



Accelerate Cape Town Mentorship Pilot 2017

Our Mentorship Pilot

The launch of our mentorship pilot is one of the outcomes of our Business and University Innovation Programme which aims to enhance the relationship between corporate business and the universities in our region. This is specifically supporting the innovation value chain from R&D to commercialisation of ideas through spin-out/start-up companies.

Our four universities are some of the most innovative universities in South Africa accounting for 48.6% of patent activity in SA universities from 2009 – 2015. Stellenbosch University and UCT have several spin-out companies and one of the requests was whether business can support start-ups by providing mentors and board members. The aims of this mentorship pilot are to:

- Encourage business professionals to play a role in the innovation ecosystem by supporting start-ups/SMEs through mentorship
- Build relationships with established incubators and determine what additional assistance our universities require to support their programmes if they do not have an incubator
- Determine the process that business professionals go through when mentoring and what additional support they require to effectively mentor start-ups/SMEs. This feedback will be shared with the various incubator programmes and inform additional mentorship programmes.

In this mentorship pilot, we are working with selected partners:

- LaunchLab at Stellenbosch University
- MTN Solution Space at UCT GSB
- Grindstone Accelerator at Knife Capital.

We will continue working with the four Western Cape universities on their additional requirements such as the following:

- UWC has created UWC Innovations (Pty) Ltd and would like one or two external directors to serve on the board.

LaunchLab

LaunchLab Team @ Stellenbosch University	<ul style="list-style-type: none"> Philip Marais, CEO, philip@launchlab.co.za JD Nel, Portfolio Manager, jd@launchlab.co.za
Month/s of Start-up Intake	<ul style="list-style-type: none"> Throughout the year i.e. monthly Larger intakes during June and October/November
Duration of Incubation	<ul style="list-style-type: none"> 12 – 24 months
Details of Start-ups	<ul style="list-style-type: none"> Various companies – see below and www.launchlab.co.za/companies/
Type of Mentoring Skills Required	<ul style="list-style-type: none"> Mentors interested in companies in either early/idea phase and focused on helping entrepreneurs grow or focused on getting entrepreneurs investor ready
When are mentors required	<ul style="list-style-type: none"> For the duration of programme For subject specific workshops
Process of communication with and feedback from mentors	<ul style="list-style-type: none"> Quarterly

LaunchLab Companies

- **Adagin** – an innovative company in the agricultural industry for both global market and South African farmers – www.adagin.co.za
- **Airbuy** – a simple online payment method that allows you to buy online using your airtime.
- **Always Alert** – vehicle alarm system that uses cameras activated by motion sensors inside the vehicle to capture images of the perpetrators to help with their apprehension.
- **Anti-Hijack** – an integrated biometric anti-hijack system which automatically alerts authorities.
- **AzarGen Biotechnologies** – this biotechnology company focuses on developing human therapeutic proteins using advanced genetic engineering and synthetic biology techniques in plants – www.azargen.com
- **Bomvu Stake** – a stake to put next to the road with a QR code that notes where people have passed away in road accidents. More visible than the current solution, and uniform enough to keep the look consistent and empower a nationwide campaign. Bomvu Stake was one of the ten winners of the Safety Challenge from Santam.
- **BridgeloT**
- **Britecap** – a platform focusing on mid to low income job seekers, which offers validated candidates to employers – www.britecap.com
- **ButtaNutt** – hand crafted authentic tree nut butters using natural and organic ingredients distributed through health and other retail stores – www.buttanut.co.za
- **Cargo Telematics** – this solution warns truck drivers when their load is shifting unacceptably.
- **CubeSpace** – specialises in small satellite control systems in the space industry – www.cubespace.co.za
- **CustosTech** – they develop cutting edge digital content technologies that allows content owners to distribute, manage, and protect sensitive media – www.custostech.com
- **Damascus Road Coffee** – this is LaunchLab’s coffee shop and catering company.
- **Don't Panic** – voice-activated panic system for cars and homes triggered by pre-selected panic word(s).

