

SUPPORT  
ENCOURAGE  
CONNECT  
TRANSFER

The UP business incubator opened its support doors in January 2008. Softstart BTI (on behalf of SEDA TP) provided the initial seed funding and operational assistance.

The incubator is a satellite unit with a direct link with SBTI. A strong focus is placed on ICT orientated entrepreneurs but also open to any student enrolled at the University of Pretoria with a business idea. It consequently endeavours to channel "idea to market" processes and establish a direct pipeline with external stakeholders in the entrepreneurship enabling environment.

The UP Business Incubator, situated in the Department of Business Management, provides much needed infrastructure and specialised coaching to aspirant entrepreneurs based on the fundamentals of the entrepreneurial process.

upbi  
entrepreneurship support

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# up business incubator

partners: *sbt* – *seda* – *de loitte* - *innovation hub* - *eskom*



simplifying

ENTREPRENEURSHIP:

enabling @ work



profile 2009

opportunity  
creativity  
innovation  
risk  
profit



# Entrepreneurship for you

## .... FOCUS ON THE YOUTH, THE ENTREPRENEUR AND THE PROCESS...

The UP Business Incubator (UPBI) follows a narrow and deep strategy with a focused approach towards entrepreneurial performance.

This is not a volume driven incubator but rather one that facilitates the true entrepreneurial process. So far 84 aspirant entrepreneurs have been catalysed to engage in this process. The hard reality of feasibility, viability, industry knowledge and business start up obstacles have been opening the eyes of many a dream.

***"We were young, but we had good advice and good ideas and lots of enthusiasm."***

**- Bill Gates, founder of Microsoft Corporation**

## THE INNOVATION GENERATION

UPBI's primary target market focus for 2008 & 2009 was Economic and Management sciences' students and predominantly evolved from BCom (Entrepreneurship) learners.

An integrated approach was followed where knowledge based entrepreneurial and business skills development (formal ETD) dovetailed with a pragmatic mentorship (coaching) facilitation process. These incubatees soon realised the chasms between a business plan and the business start up veracity. We believe that only these reality and context surprises saved the entrepreneur and the investment community a lot of money!

The UPBI does not conduct any work for the entrepreneur, but take his or her hand towards the unknown realm of entrepreneurship.

The success of this process is directly linked to our loyal, passionate and experienced coaches. We thank them and appreciate quality driven service of this nature, where monetary remuneration is replaced by commitment and entrepreneurial passion.

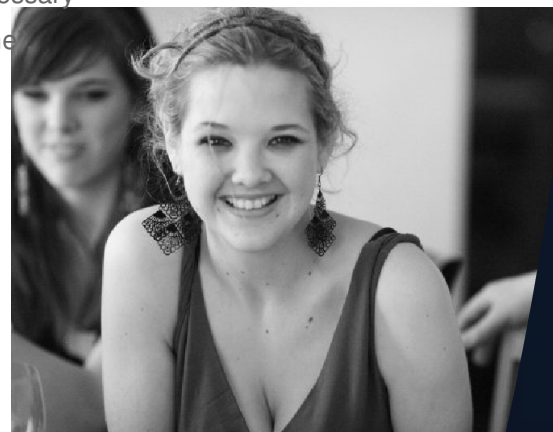
To our pipeline partners, without you this is just another academic exercise. The graduation and future success of these entrepreneurs are in your hands.

**GLOBAL INCUBATOR SUCCESS RATE: 80%.**

Thank you  
Dr Alex Antonites  
Head: UP Business Incubator

## UPBI MANAGEMENT

The smooth administrative and operational success of the UPBI is the result of the unconditional input of our Incubator manager: Anne-Marie Mentz. Her task essentially embraces the management of **f(students x aspirant entrepreneurs x social animals)**, not factors of production without the necessary gloves, patience and.... yes "discipline"



