ANNUAL REVIEW 2018/19
SEDA TECHNOLOGY PROGRAMME
MISSION

TO PROMOTE ENTREPRENEURSHIP AND DEVELOP SMALL ENTERPRISES BY PROVIDING CUSTOMISED NON-FINANCIAL BUSINESS SUPPORT SERVICES THAT RESULTS IN BUSINESS GROWTH AND SUSTAINABILITY IN COLLABORATION WITH OTHER ROLE PLAYERS

Seda’s mission gives a clear-cut framework for everything Seda does. This is exhibited through its product range as well as the approach, attitude and work ethic of its staff.

The success of Seda is ultimately measured against this mission: how well Seda is ensuring the growth and sustainability of the small enterprises it has interacted with.

VISION

TO BE THE CENTRE OF EXCELLENCE FOR SMALL ENTERPRISE DEVELOPMENT IN SOUTH AFRICA.

The vision is translated into the high level areas of competency, motivation, accountability as well as customer drive. In order to become the centre of excellence, we must strive towards improvement in all these critical areas.
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Dear Reader,

It is my pleasure to present the 2018/19 Seda Technology Programme (Stp) Annual Review, highlighting the activities and successes of the Programme during the past year.

The business strategy for Stp is centred on three main delivery areas namely:

1. Technology Business Incubation
2. Quality and Standards
3. Technology Transfer and Innovation

Seda continues to expand thought leadership and best practice in the incubation ecosystem in South Africa, and is still involved in the Incubation Governance Management Development Programme (IGMDP), a programme aimed at building and expanding incubation management knowledge to incubation centre managers and other players in the ecosystem. Eighteen students graduated this financial year bringing the cohort of graduates to 45.

One of the biggest highlights of the year was the very successful hosting of the Southern African Business Incubator Conference (SABIC) 2018 which was attended by almost 750 delegates. The conference provided a platform where incubatees, incubators, government, academia and various national and international representatives, could interact, share knowledge and best practice to strengthen networks, and ensure that Seda and incubation stakeholders stay abreast of developments around the world.

The Innovation Forums and Pitch & Perfect competitions have also grown tremendously in the 3 years since their inception, from its pilot in 2016/2017 with a handful of incubators, to now encompass the nation-wide Seda network of provincial offices, branches, incubators and
funding stakeholders. In the 2018/19 season 3 Pitch & Perfect finals were held and a special pitching den was the centre of attention in the 2018 SABIC.

Four hundred and sixty five SMMEs participated in masterclasses throughout the country and 10 were selected as finalists to compete for the top three positions. Three finalists at SABIC received technology transfer funding as prize winners, with the winner taking home R300 000 worth of technology transfer funding support.

This success has attracted international scaling up initiatives for Pitch & Perfect winners:

GLOBAL ENTREPRENEURSHIP SUMMIT (GES)

The winner of Pitch & Perfect 2018, Murendi Mafuno of Kusini Water, has been selected to attend GES 2019 in the Netherlands in June 2019, with travel costs paid for by GES. Mr Mafuno was one of the 16,000 international applicants who applied to pitch to investors at the Global Entrepreneurship Summit 2019 competition. Only 1200 pitching slots were available and therefore only the best were selected globally.
GEN ENTREPRENEURSHIP WORLD CUP (EWC)

EWC is hosted by the Global Entrepreneurship Network (GEN). The preliminary round of judging has concluded using an online platform. The shortlisted applicants will be going through to the next round before the National Finals. Seda in partnership with Gen Africa partner 22on Sloane will work together to choose South African winner for the Gen entrepreneurship world cup. The international finals will take place in Saudi Arabia in November 2019.

During the year under review, 3 CFERIs were provided with funding for MakerSpaces, this inclusion of higher end design and production technologies and software at the respective centres will foster longer term market opportunities for Incubatees in these centres as well as to the broader communities they aim to serve. These will also be greatly supported through the free SolidWorks software licensing agreement with MECAD.

