

Beulah Africa Foundation

Entrepreneurship Economic Empowerment



PROGRAMME OVERVIEW

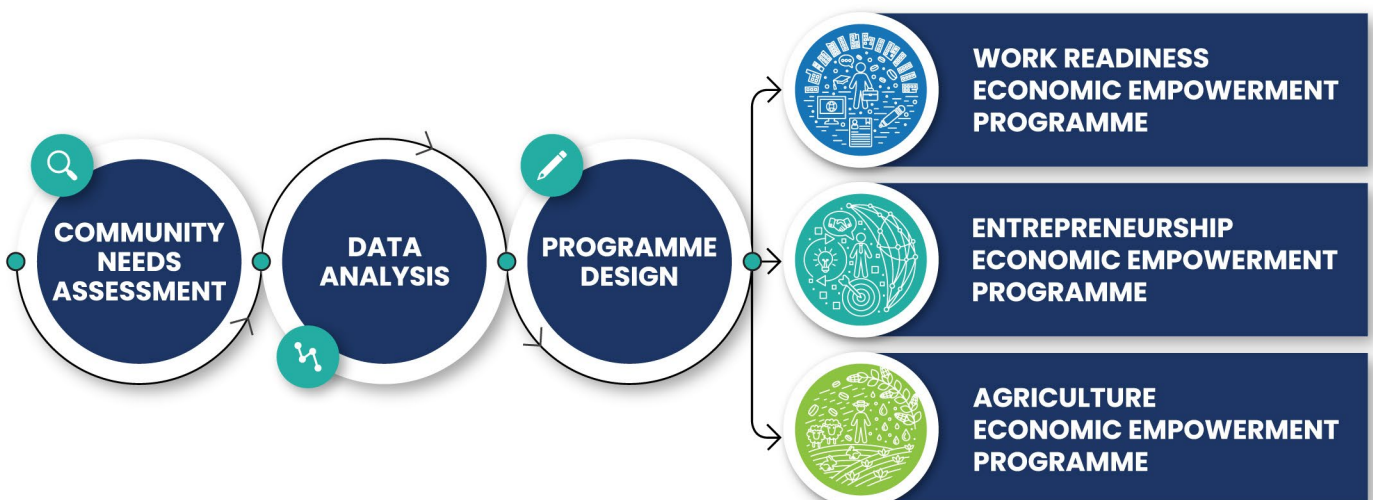
Developing Entrepreneurs - A Proven and Effective Enterprise Development Solution

Our Beulah Africa Economic Empowerment Programmes start by listening to each community's needs, identifying vulnerable groups, and partnering with local members to achieve their development aspirations. Each economic empowerment programme is therefore tailored to the community's unique context, whether it be work readiness, startup entrepreneurship, scale-up enterprise development, or agriculture, with the goal of creating sustainable, long-term impact.

The Entrepreneurship Economic Empowerment Programme is designed to help individuals and communities break free from poverty by providing the tools and resources needed to start and grow their own businesses. In many rural areas, economic opportunities are limited, and people struggle to provide for themselves and their families. Entrepreneurship offers a pathway to self-sustaining livelihoods, enabling individuals to address the

challenge of limited opportunities by creating their own businesses. We focus on simultaneously supporting two key groups: startup entrepreneurs; and existing community-based entrepreneurial businesses.

Through entrepreneurship training, participants learn the fundamentals of running a business, from developing a clear business plan to executing it with confidence. Beyond this, they receive ongoing mentorship and business coaching, which provides critical support in accessing markets. To give them a real chance of success, we also provide startup grants to kickstart entrepreneurial ideas into reality, and scale-up grants to break growth barriers and overcome obstacles to expansion. More than just business skills, the programme ignites hope and resilience in facing socio-economic challenges. By building on local strengths, we lay the groundwork for sustainable change.



SUSTAINABLE DEVELOPMENT CONTINUUM MODEL

As illustrated in the Sustainable Development Continuum Model, we understand that business growth is a complex and nuanced process. Our aim is to support entrepreneurs in achieving significant growth, changing their growth trajectory and scaling their businesses to the next level. Regardless of where they start on the continuum, our objective is to empower them to advance at least one level, unlocking new opportunities for sustainable economic growth and improved livelihoods. By achieving this growth, entrepreneurs will not only be able to sustain their own jobs but also create new employment opportunities within their communities, contributing to broader economic development and social impact.



