand Youth Centre since 2016, through the enke: Catalyst Program.

PROJECT PARTNERS



enke is an award-winning leadership development organization that generates and incubates youth-led social impact and entrepreneurship. We do this through leadership and social action programmes for high school youth and post-school youth, as well as specialised services. Our programs provide young people with theoretical and practical skills that make it possible for them to become effective leaders in their communities – people who have the desire and ability to identify and access opportunities for a more positive future. enke is the lead implementation partner for the Business on a Bicycle Generator, connecting, providing training and support to aspiring young entrepreneurs from their programs with this opportunity



Investec is a distinctive specialist bank and asset manager, that is publicly traded in London and Johannesburg. Our divisions include Corporate & Institutional Banking, Private Banking, Wealth & Investment and Asset Management. Investec's Corporate Social Investments (CSI) are central to the group's philosophy of making an unselfish contribution to society. Investec's approach to CSI focuses on education and entrepreneurship. We believe initiatives in these two areas are the most effective way to create employment, wealth creation and socio-economic growth in South Africa. Investec Private Banking and CSI are providing financial and coordinating support for this project.



Qhubeka was founded in 2005. We chose the name, which means "to progress", "to move forward", because bicycles help people to travel faster and further, and to carry more. This means they can get where they need to go and do things that are difficult without transport, like fetching supplies, travelling to school or work, visiting a clinic, or providing emergency help after a disaster. A bicycle is a tool that helps people move forward. In this project, Qhubeka will be providing the bicycles, and training on their use for entrepreneurs selected in the Business on a Bicycle Generator.



West Rand Youth Development is a community organisation that drives youth initiatives in Kagiso. They assisted in the recruitment and selection of entrepreneurs, as well as providing space to hold events and workshops for the BOB Generator.

PROJECT IMPACT

37 Entrepreneurs selected for the BOB Generator. 32 engaged actively in training. 12 Females, 20 Males, 100% Black youth aged 18-35 years old.

10 Business skills workshops and support sessions held from October 2019 - September 2020

32 Businesses generated through the program. Of these, 18 are still operational despite the challenges presented by the COVID-19 Pandemic and Lockdown.

56% Businesses generated in the program still operational after 12 months, with some changes made due to COVID-19 lockdown.

19

Entrepreneurs completing the program

**R3,000 -
R6,000**

Average monthly revenue per business

R126,000

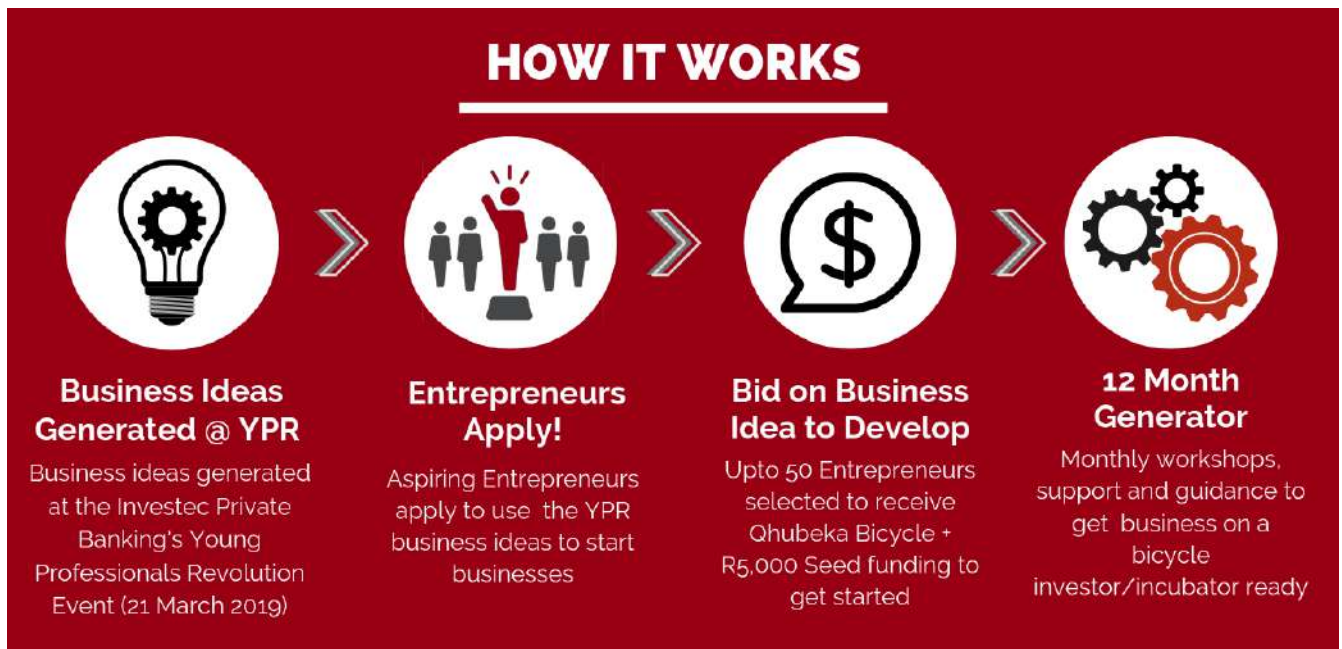
Funds distributed in cash grants to Entrepreneurs;