## CUSTOM SOLUTIONS

Industry specific consultation  
& linkages



## RESEARCH

Market & macro knowledge  
management



## E-BUSINESS SOLUTIONS

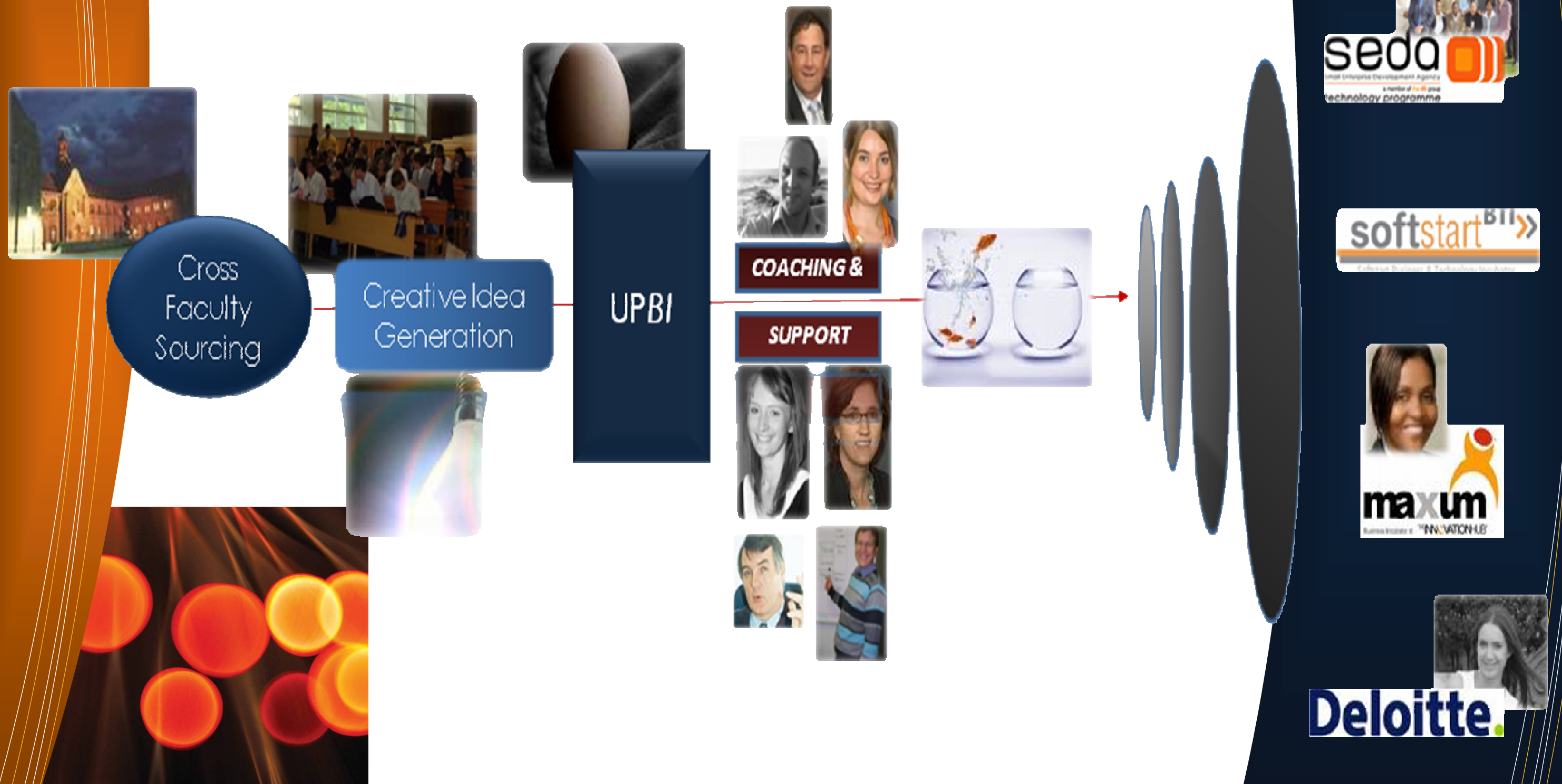
Online solutions & e-commerce  
engagement

## UPBI SUPPORT SOLUTIONS

- BUSINESS PLANNING.
- FEASIBILITY STUDIES
- FINANCIAL MANAGEMENT.
- MARKETING MANAGEMENT.
- PRODUCTION & OPERATIONS.
- LEGAL ASSISTANCE.
- IP ADVICE.
- ICT COACHING AND ONLINE MARKETING.
- RESEARCH, OFFICE SUPPORT, AND NETWORKING

# Our Business Model

.... FOCUS ON THE YOUTH, THE ENTREPRENEUR AND THE PROCESS....



