the south african
Creative Industries Incubator
Endlessly Creative. Infinitely Focused.

PROPOSAL
Mzansi Golden Economy 2025/6

CREATIVE CATALYST: EMPOWERING SOUTH AFRICA'S ARTISTIC ENTREPRENEURS

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1. BACKGROUND & CONTEXT

The Mzansi Golden Economy (MGE) Strategy, initiated by the Department of Sport, Arts and Culture (DSAC), positions the arts, culture, and heritage sectors as key drivers of economic growth, job creation, and social cohesion in South Africa. By strategically investing in the creative economy, the MGE aims to enhance local and global competitiveness, promote sustainability, and increase the profile of South Africa as a cultural tourism destination, while strengthening the professional capacity of the sector and fostering local content production.

The South African Creative Industries Incubator (SACII) presents this proposal to empower 315 creatives by providing them with the skills to build sustainable creative businesses, generate employment, and contribute to the growth of the creative economy. By providing creative entrepreneurship training for 35 creatives in each of the 9 provinces, culminating in a Creative Industries Expo in each of the locations, SACII facilitates direct work opportunities, while additional support services create 90 jobs per month for professionals within the creative sector.

Our proposal to train 35 creatives in entrepreneurship across all nine provinces, complemented by an Expo Day with showcases, pitch sessions, and a buyers' focus, aligns closely with the objectives of the Mzansi Golden Economy (MGE) strategy. By fostering entrepreneurial skills, the programme supports Human Capital Development and the cultivation of cultural entrepreneurs, equipping participants to build sustainable businesses within the creative industries. The inclusion of exhibitions and showcases with pitch sessions stimulates demand and increases audience engagement, driving economic development and enhancing the professional capacity of creatives. This initiative directly contributes to MGE's vision of positioning the arts as a catalyst for economic growth, job creation, and global competitiveness while promoting sustainability within South Africa's creative economy.

2. THE SOUTH AFRICAN CREATIVE INDUSTRIES INCUBATOR

The South African Creative Industries Incubator (SACII) is an experienced business development and incubation entity that has been working nationally in South Africa’s creative industries SMME environment for the past seven years. SACII assists in building the institutional capacity, business skills, sustainability and market access of creative Small, Medium and Micro Enterprises (SMME’s) producing cultural goods and services. SACII has worked across the creative industries spectrum including crafters and designer-makers, visual artists, performing artists (music, theatre, live events), digital creative content producers (film, photography, graphic design, metaverse, VFX), the fashion industry and creative industries technology entrepreneurs, to name a few.

SACII is an accessible creative hub providing business incubation, industry accelerator programmes, entrepreneurial support, and technical skills training. SACII also provides production facilities and equipment to emerging creative economy entrepreneurs. The strategic combination of these services is designed to culminate in leveraging product/service development, business growth, market access and job creation for creative industry entrepreneurs and practitioners.

SACII has partnered extensively with both government and private sector entities to deliver tailored incubation and accelerator programmes for creative industry entrepreneurs to achieve SMME sustainability and market access in the creative economy.

SACII's vision is to become a specialist hub for the creative economy through the development of sustainable creative industry SMMEs, innovative entrepreneurs and strategic thought leadership. The organisation's mission is to support the creation of sustainable creative industries SMMEs through the provision of impactful business and vocational training, market development and shared economic facilities.

SACII has developed its incubation approach, entrepreneurial learning content and methodology to be tailored specifically to creatives. This includes teaching and coaching in a way that makes sense to the creative brain and mindset, unpacking business content in creative-friendly ways and having significant networks, both in the mentoring and coaching aspect through industry partnerships, as well as in the market access space. The Incubator was developed by creatives with experience in the challenging journey of entrepreneurship in the creative industries, for creatives who would not normally have access to business development support initiatives.

3. SACII'S TRACK RECORD, EXPERIENCE AND ALIGNMENT WITH MGE'S VISION

3.1. EXPERIENCE

SACII has seven years of experience as South Africa's first dedicated creative industries incubator, being founded in 2017. The founders of SACII have over twenty five years of experience in the creative economy, spanning work in the public and private sectors in the arts and creative industries. First hand knowledge of the challenges of running a creative enterprise led to the establishment of SACII, informed by practical, industry specific coaching, mentorship and business development support.

3.2. SACII's SCOPE OF WORK

SACII has incubated hundreds of creatives and developed innovative programmes relevant to creative industries businesses. Some of our programmes include:

- Incubation programmes
- Accelerator programmes
- Market Access initiatives (buyers' days, e-commerce platforms, industry network events, supply chain pitches, markets, Creative Industries Expo)
- Technology Integration for creative SMMEs
- Creative Entrepreneurship Bootcamps
- Creative Entrepreneurship short courses (certified by the University of Pretoria. Includes Creative Entrepreneurship/ Futureproofing your Creative Business – technology integration for creative SMMEs. Dedicated Music Business Incubator (Music Business Lab) in partnership with industry veterans (Ninel Musson of Vth Season)
- Investor readiness and pitching.
- Creative Digital Skills Accelerator Programme – industry partnership to scale learn and earn models in the creative gig economy i.e. skills such as visual special effects (VFX), gaming development, digital content production etc. Industry partners provide the skills training, exposure to the specific industry and work opportunities. This programme is on the cutting edge of exploring how AI is developing in the creator and creative economies.

Research – SACII is part of the Arts & Culture Research Unit (ACRU), a partnership of creative economy practitioners and academics / SACII also has a partnership with Rhodes University Department of Economics who are currently doing a case study on the VFX Accelerator programme, and a study into traits of successful creative entrepreneurs based on SACII's data.

Thought Leadership – SACII is regularly invited to participate in platforms articulating the creative economy's challenges and has actively contributed to significant local, national, and international events, showcasing its leadership and expertise in creative entrepreneurship, the creative economy, and innovation. Our participation in these forums demonstrates our commitment to driving impactful conversations and shaping the creative industries' future. Key engagements include

- 7th Annual EDHE (Entrepreneurship Development in Higher Education (EDHE) in collaboration with USAf and DHET, supported by six national EDHE Communities of Practice (CoPs)). Role: Panellist – Creative Entrepreneurship
- BRICS+ Creatives and Cultural Forum 2034. Role: Plenary panel
- EmpowaWoman Leadership Summit, 2023 & 2024. Role: Panellist – Entrepreneurship in the Creative Arts: Strategies for Women Artists and Cultural Professionals

- Futures and Beyond: Creativity & 4IR Conference 2022, University of Johannesburg. Role: Presenter – Creative Nexus: The Creative Economy and South Africa's 4th Industrial Revolution Strategy
  South African Cultural Observatory (SACO) 4th International Conference, 2022. Role: Panellist – The Growth of the Creative Economy Through the Development of Creative Entrepreneurship – How Do We Make This Real?
- Africa Tech Festival, 2023. Role: Panellist – Createch in Africa
- National Digital & Future Skills Conference, 2022, Department of Digital Communication & Technology in partnership with GIZ. Role: Panel Moderator – Arts and Creatives in the Digital Economy

These engagements illustrate SACII's thought leadership, strong network in the creative and digital economy, and ability to influence policy and practices at the intersection of creativity, entrepreneurship, and technology.

National Operations – SACII has three physical operating locations, in the City of Tshwane (Pretoria, in the township of Eersterust), Johannesburg (Braamfontein) and in Cape Town city centre. SACII's work however takes place nationally across all provinces in South Africa via hybrid working models. SACII has also worked with social entrepreneurship and creative economy programmes in Uganda, Zimbabwe and Ghana, and has relationships with creative economy entities in Egypt, Nigeria, Rwanda, Botswana, Namibia, Malawi and Kenya.

3.3. THE TEAM

The capacity for the programme is as follows.

ROLE	NAME	DESCRIPTION	QUALIFICATION	EXPERIENCE
Project Manager	Beth Arendse	Overall project management	BMus(Hons) Masters Candidate: MPhil Inclusive Innovation – UCT Graduate School of Business	7 years incubation hub management 25+ years creative industry experience
Project Coordinator	Leote Taylor	Project Coordination and Oversight, team management	BTech Performance Arts	5 years Creative Sector Programming 3 years Creative Incubation Management
Operations Manager	Jamilla Jacobs	Infrastructure and Incubator Systems Management	Diploma Business Management	7 years creative incubation hub management

Business Coach	Monde Zuma	Coaching and mentoring of creative incubatees	Certificate Business Computing Business Mentorship & Entrepreneurship certificates	6 years business coaching experience
Entrepreneur Development Coach	Michelle Mount	Coaching and mentoring of creative incubatees	BCom Entrepreneurship Certified NLP Practitioner & Life Coach	5 years creative entrepreneurship coaching experience
Ad Hoc coaches / Sector Experts	Various	Sector experts specific to the relevant genres and areas of business focus on incubates e.g. visual art expert, music industry expert, film industry expert etc.	See attached profiles in annexures	Various
University curriculum Specialist	Dr Dawie Bornmann	University of Pretoria partner trainer/coach	BCom Hons Communication Management (UP), MCom Communication Management (UP), DCom Communication Management (UP)	7 years creative entrepreneurship course development & training experience
Communications & Media	Tumelo Masuku	Media & communications development & oversight	Digital Marketing Certificate Soung Engineering Production Diploma	6 years Communications & Media experience
Financial Management	BFGA Accounting – Karien de Villiers	Financial management and audit	Chartered Accountant and Registered Auditor [CA(SA) AND RA] Membership per SAICA and IRBA	15 years Accounting, Auditing & Advisory Services

We also have a broad pool of industry experts and additional coaches in our network that we use based on what is specifically needed for the cohorts being incubated.

(See Annexures). A Profile of our board members and their competencies is included in the Annexures.

SACII demonstrates strong financial management expertise, supported by a dedicated in-house financial administrator and oversight from Best Group, led by Karien de Villiers, a qualified Chartered Accountant. Our financial management practices are characterised by robust systems and policies that ensure proper governance and accountability across all projects. We have successfully managed project budgets and financial resources, including the development of sustainability strategies for long-term hub operations. Additionally, SACII is equipped to handle venture capital funds and similar financial instruments, with established financial controls in place to ensure transparency and effective resource allocation. Over the years, we have received funding from a variety of donors, including government entities, foreign agencies, and private sector partners, further demonstrating our capacity to manage and deploy financial resources effectively. This structure allows us to manage funds responsibly while driving growth and impact in the creative economy.

