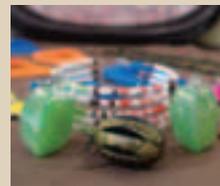




# The Hope Factory

SAICA Enterprise Development

## Corporate Overview





# *Every South African empowered to become financially sustainable*

The Hope Factory is an established Enterprise Development company that assists potential entrepreneurs to establish new businesses and equips and supports existing entrepreneurs to grow their businesses.

The Hope Factory employs an innovative process of guiding, supporting and equipping the emerging entrepreneur through the survivalist phase of his or her business towards the small business of the future.

Through the Equipping: Start Up Programme, The Hope Factory assists potential entrepreneurs to develop their business ideas and start their own businesses. Through the Equipping: Business Development Programme, The Hope Factory assists entrepreneurs to grow and develop their businesses. Further to this training, selected entrepreneurs can participate in the Entrepreneur Support Programme. This consists of a range of services underpinned by ongoing mentoring and business development and includes network opportunities, workshops, capital investment opportunities, support in accessing markets and specialist training. Through the provision of office space and equipment sharing, The Hope Hub, acting as a business incubator, provides selected entrepreneurs with further resources to establish and grow their businesses.

Assisted by Enterprise Development investments from numerous companies within South Africa, The Hope Factory's programmes have empowered over 1000 South Africans over the past 12 years. The Hope Factory is part of the South African Institute of Chartered Accountants (SAICA) and falls under the Enterprise Development and Socio-Economic Development categories on the BBBEE scorecard.

## Our vision

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To see every South African empowered to be financially sustainable.

## Our objectives

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**The key objectives of The Hope Factory are to:**

- Develop and empower entrepreneurs
- Assist potential entrepreneurs to create businesses
- Provide holistic and flexible support to entrepreneurs to grow and sustain their businesses
- Encourage South Africans to invest in and develop themselves and take ownership of their future
- Help facilitate the restoration of self-respect and dignity.

## What differentiates us?

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- Proven track record of over 12 years
- Recognised as leaders in the Enterprise Development space
- Sound knowledge of BBBEE
- Seamless process to help companies acquire Enterprise Development or Socio-Economic
- Development points on the BBBEE scorecard
- Dedicated team of mentors
- Overseen by The South African Institute of Chartered Accountants (SAICA).

## Awards

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**The Hope Factory has been the recipient of the following awards:**

- The Argus' Angel of the City Award 2004
- The Old Mutual / SABC2 / Sowetan Community Builder of the Year 2005
- The Shell / GIBS Social Entrepreneur of the Year 2007
- The SASE Pinnacle Award for Social Entrepreneurship 2009 (runner up)
- Business Women's Association (BWA) finalists 2011 and 2012 (in category of Social Entrepreneur).