# Success & Graduation

.... FOCUS ON THE YOUTH, THE ENTREPRENEUR AND THE PROCESS...

## ARMAND BASSON – ENTREPRENEUR #1!!!

His interest in money collection inspired his entrepreneurial orientation to make money! Armand invented the *Bona Fide* - money verification apparatus - and won the second prize in the Innovation Fund's Invention Awards (Gauteng). He received extensive coaching from the UPBI, everything from legal to marketing assistance as well as technical functions.

We are extremely proud of this entrepreneur as he is our first graduate and had the honor to be selected to join the Innovation Hub's incubator (Maxum). The patented prototype was well received in the market environment, especially within the banking and retail sectors. Armand is currently conducting negotiations with several stakeholders to make his business fly. True entrepreneurship in progress!



# Success @ Progress

.... FOCUS ON THE YOUTH, THE ENTREPRENEUR AND THE PROCESS...

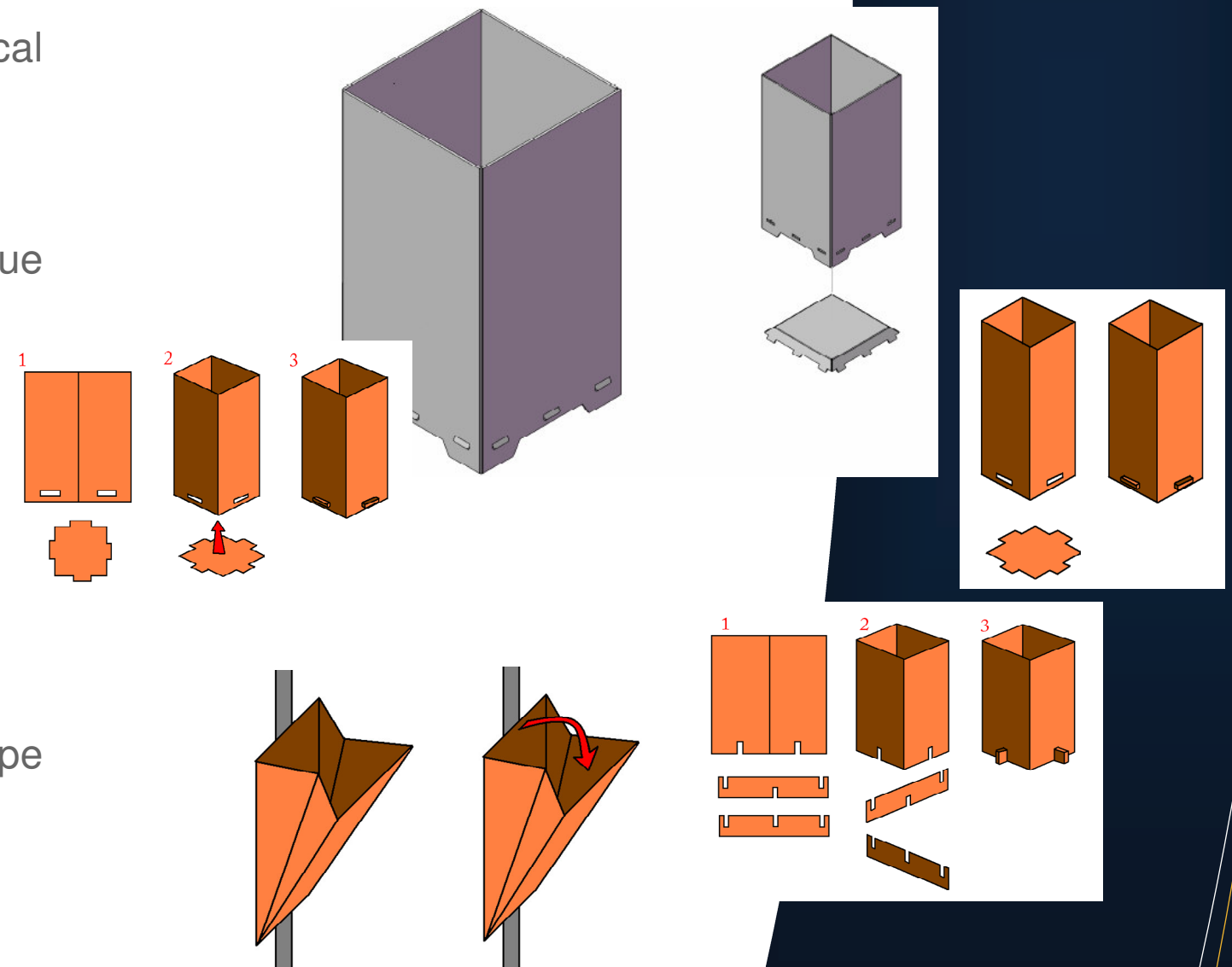
## SABELO B.(BRAIN) HLONGWANE

Watch this space! This is not merely a 2010 winner but also a transformer in the world of event management. The litter and rubbish situation during and especially after major events is one big annoyance for many, this inspired the invention of the HAZBINS™. The current offering (existing metal and plastic bins) needs constant maintenance and cleaning, a logistical nightmare and labour consumer.

Sabelo's recyclable invention holds the following value propositions:

- ✓ Convenient portability & simple design
