



USB SMALL BUSINESS ACADEMY (USB SBA)

1. Background

Through its Small Business Academy (SBA) – launched in May 2012 – the University of Stellenbosch Business School (USB) gave life to its vision of having a meaningful impact in society. USB wants to make a difference to the lives and businesses of small business owners in low-income communities. The activities of the Small Business Academy are made possible through sponsorships (Distell, Absa, JoGEDA, De Beers and Distell Development Trust), as well as the involvement and contributions of stakeholders (alumni, students, staff, community business forums, SEDA, and others).

2. USB Small Business Academy Development Programme (SBADP)

The Development Programme is designed to develop small business owners and assist them to grow their businesses. The first group of small-business owners from Khayelitsha started in 2013. From 2014 onwards, the SBA programme also included participants from other areas in Cape Town's Metro South-East. In June 2016, a second Development Programme was launched in the Eastern Cape in partnership with the Joe Gqabi Economic Development Agency (JoGEDA). In 2019, the 7th cohort started in the Western Cape and the 3rd in the Eastern Cape.

The SBA Development Programme consists of the following elements:

- **Training** – The subjects covered are Computer Skills, Business Essentials, Marketing, Finance, and Business Plan Development, Writing and Presentation. At the end of the Programme, participants need to present their business plans to a panel of academics, sponsors, business people and public sector officials.
- **Mentoring** – USB and SBA alumni act as mentors for participants on the Programme. The alumni – all volunteers – are matched with participants to provide support and guidance. Mentors help the participants understand the challenges and opportunities in their businesses, and together they find solutions in order for the business to grow and expand.
- **Workshops** – Practical workshops are offered by role models and volunteers to match the needs of participants. Topics include Access to Funding, Insurance, Customer Service, Marketing through Social Media, and Understanding BEE.
- **Student engagement** – USB MBA students and Master's level visiting international groups, assist the small-business owners with various aspects of their businesses as part their academic programme.

3. SBA Research Unit

The SBA started with a research initiative in 2015. Research is done on the impact of the SBA programme, small-business mentorship, and small business development in Southern Africa.

4. SBA Growth Initiative

The aim of the SBA Growth Initiative is to offer continuous development opportunities to SBA alumni and pre-programme start-ups. Workshops, master classes, advanced training, mentorship sessions and networking form part of the offering.

5. Governance structure

Representatives of stakeholder groups sit on the SBA Steering Committee, the governing body of the USB SBA. This Committee meets biannually and is responsible to offer direction and guidance to the SBA team.

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