



THOLOANA ENTERPRISE PROGRAMME

INFORMATION BROCHURE 2024



DO YOU WANT TO TAKE YOUR BUSINESS TO NEW HEIGHTS?

The SAB Foundation Tholoana Enterprise Programme is committed to supporting entrepreneurs to build viable, growing and sustainable businesses that can create jobs. We are looking for entrepreneurs who are focused on boosting their business growth and achieving new levels of success.

Since 2015, this innovative and life-changing programme has delivered exceptional results for hundreds of entrepreneurs all over the country and across multiple business sectors.

The SAB Foundation Tholoana Enterprise Programme supports entrepreneurs to become successful and resilient business owners through extensive entrepreneurial skills development, mentorship, market readiness support, access to markets, finance and practical business tools and templates. Through connections to peers around the country, we build a powerful network of opportunities for participants long after the programme has ended.

The programme prioritises entrepreneurial ventures that are owned and managed by historically disadvantaged groups (i.e. black people, women, youth, persons with disabilities and those living in rural areas) so as to help redress socio-economic challenges faced by these marginalised groups.

APPLICATIONS OPEN

1 August 2024 and close on **9 September 2024**

[CLICK HERE](#) to apply.





ARE YOU READY FOR GROWTH?

The SAB Foundation Tholoana Enterprise Programme challenges participants to grow their businesses by thinking, planning and acting differently.

Since inception, the programme has invested over R244.2 million in grant funding and business development support into 602 entrepreneurial and SMME ventures.

As at 2023, the SMME businesses supported through the programme collectively employ an estimated 4 524 people with a combined turnover of R475 million. The long-term survival rate of the SAB Foundation Tholoana Enterprise Programme alumni is almost nine times higher than the national average, making this one of the most well-regarded and impactful programmes of its kind in South Africa.

In 2023 over 4 000 applications were received, making the SAB Foundation Tholoana Enterprise Programme one of the most sought after programmes in the country.

The Tholoana Enterprise Programme is exceptional; because the team really cares about entrepreneurs and walk you through every step of the journey.

- Siphelele Ntombela from African Renaissance Designs

ELIGIBILITY CRITERIA

In 2024 we will be recruiting high-potential businesses to take up this life-changing opportunity. We prioritise selecting businesses that are owned or run by women, located in rural areas and that benefit persons with disabilities. Below are specific eligibility criteria that business owners need in order to apply:

Entrepreneur requirements

- The applicant should be resilient, self-motivated and driven to succeed.
- The applicant should show a willingness to learn, grow and change.
- The applicant should show entrepreneurial and leadership abilities.
- The applicant is involved in the daily operations and management of the business on a full-time basis and is not employed by any other organisation.
- The applicant is a South African citizen.
- The applicant has the skills and experience necessary for the type of business they are engaged in.
- The applicant is looking for business support, mentorship and skills training to take their business to the next level.
- The applicant is committed to full participation in the programme over the 18-month period.
- The applicant is open to change and willing to drive new strategies to support the growth of their business.
- The applicant has high moral and ethical standards and a desire to contribute to the economy of South Africa.





Business requirements

- The business is at least 51% *black-owned and managed.
- The business creates jobs.
- The business is in the early stages of growth.
- The business is operational and has been trading for at least 12 months.
- The business should be a going concern, commercially sustainable and viable.
- The business is headquartered and registered (if applicable), within South African borders.

In addition, we are keen to identify enterprises with long-term growth and good job creation potential. This includes enterprises with export potential and/or import substitution, as well as ones in growth sectors including agriculture, manufacturing, water, energy and waste, tourism and hospitality, information communication technology and agro-processing etc.

