CALL FOR APPLICATIONS - COACHLAB ENTREPRENEURSHIP PROGRAMME 2020

Are you a researcher, scientist, or a recent graduate looking to develop business skills or become an entrepreneur? Are you an entrepreneur or small-medium enterprise (SME) struggling to run a sustainable business or willing to gain more insight into sustaining your business? Are you an indigenous knowledge holder or practitioner who has products that and require business skills to get your products to the market and make an impact in society? If your answer to any of the above is ‘Yes’, then The Innovation Hub Management Company’s CoachLab® Entrepreneurship Programme should be your choice. This programme equips and sharpens knowledge holders, researchers, scientists, and SMEs with business, financial, marketing, leadership and operations skills. The programme consists of two (2) phases:

- **Phases 1** – Comprises of 6 modules (Table 1) delivered in 21-day lectures by facilitators with experience in entrepreneurship and building sustainable businesses over five (5) months with integrated group assignments.
- **Phase 2** – Involves business plan development and mentorship for Biotechnologies or IKS-based technologies. The top three (3) business plans will be selected for one (1) year incubation support at BioPark Business Incubator.

**NB:** Once a delegate is accepted and starts with the training, delegates must attend all modules. The training is valued at about R35 000 per individual, which is fully sponsored. However, should candidates withdraw after commencement, they will be responsible for a penalty fee. Be sure certain of your availability on the prescribed dates per module shown below before you apply.

**COACHLAB ENTREPRENEURSHIP PROGRAMME: 2020**

<table>
<thead>
<tr>
<th>PHASE 1</th>
<th>PHASE 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Training Modules</strong></td>
<td><strong>Business Plan Development</strong></td>
</tr>
<tr>
<td>Module 1</td>
<td>Candidates will go through business plan development. Business plans in Biotechnology and IKS technologies to be submitted for the competition and be reviewed for a possible 12 months incubation</td>
</tr>
<tr>
<td>17-19 June</td>
<td><strong>Graduations</strong></td>
</tr>
<tr>
<td>The Product</td>
<td>23 October 2020</td>
</tr>
<tr>
<td>Module 2</td>
<td>Top 3 Incubation Awards Announced</td>
</tr>
<tr>
<td>8-10 July</td>
<td></td>
</tr>
<tr>
<td>The Market</td>
<td></td>
</tr>
<tr>
<td>Module 3</td>
<td></td>
</tr>
<tr>
<td>18-21 Aug</td>
<td></td>
</tr>
<tr>
<td>The Business &amp; Entrepreneur</td>
<td></td>
</tr>
<tr>
<td>Module 4</td>
<td></td>
</tr>
<tr>
<td>1-4 Sept</td>
<td></td>
</tr>
<tr>
<td>The Finance</td>
<td></td>
</tr>
<tr>
<td>Module 5</td>
<td></td>
</tr>
<tr>
<td>22-25 Sept</td>
<td></td>
</tr>
<tr>
<td>The Operations</td>
<td></td>
</tr>
<tr>
<td>Module 6</td>
<td></td>
</tr>
<tr>
<td>20-22 Oct</td>
<td></td>
</tr>
<tr>
<td>Contract Negotiation &amp; Pitching Masterclass</td>
<td></td>
</tr>
</tbody>
</table>

For Applications, Please Click [Here](#)

Closing Date: 29 MAY 2019

For any enquiries email: tskosana@theinnovationhub.com or pmgobozi@theinnovationhub.com, OR call 012 844 0044/0474
### Table 1: Phase 1 Modules

<table>
<thead>
<tr>
<th>MODULES</th>
<th>CONTENT</th>
</tr>
</thead>
</table>
| **1. The Product (3 Days)** | - Idea generation;  
- Protection strategies and funding;  
- Product identification;  
- Exit strategies;  
- Innovation value chain; and  
- Creative approaches anchored in IKS |
| **2. The market (3 days)** | - 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 |
- 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 Finances (4 Days)** | - 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 |
| **5. The Operations (4 Days)** | - Operations basics;  
- Introduction to Operations Management;  
- Demand and sales forecasting tools;  
- Break-even analysis;  
- Capacity planning & Scheduling;  
- Risk management; and  
- IKS and African cultural values concerning business processes |
| **6. Contract Negotiation & Pitching Masterclass (3 Days)** | - Contract Negotiation  
  - 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 |
The Innovation Hub Management Company

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). It 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 prosper. TIHMC endeavours to promote Skills Development targeted at previously disadvantaged individuals by complying with appropriate legislation such as the Skills Development Act, 97 of 1998.

Requested by: Dr P Chelopo-Mgobozi  Date: 25 March 2020
Authorised by: Dr C Togo  Date: 26 March 2020