



THOLOANA ENTERPRISE PROGRAMME

APPLICATIONS FOR THE THOLOANA ENTERPRISE PROGRAMME 2018 ARE NOW CLOSED.

TO ADD YOUR DETAILS TO OUR DATABASE,
PLEASE EMAIL THOLOANAPROGRAMME@ZA.AB-INBEV.COM



www.sabfoundation.co.za



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THOLOANA ENTERPRISE PROGRAMME

INFORMATION BROCHURE

The SAB Foundation's Tholoana Enterprise Programme is a wrap-around solution supporting the growth of your business. The two-year programme follows a carefully designed and well-proven method that has delivered exceptional results time and again across many business sectors.

The support package includes extensive entrepreneurial skills development, mentorship and access to tools and templates. Connection to peers around the country, as well as access to markets and finance make this an exciting and successful programme. The SAB Foundation is especially keen to create opportunities for disabled entrepreneurs, who are strongly encouraged to apply.

Similarly, applications are welcome from businesses working in new and/or growing sectors such as export, manufacturing, food processing, water, energy and waste management.

The Tholoana Enterprise Programme challenges participants to make changes and professionalise their business by thinking, planning and acting differently.

This level of change requires the full commitment of the entrepreneur to enable solid growth as opposed to "quick-fix" solutions.

In the past, these changes have resulted in participant growth of 47.2% per year and long-term survival rates of 87%.

This significantly exceeds the national average of 5% and 37% respectively.

Business support is offered for:

- Businesses in their early developmental phase (does not have to be registered yet)
- Registered businesses in their growth phase



Tholoana Enterprise Programme past participant: Valley Mushrooms

FOCUS AREAS

The focus areas of the 2018 programme include:

- Enterprises run by or benefitting people with disabilities.
- Women and youth-owned businesses.
- Peri-urban and rural enterprises.
- Enterprises that create jobs in areas with few other opportunities.

In addition, we are keen to identify enterprises with good long-term growth potential, and high-impact for example:

- Export potential and/or import substitution.
- Growth sectors
 - Water, energy and waste sector.
 - Education (excluding early childhood development sector).
 - Technology.
 - Agro-processing.



Tholoana Enterprise Programme past participant: Ashley Mentoora Flowers

ELIGIBILITY CRITERIA

- The business is black-owned* and managed.
- The business is operational.
- The business is headquartered and registered (if applicable), within the South African borders.
- The business should be a going concern, commercially sustainable and viable.
- The applicant is involved in the business's daily operations and management on a full time basis, and is not employed by any other organisation.
- The applicant has the skills and experience necessary for the type of business they are.
- The business is in the early stages of growth (older than six months and no more than five years).

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

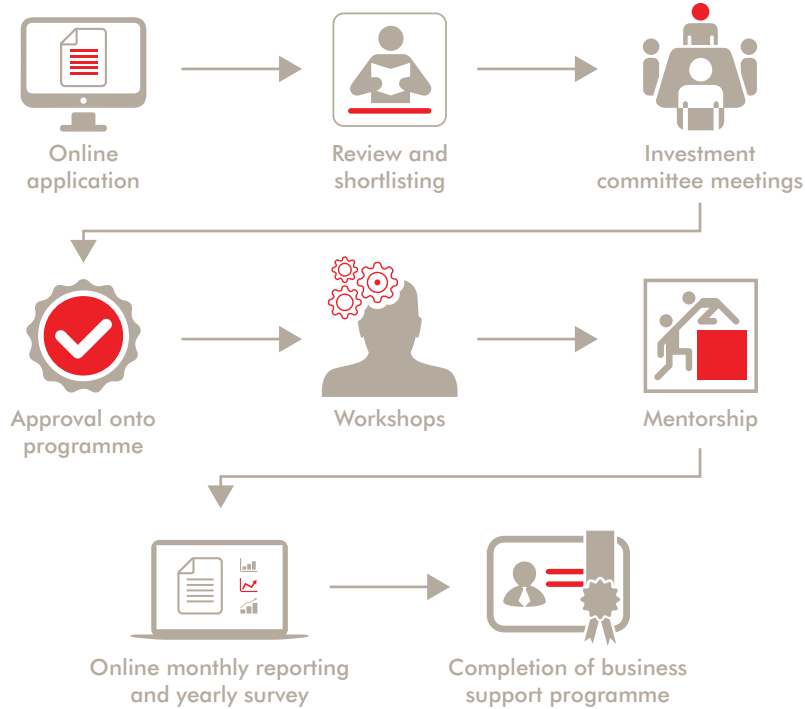
PLEASE APPLY TO THE SAB FOUNDATION THOLOANA ENTERPRISE PROGRAMME IF YOU

- Meet all of the eligibility criteria.
- Need business support, mentorship and skills training to take your business to the next level.
- Are self-motivated and hungry to succeed.
- Are keen to learn and grow as a business leader and owner.
- Are committed to full participation in the programme expectations over the two-year period.
- Are open to change and willing to drive new strategies to support the growth of your business.
- Have high moral and ethical standards and a desire to contribute to the economy of South Africa.
- Are committed to creating positive change.

