

# Student Entrepreneurship Services

May 2017

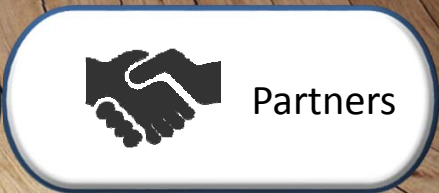
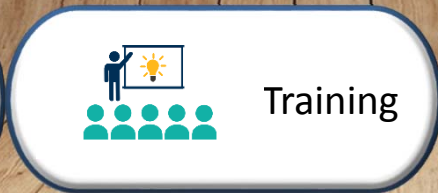
Make today matter



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

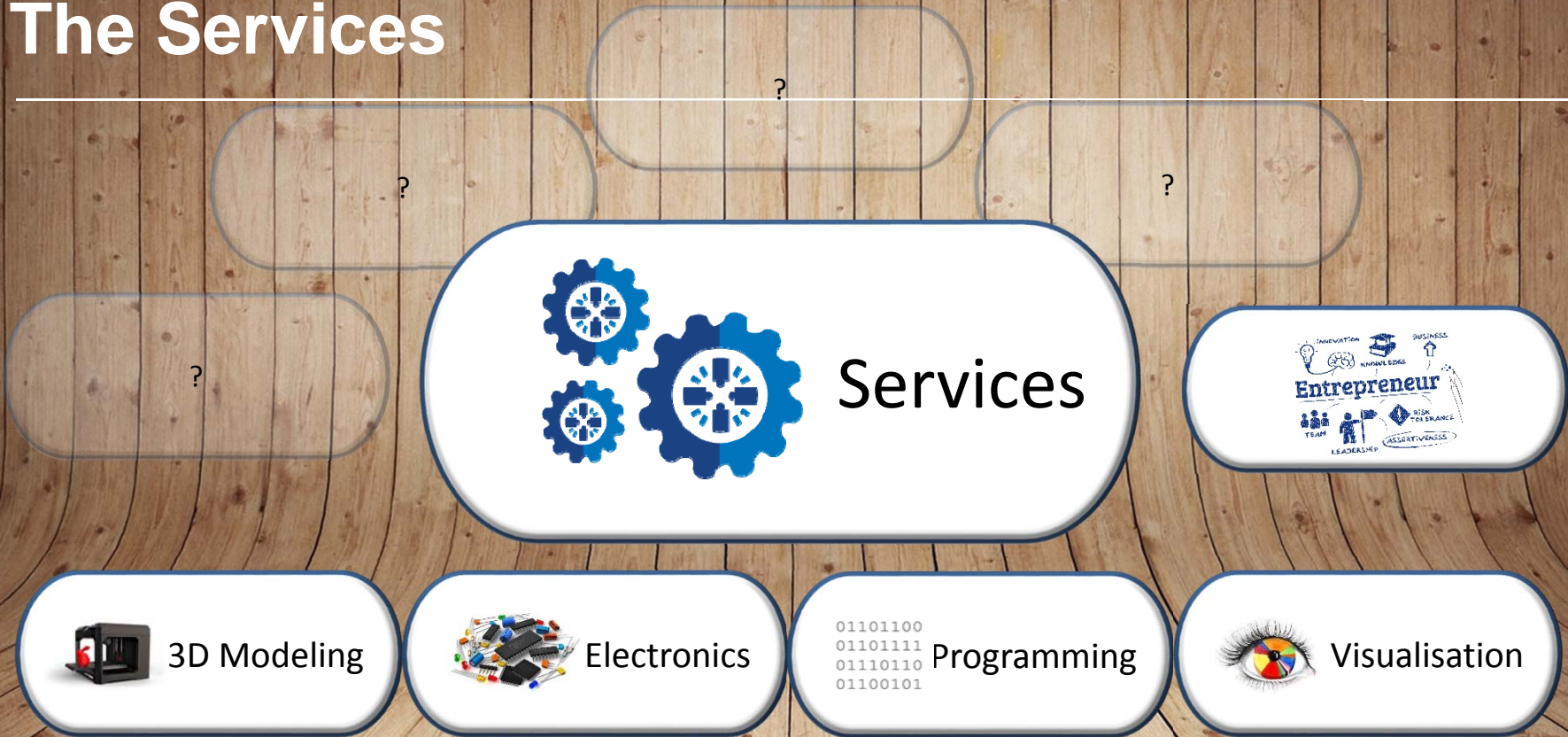
# The DLS MakerSpace

---





# The Services



# The Partners

---

**XR**OBOTIX  
INDUSTRIAL HARDWARE & SOFTWARE SPECIALISTS

?

