

2019 Student Entrepreneurship Report

BEYOND IDEAS, INTO ACTION





2019

Student Entrepreneurship Report

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**Beyond ideas,
into action**



FROM HOPE TO ACTION THROUGH KNOWLEDGE.



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01

Overview of the CEI

The Centre for Entrepreneurship and Innovation (CEI) coordinates entrepreneurship training for students at the University of the Western Cape through a number of co-curricular programmes and activities. In partnership with external stakeholders, the CEI activates students to consider entrepreneurship as a valid career option after graduation, while advocating the values of job creation and economic growth through and even beyond their chosen fields of study.

Entrepreneurship training at the CEI is focused on idea generation, starting up new businesses and scaling up existing ones. The training programmes offer applied entrepreneurship skills development. Training is in the flipped classroom mode, in line with modern teaching methodologies. Students are not confined to learning the theory associated with starting a business; they also work on actually starting up their own business or improving an existing one.

At the CEI, we are passionate about seeing UWC students become great entrepreneurs and are committed to giving them practical support and connecting them to opportunities beyond our own offerings. Our strategy includes facilitating access to external pitching events, incubation and accelerator opportunities through partner institutions within the local and global entrepreneurship ecosystem. One such intervention saw Mahlubonke Gladstone Ntuntwana, a student we regularly work with, fly to India for a two-week accelerator programme in early January 2020.

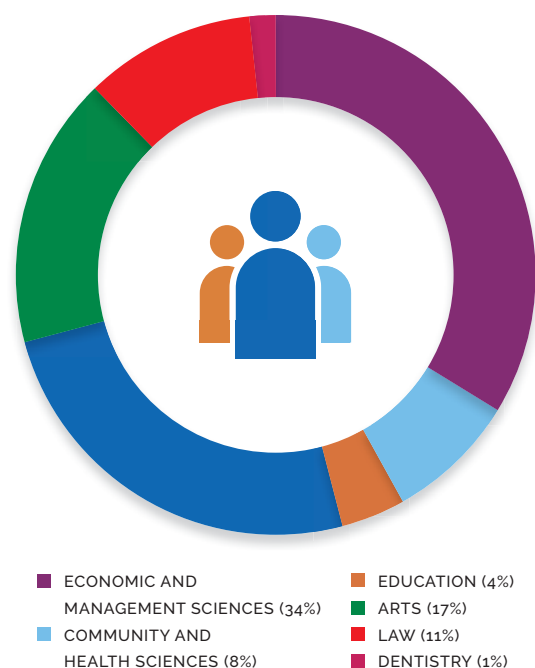
CEI programmes are typically three to six weeks in duration, without tests and exams but with a strong focus on measurable outcomes, chief among which are enterprise start-ups or clear demonstrations of

working towards such business start-ups. Outcomes are measured at each stage of training, including during the business idea refinement process, actual market testing of prototype products or when participants pitch start-up ideas to a panel of experts or potential investors.

The CEI programmes in 2019 attracted 893 student applications, a marked increase of 40% from 2018. However, after observing that the number of students who apply to join a programme or workshop did not always correlate with the actual number of attendees, the CEI intends developing a more rigorous selection and verification process in 2020 to improve efficiency.

We are pleased that, as indicated in the figure below, we were again able to attract participants from across the faculties, with the highest proportions (more than half) coming from the Economics and Management Sciences and Natural Sciences Faculties.

FIGURE 1: **2019 PROGRAMME APPLICANTS BY FACULTY**





02

Student Entrepreneurship 2019 Programme Highlights

The highlights in what was a busy year for the CEI included another highly successful UWC-WearSA Fashion Show, the launch of the innovative UWC-WearSA Fashion Incubator Store and CEI's inaugural Student Market Day, held during UWC's celebration of National Student Entrepreneurship Week.



Fashion Show Bootcamp

Over 300 students applied to join the Fashion Show Bootcamp, on 3– 4 August hosted by CEI in partnership with WearSA (see main article on page 9).

Western Cape Regional Round of the Entrepreneurship Intersivity

Three UWC students competed in the Regional Entrepreneurship Development in Higher Education (EDHE) Intersivity held at the University of Cape Town on 21 August. Their ideas included Pick n Weigh (groceries by the gram), HitMeUp (online store) and Algether Business Shower App (helps start-ups get resources). Although daunting, it was a great experience for our students who faced a panel of adjudicators for the first time. The CEI will support them in developing and refining their ideas further to reach the market.