WE DO NOT FUND, SPONSOR OR PARTNER WITH THE FOLLOWING

- If you are an employee of the SAB Foundation, SAB Pty Ltd, ABInBev and affiliates.
- If your business is not operational and it is just an idea or a concept.
- If your business's sole operations are alcohol related i.e. tavern, shebeen, bottle store or pub.
- If your business's primary operations are sex, gaming, gambling, tobacco or illegal.
- If your business is a franchise: you are a franchisor or franchisee unless it is a Social Franchise.
- If your business is an NPO (not-for-profit organisation), NGO (non-governmental organisation), home based care service organisation, community uplifting project, youth development/ educational organisation etc., women and children's home, sports and recreation centre, youth diversion project, skills development project: therefore if it does not have a profit motive. SAB Foundation will however, consider Social Enterprises (registered as NPO's) that are income generating and intend to become self-sustaining over time, under the Social Innovation Awards.
- If you require sponsorship for an event, a launch, a conference, a forum, a seminar, a party or a fundraising function, land and building acquisitions.
- If you require a bursary, a scholarship, an internship, and funding in the form of studies, exchange programmes and textbooks. etc.
- If you require any form of sponsorship or donations.

SAB Foundation Tholoana Enterprise Programme process map



WHAT TO EXPECT

The SAB Foundation’s Tholoana programme empowers you by building your business skills and leadership confidence.

Once you have been accepted for participation, a process of self-assessment, goal setting and growth begins.

Your business’ performance is closely monitored. With the help of your mentor you will develop a set of milestones, linked (where appropriate) to possible grant disbursements.

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

The two-year programme includes a core programme of five compulsory business-skills workshops held at a central venue and ongoing mentoring, plus a range of elective support that is individually tailored to your needs.



WHAT WE EXPECT FROM PARTICIPANTS

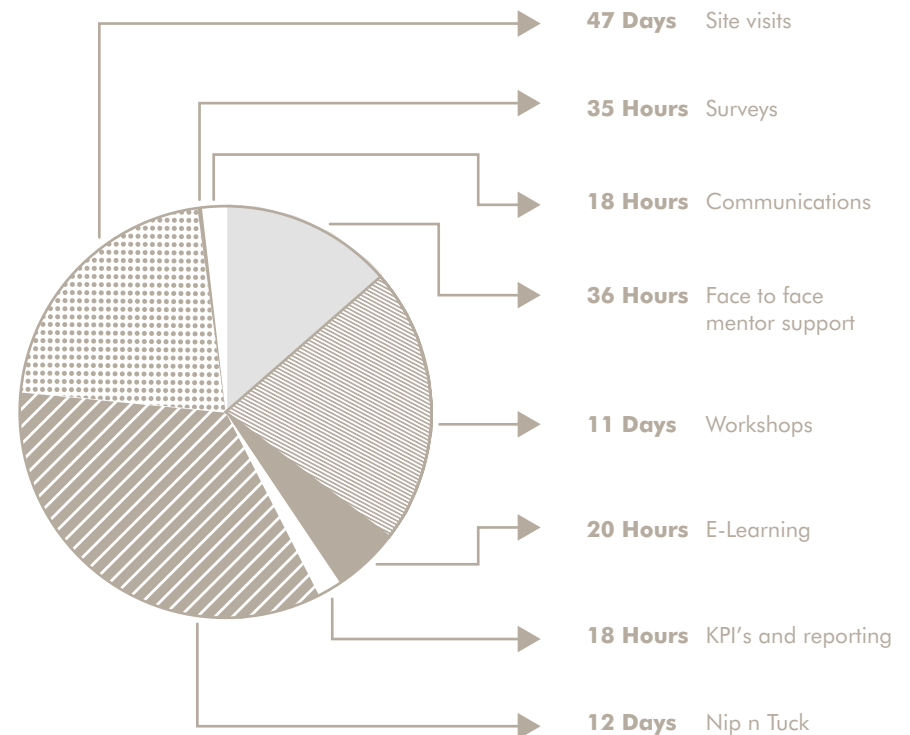
It is a huge honour to be selected as an SAB Foundation Tholoana Enterprise Programme participant.

In this year alone, we anticipate that 2 000 plus businesses will apply for the 60 available positions, meaning that competition is tight, and only the most promising and dynamic candidates are chosen.

Our expectations of all participants are as follows:

1. Participate fully in all workshops, peer groups and training.
2. Complete all baseline and yearly surveys as requested, for a period of five years.
3. Submit monthly business data – including simple online financial reports.
4. Regularly engage with mentors, ensuring that you utilise their knowledge and support.
5. Meet all milestones agreed upon in your growth plan.
6. Maintain open, two-way communications (including any concerns and suggestions) with our friendly team.
7. Share ideas, think big, and help yourself, and others to succeed!