3.4. PARTNERSHIPS AND NETWORKS

SACII has extensive experience working with a wide range of governmental entities both within South Africa and across the broader African region. Our track record includes collaboration with national and local government departments, as well as regional development agencies, on various projects aimed at fostering innovation, entrepreneurship, and economic growth in the creative sector. This experience has enabled us to navigate complex regulatory environments and build strong partnerships with key stakeholders in both the public and private sectors. Our successful engagement with these entities underscores our capability to manage large-scale projects and align our initiatives with national development goals, particularly those focused on inclusive economic growth and job creation. Please see a list of some of these in the attachments regarding project experience.

Since its establishment, SACII has generated approximately R50 million, demonstrating our strong financial capacity and successful track record in securing significant funding. In addition to this, SACII has built extensive networks within both government and corporate sectors. These networks enable us to leverage resources and connections, ensuring impactful collaborations and sustained financial support for our creative entrepreneurs.

4. PROJECT OUTLINE AND MOTIVATION

4.1. PROJECT OVERVIEW

Our proposal is to train 35 creatives in entrepreneurship across all nine provinces, culminating in a Creative Industries Expo Day with showcases/performances, pitch sessions, and a buyers' focus. The South African Creative Industries Incubator

(SACII) presents this proposal to empower a total of 315 creatives by providing them with the skills to build sustainable creative businesses, generate employment, and contribute to the growth of the creative economy. Through initiatives like the Creative Industries Expo Day showcase, SACII facilitates direct work opportunities, while additional support services create 90 jobs per month for professionals within the creative sector.

4.1.1. Motivation for the Project - Creative Catalyst: Empowering South Africa's Artistic Entrepreneurs

Providing creatives and arts practitioners with access to a certified tailored entrepreneurship course is a strategic investment in sustainability, capacity building, and ongoing job creation within the creative sector. Historically, artists and creatives have been trained to focus on creative output, but they often lack the skills to effectively commercialise their work. This initiative bridges that gap by equipping participants
with the tools and knowledge needed to take their creative endeavours to market.

4.1.2. Key Features and Benefits of the Project

- ***Sustainable Career Development***
  Unlike initiatives that result in short-term, once-off gigs, this programme is designed to build long-term capacity. Participants learn to create sustainable business strategies that empower them not only to maintain their work but also to grow and potentially create employment opportunities for others.

- ***Cross-Genre Training***
  The programme accommodates diverse genres within the creative economy, including crafting, music, digital content production, fashion, and more. This multidisciplinary approach fosters cross-sector collaboration and innovation.

- ***National Reach***
  To ensure equitable access and impact, the programme will be delivered across all nine provinces, with training sessions held in a different province each month. This structure supports inclusion and amplifies the programme's reach to creatives in both urban and rural areas.

- ***Comprehensive and Certified Training***
  Over five days, participants receive intensive training from SACII's expert creative business facilitators, certified by the University of Pretoria's Business Management Department. This certification enhances the credibility of the program and the marketability of its graduates.

- ***Market Access Opportunities***
  The culmination of the entrepreneurship course is a paid exhibition or demo day, where creatives are compensated to showcase their work. On this day, participants pitch their business ideas to potential buyers and investors, creating valuable opportunities for market access and funding.

- ***Integration with the G20 JozimyJozi Creative Economy Summit***
  Selected participants will gain the opportunity to showcase their businesses at the Creative Economy Summit in Johannesburg in November 2025.These will be selected from each province's exhibition day. Held parallel to the G20 Summit, this event will include a Creative SMME Exhibition and provide a platform for global exposure, networking, and further market access.

By investing in this program, we are creating a pipeline of skilled, entrepreneurial creatives who are not only better equipped to sustain their work but also to drive job creation and contribute to the broader economy. This initiative exemplifies a transformative approach to building resilience and prosperity within South Africa's creative sector.

4.1.3. Creative Economy Jobs and Case Studies

Investing in the creative economy holds immense potential for economic growth and youth employment, particularly in developing countries like South Africa. While sectors like performing arts faced challenges during COVID-19 lockdowns, digital content production saw unprecedented growth. Research indicates that the global creative industries have consistently grown since 2009, with South Africa's creative sector outpacing national economic growth. Moreover, there's a notable increase in demand for African cultural products internationally, exemplified by the success of African film, music, and comedy. As the knowledge economy gains prominence in the fourth industrial revolution, the creative economy stands poised for substantial expansion. South Africa's 4IR strategy emphasizes investing in the creative economy, focusing on technology integration, skills development, and support for small creative businesses.

Key weaknesses in the creative industries include a lack of formal trading structures, limited access to digital platforms, and insufficient business knowledge. To ensure sustainability and profitability, there's a pressing need for innovative financing mechanisms and digital skill development for creative entrepreneurs. A strategic approach is proposed, targeting the development of creative entrepreneurs, a robust skills pipeline, and stimulating market demand. The focus is on creating an environment for sustained job growth in the creative industries, particularly through small and micro-enterprises. The majority of jobs in the creative sector are gig-

based, and fostering thriving networks is crucial for sustainability. By aligning interventions with the dynamics of the creative economy, initiatives like SACII aim to empower creatives to build thriving, sustainable enterprises. Their tailored approach acknowledges the unique nature of various creative sub-sectors, providing specialized support to unlock the full potential of creative businesses.

4.2. SECTOR SPECIFIC KNOWLEDGE

SACII has a deep understanding of the creative industries and the creative economy in South Africa, with extensive expertise across key sectors such as design, media, digital arts, fashion, and creative technologies. Through our work in incubating and accelerating creative businesses, we have developed a keen insight into the unique challenges and opportunities within these sectors. Our ability to design and deliver targeted programmes that address the specific needs of creative start-ups is demonstrated in our tailored incubation and training models, which are informed by our ongoing engagement with local creatives and industry experts. SACII's sector-specific knowledge allows us to provide practical, hands-on support for emerging entrepreneurs, helping them navigate the complexities of the creative economy and scale their businesses successfully.

Please see a list of our affiliated sector experts at **Annexure A.**

5. IMPLEMENTATION PLAN AND ALIGNMENT WITH THE MGE OPEN CALL OBJECTIVES

The proposed project will be implemented across all nine provinces, with activities designed to meet the outlined objectives of the MGE Open Call for Cultural and Creative Industries Projects (CCIPs). Over a nine-month period, a week-long session will be held in each province, providing the entrepreneurship training. The week will culminate in an Expo Day being held in each location. This Expo Day enables each of the 35 businesses to showcase their businesses. Pitch sessions for all the 35 creatives are held. The Expo Day is open to the public and SACII will invite buyers relevant to the businesses' products and services to attend. The Expo Day will also allow for local artists and performers to participate in addition to the creative businesses on show. The implementation process aligns directly with MGE's goals of upscaling projects, supporting economic and social benefits, and increasing exposure for creative practitioners.

5.1. IMPLEMENTATION PROCESS

- ***Call for Participants***

  Each month, prior to the provincial session, a public call for creatives will be issued to identify 35 participants per province. The selection process will ensure inclusivity, prioritising underrepresented groups while maintaining a focus on

economic and creative potential. Creatives from multiple genres will be encouraged to apply e.g. craft, music, digital content production, fashion, visual art.

- ***Week-Long Creative Entrepreneurship Training***

The selected creatives will undergo a five-day intensive training program certified by the University of Pretoria's Business Management Department. This ensures high-quality professional capacity-building, directly addressing MGE's goal to upskill creative practitioners and communities. Upon completion, participants will receive a certificate, adding formal recognition of their newly acquired entrepreneurial skills.

- ***Creative Industries Expo Day***

Following directly after each training week, participants will pitch their creative enterprises to potential buyers, investors, and stakeholders. This Expo Day enables each of the 35 businesses to showcase their businesses. This activity fosters market access, stimulates demand, and promotes audience development by connecting creatives with viable economic opportunities. The 35 creatives in each province will be paid to exhibit and showcase their work. Pitch sessions for all the 35 creatives are held. The Expo Day is open to the public and SACII will invite buyers relevant to the businesses' products and services to attend. The Expo Day will also allow for local artists and performers and vendors to participate in addition to the creative businesses on show.

- ***Economic Activity Creation***

Each provincial activation generates employment opportunities for facilitators, audio-visual professionals, marketing and communications teams, venue and logistics personnel, performers as well as local catering and transport providers. These direct and indirect economic benefits align with MGE's objectives of creating jobs and supporting livelihoods. The 35 selected creatives will also receive remuneration for showcasing their business at the Expo. A total of 90 jobs will be provided per month in this project over a 9 month period.

- ***Selection for the JozimyJozi Creative Summit***

The top three creative enterprises from each province will be selected to showcase their work at the JozimyJozi Creative Summit in Johannesburg, which runs parallel to the G20 Summit in November 2025. This exhibit provides high-level exposure, enabling these enterprises to gain national and international recognition and market access.

5.2. ALIGNMENT WITH MGE OBJECTIVES

- ***Upscaling Projects***

By reaching a diverse cohort of creatives across all provinces and providing high-quality, certified entrepreneurship training, this program directly enhances the quality, diversity, and timeframe of creative projects.

- ***Economic and Social Benefits***

The program stimulates economic activity by employing local service providers and supporting the entrepreneurial journeys of creatives. Additionally, it fosters social cohesion by engaging diverse cultural practitioners and audiences in each province.

- ***Audience Development***

The Creative Industries Expo Day increases audience and market exposure for participating enterprises, aligning with MGE's aim to expand audience engagement and consumption of cultural offerings.

- ***Up-skilling Opportunities***

The certified training and practical pitching experience provide critical up-skilling opportunities, ensuring participants are better equipped to sustain and grow their businesses.

- ***Enhanced Sustainability***

By focusing on long-term entrepreneurial skill development and linking creatives to real economic opportunities, the program ensures sustainability beyond one-off gigs, supporting MGE's emphasis on lasting economic returns and social cohesion.

This project's implementation plan and outcomes directly address the strategic goals of the MGE Open Call, creating meaningful impact across South Africa's creative economy.

The creative entrepreneurship training programme is detailed below. SACII proposes the following based on existing models and work being done by SACII in creative economy incubation.

5.3. CREATIVE ENTREPRENEURSHIP PROGRAMME DETAILS

5.3.1. Callout, selection & screening

The section criteria for participants will be finalised and callouts designed in collaboration with SACII'S provincial partners. SACII proposes a combination of posters for use on social media, as well as short video callout. The callouts have an application link that can be easily completed from mobile devices. Eligible creatives in our extensive database of creatives will be targeted via these callouts. The call will be circulated via SACII's social media platforms, and creative databases (10 000 + creatives).