- ✓ Easy to assemble (on-site assembly)
- ✓ Easy to transport & collect, lightweight
- ✓ Disposable & visually appealing
- ✓ Advertising potential

UPBI (technical coach) developed his prototype design and business establishment coaching.



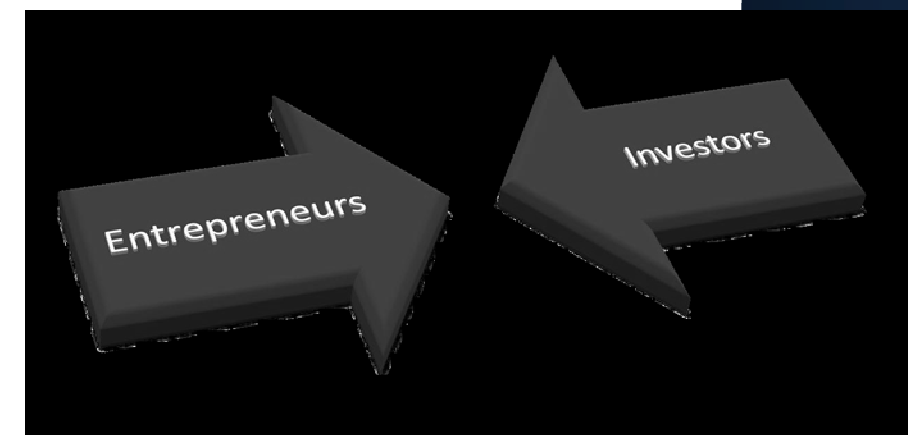
# Success @ Progress

.... FOCUS ON THE YOUTH, THE ENTREPRENEUR AND THE PROCESS...

## WESLEY & DANE: ConceptMe.Com

At last the perfect platform for entrepreneurs and investors! These two brilliant technology orientated entrepreneurs fully understand the daunting process of finance acquisition. This resulted into *ConceptMe.Com*, a web based entity.

Conceptme.com will provide a networking platform whereby entrepreneurs and investors can interact in a non-threatening environment. An entrepreneur will first register their concept, then they will be guided through a process that critically analyses their idea and results in a profile of a business opportunity. This process will encompass peer networking facilities and online resources to help maximize the quality of each concept's profile. Once the profile has been completed, the entrepreneur can publish their concept among investors. Investors are also required to register a profile, which will be used to pigeonhole the most suitable concepts for them. When an investor finds a concept that they are interested in, *Concept.Me* will facilitate a communication process between the investor and entrepreneur.



# Success @ Progress

.... FOCUS ON THE YOUTH, THE ENTREPRENEUR AND THE PROCESS...