# ZAZA'S

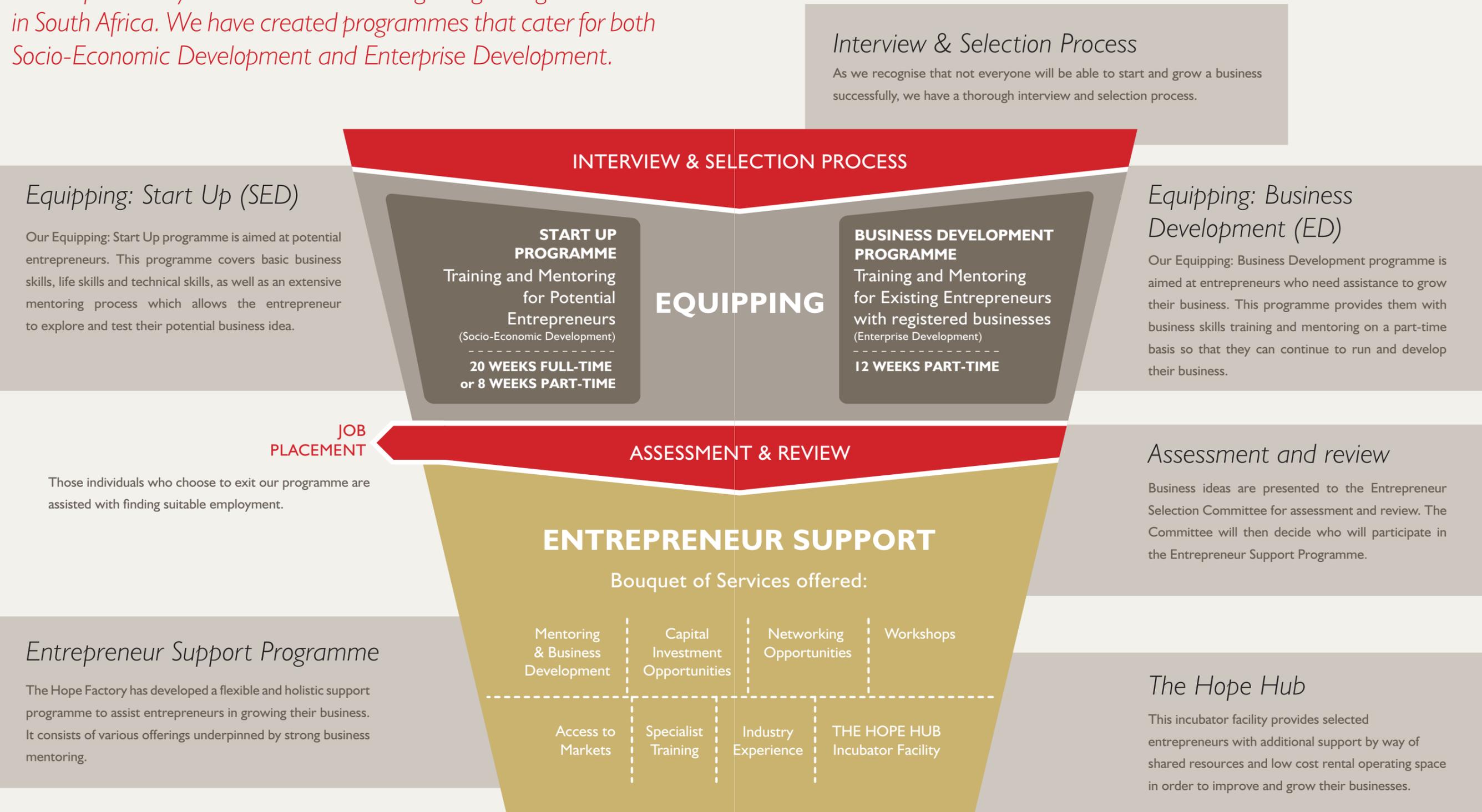
*Hair & Beauty Salon*



Nolusindiso Maputeni of Sindisto 81 Beauty Spot, standing outside the shop where she operates from in Motherwell, Port Elizabeth

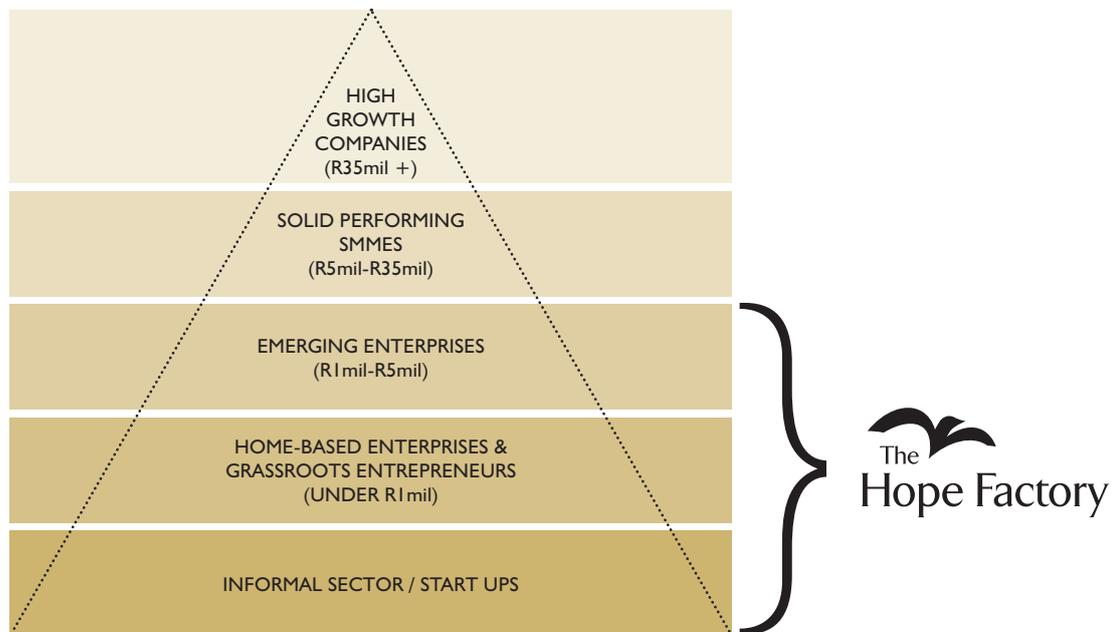
# The Hope Factory model

The Hope Factory believes in both creating and growing businesses in South Africa. We have created programmes that cater for both Socio-Economic Development and Enterprise Development.