Enactus National Intersivity Ideation Pitching Event

The UWC Enactus Chapter hosted an Ideation Challenge where students were required to create a solution in line with one of the Sustainable Development Goals. We had students interested in Health, Education and Agriculture. The winning team took part in the National Enactus Ideation Challenge in Johannesburg on 8 July, competing against nine other universities. The UWC team presented its idea for addressing depression and anxiety among university students. The comments from the adjudicators included, "What a brilliant idea" and "You should start as soon as possible" (see main article on page 20).



Fashion Show

The 2019 UWC Awear SA Fashion Show, an annual initiative hosted by the CEI in collaboration with WearSA, was a resounding success. The Show showcasing the talents of local student designers and young entrepreneurs while advocating the need to protect and nurture the South African fashion and clothing industries facing the intense pressures of the global market (*see main article on page 10*).

The Enterprise Challenge

The Enterprise Challenge 2019 (TEC2019) introduces and capacitate South African higher education students through business simulation training. Sponsored by General Electric, the Challenge, which ran from 19 August to 13 September, was hosted by SimVenture Evolution and supported by Enactus and Cognition Advisory.

UWC raised nine teams of which five were selected to battle it out at the intervarsity. The business simulations were based on real-world business environment challenges and gave students exposure to business challenges outside of their normal academic activities. We did not win this time but gained meaningful exposure.

Northeastern University Mixer

The CEI hosted 15 students from Boston's Northeastern University in July for a fun-filled day of connecting with UWC students and participating in an inter-disciplinary design thinking challenge.



South African Innovation Summit (SAIS)

The SA Innovation Summit is the largest start-up event in Africa. The event annually brings together entrepreneurs, investors, corporate leaders, researchers and institutional policy makers.

The SAIS provides several competitive platforms showcasing innovative African start-ups, including the Pitch & Perfect Master classes and Competition, Inventors' Garage competition (for those who already have a prototype), the Match & Invest lounge (one-on-one meetings with potential investors) and the Africa Cup, a global competition between start-ups seeking investors.



The CEI partnered with Dr Laurine Platzky to enable over 100 students to volunteer for three days at the 2019 SAIS, network, attend master classes and get exposure to 4IR entrepreneurship. Although having to commit to long hours and lots of work, the students were upbeat about the SAIS experience, which took place at Cape Town Stadium from 11 to 13 September:

"It was challenging but I enjoyed being a part of a team and getting to be part of making the summit a success was amazing. Every day posed new challenges and I ended up learning so much about myself."

"Being able to engage with prominent people and also engaging with people who work in the same environment as our field of study sharing their knowledge with us was very enjoyable."

"Being able to commit to something other than academics, gaining experience of waking up for work and seeing ambitious, innovative people, and mostly, learning from their business ideas as well as making connections with potential future business partners. I'm super grateful for the exposure."



CEI Student Market Day

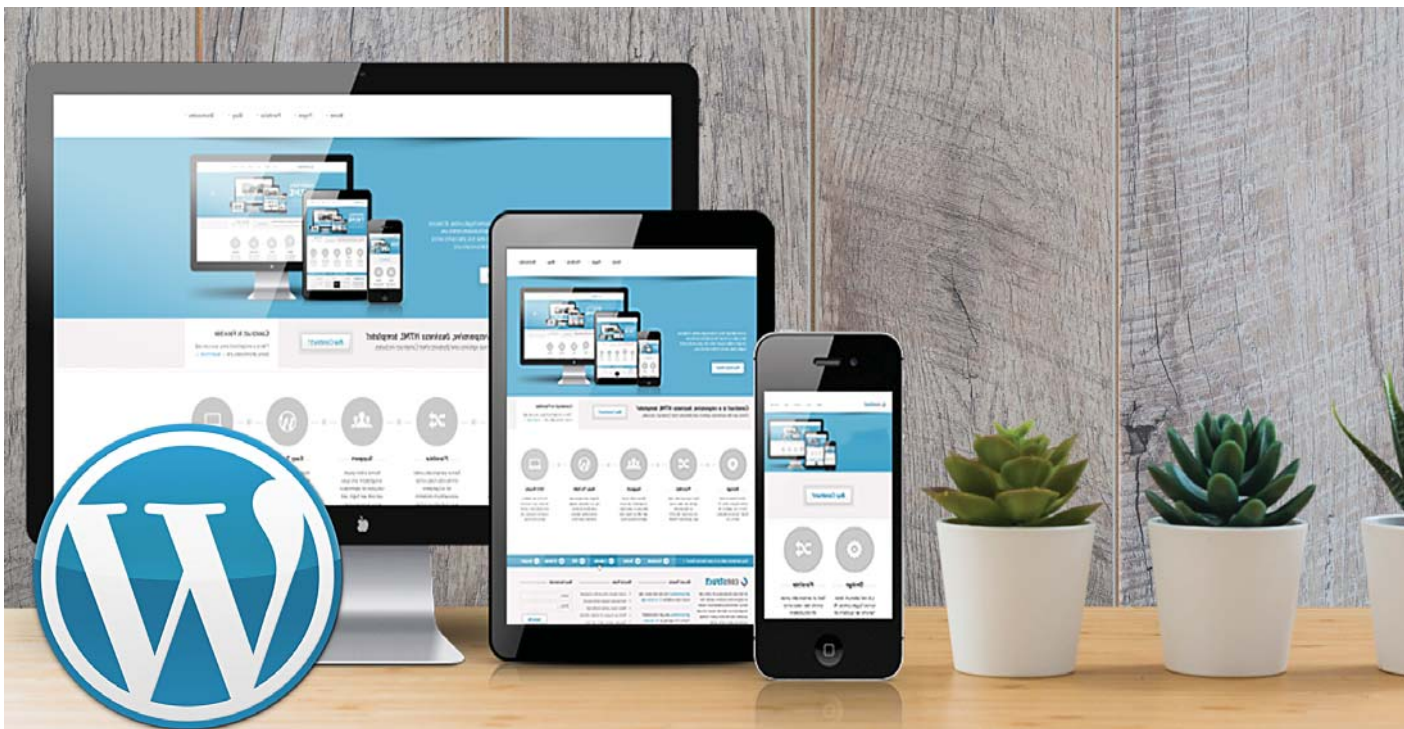
UWC hosted a very successful inaugural Market Day on 26 September as part of Student Entrepreneurship Week (#SEW2019). The well-attended market in the Main Hall offered a wide range of goods produced or sourced by student vendors, who gained invaluable exposure and experience at the event (*see main article on page 8*).