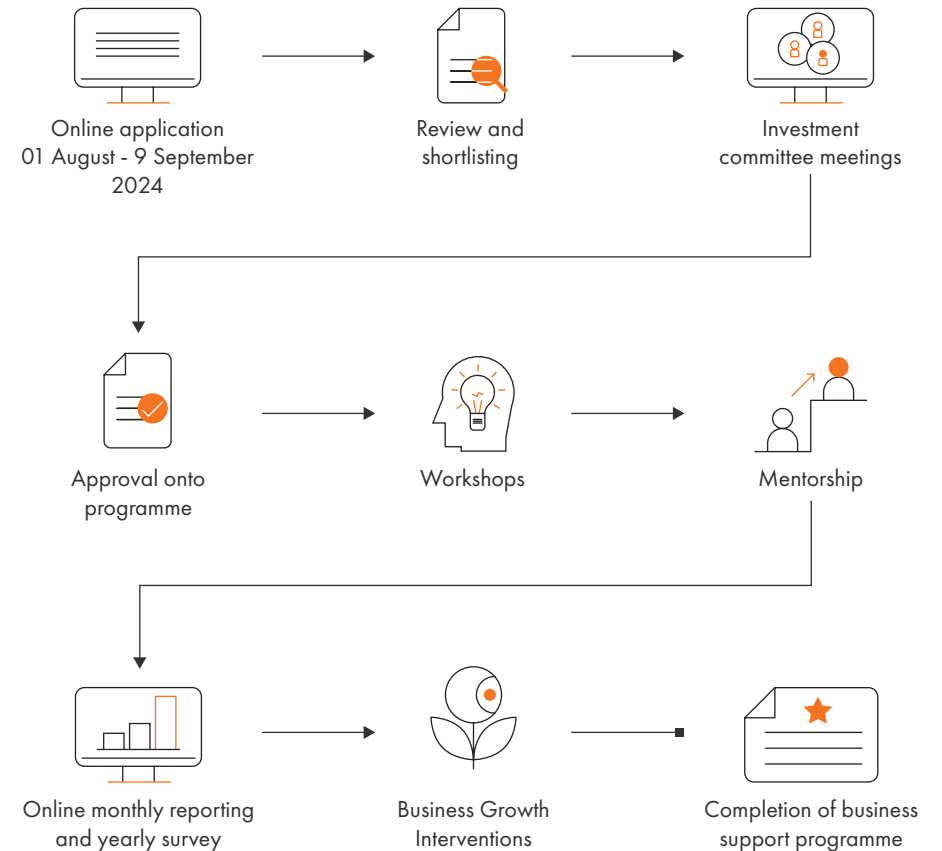
* Black means "Africans, Coloureds and Indians who are citizens of the Republic of South Africa by birth or descent or who became citizens of the Republic of South Africa by naturalisation – a) Before 27 April 1994; or b) On or after 27 April 1994 and who would have been entitled to acquire citizenship by naturalisation prior to that date but were precluded from doing so by Apartheid policies". (Broad-Based Black Economic Empowerment Amendment Bill, 2011).

APPLICANTS ARE NOT ELIGIBLE TO APPLY IF:

- The applicant is an employee of the SAB Foundation, SAB Pty Ltd, SAB Miller Plc., AB-InBev and affiliates.
- The applicant has previously received support from the SAB Foundation.
- The business is not yet operational and is still in idea or concept phase.
- The applicant's operations involve any form of sex, gaming, gambling, tobacco or illegal business.
- The business is a franchise: the applicant is a franchisor or franchisee etc.
- The business is an NPO (not-for-profit organisation), NGO (non-governmental organisation), home-based care service organisation, community upliftment project, youth development educational organisation, etc.
- The applicant requires sponsorship for an event, a launch, a conference, a forum, a seminar, a party or a fund-raising function, land and building acquisitions.
- The applicant requires a bursary, a scholarship, an internship and funding in the form of studies, exchange programmes and textbooks etc.
- The applicant requires any form of sponsorship or donations.

Examples of ineligible organisations include non-profit recycling projects, women and children's homes, sports and recreation centres, youth diversion projects and skills development projects.

SAB FOUNDATION THOLOANA ENTERPRISE PROGRAMME PROCESS MAP



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THE JOURNEY

The SAB Foundation Tholoana Enterprise Programme is a transformative opportunity for high-potential businesses with the desire to succeed. Once you have been accepted for participation, a holistic process of self-assessment, goal setting and growth begins.

With the help of your designated mentor, you will develop a set of milestones, linked (where appropriate) to possible investment finance.

The intention is to lay the right foundations to support your growth and development, both during the course of the programme and beyond. Our aim is to help you build a business that can succeed well into the future.

The 18-month journey includes a core programme of five practical and inspiring business-skills workshops, ongoing one on one mentorship, access to a range of business growth interventions that include, investment readiness support, brand building initiatives, access to markets as well as SME media.

All support is individually tailored to meet the needs of your business.