SACII has a rigorous recruitment process based on our experience in working with multiple groups of emerging creatives over the past seven years. This process is designed to source participants in a way that requires them to show their "skin in the game" or commitment of participants. This "payment" is not monetary but tested via the candidates being put through their paces in the selection process.
The recruitment process takes approximately 1 month, i.e., 2 weeks for the call-out to circulate and applications to be made, and 2 weeks to conclude the recruitment

process, orientate and onboard the participants. The callout & recruitment process will be done nationally at the beginning of the programme, and continued at provincial level in the months preceding each province's programme dates on a rolling basis as well. The recruitment and selection process includes the following steps:

RECRUITMENT PROCESS	DESCRIPTION
i) Call for applications	• SACII has a tried and tested recruitment criteria which ensures the highest possible retention rate (90 – 95% on average) per incubator/accelerator programme. • Applications are designed and distributed (multiple creative industries & youth databases). The response is via a link on WhatsApp for ease of access. • Applications require short motivations and personal info criteria.
ii) Shortlisting and Selection	• To ensure that the most capable and committed creatives are recruited to the programme, the selection panel will be made up of SACCI incubator staff, and the relevant partner staff. • Shortlisted participants send a video motivation

5.3.2. Orientation and onboarding

The orientation session provides a full briefing on the entrepreneurship training and exhibition to take place, giving the programme outline and requirements, and introducing the participants to the project team. The onboarding process includes the signing of project agreements and completion of the due diligence on each startup by the incubation team in consultation with each entrepreneur.

5.3.3. Creative entrepreneurship bootcamp

This is an intensive entrepreneurial learning process, taking place over a 1-week period for the 35 selected creative SMMEs per province, following their orientation and onboarding. These sessions will take the creative entrepreneurs through the process of refining their business model in order to be able to pitch at the end of the boot camp week. At the conclusion of the bootcamp week, participants will pitch their business ideas to a panel of industry experts and stakeholders, as well as exhibit at the Expo day. Based on the quality, scalability, and innovation of their ideas, 3 candidates will be selected from each province to progress to the showcase at the

Creative Economy summit. All participants receive a certificate for the boot camp week, both from SACII and from the University of Pretoria in Creative Entrepreneurship.

Each session is practical and is designed with associated tasks that assist the creative entrepreneur in articulating their business model. The sessions are facilitated by experienced creative business coaches and facilitators. An outline of the learning content is contained in the table below.

DATE	SESSION	TASK
DAY 1	Session 1: The Creative Entrepreneur – understanding your creative entrepreneurship profile and your place in the creative economy Session 2: VP & USP? WTF???!!! Understanding your value proposition and unique selling point	Identify your creative entrepreneur profile Develop your VP
DAY 2	Session 1: Market Segmentation. Who am I selling to? Session 2: The "F" Word – basic financial principles for your creative business	Complete the customer target profile Creative SMME financial model template 1
DAY 3	Session 1: The "F" Word costing & pricing Session 2: Show me the Money!! Building a Sales Pipeline	Creative SMME financial model template 2 Sales pipeline completed
DAY 4	Session 1: Consolidating the business model – putting it all together Session 2: Pitch preparation	The creative business model canvas Pitches developed
DAY 5	Session 1: Pitch preparation Session 2: Expo set up for creatives	Pitch practice
DAY 6	Expo Day	Pitch panels / Demo Day / Buyers'showcase, performances Graduation – certificate handover

SACII is experienced in coordinating pitching sessions, having run one for every cohort of creative entrepreneurs that we have incubated over the past seven years. The participants are given a pitching template that is worked through in their entrepreneurship learning sessions. They are assisted in preparing for the event by the business coaches as well. A panel is engaged to adjudicate the pitches, with each participant pitching for 5-10 min, with 5 min of feedback from the panel for each. We have template review sheets that will be adjusted to suit this programme for each panel member. Each participant receives written feedback from the panel members, as well as the video clip of their pitch.

The project will take place in identified venues in each of the 9 provinces. SACII enjoys existing relationships and partnerships in all the provinces through our existing incubation work. Some venues will include SACII's hubs in Pretoria, Johannesburg and Cape Town, Polokwane Library & Art Gallery Complex, KZN Film Commission for example.

5.3.4. Expo Day, final pitches and graduation

The programme will culminate in a Creative Industries Expo Day, where entrepreneurs will pitch their businesses to potential investors, partners, and stakeholders. Participants will be provided with exhibition tables and chairs in a designated area. Simultaneously, separate pitching sessions will take place, each with a panel of judges. Entrepreneurs will step away from their exhibition tables to present their pitches when it is their turn. In addition to the judges, invited guests, including buyers, strategic commercial partners, and government representatives, will have the opportunity to explore the exhibition and engage with the creative entrepreneurs. Each participant is paid for their involvement in the exhibition, which not only offers opportunities for sales but also facilitates networking and market access. Vendors providing food, as well as performers and entertainers will be involved in the Expo Day. The Expo day is open to the public and will also include invited guests such as local economic development stakeholders, potential buyers relevant to the creative SMMEs present, SACII partners such as Amazon, Seda, Fnb etc.

The day will end with a short graduation ceremony where the creative entrepreneurs will receive their certificates and awards for additional achievements will be announced.

6. PARTNERSHIPS AND NETWORKS

SACII has built a robust network of partnerships across governmental, corporate, and innovation sectors within South Africa and beyond. Collaborations with institutions like the University of Pretoria, Tshwane School of Music, and Johannesburg Chamber of Commerce, as well as governmental bodies such as the Gauteng Provincial Government and the Department of Small Business

Development, underline our extensive reach. Our corporate ties with Animation SA, Adanian Labs, and impact investors like IDC and Seda enable us to secure resources and market opportunities. These strategic connections empower creative entrepreneurs in each province, providing them with access to funding, visibility, and growth within the creative ecosystem.

SACII will implement a comprehensive resourcing strategy to ensure the sustainability of the entrepreneurship training and Expo days. Leveraging our extensive network of corporate and market access partners, we will look to secure sponsorships, funding, and in-kind contributions from organisations that align with our mission to empower creative entrepreneurs. Our strategic partner network spans various industries and sub-genres, enabling us to invite key stakeholders, including buyers, investors, and industry leaders, to the Demo Day exhibition. While the event will be open to the public, our focus will be on ensuring the presence of these strategic individuals, as their participation is critical to creating meaningful opportunities for the entrepreneurs. Additionally, we will execute a robust marketing and promotional campaign to build excitement around the event, emphasising its unique value to both participants and stakeholders. This approach ensures the program's financial sustainability while maximizing its impact on market access and investment potential.

7. PROJECT DELIVERABLES

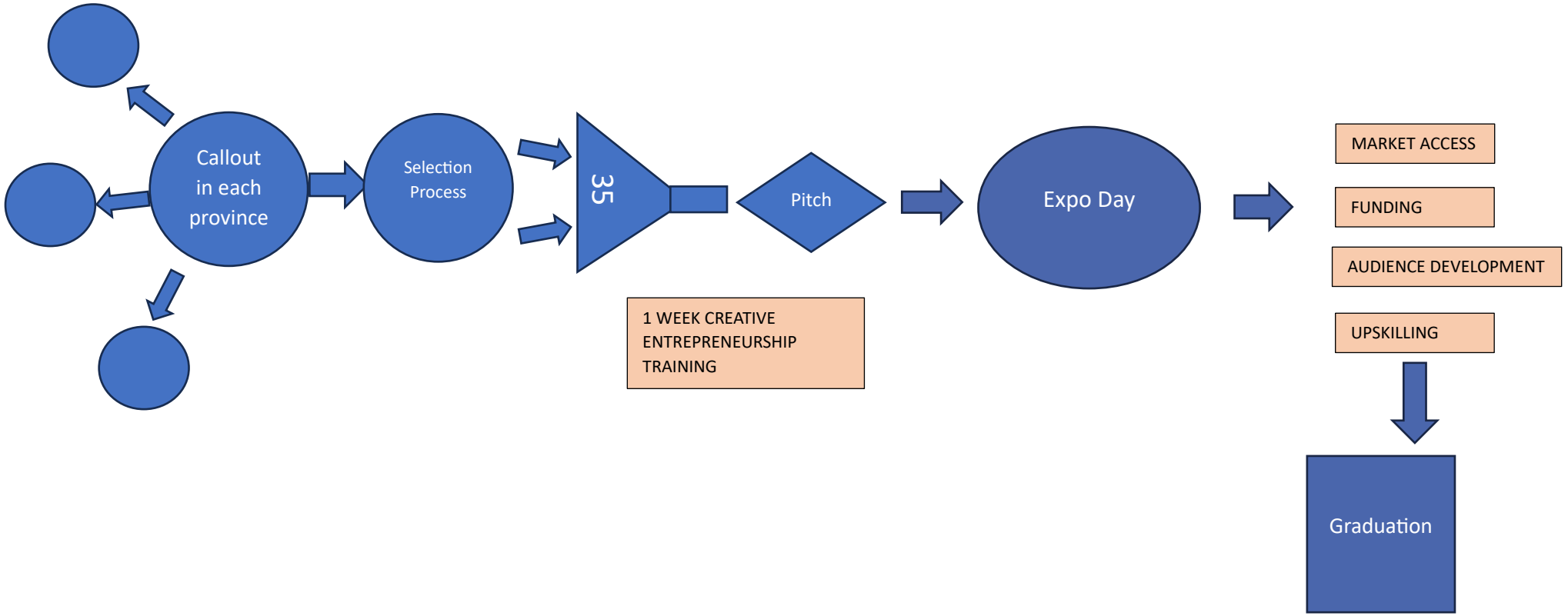
The project deliverables for the Creative Catalyst project, focused on supporting creative entrepreneurs through showcases across provinces, will include:

- ***Entrepreneurship Training Completion*** - Successful completion of the entrepreneurship course by 315 creatives, equipping them with essential skills to run sustainable businesses in the creative sector.
- ***Paid Expo Day Exhibitions*** - Organisation of paid exhibition or demo day events in each province, where participants showcase their work and pitch to potential investors, partners, and buyers.
- ***Job Creation*** - Creation of 90 jobs per month for creative sector practitioners, including roles in event coordination, exhibition support, and other creative services.
- ***Market Access Opportunities*** - Facilitating direct market access for entrepreneurs through exhibitions, pitching sessions, and networking opportunities with key stakeholders such as buyers, investors, and government officials.
- ***Networking and Partnership Development*** - Establishment of new business partnerships and collaborations between creatives and industry stakeholders, strengthening the overall creative economy ecosystem.
- ***Product Sales*** - Enabling sales of products during the exhibition, contributing to the financial sustainability of the entrepreneurs.