**IBM**



Partners

unicef 

 University of Pretoria  
**Business Incubator**



**intel**

 **Standard Bank**



# The UPBI

---



Application



Rapid Incubation



University of  
Pretoria

**Business  
Incubator**

FINDING  
INVESTORS



Graduation



# UPBI Executive Summary

3

## Executive Summary

The incubation programme will span for 8 months between Semester 1 and Semester 2. It will be split into 4 parts:

1. Applications
2. Rapid Incubation
3. Meeting Investors
4. Graduation.

Students will apply to the incubator via an online form. Once students apply they will be invited into an interview. Students who successfully apply to the incubation programme, will then be invited to be a part of the rapid incubation. This will include a talk series where the incubatees will be imparted with crucial business knowledge that will cover the basics of how to start a startup to how to grow your business, and pitching classes. The incubatees will then present a pitch with a refined vision of their business with the aim of being accepted into second semester portion of the Incubation Programme. From the pitches, 6 Incubatees will be selected to be involved in second semester of the incubation programme. The 6 Incubatees will possibly receive mentorship from GIBS students and will receive personalised consulting to further refine their businesses and will be given training on how to present to investors. The incubatees will then be helped to find investors to pitch to or help them strike key partnerships to help them grow their businesses. At the end of the 8 months, the incubatees will graduate from the incubator.





# Application Process

## Application Components

1.  
Online  
Application

2.  
Interview

3.  
Induction Into  
Incubator



# Incubation Process

14

## Rapid Incubation Components





# Investor Pitching

33

## Investor Pitching

Based on the readiness of business to be accelerated, Incubatees will pitch to the panel of investors for seed funding, further business development or extensive product building. The readiness of the business will be based on the stage of development of the business is and other investor related criterias.



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

# Graduation

36

## Graduation

### Overview

Incubatees will be awarded with a certificate and will be given the privilege of stating that they have gone through a comprehensive incubation process.

### Purpose

To award those Incubatees who have made it through the entire incubation programme and successfully completed it.

### Outcome

Exposure will be granted to the Incubator as successful startups will be able to authentically and organically advertise for us. This will also give validation and accreditation for the company of the incubatee as prospective clients, users or investors will know that the company has gone through an extensive incubation programme. Incubatees will also be alumni and eventually this network will grow and be a value offering of its own.





# Progress

**UPBI**  
May 2 at 1:00pm · 🌐

From 366 applications to 36 interviews, we now have selected the 20 incubatees for the 2017 University of Pretoria Business Incubator. Congratulations to all who have made it, we know we are in for an exciting year and we cannot wait for people to get to know you and your ideas!!

To all of those who did not make it, take this matter as motivation. Let it ground you, let it push you.. Let it be your source of motivation to keep moving forward and working on realizing your drea... [See More](#)




**UPBI**  
May 10 at 1:00pm · 🌐

The Department of Library Services' @MakerspaceAtUP and @ResilientAfricaNetwork are going to be hosting an innovative design workshop around solutions for real world problems to develop the practical skills of students.

Up for grabs is an Arduino kit which will be awarded to the most relevant and applicable idea as well as collaborative entrepreneurial support from the University of Pretoria's Business Incubator (UPBI)!

To learn more about the event and to book your spot clic... [See More](#)



**UPBI added 29 new photos to the album: UPBI Talk Series 3 - Aiden Dinsdale** — with Brandon Connor Josi in 📍 Pretoria, South Africa.  
10 hrs · 🌐





# Online Course

The screenshot displays the user interface for the Entrepreneurship Programme. On the left is a navigation sidebar with the following items: 'EUP - Entrepreneurship Programme' (with a home icon), 'Welcome!', 'Announcements', 'Study Units', 'Course Quality Survey', 'Business Plan (Optional)', 'Course Progress', 'Available Achievements', 'E-Learning Support', and 'Contacts'. The main content area features a large red banner with the text 'ENTREPRENEURSHIP A Free Online Course on How to Start Your Own Business!'. Below the banner is a row of five images: the PODs logo (Professional Online Development), a fruit stand, a 3D figure on a red arrow, two smiling women, and a key with a dollar sign on a keyboard. Below the banner, the text 'Welcome!' is followed by 'Welcome to the Entrepreneurship Programme!'. A video player is embedded, showing two young people in a virtual setting with the title 'Entrepreneurship' and a play button.