PROCESS

Our Entrepreneurship Empowerment Programme is a phased approach to supporting entrepreneurs. The programme consists of three phases. Phase 1 is Data Gathering and Preparation, which involves community needs assessment, data analysis, programme design, participant recruitment and profiling, and business profiling. Phase 2 is Structured Training, where participants undergo Leadership for Life training, Entrepreneurship training, and Scale-up Selection. Finally, Phase 3 is Mentoring and Grant Funding Administration, where participants receive mentorship and grant funding to support their business growth.



"Entrepreneurs are the catalysts for economic growth, innovation, and job creation."

- Richard Branson



Community Needs Assessment

Our Community Needs Assessment provides a thorough and comprehensive understanding of a community's unique social and economic challenges. Through rigorous research and analysis, we identify the specific needs and priorities of communities, mapping out key stakeholders, resources, gaps in services and local market opportunities. These valuable insights enable us to develop targeted interventions to address the most pressing issues, including tailored enterprise development and entrepreneurship initiatives, ultimately driving positive change, sustainable livelihoods, and economic growth.



Participant Recruitment & Profiling

Following the community needs assessment and programme design, the next key step is participant recruitment and profiling. This involves identifying candidates who meet the programme's eligibility criteria and align with the needs identified during the assessment. Through targeted outreach, potential participants are assessed for their willingness and ability to meet the programme's requirements. Eligible candidates are then recruited and undergo a profiling process to gather demographic, socio-economic, and skills-based information. This enables tailored support, maximising the programme's impact on each participant.



Business Profiling & Needs Assessment

We examine key business metrics, including type of business, financial information, revenue, employment, industry, markets, customers, and employees. This comprehensive understanding of each business informs our mapping of them onto the Sustainable Development Continuum Model. The model assesses various elements, including enterprise revenue, personal income, and sustainability indicators. By doing so, we can provide targeted support and development interventions tailored to each business's specific needs and growth stage.



Leadership for Life Training

Leadership for Life is an international programme that empowers entrepreneurs to take charge of their futures. By applying timeless principles of personal transformation, this programme fosters a mindset shift, encouraging entrepreneurs to break through barriers and persevere. It instills ownership and accountability, motivating entrepreneurs to turn their business ideas into sustainable livelihoods for themselves, and ultimately creating an economic ripple effect that benefits their communities. This training lays the foundation for the rest of the programme.



Entrepreneurship & Business Training

Our Entrepreneurship Training empowers individuals to develop their entrepreneurial abilities and business skills, enabling them to run a business successfully. The programme equips start-ups and existing businesses with entrepreneurial qualities and business foundations, motivating them to become independent and capable entrepreneurs. The training goes beyond supporting entrepreneurs in starting a business, also focusing on scaling existing ventures. Participants learn how to develop a comprehensive business plan that serves as a roadmap for growth and expansion.



Scale-up Selection

Our Scale Up Selection event is a critical milestone in our process, where entrepreneurs showcase their business case, sharing their story, business concept, and plan. For start-ups, this means presenting their initial business concept, while existing enterprises present their current business and scaling plan. Following these presentations, we select the candidates who will proceed to the next stage of mentoring. This event serves as a strategic filter, enabling us to identify the most promising candidates who are committed to growth, scaling, and the mentorship process. By doing so, we ensure that our time, effort, and resources are invested in the individuals and businesses with the highest potential for success.



Mentoring & Business Coaching

Through mentorship and business coaching, our programme equips entrepreneurs with the guidance, support, and critical skills needed to start and grow successful businesses. This includes the application of business skills, as well as leadership and life skills, to build and scale a successful business. Experienced mentors and coaches work closely with participants to refine and finalise their business plans and company profiles, assisting them in accessing markets and developing effective sales strategies. As entrepreneurs implement their plans, our mentors help them stay focused on their goals and navigate the challenges of growth, empowering individuals to make informed decisions, build resilience, and achieve long-term success.



Business Grant Funding Administration

Linked to mentorship, we also administer grant funding for participants as part of the programme. We assist participants in developing their business concepts and plans, including creating budgets and financial forecasts. We then guide them in determining the best way to utilise the grant funding, teaching them how to prepare funding proposals, obtain quotes and source the best suppliers. Our programme ensures that the grant funding is effectively channelled to support the successful launch and growth of their businesses, helping them break through the growth barriers they face.



TESTIMONIALS

"Beulah Africa has transformed my entrepreneurial dream into a reality. I was equipped with the knowledge of how to run and operate a small business effectively, in a way that sustains the business and generates a profit. I appreciate the guidance I receive from my mentors, as well as the funding, which has contributed to my success." - Lungelo Nkosi

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