



VeloCiTi
Entrepreneurial Dev
PROGRAMME



OCFO

Funding Readiness Driver

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.

Funding Readiness Driver

For businesses looking to grow and scale, funding forms an essential part of the movement to the next growth checkpoint in their journey. Our Funding Readiness Driver, developed in partnership with OCFO, is for businesses looking to expedite their growth trajectory through adequately preparing their businesses to actively engage funding opportunities.

Step 1: Comprehensive Financial Gap Analysis

During this phase, a qualified Chartered Accountant will be appointed to work together with you to gather and analyse all relevant financial information. They will meet with your team to better understand your business, and provide you with a detailed report on your route to growth. The Financial Gap Analysis looks into every aspect of your company, ensuring a full overview of the business, highlighting problem areas and plotting these out into a sustainable road map for growth and financial success. This process provides the opportunity to highlight business risks as well as make recommendations for areas of sustained improvement. After the Gap Analysis, the executive team will be in a better position to make informed decisions when taking the next steps towards growing their business.

Step 2: Bespoke Finance Interventions Road Map created

From the Financial Gap Analysis, further finance needs may be identified. A dedicated finance mentor will analyse the report and create a bespoke finance intervention based on the findings.

Interventions may include a combination of the following:



Strategic direction



Profit and cash maximisation



Compliance and assurance



Automation processes



Unpacking of advanced financial information



Refinement of standard operating procedures



Mentorship and advisory engagement

Step 3: Market Readiness Gap Analysis

Our Sales and Marketing specialists will gather and analyse all relevant Sales and Marketing information, and meet with your team to better understand your business and provide you with a detailed report on your existing Sales and Marketing positioning and route to further clients. The Market Readiness Gap Analysis looks into every aspect of your company, ensuring a full overview of the business, highlighting problem areas and plotting these out into a sustainable road map for increased market penetration. This process provides the opportunity to highlight Sales and Marketing risks as well as make recommendations for areas of improvement.

Interventions may include a combination of the following:



Business development support



Sales strategy intervention and execution



Brand strategy intervention and execution



Online presence intervention



Marketing material intervention



Public relations intervention

Step 4: Funding Readiness Interventions Selected and Agreed

Once the Bespoke Finance Interventions Road Map has been created and implemented and the Market Readiness Gap Analysis has been worked through the final stage before engaging with any potential funders is to select the final intervention set aimed at ensuring funding readiness.

This intervention may include a combination of the following:



Preparation of financial model



Preparation of Due Diligence pack



Preparation of pitch deck



Strategy intervention



Preparation of valuation model

Step 5: Structure and close finance deals

The magic of this offering is that once the comprehensive financial Gap Analysis and Market Readiness Gap analysis are complete the fast-track into the funding network is expedited. We understand that each business is unique and this offering is designed to talk specifically to gaps that need to be addressed and the programme is customised as such.

For more information please contact:

Lara Rosmarin | Head of Entrepreneur Development and Incubation
lara@citi.org.za | +27 82 673 6219

www.citi.org.za

