

FREQUENTLY ASKED QUESTIONS

DO I NEED TO HAVE A REGISTERED COMPANY TO PARTICIPATE IN THE PROGRAMME?

All small business owners need to run registered and active companies. This will enable us to mentor on the basis of existing challenges rather than what is likely to happen in the future. The marketing incubation programme is focused on business owners who are 25 years and older, must be running companies on a full-time basis and be available at least twice a month for periodic assessments. Where a company is not yet registered, the small business owners will be assisted in collaboration with CIPC to have a registered company.

IS IT A MUST THAT THE COMPANY BE BASED IN GAUTENG TO TAKE PART IN THE PROGRAMME?

Our incubator is open for entrepreneurs in Gauteng and all other provinces. The most important aspect is the ability of both the small business owner and his/her business advisor to stay connected.

ARE THERE COSTS INVOLVED TO PARTAKE IN THE INCUBATOR?

Yes, for the incubatees to experience world class service, prompt communication and adequate access to business resources all registered incubatees need to contribute their valued time and monthly commitment fees of their choice (R3850pm or R6450pm or R10 400pm). We do not take equity from the companies we mentor. The incubation programme runs for 4 month bi-annually.

WHAT DO I NEED TO SUBMIT FOR MY APPLICATION TO BE PROCESSED?

Once the small business owner has decided to take part, the Application Form must be fully completed and returned to the incubator for panel assessment. The panel will evaluate the application form. No fees are charged for the evaluation process. Once the applicant is successful he/she will be notified by phone call or email within 10 days.

CAN I ATTEND A PRIVATE SESSION WITHOUT TAKING PART IN THE INCUBATION PROGRAMME?

Small business owners who are interested in private consultations are highly encouraged to book a session with our team even if they are not taking part in our incubation programmes. Note that consultation fees apply to secure your booking. All consultations are conducted at our office in Sandton.

HOW LONG DOES THE INCUBATION PROGRAMME RUN?

The incubation programme runs for 4 months from February to May for the **first intake** and from July to October for the **second intake**.

WHAT IS THE OFFICE ADDRESS FOR THE MARKETING INCUBATOR?

Our office is located opposite the Sandton Gautrain Station

Workshop17
138 West Street
Sandown, Sandton, 2196

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