# Why the emerging entrepreneur?

At The Hope Factory we believe that BBBEE will only work in South Africa, if we can use the structures set up by government to benefit all previously disadvantaged South Africans. Many Enterprise Development initiatives only focus on the top high growth enterprises, but this only benefits the few, and will never be able to bring enough people out of poverty. We believe that a multi-pronged approach which focuses on all levels of small business should be applied.



The Enterprise Pyramid illustrates the levels of small business.

Not all small businesses will go through all stages in the enterprise pyramid, nor should they. However as Home-Based enterprises, and the informal sector (under R1mil) represent 10% to 12% of the GDP in South Africa, this is a segment we cannot ignore. Added to this, given that the number of new businesses started in SA has dropped from 250,000 in 2001 to 58,000 in 2011, The Hope Factory has also chosen to focus on helping entrepreneurs to start new businesses. Strategically we need to grow the base of small businesses.



## *We believe the following*

- **No two businesses are the same, therefore a one size fits all approach to Enterprise Development will never work.** A needs analysis is critical as well as a flexible holistic approach to help grow each business.
- **Enterprise Development must be holistic to meet all the needs of the small business.** Any financial investment should be backed up by strategic business mentoring, and addressing some of the other growth inhibitors of the business such as access to markets, lack of skills or incorrect strategy.
- **A multi-pronged approach to enterprise development is critical, one that addresses entrepreneurs at all levels of society.** The need is so great and so pressing in South Africa that we must have programmes that address not only the high growth potential business but also the grassroots entrepreneur.

# The Hope Hub



An elated Nomaxabiso Klaas, Senior Executive of The Hope Hub and Rob Hammond, Project Consultant standing under newly erected signage.

In addition to being a part of the Entrepreneur Support Programme, selected entrepreneurs are able to participate in The Hope Hub. This incubator provides entrepreneurs with much needed support by way of operating space, resources and facilities to improve and expand their businesses. Key services include mentoring support, expert advice, financial mentoring and bookkeeping, computer room with internet access and shared industrial machinery. This enables entrepreneurs to grow their business and helps them become established and sustainable.



Luvoyo Zinco of Zinco Clothing with clients



Nomaxabiso Klaas, Senior Executive of The Hope Hub holding her weekly meeting with entrepreneurs



Mbongeni Jawa of Entwine Instinct Textiles at work screen-printing



The choir outside The Hope Hub celebrating Stakeholder Day 2011



Internal layout of The Hope Hub



A proud Khuseka Charlieman of Khusekas Cultural Creations



Computer room

# *Our service offering to our investors*

## *Seamless service*

- We provide professional end to end support from swift sign up to full proof for your verification agency.
- Our ongoing communication with verification agencies ensures adherence to BBBEE codes.

## *Proven methodology*

- The Hope Factory model provides the entrepreneur with holistic and flexible support to grow their business.
- We have a strong emphasis on financial training as well as business mentorship and measure the success and growth of our entrepreneur's businesses through our unique small business dashboard.