Fashion Incubator Store Launch

On 14 October, UWC launched a unique design and entrepreneurship incubator retail clothing store in collaboration with WearSA, the first such store hosted in South Africa, to promote local brands and foster student entrepreneurship (*see main article on page 13*).





The CEI presented a series of topical workshops in collaboration with its partners in 2019. The workshops were free to attend and took place over the lunch break to enhance student accessibility. The workshops were well attended and the audience feedback received definitely warrants considering expanding the offering in future.

Learn to Create Websites for Business

Learning to create websites using WordPress is easier than most people realise. The instructor taught herself to design e-commerce websites on YouTube and within only a month was able to find her

The workshop aimed to equip and inspire participating students to start working as freelance web designers while studying.

first client and earn a fee for designing her first website. The workshop on 7 May was presented with this can-do spirit and aimed to do no less than equip and inspire participating students to start working as freelance web designers while studying. The tutorial video, 'How to Make an eCommerce Website with WordPress (Storefront Theme)', can be accessed on YouTube, along with many other free, self-help web design resources.



Steps for Start-ups

According to Lily Lyman at Underscore VC, investors *"invest in teams who can clearly articulate: What is a big problem we are uniquely positioned to solve?"* While investors know the product value proposition will change over time, they believe the ability to build a big business relies on two things: the team and a big market opportunity.

Clearly, starting up is not a random process but needs a very specific set of skills and steps to turn an idea into a viable business worth investing in.

Featuring young entrepreneur and co-founder of HD Venture Capital, Aneme Dlamini, the workshop on 11 May was hosted by Indlela Media. The workshop highlighted the key steps to starting a business and making it investor ready: (i) Writing a business plan, (ii) Getting ready for your next investment pitch, (iii) Dealing with rejection in the early stages of starting up.

In Conversation, with Percival Thabo Dikoba

A passionate, entrepreneurial and driven business leader, Percival Dikoba has more than 16 years of business experience and holds several business qualifications, including an MBA from GIBS and an EDP from the UCT Graduate School of Business.

His message that 'entrepreneurs don't fail, they just learn to pivot and grow from the lessons learnt' was well received at the 15 May event. Describing his own journey as an entrepreneur he said while entrepreneurship could often be a lonely, painful journey, even sometimes stripping you of dignity, students should not be deterred from starting by the fear of failure, as "success is not in just more revenue, but it's in delighting customers and in driving back the walls of poverty each day."



