

## Imvelisi Programme Participant Information Booklet



**IMVELISI**  
Developing Enviropreneurs

**GreenMatter<sup>ZA</sup>**



science  
& technology  
Department:  
Science and Technology  
REPUBLIC OF SOUTH AFRICA



Water Institute of SA



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## What is the purpose of the Imvelisi programme?

Imvelisi is as a short programme designed to provide support and guidance to aspiring young entrepreneurs through the ideation phase of business development. The programme is aimed to prepare young people who are considering start-up businesses in the water and biodiversity sector for a better understanding of what it takes to run a successful business.

## Who is responsible for developing the Imvelisi Programme?

Imvelisi is a partnership initiative between GreenMatterZA and the South African Young Water Professionals (YWP-ZA). This programme is funded by the Department of Science and Technology (DST), with the aim of supporting the business development of young water and biodiversity focused innovators and their ideas.

<p><b>GreenMatter</b></p> <p>GreenMatter is an initiative that drives transformation in graduate level skills for Biodiversity. They are the engine for developing the right people at the right time for the green economy, and activate through the involvement of a range of organisations, institutions and partners.</p>	<p><b>YWP-ZA</b></p> <p>The Young Water Professionals is an international initiative linked to the International Water Association (IWA). In South Africa the YWP-ZA is a Division of the Water Institute of South Africa (WISA). WISA is a volunteer organization representing the professional water industry in Southern Africa.</p>	<p><b>DST</b></p> <p>The Department of Science and Technology seeks to boost socio-economic development in South Africa through research and innovation. To achieve its goals, the Department provides leadership, an enabling environment and resources for science, technology and innovation.</p>
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There are a range of other partners who have also come on board to support the programme including the Water Research Commission (WRC), Department of Environmental Affairs (DEA) and Innovation Hub.

## The Imvelisi Programme Implementing Partners

Fetola, KoiStrategy, Sarebi and GreenCape have joined forces to bring their combined experience to the programme delivery. The partners will deliver workshop training, mentoring support and electronic tutoring together with Young Water Professionals, GreenMatter and a network of volunteer mentors.

## Who we are

### GreenCape

GreenCape is sector agency who's work includes unlocking investment and employment potential for green technologies and services, and supporting the widespread adoption of economically viable green solutions.

### Fetola

Fetola are SME growth specialists with more than 30 years' experience in assisting small businesses to succeed. They specialize in supporting businesses from early concept stage to full commercialization and a path of long-term resilience and growth.

### SAREBI

SAREBI, the South African Renewable Energy Business Incubator, was established by SEDA to incubate businesses in the renewable energy sector. Their mission is to turn renewable energy entrepreneurs into successful business people with scalable, profitable and sustainable businesses.

### KoiStrategy

KoiStrategy was created by Neil Hinrichsen, an entrepreneur with decades of personal and practical experience. He has coached hundreds of startups, consults to corporates on new ventures and advises the CSIR and universities on commercialising new technology.

## What the Imvelisi Programme offers

Many entrepreneurs fail **because they do not have a fully-developed idea**. They have the spark of an idea - a basic product - but nothing more. The result is an entrepreneur who launches a product but then fails in the marketplace. This happens for a number of reasons:

- Lack of understanding regarding the basic business feasibility (including the costing and pricing of products);
- Not knowing who the ideal target market is or how to approach the markets;
- Inadequate operational processes, including financial management systems;
- Unsure about how to build relationships and manage the people (including business partners, employees and clients).

***Our structured process will help you, the aspiring entrepreneur, to interrogate the feasibility of the business concept and take practical steps towards starting and growing your business.***

The programme consists of two components: The programme kicks off with a 5-day boot camp, where 50 candidates will get together to explore their ideas and gain insight into starting a business. The second component of the programme will be for a select 15 participants who have shown unique potential during the Bootcamp. These candidates will have access to mentorship and one-on-one support for 12 week period.

All participants will be invited to join an online Imvelisi community page, to share ideas and resources and network with fellow participants.

## The Bootcamp

**1st intake Bootcamp: 5<sup>th</sup> June to 9<sup>th</sup> June 2017, WRC Offices, Pretoria**

The workshop training will teach strategies for developing a new venture, including ideation, team building, prototyping and testing, branding, channel development, product protection, scaling, and funding. The lessons are illustrated by practical, real-world stories from the South African entrepreneurial space and drawn from the experience of presenters. There will also be an opportunity to network and practising pitching skills (see more under “business pitch” below).

