Contents

Foreword	4
Introduction	6
1	
The entrepreneurial ecosystem	8
What is entrepreneurship?	10
Entrepreneur Journeys: A reflexive, non-linear hub approach to developing the next generation of innovators	12 12
Women entrepreneurs: Sisters are doing it for themselves	16
2	
The UCT story – how entrepreneurship has evolved at a research institution	20
Social entrepreneurs and social change	22
UCT GSB Solution Space Philippi Village: Extending UCT's places and spaces to serve local communities	26
Playing games to grow entrepreneurs in classrooms and spaza shops	30
The UCT Genesis Project	34
Why entrepreneurs need to embrace design-led thinking	38
The Menzi Design Laboratory	42
Teaching that facilitates the development of a new kind of entrepreneur	46
What makes a great business pitch	48
The Pitch	50
The Mastercard Foundation Scholars Program	52
SAB Student Seed Fund	53
The Baxter Theatre Centre as a site to support entrepreneurship in the arts	54
Training emerging filmmakers to develop technical, personal and entrepreneurial skills	56
Enabling the commercialisation of research	58
Leveraging intellectual property management support systems at UCT	62
Actively growing the number of studentpreneurs	64

Who is the UCT entrepreneur?	66
Chido Dzinotyiwe - Vambo Academy	68
Julian Kanjere - FoodPrint	70
Tshegofatso Masenya - GoShare	74
Ndabenhle Ntshangase - AirStudent	76
Adetola Adebowale - Relief Integrated Aquaculture (RIA) Farm	78
Vuthlarhi Shirindza - Chewi	80
Moeketsi Mashibini - Pantsula with a Purpose	82
Stephen Horn - Politically Aweh	84
Eugene Fotso Simo - Kude	86
Mvelo Hlophe - Zaio	88
Reitumetse Kholumo - Kwela Brews	90
Denislav Marinov - Amnova Tech	92
Karabo Thinane - Achiever	94
Jasantha Singh - Aurora Natural Skincare 96	
Ebenezer Hutchful - Hutch Grill & Bar	98
Mia Cilliers and Jackie Ruth Murray - Reel Epics	100
James de Beer - GESLabs	102
Gokul Nair and Giancarlo Beukes - Impulse Biomedical	106

Beyond the UCT ecosystem	110
Raymond Ackerman Academy of Entrepreneurship at UCT	112
Phaphama SEDI	116
Fail fast, fail up, fail forward	120
List of references	122