- ***Stakeholder Engagement*** - Active involvement of government, corporate, and industry partners in the exhibitions, ensuring alignment with national development goals and fostering supportive relationships for future projects.
- ***Reporting and Impact Assessment*** - Compilation of detailed reports assessing the outcomes of each demo day, including participant success stories, job creation metrics, sales data, and overall project impact.

CREATIVE CATALYST: EMPOWERING SOUTH AFRICA'S ARTISTIC ENTREPRENEURS

Programme approach



8. PROJECT FLOW DIAGRAM

9. HIGH-LEVEL WORK PLAN

MONTH	M1 APRIL 2025	M2 MAY 2025	M3 JUNE 2025	M4 JULY 2025	M5 AUG 2025	M6 SEPT 2025	M7 OCT 2025	M8 NOV 2025	M9 DEC 2025	M10 JAN 2026	M11 FEB 2026	M12 MAR 2026
	Consolidation of project team	Logistics & planning in 9 provinces	Logistics & planning in 9 provinces	Logistics & planning in 9 provinces	Logistics & planning in 9 provinces	Logistics & planning in 9 provinces	Logistics & planning in 9 provinces	Logistics & planning in 9 provinces	Logistics & planning in 9 provinces	Logistics & planning in 9 provinces	Logistics & planning in 9 provinces	Consolidated report
ACTIVITY	Callouts Screening & selection of creative entrepreneurs nationally	Screening & selection	Screening & selection	Screening & selection	Screening & selection	Screening & selection	Screening & selection	Screening & selection	Screening & selection	Screening & selection	Screening & selection	
		Onboarding – Gauteng	Onboarding – Limpopo	Onboarding – Eastern Cape	Onboarding – Free State	Onboarding – North West	Onboarding – Mpumalanga	Onboarding – KZN	Onboarding – Northern Cape	Onboarding – Western Cape		
			Report - Gauteng	Report - Limpopo	Report – Eastern Cape	Report – Free State	Report – North West	Report - Mpumalanga	Report – KZN	Report – Northern Cape	Report – Western Cape	Consolidated report
			Creative catalyst programme (training x 5 days & Demo/Exhibition day) GAUTENG	Creative catalyst programme (training x 5 days & Demo/Exhibition day) LIMPOPO	Creative catalyst programme (training x 5 days & Demo/Exhibition day) EASTERN CAPE	Creative catalyst programme (training x 5 days & Demo/Exhibition day) FREE STATE	Creative catalyst programme (training x 5 days & Demo/Exhibition day) NORTH WEST	Creative catalyst programme (training x 5 days & Demo/Exhibition day) MPUMALANGA	Creative catalyst programme (training x 5 days & Demo/Exhibition day) KZN	Creative catalyst programme (training x 5 days & Demo/Exhibition day) NORTHERN CAPE	Creative catalyst programme (training x 5 days & Demo/Exhibition day) WESTERN CAPE	Data consolidating & reporting
	Market access Plan development	Market access strategy	Market access strategy implementation	Market access strategy implementation	Market access strategy implementation	Market access strategy implementation	Market access strategy implementation	Market access strategy implementation	Market access strategy implementation	Market access strategy implementation	Market access strategy implementation	Market access strategy implementation
	Monthly data collection & reporting	Monthly data collection & reporting	Monthly data collection & reporting	Monthly data collection & reporting	Monthly data collection & reporting	Monthly data collection & reporting	Monthly data collection & reporting	Monthly data collection & reporting	Monthly data collection & reporting	Monthly data collection & reporting	Monthly data collection & reporting	Monthly data collection & reporting
			Quarterly M&E review			Quarterly M&E review			Quarterly M&E review			Final M&E review

10. MONITORING & REPORTING

We will monitor and report on the project through a robust system that tracks key performance indicators, including participant progress, job creation, sales data, and market access outcomes. During the 5-day training, participants will complete assessment tasks that will help gauge their understanding and readiness to apply the skills learned. Regular check-ins and evaluations will be conducted throughout both the training and event phases to ensure that milestones are achieved. Post-event, we will gather feedback from participants, stakeholders, and partners to assess the impact and identify areas for improvement. Detailed reports will be produced, highlighting success stories, challenges, and the overall impact, ensuring transparency and accountability throughout the project.

11. PROJECT BUDGET

MGE 2025-6 BUDGET - SA CREATIVE INDUSTRIES INCUBATOR									
CATEGORY	**ITEM**		**UNIT COST**		**AMOUNT**		**TOTAL**	**MONTHLY COST**	**JOBS P/MONTH**
Marketing	Marketing & Comms		3 500		1	9	31 500	3 500	2
	Call out/ads		2 000		1	9	18 000	2 000	1
Training	Certified Entrepreneurship Learning sessions		9500		35	9	2992500	332500	2
	Training facilitators		10000		2	9	180000	20000	3
	Entrepreneur stipend		5000		35	9	1575000	175000	30
Logistics	Training Venue, Audio-visual		7000		1	9	63000	7000	4
	Accommodation for training week participants		4500		35	9	1417500	157500	1
	Accommodation - project team		1500		4	9	54000	6000	2
	Travel - project team		94241		1	1	94241	R10 471	2
Expo Day	Creative Industries Expo/Demo Day		89575		1	9	806175	R89 575	25
	Panelists for pitch sessions		3000		4	9	108000	12000	4
	Catering		30000		1	9	270000	30000	6
Personnel	Project Coordinator		25000		1	9	225000	25000	1
	Project Assistants		12000		3	9	324000	R36 000	3
Project Management	Project Management Fee @10%		90000		1	9	810000	90000	4
							R8 968 916	**R996 546**	**90**

NOTES:

Travel is for the project team to deliver in each of the 9 provinces.

BREAKDOWN OF ABOVE LINE ITEMS:

TRAVEL COST BREAKDOWN			
	FLIGHTS	**ROAD**	**TOTAL**
W CAPE	4000 x 4		16000
NORTH WEST		500KM X R4,54 = R2270 (x 3)	6810
MPUMALANGA		650KM X R4,54 =R2951 (x3)	8853
FREE STATE		1000KM X R4,54 = 4540 (x3)	13620
NORTHERN CAPE		1000KM X R4,54 = 4540 (x3)	4540
EASTERN CAPE	3500 x 4		14000
GAUTENG		500KM X R4,54 = R2270 (x2)	4540
LIMPOPO		600KM X R4,54 = R2724 (x3)	8172
KWAZULU NATAL		1300KM X R4,54 = R5902 (x3)	17706
		TOTAL	**94241**

AA rates = R4,54 p/km

CATERING COST BREAKDOWN					
		MEALS P/DAY	**DAYS**	**COST**	**TOTAL**
Meals per day - training		40	5	150	30000
Meals per workshop		30000			
x 9 workshops		270000			
TOTAL CATERING COST		**270000**			

EXPO DAY COST BREAKDOWN			
ITEM	**QTY**	**UNIT COST**	**TOTAL**
Tables	35	35	1225
Chairs	85	10	850
Venue	1	10000	10000
Audio-visual	1	20000	20000
Performances	3	15000	45000
Branding	1	12500	12500
TOTAL COST PER EXPO DAY LOGISTICS			**89575**

12. CONCLUSION

In conclusion, this project represents a significant opportunity to empower creative entrepreneurs, foster job creation, and contribute to the growth of the creative economy across South Africa. By providing tailored training, market access, and networking opportunities, we aim to equip participants with the tools and resources needed to build sustainable businesses. With SACII's extensive experience and strong network of partners, we are well-positioned to deliver impactful results and ensure long-term success for the entrepreneurs involved. Through careful monitoring, reporting, and ongoing support, we are committed to driving economic growth, enhancing market access, and creating lasting value for the creative sector.

We would also strongly propose that this project be considered for three year funding to scale the number of creatives empowered with entrepreneurship and business skills.

ANNEXURE A

ANNEXURE A: SACII SECTOR EXPERTS

the south african
Creative Industries Incubator
Endlessly Creative. Infinitely Focused.

THE SA CREATIVE INDUSTRIES INCUBATOR

INDUSTRY MENTORS

FILM, ANIMATION, GAMING & VFX

ALI MALEKA



A precocious talent from the start, award-winning artist and innovator, Ali Maleka won an Avanti award for Mad Dog in 1998, on his first-ever effort at 3d Animation. In 1998 he went on to form **Atomic Visual Effects** with partners **Simon Hansen**, **Dave Wilson** (Bloodshot) and **Sharlto Copley** (District 9).

He was responsible along with his partners, Simon Hansen, Sharlto Copley for collaborating with Neill Blomkamp on a variety of his projects including **"Yellow", "Alive in Joburg", "District 9"** and various groundbreaking commercials like Blomkamp's **"Citroen Transformer".** Close to Blomkamp in his fledgling career, he created the base model for the famous Alien mother ship in District 9 and worked on Blomkamp's short **'Tempbot'** (the basis for full-length feature Chappie.)

By 2004, he was lead digital concept artist on the groundbreaking documentary**" What the B#$P do we know."** A seminal documentary, incorporating a large proportion of VFX, Ali was a core part of the team that designed the striking visual set pieces, heralded by the VFX community at the time.

Ali worked on films in both VFX and animation departments with a spectrum of diversity such as Gavin Hoods **"Eye in the Sky"** (taking the lead in designing the Micro UAV Beetle and bird) **"Bring it on, Worldwide"** and "**The Scorpion King, Rise of a Warrior", "The Lion of Judah"**. His TV Series works include **"Tutankhamun" "The Resident"** and **"Grant"**.

Hansen went on to form Inspired Minority VFX, continuing the legacy of excellence in the VFX industry, created by himself and Maleka, while Ali took a short hiatus, in which he pursued his passion for innovative design and problem-solving in other industries.

Lightseed Creations (PTY) ltd sees them joining forces once again, to re-foster the original pioneering spirit of their 21-year creative partnership in the VFX industry. A company that provides VFX solutions, developing and licensing innovative I.P for the VFX and film market, around the world, Lightseed will venture into such diverse areas as VFX production and supervision and production design innovations that can be applied to other production departments, i.e.: Art department, armourers, etc.