"The passion and innovation that we've seen throughout this project has been inspiring. These small businesses have the power to lift people out of poverty, change lives and influence communities in positive ways. It's an honour for us to hand over the bikes, seed funding and business plans to each start-up."

Setlogane Manchidi
Head of CSI, Investec



HOW THE PROGRAM WORKED



The 37 selected entrepreneurs received one or more Qhubeka Bicycle(s), and the opportunity to access up to R5,000 seed funding, and skills development and support through the BOB Generator Program. To access seed-funding, participants had to complete a budget and business plan as well as set up a bank account.

The Generator Program was a series of monthly workshops conducted in-person and via WhatsApp that covered the following topics:

- Introduction to pitching and presentation skills
- Introduction to Business and Business Finance
- Operations and strategic planning
- Knowledge and experience exchange sessions.

Entrepreneurs also received monthly one-on-one business coaching from the enke team to trouble-shoot and solve challenges.

Beyond the training, they were able to build and sustain a peer support network as BOB Entrepreneurs engaging in various joint business boosting marketing activities.

GRADUATING ENTREPRENEURS

THE FOLLOWING IS A LIST OF THE ENTREPRENEURS THAT COMPLETED THE BUSINESS ON A BICYCLE GENERATOR PROGRAM.

NAME	BUSINESS
ABUENG MOTSAYATHEBE	MOTSAYATHEBE ENTERPRISE BAKERY
GONTSE MORAKE	MOBILE TUTOR
GOODWILL BUDULWAYO	BRIGHT FUTURE
GONTSILEMANG MATHEATU	MGP BARBERSHIO
ITUMELANG MABEO	OUR LEGACY
JOSEPHINE MOKGWASA	MOKGWASA ENTERPRISES
KELEBOGILE MAKHWELO	BREMARK HERBAL HEALTH
KGOLOLOSEGO MOLEBA	BURGER TROOPS
KHULANI MALULEKE	DELIV A RING
KUTLWANO TLHAPANE	MA MOVIE
KWEZI MAHLUNGULA	BURGER TROOPS
MILLICENT MAKHADO	KHENSA KUDYA
NTHABISENG PHOFOOLO	PHOFOOLO ENTERPRISE
NTOKOZO NTULI	PHOTOGRAPHY BUSINESS
PALESA MOKWATSI	ICE CREAM MAKER
SIBONGILE NTAMHANE	DELIV A RING
SIMPHIWE NDLOVU	SPAZA SHOP
THABO LEDWABA	MHLANGA ENTERPRISE
TSIETSI MOGAPI	INFINITY PHOTOGRAPHY

Non-Graduating Entrepreneurs

We recognise the efforts of those entrepreneurs who were selected for the BOB Generator, but were unable to continue their businesses or attend the BOB Training. We applaud their efforts and wish them the best in their journey:

- Sibusiso Bomgoza
- Ellen Mekgwe
- Rose Seanego
- Yanga Morele
- Koketso Mosime
- Ismail Kannie
- Tiisetso Maphosa
- Antonio Moiane
- Mthokozisi Shange
- Orapeleng Mokgosi
- Mabuse Banda
- Mallebuso Segone
- Lerata Mokoena
- Sandile Banda
-

ENTREPRENEUR SPOTLIGHTS

Below, we share the stories of a few entrepreneurs and businesses supported in the BOB Generator. These are just a snapshot of the amazing work that has taken place over the last 12 months. There are so many stories and actions that we are proud of, but unfortunately we cannot capture and print all of them as it would be a much bigger book than we can print.

