

## Samsung supports local startups

By Evan-Lee Courie

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Samsung recently arranged a Global Startup Acceleration Programme in South Africa, in partnership with Small Enterprise Development Agency (SEDA) and NGO Nangila to mentor startups in various fields to support the sustainable growth of entrepreneurs. The initiative will also be presented in Indonesia, Malaysia and India.



Source: @gsap2018sa ©

As part of Samsung's Employee Volunteer Programme, 34 employees from Samsung's global headquarters in South Korea, mentored a total of 19 startups in Cape Town, over a period of six months, before coming to Cape Town, South Africa for a four-day boot camp, where mentors and small business owners met for the first time face-to-face.

Volunteers from South Korea used their own time to assist locals businesses in becoming digitised and helping them to find the right business strategy and solutions for their needs.

This is a part of Samsung South Africa's ongoing mission to address the critical technical and engineering skills shortage and demonstrate its commitment to the enterprise and supplier Development agenda. The initiative is also aligned with the government's Vision 2030, that encourages entrepreneurship and self-employment initiatives.

During the boot camp, which took place from 10-13 September 2018, small business owners were encouraged by mentors

to better understand the hurdles they face in developing their products and services.

Small business owners then showcased their business models to venture capital firms, and a panel consisting of executives from Samsung South Africa, Samsung South Korea and SEDA.

Some of the ideas ranged from smart suitcases for business travel that contains GPS tracking systems, IT solutions services ranging from mobile phone repairs to CCTV installation. Other small business pitching included skin care products and health solutions, addressing many social issues.

At the end of the boot camp, the top three businesses were awarded with prizes and stand a one in five chance to be invited to join an international accelerator boot camp at the Samsung HQ in South Korea, together with four other small businesses from Indonesia, Malaysia, India and South Africa.

“At Samsung we strive to encourage young minds and nurture the spirit of innovation. With the Global Start-up Acceleration Programme, our experts and engineers from various domains are volunteering to support the sustainable growth of local entrepreneurs in their early stages,” said Hlubi Shivanda, Director: Business Innovation Group and Corporate Affairs.

The selected participants work in a wide array of areas, such as security for cloud data, Artificial Intelligence-powered solutions, Information Management Systems, Augmented Reality, Virtual Reality, Health-Care Solutions, the use of the Internet of Things (IoT) for healthcare and energy efficient IoT devices.

Deputy Minister of Small Business Development, Cassel Mathale, officiated the prize giving ceremony.

Jongtae Lim, leader of the Global Startup Acceleration Programme, was very satisfied with the outcome of the boot camp. Lim encouraged the small business owners to keep on going and wished the small business owners all the best for the future.

## Awards

Taking top position was Innova Networks, an ICT provider delivering Communications, Carrier, Connectivity, Cloud and Cyber Security services.

“ Winner ☐☐ Innovo Networks [pic.twitter.com/SIQNiwdltn](https://twitter.com/SIQNiwdltn)  
— gsap2018sa.org (@gsap2018sa) [September 13, 2018](#) ”

For more, go to <https://innovonet.co.za>

In the second position, GrowBox is a social enterprise aimed at bringing food gardening and nutrition to the households that need it the most and is based in Hanover Park, Cape Town.

“ top2 GrowBox [pic.twitter.com/kVM9bY8USI](https://twitter.com/kVM9bY8USI)  
— gsap2018sa.org (@gsap2018sa) [September 13, 2018](#) ”

For more, got to <http://growbox.strikingly.com>

Coming in the third position, MiDO Technologies is a community focused IT business, based in Stellenbosch, Western Cape. This social enterprise scopes, plans and delivers traditional IT Services such as project management and technical support.

“ top3 Mido [pic.twitter.com/VKVWyOvxrx](https://pic.twitter.com/VKVWyOvxrx)

— gsap2018sa.org (@gsap2018sa) [September 13, 2018](#) ”

For more about MiDO, go to <http://mido.co.za>

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