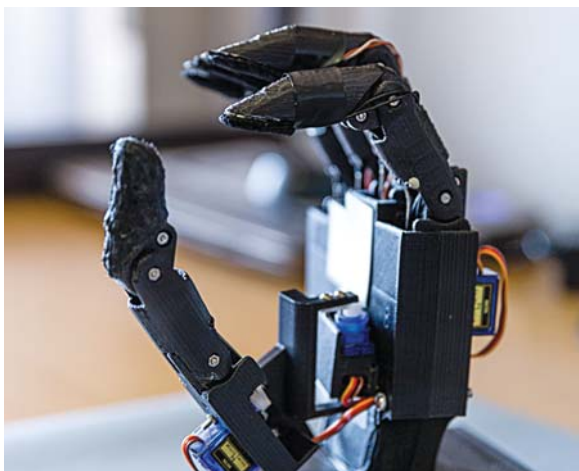
Financial Literacy and Tax for Business

The workshop, presented in the CEI training room on 29 August by Lorin Poole, a lecturer at UWC, and co-host Indlela Media, was well attended by students interested in learning about Business Tax and the need for healthy financial management systems to be SARS compliant. Lorin presented the topic with passion and clarity, helping students with no finance background to grasp a rather technical subject in 30 minutes. The topics covered in the workshop were: (i) What is taxation? (ii) What are tax returns? (iii) How tax returns are filed with SARS; and (iv) The difference between a chartered accountant and a bookkeeper.

Natalie Zoghby, Bionic Hand Innovation

The CEI was delighted to join Prof Carolina Odman of the Institute for Data Intensive Astronomy at UWC to host a talk by Natalie Zoghby, a Wits University postgraduate student entrepreneur on 1 October. Natalie's journey as a student entrepreneur started unexpectedly three years ago while studying biomedical engineering.

Led by Abdul-Khaaliq Mohamed, a lecturer in the Department of Electrical and Information Engineering at Wits, Natalie was one of a group of engineering students who developed a 3D-printed, low-cost bionic hand prosthesis that uses brain signals to control movement and sensory vibration motors to give wearers a sense of what they're touching. The estimated production cost of R2,000 compares well with current prostheses that usually cost in the region of R150,000. The co-inventors are now developing the project into a promising tech business.



Create a One-Page Business Plan

This workshop on 18 October drew huge interest with 170 students registering from across faculties. Although an unfortunate change in the time affected attendance, it was encouraging to see the growing interest in entrepreneurship among students. The workshop was interactive and practical with students completing the nine components of the Business Model Canvas step by step, which included aspects such as market segments, the revenue model, anticipating costs and structuring partnerships.

In response to the interest shown, the CEI will repeat the workshop regularly in 2020, to help students develop a strong business case for their initial business idea.



04

CEI Student Market Day



The first-ever UWC Market Day, hosted on 26 September as part of Student Entrepreneurship Week (#SEW2019), exceeded expectations.

Over 80 student vendors applied to participate in the event held at the University's Main Hall, of which 30 of the most interesting, unique and in-demand offerings were selected. In preparation, student vendors were briefed on how to become market ready. Topics covered included stock quantities, branding, staffing, transacting and managing customer relationships. Students vendors were assisted with setting up on 25 September by volunteers. After several strenuous hours, the Main Hall was converted into an aesthetically vibrant marketplace.

The market was open from 10:00 to 15:00, drawing many students with selections of prepared meals, homemade jams, confectionery, handmade picnic baskets, natural hair and skincare products, a thrift store, a hair, nail and tattoo bar, knitted beachwear, a range of designer T-shirts and even a unique wooden, thumb-held bookmark called 'Holdy'. By the end of the day, the tired but happy vendors reported good sales with some even having sold out. All the vendors were grateful for the opportunity and exposure and looked forward to the next market.

The CEI plans to continue profiling our studentpreneurs via printed and digital media and is considering organising a market day twice a year, one per semester.



05

Fashion Show Bootcamp



Over 300 students applied to join the Fashion Show Bootcamp but only about 150 students could be selected to take part in what many described as a 'life-changing' two days. The Bootcamp, hosted by CEI in partnership with WearSA on 3–4 August 2019, kick-started the training the students needed to organise a fashion show but involved more than just that.

The Bootcamp was a "powerful interactive weekend of life skills, personal introspection, team building and detailed understanding of the realms within the events industry, says Karen Burt, the highly skilled facilitator known to the students as Mama K.

Karen says the participants were taken on a journey to discovering their personal 'Why?' The students unpacked their dreams and fears in a safe space where they felt free to say 'I hear you and I see you' and forget the imposed differences of study disciplines, culture and language. The process is essential to unlocking students' entrepreneurial and innovative thinking. Team leaders were selected to head up Marketing,

Production, Logistics, Styling and Entertainment teams. The eight-week journey of intense preparation that followed the Bootcamp included activations around campus, castings, master classes, mentorship and regular team meetings to ensure the success of the fashion show. As done last year, the students chose the beneficiary of proceeds raised from the event and selected the UWC Rise Against Hunger campaign as the sole beneficiary for 2019.

