

“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 <https://eruditio.co.za/mystartupmystory/>.

To participate in the #MyStartUpMyStory campaign, head over to [@InnovatorTrust](#) 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 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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