## MAXINE BOLT: DRESS ME DOT.COM

This business was conjured up in 2009, after Maxine Bolt experienced a problem with buying and selling textbooks first hand during her first and second year of studying at Tuks. *Student Book Trade* is a website by students for students in search of second-hand textbooks, past papers and other study material that could result in huge monetary savings of up to  $\pm$  60%.

This site also benefits students progressing in their studies and wanting to sell their old textbooks. Once a student has registered on the site, they will follow a simple registration process to enable them access to the site to either register the books that they want to sell or to view the available books for sale. The supply source of this business is unique as the customer of this business is also the supplier. Growth and future expansion are important to this service business. Once Student Book Trader has established itself successfully in Pretoria, starting with a focus on the University of Pretoria and then to other main tertiary institutions in Pretoria, it can expand to other provinces and start to grow and gain market share. This business is such that it can operate in any province in the country and can be used by the students at the different institutions of those provinces..



# Success @ Progress

## KAREN MENTZ: XCITING COMPUTERS: BENNIE & BONGANI

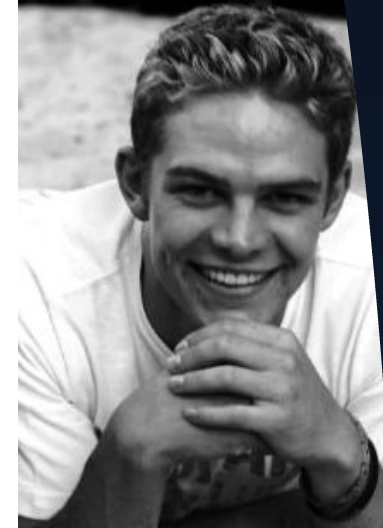


Xciting computers, established in 1997 by Santa Mentz, wishes to expand their focus to software development, specifically educational, interactive computer programs for pre-school children. *Bennie & Bongani*, is a computer program that will improve a child's (between 3 and 7 years of age) computer literacy. The interactive game will be presented by Bennie and Bongani, two young South African friends. The focus will be on positive relationships and friendships while creating a platform where children can learn basic computer skills in their home language. This product is unique because it is created for South African children specifically.

To ensure control over a large market segment the product will be branded as "*Bennie and Bongani*". As brand awareness grows, more product lines will be added to the product mix. To start-off the product will marketed to pre-school teaches for demonstration. Initially the product will be sold by means. The agents will not only sell the product, but also create brand awareness.

# Success @ Progress

**JONATHAN LECH KLIMEK**  
**SOLAR AFRICA ENERGY**



Due to the current pressures within society to be more environmentally friendly, an urgent need for energy saving devices has emerged. Currently, Eskom is battling to supply sufficient electricity to South-Africa and therefore has turned to load shedding as a solution to this problem. It is for this reason that more and more people are turning to energy sources such as solar and gas.

The proposed *Solar Africa* water heating system is a modification of other high pressure solar water heater systems on the market, because instead of one copper rod, it uses two 15mm copper water pipes joined together in a U-shape. This means that the sun heats up the air in the vacuum tube, which transfers the heat through the copper pipe directly to the water. The advantage of this system is that it heat is transferred quicker and more effectively and water heats up faster.

*Solar Africa* Sources aims to address a gap in the market by providing alternative water heating solutions using solar energy. The business will be run as a Closed Corporation (CC) initially and may be converted to a company<sup>6</sup> later if required. *Solar Africa* will be manufacturing, selling and installing solar water heating (SWH) systems for use by private households in South Africa.

# Success @ Progress

**ROCHELLE LOUW**

**LOCH LOYAL SCOTTISH RESTAURANT**

*Loch loyal* is a unique, cosy, South African take on a Scottish restaurant. Traditional Scottish cuisine akin to Scotch broth, Haggis, neaps & tatties, black pudding and Scottish Salmon would be prepared in our kitchens by an genuine Scottish Chef. This Restaurant will be aimed at upper-middle class people in their 20's and 30's with a sense for adventure and a taste for the unusual. The restaurant will also serve the business-lunch market. Up-and-coming pianists, wanting to put themselves on the map, will entertain clients. *Loch Loyal* also wishes to offer whiskey tasting for the connoisseur, Scottish dancers accompanied by bagpipes, and a venue for corporate as well as private events. *Loch Loyal's* competitive advantage would lie in its unique products i.e. Authentic Scottish cuisine, unusual entertainment and a well selected location. The restaurant has a potential profit of R6 609 404 in the first three years and would be managed by the owner, two general managers and 1 head chef.