Karen says, "The critical skills needed to produce the final Awear SA Fashion Show are the identical skills required to succeed in life. Application of these skills can thereafter be applied to any industry or situation and are a most valuable toolkit to take the students through university and beyond into life. The UWC students wholeheartedly embraced the invitation to challenge themselves and step out of predictable comfort zones and feedback was phenomenal, clearly indicating that workshops which really tap into consciousness, mind-sets and understanding ourselves and each other are crucial to the lives of students and our youth."



06

Fashion Show

The Show aims not only to advocate the protection of local jobs, but also showcases local design talent and clothing quality to encourage the youth to 'buy local' and support South African manufacturers and designers.



The UWC Awear SA Fashion Show is one of the most successful annual initiatives hosted to date by the CEI. Presented in collaboration with WearSA, the theme this year was #sewingcultures – a call to celebrate and support the diversity of local South African designers and fashion.

WearSA is an initiative born out of the struggles of the South African Clothing and Textile Workers' Union to save jobs and local manufacturers from the

effects of cheap imports flooding the South African market following trade liberalisation. The Fashion Show collaboration is endorsed and supported by all the stakeholders in the local fashion and textile industries. The Show aims not only to advocate the protection of local jobs, but also showcases local design talent and clothing quality to encourage the youth to 'buy local' and support South African manufacturers and designers. With only eight weeks allocated to organising the event and various allied



Celebrating and supporting the diversity of local South African designers and fashion.



activities, the students worked flat-out in their assigned teams to put the Fashion Show together, all while attending lectures and fulfilling the other requirements of their academic programmes. Many of them had never participated in such an event.

This year, the organisers included a series of fashion activations on campus to profile the student designers and increase their exposure as young entrepreneurs. Unsurprisingly, with all the pre-show

hype, all the tickets were sold before 5 October and the Main Hall was packed on the night. For two hours, the audience enjoyed a slickly presented, professional show as UWC student models, dressed in the most beautiful local fashion produced by UWC and Northlink College student designers, owned the ramp against a backdrop of vibrant colour, thumping music and ecstatic applause.

Amid the gaiety, the students took the opportunity to raise awareness of gender-based violence and the victimisation of women, welding the theme literally into the backdrop of the event and leaving a powerful impression on the audience without dampening the spirit of the occasion.

By the end of a memorable night, the hordes of student volunteers could congratulate themselves for responsibly playing their part, the WearSA message rang spectacularly loud and clear and, not least, R22,000 was raised for UWC's Rise Against Hunger Campaign. The campaign is run by the Office of Student Development and Support (SDS) at UWC, and aims to end student hunger by augmenting student nutrition.

"I was part of the production team. Meeting different characters was one highlight but having to adapt to different personalities became a challenge. With all our enthusiastic energies we all wanted to be leaders. I had so much fun, learnt a lot from working in a team to dealing with different individuals. All in all, I grew so much as an individual. Thank you for the great experience." – **SIYAMTHANDA MLOBI, THIRD-YEAR BA STUDENT.**

"I was in the logistics department as a liaison for the production team. Then, closer to the time of the event, I was elected as the junior logistics production manager. Just being part of the planning for an amazing event like this was a challenge like I had never experienced. Everything went so quickly and even when things weren't going our way as the logistics department, we had brilliant people who helped us along the way and our mentors were there to support us.

I am extremely proud to say that I was a small part of making it happen. We did everything we could to make the Fashion Show a success and all the bumps in the road meant absolutely nothing when we saw that final result. The experience was beyond priceless and I would definitely do it again."

– **LAAIQAH KHAN, SECOND-YEAR BCOM (LAW) STUDENT.**

"Being Team Leader for the logistics department after having been voted in sounded like an impossible task to do. However, working with a very willing and eager team made the task less stressful. This was an opportunity that I never dreamed to be a part of. I've learnt many life lessons, grown as a person but also affirmed my love for event planning.

More funds have been raised to ensure less suffering among us as students and because of that I am proud to have been a part of this amazing journey."

– **MAO TSEDU, SECOND-YEAR BA STUDENT.**





07

Fashion Incubator Store Launched

This is a first for Wear South Africa and Proudly South African in our campaign to strengthen 'Buy South Africa First, Buy Locally Designed Manufactured Apparel'. WAYNE VAN DER RHEEDE, CEO, WEARSA



The University of the Western Cape collaborated with WearSA to launch a retail clothing store on 14 October – the first design and entrepreneurship incubator store of its kind in South Africa.

The incubator store is a logical development that has grown out of the successful partnership between UWC CEI and WearSA, the local fashion advocacy campaign initiated by SACTWU. The idea behind the store is to develop a retail space for local designers

and fashion entrepreneurs, not only to provide them with a shop window but to afford them real-world business experience in a semi-protected business incubator environment.

The store, located in the UWC Community and Health Sciences Faculty Building, is near the Bellville CBD and a busy transport node and thus targets the fashion-conscious general public as well as the student market.



A: Abduragman Regal, UWC Executive Director: Finance, Innovation, Operations and Infrastructure.
 B: Charleen Duncan, Director of the CEI.
 C: From left, Wayne van der Rhee, CEO of WearSA, Andre Kriel, SACTWU General Secretary, Abduragman Regal, UWC Executive Director: Finance, Innovation, Operations and Infrastructure, and Charleen Duncan, Director of the CEI.
 D: Andre Kriel, SACTWU General Secretary.

While the focus is on high-quality design and manufacture, the core value of the store will be affordable fashion. The store stocks garments from well-known local brands such as Magents, X94, DOD, Blue Collar White Collar and WEAR.

Initially, 18 UWC students who have an interest in fashion and entrepreneurship will be trained to run the store. The incubatees will have access to developmental opportunities to enrich their knowledge and experience of the entire retail pipeline and the local manufacturing industry. At the time of the launch, Wayne van der Rhee, the CEO of WearSA, said, "This is a first for Wear South Africa and Proudly South

African in our campaign to strengthen 'Buy South Africa First, Buy Locally Designed Manufactured Apparel'. The decision to implement this incubator store by the University of the Western Cape shows foresight by contributing meaningfully to addressing the high unemployment rate in our country."

Adding his endorsement, Andre Kriel, the general secretary of SACTWU said, "It is a pioneering concept to promote local procurement and hence local jobs, while at the same time providing practical entrepreneurial development skills to students."



08

Lessons from Entrepreneurs

AUTHORED BY STEVE REID, DIRECTOR OF THE RAPID INCUBATOR AT FALSE BAY COLLEGE, WESTLAKE CAMPUS.



Steve Reid is a business/executive coach with over 16 years of experience. For the last nine years he has led two business incubators. He regularly writes for the Independent Group's community newspapers and Your Business Magazine and has a bi-weekly radio programme called '#Hope is rising' on CCFM Radio.

In the past sixteen years, I have had the privilege of meeting and interacting with over 200 business owners or senior executives within a business or organisation. Many of these were pure start-ups, some had established mid-sized businesses and others held 'intrapreneurial' posts within organisations.

The level of interaction differed from an event or competition to intensive involvement through coaching or incubation inputs. It is particularly in the past seven years that I have shifted my focus to what makes for building sustainable businesses and resilient entrepreneurs.

What did these men and women do differently to position themselves strongly? What lessons can be gleaned from them? What factors are 'top of mind'?

Successful entrepreneurs have differentiated their product

They have taken considerable time and investment of energy to clarify what makes them special; what makes them unique and different; or in the words of Malcolm Gladwell, "What makes them a purple cow?"

It appears as if successful entrepreneurs have narrowed their target market focus, rather than trying to please everyone. In fact, assuming 'the more, the merrier' when it comes to defining who you are targeting is one of the biggest marketing mistakes an entrepreneur can make. A lot of time and money is wasted on a marketing campaign that tries to be all things to all people. Conversely, the target market cannot be too small either, as the start-up needs enough customers to sell to without saturating the target market within its first months of operation.



Start a business with an existing market in mind

Those businesses that have gone past significant milestones appear to have this attribute in common. They started with an existing market in mind and considerable interest in the product or service they were going to sell.

"Market research is always a good idea, whether launching a new business or embarking on a new product line," says Jayshree Naidoo, ex-head of the Standard Bank incubator and a 20-year entrepreneurship industry veteran. "Unfortunately, entrepreneurs are not doing enough of it, which results in a high failure rate."

It could be beneficial, therefore, to drill down with these questions on your market opportunity before you start:

- What is the unmet need (What problem are you solving?)?
- How big is this opportunity (Is there a substantial market?)?
- Who else is trying to meet this need (Is this business over-traded, with many competitors?)?

The value of support

Successful entrepreneurs refer to having a strong support base as an essential ingredient. Whether from family or friends or from institutions like accelerators or people like mentors, support is an essential ingredient to building a strong and sustainable 'horse', ridden by a resilient jockey.

This may be as simple as some support in understanding the journey, assistance with financial and legal requirements, and even an ear to test the many queries that inevitably arise for small businesses.

The Gordon Institute of Business Science and FNB's Entrepreneurial Dialogues State of Entrepreneurship in South Africa report found that "Business incubators assist emerging companies [to] survive and grow during the start-up period, when they are most vulnerable. The incubation process improves the survival rate of start-up companies by assisting them to become financially viable, usually within two to three years."