Hansen will exec produce, while Maleka will head up the innovation and I.P development. The combination of these two award-winning talents offers a wealth of technical nous and intellectual capital combined with decades of experience between them producing VFX work on features and commercials.

Lightseed Creations (PTY) ltd will continue the legacy set by Hansen and Maleka's long-established partnership, of providing creative solutions to filmmakers. This includes 'demystifying' the VFX process to all concerned, unleashing its true creative applications through a holistic understanding of all of the processes that are vital for a production's success.

Ali has developed the curriculum for SACII's VFX Accelerator programme and is the lead facilitator and trainer for the programme.

THEMBA SIBEKO



As a Senior Creative Executive and accomplished content producer Themba's area of expertise is in leading teams from concept to completion in a sometimes fast-paced environment with tight deadlines. He also has a strong business acumen, having worked in corporate environments where Themba created opportunities and developed major initiatives to ensure the delivery, execution and support towards set revenue targets for projects.
Themba's experience in working in North America and South Africa has been a value add to the companies he has worked with. As the Founding CEO of the Gauteng Film Office, he developed strategy in the agency's transformation into the Gauteng Film Commission which is now 21 years in existence. Themba also developed a strong team that won international marketing awards for the Film Office. By 2005, he had facilitated over $155 Million in film investment into the province of Gauteng. In 2008, he was hired as a location consultant for Neil Blomkamp's Oscar Nominated Sci fiction Thriller "District 9", produced by Peter Jackson("Lord of The Rings trilogy ", King Kong).

As Executive Director of Enterprise and Skills Development at Lightseed Pty Ltd., Themba's scope of work includes initiating a Skills Development Facilitation framework for an industry-wide in-person and virtual-based training Program. He also plans, manages and implements training initiatives to empower historically disadvantaged individuals and communities through enterprise development. Themba executes a program that gives artisans access to working with local and International clientele in the Motion Picture Industry. This is achieved by identifying and brokering partnerships both in South Africa and in the overseas market in order to build capacity within the VFX Sector that is sustainable and contributes to job creation. He is experienced in monitoring and evaluation, and oversees quality management systems as they apply to the relevant governmental regulatory authorities in relation to training and skills development.

METAVERSE, VIRTUAL REALITY & AUGMENTED REALITY

MICHAEL BALKIND



Michael Balkind is a visionary technophile and pioneer in the digital media landscape. In 2000, he propelled Africa into the digital era with the launch of JHBLive, one of the continent's earliest online media companies. With an impressive community of 120,000 active participants, JHBLive achieved notable milestones, including orchestrating Africa's inaugural online DJ set.

Fuelled by a passion for technology's capacity to unite and inspire, Balkind introduced Content Bar in 2007, an interactive advertising agency. Under his guidance, Content Bar harnessed interactive video technology for over 1,000 activations, engaging with more than 80,000 individuals and generating a multitude of organic online interactions. Noteworthy digital campaigns for industry giants like Vodacom (Vodafone) and Nivea further underscore Balkind's digital prowess.

Since 2017, Balkind has been at the forefront of merging in-venue technologies with the digital realm. In 2020, he unveiled SodaStudio, Africa's inaugural metaverse venue, equipped with cutting-edge autonomous cameras tailored for virtual audience streaming. This innovation paved the way for Africa's premier virtual reality live music venue and over 60 successful beta tests, captivating audiences of over 6,000.

Balkind's ingenuity gave rise to Soda World, a platform poised to propel Africa's creative talents into the Metaverse. Recently selected for inclusion in the Venice Film Biennale, Soda World stands on the cusp of unveiling one of the globe's inaugural live music VR worlds, solidifying Balkind's position as a trailblazer in the digital frontier.

FASHION INDUSTRY

DAVID TLALE



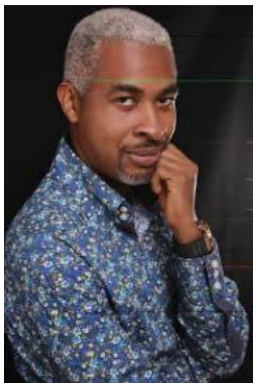
David Tlale stands as a vanguard in the world of fashion, renowned for his groundbreaking designs and audacious creativity. Hailing from South Africa, Tlale has etched his name in the global fashion landscape with an unwavering commitment to pushing boundaries and redefining style.

With a career spanning over a decade, Tlale has garnered international acclaim for his avant-garde creations. His designs, characterized by bold prints, intricate detailing, and architectural silhouettes, have graced the runways of prestigious fashion weeks worldwide, including New York, Paris, and Milan. His collections have been celebrated for their fusion of traditional African aesthetics with contemporary flair.

David Tlale's influence transcends the realm of fashion, as he also serves as a mentor and advocate for emerging designers, nurturing the next generation of African talent. His dedication to empowering young creatives is evident through initiatives like The Intern by David Tlale, a platform that provides invaluable opportunities for up-and-coming designers.
Beyond the runway, Tlale has demonstrated an unwavering commitment to philanthropy and community development. He is actively involved in charitable endeavours, leveraging his platform to uplift disadvantaged communities.

With a legacy marked by innovation, inclusivity, and a profound appreciation for African heritage, David Tlale continues to be a driving force in the global fashion industry, leaving an indelible mark on the world of style and creativity.

REZE BONNA



Reze Bonna is a seasoned professional with a diverse background encompassing architecture, real estate development, hospitality investment, and multi-award-winning photography. His creative journey is underpinned by a profound belief that art serves to stimulate thought, evoke emotions, and challenge boundaries.

With an illustrious career, Reze's accolades include prestigious awards such as Best Fashion Photographer Africa at the Abryanz Style and Fashion Awards in Uganda (2017), and the Fashions Finest Awards in Lagos (2018). His work has been featured in globally acclaimed publications including Vogue Italia, GQ, and Architectural Digest. Furthermore, his images have graced the screens of major international networks like CNN and Fashion TV.

Reze's photography ventures span across South Africa, the USA, and Nigeria, servicing various agencies. He has served as the official photographer for renowned events and fashion weeks worldwide, including AFI Capetown and Johannesburg Fashion Weeks, Afrimma Awards in Dallas, and the Arise Fashion Week in Nigeria.

Notably, Reze is a director of Re Management, a talent and model mother agency responsible for the discovery, development, and placement of numerous models across Africa, the USA, and Europe. He is also an influential board member of Living Hope International, an NGO dedicated to providing free medical care and organizing medical missions.

Reze's artistic vision is fueled by a commitment to unearthing beauty in every subject, mentor aspiring talent, and constantly push the boundaries of creative expression. Drawing inspiration from art and architectural principles, his work embodies a seamless fusion of form, function, light, and perspective, resulting in captivating and distinct imagery.

DEON REDMAN



Deon Redman's illustrious career in fashion production spans the globe, encompassing a wealth of experience across various facets of the industry. Renowned for his expertise, Deon has orchestrated seasonal Fashion Week extravaganzas in the world's four style capitals—New York, London, Paris, and Milan. His influence extends to 22 cities worldwide, leaving an indelible mark on the global fashion landscape.

In addition to his monumental Fashion Week productions, Deon's portfolio encompasses an array of tailored events. From customized gatherings to prestigious awards ceremonies, launches, and soirées, he caters to a diverse clientele within the esteemed realm of luxury retail.

Deon Redman's hallmark lies in his meticulous attention to detail, coupled with a commitment to contemporary creative innovation. He places a distinct emphasis on aligning each project with the unique objectives of the designer or client. This tailored approach yields dynamic platforms that stand as unparalleled achievements in the South African fashion industry.

With an unwavering dedication to producing exceptional, one-of-a-kind experiences, Deon Redman Creative Production continues to set the standard for excellence in fashion production, both locally and on the global stage.

ANITA BAATJIES



Anita Baatjies is an esteemed figure in the hair and beauty industry, boasting an impressive 37-year tenure marked by expertise and entrepreneurial acumen. As the proprietor of The Hair and Beauty Hub, a distinguished salon in Pretoria, Anita has curated a reputation anchored in exceptional client service. Her unwavering commitment to training and development, particularly for individuals who may not have had early advantages, underscores her ethos.

In 2019, Anita achieved the prestigious Wella International Master Colour Certificate, a testament to her unwavering pursuit of excellence. This accolade complemented her prior attainment of the Wella Master Colour Certificate. Her invaluable contributions to the Hair Industry in South Africa garnered recognition from Modern Hair, which presented her with a distinguished award.

Anita's collaboration with Modern Hair and Wella has propelled her to lead teams at prominent events like the Night of the Stars and the Bokeh Awards. Furthermore, she takes the helm of the Wella team at AFI’s Cape Town and Johannesburg Fashion Weeks.

Beyond her salon, Anita's dedication to mentorship extends to several small businesses within the industry. Her pivotal role as the Fashion Director for the Gauteng Branch of InterCoiffure Mondial SA in 2019 and subsequent election as the Fashion Director for the South African region in 2020 underscores her leadership and influence in the industry.

Anita Baatjies is not only a skilled hairstylist but also an ardent advocate for nurturing emerging talent in the fashion realm. In her capacity as the programme coordinator for the Fashion Lab Project for the South African Creative Industries Incubator, she spearheads the incubation process, connecting emerging talent with industry mentors and invaluable market access opportunities. Anita's multifaceted contributions continue to shape and elevate the landscape of the hair and beauty industry in South Africa.

BISO SOWEMIMO



Bisi Sowemimo is a distinguished figure in the world of modeling, boasting over fifteen years of experience in the industry. Currently signed with Ice Model Management, she not only graces the runway and works as a fashion and commercial model but also serves as an agent for the agency.

Her extensive career has taken her to the fashion capitals of Milan, Paris, and New York, where she has collaborated with renowned names like Vivienne Westwood, Giorgio Armani, and Luciano Soprani. Locally, Bisi has collaborated with eminent designers such as David Tlale, Malcolm Kluk & CGDT, and Gert Johan Coetzee.

Bisi's portfolio includes cover appearances on prestigious magazines like Cosmopolitan and True Love, as well as features in notable editorials for publications

like Elle, Wanted, and Grazia. Her versatility extends to the realm of TV commercials, having worked with brands like Standard Bank, Sun International, and DSTV.