Your business development support time commitment during the programme



SEVEN ELEMENTS OF THE PROGRAMME

1. Business skills workshops: Compulsory

These five workshops form an important part of the programme. Attendance at these sessions is compulsory. The topics include vision setting and strategic planning, costing and pricing, sales and marketing, human resource management and finance for small business.

2. Mentoring and coaching: Compulsory

Participants have access to a personal mentor for up to three hours per month with a compulsory quarterly on-site session. In addition to the mentor, ongoing support and guidance from portfolio coordinators and the Fetola programme manager is available.

3. E-Learning programme: Compulsory

A number of online training modules enable participants to develop their skills. Simple e-learning assignments based on the course chosen consolidate your learning. A consultant will review and respond to assignments, providing input to ensure easy implementation of new-found knowledge in your business.

4. Nip 'n Tuck interventions: Compulsory

These tightly focused assignments provide specific assistance to participants to translate learning into actual practice in their business. Examples include development of effective company profiles, pricelists and other sales tools.

5. Access to resources: Elective

Participants will have access to a suite of resources in the field of legislation and compliance, business development, market access, access to finance and media and public relations. Access to BizAssist provides a world of opportunity for all participants.

6. Performance indicators: Compulsory

The monitoring and evaluation of business data requires you to submit your key performance indicators (KPIs).

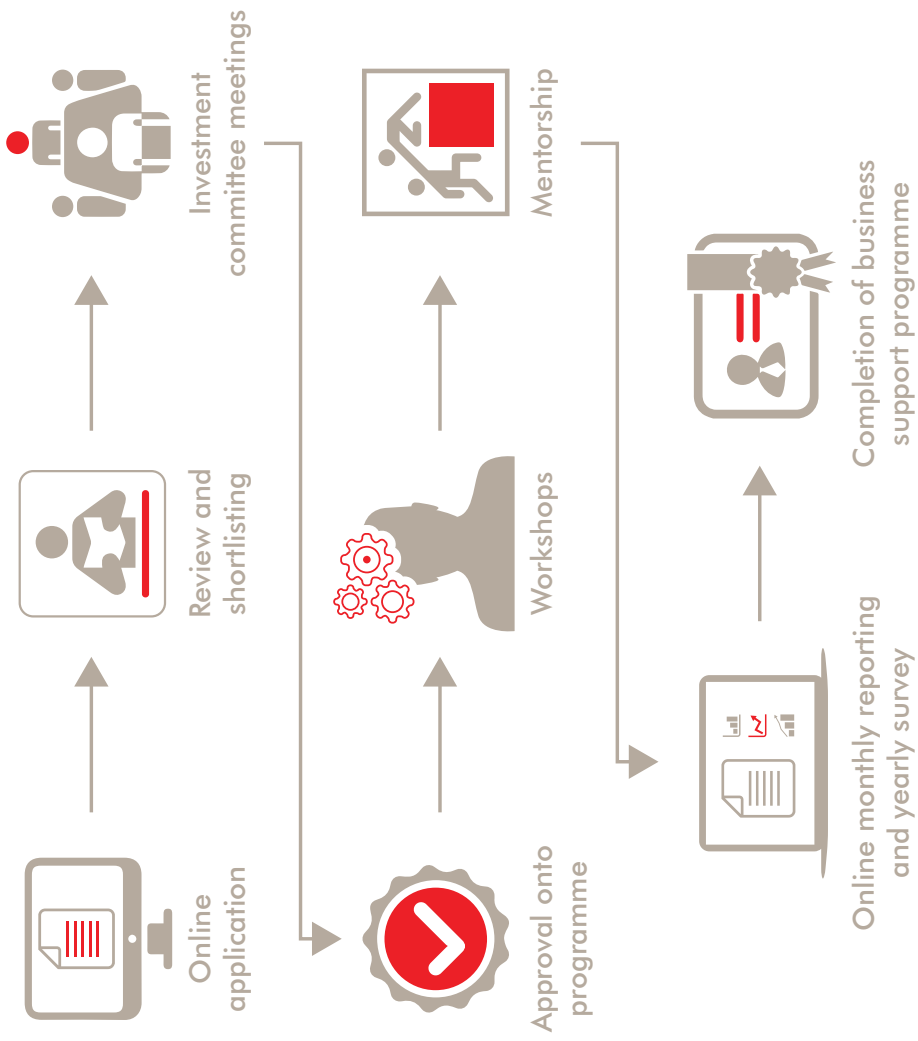
This data allows the Tholoana team to track the performance of the whole group giving an overview that shows your performance in relation to the group.

Additionally, it enables the team to identify individual challenges and success deserving of attention. Financial information, management accounts and jobs data must be submitted on a monthly basis.

7. Peer to peer community and networking: Compulsory

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

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