We want to recognize the trust that the Export Credit Insurance Corporation (ECIC) and the South African National Accreditation System (SANAS) have placed in Seda thus providing continuous funding support to the Technology Transfer Fund and quality and standards support for SMMEs.

During the 2019 State of the Nation address, president Ramaphosa said “through spatial interventions like reviving local industrial parks, business centres, digital hubs and township and village enterprises, we will bring economic development to local areas. We will also focus on SMMEs in our cities, townships and rural areas and create market places where they trade their products.”

“We are going to roll out small business incubation centres to provide youth-driven start-ups with financial and technical advice as they begin their journeys.”

“We will be adopting a district-based approach focusing on the 44 districts and 8 metros”

I would like to invite the private sector to increase their collaboration with Seda and co-support the establishment of digital hubs, youth focused incubation centres in townships and rural areas to enable us to reach the target of a South Africa with 270 incubators by 2024. This will ensure economic transformation through inclusive participation of rural and township areas in creating innovative and sustainable SMMEs. Partnership with private sector will further ensure access to viable markets.

Ms Mandisa Tshikwatamba
CEO
Dear Reader,

I am proud to present a summary of the performance of the Stp for the period 1 April 2018 to 31 March 2019. Stp exceeded all its annual targets and also ventured into new initiatives.

Highlights of key milestones achieved during the period under review include:

- Measurable outcomes of supported SMMEs with incubation, innovation, technology transfer and quality and standards support as shown on the diagrams.

MS NOSIPHO KHONKWANE
• Build new instruments for value adding partnerships
  - Reviewed Technology Transfer and Incubation support Policies to enable management of external party funding and establish a mechanism to leverage private sector funding.
  - Obtained funds from Export Credit Insurance Company (ECIC) starting as a pilot and that has now resulted in a long-term fund management relationship.
  - Growth Garage supplier development model was developed as a partnership model for enabling access to supply chains or corporates by SMMEs. Funding partnership with Gibela for the establishment of an Incubator in Nigel is under discussion.

• Digitalization of processes and systems
  - Completed the pilot of online Growth Wheel performance monitoring and reporting system.
  - All Seda supported incubators utilize this system which was adapted from a client management and coaching system to real time incubation management and reporting system.
  - Completed Phase 1 integration of the online Technology Transfer Fund application to the Seda e-service portal.

• Special Projects delivery
  - Onboarding and remodelling of the DSBD Enterprise Incubation Programme to form a single Seda incubation programme began in September 2018. Partnerships and 4 new centres were supported in the following sectors:
    o Automotive
    o Two centres in Food Technology
    o Biotechnology
- The successful implementation of the Department of Small Business Development’s (DSBD) Informal Micro Enterprise Development Programme (IMEDP) by approving support to 4317 micro enterprises with equipment. The total value of support was R40 351 218. These enterprises are mostly located in townships and rural areas.

We continue to step up and plan for the following in the year-ahead:

- Digital economy readiness projects
  - Establishment of digital hubs in underserviced Provinces.

- Incubation ecosystem facilitation initiatives
  - National Incubator Standard Development
  - Incubation ecosystem mapping initiative

- Innovation ecosystem activation initiatives
  - Innovation challenges
  - Scaling up of Seda Pitch & Perfect to National Pitching competition with Innovation Summit.

- Capacity building
  - Governance
  - Incubator sustainability models

In conclusion I would like to express my appreciation to the Stp team who ensured that all our targets were exceeded by facing each and every challenge head on. Our shared passion for growing SMMEs make us an outstanding team.

Nosipho Khonkwane
Executive Manager
3. THE STP TEAM

FRONT ROW (left to right): Mokgaetjie Matshega, Bahwewang Mahlangu, Gopolang Makgala, Judicia Mashabela, Mandisa Maseko, Rhulani Hobyani and Kgaladi Thema.
BACK ROW (left to right): Fliatuwani Tshikovhi, Ishmael Mmbadi, Bongani Ntombela, Elia Netshisaulu, Thabo Nkalane, Ringeta Mashimbye, Can-See Masilela and Mduduzi Khumalo.
FRONT ROW (left to right): Hilda Ndala, Justine Mogashoa, Mologadi Legodi, Nosipho Ndamane, Theresa Albers, Reabetswe Makhwiliri, Mayagabo Mamoepa and Nonhlanhla Shembe.
BACK ROW (left to right): Richardt Kok, Zola Sithole, Malembe Mtsweni, Horst Weinert, Tervern Jaftha, Thobekani Lose, Amantle Phalane and Mfundi Maku.
4. THE YEAR AT A GLANCE

