

# Small Business Boost Programme

Entrepreneurship education for those in the green economy



**Gordon Institute  
of Business Science**  
Enterprise Development  
Academy

**August - November 2016**

## The Small Business Boost Programme, funded by J.P. Morgan, aims to **promote small business growth and job creation for those involved in providing solutions for the green economy.**

The programme will provide four months of business and management education and six months of support services to 100 small businesses in Gauteng. It seeks to empower entrepreneurs with the knowledge, skills and resources to grow in this niche sector.

## Course info

**FEE** > The programme is funded by J.P. Morgan. A refundable commitment fee will be charged for participants.

**DURATION** > Two days of classes every second week for four months followed by six months of support services.

**DATES** > Classes start in August and end November 2016, after which the six month support services ensue.

### How you will benefit:

- At the end of this programme, you will be able to:
- ☑ Foresee and address challenges faced by businesses in this niche sector;
  - ☑ Communicate and market the value of your solution;
  - ☑ Anticipate and manage change better;
  - ☑ Navigate the supply chain of big businesses;
  - ☑ Approach financing for growth using unique modelling techniques relevant to the sector;
  - ☑ Learn how to overcome challenges using cutting-edge business management strategies relevant to the sector; and
  - ☑ Identify strategic growth opportunities that exist across the rest of the continent.

### Who should attend?

- In order to apply, entrepreneurs must fulfil the following criteria:
- ☑ Operate within the manufacturing/ green-economy sector in Gauteng;
  - ☑ Have been in operation for at least one year;
  - ☑ Have an annual turnover of between R200 000 – R20 million;
  - ☑ Employ at least three people; and
  - ☑ Work in the business full-time and have minimum 35% shareholding.

### Programme methodology

- ☑ Four months of business training (four days per month) on the subjects of business modelling and planning, marketing, finance, operations management, leadership skills and new business development as is relevant to the green economy;
- ☑ Six months of support services, including: monthly mentorship sessions and coaching circles, access to capital through financing partnerships, networking events, access to new markets and peer learning opportunities;
- ☑ Field visits, soft skills workshops, and entrepreneur guest lectures; and
- ☑ Four dialogue events with the manufacturing/green economy sector to share perspectives on sector challenges.



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For more information and an online application form please visit **[www.research.net/r/Small\\_Bus\\_Boost\\_App](http://www.research.net/r/Small_Bus_Boost_App)**

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