

ORGANIZATION PROFILE
OF



YOUTH IN BUSINESS

SOUTH AFRICA

"CREATING MORE JOB MAKERS THAN JOB SEEKERS"

www.myyibsa.org

The Evolution.

Youth in Business South Africa (YIBSA) is a registered Non-Profit Organization established in 2015 for the sole purpose of accelerating the creation of more job makers and less job seekers. Youth Entrepreneurship still remains a practical solution to global challenges of youth unemployment, poverty and inequality. It promotes opportunities for sustainable job creations, self-employment and innovation. YIBSA plays a coordination role through forming alliances with local entrepreneurship organizations. These are the Pillars of YIBSA:-

- Investment and Access to Capital;
- Education and Co-ordinated Support;
- Government Regulation and Taxation;
- Trade and Globalization and;
- Entrepreneurship Culture – Mentorship & Coaching.

It is through these pillars that YIBSA is in a position to unlock economic opportunities and market access for young entrepreneurs. The development of small to medium size enterprises is a key to developing and growing economies and YIBSA prides itself as being a pioneer of this mission. YIBSA also provides entrepreneurial advisory service to aspiring and thriving entrepreneurs through their rich networks of key industry and government role players. The leadership of YIBSA comprises of individuals who are skilled and experienced entrepreneurs, in their own rights, having volunteered to take young enterprising minds to the next levels. It is through this backdrop and appetite for steering the journey of young entrepreneurs in South Africa that YIBSA was born.

Strategic Programs

ROUNDTABLES - YIBSA will host monthly roundtables quarterly aimed at having robust discussion and information exchange on key issues affecting young entrepreneurs.

ENTREPRENEURSHIP CULTURE PROMOTION – Facilitate entrepreneurship participation at all our partner events that promotes discourse on young business development, locally and internationally.

ACCESS TO MARKET- Information sharing platform on markets and accessibility strategies through an online referral system.

QUARTERLY TRAINING WORKSHOPS – The program will focus on skills development training workshop for start-ups and emerging entrepreneurs. The objective of the training is to ensure sustainability of businesses as well as assisting entrepreneurs stay abreast with cutting-edge knowledge.

INCUBATION SERVICES – Partnerships with incubators and accelerator organizations, aimed at kick-starting entrepreneurship start-ups.

Vision

- To be the premier body representing young entrepreneurs both in South Africa and Africa as a continent.
- To see a South Africa filled with more job makers and less job seekers and an economy that is flourishing instead of surviving.

Mission

- To accelerate the creation of more job makers and less job seekers. Provide access to market, mentorship and skills development for young entrepreneurs.
- To be the vanguard of young people in business.
- Ensure that adequate financial & non-financial support is given to young entrepreneurs.
- Be the voice of young entrepreneurs in the Republic of South Africa

Leadership

Name & Surname	Designation
Miss Mahlatse Sakuneka	President
Mr Sello Malinga	Deputy President
Mr Bright Hlongwane	Secretary General
Miss Nomcebo Nzimakwe	Deputy Secretary General
Mr Jimmy Mohale	Treasurer General
Mr Phiwayinkosi Ngobese	Commissioner : Membership
Mr Ayanda Zulu	Commissioner : Policies & Programs
Miss Mamolaoli Keletsane	Commissioner : Finance
Mr Sifundo Mathe	Commissioner : Infrastructure
Mr Landile Mkhize	Chairperson – KwaZulu-Natal
Mr Sbusiso Jele	Secretary – KwaZulu-Natal
Mr Phumelela Mkhize	Treasurer – KwaZulu – Natal
Mr Themba Nkosi	Chairperson – North West
Miss Thabile Msibi	Secretary – North West
Mr Israel Seetelo	Treasurer – North West
Mr France Nyambi	Chairperson – Western Cape
Mr Siyavuya Gwanya	Secretary – Western Cape
Mr Uviwe Ndikolo	Treasurer – Western Cape
Mr Sihlelesipho Maseko	Chairperson – Gauteng
Mr Arthur Mahlangu	Secretary – Gauteng
Mr Celby Hopane	Treasurer – Gauteng
Mr Norman Khumalo	Chairperson – Mpumalanga
Miss Nompumelelo Nkosi	Secretary – Mpumalanga
Mr Mthobisi Sehlabela	Treasurer – Mpumalanga
Miss Nozuko Gysman	Chairperson – Eastern Cape
Mr Bhongo Nonkonyana	Secretary – Eastern Cape
Miss Anele Mazibu	Treasurer – Eastern Cape
Miss Phemelo Mbatha	Chairperson – Free State
Miss Vuyelwa Mndawe	Secretary – Free State
Miss Keamogetswe Riet	Treasurer – Free State
Mr Khutso Selepe	Chairperson – Limpopo
Mr Akani Ndove	Secretary – Limpopo
Mr Emmanuel Maripanye	Treasurer - Limpopo



