



Western Cape Economy Innovation Awards Detailed Response

2. Short Description

The Silulo Foundation, led by Luvuyo Rani, has developed an innovative township-based entrepreneurship development model that integrates skills training, mentorship, digital inclusion, and ecosystem access. Built on the globally recognised 80 Steps Framework, the Foundation equips entrepreneurs in underserved communities to start, formalise, and grow sustainable businesses. The Foundation delivers structured 10-month program, broken down into bootcamps, peer mentorship forums, and student consulting, networking events and workshops and progress tracking. This innovation addresses systemic barriers to entrepreneurship and enables inclusive economic participation, job creation, and long-term community transformation in the Western Cape.

3. Detailed Description

a. Target business group

Aspiring and existing township entrepreneurs in underserved communities, particularly marginalised business owners lacking access to skills, networks, and resources.

b. Number of businesses reached

Over **300 township entrepreneurs** have been directly supported over the past three and a half years through the structured program, with additional reach through events and ecosystem engagement.

c. Access to the solution

Entrepreneurs access the solution through:

- A **10-month structured entrepreneurship programme**
- Weekly bootcamps and monthly mentorship forums
- Community-based centres (e.g. Dunoon and Khayelitsha)
- Networking events and ecosystem partnerships

- 80-steps business tracking and assessment tool

d. What the solution improved

The solution strengthened:

- Business management and operational skills
- Digital literacy and use of technology for township businesses
- Marketing and branding capabilities
- Access to networks, markets, and opportunities
- Entrepreneur confidence and resilience

e. Business performance improvements

- Combined monthly revenue increased by 37% across participating businesses
- Average increase of approximately R10,000 per business per month
- 651 jobs created/supported, with 57% permanent employment
- 81% of businesses remain operational, indicating strong sustainability
- Majority of businesses reporting customer growth and expansion

f. The innovative solution

A **community-based, integrated entrepreneurship development model** built on the **80 Steps Framework**, combining:

- Skills training (bootcamps)
- Peer mentorship and accountability forums
- Student-led business consulting
- Ecosystem access and networking
- Long-term progress tracking (3 years)

g. What makes it new (Novelty in WC economy)

The innovation lies in:

- Applying a **structured global framework (UPBI – 80 Steps)** within township contexts
- Integrating **entrepreneurship + digital inclusion + ecosystem building** into one model
- Delivering support **within communities**, not externally

h. What makes it better

- Holistic, not fragmented (skills + mentorship + consulting + networks)
- Long-term tracking ensures sustained impact beyond training
- Highly practical and action-based (step-by-step progression)
- Strong community relevance and accessibility

i. Availability to the market

The solution is delivered through:

- Physical centre in Business Dunoon and Khayelitsha (Isivivana)
- Structured cohort-based program
- Partnerships with universities (e.g. for student consulting)
- Networking events and ecosystem engagements

j. Sustainability & longevity

The model is sustained through:

- Strategic partnerships (local and global, including UPBI network in 55+ cities)
- 3-year longitudinal tracking of entrepreneurs using the 80 Steps Framework
- Evidence of businesses progressing from startup to growth and expansion phases
- Continued ecosystem engagement and repeat programme participation

4. Declaration of Evidence (Impact Report Attached)

Output (Innovation established)

- Programme design documentation (10-month model, 80 Steps Framework)
- Partnership agreements (e.g. UWC student consulting, ecosystem partners)
- Internal programme reports and operational records

Outcome (Improved business environment)

- Skills development records showing training in financial management, marketing, operations, and compliance
- Programme participation data across cohorts (Cohorts 1–7)
- Entrepreneur satisfaction data: average rating of 9.6/10, with over 80% rating 10/10

Impact (Business-level improvements)

- Impact Report (2023–2025) based on 133 entrepreneurs across multiple cohorts
- 37% increase in combined monthly revenue (from ±R3.6M to ±R4.8M)
- Average revenue increase of ~R10,000 per business per month
- 651 jobs created/supported (57% permanent roles)
- 81% of businesses operational and trading
- 67% of entrepreneurs report customer growth
- 48% of businesses expanded, with an additional 19% in expansion phase

Ecosystem & Investment Evidence

- Total estimated R38.9 million in support value (funding, equipment, mentorship, facilities)
- Partner ecosystem contributions (UWC, Youth@Work, ESSA, Astron, etc.)
- Records of entrepreneur participation in additional programmes (56% uptake)