## *Proven track record*

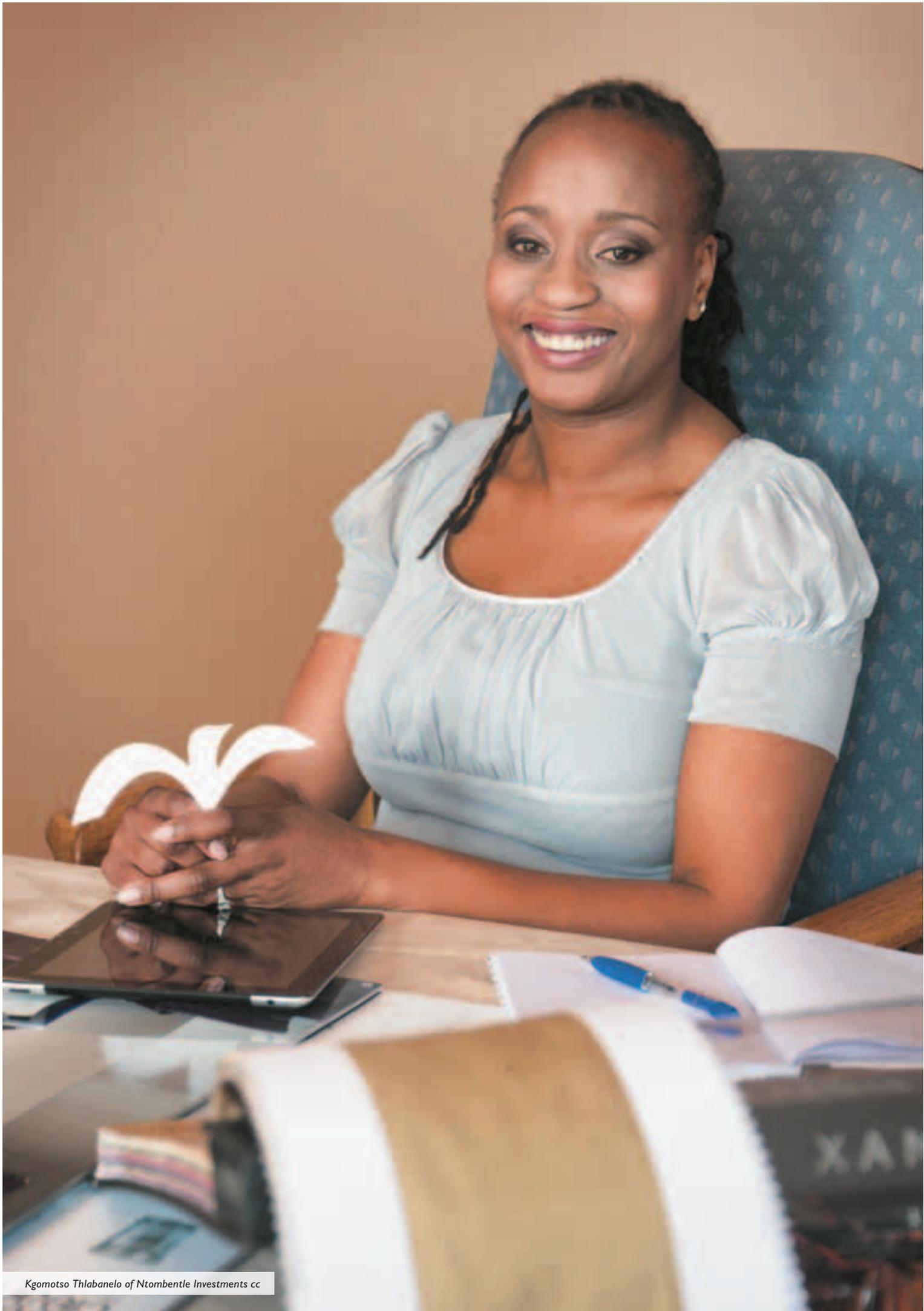
- The Hope Factory has been involved in this sector for over 12 years and with excellent measurable success.
- For more than 5 years we have assisted numerous companies to invest and receive their BBBEE points.

## *Peace of mind*

- The investment you make in The Hope Factory is contributing to building the "bottom of the pyramid" in South Africa and therefore building the future of the country.
- As part of The South African Institute of Chartered Accountants (SAICA), The Hope Factory has clear governance structures and financial oversight.
- All money received is used solely for the development of entrepreneurs.

***“We believe in creating lasting financial sustainability through entrepreneurship. Join us on this exciting journey of developing black entrepreneurs in our country”***

*Annie McWalter, CEO of The Hope Factory*



Kgomotso Thlabanelo of Ntombentle Investments cc

# Earning your points

The Hope Factory has an SED portion for potential entrepreneurs, and an ED portion for existing entrepreneurs. Companies have the opportunity to select either or both.

## Earning Enterprise Development Points in three easy steps.

- 1 **Contact The Hope Factory** to discuss the financial contribution you would like to make.
- 2 **A Memorandum of Understanding** (supplied by The Hope Factory), which formalises your contribution and how it will be used, will be signed by both companies.
- 3 **An invoice will be issued to your company.** Upon payment, The Hope Factory will provide you with all the relevant evidence for your BBBEE verification purposes.

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## Earning Socio-Economic Development (SED) points in one easy step

- 1 **Contact The Hope Factory** to discuss the financial contribution you would like to make.

For more information visit our website [www.thehopefactory.co.za](http://www.thehopefactory.co.za)

Companies can earn both SED and ED points through investing in The Hope Factory.

Should you wish to invest, kindly contact:

Dzokai Mudzi

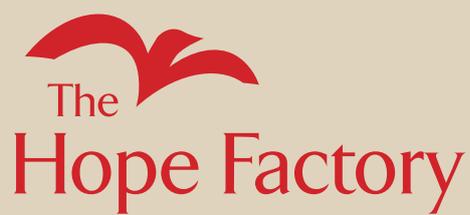
Enterprise Development Manager

[dzokaim@saica.co.za](mailto:dzokaim@saica.co.za)

011 479 0638

*“The Hope Factory motivated me to do what I want to do, helped on how to set goals for myself and my business. The small business skills helped me. I use them to put something on the table for my family.”*

*Richard Sardine, Happy Hands Creations*



SAICA Enterprise Development



[www.thehopefactory.co.za](http://www.thehopefactory.co.za)

The Hope Factory is a non-profit company.

Why waste a cool planet?

The Hope Factory uses recyclable, acid and chlorine free paper.