## ECO FRIENDLY ESTATE WJC THERON

The island of Ilha De Inhaca is approximately a two-hour boat ride off the coast of Maputo. Mozambique is seen as country with vast development and tourism potential. On this island, Wijaan Theron, the prospective owner of *Farolo Baia* wishes to buy a 5 hectar piece of land and develop an eco friendly estate that will appeal to middle-upper class, nature loving investors. The estate will situated near an unspoiled private beach for swimming, snorkelling, diving, fishing, jet-skiing and wind-surfing. Ilha De Inhaca not also offers wildlife such as learback turtles and a mangrove swamp with an abundance of birdlife. *Farol Baia's* aim is to protect the environment around it, and help with development of the community in which it will be based. *Farol Baia Eco Estate* will be a lifestyle destination for leisure seekers and eco tourists. As part of the long-term strategy, business conferencing and events such as weddings will be included in our offerings. The owner's vision is to have a total of 15 villas and to develop a separate camping area to appeal to holiday-makers, fishermen and divers who visit Mozambique regularly. The structural plans have been drafted by R.A.D Studio, but still have to be approved by CPI (Mozambique's foreign investment promotion centre). Once they have been approved all the necessary trade licences will be issued to the company. Construction can only commence once all these formalities have been concluded.

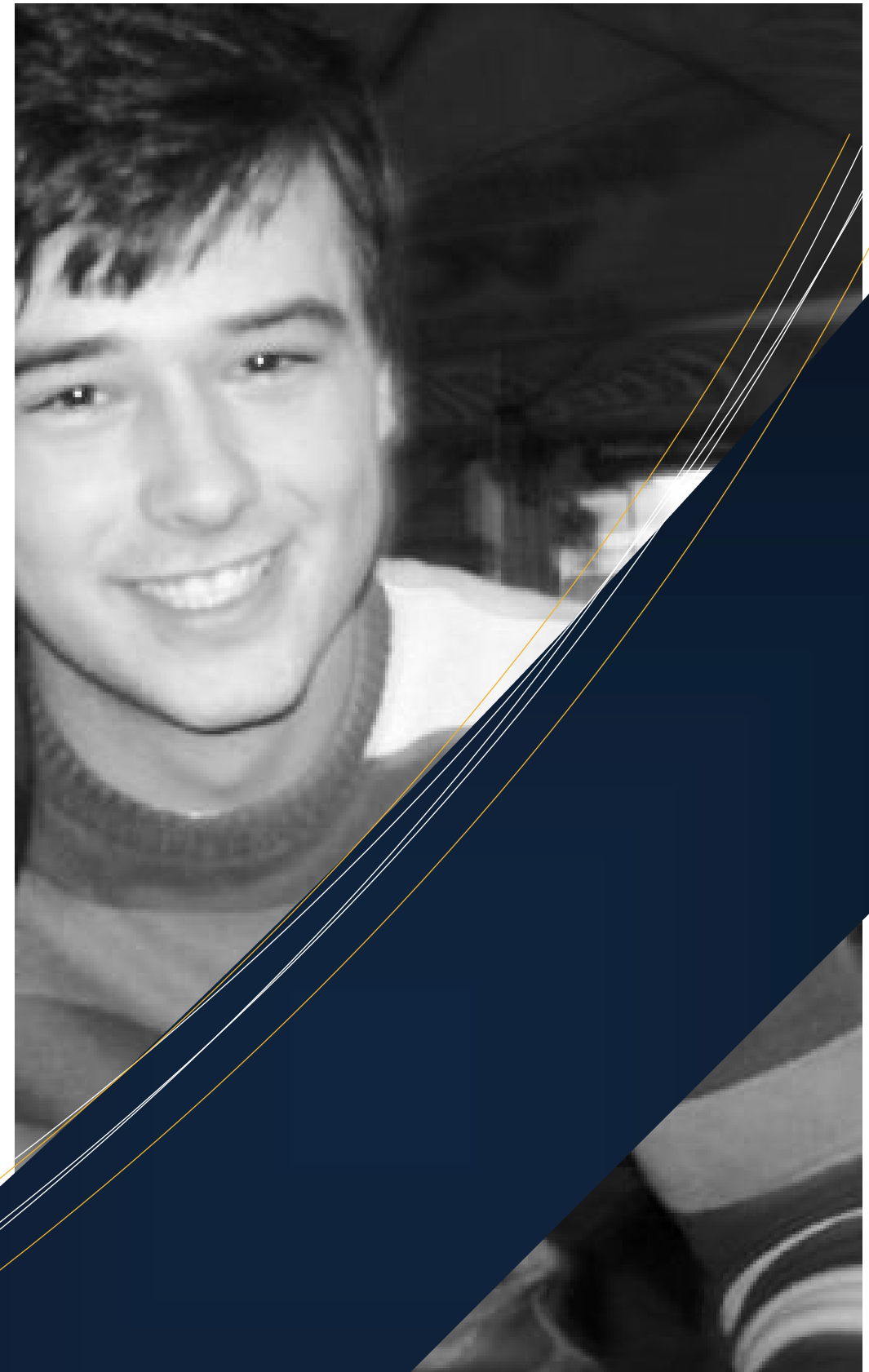


## SEAFOOD RESTAURANT

### NICHOLAS JACOBUS BIERMAN

Located in the eastern suburbs of Pretoria, *The Sands* will be a seafood restaurant with a unique twist. This family restaurant aims to offer convenience and relaxation in a genuine sea-and-sand atmosphere with top-quality international seafood-dishes ranging from Cray-fish to normal line fish such as Hake and Snoek. This restaurant will be one of a kind, because the floor will be covered in actual sea-sand, and live entertainment by prevailing musicians will be offered on the weekends. Waiters are to be dressed 'island-style', in beachwear and barefoot. Guests will be given flip-flops.

