




NATIONAL MENTORSHIP
MOVEMENT

*UNLEASHING SOUTH AFRICA'S
HUMAN CAPITAL
THROUGH
MENTORSHIP*



THE PROBLEM STATEMENT

17^M
unemployed

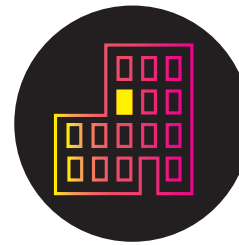
South Africa has many impressive achievements to be proud of since democracy: a fivefold growth in the economy since 1994, world-class organizations and business leaders, millions of South Africans lifted from abject poverty, a solid infrastructure and, not to mention, three world cups!

***We also have amazing people:** with a strong value system of warmth and caring, a willingness to work together, and a mutual desire to build relationships for the good of the country.*

BUT AMIDST THESE HIGHLIGHTS, A NATIONAL CRISIS IS UNFOLDING.



EDUCATION IS FAILING - despite a huge allocation of state resources



NOT ENOUGH ENTREPRENEURS - only 9% of the adult population is involved in entrepreneurship which is at an all-time low



UNEMPLOYMENT IS CATASTROPHICALLY HIGH AND RISING



HIGH FAILURE RATE OF ENTREPRENEURS - 94% of businesses will not reach their second birthday



GDP GROWTH IS SLOWING

The majority of South Africans were denied opportunities to develop the necessary skills for success in a modern economy. In the formal and the informal sectors, in the private and the public sectors, many people are struggling to reach their full potential due to a lack of role models and support, perpetuating a cycle of failure and unfulfilled potential.

THE SOLUTION AND THE SPRINGBOARD



THE SOLUTION LIES IN UNLEASHING HUMAN POTENTIAL TO:



START & RUN
SUCCESSFUL
SMALL
BUSINESSES



IMPROVE
EXISTING
BUSINESSES



SUCCESSFULLY
DELIVER
SERVICES TO
OUR PEOPLE



BECOME
CONFIDENT &
SUCCESSFUL
ROLE MODELS

MENTORSHIP IS THE SPRINGBOARD


Many South Africans have not only the willingness but a significant amount of skills, experience and resources to contribute to our national wellbeing through mentorship. We have established the National Mentorship Movement to harness this skills base and spirit to create a mentorship hub that will connect those with needs to the guidance and experience of an appropriate mentor.

Global studies show that the major causes of businesses' high failure rate is two-fold: lack of accounting knowledge and not having access to mentors who have the necessary experience. This results in entrepreneurs taking the wrong advice from inexperienced people or having to learn by trial and error, which often results in the decline of the business.

How do we remedy this?

Imagine if, with the click of a button, these entrepreneurs had instant access to the marketing, sales, business development, operations, and finance and life skills of people who have already learned the lessons needed to overcome challenges, not to mention the ability to open doors to facilitate a new channel to market.

This will now become a reality through the National Mentorship Movement...



WHAT IS THE NATIONAL MENTORSHIP MOVEMENT?

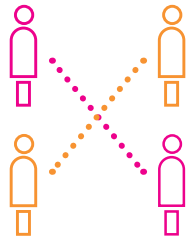
THE BACKGROUND

On April 30 2015 business leaders from the Black and Jewish communities met to map out a strategy on how to address the socio-economic challenges of South Africa. The National Mentorship Movement is the result of this landmark collaboration of representatives from business, government, and religious organizations.

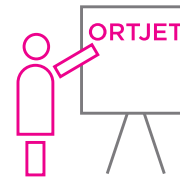
THE VISION

Our vision is to create a sustainable nationwide mentorship programme across all economic sectors of the South African economy. We will create a national platform which, within 5 years, will connect 100 000 active mentors to 1 million mentees in order to groom existing and future entrepreneurs, create confident and successful individuals, transform the economy and create a sustainable future for South Africa.

