

# Property Entrepreneur Accelerator Programme launched

“Kagiso Trust is deeply rooted in education. Socioeconomic development is key for us, and entrepreneurship is part of that. The property industry is a R5.8-trillion business, yet it’s at the top of the least-transformed sectors. Through this programme, we want to do something about it.” It is with these words that Mankodi Moitse, CEO of the Kagiso Trust, launched the Property Entrepreneur Accelerator Programme, PROPreneurX, at the Houghton Hotel in Johannesburg

Compiled by Maud Nale

**M**oitse went on to say, “We are giving birth to something that has been in the making for more than three years. As Kagiso Trust, we believe that we can think of solutions, and how we can get development going forward in the interest of all South Africans – in particular those who have been excluded from the economy and development of our country. Our vision is to see a South Africa that is prosperous. We cannot do so unless it is peaceful, equitable and just.

“We have partnered with Motseng Investment Holdings and the South African Supplier Diversity Council (SASDC), who will help us fine-tune this model into one of excellence. Creating transformation and development for black-led businesses in the property sector, we will be collectively contributing to taking South Africa forward.”

SAPOA Immediate Past President and Chief Executive Officer of Motseng Investment Holdings Ipeleng Mkhari echoed Moitse’s sentiments. “As we celebrate, it is a fitting tribute to the transformation imperatives of this country to initiate a programme that will empower, enable, support and grow new and upcoming commercial property practitioners in the country,” she said. “We are making strides in various fields; however, the gaping hole for economic participation is in the property sector.

“When Motseng Investment Holdings and Kagiso Trust first met to discuss our partnership for PROPreneurX, it was very clear that we needed a strong, relevant offering for prospective applicants who were interested in the programme – an offering that not only saw them taking part in the initiative but exiting the programme empowered, sustainable and ready to create jobs.”

According to Mkhari, it was imperative to find the right strategic partners for the implementation of the programme. “We needed concrete implementation partners,” she said. “Our partnership with the Youth Innovation Entrepreneurship Design Institute (YIEDI) and the South African Supplier Diversity Council has helped us identify the talent in places we couldn’t reach, and enhanced the programme with resources

*The evening culminated in a keynote address by Dr Judy Dlamini, entrepreneur, author, philanthropist and founder and Executive Chairman of the Mbekani Group.*

*BELOW Winners at the inaugural PROPreneurX launch, with representatives from YIEDI and SASDC, and (seated from left) Kagiso Trust Chairperson Ipeleng Mkhari, Reverend Frank Chikane and Dr Judy Dlamini*



and training to build successful property enterprises and future real estate magnates."

Mkhari concluded by inviting those present, co-investors and partners to collectively direct their resources and time towards the success of PROPreneurX.

What followed was a showcase of all 13 founding winners – a diverse group of companies ranging from architectural and design firms, property consultants and project managers, to cabinet manufacturers and facilities management specialists. The winners include established companies with an international presence and patents, as well as newcomers into the commercial property sector.

### The PROPreneurX initiative

Kagiso Trust, Motseng Investment Holdings and SASDC identified the commercial property sector as a suitable platform to support entrepreneurs servicing the property sector.

The nexus of the approach is the new property accelerator (PROPreneurX), as well as masterclasses that will include capacity-building, knowledge-sharing, innovation, technology, environmental awareness and mentoring, which will be provided by YIEDI over a six-month period.