There is a lot of support available to the aspiring entrepreneur in the Western Cape. The budding entrepreneur may find support in the form of access to catalytic events (competitions); free or sponsored business advice and even being eligible to be a part of the accelerator/incubator ecosystem.

Funding is also an area of great concern to start-ups. They are often ill-prepared in approaching providers of funding or they simply don't know who to and where to go.

This daunting task may be made a bit easier through accessing online resources such as Finfind, an

innovative, online provider of finance solutions that brings together the providers and seekers of SME finance with a focus on finance readiness (www.finfindeasy.co.za).



Having a truly viable and bankable business idea

There is a well-known phrase attributed to Mary Kay Ash that postulates, "Ideas are a dime a dozen. People who implement them are priceless."

Entrepreneurs who continue to succeed seem to be action-oriented and implementers. It is not too difficult to come up with an idea, but is it a great idea? What constitutes a viable idea? How can you develop a good idea into a great one?

Here are three 'tests' to see if your idea is great

The Grandma test: Are you able to easily share your ideas with say...your grandmother? If your idea is easy to understand, chances are it's more likely to succeed with prospective customers.

The Viability test: Does your idea offer real solutions to real-world problems, and will people be willing to pay for it? All new businesses need a sense of purpose. Are you trying to improve people's lives in some way? What are the core differentiators of your

business that set you apart from the next person trying to build a similar business?

The Talk test: Have you tested your idea with both friend and stranger? Have you been willing to engage with those who think your idea soars and those who think it sucks?

Not talking to your potential customers raises your chances of failure substantially, so head out the door and start talking to people as soon as you can.

Actively networking

When I consider the reflections of successful entrepreneurs, networking appears to be an essential skill. When used consistently and purposefully, it can seriously increase your impact; raise your income and extend your brand awareness. Here are some tips to building a growing network:

Aim to connect, not to sell.

People don't attend a networking event to buy products or services. Uppermost in their minds is how they can build relationships and connect with others who may add value to their business and vice versa. Making this key mistake could alienate you at the event and leave you with the impression that 'networking doesn't work for me'. It can and does work when you focus on connecting.

Identify what you want to achieve and who you want to meet.

Another mistake that is made is to focus on quantity rather than quality. Most events last two to three hours with the networking section restricted to 45 minutes. Rather than distribute and collect business cards, aim to focus on six to eight new people or connections. These you need to leverage.

Follow up promptly.

I have 'discovered' business cards from events some weeks after the session. This is way too long to follow up in a meaningful way. It may be helpful to send a short yet sincere email within 48 hours of the event.



09

Faculty Modules

The CEI partners with the UWC faculties to embed innovation and entrepreneurship in core modules through a process of experiential learning using a Design Thinking methodology.

The process future-fits students with critical in-demand skills, which include complex problem solving, critical thinking, creativity, empathy and collaborative teamwork. The entrepreneurship components include idea generation, selection and finally developing a business model. Whether graduates decide to start an enterprise of their own or not, the exposure to an entrepreneurial mind-set will increase their employability and career options.

Co-facilitated final Dental Practice Management module which included a Design Thinking Challenge and Business Model Canvas Workshop

The CEI partnered with UWC's Dentistry Faculty to embed the Dentistry Practice Module for final-year Dentistry students in entrepreneurship and innovation, ensuring that the clinical and the practical aspects of starting a practice come together.

Student teams were introduced to the principles of Design Thinking and given a challenge to 'Redesign the Dentistry Experience' for patients at either a public hospital or private practice of their choice. The process involved interviewing patients and staff to develop a deep understanding of the challenges that patients experience in order to identify opportunities to improve a process or service or to create a new product.



The exposure to an entrepreneurial mind-set will increase their employability and career options.

Co-facilitated School of Pharmacy Community Engagement Elective which included a Design Thinking Challenge

The CEI partnered with the UWC School of Pharmacy to facilitate the Community Engagement Elective, in which a group of Pharmacy students were given the opportunity to use Design Thinking to identify and address a prevailing challenge in community pharmacy. The group created a booklet dubbed the Antibiotic Pocket Dial, to assist home-based carers from the Touching Nations non-profit organisation to understand antibiotics and to be able to detect the signs and risks of incorrect use by patients.

The CEI team anticipates many other opportunities to collaborate with the faculties on the application of design thinking methodology. To engage with the team, contact Student Entrepreneurship Coordinator, Lana Franks, at lfranks@uwc.ac.za or 076 655 9610.



