ENTREPRENEURSHIP & EMPOWERMENT IN SOUTH AFRICA

NOTE: The purpose of this presentation is strictly informational; finalized plans for the program such as dates, excursions, etc. will be confirmed with participants following admission.

SUMMER 2018
10 JUNE – 20 JULY

In the spirit of Ubuntu: “I am what I am because of who we all are”
MAKE A DIFFERENCE : SOUTH AFRICAN ENTREPRENEURSHIP

- Welcome to South Africa
- Courses
- Students
- Work
- Ventures
- Entrepreneurs
- Challenges
- Living
- Next steps
THE COURSE

- INBU 4925 Entrepreneurship in South Africa
- SEE Model, amazing framework for entrepreneurship
- 6 credit hours, 6 weeks
- Held at University of Western Cape
- Qualifies as Internship for CCE Certificate, Global, CESR
Supporting Emerging Enterprises (SEE)

- Orientation sessions on local customs, business environment, and culture applied to SA entrepreneurs.
- Lecture series on the SEE model and all functional areas of a venture.
- Guest lectures by key subject matter experts.
- Weekly workshops/intervention sessions.
FIELD WORK ASSIGNMENTS

- Two consulting engagements with township entrepreneurs
- 4 deliverables for each
- Analysis is **not** a deliverable
THE STUDENTS

- American
  - 30 students ages range from 19 to 30; CU, Florida, Texas A&M
  - 90% undergraduate, 10% graduate
  - Most have some international experiences
  - Academic backgrounds – business, engineering, economics, political science, arts & sciences

- South African
  - 20 students from University of Western Cape
  - Undergrads
  - Across South Africa & other African countries; some have township experience, many do not
THE WORK

- You are professional consultants
- Need to live and breathe these businesses
- Be prepared to review and address any and all facets of a business: bookkeeping, marketing, procurement, finance, business registration, tendering, inventory management, pricing, human resource management, merchandising, transport
- Must know what you do not know
THE VENTURES... TOWNSHIP BASED

- Ventures are carefully screened
- Survival and lifestyle ventures
- In competitive markets with low entry barriers & tough price competition
- Examples: construction companies, bakery, community newspaper, furniture company, transport company, computer training company, video production
SOUTH AFRICAN TOWNSHIPS
TOWNSHIP ENTREPRENEURS

- Vary in business sophistication, specific stages of the business & problems in need of attention
- Entrepreneurs are passionate about ventures & don’t want or are unqualified to work for corporations
- Have strong connections to their community
- Most are much older than you are
- All of them can benefit from a fresh perspective, business assistance and advice on a variety of issues.
Meet Busiswe
Greenhouse Sports Bar
Dipho Moletsane
THE CHALLENGES

- Entrepreneurs
  - Open, but hold back
  - Lack focus
  - Don’t understand profit
  - Don’t have any records
  - Lack resources
- Building trust
- Student safety – drive to & bring back from
  - Clients --- should visit each client twice a week---clients usually about 35 minutes away
  - Shopping, entertainment, restaurants
EESA PARTICIPANT’S MOTIVATION

- Want to make a difference in the lives of historically disadvantaged South Africans
- Understand that ultimately the difference that is made will occur within themselves
- Wish to experience the beauty of South Africa and the uniqueness of an environment in which first world intersects with third world.
- Want to combine making a positive difference in the world alongside learning amazing skills.
LIVING ARRANGEMENTS

- Dorms at Western Cape University in Cape Town
- Cooking facilities
- Trips planned on weekends to Waterfront, Stellenbosch, Robben Island
CONTACT INFORMATION

- erick.mueller@colorado.edu, text: 303-324-0753
- Facebook : EESA
- http://studyabroad.colorado.edu
Cape Town, South Africa

10 June – 20 July, 2018

See you there!