4.1 HIGHLIGHTS

INTERNATIONAL BENCHMARKING ON INDUSTRY 4.0

As part of Seda’s efforts to ensure SME readiness for Industry 4.0, Stp participated in international benchmarking exposure to ensure that Seda stays abreast with worldwide developments. The outcome of this exposure is the creation of digital hubs, hosting of an Industry 4.0 awareness round table for SMMEs and testing of an Industry 4.0 readiness assessment tool for manufacturing SMMEs.

INDUSTRY 4.0 ROUNDTABLE

A roundtable and technology demonstration with SMMEs in the Johannesburg area was held in March 2019, focusing on unpacking 4IR to manufacturing companies and highlighting opportunities for digitalization in manufacturing. Opportunities were highlighted and practical demonstrations in these areas took place:

- Big data analytics
- Augmented reality
- Simulation
- Horizontal and vertical system integration
- Industrial Internet of Things
- Cyber Security
- Additive Manufacturing
- Autonomous Robots
Microsoft sponsored Seda with a venue at its Bryanston campus. A total of 60 companies attended the session.

The following companies presented and conducted live demonstrations of the new technologies:

4.2 LAUNCHES

Seda continued to expand its network of supported incubators and launched the following new incubators:

**LOVEDALE TVET COLLEGE CFERI – EASTERN CAPE**

The Lovedale CFERI was launched by the Honourable Deputy Minister of the Department of Small Business Development (DSBD), Mr Cassel Mathale on 28 March 2018 in Alice, Eastern Cape Province.

**EKURHULENI WEST COLLEGE CFERI – GAUTENG**

Ekurhuleni West CFERI was successfully launched by the honorable Minster of the Department of Small Business Development, Ms Lindiwe Zulu in June 2018.
DOWNSTREAM ALUMINIUM CENTRE FOR TECHNOLOGY (DACT)-KWAZULU-NATAL

DACT in Richards Bay (KZN) was relaunched by the honourable Deputy Minister of the Department of Small Business Development, Mr Cassel Mathale as a combination of a technology demonstration centre and a business incubator. The centre was refurbished and equipped with latest manufacturing technology and a MakerSpace. This was possible through funding of R6.5 million received from South32 and R5 million from DSBD.

TUKSNOVATION

During the review period, the TuksNovation Centre for Entrepreneurship Rapid Incubator was launched by the Honorable Minister Zulu on the 06th August 2018. The centre’s focus is on high technology incubation with sector focus on ICT and engineering.
4.3 ECOSYSTEM FACILITATION INITIATIVES

INCUBATION GOVERNANCE AND MANAGEMENT DEVELOPMENT PROGRAMME – UNIVERSITY OF PRETORIA

The Incubation Governance and Management Development Programme (IGMDP) was launched on the 31st May 2018, combined with the graduation of the first cohort of students. This programme was developed through a partnership between Seda, the dti and University of Pretoria. In total 45 students graduated and the Programme was launched by the Director-General of the Department of Small Business Development, Ms Edith Vries and the Deputy Director General of the Department of Trade and Industry, Mr Sipho Zikode.

SOUTHERN AFRICA BUSINESS AND TECHNOLOGY INCUBATOR ASSOCIATION (SABTIA)

During the period under review SABTIA was relaunched on 19 April 2018 by the honourable Minster of the Department of Small Business Development, Ms Lindiwe Zulu.

INNOVATION FORUM

An innovation forum for the automotive aftermarket sector was held in cooperation with Seda Free State in June 2018. 35 SMMEs benefited from the opportunities shared, particularly by the innovation partner, Bosch Automotive, and are looking to establish a cluster amongst themselves to serve the group with high-tech Bosch equipment.