WE WILL DO THIS BY:



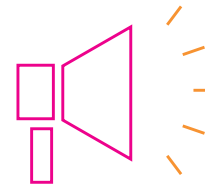
Putting in place a mentorship platform that will electronically match people's needs with the best possible mentors



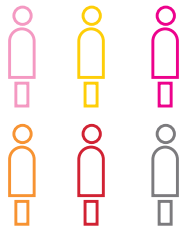
Using the tried and tested ORTJET mentorship model to provide training where necessary



Making the platform broadly accessible, with a slick and engaging user interface as well as a rating and feedback mechanism



Publicising and making the platform accessible to potential mentees



Sourcing qualified mentors throughout the economy



Measuring and monitoring the effort and success of each mentorship relationship



WHAT WILL THE IMPACT BE?

Many studies have proved that mentorship matters:

- *Small businesses that receive mentoring stay in business twice as long as non-mentored businesses*
- *Founders of businesses who are mentored perform significantly better than other companies*
- *People in organizations who receive mentoring advance more quickly and are more successful than those who do not*

And so by using mentorship to unleash our full human potential and its transformational impact on society, we meaningfully contribute to the growth of South Africa's economy and the future of our nation.

THE STEERING COMMITTEE



Paul Bacher
*Founder and Co-Chair,
National Mentorship
Movement*



Dave Wilson
*COO, Deloitte Clients
& Industries Africa.
Co-Chair, National
Mentorship Movement*



Yusuf Rander-Rees
*CEO & Co-Founder,
Awethu Project*



Maurice Radebe
*EVP: Energy Business,
Sasol*



Dr Taddy Blecher
*Chairperson of the S A
National Government task
team on Entrepreneurship,
Education and Job Creation*



Bonang Mohale
*Chairman of Shell SA
Energy Limited*



Xolani Gwala
702 Presenter



Mike Teke
*President of The Chamber
of Mines and Executive
Chairman of Masimong
Group Holdings*



Brett Morris
*Group CEO,
FCB Africa*



Clive Butkow
*ex-COO Accenture,
Entrepreneur and Venture
Capitalist*



Adam Craker
*CEO, IQ Business South
Africa*



Jayshree Naidoo
*Head of Standard Bank
Incubator*



Gidon Novick
*Founder and past CEO
of Kulula.com/ex-Head
of Discovery Vitality*



Glen Lumley
Head of EOH Digital



Matsi Modise
*MD, SiMODiSA
Association, World
Economic Forum Global
Shaper*



Mzwanele Memani
*Acting Head of
Entrepreneurship and
Franchising, Department
of Small Business
Development*

WHAT DO WE NEED?



FUNDING

The NMM is seeking seed funding from a select group of South African corporates and philanthropists. The funding will cover the launch phase of the organization, including hiring a top CEO, building the initial platform and launch marketing costs. Financial sustainability will be secured primarily by tapping into corporate training and enterprise development spend.

MENTORS

Business mentoring can be a highly effective way to improve business performance by offering knowledge, wisdom, and advice to someone with less experience over a flexible period of time. The core of this initiative will be large scale deployment of capable mentors from a diverse pool of talent. Individuals and companies wishing to contribute to a project that has the potential to make a significant & lasting social impact on our society will be recruited via mass media. Mentors will benefit from the opportunities to expand their professional networks and build connections through training and special events, as well as get inspired by the next generation's most creative ideas.

EXPERTISE AND SUPPORT

An initiative of this size and scale requires a myriad of resources to design, implement and maintain the roll out of the National Mentorship Movement. Strategic partnerships are being concretized in key areas in order to present the most powerful and cost effective solution to the market. In this regard, companies or individuals with unique skills, knowledge, and expertise in foundation areas that support our platform, will be recruited in order to boost the technical capabilities so as to deliver a world-class product to the markets we serve.



NATIONAL MENTORSHIP MOVEMENT

Implementation Partner



Proudly supported by:

SASOL



Deloitte.

EOH

FCB
FOOTE, CONE & BELDING

ORTJET
Facilitating business growth and financial sustainability

PRIMEDIA
BROADCASTING

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