

# 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**

Women, more often than not, turn to entrepreneurship out of necessity and often lack the business skills and expertise to grow & scale their business on their own. (The Mastercard Index of Women Entrepreneurs {MIWE} 2020/21 report indicates that the number of female necessity entrepreneurs in S.A. grew from 62.8% to 91.2% during the reporting period).

Women tend to be over-represented in tourism related (accommodation, food services, entertainment, recreation) and manufacturing sectors, as well as in small/new businesses, making them highly vulnerable to economic shocks and global events such as the recent pandemic (GEM Women's Entrepreneurship and Mastercard Index of Women Entrepreneurs (MIWE) 2020/2021 reports).

In addition, women entrepreneurs and black-women entrepreneurs, in particular, are further constrained by social inequality, cultural barriers and limited access to resources.



## IT'S TIME FOR CHANGE

For over 9 years Seed Academy has relentlessly and passionately championed the growth and development of women entrepreneurs, driven by the belief that women not only create economic growth but uplift communities and create a more equitable future for all.

We do this through....

  
**AccelerateHER**



# AccelerateHER

AccelerateHer is a women-in-entrepreneurship intervention that empowers women and shifts their mindset to create and lead high-growth businesses that create jobs and impact economies.

The intervention takes a holistic approach to the development of women 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:

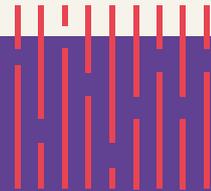
- An in-depth business assessment and bespoke business development plan
- A 360-degree assessment of the women entrepreneurs, using the award-winning 4C model
- High-impact, practical business skills workshops to equip entrepreneurs with business knowledge and skills to refine the business and strategy, as well as build and grow the business
- One-on-one business coaching to address the specific gaps, challenges and opportunities in the business
- 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 AccelerateHER DIFFERENT?

Unlike traditional women entrepreneur development programs, AccelerateHer

- Builds the confidence and capacity of female entrepreneurs to disrupt male-dominated sectors with a specific focus on ICT (health-tech, fin-tech, agri-tech) as well as Construction and Services including electrical, plumbing, maintenance, mechanics, panel beating,
- Features a combination of group, one-on-one and peer-to-peer sessions
- Incorporates the award winning 4C women's development assessment
- Actively creates communities that expand opportunities for female entrepreneurs, gives them access to resources and supports them in overcoming challenges



**ACCELERATEHER SUPPORTS  
WOMEN TO LEAD  
THE WAY TOWARD  
SUSTAINABLE,  
EQUITABLE AND  
INCLUSIVE  
GROWTH  
TO SIGNIFICANTLY  
IMPACT THE ECONOMY**

# 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 B-BBEE Level 2, with black-women ownership through WDBIH 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 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



Since joining Seed Academy, Got Paper has acquired two new clients within 3 months. My business has grown by 20% overall, and being surrounded by such great ladies on the AccelerateHer Programme was a fantastic experience. I felt truly empowered. With knowledge comes power as well as empowerment; and empowerment leads to greater confidence.

- Lelo Rammitloa, **GotPaper**

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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**

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Seed Academy's AccelerateHer is a first-class training programme "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**

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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**

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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 Stock Shop 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, **StockShop**



**READY TO CHANGE  
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IN SOUTH AFRICA?**

**CONTACT US**

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