SOUTHERN AFRICA BUSINESS INCUBATOR CONFERENCE (SABIC)

Seda hosted the 2nd South Africa Business Incubation Conference (SABIC 2018), the biggest incubation and accelerator knowledge platform in Africa.

The conference was held at Emperor’s Palace, Ekurhuleni, Gauteng and attracted over 700 local and international delegates. More than 90 thought leaders participated as speakers and facilitators in plenary and break away
sessions, masterclasses, and roundtable discussions around the central theme of “Creating Inclusive Entrepreneurial Growth through Innovation”. With innovation at its core, SABIC 2018 hosted a huge startup Pitching Den and the 2nd Annual Incubator/Accelerator Awards which was attended by more than 300 invited guests. The exhibition showcased more than 60 exhibitors from both the private and public funded incubation/accelerator ecosystem.

The Minister of Small Enterprise Development hosted 2 of her counterparts from Zimbabwe as well as the Deputy Minister of Industrialization, Trade and SME Development from Namibia.

PITCH AND PERFECT FINALS SEASON 3

The national final competition was held during the SABIC 2018 on 14 November 2018, with 20 finalists. Judges included Sefa, Absa, Innovation Summit, and two venture capital representatives from Silicon Valley.

The first prize of R300,000 worth of TTF incentives went to Kusini Water from Gauteng, a water purification company using novel patented nano technology – this SME is also the winner of pitching at Africa Bio which Seda Innovation conducted on behalf of the stakeholder. The second runner up is Kahve Road in Cape Town, a coffee connoisseur using coffee beans from Africa, they received R200,000 worth of TTF incentives. The third runner up is Local Village, a food company that services top hotels with granolas and indigenous seeds, they received TTF incentives worth R100,000.
4.4 VALUE ADDED PARTNERSHIPS

MECAD (SOLIDWORKS / DASSAULT SYSTÈMES)

On the 10<sup>th</sup> of May 2018, a partnership agreement between Seda and MECAD was signed. Through this agreement Seda Technology Business Incubators (TBIs) as well as Centre For Entrepreneurship Rapid Incubators (CFERIs) will receive a maximum of 10 commercial licenses per site to the value of R10m per site (contract value is R92 million). SolidWorks software access for incubatees will improve design capabilities and contribute to shortening time to market for new products. This partnership came just in time for the full capacitation of MakerSpaces as they are being rolled out to CFERIs.
ENTERPRISE INCUBATION PROGRAMME (EIP)

The MoA with DSBD was signed for the transfer of the Enterprise Incubation Programme (EIP) to Seda. The EIP has an approved MTEF allocation of R173 520 000 over 3 years.

INFORMAL AND MICRO ENTERPRISE DEVELOPMENT PROGRAMME (IMEDP)

The Informal and Micro Enterprise Development Programme (IMEDP) of the DSBD, being implemented through Seda, achieved approvals in adjudication panels of R40 351 218 for 4317 beneficiaries.

AFRICARENA 2018

AfricArena Summit is an annual conference that showcases Africa’s best start-ups and innovators in front of an audience of international and local investors looking for world-class talent. The Seda funded French/SA Tech Labs hosted AfricArena 2018 in cooperation with Silicon Cape which attracted 550 delegates.

SANAS

The South African National Accreditation System (SANAS) and STP concluded a 3-year funding agreement where SANAS committed an amount of R200 000 per year to support designated SMMEs who are operating in the Conformity Assessment space.
CIPC/WIPO

Two-day training workshops for SMMEs on intellectual property “IP for SMMEs” were held in Durban and Cape Town in collaboration with CIPC/WIPO (World Intellectual Property Office) and EDD to highlight the importance of protecting IP to Seda clients.

YOUTH EMPLOYMENT SERVICE PROGRAMME

Seda concluded a 3-year partnership agreement with the Youth Employment Service (YES) programme which was formally signed by the CEO’s of both parties at SABIC 2018.