*Thank you for the platform and
thank you for seeing value in me
and my business. I wish all SMMEs
could have this kind of support.*

**- Mampho Sotshongaye,
Founder of Golden Rewards 1981 cc.**



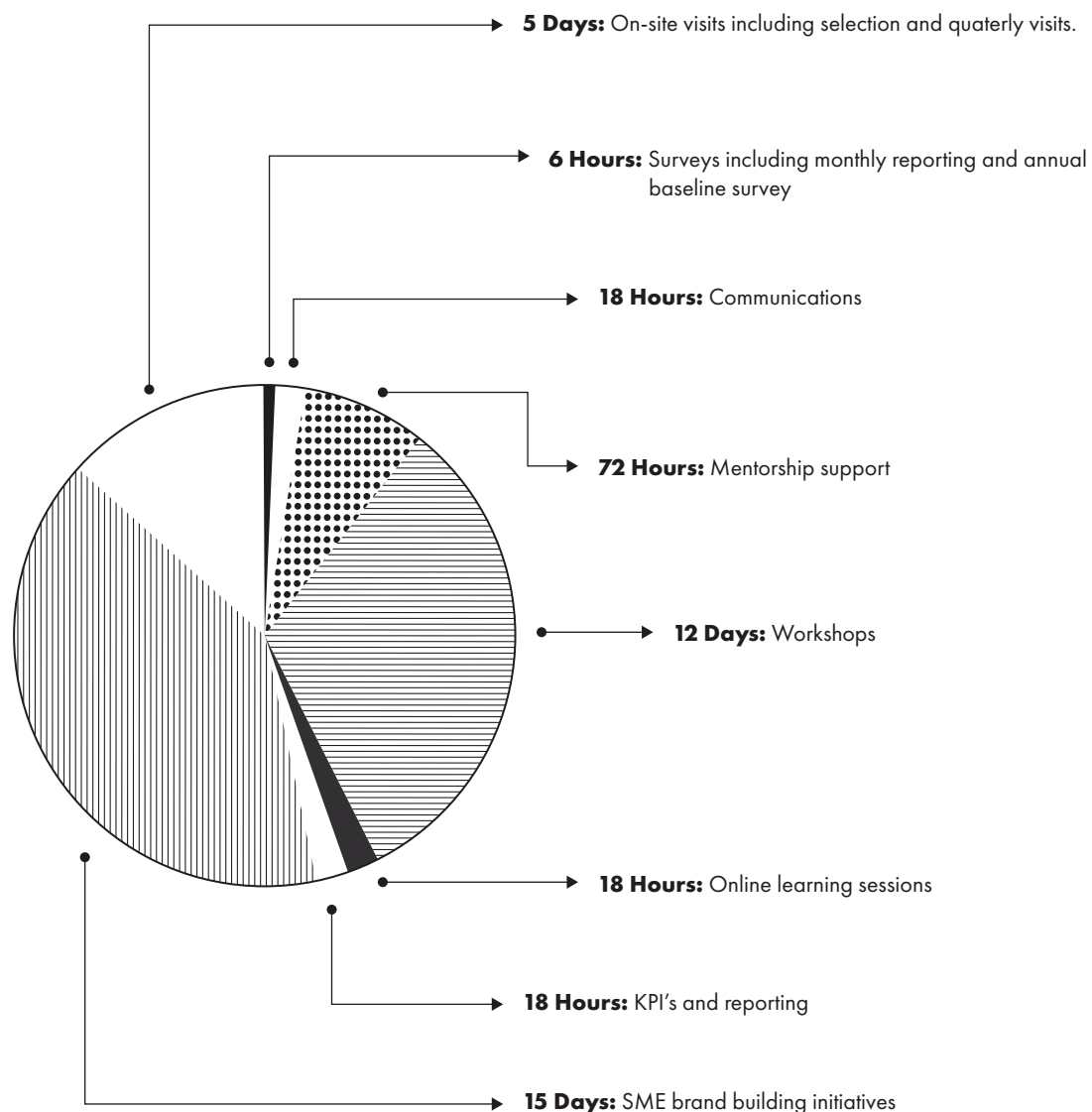
WHAT WE EXPECT FROM PARTICIPANTS

It is a huge honour to be selected as an SAB Foundation Tholoana Enterprise Programme participant. Entry to the programme is tight as out of thousands of applications, only 60 of the most promising and dynamic candidates are chosen.

