

## 8 youth IT entrepreneurs secure a place in startup incubation programme

Eight young, startup entrepreneurs with innovative ideas in the ICT space were recently selected as part of the first-ever cohort of a new Innovator Trust Start-Up Incubation Programme.



Source: [Unsplash](#)

The Start-Up Incubation Programme was launched in 2021, during the Covid-19 pandemic, as a response to the growing need for support, particularly for young entrepreneurs operating their businesses for a period shorter than two years.

“With more businesses closing their doors than new businesses being started in South Africa, the need to ensure that young people with pursuits to be entrepreneurs have the support they need in order to grow and flourish in business, is imperative and urgent for our economy,” said Tashline Jooste, CEO of the Innovator Trust.

Issues facing the country’s dire economic state such as the alarmingly high youth unemployment rate reported to be at 66.5% in the fourth quarter of 2021, and undoubtedly exacerbated by the Covid-19 pandemic and subsequent lockdowns, means that solutions which focus on strengthening start-ups and providing practical business skills training should be more available and accessible now than ever before.

Over the next 2-years, participants of the Innovator Trust’s Start-Up Programme will receive mentorship, skills development training and the necessary support to sustain and boost the growth of the start-ups.

### List of the 2021/22 cohort of Start-Up Beneficiaries:

- Badaaye: Katlego Sekete
- Artero: Arthur Malemela
- iTechnology: Leslen Ash
- ProjectOne Engineering: Katlego Malatji
- Sima Digital Agencies: Ntumbuluko Maluleke, Tshepo Majoro

- Saturated Agency: Mamello Mofokeng, Nkululeko Ndumiso:
- Maxon Group T/A The Hub: Thabang Malungane
- Infomedia: Senzeni Dladla

## **A word from the beneficiaries**

“What’s great about the Start-Up programme is that they cover all aspects of the business. With other programmes, you usually find they have a specific focus but this is so well-rounded,” says Katlego Malatji, 29 years old, based in Soshanguve, owner of Project One Engineering.

“We really wanted to be a part of the Start-Up programme to share our story, to motivate others and show what we’ve done and where we are. We come from nothing. We didn’t go to school for what we are doing now but both Nkululeko and I are in this industry because we are passionate about change and bringing about that change using technology,” says Mamello Mofokeng, Nkululeko Ndumiso, co-owners of Saturated Agency.

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