

Applications now open: Makers Landing food business incubator

V&A Waterfront has announced that applications are now open for the third intake of candidates for the Makers Landing Food Lab Incubator Programme.



Source: Supplied

Successful applicants will be enrolled in a four-month-long programme running from February to June 2022, that equips owners of small food businesses with the skills and knowledge to take their business to the next level. Applications are now open and close on 30 November.

“Our accelerator programme offers opportunities to qualified startups and existing small food businesses that can show that they will benefit significantly from mentorship, training and affordable access to a licensed commercial kitchen space. During the incubation period candidates will also be allowed to participate in Makers Landing programming, events and market opportunities,” says Henri Mathys, V&A Waterfront food ecosystem head.

Training will consist of two sessions a week, of two to three hours each. The programme combines online learning and assignments developed by Stellenbosch University’s LaunchLab, and classroom sessions with industry experts. The focus is on laying solid business foundations, providing entrepreneurs with tools for success, and working purposefully towards their business goals.



2020 Food XX Women in Food Award winners announced

3 Aug 2021



The group in the second incubator programme is on track to graduate on 3 December. Meanwhile, all eight graduates from the first incubation programme are well on their way to putting their training into practice. Visitors to Makers Landing can now get an authentic taste of contemporary Durban Indian at Charmaine Govender-Koen’s Charm’s Kitchen pod, and they can eat their way through a range of Halaal certified chocolate-based fudge at Zulfa Cassiem’s Ooh Fudge Dessert Bar.

Another success story is Faieez “Fuzzy” Alexander. Fuzzy’s Cape Malay koesisters have made their way onto selected

Vida-E Western Cape menus, and he is still working to achieve his goal of creating frozen koesisters which can be supplied to supermarkets.

Direction, costing and viability

Speaking about the programme, Makers Landing incubator and markets manager Angelique Smith said, “One of the important lessons each new group of entrepreneurs to the incubator programme learns is to reassess direction, costing and viability. This has been an especially important lesson during the past year.

We’ve reviewed their business models with them, and have helped them to refine these to be as efficient and successful as possible. For example, they arrived with long menus which were simply not practical, so we teach them is to focus on simplifying their offering to stay focussed and true to their brand. This is the first step to surviving – and even thriving – during survive difficult times.”

To apply, interested candidates can visit the Makers Landing website at www.makerslanding.co.za.

For more, visit: <https://www.bizcommunity.com>