In addition to her modeling career, Bisi is a passionate entrepreneur and founder of Show Model Academy. Through this venture, she imparts invaluable knowledge to aspiring models, preparing them for the industry. Her coaching has seen numerous fresh faces successfully navigate AFI & SA Fashion Week castings, earning her high praise and recommendations from industry producers.

Bisi Sowemimo's dedication to empowering new models reflects in her mantra: "I have a passion and desire to see new models thrive and succeed in the modeling industry, and that’s why I love to pass on the knowledge that I have acquired in the modeling industry through the trainings I do."

MUSIC INDUSTRY

NINEL MUSSON



Ninel Lara Musson is an African Music Executive operating at the cusp of creative industries and business. As a co-founder of VTH Season, a Creative Music Agency with one of the most successful track records on the continent, Ninel has identified and cultivated multiple music talents and catapulted their careers to household name status nationally and on the continent. These include the late AKA, Ami Faku and Tresor to name a few. Ninel is a growth specialist and a certified chartered marketer with over 15 years of experience in the culture and creative industry in Africa. She also currently plays the role of Vice President at Africa Foresight Group, a leading platform for freelance consultants and experts on the continent, where she leads the marketing and growth strategy and business development functions.

Her venture, a creative agency that enables projects, companies, and tech innovations in the African creative economy, applying her insights, analysis, and in-depth business experience from various sectors. Additionally, she is the co-founder of The Vth Season, an award-winning independent record label and talent management agency that has developed and managed some of the most well-known music artists in Africa, achieving multiple awards, platinum records, and high-value partnerships. Ninel combines her passion for developing the creative economy in Africa with her distinctive academic background, holding a Master's degree in Marketing Strategy and a B.Comm Honours in Business Management.

KARABO SENNA



Karabo Senna is a seasoned professional with over 19 years of experience in customer service and sales. Currently serving as the General Manager of Sales & Licensing at the South African Music Rights Organisation (SAMRO), he plays a pivotal role in enhancing the organization's revenue through effective stakeholder management and strategic business development, exemplifying a deep understanding of the industry.

Previously, as the General Manager of Member Services, Karabo demonstrated exceptional proficiency in managing member relations. His responsibilities encompassed overseeing new member registrations, resolving financial queries, and skillfully coordinating notifications. Moreover, he expertly managed the educational functions for both prospective and existing members, ensuring a seamless experience.

With a remarkable track record in various levels of customer service and sales, Karabo has consistently excelled in shaping customer perceptions and satisfaction. Beyond his operational expertise, he is deeply committed to imparting invaluable knowledge to budding music entrepreneurs. Notably, Karabo is recognized as a specialist in music publishing, further underscoring his substantial contributions to the industry.

Karabo Senna's passion for growth and his profound understanding of the music business landscape continue to drive the success and advancement of SAMRO. His strategic insights and unwavering dedication to member relations make him an invaluable asset to the organization's ongoing prosperity.

MARK DORAVALOO



Mark Doravaloo is a dynamic force in the entertainment industry, currently serving as the Director of DC Talent Agency, a role he has held since July 2021. With a tenure of 2 years and 4 months at the agency, Mark exemplifies a profound commitment to fostering talent and creating opportunities that extend beyond conventional booking and management.

Prior to his role at DC Talent Agency, Mark held the position of Head of International (Live Division) at Universal Music Group from January 2022 to September 2023. In this capacity, he oversaw the international, Middle East, and Africa divisions for ULive, showcasing his strategic prowess in the global entertainment landscape.

Under Mark's leadership, DC Talent Agency has established itself as an international entertainment agency that transcends traditional talent management. The agency's unique approach focuses on creating a robust infrastructure to support the dreams and aspirations of its clients, offering career-defining opportunities on a global scale. Mark takes pride in the agency's ability to bridge cultures, cross borders, and cultivate award-winning talent, evident in their clients' impressive digital streams and live audience engagements.

Mark Doravaloo's commitment to transparency, integrity, and dependability forms the bedrock of DC Talent Agency's values. Together with his diverse team, Mark is dedicated to ensuring their clients not only succeed but thrive in their respective domains, solidifying his reputation as a driving force in the entertainment industry.

WENDY VERWEY-BEKKER



Wendy is a seasoned professional in the entertainment industry, boasting over 16 years of experience in operations, business development, and marketing. Currently serving as the Regional Manager for Africa, Artist & Label Services, and Independent Music Distribution at Ditto Music, Wendy is on a mission to foster economic growth within the African creative sector and bridge the knowledge gap for independent artists and labels across the continent.

Wendy's expertise extends to achieving these goals through exceptional digital communication and collaboration, enabling Ditto Africa's repertoire to consistently garner recognition both regionally and internationally.

Some of her notable achievements include spearheading Ditto's groundbreaking venture into Dolby Atmos Apple Spatial Audio release for South African artist Lungi Naidoo's EP "COURAGE," a pioneering move within the South African music industry. Wendy's strategic prowess was further demonstrated when she facilitated significant business development deals for Ditto within Africa, setting a precedent for agency-structured campaign services and artist-paid product launch campaigns.

Wendy's ability to navigate the industry remotely was exemplified when she successfully established an office in Ghana with five direct reports during the COVID-19 lockdown in South Africa, showcasing her adaptability and determination.

With a track record of impactful contributions to various facets of the music industry, including data analysis for prominent festivals and managing large-scale CD sales, Wendy Verwey Bekker stands as a formidable force driving innovation and progress within African music.

VISUAL ART

MARIAPAOLA MCGURK



Mariapaola McGurk is a dynamic professional with a diverse skill set encompassing roles as a Managing Director, Researcher, Lecturer, and Visual Artist. With two decades of hands-on experience in business, entrepreneurship, and the Creative Economy, Mariapaola has demonstrated her expertise through various successful ventures.

In 2014, she established The Coloured Cube, a social creative enterprise in Johannesburg, providing her with valuable insights into the intricacies of the arts, micro-enterprises, and entrepreneurship. Mariapaola's pursuit of continuous learning led her to complete an Executive MBA with merit at Henley Business School, University of Reading, in 2019. This program broadened her understanding of larger entities, systems, leadership, ethics, and management.

Throughout her career, Mariapaola has spearheaded numerous projects that have brought together government bodies, corporations, micro creative enterprises, and artists, resulting in the receipt of three BASA Awards (Business and Arts South Africa). Her MBA research, focused on the growth of the Creative Economy and the value of creative hubs in providing access to critical resources, further attests to her dedication to advancing the field.

With a solid educational background including an Honours in Visual Arts (cum laude) from the University of Johannesburg and certifications in Business Management from UNISA, Mariapaola is poised to make significant contributions to the realms of visual arts, research, consulting, and lecturing within her specialized domain—the Creative Economy.

INDUSTRY TRENDS & CREATIVE SECTOR MARKET RESEARCH

TONDERAI CHIYINDIKO



Tonderai is a seasoned professional dedicated to the advancement of Arts, Culture, and Heritage Management. With over a decade of experience in Project Management for Arts and Culture entities, Tonderai possesses a profound academic background coupled with a wealth of research expertise spanning various countries. Proficient in Cultural and Creative Industries in Zimbabwe, South Africa, and the SADC Region, Tonderai is well-versed in local, regional, and international industry trends.

As Lead Researcher for prominent projects such as the South African Cultural and Creative Industries Ecosystem Mapping initiative, Tonderai has contributed significantly to shaping the landscape of Fashion and New Media. Moreover, Tonderai's endeavours extend to encompassing roles like researching for the Data Gaps Forum for the South African Digital Creative Economy, in collaboration with the Goethe Institut.

Tonderai's achievements in feasibility studies and surveys for prestigious institutions like the Limpopo State Theatre and the Resistance and Liberation Movements Museum underscore a proficiency in strategic planning and market analysis. A holder of a Master of Arts Degree in Dramatic Art, Tonderai's educational background further solidifies a commitment to excellence in the realm of Arts and Culture. Diligent, results-oriented, and well-versed in multiple facets of the industry, Tonderai remains an instrumental figure in advancing the cultural landscape.

TECHNOLOGY AND PLATFORM ECONOMY

ARTHUR MAHLANGU



Arthur Mahlangu is a dynamic and forward-thinking professional dedicated to driving impact and delivering tangible results. His innate ability to devise innovative solutions to complex challenges underscores his approach to entrepreneurship and technology coaching. Beyond his role, Arthur is a fervent advocate for youth entrepreneurship and the creative economy. With a diverse background spanning family business, corporate consulting at Accenture, and a successful track record in securing funding, Arthur brings a wealth of practical experience to his coaching endeavours. His academic journey, which includes a National Diploma in Food Technology and specialized certifications in quality management and entrepreneurial skills, further solidifies his expertise. Arthur's coaching portfolio includes an array of ventures across various industries, from fashion design and manufacturing to fine art and FMCG. His comprehensive understanding of business models, quality management, and strategic planning equips him to guide aspiring entrepreneurs and innovators effectively. As a dedicated coach at SACII, Arthur is committed to fostering technological innovation and entrepreneurial excellence, ultimately driving positive economic transformation within South Africa's creative industries**.** He has developed Biztweak, an online platform for entrepreneurs and is a savvy software and app developer for entrepreneurship support platforms

GLORIA PAKATHI



Gloria Phakathi is a distinguished Business Analyst and Project Manager, demonstrating a profound interest in Project and Workflow Management software. She is a strong advocate for youth and women's skills development in the technology sector, actively engaging in mentorship for Hackathons and IT professional

recruitment. Gloria's educational background is characterized by a Diploma in Software Engineering and accreditation as a PMI-CAPM Project Manager. She holds certificates in International Computer Certificate Studies (ICCS), Systems Engineering, Small Business Enrichment Programme, and Management Development for Employment Services Professionals. Currently pursuing a BCOM in Information Technology, Gloria is committed to ongoing learning and professional growth. With over 12 years of experience in the ICT sector, particularly in Software Development, she has held various roles ranging from Software Technical Support to Business Analysis. Gloria is also an accredited facilitator for skills development and Payroll and Compliance. As the founder and Managing Director of Glo Mo Solutions (Pty) Ltd, established in 2015, she has spearheaded the development of two internal software solutions, Worxflow360 Management Software and a Payroll Software. Gloria's contributions extend beyond her company, as she actively engages in mentoring and training initiatives, including the facilitation of Hackathons and Design Thinking workshops in collaboration with organizations like Silicon Cape and the USA Embassy. Her dedication to driving IT strategy implementation within NGOs further showcases her commitment to leveraging technology for positive social impact.