# Online Course

---



## Unit 0: Is This Course for You?

Mark Reviewed



## Unit 1: Entrepronology – The Story of Entrepreneurs

Mark Reviewed



## Unit 2: Where Do Ideas Come From and What Happens Then?

Mark Reviewed



## Unit 3: Building a Business Model

Mark Reviewed



## Unit 4: The Language of Money

Mark Reviewed



## Unit 5: Get Real – YOUR Business Model

Mark Reviewed




## Unit 6: Building a Business Plan













Mark Reviewed



# Online Course

 **ID (Isak) van der Walt**  
You have 0 new achievement(s)

**All Achievements**      **Earned Achievements**      **Unearned Achievements**

|   |   |   |
|---|---|---|
|  <b>Business Starter</b><br>Complete Unit 0–9 and the Cou... |  <b>Connected</b><br>Complete Unit 9.            |  <b>Decision Maker</b><br>Complete Unit 0. |
|  <b>Entrepreneur</b><br>Complete Unit 1.                     |  <b>Fundraiser</b><br>Complete Unit 7.           |  <b>Halfway</b><br>Complete Units 0–4.     |
|  <b>Inventor</b><br>Complete Unit 2.                        |  <b>Law-Abiding Citizen</b><br>Complete Unit 8. |  <b>Modeller</b><br>Complete Unit 3.      |
|  <b>Moneymaker</b><br>Complete Unit 4.                     |  <b>Planner</b><br>Complete Unit 6.            |  <b>Realist</b><br>Complete Unit 5.      |



# Project Scope

| Objective / Entrepreneurial services  | Outcome   | Actions  | Milestones   | Target date           | Roles & responsibilities (who will do what)                            |
|---|---|--|--|-----------------------|--|
| A platform where students can apply for assistance and guidance with their ventures | -A system that controls and evaluates applications for assistance               | -Investigate workflow system to allow online applications<br>-Formulate criteria for assistance                | -Implement workflow system to allow applications for entrepreneurial assistance              | -Aug 2016             | Isak van der Walt  |
| Build support network for Library Entrepreneurial Services.                         | -Formally sign working agreements & funding opportunities with relevant parties | - Create official working agreement form.<br>- Create official MOU form<br>- Investigate possible stakeholders | -Creation and adoption of official documentation<br>- Formal list of identified stakeholders | -Aug 2016<br>-Ongoing | Isak van der Walt & Legal Office<br>Isak van der Walt & Elsabe Olivier |

# Project Scope

|  |   |  |   |  |   |
|--|---|--|---|--|---|
| Categorise entrepreneurial avenues and levels of assistance                          | <ul style="list-style-type: none"> <li>-Students have a single point of entry into the right stream of assistance.</li> <li>- Students receive the correct amount of assistance.</li> </ul> | <ul style="list-style-type: none"> <li>-Investigate in broad the type of assistance students might need</li> <li>- Align the needs with existing services in UPLS</li> <li>- Develop levels of assistance</li> </ul> | <ul style="list-style-type: none"> <li>-Categorised entrepreneurial services</li> <li>- Established levels of entrepreneurial assistance</li> <li>- Compiled list of entrepreneurial related services already provided by UPLS</li> </ul> | <ul style="list-style-type: none"> <li>-Sept 2016</li> <li>-Sept 2016</li> <li>-Sept 2016</li> </ul> | <ul style="list-style-type: none"> <li>Isak van der Walt</li> <li>- Elsabe Olivier</li> <li>- <u>Dr. Heila Pienaar</u></li> <li>- <u>Hilda Kriel</u></li> </ul> |
| Training on application of entrepreneurship  | Provide training sessions specific to application of entrepreneurship   | <ul style="list-style-type: none"> <li>-Create training scope</li> <li>- Identify training partners</li> <li>- Develop training program</li> </ul>   | <ul style="list-style-type: none"> <li>- Approved training scope</li> <li>- List of training partners</li> <li>- Scheduled training</li> </ul>  | <ul style="list-style-type: none"> <li>- Oct 2016</li> <li>- Oct 2016</li> <li>- End 2016</li> </ul> | <ul style="list-style-type: none"> <li>Isak van der Walt</li> <li>With Academic departments / entrepreneurial partners</li> </ul>                               |
| Marketing of services<br>Integrate with Library and Faculties, and other Departments | Create awareness of entrepreneurial services available in the Library   | <ul style="list-style-type: none"> <li>-Plan marketing events and schedules</li> </ul>   | <ul style="list-style-type: none"> <li>- Deployment of marketing events and programmes</li> </ul>   | <ul style="list-style-type: none"> <li>- End 2016</li> </ul>   | <ul style="list-style-type: none"> <li>Isak van der Walt &amp; Elsabe Olivier</li> </ul>  |



Thank You



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA