

SUMMARY



iValue Entrepreneurship is a School Enrichment programme focused on providing **entrepreneurial skills to Grade 10 and 11 learners** to become business-minded, and get to run a successful business.

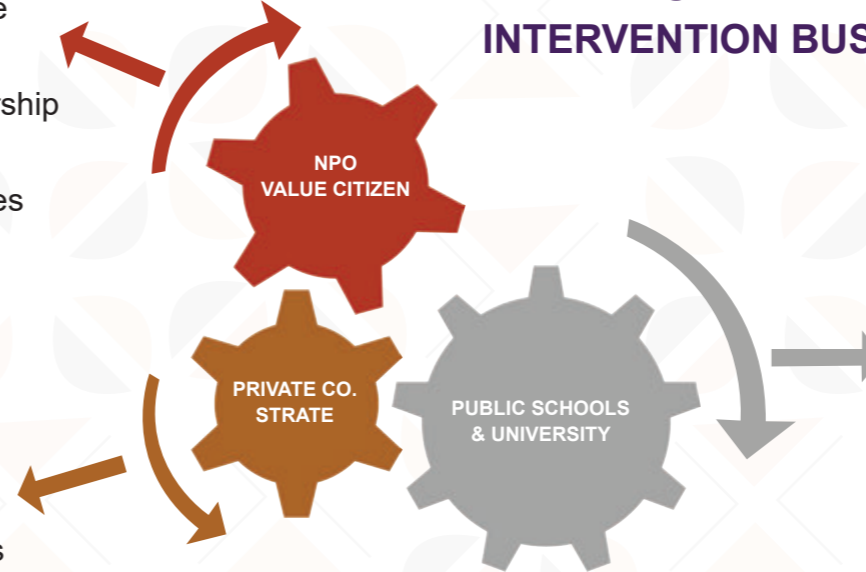


African Stitch was started after realizing a need for an **Original African Retail Chain outlet** that will sell and promote African fashion, lifestyle and introduce **Afrofuturism culture** ONLINE.

- Orientate learners
- Essay writing challenge
- 30 selected per school
- Theory of entrepreneurship
- Experiential learning
- Entrepreneurial activities

- Injects cash
- Adjudication
- Advice to learners
- **TRACE** Academy

THE iVALUE ENTREPRENEURSHIP INTERVENTION BUSINESS MODEL



- Administration
- Facilitation
- Sustainable purposes
- Scholarship engagement
- Mentotship
- Implementation
- University programme
- Expert advice
- Research
- Resources
- Career guidance

CHALLENGES

- Only 7% of school leavers find employment.
- Between 5-7% youths in SA plan to start a business
- 88% of SMME's fail within 2 years
- 15 000 learners fell pregnant in 2015

OPPORTUNITIES

- Assist learners to identify a viable business idea
- Develop their self-esteem
- Encourage innovation
- Creative thinking
- 18 business plans were produced
- Two viable businesses were selected (**funded by STRATE**)
- Help child headed families and families with no breadwinners
- Empowered learners to start small survivalist business for sustainable income
- Establish gaming centres for learners
- Introduce the fourth industrial revolution to learners

OUTPUT

- 18 business plans produced from 4 schools
- Two best businesses selected from each scschool
- Ideas funded by **STRATE**

OUR IMPACT
WITH THIS PROJECT



- Learners created better networks for business support
- Their confidence in elevator pitches increased
- Learners learned to better identify opportunities and become better citizens
- Last year parents were also assisting their children in their businesses which led to better sales



ECONOMICAL

- 18 business pitches were developed
- 8 businesses were selected for funding
- R48 000 was invested in the businesses by **STRATE**

All 120 learners were employed as entrepreneurs in these businesses and will share profit at the end of the year

- After grade 12 if only **7%** of the learners go to tertiary, the other **93%** will be self-employed or have a btter employment prospects because of the skills we provided at grade 10 & 11.



ENVIRONMENTAL

- Mentorship assisted learners to identify business ideas to address their environmental community issues





FINANCIAL REPORT

Income

Balance b/f R 264 000

Enactus SA R 93 000

Expenses

Project Development R 150 000

Competitions R 64 000

Transportation allowance R 43 000

Surplus R 100 000

MEDIA

Media & Social Media Coverage

SABC 4 500 000

SOWETO TV 3 650 000

SAfm 1 300 000

POWER 98.7 175 000

11 461



Institutional Administrator
Mr. Dirk Rossouw

Primary Faculty Advisor
Mrs. Joyce Sibeko

Mr Boikanyo Chiloane
Enactus President