



**Entrepreneurship**  
on Demand

# The Cape Innovation and Technology Initiative

The Cape Innovation and Technology Initiative (CiTi) is Africa's oldest tech incubator. Working with government, business and society, CiTi promotes the inclusive growth of the digital economy.

The Cape Innovation and Technology Initiative (CiTi) was established in 1999. Over the past 21 years, CiTi has played an integral role in catalysing and supporting the Cape Town tech ecosystem, now recognized as the most productive on the African continent.

In 2019, both CiTi's Entrepreneur Development and Skills Development (CapaCiTi) programmes expanded to support entrepreneurs and youth across the country, and on a Pan-African scale.

## The Cape Innovation and Technology Initiative excels through:



Great industry reputation for delivery, thought leadership and innovation



Physical presence in the vibrant communities of Woodstock and Khayelitsha



Complete end-to-end business support from idea stage to R30m-a-year companies



Proven clustering and ecosystem development in FinTech, EdTech and gaming



B-BBEE Level 4 supplier that can address 3/5 elements of the B-BBEE Scorecard



Strong corporate, public, academic and SMME partnerships



Strong M&E and administration



Scarce skills development and high-value job placement

## VeloCiTi

VeloCiTi's purpose is to grow and support entrepreneurs and entrepreneurial ventures through tech enablement, mentorship, funding and ecosystem access.

### Why?

- By growing, supporting and scaling businesses we are fueling job creation, youth employment and stimulating the economy.

### How?

- **"We must look at what needs to be done to promote and encourage the entrepreneurial spirit and an entrepreneurial culture." Cyril Ramaphosa.**  
With the right mentorship, support, training, access to networks and funding, entrepreneurs will become the employment generators of tomorrow.

### What support are we offering?

- Entrepreneurship on Demand
- Funding Readiness
- Customised training and mentorship programmes
- Tech enablement programmes (through Woman in Business and Youth in Business)
- Corporate ESD Solutions (for enterprise and supplier development)
- Ecosystem Access (across CiTi's offerings)
- CiTizens (opportunity to be part of our Alumni and leverage our networks)
- Developing bespoke entrepreneurial programmes

## Digital Skills Development

CapaCiTi Digital Career Accelerator is CiTi's skills development division. Our vision is to enable inclusive growth of the digital economy by ensuring a supply pipeline of future, skilled employees with relevant technical skills matched to industry demand. We do this through innovative training and experiential learning programmes that focus on both technical and professional development.

CapaCiTi co-ordinates expertise, technology and resources to provide unemployed, young South Africans the opportunity to receive training and experience in highly demanded digital, job and career critical skills, giving them a foundation for successful and fulfilling careers. CapaCiTi currently offers three pathways for entry into the digital world of work at our campuses based in Saltriver, Cape Town and Braamfontein, Johannesburg.



## Ecosystem development & space

Providing space and engagement opportunities for entrepreneurs and business to engage, work and learn. We carefully select industries of the future to support and stimulate, with Open Innovation Clusters that include:



## Open Innovation Clusters

When CiTi was established, our founders were motivated by the work of Michael Porter on cluster theory. He essentially codified what was happening in Silicon Valley and Northern Italy, explaining how regional economies built vibrant, tight ecosystems – highly integrated spaces between business, government, society and entrepreneurs. The open innovation clusters were exactly how regional economies were built into global superstars and that is what we want for South Africa and Africa.

By forming Open Innovation Clusters, CiTi is able to increase the productivity of companies in the cluster, drive innovation and stimulate new businesses in the field.

We carefully select industries of the future to support and stimulate, with Open Innovation Clusters that include:



FinTech



EdTech



BioTech



TravelTech



DataTech

CiTi is entering its next strategic phase and will be building on its successful platform to expand its model to other African cities.

## Information Technology

Information Technology has become more pervasive over the past 15 years. Today IT forms an integral ingredient for success across the innovation spectrum ranging from products and services innovation (internet of things) to business model innovation (mobile money for the unbanked) to social innovation. CiTi supports IT-enabled innovation across a multitude of sectors, including FinTech (and blockchain), TravelTech, HealthTech, Edtech, BioTech and OpenGov.

CiTi is continually facilitating access to the digital economy by providing training and support programmes to businesses enabling the adoption of efficiencies and opportunities available through software, the internet and mobile phone applications. In line with the innovation construct this platform generates opportunities for technology businesses to create products and services for these informed customers.

# Welcome to our ecosystem

**The 10-month programme provides an online learning experience designed to help entrepreneurs grow and expand their businesses effectively.**

Participants reflect on their personal entrepreneurial capabilities and learn essential business skills such as marketing, financial management, leadership, talent management, and strategic management. The programme offers entrepreneurs the freedom to focus on their business and the flexibility to access learning anywhere, at any time.

Participants are guided through each stage of growing their business through monthly face-to-face group mentorship sessions where they learn, exchange knowledge and engage in collaboration.

## 10 Month Online Programme

**The programme is comprised of 10 modules (one module per month). Each module consists of videos, downloadable readings, and activities.**

**Module 1:** *Entrepreneurial Mindset*

**Module 2:** *Purpose*

**Module 3:** *Ideation and Customer Validation*

**Module 4:** *Value Proposition*

**Module 5:** *The Lean Startup*

**Module 6:** *Business Model Canvas*

**Module 7:** *Marketing*

**Module 8:** *Financial Management*

**Module 9:** *Leadership*

**Module 10:** *Funding your Business*

**“Every success story is a tale of constant adaption, revision and change.**

Richard Branson

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