- **EightStreet Stories** – a mini-series production company looking to distribute their 5-10 minute episodes on a mobile platform, starting with a series called “Please Scare Me.”
- **Everman** – a brand of men’s wear essentials in classic designs. Everman will design the range of clothing and outsource the manufacturing. Our aim is to drive most sales through m/e-commerce supported by frequent pop-up shops to allow new potential customers to see and feel the product.
- **Fingertips** – solves the difficulty students face when performing online transactions without credit cards such as shopping online, giving the 73% of students without credit cards equal access to the growing world of E-commerce in South Africa.
- **Garage Door Monitor** – device that monitors if your garage door is open, and automatically closes it for you.
- **Grocer-E** – platform enabling e-commerce and brick-and-mortar retail to work together with a payment and delivery solution bypassing queues. Pilot project with Afgri shops before rolling out to Shell garages and beyond to other retail expressions.
- **Handup/Hallabak** – with the increasing demand of internet access, students can hallabak at us to “fuel your devices” by purchasing mobile airtime for all networks on our website. They are also developing Handup which is an application that provides taxi commuters and drivers with smart real-time tracking services.
- **IamSuperbar** – selling nutritional health bars at a cost effective price to the market to increase the product offering of healthy nutrition to the masses – www.iamsuperbar.co.za
- **Ice-Cream Community** – an artisan ice-cream manufacturing company that use Maties Milk as their supplier and have recently signed up Melissa’s to distribute their product. The team is made up of three people, a professional chef, part time cost accountant and one person helping them with the production – www.icecreamcommunity.com
- **i-Steer Technologies** – focused on the development of apps for iOS and Android OS which make use of beacon technology and cloud-based servers. The apps would be used for tracking/localization of objects or persons and providing the user with relevant information, based on the application context.
- **Jonga** – the future of affordable home security in South Africa. The problem that our tech innovation aims to address is the lack of adequate and timely responses to crime incidents in low and middle income areas. JONGA, a Xhosa word which translates to "Look!" – www.jonga.co
- **LawyerUP** – founded with the idea of connecting people with quality legal help by creating an online marketplace of vetted lawyers they can easily search and choose to work with. They aim to transform a traditionally intimidating industry by making law accessible, affordable and transparent - to everyone – www.lawyerup.co.za
- **Leap.ly** – putting a world of graduate opportunities in the palm of your hand. Discover, compare and instantly apply to opportunities you never even knew existed – www.leap.ly/
- **List** – a tool to remember names of people you meet using time, activity and location as context. List helps connect people across large organisations in a remote and global world.
- **MagicFlow** – a digital campus platform that makes it easy to search for opportunities and interact with the people and companies around you. People and companies alike put themselves on the map by building experiences that help them learn, get work and be entertained.
- **Mediatisers** – an online platform where media owners can connect with advertising space owners to more efficiently fill their advertising slots – www.mediatisers.com
- **MellowCabs** – manufacturer of micro electric vehicles that provide public transport and deliveries in cities. Mellowcabs has a strong relationship with the University.
- **Mowallet** – platform/app to engage low income earners, specifically those who receive grants, in order to offer better deal on basic FMCG goods and thereby increase market share. There is also a gamification element to the platform whereby beneficiaries/customers can also be educated on savings, banking and transactions – www.mowallet.co.za
- **My Sidekick** – is operating a personal shopping assistant app that allows users to see what shops have on offer (specials, sales, competitions, coupons) as well as providing the users with contact details, a direct call button and directions/maps – www.mysidekick.co.za

