



**THE MARKETING
INCUBATOR**

COMPANY PROFILE



**Entrepreneurs thrive when they are supported
with meaningful resources**

FOREWORD FROM THE CEO



Entrepreneurship is a key driver of economic growth. South Africa is in a unique position in sub-Saharan Africa, with stronger supporting institutions than much of the rest of the continent and a resulting strong entrepreneurial ecosystem foundation.

Since the 1990s, the South African government has been actively engaged in incorporating more of the South African population into the formal economy, whether into wage employment or entrepreneurship.

To further strengthen the potential of entrepreneurship and innovation, South Africa does not necessarily need more entrepreneurs, it needs better, innovative and growth-oriented entrepreneurs that are motivated to grow and prosper within the South African environment and through engagement with the global economy.

To facilitate this goal, South Africa needs a national entrepreneurship policy framework based on the strengths and weaknesses and causal factors that define the entrepreneurship ecosystem. This report will offer that framework. Entrepreneurship ecosystems are complex: they comprise numerous different stakeholders and

are shaped by laws, regulations and formal and informal institutions. A national entrepreneurship ecosystem policy needs to look at the ecosystem as a whole, and it needs to understand the ecosystem dynamic.

Only by taking an ecosystem-wide perspective and by identifying strengths and bottlenecks at the eco-system level, it is possible to design policy actions that systematically address and correct ecosystem bottlenecks, thereby paving the way for a higher-quality entrepreneurial dynamic in the economy. In its 9th year of refinement, to analyse the South African entrepreneurship ecosystem and pinpoint policies that target bottlenecks and build upon recent efforts and progress.

A handwritten signature in black ink, appearing to read 'Lebogang Makola', written over a light blue circular stamp.

Regards,

Lebogang Makola
Chief Executive Officer



INTRODUCTION

ABOUT US

Our virtual startup incubator enables successful development of start-up and fledgling companies by providing entrepreneurs with an array of targeted marketing resources and insight. These services are developed by the incubator management and offered online to easily reach incubatees who are able to visit our office and incubatees who are not based within Johannesburg. The main goal of business incubation is to produce successful startups, small business owners and medium-sized companies a learning opportunity that will leave the incubation programme financially viable and freestanding. These incubator graduates have the potential to create jobs, revitalize neighbourhoods, commercialize new technologies, and strengthen local and national economies.

OUR MISSION

The need for startup incubation features strongly in local, regional and national economic strategies and is a key component in the development of the economy. The benefits of partaking in our business incubator are numerous. Amongst other things, we are able to: Act as a catalyst for economic change development, assist young companies to negotiate the hurdles that often lead to their early downfall, assist entrepreneurs overcome the isolation and stress of starting a business, provide access to an array of expertise, business mentors and coaches, investors and specialist advisors and provide visibility and credibility in the marketplace.

WHAT SETS US APART

Since inception our core focus is to assist entrepreneurs to balance their operational strategies and marketing strategies. It is one thing to create a stunning product and another to actually market and sell it profitably. As one of the startup incubators in South Africa we collaborate with business incubators and accelerators who operate outside of our scope of work to assist small business owners to access funders, industry experts and third party company for more services. Instead of being sector focused, we solve a common recurring challenge faced by many companies, which is sales & marketing.

END GOAL

Once incubatees exit our programme they are better equipped to

MEMBERSHIP AND AFFILIATES

Our virtual business incubator is a recognised member of Simodisa Start-Up.



OUR FOCUS

Pre-Incubation

Our pre-incubation programme assist incubatees who are running businesses that are not formally registered. We assist small business owners with ideation, testing, understanding the markets they want to enter and we also assist entrepreneurs to know and understanding fundamentals and processes involved in running a business.

Marketing Planning

The summary of the marketing plan define the basics of the business sales. It should disclose who the customers are, where business is conducted and the products and services that will be sold. It should further provide the sales analysis, the product analysis and the marketing objectives.

Sales

As an entrepreneur if you are not concerned with maximizing your turnover, your company may not be as profitable as you plan it would be. Without the sales of products or services, a business becomes economically unstable. The sales team is not the only department that is responsible for sales within your organization.

Marketing Strategies & Pricing

Throughout the marketing incubation we will be discussing and applying and marketing strategies that you could use to achieve the following: increasing sales, new customers, cross-selling, introducing new product or service, increasing your market share, brand awareness and improving customer loyalty.