Participants will be guided through tasks and assignments over the course of the 5 days to improve understanding of the business development process.

### The GrowthWheel Tool

At the Bootcamp training workshop, we will introduce the GrowthWheel – a visual toolbox that specialises in assisting startups with decision-making and action planning. Through a simple action-oriented process, the toolkit helps entrepreneurs build their businesses while staying true to the way they think and work. It will also serve as a useful framework for the mentor meetings.

### The Business Pitch

Even if you come into the programme with an untested business idea, the boot camp will assist you to develop a logical business framework. Participants will be coached on how to communicate your business concept in such a way that the feasibility of the business is clear and the product and service offering is well presented. This is termed a Business Pitch. The final day will include an opportunity for all participants to present their pitch, and receive valuable feedback from incubator managers and sector experts.

## Mentoring

Following the boot camp, 15 participants will be selected to continue for a further 12 weeks in the programme, gaining access to one-on-one mentoring and support.

<b>How is my mentor chosen?</b>	Your mentor will be selected based on your geographical location and sector interest.
<b>When will we meet?</b>	How often you meet with your mentor will be determined by your business needs and the availability of your mentor. Ideally, we will aim to facilitate contact twice a month but it will up to you to make the most of the mentoring relationship.
<b>Where will we meet?</b>	Mentoring will take place through a combination of face to face meetings, email, Skype and phone calls – depending on what is most feasible.
<b>What will we focus on?</b>	<p>The focus of the mentorship programme will be on helping individuals work on the priority areas identified. The GrowthWheel tool will be used to prioritise your actions and develop action plans critical to your business.</p> <p>Participants will be required to undertake several online modules – these training materials and assignments will build on the learnings of the bootcamp.</p>





*Once the 12-week mentoring is completed, you will need to complete another online GrowthWheel assessment so that we can track any progress made.*

## Shared Resource & Networking

The Imvelisi Facebook page will be used to put participants in direct contact with each other, by encouraging communication and building a sense of community. This network is also used to distribute e-learning training materials, 'Access to Resources' opportunities, and other essential information.

## Event Logistics

### Venue:

Training will be held at the Water Research Commission (WRC) from Monday, 5 June to Thursday, 8 June 2017 (Bloukrans Building, Lynwood Bridge Office Park, 4 Daventry Street, Lynnwood Manor, Pretoria).

On Friday, 9 June 2017 we will shift down the road to the Innovation Hub for the final day of training and the pitching session (Innovation Centre, Mark Shuttleworth Street, the Innovation Hub, Pretoria).

### Programme:

Each day will start at 08h30 and end by 17h30.

On Thursday 8 June we will have an early evening networking function with light snacks.

We kindly request that people arrive punctually for all activities.

### Catering:

Lunch and teas will be provided on each day of the training. Please specify any dietary requirements on your registration form.

For those staying in booked accommodation, breakfast will be provided. Dinner is not provided at your accommodation, but you will be given R 60 per evening meal to contribute to your dinner costs. This will be given to you at your first day of training on Monday, 5 June 2017.

On Thursday, 8 June 2017 early evening snacks will be provided at the networking function.

### Accommodation:

Where required, accommodation is provided for participants from outside of Gauteng, as well as those who need to travel considerable distances in Gauteng. Depending on the number of accommodation requests, you may be expected to share a room with a fellow participant.

Note that accommodation is booked for check in on Sunday 4 June 2017 and check out on Friday 9 June 2017. You will be staying at Hotel 224 on the corner of Francis Baard and Leydes Streets, Arcadia, Pretoria. The hotel has secure parking.

We kindly request that those who stay near to the training venue travel to the training daily and stay at home in the evenings.



### Transport

As previously indicated, the Imvelisi programme does not cover the costs of transport to this training. This cost will need to be covered by the individual participant.

If you are staying at Hotel 224 you will need to make arrangements to get to Hotel 224. We will then make arrangements to transport you between the training venue and hotel on a daily basis.

For those not staying at booked accommodation, you can meet us directly at the training venue on a daily basis.

### Communication

Communication is vital to the success of the programme, especially as participants are situated in different provinces across South Africa, some very far from the commercial centres. There are a number of different communication channels available to participants:

Telephone:	011 447 5112: GreenMatter – speak to Janavi da Silva 086 111 1690: Fetola – speak to Anelia de Waal or Amanda Dinan
Email	Imvelisi@gmail.com
Website	www.ywp-za.org www.greenmatterza.com
Social media	Facebook: Imvelisi Enviropreneurs / @ImvelisiEnviropreneurs