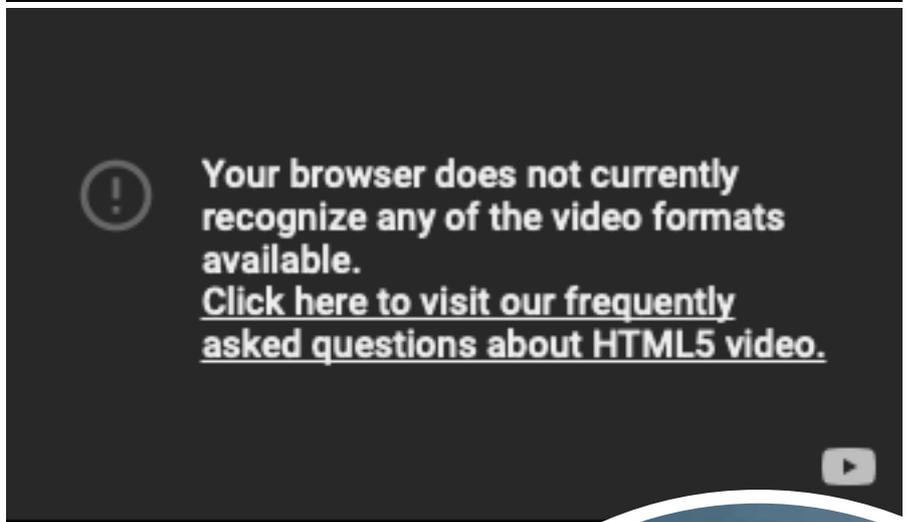
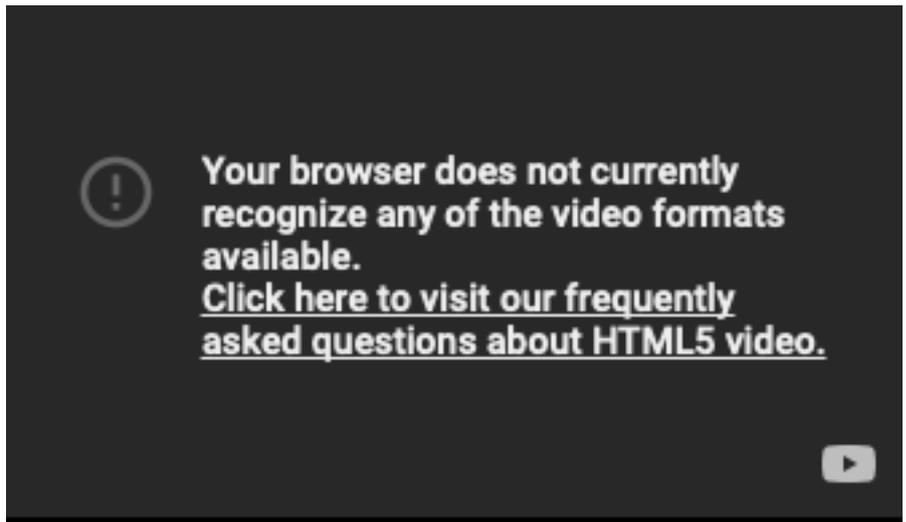
YIEDI Chief Executive Officer Jayshree Naidoo had some insights into the property industry. "The overall market size of commercial property in relation to the GDP of South Africa, and its impact on property and the value chain of property, is vast and necessitates active transformation to redress the state of the sector and improve areas of preferential procurement," she said. "It has now become critical for businesses and industry leaders to assess appropriate mechanisms to:

- Address the Fourth Industrial Revolution in the most practical manner and ensure that it is leveraged as a tool for growth;
- Identify opportunities to re-skill existing talent and attract new talent within the sector;
- Support and encourage entrepreneurial talent to drive job creation and expand

the sector by creating access to market opportunities."

The PROPreneurX programme is a property entrepreneur accelerator designed to provide the support needed to grow a business, gain visibility and traction for business growth, as well as receive advice from mentors on matters related to taking the business to the next level. Participants will also receive support services in the areas of marketing and branding, and professional media packs.

The PROPreneurX Accelerator is an intense programme consisting of business development and enablement, mentoring and coaching, and investor readiness. It is not a funding programme.



Jayshree Naidoo, CEO of the Youth Innovation Entrepreneurship Design Institute (YIEDI)

Motseng & Kagiso - PropScale Growth Accelerator				
2 Weeks	3 Days	2 Days	1 Day	2 Days
Sourcing	Business Preparation Workshop	Pitching Day	Launch Event	Induction
Call for Entry (Use existing Social Media Channels +8500 on Twitter, +8300 on LinkedIn) Short List Eligibility Checks	Further interrogation of the business through Business Modelling and Strategy Facilitation Pitch Readiness	All 20 Shortlisted Candidate Present to Panel. Top 10 are selected using adjudication support provided by YIEDI	Official PropScale Accelerator Launch Attended by Press, Industry Experts, Thought Leaders, Faculty, announcing Top 10 Businesses	Welcome session for participants and stakeholders of Motseng & Kagiso Gap Analysis Idea Validation
6 Months				
Business Development	Deliver Business Development Content, using expert facilitators – Once a Week			
Mentoring	Targeted Mentoring – Number of Hours dependent on Gap Analysis			
Additional Support	Professional Branding and Brand Audit			
Collateral	Videography and Professional Photography (Event, video production and profile pictures)			
Showcase Event – showcasing successful candidates to the broader ecosystem				

## Eligibility criteria

Your business must be servicing the property industry in any of the following sectors:

- Business operations and maintenance
- Facilities management services
- Business and office services
- Management services

In addition, the business must also meet the following criteria:

- The business is currently operational, is a going concern, and is commercially sustainable and viable.
- The business is already servicing the property industry with a service or a product.