- **Mygrow** – Emotional Intelligence training platform. Grow your EQ daily with 5 minute droplets, rather than the current broken format of annual 1 week management breakaways – www.mygrow.co.za
- **MySmartFarm** – one-stop-shop software for all of a farmer’s data and technology needs. Hosted in the cloud, driven by statistics and powered by intelligent models and machine learning, it is designed for easy real-time 'anywhere-access', to empower farmers with scientific advice, optimize decision making and to save time and money – www.mysmart.farm
- **NumberBoost** – an online tool that spatially represents data to give MultiChoice greater insight into buying patterns of certain demographics for better targeted sales efforts – www.numberboost.com
- **Ordercloud** – provides an order fulfillment platform which is an API connecting retailers, suppliers, payment gateways, POS systems, delivery services and communication channels to each other. They streamline the entire order fulfillment process giving everyone involved full oversight and control in real-time – www.ordercloud.co.za
- **Pilot Labs** – as explorers of the digital unknown, Pilot Labs understand true value. They chart the wilderness of ideas to create viable, first-to-market MVPs. Generating products as quickly as possible to gauge market desirability, they learn from failures so that products can be reiterated accordingly – www.pilotlabs.co.za
- **PT Innovation** – Protection Through Innovation is about using technologies in new ways to not only combat crime, but also to offer tools for personal protection and reassurance to everyone wherever and whatever situation they find themselves in – www.protectionthroughinnovation.co.za
- **The Guardian Angel Safe Zones** – provide solutions for schools, malls, hospitals, exhibition centres – just about any public establishment. The Safe Zone Beacons, strategically placed within the venue, picks up the signal from the Safe Zone Tag worn by an individual and a notification is sent to the designated person that the Safe Zone has been entered or exited by the person wearing the Tag – www.guardianangelsafety.co.za
- **Scryo** – a tool for remote collaboration that allows two parties to edit and annotate a document or image in real-time while conducting a voice conversation – www.scryo.io
- **Slippy** – the digitization of the whole receipt process in order to help businesses reduce costs and increase efficiencies. There is also the added benefit of a reduced carbon footprint and ease of use for customers. Ultimately there is better data management for the business and the individual that serves as a marketable asset in itself.
- **Spatial Edge** – regional demographic information that predicts income and spending patterns of people for use in retail marketing.
- **Sporatec** – the commercial arm of a SU Microbiology lab headed by Prof Karen Jacobs. The aim of the lab is air quality testing, specifically the identification and count of mould spores. The service is supplemented with mould management recommendations, equipment sales (dehumidifiers) and an affiliate network of damp repair and mould cleaning professionals.
- **Stellietech** – to use and develop their E-learning Platform to train large corporations in computer software skills remotely. The benefit of the training for the company is that Stellietech hold the responsibility of the training. Because the training is delivered electronically via their platform, the company can reduce trainee's time spent on training as well as management's reporting costs – www.stellietech.co.za
- **Yethu** – tackling issues of financial inequality within South Africa and the rest of Africa, by providing a platform to encourage saving – www.yethu.co.za
- **Student Hub** – an online platform to sell and rent textbooks for tertiary education. Student Hub has already been connected with several of the investors in our network, and they are using our internship programme to help them scale. Student Hub also sources study support tools from lecturers and academics to supplement the textbook sales – www.thestudenthub.co
- **Sudonum** – providing call tracking services for online businesses. Sudonum enables their clients to know what makes their phones ring. They sell a number at a flat rate per month and provide the following: Google Analytics events, Record Phone, Call Whisper, SMS tracking – www.sudonum.com

- **SwiftPay** – offers a retail solution that addresses ineffective and time consuming payment and stocktaking methods. This system integrates existing technology to accommodate more efficient product scanning and payment methods.
- **Sxuirrel** – app that connects short term storage seekers with homeowners with additional space, and thereby finding space for living.
- **Trafficeye**
- **Trailer Cuff** – a safety and security device that prevents a trailer from accidentally decoupling from a moving vehicle. It also prevents anyone from decoupling the trailer without the key that unlocks the device – www.trailercuff.co.za
- **Vizibiliti Insight** – An array of big data tools for retail starting with payment patterns of tenants to predict non-payment and de-risk lease contracts.
- **WeWine** – a website / mobile app / payment facilitator / wine-farm finder / great wine aggregator. In short, a way to find and enjoy the best wines they can find – www.wewine.co.za
- **Zurion Solutions** – an operations research company that supports businesses worldwide with the design and implementation of complex software systems used for effective decision making.

MTN Solution Space

Solution Space Manager at UCT GSB	<ul style="list-style-type: none"> Sarah-Anne Arnold, sarahann@gsb.uct.ac.za
Month/s of Start-up Intake	<ul style="list-style-type: none"> 1 March – 31 May 1 August – 31 October
Duration of Incubation	<ul style="list-style-type: none"> 3-month programme Plus 6-month post program support
Details of Start-ups	See below for company details
Type of Mentoring Skills Required	<ul style="list-style-type: none"> Generalist: Entrepreneur (started few companies), Sales, Strategy Specialist: Sector Expertise (cohort dependent)
When mentors are required	<ul style="list-style-type: none"> 12 hours over 3 months - for the duration of programme Subject specific workshops: 2 - 4 hour clinics
Process of communication with and feedback from mentors	<ul style="list-style-type: none"> Introduction and matching in person (3 hours) 3 x Monthly check-in (1 ½ hour) Feedback Review telephonic (15 mins)