*The Sand's* main competition will be *Ogalito's*, thereafter followed by *Ocean Basket* and *Cape Town Fish Market*. This Restaurant will however target middle-upper class families, mainly in Pretoria East, looking for a less-expensive, higher quality, value-for-money, family dining experience.



## FOOD DELIVERY SERVICE

### THYSEN BURGER & Co.

*Butlers on the run* is an entrepreneurial venture specializing in the delivery of food and beverages, such as bread, milk and cheese, to the secure estates around the Pretoria east area. We also concentrate on the facilitation of healthy pre-packaged meals, designed by a dietician, to promote academic performance and the general wellbeing of schoolchildren. Working parents don't always have time to do shopping for the basic necessities or to prepared genuinely healthy food for their children. Our aim is to make life easier and healthier for people like this.



## SMS BASED BOOKING SYSTEM

### David Stephanus Fourie

The times we live in demand less wastage. Hostels have for a while now, had the problem of calculating the amount of people who would be eating each night, leading either to too little or too much food being prepared. Stephan Fourie proposes an sms-based booking system that all the residential hostels could use. Students would theoretically book their meals each day by sending an sms to a “receiver”. This “receiver could then keep track of all bookings made and give an accurate number of people for dinner. This system would not only cancel out food wastage, but also make the booking of meals more convenient for everybody since it would involve less paperwork and the students don’t have to be at their various hostels to book their meals.

## EASY BAR

### Christaan Viljoen

An alcohol-dispensing machine, that works off an LCD touch screen. This new invention can be mounted to a wall of any nightclub, or could be built into the club and double as a table. Why is this a unique product? This dispenser would eliminate the need to physically go stand in a queue at the bar for drinks, and therefore reduce a lot of the frustration and traffic resulting in most bar fights. Customers would be able to pour their own drinks/drafts. The apparatus would also eradicate a lot of human error concerning exact amounts of alcohol as well as payment.