We are proud of all our Entrepreneurs - all your efforts, the lessons and skills learned as you did your best to start and grow your businesses, especially during these times



Josephine Mokgwasa Mokgwasa Creations

26-year old Josephine has always been a driven and motivated entrepreneur, registering Mokgwasa Creations in 2016. At first her business was designing and sewing clothes, but in January 2019, her creativity turned to baking and she would sell baked goods on street corners and factories. She applied for the BOB Generator to get funding to pay for electricity and buy recipes and supplies, and use the bicycle for deliveries.

When the national lockdown was announced, Josephine had to temporarily shutdown her baking business. When the lockdown was extended, she realised that she would need to adapt and the loss of business would be too devastating. So, Josephine decided to venture into making and selling masks, while restarting her baking business. Her sewing of masks coupled with her cake baking business has seen her do extremely well despite the pandemic's disruption. A challenge she encountered was the machine she was using had broken and she had to start sewing by hand, this has not hindered her as she continues to work and has also reached out to us for assistance with purchasing the sewing machine. The cake baking was also affected by power cuts that the area was experiencing and to curb this she learned how to bake her cakes using a pot and a gas stove, next level innovation.

Josephine plans to market her business by using social media, by creating YouTube videos and sharing pictures of the different cakes she bakes. Josephine hopes to achieve more social media followers to advertise her baking product to and grow her clients and ultimately her business. She is determined to continue her business and make it a success. Through the BOB Generator Program Josephine grew as an entrepreneur, especially gaining financial and personal skills.

A key lesson she learned was: **“Before leading others I need to be able to lead myself”**. Josephine advises young people participating in initiatives such as BOB to attend all workshops for the whole year so that they can learn and create connections for their businesses. She also advises entrepreneurs to always research and explore new ideas to build the passion they have for what they do.



ENTREPRENEUR SPOTLIGHTS



Sibongile Ntamane & Khulani Maluleke Deliv-A-Ring

When Sibongile Ntamane and Khulani Maluleke applied to be part of the BOB Generator, they pitched separate business ideas; Khulani started Keatlegile Distributors (delivery service for medicine) and Sibongile established Blvck Lupè Art & Couture (providing handmade art, photography and customized clothing). Both are graduates of the enke: Catalyst Program - Khulani (Catalyst Cohort 4 - 2018) and Sibongile (Catalyst Cohort 5 - 2019). Having gone through the Catalyst experience, they were able to build a bond supporting and encouraging each other in the BOB Generator. So, when COVID-19 lockdowns badly affected the progress of their separate businesses, Sibongile and Khulani decided to partner in finding new business opportunities.

Their first COVID-19 Lockdown business idea was selling masks which were hand-painted to the liking of their customers. This has gained them popularity as the masks had unique designs for their customers, which they also delivered using the bicycles awarded in the Generator. Soon demand outpaced production as their masks were handsewn and they needed sewing equipment which was challenging to source during the hard lockdown. As masks became more widespread the demand reduced so, with Lockdown Level 4, they needed to pivot again. That is when they came up with Deliv-A-Ring, a bicycle delivery service providing groceries and other essentials to ensure that people are able to get all their necessities and maintain the lockdown restrictions.

Deliv-A-Ring was launched in May 2020, partnering with local hot food establishments, spazas and other shops, as well as meet the needs for individual clients; all with their bicycles. By July they had established local delivery services for 15 establishments and negotiated a distribution partnership with Dark and Lovely. The demand for their services grew and they outsourced deliveries to fellow BOB Entrepreneurs whose businesses were closed due to the lockdown, creating employment for 10 youth. In September they launched the Deliv-A-Ring App (available on the Google Play Store) to make ordering easier for their customers, and have since expanded their services to deliver alcoholic beverages and secured a partnership with their local Pick N Pay and McDonald's. They have also added a scooter to their fleet of bicycles and looking for even more opportunities to grow their business services. The team has also been featured in two local business magazines and newspaper articles. They are confident that they can take their lockdown inspired business, and sustain and further build it beyond Kagiso.

Sibongile Ntamane & Khulani Maluleke Deliv-A-Ring (Contd.)

The skills and knowledge that Sibongile and Khulani learned from the B.O.B Generator have greatly contributed to the growth and sustainability of their business. Sibongile reflected that beyond the initial investment and bicycles provided, the workshops helped them understand the necessary steps that an entrepreneur need to take in order to grow and sustain a business. They both regularly attended workshops and engaged in the WhatsApp and business coaching support provided by the enke team. They have received additional top-up funding from the enke/Investec partnership to build their business, while they wait for the result from applications made to the NYDA and Gauteng Enterprise Propeller.



