

# Mentors to support CfE beneficiaries

Issued by [False Bay College](#)

31 May 2017

The Rapid Incubators and Centre for Entrepreneurship (RI & CfE) based at False Bay TVET College has introduced an innovation-driven entrepreneurship programme based on the GrowthWheel methodology.



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The RI & CfE uses a holistic approach to develop resilient entrepreneurs, leading to strong businesses. The four key components of this incubation programme consist of learning, mentoring, market linkages and personal development workshops.

As Rotary International supports entrepreneurial projects, Rotary's District 9350 is partnering with the RI & CfE to provide much-needed individual mentoring support to the emerging and existing entrepreneurs enrolled in the programme.

On 23 February, Rotarians from various clubs participated in the Mentoring Induction Programme to sharpen their mentoring skills. The 25 beneficiaries of the RI & CfE introduced themselves by pitching their business concepts to the Rotarians, the CfE Advisory Chairperson, Luvuyo Rani, and the Deputy Principal: Innovation & Development. The concepts spanned professional services, green industries, wood industries, engineering and ITC. The Rotarians also provided an overview of their knowledge and expertise as well as their commitment to support the beneficiaries.

Mr Rani shared his journey to success as an entrepreneur. Assuring the beneficiaries that the challenges they would face would not necessarily be unique, Mr Rani encouraged the entrepreneurs to persevere and to surround themselves with people who would contribute positively to their journey.

Abraham Oliver, the Centre of Entrepreneurship Programme Manager, said, "There is an overwhelming need for sustainable innovative-driven entrepreneurship ventures which can turn the tide of the high unemployment rate." Beneficiaries were surrounded by a strong network of support and Mr Oliver urged them to grab such assistance with both hands to launch and grow their respective businesses.

The Rotarians were impressed with each business case. Another group of Rotarians was inducted on 30 March to ensure that all beneficiaries were allocated a personal mentor.

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