The aim of the partnership is to promote youth entrepreneurship opportunities and support Seda supported incubators.

GIBELA

A 5-year partnership agreement with Gibela was signed, with Gibela investing more than R20m over 5 years for the establishment and operation of a Business Incubator in Nigel. A joint project team has been appointed and it is envisaged that the incubator will become operational in the 2019/20 financial year. The investment and partnership with Gibela is proof that Seda’s value proposition remains strong and is able to crowd in investment from the private sector.
EXSPORT CREDIT INSURANCE CORPORATION OF SOUTH AFRICA

ECIC signed another 3 year MOA with Seda Gauteng and Stp allocating R3 117,604 [for 2018/19] for Export Enterprise Development to be managed by TTF.

SABTIA TECHCAMP

Stp participated in the Tech Camp held by SABTIA on 26 and 27 September 2018 and presented on the future of incubation in South Africa. This event was also positioned to be the launch pad for SABIC 2018. The honourable Minister of DSBD, Ms Lindiwe Zulu opened the event and also did the official media launch of SABIC 2018.

ROUNDTABLE WITH PRIVATE SECTOR AND STATE OWNED ENTERPRISES

A roundtable was held with the private sector and state owned institutions on the 20th November 2018 with the objective of unpacking the role of Seda in Enterprise Supplier Development and highlighting opportunities for collaboration. Twenty-four people attended the event.
5. INCUBATION PROGRAMME

HIGHLIGHTS

OVERALL PERFORMANCE

The Incubation Unit continued to exceed all the targets set year after year with the year under review being no exception. The continuous improvement of the Incubation Programme and its steadied maturity is evidence that Technology Business Incubation remains an integral part of the South African enterprise development ecosystem. The Incubator Portfolio grew from 64 incubators at the end of March 2018 to 76 at the end of March 2019.

The programme performance highlights are illustrated below:

The jobs created came from 40% of the incubated SMMES. Incubated companies don’t create jobs every year, some who created jobs in year 2 of their incubation cycle will not necessarily create more jobs in year 3. There is therefore no direct relationship between number of clients incubated and jobs created in a particular year. Some clients in the portfolio have not yet launched product to market.
TOTAL CLIENT TURNOVER
R917 600 000

INCUBATION EXPENDITURE
R179 262 364

RETURN ON INVESTMENT
R4.01

AVERAGE RAND PER JOB
R68 186.52
THE FUTURE OF INCUBATION IN SA

Advocacy is critical for business incubation and will be supported by the development of a National Incubator Policy by the Department of Small Business Development. Business incubators remain part of a range of policy interventions that can be applied to support the SMME segment of the economy. It can be a powerful instrument for supporting the healthy development of SMEs, but they are no substitute for necessary wider changes to the business environment that Government will undertake. As Seda is supported by a strong policy position, the National Incubator Network will be conceptualised and planned for as an integral part of a broader national innovation and economic development policy that is geared to strengthening the overall ‘ecosystem’ of innovation and entrepreneurship. Incubation should be viewed at one level as a vehicle to develop or create local technologies and therefore should be firmly aligned to the national innovation framework with the incubation system representing a channel to the successful commercialisation of local research or innovation.

In as much as we will continue to develop new incubation models aimed at developing enterprises in the productive sectors of the South African economy, thereby contributing to the industrialisation vision of Government for the SA Economy we will also expand our approach of business incubation to non-manufacturing or service-based sectors to maximise SMME and Co-operative development, innovation and creativity in tourism and creative industries or cultural sectors. Under certain circumstances the models of business incubation will also be extended into the establishment of social incubators with a strong focus on job creation and assisting cooperatives and groups of necessity entrepreneurs to start-up and scale-up. A critical new focus for business incubation in township and rural areas is the promotion of locally-relevant indigenous innovations by SMMEs in order to address questions of township economic growth. The Institute of Climate Innovation Centres is also a promising vehicle for such interventions that Seda will have to look at specifically in underserviced Provinces in South Africa.