FINANCIAL MANAGEMENT & INVESTMENT FOR CREATIVES

KARIEN DE VILLIERS



Karien de Villiers is a seasoned Chartered Accountant (CA) and Registered Auditor (RA) with a profound expertise spanning over 15 years. Holding a B. Com Accounting (Hons) with CTA from the University of Pretoria and the University of South Africa, she boasts extensive experience in auditing, accounting, and advisory services. Karien's proficiency encompasses business finance, development, tax, financial management, and audit. As the CEO of Best Group Financial Accounting (BGFA), she leads with distinction and also serves as the Chief Financial Officer for the Best Group of Companies. Beyond her private sector contributions, Karien actively engages in the public sector, offering valuable insights on public sector reporting, compliance, and risk. She is an accredited facilitator, pre-issuance reviewer for the Auditor General of South Africa, and an independent audit committee member for FPM SETA. Karien's expertise extends to various sectors including engineering, incubation, estate agencies, manufacturers, legal practices, and more. With a wealth of experience, Karien's strategic acumen and dedication to excellence make her an invaluable asset in both private and public sector domains.

CLEMENT LE ROUX



Clement V. le Roux is a co-founder of Whitney Forester Capital, a transaction advisory firm. With a profound interest in the convergence of business, law, and finance, Clement boasts degrees in both fields.

Whitney Forester Capital is distinguished for its expertise in de-risking investments for venture capital funds, private investors, and entrepreneurs. They excel in providing guidance to private investors regarding optimal corporate structures, and collaborate closely with early-stage entrepreneurs to refine their ventures and present them as compelling investment prospects. Through their strategic approach, Whitney Forester Capital plays a pivotal role in shaping successful investment ventures.

THE SA CREATIVE INDUSTRIES INCUBATOR
INDUSTRY PARTNERS





















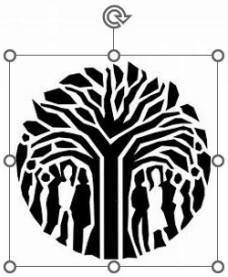














ANNEXURE B: University of Pretoria partnership letter

ENTERPRISES
University of Pretoria

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31 October 2023

To whom it may concern

This serves to confirm that Enterprises University of Pretoria partners with the South African Creative Industries Incubator (SACII) in their ongoing efforts to enhance educational opportunities within the creative industries.

This strategic partnership between SACII and Enterprises University of Pretoria is dedicated to certifying a range of short courses in the creative industries, encompassing SACII's Music Business Lab, Fashion Lab, creative technology, craft, and general creative sector programmes.

Through this partnership, our organisations work together to deliver courses of the highest quality, drawing on the expertise of esteemed practitioners and experts in their respective fields. These courses provide students with a comprehensive and enriching learning experience, equipping them with the skills and knowledge needed to excel in their chosen creative discipline.

It is our pleasure to inform you that all courses offered through this collaboration are certified by the University of Pretoria, a testament to the rigorous academic standards and quality assurance practices maintained by both SACII and Enterprises University of Pretoria. This ensures that our students receive not only practical skills but also formal recognition from a renowned institution.

We are excited about the potential impact this partnership will have on aspiring creatives and the broader creative industries. It is a demonstration of our shared commitment to nurturing talent and fostering innovation in this dynamic sector.

Please feel free to reach out to us for any further information.

Sincerely

Shamima Mohanlal

Shamima.mohanlal@enterprises.up.ac.za

Solutions Manager: Training Solutions

ANNEXURE C: BOARD & TEAM PROFILES

	BOARD MEMBER/DIRECTOR	PROFILE
1	Dan Matle	Dan Matle is a seasoned labour and human resources expert with over 40 years of experience across industries, including mining, manufacturing, FMCG, and services. He has held senior roles in companies like Reckitt Benckiser, where he led industrial relations and restructuring projects, and served as a national Industrial Relations Manager at the National Health Laboratories. Dan is a CCMA-accredited commissioner and has served on governing boards, including the Chemical Industry's SETA, and the executive committee of the FMCG Association. As a founding member of Carrus Ukhozi, he has driven business development and HR consulting. His board role at SACII focuses on governance, labour matters, and human capacity development.
2	Dr Carol Lotter	Dr. Lotter leads the Arts Therapies Department at the University of Pretoria's School of the Arts. With an MMus and PhD from the same institution, she serves on the board of the World Congress of Music Therapy and coordinates a Pan-African Arts Forum. Her expertise includes over 20 years of developing programs for township-based creatives, with extensive research into arts-based learning and interventions in township environments. Dr. Lotter has also led numerous practitioner and professional training initiatives across Gauteng. On SACII's board, Dr. Lotter provides invaluable creative sector expertise, shaping program design while contributing to governance and oversight.
3	Mrs Karien de Villiers	Chartered Accountant (CA) & Registered Auditor (RA) Karien de Villiers is an accomplished Chartered Accountant and Registered Auditor with over 15 years of expertise in auditing, financial management, and business advisory. She holds a B.Com Accounting (Hons) with CTA from the University of Pretoria and the University of South Africa. As CEO of Best Group Financial Accounting and CFO of the Best Group of Companies, Karien combines strategic leadership with operational excellence.

		Her experience spans private and public sectors, including engineering, incubation, legal, and manufacturing industries. An accredited facilitator and pre-issuance reviewer for the Auditor General of South Africa, she also serves on FPM SETA's audit committee. Karien's expertise in compliance, public sector reporting, and risk management solidifies her reputation as a trusted financial leader.
4	Mrs Nkateko Ndala-Magoro	Nkateko is a registered Counselling Psychologist with the HPCSA and Managing Director of Wellifeinc (formerly Pretoria Psychologists). She offers community-based psychological services, including support groups with SADAG, the #Monday Re Tsene series, and HPCSA-accredited CPD programs. With over 20 years of experience, she specialises in Wellbeing, Mental Health, Leadership, and Personal Development and has significant expertise in community development and project management. Nkateko has lectured, coached, and facilitated workshops for families, children, couples, and organizations. She is a published researcher and completed her Master's in Counselling Psychology at the University of Pretoria, where she also initiated research on the wellbeing of international students.
5	Ms Cheryl Singh	Cheryl Jacobs joined E Squared in 2019 as the Head of Social Entrepreneurship, overseeing social impact investments in Public Benefit Organisations. With over 15 years of experience in international development, Cheryl has worked extensively with civil society organisations across the global south. She is a Certified Leadership Coach and Trainer with the John Maxwell Team and has spent the last five years providing coaching, training, and capacity-building services for organisations such as the Global Fund, Obama Foundation, and various government entities. Cheryl is deeply committed to the vision of empowering social enterprises to build and scale impactful initiatives in South Africa. Her wealth of experience, passion, and energy drive her dedication to fostering sustainable social impact through innovative entrepreneurship.
6	Dr Dorothy Esau	Dr. Dorothy Elizabeth Esau is an experienced educator and academic with expertise in teacher education, curriculum development, and inclusive education. Holding a PhD from the University of the Western Cape, her research focuses on enhancing

		teacher capabilities and supporting learners with barriers to learning. She has lectured and coordinated programs at the Cape Peninsula University of Technology (CPUT) and has supervised Master's research while contributing to academic journals and conferences. In addition to her academic roles, Dr. Esau has led various initiatives to improve teacher training and education quality. She is actively involved in community engagement and interdisciplinary research, with a focus on inclusive education, teacher resilience, and innovative teaching strategies. Her work has made a significant impact on teacher education policy and professional development in South Africa.
7	Ms Leote Taylor	Leote Taylor, SACII's newly appointed CEO, brings years of experience managing SACII's incubation programs and supporting creative SMMEs. A skilled creative and serial entrepreneur, she holds a Musical Theatre degree and a certificate in Creative Industries Entrepreneurship from the University of Pretoria. Originally from Eersterust, Leote's local and international experience, including work in Asia and Europe, complements her expertise in program design and implementation. A 2023 graduate of the American Express Leadership Academy, she now provides strategic oversight to SACII, driving innovative and impactful support for creative entrepreneurs.

THE SOUTH AFRICAN CREATIVE INDUSTRIES INCUBATOR TEAM

LEOTE TAYLOR - CEO



Leote has recently been appointed SACII's CEO, after providing management of SACII's incubation programmes & technical support to SMMEs for the past 2 years. She is a multi-skilled creative and a serial entrepreneur. She is experienced in incubation programme design and management and an expert in creative industries SMME development. As SACII's incubation programme manager she oversaw the entrepreneurship training and multiple incubation programme cohorts. She currently fulfils the role of CEO, providing strategic oversight to the organisation. She is also a practising artist with a Musical Theatre degree and a certificate in Entrepreneurship for the Creative Industries from the University of Pretoria. Originally from the township of Eersterust, her creative industries experience includes work in Asia and Europe where she held contracts for three years, as well as founding several creative industry small businesses locally in South Africa. This has positioned her to bring expert, relevant programme design and implementation skills to bear on SACII's incubation programmes. Leote is a graduate of the American Express Leadership Academy cohort for 2023, an international leadership development programme for young social enterprise leaders globally.

BETH ARENDSE – FOUNDER & MANAGING DIRECTOR



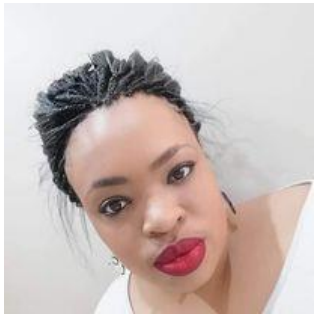
Beth has over 25 years of experience in the creative sector, having worked in policy development and resourcing environments for national government, and later within the sector in her private capacity to develop new models for sustainability and entrepreneurial growth in creative enterprises. She has established several innovative creativity-based for-profit and social enterprises, including the Tshwane School of

Music, the SA Creative Industries Incubator (SACII) and the Creative Nexus Future Skills Academy. Her mission is to normalise access through these entities for emerging entrepreneurs to benefit from the creative and digital economies. This has led to her innovating new economic models for the sector and exploring the nexus of technology and creativity to develop sustainable models in the creative industries in South Africa. She is also driving programmes to mainstream the arts in education. She is currently completing her Masters in Inclusive Innovation with a focus on creativity as an economic driver in African economies.