- The business is black-owned and managed.
- The applicant is involved in the business's daily operations and management on a full-time basis, and is not employed by any other organisation or organ of state.
- The business is registered and headquartered within the borders of South Africa.
- The business is in the early/mid stages of growth (older than one year).
- The business is not currently participating in any other enterprise development programme or business development programme.
- The business is not be an NPO (non-profit organisation).
- The business should be able to demonstrate its turnover through financial records or purchase orders for the past six to 12 months.

Some of the development modules include:

- Marketing and branding
- Strategy
- Financial management
- Design thinking
- General management
- Social media
- Project management
- Legal and compliance
- Governance and ethics
- Project management
- Human resources management

## About the partners

Motseng Investment Holdings is a black woman-owned strategic investment and property investment business that's been operating for 21 years. As an established commercial property developer, owner and manager, Motseng prides itself in creating sustainable business partnerships in the sector. Motseng is only too aware of the challenges and exceedingly harsh conditions faced by new entrants into the property sector. For more information, contact Chief Executive Officer Ipeleng Mkhari at [ipeleng@motseng.co.za](mailto:ipeleng@motseng.co.za).

Kagiso Trust is one of South Africa's oldest and leading development agencies working towards a prosperous, peaceful, equitable and just society. We work to overcome poverty by developing and implementing scalable, replicable, sustainable development programme models. For more information, contact Socio-Economic Development Head Mohlolo Selala at [MSelala@kagiso.co.za](mailto:MSelala@kagiso.co.za).

The South African Supplier Diversity Council (SASDC) provides a growing business ecosystem, wherein corporate members pursue a common sense of purpose and leverage the platform to access unique benefits and services. The SASDC believes that change is a rewarding journey, one which it is eager to undertake together with corporate South Africa. For more information, contact Chief Executive Officer Gary Joseph at [gary.joseph@sasdc.org.za](mailto:gary.joseph@sasdc.org.za).

### About YIEDI

The Youth Innovation Entrepreneurship Design Institute (YIEDI) is a consultancy focused on transforming South Africa through innovation and entrepreneurship. YIEDI focuses on innovation and strategy consulting, incubation design and management, entrepreneurship and supplier development, and digital and e-learning solutions. Over the years, YIEDI has played an integral part in framing and understanding the innovation and entrepreneurial ecosystem in South Africa. Having engaged with and transformed the lives of many entrepreneurs, YIEDI's innovation and entrepreneurship model, methodology and approach have proven to be highly successful. It has also helped organisations create and embed a culture of innovation, and currently assists organisations with outsourced development programmes and accelerators. YIEDI is a Level 1 BBBEE contributor. For more information, contact Chief Executive Officer Jayshree Naidoo at jayshreen@yiedi.co.za.



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**IN LOVING MEMORY  
OF  
RICHARD JOHN PELWANA  
MAPONYA**

24 December 1920 – 6 January 2020

*"For as long as the Lord has given me health, I am going to work until the last day when they say 'Lala Kahle!'"*

Richard Maponya was an entrepreneur and property developer best known for building a business empire despite the restrictions apartheid imposed on black South Africans. He was fiercely determined to see Soweto develop economically. In April 2007, he received the Grand Counsellor of the Baobab for distinguished service. He realised his dream of building a mall in the heart of Soweto with Maponya Mall in September of the same year. The South African Council of Shopping Centres awarded him the Pioneer Award in 2013 in recognition of his exceptional contribution to the retail real estate sector.

Mr Maponya will be remembered for his innovation and forward thinking and for the substantial mark he has made on our industry.

Our hearts, prayers and deepest sympathies go out to her family, friends and colleagues.



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