In rural areas the role of agriculture in economic development and poverty alleviation can be enhanced through appropriate interventions for an array of agribusiness incubators. The scaling up of the Timbali Technology Incubation Model of supply side development can be a key driver for the expansion of National Incubation Agri-Hubs/Shared Facilities that will drive agrarian reform and land value chain development through SMMEs and Co-operative Enterprises.

INCUBATION IN THE ERA OF THE FOURTH INDUSTRIAL REVOLUTION:

The Fourth Industrial Revolution gives a name to a gathering of global trends that have been building towards a deep transformation of both business and technology in global terms. We have entered a technological revolution that will fundamentally alter the way we live, work and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has
experienced before and will drive the future work of the Seda ICT Digital Cluster. Trending hype that surrounds major new technologies like the Internet of Things (IOT), Augmented Reality (AR), Additive Manufacturing (3D&4D), Big data, Block chain and cloud computing has forced Seda Incubation to look at how to scale its 7 Tech Hubs for the future. It has become important for the Incubation Unit to support SMME’s and Co-operatives to embrace this radical reshaping of the relationship between technology capabilities and business opportunities.

As the Incubation Unit we are of the view that The Fourth Industrial Revolution’s new technologies that empower business model level disruptions, will create types of opportunities that will reinvent entire industry ecosystems.
CENTRE FOR ENTREPRENEURSHIP RAPID INCUBATORS (CFERI)

DUT

Ten student entrepreneurs represented DUT and the CFERI at the DHET EDHE Lekgotla in Cape Town on 29th June 2018. They participated in the Student Entrepreneurship Track and met with students from other universities to share their experiences and network.

One of the students, Siphiwo Zuma (extreme left) was assisted in developing a prototype for an umbrella for people with disabilities. Two other student entrepreneurs received funding from DUT with the support and assistance of the CFERI in terms of pitching their concept. They are:

<table>
<thead>
<tr>
<th>NAME</th>
<th>NATURE OF BUSINESS</th>
<th>AMOUNT RECEIVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Shelele</td>
<td>Food processing</td>
<td>R40 000.00</td>
</tr>
<tr>
<td>Get2Natural</td>
<td>Cosmetic manufacturing</td>
<td>R50 000.00</td>
</tr>
</tbody>
</table>

LEPHARO

Torqes Engineering Success Story:

Torqes Engineering was founded in 2014 by Nosipho Mhlongo. It is a 100% black female-owned multi-disciplinary engineering company, focused on engineering projects and maintenance. The company renders other services to the oil, gas and related industries.

Nosipho needed to improve her business and after observing the remarkable work Seda is doing supporting Lepharo Incubation Centre in Ekhurhuleni, she decided to join their incubation programme in November 2017. She was provided with business operation premises and other business development support to take her business to new heights.

Since joining the incubation programme Torqes Engineering was given office space, boardrooms to meet with current and potential clients, access to a computer lab, Wifi and machinery.

The business also received assistance with labour compliance through the Health and Safety Department; further assistance was given for bookkeeping services through a registered financial services provider, and access to market linkages.

The turnover of the business increased by 347% within a year of receiving continuous support from the Seda-supported Lepharo Incubation Centre.

INVOTECH

Torqes Engineering was founded in 2014 by Nosipho Mhlongo. It is a 100% black female-owned multi-disciplinary engineering company, focused on engineering projects and maintenance. The company renders other services to the oil, gas and related industries.

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Incaso Condiments, one of Invotech’s clients has signed a lucrative deal with the Oxford Shopping Chain. This will mean that the enterprise will have to expand and find new premises, employ 3 more employees and triple monthly production.

Electro-Coal Technologies won the Water Research Commission Youth Innovation Summit’s pitch den with their self-sustaining water conservation system.

**IHUB - INNOVATION SUCCESS STORIES**

- **IBOS Management system:** it allows scheduling, tracking and real time invoicing for field workers such as plumbers, technicians etc.

