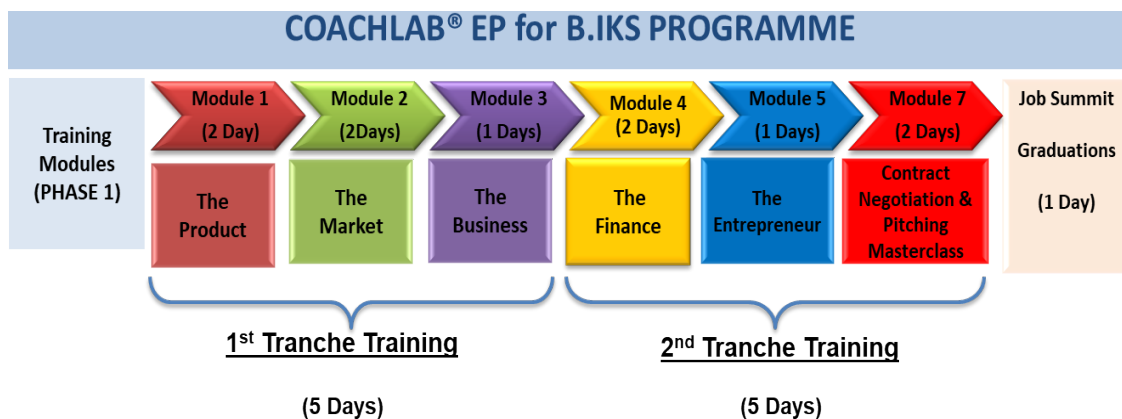


CALL FOR APPLICATIONS - COACHLAB ENTREPRENEURSHIP PROGRAMME FOR BACHELOR OF INDIGENOUS KNOWLEDGE SYSTEMS (BIKS) 2024

The Innovation Hub Management Company's Coachlab® Entrepreneurship Programme aims to equip and sharpen knowledge holders, Bachelor of Indigenous Knowledge Systems Students at North West University (Mafikeng campus) and scientists with business, financial, marketing, and leadership skills. The programme consists of **two (2)** phases:

- **Phases 1** - Comprises of 6 modules (Table 1) delivered in two (2) weeks by experienced business mentors with integrated group assignments and submission of Business Plan.
- **Phase 2** - Involves refinement of business plan development for Biotech or IKS-based innovations. About three (3) business plans may be selected for pre-incubation mentorship.

NB: Once a delegate is accepted and starts with the training, delegates must attend all modules and submit a business plan or detailed business model canvas. The training is valued at about R35 000 per individual and fully sponsored. However, should candidates withdraw after commencement, a penalty may apply. Be certain of your availability on the prescribed dates per module below before applying.



Tranche 1: **08 – 12 July 2024**

Tranche 2: **TBA**

Please fill in an Application Form through [This Link](#).

Closing Date: 30 June 2024

For any enquiries email: onobela@theinnovationhub.com / monnaruri.diratsagae@nwu.ac.za / otsile.maditsi@nwu.ac.za and cc pmgobozi@theinnovationhub.com / lele.moroole@nwu.ac.za OR call 012 844 0052/0474 / 018 389 2832 / 2310 / 2453.

Table 1: Module Content

MODULES	CONTENT
1. The Product (3 Days)	<ul style="list-style-type: none"> • Idea generation; • Protection strategies and funding; • Product identification; • Exit strategies; • Innovation value chain; and • Creative approaches anchored in IKS
2. The market (3 days)	<ul style="list-style-type: none"> • Market identification: segmentation, targeting and positioning; • Market penetration strategy; • Marketing the product (incl. advertising code & ethics); • Branding (products and company); • Context: Pan-African socio-economic and political realities; and • IKS Commercialisation model
3. The Business & (4 Days)	<ul style="list-style-type: none"> • Business registration in South Africa; • Compliance requirements: Tax and HR regulations • Values, Ethics & Code of conduct; • Vision/Mission Statement; • Pan-Africanism philosophy for business development; • Cultural intelligence • Innovation & African IKS Practice – Skills vs Knowledge
4. The Entrepreneur (African Business Leader)	<ul style="list-style-type: none"> •
5. The Finances (4 Days)	<ul style="list-style-type: none"> • Understanding costing; • Financing options (VC, PE, and community options); • Financial statement analysis; • DCF and sales forecast tool; • Break-even analysis; • Valuation tools; • Business model; • Understanding wealth creation through IKS; and • The funding model for an IKS business
6. Contract Negotiation & Pitching Masterclass (3 Days)	<ul style="list-style-type: none"> • Contract Negotiation <ul style="list-style-type: none"> ○ Elements of business contracts ○ Personal and technical skills in negotiations ○ Critical elements in negotiations ○ Negotiations approaches and outcomes ○ Personalities & Non-verbal communication ○ Negotiations strategies, techniques and tactics • Effective Professional Communication through Pitching

Requested by: Ms. Ofentse Nobela	Date: 20 May 2024
Authorized by: Dr Phuti Chelopo Mgobozi & Dr Motheo Koitsiwe	Date: 20 May 2024

The Innovation Hub Management Company and Indigenous Knowledge Systems Center

The Innovation Hub Management Company (TIHMC), a subsidiary of the Gauteng Growth and Development Agency (GGDA) is Africa’s first internationally accredited Science Park and a full member of the International Association of Science Parks (IASP). The Innovation Hub Management Company (TIHMC) has partnered with the Indigenous Knowledge Systems Center, in the Faculty of Natural and Agricultural Sciences at North West University (Mafikeng campus) for the Coachlab Entrepreneurship Programme for the BIKS in 2024. The Indigenous Knowledge Systems Center offers the teaching, learning, research, innovation, and community engagement in IKS. It hosts the SAQA approved Bachelor of Indigenous Knowledge Systems which is a four (04) year professional degree equivalent to Honours degree. TIHMC is strategically located in Tshwane, South Africa's executive capital in the ‘smart’ province of Gauteng. As the leading knowledge-intensive business cluster in South Africa, The Innovation Hub implements initiatives identified in the Gauteng Innovation Strategy and Green Economy strategy to advance the economic development and growth of the province through innovation. The Innovation Hub has created a unique space for high-tech entrepreneurs, world-class businesses, academics, researchers, and venture capitalists to meet, network and partnership. TIHMC endeavors to promote Skills Development targeted at previously disadvantaged individuals by complying with appropriate legislation such as the Skills Development Act, 97 of 1998.