WHY FOCUS ON YOUTH ENTREPRENEURSHIP?

Growing youth unemployment threatens economic and political stability. Countries with high youth demographic profiles are even more at risk. Further, negative growth means decreasing work opportunities and the need for alternative means of job creation. Youth entrepreneurship can be part of the solution. Education and training are critical to develop the entrepreneurial mind set and specific skills for business start-up and development. But education and training cannot be disconnected from the wider entrepreneurship support system. A coordinated policy response is necessary to ensure the energy and drive of young people are best harnessed to meet the needs of a 21st century economy.

STRATEGY AND APPROACH

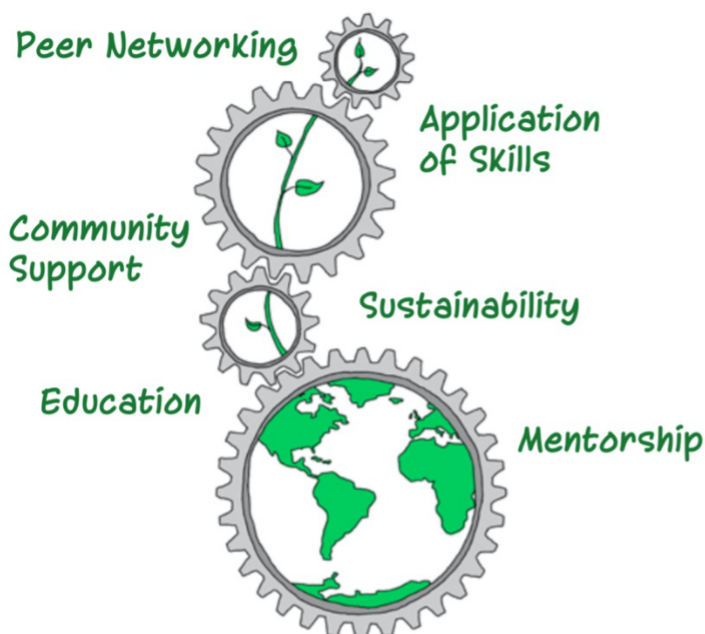
YIBSA's role is to build the capacity of its programmes and to act as an advocate for the network. It provides training and guidance. Through its network it provides a comprehensive and innovative source of expertise on helping young people to discover entrepreneurship. YIBSA encourages best practices and a culture of continuous improvement within its programmes.

Finance: YIBSA aims provide access to seed funds that enable young people to start their business. These have to be repaid and a nominal administration charge is made. Amounts range between R2000 - R10,000.

Mentoring: A volunteer businessperson acts as a friend, guide and coach to the young entrepreneur over the first 3 years of the new venture.

Advocacy: Promoting enterprise development as part of the youth agenda, working with multilateral and non-business institutions that can expand the YIBSA network. Proactively developing new programmes.

Operations: Supporting programmes in the field and optimizing the ability of the network to circulate and deliver best practices and efficient use of network resources. Overseeing and coordinating the accreditation process and establishing standard operating procedures.