Sibongile Ntamane



Khulani Maluleke



Sibongile and Khulani are ambitious and highly motivated entrepreneurs with big plans for Deliv-A-Ring as well as their individual businesses. They have been approached to expand into other townships such as Soweto, Randfontein and Soshaguve. They have noticed a gap in providing delivery services in townships and less affluent areas, and their vision is to take over township delivery services. They also have an idea to expand to a tourism service, Deliv-a-Tour, to bring tourists to Kagiso.

From the experience of running her own business, Sibongile would like to encourage young people that have business ideas to not be afraid to turn their ideas into action. She reflects: **“I would kindly advice entrepreneurs to stop dreaming and start living your dreams. The road of entrepreneurship is not easy but if you believe in yourself you can do it. It only needs you to be passionate, patient and dedicated.”**

WE ARE DELIV A RING

HOT FOOD

GROCERIES AND OTHER ESSENTIALS

FROM THE STORES TO THE CUSTOMERS DOORSTEP

WE ARE NOW ACCEPTING CARD PAYMENTS

DELIV A RING



DELIV A RING

HOT MEALS GROCERIES ESSENTIALS

ENTREPRENEUR SPOTLIGHT



Abueng Motsayathebe

Motsayathebe Enterprise Bakery

Abueng Motsayathebe applied for the Business on a Bicycle (BOB) Generator Program in the hope of getting much needed funding, skills development and support to overcome the challenges faced in their fledgling business, Motsayathebe Enterprise Bakery. When he was selected for the BOB Generator, he and his 3 business partners had been running a bakery for 8 months, supplying their community with fresh baked bread, biscuits and scones. With the Qhubeka bicycle and funding received, Abueng was able to add a delivery service and buy essential equipment to better serve their customers.

Abueng regularly attendd the enke B.O.B. workshops, where he learned how to better navigate the business world better with creativity and confidence, manage his business finances, and overcome challenges that had previously stymied the business. From the Generator Program, Abueng learned to separate his personal and business finances to better track profits. Abueng reflects: "Budget has been the cause of premature death for most small businesses and this program has assisted me with separating myself and personal needs from business". Additionally, Abueng used the SWOT analysis tool to build a strategy for his business, which helped them improve their customer service.

Although the business was affected by COVID-19 and the lockdown, Abueng and his team continued as much as they could and accepted the support offered by the enke team to assist with applications for funding from other sources. The applications to the NYDA and Gauteng Enterprise Propeller were successful and Motsayathebe Enterprise Bakery received additional financing and bakery equipment in October 2020. They are now focused on building a structure in the back of his yard so that they can make the most of their new equipment, increase production and expand the business.

Abueng is of the opinion that the township contribute largely in the economy of the country and small businesses are the driving forces behind the success of the country too. His aim is to be a role model for other township entrepreneurs. His advice to aspiring entrepreneurs is to try to see themselves beyond the current state of their business and apply for opportunities like the BOB Generator to expand their knowledge and acquire more skills in the field of their business. Abueng advice to entrepreneurs is to not despise their small beginnings, and to keep on hustling because success is inevitable where consistency is practiced.



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- Qhubeka
- West Rand Youth Development Centre

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-

Get involved with enke

enke: Make Your Mark is a registered non-profit and public benefit organisation. We run holistic youth leadership and entrepreneurial skills development programs and projects that enable young people to realise their value, thrive and mobilise for meaningful change in their own lives and that of their peers and communities.

Here are a few ways that individuals and companies can partner with us:

- Provide funding / sponsorship for youth to participate in our programs.
- Partner to design and implement projects such as the enke/Investec Business on a Bicycle Program
- Provide discounts for goods and services required in running our programs (e.g. electronic equipment, food/catering, transport etc.)
- Call us and let's discover ways that we can work together.

If you are passionate about entrepreneurship and youth leadership development in Africa and would like to support our work, please contact us **partnership@enke.co.za**



enke: Make Your Mark
32 Princess of Wales Terrace
Sunnyside Office Park
+27-111-403-1241 / 3
more@enke.co.za

www.enke.co.za
www.facebook.com/enke.co.za
www.twitter.com/enkeMYM

NPC 2010/023851/08
NPO 132-509
PBO -9300/37429