- **Fix my school application**
  - Application developed for schools to log problems
  - Links to the Department of Education
  - Generates job cards and tracking of faults

- **Zenzeleni telecoms**
  - An appropriate technology for rural communities
  - Allows internet connectivity using wifi nodes
  - Communities can make free phone calls to each other using the technology
  - Run by a community cooperative
SAREBI

Their client Sustainable Power Generation has signed a system integration agreement with PWR Station, a Swiss based developer of EXOrac™ retractable solar racking technology. Under the deal Sustain Power’s brand, SustainSolar will assemble and integrate EXOrac™ into its range of mobile and ultra-rapid deployment containerised solar solutions and will also become a distributor of EXOrac™.

SAVANT

SAVANT secured government funding from TIA for the following incubatees.

<table>
<thead>
<tr>
<th>INCUBATEE</th>
<th>AMOUNT RECEIVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akili Labs</td>
<td>R648 170.00</td>
</tr>
<tr>
<td>ATTRI Extendable</td>
<td>R580 635.00</td>
</tr>
<tr>
<td>PVT Energy Shift</td>
<td>R649 951.02</td>
</tr>
<tr>
<td>Jonga System</td>
<td>R654 380.00</td>
</tr>
<tr>
<td>Global Energy</td>
<td>R641 000.00</td>
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</table>

Akili Labs is a Pretoria based award-winning biotech start-up that developed a low cost, rapid medical diagnostic solution used for diagnosing viral, bacterial and fungal infections. One of their clients, Safe Technology, won the Outstanding Incubator Client Award at SABIC.
6. QUALITY & STANDARDS, TECHNOLOGY TRANSFER AND INNOVATION

HORST WEINERT
Senior Manager: Quality & Standards, Technology Transfer and Innovation

HIGHLIGHTS

OVERALL PERFORMANCE

During the 2018/19 period, the Unit provided a range of technical support, innovation initiatives and technology funding to SMEs to improve their competitiveness, assure conformity to national and international standards, increase the commercialisation of their business ideas, and scale up their capabilities to grow employment and revenue, and enhance the South African economy.

QUALITY AND STANDARDS

A total of 266 SMMEs were assisted to improve product and service quality of supported clients. Typical interventions included ISO9001 Quality Management Systems, ISO14000 Environment Management Systems, SANS18000 Health and Safety and ISO22000 Food Safety.

An impact assessment study on a sample of Management System interventions showed that after 1 year the average turnover of clients had increased by 17% and employment by 23%.

TECHNOLOGY TRANSFER

The Unit provides funding for the acquisition of appropriate technologies. It also provides a conducive environment for innovation to enable the transfer of relevant and effective technologies that assist SMMEs in scaling up production to grow existing markets or enter new markets.
The interventions enable small enterprises to enhance productivity, product quality and profitability. As a result, new markets which were previously inaccessible, have been established with the potential to accelerate SMMEs into the formal economy.

The success of the Fund is reflected in the following highlights during the 2018/19 financial year:

- TTF received 306 applications from all nine provinces. Provincial offices and Business Advisors were informed of the status of the applications as well as the process that will be followed to assess the applications.
- In total, there are 46 clients approved for the 2018/2019 financial year for TTF, and 4 for the Export Credit Insurance Corporation of SA (ECIC).
- The spread of the approvals were 33% in townships, 15% in rural areas, and 53% in urban areas. Female owned businesses were 40%.
SPREAD OF THE APPROVALS FOR THE 2018/2019 FINANCIAL YEAR

- Townships: 53%
- Rural areas: 33%
- Urban areas: 15%

MALE VS FEMALE OWNED BUSINESSES FOR THE 2018/2019 FINANCIAL YEAR

- Men: 60
- Women: 40
- 53% Men, 47% Women
SBS ENGINEERING
COMPANY: SBS ENGINEERING
SERVICES: MECHANICAL ENGINEERING/WELDING SECTOR
LOCATION: KZN, RICHARDS BAY

SBS Engineering is one of SEDA’s intervention progressive success stories. It is located in KwaZulu-Natal, servicing from Richards Bay.

It has a resounding 15 years of operation with Mr Simon Bosman as the owner of this Mechanical Engineering Company that also intercepts with the welding sector.