10

Student Profile: Mahlubonke Gladstone Ntuntwana

My name is Mahlubonke Gladstone Ntuntwana and I am a third-year BCom student, majoring in Finance and Management at the University of the Western Cape. I am the third of four kids and the oldest son. I matriculated at Fairbairn College in 2014 with distinctions in Accounting and Business Studies.

Both my parents are entrepreneurs, having run a small contract cleaning and security company for many years until recently. Growing up in a business environment at home, I always knew that being an entrepreneur was my true calling, but I never knew what business I wanted to start.

My earliest recollection of being an entrepreneur was in primary school. I used to run to the tuck shop for other kids to buy their lunch at first break. I would charge the greater of R2 or keeping the change for myself. My love for entrepreneurship though started in 2017, when I attended my first-ever pitch competition. I had an idea to create an app for NSFAS students (the app never really launched). My current business, HitMeUp, was born in 2018. The idea started out as a platform where students would be able to find students with side hustles around campus. We then pivoted the idea to what is it now, an e-commerce store marketing products by student entrepreneurs. We are super excited for the launch of the store in February 2020.

I am always thinking about business; I have at least three ideas a day. I watch business documentaries and listen to podcasts or read biographies about other entrepreneurs to learn from their mistakes and experiences. Balance is important to keep sane in



entrepreneurship, so I play soccer and go to the gym. My advice to other aspiring entrepreneurs is, just start. You will learn all you need to know to be a successful entrepreneur on the journey to being an entrepreneur.

My highlight for 2019 was finishing in 6th place at the City of Cape Town #YouthStart Entrepreneurship competition.

In 2020, I am most looking forward to flying to India and being part of the Global Accelerator programme hosted by Ingenious Faces.



11

Enactus Social Entrepreneurship Programme

Founded in 1975 in the United States, Enactus is an international non-profit organisation that provides a platform for enterprising university students to create community development projects through entrepreneurial action.

Enactus South Africa is one of 36 country affiliates of Enactus Worldwide and has grown since its founding in 2002, from ten participating universities to the current 27 HEIs.

Student teams from each participating campus apply business concepts to develop projects that address people's needs, aligned to the United Nations Sustainable Development Goals.

At the annual Enactus South Africa National Competition, the teams present the results of their projects to a panel of business leaders serving as judges. The Enactus South Africa National Champion team is then selected which competes at the prestigious annual Enactus World Cup.

The 2019 country competition winner, Durban University of Technology, competed at the 2019 Enactus World Cup in Silicon Valley, San Jose, California, which was won by the team from Egypt.

At UWC, the CEI and the Centre for Student Support Services co-facilitate the Enactus Programme. The Chapter was revived in April 2019 after a period of dormancy and is rebuilding the leadership structure and membership base. A new UWC Enactus Executive Team was selected from students who demonstrated leadership, commitment, diligence and passion for



the Enactus Programme. The new Exco will serve in office from 1 September 2019 to 31 August 2020. The members and their portfolios are as follows:

President: Oarabile Mochwanaesi, third-year BChD student;

Marketing & Recruitment: Thobeka Nkabinde, final-year BA (Psychology, Anthropology and Sociology majors) student;

Project Management: Washied Hassiem, Master's in Management Studies student;

Finance: Mahlubonke Gladstone Ntuntwana, final-year BCom student.



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Student Profile: Simphiwe Sydney Fakude

I am a final-year Computer Science student and fashion designer. I had my first collection on 5 October 2019 at the UWC Aweat SA Fashion Show.

People always ask me, 'Why fashion?' Well, throughout my life I have always had a love for fashion. That's why, in September 2018, I bought my first sewing machine and started teaching myself to sew. Later, I discovered that fashion is beyond clothes. It's pure art and that's when my designing journey started. My brand is not just about designing clothes, it's about designing the future. All I want is to see people feeling confident about themselves and enjoying the art of fashion.

Follow Simphiwe:

Instagram: [simphiwe_fakude_](#)

Facebook: [Fakude Simphiwe](#)



Looking Ahead

We are excited about the new year. 2020 will be a year of acceleration and strategic growth for the students we work with. The CEI is determined to develop great entrepreneurs and truly help students to consider entrepreneurship as a viable career option upon graduation.

In 2020, our three focus areas of idea generation, starting up new businesses and scaling up existing ones will be strengthened to enable more students to move beyond ideas into action. We have provided three main opportunities for students who are at

different stages of development to further develop their entrepreneurial intent.

1. Design Sprints — for those who need help generating new business ideas.
2. Start your business — for those who have business ideas and need help moving beyond ideas to action.
3. Grow your business — for those who have existing businesses and need help improving a specific aspect of their business model.

We look forward to 2020 being a year of acceleration and growth for our studentpreneurs.





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