Solution Space Companies

- **ABCD Concepts** – creating opportunities for businesses and brands to better market themselves to low income areas and the opportunities to get a new market – www.abcd-concepts.co.za
- **Agri Apps** – supplying a wide range of innovative sensor solutions that help keep an eye on critical data points on your farm and thereby help you keep your risks in check – www.agriapps.com
- **AsaDuru** – offering completely self-sufficient housing solutions, which integrate rammed earth construction, solar energy, rainwater harvesting and wastewater treatment to the South African market – www.asaduru.com
- **Chat2Brand** – cloud based web platform facilitates communication between customers and businesses through WhatsApp, Facebook Messenger, Viber, Telegram, Instagram & SMS all from a single interface. It operates on a subscription based business model – www.chat2brand.co.za
- **Feastfox** – a spontaneous booking app which is changing the way people explore, book and enjoy dining experiences – www.feastfox.com
- **Last Mile for BoP** – modernize informal grocery store distribution channel – www.lastmileforbop.com
- **Mygrow** – an adult personal development platform which puts a psychologist in your pocket. Focused primarily on Emotional and Social Intelligence, it offers online corporate and personal training and development solutions – www.mygrow.co.za
- **Neural Sense (Pty) Ltd** – a neuromarketing consultancy that uses neuroscience techniques and technologies in market research to evoke emotional engagement and enhance memorability for our clients' brands, products and services – www.neuralsense.com
- **OnWealth** – www.onwealth.co.za
- **Pelichat** – an anonymous social media app that enables you to connect to those nearby – www.pelichat.com

- **Picme** – a smartphone app that creates a p2p photo marketplace between spectators and participants at numbered sports events – www.picmeapp.co.za
- **Plant the Seed Education** – sustainability based education programmes – www.planttheseed.co.za
- **Portmoni** – enabling small and medium businesses in developing countries to easily get paid with mobile money – www.portmoni.com
- **PulseCheck** – develops technology that makes it easier for customers to integrate semi-live HD image feeds into their website, social media profiles and blogs – www.pulsecheck.co.za
- **Sabini Saba (Pty) Ltd** – provides style and fashion advice via mobile application.
- **Tapsnapp** – an online marketplace for people to find and connect with photographers matched to speciality and price – www.tapsnapp.co
- **Technoclean** – a technology cleaning group to a technological ecological business.
- **TutorX** – matches students/learners to tutors for extra lessons that are facilitated through online video calling and a virtual white board – www.tutorx.org
- **Unsung Art** – e-commerce platform for local artists selling original, affordable artworks – www.unsungart.co.za
- **Urban Oasis** – provides affordable, efficient and accessible urban micro-farming solutions to households, businesses and schools in South Africa – www.growup.co.za
- **Utyre** – online tyre sales and mobile tyre fitment – www.utyre.co.za
- **VRcade (Pty) Ltd** – leasing of virtual reality equipment for entertainment, events, and education – www.vrarcade.co.za
- **We are Africa** – live-events listing and ticketing app – www.weareafrica.net

Grindstone

Partner at Knife Capital	Andrea Böhmert, andrea@knifecap.com
Month of Start-up Intake	1 October
Duration of Incubation	A 9-month programme after the 3-month selection process
Details of Start-ups	10 Scale-ups with proven traction in the market. For Grindstone 3, see company details below.
Type of Mentoring Skills Required	<ul style="list-style-type: none"> • General leadership expertise for guiding the scale-ups through the challenges of decision-making • Subject matter expertise with specialised expertise in either the industry sector or certain disciplines such as sales, marketing, finance, talent management, technology etc.
When are mentors required	<ul style="list-style-type: none"> • During the programme for about 12 to 20 hours (per company) • As a speaker at one of our workshops
Process of communication with and feedback from mentors	<ul style="list-style-type: none"> • Introduction to company by Knife Capital, using the outcome of the YueDiligence Assessment (1 hour) • Introductory meeting (2 hours) including expectations exchange • Mentoring session (2 hours) • Report back session (could be telephonic) • Mentoring session (2 hours) • Report back session (could be telephonic) • Feedback session with Knife Capital to discuss achievements and general observation (1 hour)

Grindstone Companies

- **AutoPilot** – Workflow Process Automation for SMEs – www.autopilot.co.za
- **CTLab** – Power quality measuring devices and services – www.ctlab.com
- **Custos** – Bitcoin-based IP protection focusing on Media Assets – www.custostech.com
- **EyeGym** – Training to improve visual abilities to enhance performance in sport, academics and as digital medicine to increased digital exposure – <http://www.eyegym.com>
- **FONK** – Innovation Discovery and Software Design and Development – www.fonkmobile.co.za
- **Leap.ly** – Graduate Recruitment based on data analytics and predictive analysis – www.leap.ly
- **MasterGrade IT** – IT training for individuals, corporates and Government – www.mastergradeit.co.za
- **PICSA** – Affordable Financial services for employees in lower LSMs – www.picsa.com
- **Quicket** – convenient online Ticket sales for events of all sizes – www.quicket.co.za
- **Xuviate** – Connecting IT experts – www.xuviate.com