POLICY CONSIDERATIONS

ENTREPRENEURIAL LEARNING

The crux of the issue is that in developing the entrepreneurial mindset of young people, we not only prepare them for business start-ups. Those who do not take the start-up route make for more entrepreneurial employees boosting quality and productivity in the workplace. Further, a policy framework to support lifelong entrepreneurial learning is needed to create change throughout the system. Addressing entrepreneurship from primary to tertiary level creates the potential for a 'domino effect' throughout the learning system. Engagement of the non-formal and private sector in entrepreneurship promotion in schools, colleges and universities can enhance the curriculum and learning process. Teacher training (both pre-service and in-service) will be critical to the wider entrepreneurial learning drive. In brief, teachers and schools need to be an integral part of a nation's entrepreneurship agenda.

ENTREPRENEURIAL CULTURE

Cultural perceptions and acceptance of both entrepreneurship risk and entrepreneurship failure are considerable obstacles to building an entrepreneurial society. Policymakers have a role to play here. Given that policy frames public opinion, policymakers should consider how the profiling of successful young entrepreneurs as role models, and use of social media, could contribute to a more favourable entrepreneurship culture. Recognising failure as a learning opportunity must be part of the policy message. In addition, a rethink of the teaching and learning processes in school is necessary to equip young people with the skills to manage failure and success which are particular challenges for today's entrepreneur.

Evidence shows that the rate of students who start up their own company increases three-fold after participation in an entrepreneurship programme at school. However, more attention needs to be given to entrepreneurship as a 'key competence' to build the entrepreneurial mindset of the next generation. The entrepreneurial mindset comprises a set of cognitive and behavioural traits e.g. opportunity seeking, risk management and creative problem solving.

START-UP SUPPORT

Young people need more considered attention in the wider business start-up support effort. Overall, entrepreneurship difficulties in general are compounded by young people's limited life and work experience; and lack of capital. Start-up guidance, training and follow-up mentoring to early-phase young entrepreneurs may not only mitigate high-risk lending to young people by banks but also generate greater added value from their businesses. Without proper training and guidance, young people may enter into entrepreneurial endeavours which are high-risk and generate low added-value. SME support agencies should therefore consider 'one-stop' shops providing more 'packaged support (e.g. training and financial support, advisory and mentoring services for young people). The package approach would also need to be adapted to specific groups e.g. young women and immigrant youth. On finance, governments and lending institutions need to determine more viable options to finance young people's businesses, including reflection on the notion of tolerable risk. Packaged support to young entrepreneurs should give particular attention to success of loan repayments and business sustainability.

Monitoring and evaluation will ensure more effective targeting and delivery of start-up services to young people. Government departments, training providers, the banking sector and young entrepreneurs associations should co-work developments to ensure a better start-up environment for budding entrepreneurs.

DIGITAL SKILLS AND ENTREPRENEURSHIP

Interfacing digital skills and entrepreneurship presents a critical opportunity for the next generation. Ways should be sought to capitalise upon the digital readiness of today's young people to encourage more technological start-ups. Young people need the training, confidence and support to enable them to exploit new technologies. Building digital skills through education and dedicating resources to promote 'web-preneurship' are frontline policy concerns and are important policy references for other countries.

Previous Projects

Youth in Business Roundtable – 23 March 2019

CVC Afrika Derby Downs Westville.

Entrepreneurs Lekgotla – 05 – 06 October 2019

Durban Exhibition Centre Durban.

Both these projects were focused on equipping young people with the following.

- ✓ Start-Up Consultation
- ✓ Market Research
- ✓ Business Ideation
- ✓ Business Plan Formulation & Review
- ✓ Feasibility Study
- ✓ Business Profiling
- ✓ Implementation Plan.

Lekgotla Images



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EMPOWERING THE NEXT GENERATION OF YOUNG ENTREPRENEURS

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