Web Design

Your company website adds a lot of credibility for potential clients who are shopping for your products and services. It also builds your online presence 24/7, builds brand loyalty and creates sales referrals. The lack of it vastly decreases your sales and relevance in this digital age.

Customer Service

Without proper customer service skills, business owners run the risk of finding themselves and their companies in a bad customer service train-wreck, or you will simply lose customers as your service continues to let people down. It is important to pay attention to individual customer complains and feedback.



THE PROCESS

HOW THE INCUBATION WORKS

Our incubator is purely virtual with no classes to attend. The virtual model allow us to reach incubatees who are in all major cities, townships, semi-rural and rural areas. Our model is especially designed for entrepreneurs who simply cannot afford to physically come for Face-to-Face meetings due to busy schedules on both parties. As much as we are virtual, we also have significant consultations for walk-in clients who are able to reach our office.

The incubatee and their chosen business advisor communicate via phone calls, SMS, Emails, Skype, Zoom and any other tech communication tool available and convenient for both parties. For incubatees within Gauteng, they are able to meet-up at least twice a month at our offices for assessments and new assignments.

INCUBATEE REQUIREMENTS

The marketing incubation programme is focused on:

- Entrepreneurs who are 25 years and older
- Must be running registered companies on a full-time basis
- Must be available at least twice a month for periodic assessments
- Entrepreneurs in townships and rural areas are highly encouraged to apply

FINANCIAL COMMITMENTS

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 depending on the package chosen. We do not take equity from the companies we mentor. The incubation programme runs for 4 month per intake.

INCUBATEE BENEFITS

- Workshop on Marketing Fundamentals
- Workshop on Sales and Pricing
- Workshop on Google Analytics
- Workshop on Customer Service & Branding
- Networking invitations with reputable institutions and our collaboration partners
- Face-to-Face consultations and group training
- Zoom Meetings
- Unlimited consultation via email or telephone



COVID-19 CHANGED THE RULES OF HOW THINGS ARE DONE

CHANGING WITH TIMES

The existence of COVID-19 has disrupted many businesses whether big or small. So many businesses have had permanently shutdown as a result and those who are still operating had to drastically adopt to the new changes and new business models.

With the changes our business incubator has been inundated with enquiries from small business owners who are looking for advisory to keep their businesses operational. We have strengthened and intensified our efforts to offer business solutions which entrepreneurs can action with immediate effect. We have intensified our collaborative efforts with strategic partners who are operating outside of our scope to bring joint



MANAGEMENT TEAM



LEBOGANG MAKOLA - CHIEF EXECUTIVE OFFICER

He has 7 years experience in the banking industry having worked for First National Bank, ABSA Limited and Nedbank Retail. He holds a National Diploma in Cost and Management Accounting which he obtained at Vaal University of Technology in 2004. His vast business experience includes sales, activations, marketing, cash management process, business compliance, client support, client retention and business incubation.

He is the founder of Visual Aspiration, a digital marketing agency that services reputable clients such as South African Airways, Nike, Mopho Brew, Sakhumzi Restaurant, Hyundai among many reputable corporates brands and respected companies. He is also the founder of Company Branding, a promotional items and corporate gifting supplier which is wholly-owned by Visual Aspiration.

He is a business coach for Thriving Network, Mara Mentor and Venture Capital 4 Africa where he shares his business insight with young budding entrepreneurs who are starting their business ventures. Since inception in 2017, TMI has seen over 2000 entrepreneurs coming through for business advisory.

From time to time he shares his insight and knowledge with business leaders on platforms that enable collaborations, networking and inclusive learning and growth.



MANAGEMENT TEAM



DON MTHETHWA - CHIEF OPERATIONS OFFICER

Don Mthethwa is the Managing Director of Loba Creations with various invested business interests. His company Loba Creations specialises in professional Content - Writing & Multimedia Marketing. He holds a Diploma in Business Management & Entrepreneurship from the IIE Varsity College, and he has a certificate of completion in a Creative Writing course from Articulate Africa.

He is also the Founder of TBG Holdings, a consulting firm that assist entrepreneurs with compliance, business processes and other vital matters of running a solid and successful business.

He has been involved with The Marketing Incubator (formerly Hands On VBI) from day one.



THE MARKETING INCUBATOR

OUR CONTACT DETAILS

The Marketing Incubator
Workshop17, 138 West Street
Sandown, Sandton, 2196

Office Telephone: (011) 568 7933

Email: reception@marketingincubator.co.za