



## SUPPORTING ENTREPRENEURS: THE STANDARD BANK INCUBATOR

The Incubator team is small, but is able to make a big impact by drawing on skills and expertise within other parts of Standard Bank, and by partnering with external organisations dedicated to nurturing entrepreneurs and small businesses.

Visit our Incubator at:  
**5 Cradock Avenue,  
Rosebank, Johannesburg**

**LIONESSES OF AFRICA**, for example, is the digital home for a rapidly growing audience of over 300 000 women entrepreneurs across 49 African countries. We've partnered with Lionesses on their monthly Lioness Lean In Breakfast series, which feature inspirational women speakers, and are co-hosted by the CEO of Lionesses and a senior Standard Bank representative. We aim to host 20 of these events across Africa during 2016/2017. We also sponsor Good Morning Lionesses, the organisation's daily electronic newsletter that is available at no cost to entrepreneurs and Standard Bank customers. And we run a structured three-month Women's Accelerator Programme, sponsored by Liberty. We sponsored the first Lionesses of Africa Conference, which attracted over 300 of Africa's leading women entrepreneurs and influencers, in which women entrepreneurs shared their start-up stories, addressed key challenges, and provided inspiration for the next generation of women entrepreneurs.

Our **IGNITOR BOOTCAMP AND ACCELERATE PROGRAMME** helps entrepreneurs to take their businesses to the next level. Entrepreneurs attend a weekend boot camp, at which we assess and provide advice on their business proposals. The most promising candidates are selected for three months of acceleration and support. Start-ups can apply for the weekend boot camp at <http://www.ignitor.co.za/>. We ran six accelerate programmes in 2016, and we've begun partnering with our corporate clients to structure sector-specific accelerators.

We host monthly **MASTERS AND MENTORS** events in Johannesburg, Cape Town and Durban. Each event attracts over a hundred entrepreneurs, across industries and from every walk of life. Our guest speakers are seasoned entrepreneurs and knowledgeable experts that speak on various topics, from funding to B-BEEE, marketing, scaling and more.

We sponsor several global competitions for start-ups. Through the Incubator, we've partnered with **START-UP GRIND**, a global start-up community powered by Google for Entrepreneurs, as the country sponsor in South Africa. It's designed to educate, inspire, and connect entrepreneurs. Start-up Grind and Standard Bank host monthly events in Cape Town, Johannesburg and Durban, featuring successful local founders, innovators, educators and investors who share personal stories and lessons learnt on the road to building great companies.

The 2016 winner, **ID Works**, is a digital platform for artisans to showcase their skills, get rated and receive payment for jobs completed. In March 2016, Giraffe Jobs, the winner of the 2015 South African title, went on to compete with other 63 start-ups from around the world for the title of Seedstars World Global Winner. Giraffe took the top prize, winning \$500 000. Its automated mobile recruitment app enables businesses to recruit employees faster and cheaper, and connects medium-skilled jobseekers with opportunities for free. Since launching in February 2015, Giraffe has attracted over 75 000 jobseekers and has placed candidates with hundreds of employers. Their story and others can be found on Standard Bank's [#EntrepreneurialSpirit](#) blog.



Embracing innovation

**ROAST REPUBLIC**, the onsite coffee shop at the Johannesburg Incubator, is a great example of how creating shared value with our clients helps us to drive Africa's growth. It gives away 50% of its profits to an NGO called Youthzones, which provides youth development programmes across 43 communities. Since launching, it has opened three new coffee shops, including a coffee shop in a box concept, and has created an additional 16 jobs.

The Incubator also engages with corporate clients to encourage innovation. In January 2017, for example, in a global first, we partnered with **GENERAL ELECTRIC** to launch a joint Healthcare Professional Accelerator, to build the business and technical skills of healthcare professionals. In 2016, we presented our Incubator Framework to the Global Innovation Conference/EFMA in Barcelona, and to the World Bank, as a model that could be replicated to support entrepreneurs around the world.



**6 000**  
SMEs made use of the Incubator since 2015

**Mentoring and coaching** start-ups



**150**  
sustainable businesses since opening

Expanding to **Kenya, Ghana and Nigeria**



Expanded to **Mozambique**

We're also the South African sponsor of **SEEDSTARS**, a global competition that invites technology entrepreneurs to pitch their business proposals. Start-ups have to get through an initial selection round, and are then invited to pitch to an investment panel and compete for the title of most promising seed-stage start-up. 12 competitors are selected from each of Cape Town, Johannesburg and Durban, and three per city advance to the final round at the Standard Bank Incubator. The competition provides participants with exposure to disruptive technology, inspirational discussions and networking sessions. The winner joins the global Seedstars Family and takes part in the regional and global Seedstars Summits with the opportunity to win up to \$1.5 million in investment prizes.

**We share our experiences and work with schools, universities, government departments and corporations to explore how the model can be adapted to different environments.**

**Incubator survey**

**130 unique jobs** created from 56 businesses accelerated and graduated from the Incubator