

CHANGING THE NARRATIVE OF FEMALE ENTREPRENEURS IN SOUTH AFRICA



**BY SHIFTING THEIR MINDSETS AND EMPOWERING
THEM TO BUILD AND LEAD HIGH-GROWTH BUSINESSES
IN TRADITIONALLY MALE-DOMINATED SECTORS**

THE ARTISAN SECTOR

made up of plumbers, electricians, mechanics, panel beaters, construction and maintenance to name a few – generates an estimated \$34billion a year (UN Conference on Trade & Development). As the second largest employer outside of Agriculture, the sector is considered vital for both economic growth and job creation in developing nations where these skills are needed for critical infrastructure projects (Aspen Institute).

In South Africa, the Government has also recognized the importance of artisans to the country's economic growth, with the National Development Plan prioritizing the training & development of 30,000 artisans/year and the Department of Higher Education declaring 2014-2024 the 'Decade of the Artisan'.



Globally and locally, however, the sector remains male-dominated. As an example, a recent survey by the Institute of Plumbing South Africa (IOPSA) and statistics from StatsSA (2020), report that women make up 5,4% of the total percentage of plumbers and apprentices in South Africa, with the majority being self-employed. It is fair to assume that this number holds true across other professions such as electricians, mechanics and the like.

In addition, the women who are active in this sector, like many other male-dominated sectors, face a number of additional barriers including gender stereotypes, lack of mentors and limited access to relevant networks.

With 42% of households in S.A. being female-led (Stats SA), and the significant growth potential of the artisan sector, it makes economic sense to actively support the development of female artisans.

HANDS-ON SUPPORT FOR FEMALE ARTISAN ENTREPRENEURS

For over 9 years Seed Academy has relentlessly and passionately championed the growth and development of women entrepreneurs. We are driven by the belief that women not only create economic growth but uplift communities and create a more equitable future for all. We have specifically focused on empowering women and shifting their mindset to create and lead high-growth businesses that create jobs and impact economies through our flagship AccelerateHer programme.

Building on the success and impact of AccelerateHer, and recognizing the importance & needs of female artisans, we are proud to introduce



AccelerateHer Artisans is a women-in-entrepreneurship intervention that takes a holistic approach to the development of women artisan entrepreneurs – building business skills alongside technical and social skills, while addressing psycho-social issues and the challenges women in business face whilst also providing emotional and development support.

The multi-touchpoint intervention includes

- An in-depth business assessment and bespoke business development plan
- A 360-degree assessment of the women entrepreneurs, designed specifically for the key challenges women experience in business
- High-impact, practical business skills workshops to equip entrepreneurs with business knowledge and skills to refine the business and strategy, as well as build and grow the business
- One-on-one business coaching to address the specific gaps, challenges and opportunities in the business
- Group technical sessions focused on equipping the entrepreneurs with fundamental hand skills and product & compliance knowledge
- One-on-one technical mentorship to address sector-specific issues and provide networks to tap into
- Women specific masterclasses and one-on-one coaching to address the specific psycho-social issues and barriers the women face
- Entrepreneur-to-entrepreneur group sessions designed to cultivate a community of women entrepreneurs

WHAT MAKES Accelerate**HER** ARTISAN **DIFFERENT?**

Unlike traditional women entrepreneur development programs, AccelerateHer Artisan

- Builds the confidence and capacity of female entrepreneurs to disrupt male-dominated sectors such as electrical, plumbing, maintenance, mechanics, panel beating
- Partners with industry leading organizations to provide specific technical skills development and ensure compliance with relevant industry standards
- Features a combination of group, one-on-one and peer-to-peer sessions
- Incorporates an award winning women's development assessment
- Actively creates communities that expand opportunities for female artisan entrepreneurs, gives them access to resources and supports them in overcoming challenges

**ACCELERATEHER ARTISAN SUPPORTS
WOMEN TO LEAD
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EQUITABLE AND
INCLUSIVE
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TO SIGNIFICANTLY
IMPACT THE ECONOMY
& COMMUNITIES**





ABOUT US

Born out of S.A.'s first ICT Accelerator, Seed Academy is driven to create a new narrative for entrepreneurship in South Africa where women and youth entrepreneurs are builders & leaders of high-growth businesses that positively impact the economy and uplift communities.

We are proudly level 2 BEE with black-women ownership through WBDIH and boast a 9 year entrepreneur development track-record.

Our approach is centred on creating impact for entrepreneurs and ROI for the corporates who support them and entrenched in the belief that with the right support entrepreneurs can be the growth engines of our country.

WE GO FAR BY GOING TOGETHER

Our networks and partnerships are steeped in entrepreneurship & women development and have a proven track-record of measurable impact.

Our Shareholders include:



WDB INVESTMENT HOLDINGS (WDBIH)

WDBIH is as a leading women empowerment company with over 26 years impact investment experience and a portfolio of listed and unlisted investments across various sector.

WDBIH's overall mandate is to drive women advancement within their investments. To-date WDBIH has total assets under management of R6.5bn and has repatriated approximately R200 million in dividends to the WDB Trust.

As an active strategic investor in a number of blue-chip companies, WDBIH leverages their board position to influence strategy and drive the advancement of women in the workplace and representation of women at senior and board level.



GROVEST

Grovest is South Africa's largest administrator of small cap funds. With R3.5 billion in assets under administration, Grovest finds and creates opportunities that enhance the world we live in through entrepreneurial ideas, vision and courage, and capital growth.

Driven to by innovation and giving entrepreneurs access to capital they traditionally wouldn't have access to, Grovest is the force behind 'Go-Getta' – an innovative equity-based investment platform that connects African venture capital opportunities to investors worldwide through crowdfunding.

TESTIMONIALS



Through the coaching sessions I have had with my Seed Academy mentor, I have found real direction and to this day, she continues to guide me through ongoing coaching. Since my involvement with Seed, my business has grown significantly. We now have 17 major clients on board with Nkasi Amor Project and the list keeps growing. My entrepreneurial journey with Seed Academy has helped me sow the seeds of success and the sword of doubt has since been completely laid to rest.

ZANDILE NZIMANDE, **NKASI AMOR PROJECTS**



Seed Academy's AccelerateHer Programme is a first-class training platform "filled with energy" that has helped me tremendously. The programme has enabled me to develop my business skills and to take my business to an entirely new level altogether. I was introduced to how business modelling works as well as what marketing my business actually entails. Through the branding and marketing workshops I learnt how to pinpoint and refine my customer value proposition and identify key clients. The training I received has also been instrumental in providing real financial guidance in the sense of 'how to get the financials right. My business has shown a 100% expansion rate since I joined the AccelerateHer Programme. I have employed two new part-time sales assistants, taken on two new key clients, and sales have greatly increased with a contract to supply a key client with 1000 solar heating units.

ZINTLE RAZIYA, **YABASHA ENERGY SOLUTIONS**





**READY TO CHANGE
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