As the founder of the SA Creative Industries Incubator, her work bridges the arts and human and ICT sciences for human capacity innovation and the promotion of creativity as an economic driver. She is experienced in designing and implementing practical interventions to grow innovation in marginalized communities through commercializing technology in the creative and knowledge economies for emerging township-based entrepreneurs. She has developed multiple pan-African partnerships to explore growing the creative and knowledge economies for wealth creation and local ownership of intellectual property. Beth served on the Presidential Commission for the 4th Industrial Revolution. She is also a member of South Africa's National Advisory Council on Innovation (NACI).

Beth is doing innovative work with SACII including partnering in the first immersive live XR technology-enabled township-based performance venues for the creative sector in South Africa, and driving digital skills accelerator programmes to normalise access for creatives to the gig economy.

JAMILLA JACOBS – OPERATIONS MANAGER



Jamilla is a gifted manager with a keen eye for the development of systems and processes for efficient management. She has been SACII's operations manager from the organisation's inception 6 years ago and has built the current systems and processes used by the organisation to manage its affairs. She is highly skilled in managing multiple complex processes via relevant software tools, as well as managing workflow and putting systems in place for the optimal usage of assets. Jamilla is in the final year of her business management degree which is has been completing part-time while working for the organisation.

TUMELO MASUKU – MEDIA & COMMUNICATIONS



Tumelo Masuku is a multifaceted creative professional, renowned as a qualified music producer, sound engineer, and accomplished musician with 15 years of experience in the creative industries. His expertise extends to various musical disciplines, making him a formidable force in the field. Tumelo's musical journey includes sharing stages with notable South African musicians and being part of the lineup that opened for Kanye West in 2013. Tumelo's engineering prowess has contributed to the work of renowned artists such as Lira, HHP, and Donnie Mcclurkin, showcasing his proficiency in the industry. Beyond music, Tumelo excels as an instructor in bass guitar, piano, drums, multimedia, content creation, film, and photography. Additionally, he plays a pivotal role in SACII, overseeing the media team responsible for photography, videography, and the development of marketing materials, further solidifying his impact in the creative community. Tumelo holds a certificate in sound engineering.

TREMANE ABDOOL



Tremane is a passionate and highly skilled filmmaker whose expertise and dedication have propelled her to the forefront of the South African creative landscape. With a remarkable blend of creativity and leadership, she currently serves as the Incubation Coordinator at The South African Creative Industries Incubator. Her journey has been marked by an unwavering commitment to nurturing emerging talent and crafting powerful narratives that resonate with creatives. She has been trusted by the leadership of the South African Creative Industries Incubator to start and manage the satellite office in Cape Town where she is currently based. Tremane has a degree is filmmaking from AFDA.

MONDE ZUMA – BUSINESS COACH



Monde is a dynamic and tech-savvy seasoned business consultant, digital marketing specialist, and business coach, known for his exceptional leadership and motivational skills. With a strong background in business strategy and marketing, Monde brings a wealth of experience to his role as one of SACII's lead coaches. His six-year focus on aiding businesses and entrepreneurs in townships and rural communities reflects his commitment to fostering economic growth and providing crucial knowledge and skills to previously disadvantaged entrepreneurs. As a certified #Townshiprenator and ambassador for the township economy, Monde is dedicated to giving township businesses a robust online presence and facilitating access to markets, particularly in Mamelodi. His deep-rooted values are integral to his business principles, ensuring integrity and ethical conduct in all endeavours. Monde's extensive expertise and holistic approach make him an invaluable asset in guiding and mentoring creative entrepreneurs within the SACII community. Monde hold a certificate in Business Management from Varsity College.

SIPHO LUTHULI – BUSINESS COACH



Sipho Luthuli is a highly accomplished Business Coach with extensive experience, having conducted over 3000 coaching hours. He specializes in coaching creative businesses within the creative industries and collaborates closely with the SA Creative Industries Incubator. Sipho's proficiency extends to personality type assessments through Integrative Enneagram qualification, enhancing his ability to connect with and guide those he coaches. Over the course of 5 years, he has successfully worked with managers, executives, and SMMEs, demonstrating a deep understanding of various business contexts.

With qualifications in Business coaching, Executive and management coaching, as well as expertise in Team alignment and Integrative Enneagram coaching from UCT, Sipho is a well-rounded professional in the coaching arena. He is also an active member of COMENSA (Coaching & Mentoring Association of South Africa), reflecting his commitment to ongoing professional development in coaching. Sipho's coaching experience spans a range of impactful programs, including the development of 40 SMMEs in Digital Marketing and Branding for De Beers Venetia Mine in 2021. He also guided 20 Craft Creatives on ED, Branding, Sales, and Marketing for the National Arts Council from 2021 to 2022. His dedication to community and capacity building is evident in his role as a Business Consultant for Enterprise Development Programmes at SOBONA, where he empowers young individuals with the skills and confidence to run their own businesses. With a focus on creative industries and a passion for community development, Sipho Luthuli is a valuable asset in the field of business empowerment in SACII's team.

TSHEPO MATLOU – BUSINESS COACH



Tshepo Matlou is a seasoned business coach, strategist, and transformation catalyst with a mission to unlock the untapped potential within business leaders. With over two decades of management and executive experience, including eight years dedicated to coaching, Tshepo brings a wealth of expertise to his role. His impact is evident in his work with diverse industries across South Africa, where he has witnessed the transformative effect that strategic advisory and coaching can have on organizational growth. Tshepo is dedicated to providing tailored guidance and strategy development, empowering executives to navigate challenges, make bold decisions, and inspire their teams.

In 2015, Tshepo founded Sobona Pty Ltd, a coaching service offering a range of solutions including SMME mentorship, life coaching, business coaching, executive coaching, and business training. As one of SACII's coaching team members, he has worked extensively with the organization, contributing significantly to its initiatives and programs. His extensive qualifications include a Diploma in Marketing Management, Postgraduate Diploma in Coaching Psychology, Masters Degree in Leadership & Management, and various advanced management programs. Tshepo's expertise extends to enterprise development programs, where he serves as a mentor and coach for initiatives with organizations like Eastern Cape Parks and Tourism Agency, De Beers Venetia Mine, and the National Arts Council, among others. As a panel judge for various entrepreneurial development programs, Tshepo Matlou is deeply committed to empowering visionary leaders and businesses to soar to new heights.

KAGISO KEKANA – BUSINESS COACH



Kagiso Kekana is a dynamic facilitator and coach with a strong background in creativity, entrepreneurship, and community development. She holds a Social Entrepreneurship degree from the Gordon Institute of Business Science, University of Pretoria. Kagiso's impactful work led to her recognition as one of South Africa's Unsung Heroes in 2021 and earned her a spot in Activate SA's Leadership Hero's Book in 2018. She excelled as a facilitator and peer-to-peer coach for the GIBS GrowYourBiz Entrepreneurship program from 2019 to 2022. Her role involved seamlessly integrating program components and ensuring continuity of subject matter. Kagiso's contributions extended to the Arts & Culture Trust, where she provided insightful reviews and supervised the program with integrity. Her leadership skills were evident in guiding groups towards common goals, managing dynamics, and ensuring participant well-being. With a certification in Social Entrepreneurship and a BA in Communication Science, Kagiso is a dedicated force in creative entrepreneurship and community development and a valuable member of SACII's team.

MICHELLE MOUNT – LIFE COACH



Michelle Mount, a certified Life Coach, Hypnotherapist, and Master NLP practitioner, is a dedicated professional in the field of personal development and global transformation. With a background in Entrepreneurship and a B-Com degree, Michelle excels in guiding individuals to unlock their potential and achieve their highest personal and professional goals.

During the challenging times of COVID-19, Michelle generously provided over two hundred hours of free coaching to those facing uncertainty and distress. This selfless act of support showcases her unwavering commitment to helping others navigate difficult situations.

As a valued member of the coaching team for SACII, Michelle brings her extensive expertise to empower individuals within the creative industries. Her coaching approach emphasizes awareness, understanding, and alignment with one's values and beliefs. This authentic motivation leads to heightened productivity, improved energy management, and enhanced personal and professional relationships.

Michelle's knowledge is deeply rooted in transformative techniques. Her dedication to guiding others towards self-realization and positive change makes her an invaluable asset to SACII's coaching team.

ROSHAN VAN DIEMEN



Roshan van Dieman stands as a dynamic entrepreneur deeply committed to fostering entrepreneurship and start-ups. With over 9 years of experience in training and development, she has demonstrated an exceptional ability to build and scale businesses, drive organizational growth, and empower individuals to realize their full potential. Roshan is passionate about instigating innovation, nurturing creativity, and promoting lifelong learning to inspire transformative change.

As a marketing and digital marketing specialist coach for SACII, Roshan leverages her extensive background to impart invaluable knowledge and insights to creative entrepreneurs. Her expertise extends to areas like business development, strategic planning, marketing, and sales strategies. With a proven track record of founding and nurturing successful businesses, she brings a wealth of practical experience to her coaching role.

Roshan holds a TEFL Certificate in Business English from the International TEFL Academy and a Certificate in Destination Wedding Planning from QC School of Events International. She also obtained certifications in television presenting from Media Concepts - SABC, online entrepreneurship from Bocconi University, and completed business studies at GIBS Business School through the Goldman Sachs / GIBS 10,000 Women Entrepreneurial program.

Roshan's training programs have been instrumental in upskilling school leavers and employees with essential soft skills, contributing significantly to their professional growth. She excels in creating engaging and interactive training materials, including e-learning modules and workshops, to facilitate effective knowledge transfer. Through her meticulous monitoring and evaluation, Roshan ensures that her training programs have a maximized impact. Her dedication to the growth and success of creative entrepreneurs makes Roshan van Dieman a valuable asset to SACII's coaching team.

ANNEXURE D: LETTER OF AUTHORITY

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THE SOUTH AFRICAN CREAITVE INDUSTRIES INCUBATOR NPC

REGISTRATION NUMBER: 2018/608383/08

RESOLUTION BY THE DIRECTORS AND SHAREHOLDERS OF THE COMPANY

RESOLVED:

The SACII CEO, Leote Taylor, ID 8504040273081, is authorised to submit a proposal to the Mzansi Golden Economy Programme (MGE) advertised by the Department of Sports, Arts & Culture on behalf of the organisation. Ms Taylor is authorised to sign any documents related to this application and its implementation.

We, the undersigned directors approved the above-mentioned resolutions.as the **SACII Board Exco.**

K DE VILLIERS — DATE: 2 December 2024

CB LOTTER — DATE: 2 December 2024

DC MATLE — DATE: 2 December 2024