

## Innovator Trust launches opportunity for ICT startups less than two years old

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The Innovator Trust announced the launch of a new incubation programme targeted at young, startup entrepreneurs in the ICT sector. The Start-Up Programme seeks to respond to the need for formal assistance that most young entrepreneurs find lacking particularly in the early days starting out in business. The programme kicked off with a dynamic social media campaign on Instagram, #MyStartUpMyStory, a drive to encourage young business owners who have been operating for less than two years, to share their startup story in order to be considered for a spot in the first intake of businesses to the Start-Up Programme.



Entries for the Start-Up Programme opened on Monday, 17 May, and will run throughout the month of June. Young entrepreneurs with ICT businesses still in the startup phase, have an opportunity to apply online to be a part of the two-year programme which offers mentorship, skills development training and much-needed funding support to give their startup the necessary boost needed to grow.

Interested entrepreneurs may enter their business as part of the #MyStartUpMyStory campaign on Instagram, by uploading a video sharing their startup story tagging @InnovatorTrust and using the hashtag #MyStartUpMyStory. The top startup stories will be selected and at the end of the campaign and 10 of the best business entries will be announced as part of the 2021 intake to the Start-Up Programme.

## The ideal candidate

The Innovator Trust is looking for 10 outstanding youth with innovative ideas based in the digital and technology space, who have taken the first steps to start a business, are registered, have been operating for under two years and are generating revenue up to R100,000 per annum.

## The message of #MyStartUpMyStory

"We want to engage directly with the entrepreneur who, on their own, have had the courage and grit to start with what they had available, to make their business idea a reality. We want to say to them that we see your effort and as the Innovator

Trust, we are here to support you and give their startup the boost and resources they need to build a sustainable business," shared Tashline Jooste, CEO of the Innovator Trust.

For more information and to apply to the Start-Up Programme, visit <a href="https://eruditio.co.za/mystartupmystory/">https://eruditio.co.za/mystartupmystory/</a>.

To participate in the #MyStartUpMyStory campaign, head over to <u>@InnovatorTrust</u> on Instagram, upload your startup story video explaining why your startup should be chosen for the programme, tagging @InnovatorTrust and using the hashtag #MyStartUpMyStory.

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## The Innovator Trust



The Innovator Trust was created to support the growth of small black-owned Information and Communications Technology (ICT) businesses in South Africa. Our programmes facilitate training that develops their skills as business owners.

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