

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 digitization of industrial sectors could add up to R4 trillion to the African economy according to the Siemens 'African Digitalisation Maturity Report'.

Technology is also widely considered by many as a key driver to accelerating gender equality and providing a new path to entrepreneurship for women, enabling them to make the shift from necessity entrepreneurs to leaders of high-growth businesses.

Yet, women remain considerably under-represented in the sector. In addition to challenges around technical skills, business expertise and societal & cultural barriers, women in ICT are further constrained by a lack of role models and mentors in the space.

A report by PwC found that women occupy less than 20% of jobs in ICT and related sectors. As a result, female entrepreneurs in the tech space don't have access to a wide pool of women who have gone through and overcome the same challenges as them, and as Marian Wright Edelman said, "you can't be what you can't see".

To address the gender gap in the tech space, the Department of Telecommunications and Postal Services' 'ICT SMME Development Strategy' and the ICT sector codes, has prioritized the effective entry and participation of women in the mainstream ICT sector and as digital entrepreneurs.



EQUIPPING FEMALE ENTREPRENEURS TO CHART A NEW ENTREPRENEURIAL PATH THROUGH TECHNOLOGY

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 tech entrepreneurs, we are proud to introduce



AccelerateHer ICT is a women-in-entrepreneurship intervention that takes a holistic approach to the development of women entrepreneurs in the tech space – building business skills alongside technical skills, social skills and tech solutions, whilst addressing psycho-social issues and the challenges women in business face.

The multi-touchpoint intervention includes:

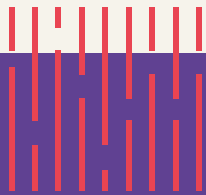
- An in-depth business assessment and bespoke business development plan
- A 360-degree assessment of the women entrepreneurs, designed specifically for the key challenges women experience in business
- High-impact, practical business skills workshops to equip entrepreneurs with business knowledge and 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 to equip the entrepreneurs with an understanding of the different tech platforms, explore their current set-ups and unpack the importance of design concepts and current trends
- One-on-one technical mentorship to build the tech solutions required by each entrepreneur; 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 tech entrepreneurs



WHAT MAKES Accelerate**HER** ICT DIFFERENT?

Unlike traditional women entrepreneur development programs, AccelerateHer ICT

- Builds the confidence and capacity of female entrepreneurs to disrupt this male-dominated sector
- Partners with an industry leading technology development house to guide the entrepreneurs, build their tech skills and assist them in building the required technical solutions
- 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 ICT entrepreneurs, gives them access to resources and supports them in overcoming challenges



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TO LEVERAGE TECHNOLOGY AS
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SIGNIFICANTLY IMPACTS THE
ECONOMY & THEIR WIDER
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



I found exactly what I was looking for in the form of an ideal platform to connect with and build relationships with like-minded entrepreneurs. What I learnt from the programme really helped me develop the most appropriate methods of financial modelling, which were extremely helpful when pitching to investors. Seed Academy also provided the early tools to help build and establish the SweepSouth brand and step up our game where marketing is concerned. I would most certainly recommend Seed Academy to other entrepreneurs, Seed offer a sound networking platform for anyone on the journey towards successful entrepreneurship.

Aisha Pandor, **SweepSouth**



We've been with Seed since the beginning and they've been with us every step of the way. We still have strategy sessions with our Seed mentors and they hold a seat on our Board. They are quite active in our business. Partnering with Seed provided Strider with a "safe space" to learn and grow. There was always someone to lend us a hand, whether it was in marketing support or providing technical advice. They also provided us with seed funding. Our relationships have continued far beyond the programme and I think that speaks volumes about how much of a difference the mentorship and environment made for us as a business. It really did help us to accelerate our development by helping us avoid mistakes we might have otherwise made, and by being around other entrepreneurs.

Annabel Dallamore, **Strider**





**READY TO CLOSE THE
TECH GENDER GAP?**

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