Our expectations of all participants are as follows:

1. Participate fully in all programme elements, peer groups and business growth interventions.
2. Meet all milestones agreed upon.
3. Complete all baseline and yearly surveys as requested, for a period of five years.
4. Regularly engage with your mentor, ensuring that you utilise their knowledge and support.
5. Submit monthly business data including simple online financial reports.
6. Maintain open, two-way communications with our friendly team.
7. Show positive, entrepreneurial spirit and demonstrate a willingness to listen, learn and grow.
8. Share ideas, think big, and help yourself and others to succeed!

YOUR TIME COMMITMENT OVER THE COURSE OF THE PROGRAMME



WHAT IS ON OFFER

Leadership development:

1. Successful businesses are built on a combination of business skills, personal skills and leadership skills. We follow this holistic approach and place as much focus on leadership development and confidence-building as all the other facets of the programme.

Practical skills development:

2. Five dynamic workshops form an important part of the programme and attendance at these sessions is compulsory. The presentations are practical and facilitated by experienced entrepreneurs, and the topics include Personal Transformation and Strategic Planning, Costing and Pricing, Sales and Marketing, Human Resource Management and Accounting and Financial Management for Small Businesses.

Mentoring and coaching:

3. Participants have access to a personal mentor for up to four hours per month. In addition to the mentor, ongoing support and guidance from portfolio coordinators and the programme manager is on offer. Targeted consulting support including agri-specialists, process engineering and investment readiness are also on offer.

Online information sessions:

4. A number of online information sharing sessions will take place over the course of the programme. These sessions contribute to knowledge sharing, skills building and peer learning and networking.

Brand building interventions:

5. These tightly focused interventions are designed to improve market access and create brand awareness by providing specific sales and marketing assistance to participants. Examples include development of effective company profiles, price lists, logo development, website creation where relevant and other sales tools.

Access to resources:

6. Participants will have access to resources in the fields of legislation and compliance, business development, market access, access to finance and media relations.

Performance tracking:

7. The monitoring and evaluation of business data allows the team to identify individual challenges that require support interventions. This data also allows the Tholoana Enterprise Programme team to track the performance, giving an overview that shows your performance in relation to your peers. Financial information, management accounts and jobs data are submitted on a monthly basis.

Peer-to-peer community and networking:

8. In addition to the networking opportunities facilitated at the workshops, a digital peer-to-peer platform enables participants to share information, collaborate and discuss common challenges. Active participation in peer group activities is required.

Financial Management Support

9. Financial Management Support: Effective financial management is key to the success of any business, yet it is an element of business management that most entrepreneurs find overwhelming. The Tholoana Programme has curated a series of Financial Interventions that will ensure our entrepreneurs are financially savvy, confident and investment ready.



Upon applying for the programme, I had no idea of the multitude of benefits that awaited me. I am deeply grateful to all those involved in making me a stronger and more capable businesswoman, as well as for playing a pivotal role in revitalising my business.

**- Hlalefang Mzingwane,
Founder of Kitchen360 South Africa.**



CONCLUSION

The SAB Foundation Tholoana Enterprise Programme presents promising entrepreneurs – including those who are not traditionally able to access professional support of this nature – with a life-changing opportunity to attain new levels of success and become part of the Tholoana Enterprise Programme family.

We walk a long journey with you, from when you enter the programme to long after you exit as an alumnus.

This is why we look for dynamic, innovative and committed South Africans with the potential to create jobs and make a meaningful contribution to the communities in which they operate, and the economy as a whole.

If yours is a business with growth potential and a BIG vision, we want to hear from you!



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SAB FOUNDATION THOLOANA ENTERPRISE PROGRAMME

SELECTION PROCESS



Online Applications
01 August - 9 September 2024



Desktop Review Phase
October 2024



Odyssey Assessment
November 2024



Roundtable 1
November 2024



PTSP Workshop
CPT February 2025



PTSP Workshop
JHB February 2025



Site Visits
February 2025



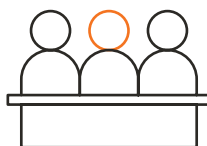
Roundtable 2
March 2025



ScoreApp Assessment
March 2025



Last Round Table
March 2025



Investment Committee
May 2025



Programme Launch

SAB FOUNDATION THOLOANA ENTERPRISE PROGRAMME

PROCESS MAP