Regardless of the length of its existence, it still needed efficient performance help. The company could not qualify to tender for some of the bigger contracts due to not having ISO3834 certification. Hence SBS Engineering contacted SEDA requesting assistance with the development and implementation of the ISO3834 Welding Quality Standard.

SEDA assisted by appointing a service provider for the setting up and application of the quality management system in October 2017. Once SBS Engineering was ready for the certification audit, it contacted SEDA again and was further assisted with The SA Institute of
Welding SAIW certification cost for the ISO3834 standard. A first audit was conducted, and the assessment showed that the system implementation was exceptionally successful, and the company currently awaits a date for the second stage audit from SAIW.

Due to this implementation the company performance has greatly increased, evidenced by the turnover increased by 26.77% from 2017 to 2018.
HAIRTURAL
COMPANY: HAIRTURAL
SERVICES: ETHNIC HAIR PRODUCTS AND HAIR CARE
LOCATION: GAUTENG, BRYANSTON

Hairtural has been operating for a little over five years. The business was founded by Bothlale Tshetlo who identified the business opportunity after struggling to find products in the market that specifically catered for natural ethnic hair.

Hairtural was first assisted by Seda in 2016 with product design for their branding and packaging designs via the South African Bureau of Standards. As part of Seda’s client journey model of progressive assistance, the latest intervention in 2018 was Seda assistance with product testing through the Agricultural Research Council.

The new regulation in the cosmetics industry now forces all manufacturers to ensure that their products are rigorously tested for safety prior to public trading, in order to protect the public from harm due to untested and unsafe products.

The interventions have since assisted the business to increase its turnover by 54% in 2018, and create new jobs; from 8 employees in 2017 to 21 employees in 2018. Over and above the new branding and packaging, Seda assisted the business to better position its brand in the market and capture the attention of the intended clientele. The product
testing assisted Hairtural to comply with all regulations and instill confidence in its current and potential clients regarding the safety of the products, especially considering that there is a children’s range among its products.

In addition to the manufacturing business, Hairtural has expanded its operations by opening a retail store named Autumn which also stocks products from other SMMEs who make similar products using natural ingredients in order to cater for the conscious buyer. The company has also opened a salon that offers ethnic hair treatment services.

"The intervention has helped with brand integrity."
SIHLE’S BREW
COMPANY: SIHEL’S BREW

SERVICES: COFFEE PRODUCTION, PACKAGING, COFFEE SHOPS & BARISTA TRAINING

LOCATION: GAUTENG, COSMO CITY

Sihle’s Brew started operating as a coffee brewing company in 2012. Sihle Magubane the owner of the business is a trained barista hence he started mixing his own coffee and selling it in his own coffee shop. Sihle’s Brew produces ground coffee using green coffee beans sourced from various cocoa producing countries such as Ethiopia, Kenya, Tanzania, Colombia and Brazil, and has them roasted in South Africa. The youth-owned company used to outsource roasting services and package them manually in-house.

The biggest challenge that the business faced was that most of the production was outsourced to suppliers who owned coffee roasting equipment. As a result, the business spent most of its revenue paying suppliers.

Seda’s intervention was simple but with immense impact. The Technology Transfer Fund bought the company coffee roasting equipment so as to produce and blend its own coffee. This gave the company an edge with better management of their supply chain and freedom to expand their operations.
The business has since improved its revenue by 138% in 2018; as a result, this has enabled Sihle’s Brew to hire new staff members who were then trained as baristas. This has grown the business to now own two coffee shops in the Johannesburg area and is in the process of opening a third one in Randburg. The company now has four divisions namely: Manufacturing, Packaging, Coffee Shops, and Barista Training.

“I would not have been where I’m today if it was not for Seda’s assistance.”
CURRENT INCUBATORS
### Technology Business Incubators

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<tr>
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### TECHNOLOGY BUSINESS INCUBATORS (CONTINUED)

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## TECHNOLOGY BUSINESS INCUBATORS (CONTINUED)

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## CENTRE FOR ENTREPRENEURSHIP RAPID INCUBATORS

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